INSURANCE ENGLISH

保险英语

理论与实务

张海平　王　君　等　编著

21世纪商务英语

中国水利水电出版社
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内 容 提 要

本书针对从事涉外保险业务的人士编写而成，知识系统并配有实际案例。读者通过阅读本书，既可以了解国际保险业的动态和形势，又可以提高保险专业英语水平。

本书适用于从事涉外保险业务的人士，以及希望进入此领域工作的人士，也可成为经济类专业的学生、外语爱好者以及企业人士提高自身素质的参考书。

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前　言

如果说金融是一国经济运行的“血液”，那么保险就是保障社会正常运作的经济支柱。在发达国家，保险已经渗透到每个人的观念中。这也是东西方文化的一个重要差异，即东方国家崇尚节俭，而西方国家追求消费，其原因就在于东方国家缺乏保险意识以及相应的体系，只能通过储蓄来保障个人和家庭的经济安全，相比之下，西方国家拥有完备的保险制度，人们在缴纳适当的保险费后，可以无所顾虑地享受生活。同时，保险还是发达国家稳定社会和经济发展的“减震器”。以1998年席卷全球的“厄尔尼诺”现象为例，美国由于拥有完善、全面的保险和保障体系，因此在遭受损失后，由保险公司迅速地向被保险人赔付了巨额资金，使其经济和社会的运作未受到太大的影响。

作为传统的东方国家，中国一直以来都没有真正地认识到保险的巨大作用。直到改革开放，特别是进入20世纪90年代以来，保险才逐步为人们所接受，开始步入中国人的日常生活。尽管随着中国保险市场的逐步开放，越来越多的人开始知道保险，但与发达国家相比，中国人的保险意识还很落后。

另外，由于国内许多保险公司的经营非常不规范，存在严重违反保险经营原则的做法，使得社会公众对保险产生了逆反心理，很多人认为保险只不过是“骗钱”的勾当。

作为学习英语和普及保险知识的读物，本书将从风险管理和保险的基本原理出发，对保险的具体经营、保险市场以及有关创新等方面内容加以介绍，希望能够为读者全面地展现当代保险发展的概况和趋势。为此，我们搜集了国外有关保险的最新文献，并广泛地查阅了国内有关报刊杂志。

本书的分工情况如下：张海平和王君负责搜集所有的中外文资料，全书题例和布局由张海平提出大纲；具体编写过程中，赵森负责第一章，王晓明、张海平负责第二章，王君、王霞负责第三章，薛龙、张海平负责第四章，张海平、王霞负责第五章及附件，全书由张海平负责统稿。

本书在编写过程中，得到各位前辈和保险业界人士的热情指导和支持。原中保集团纪委黄建新书记在本书的整个编写过程中给予了切实的帮助；中国保险权威、对外经济贸易大学教授雷荣迪先生和著名保险学家陈欣教授对本书的构思、组稿以及具体的编写工作都给予了悉心的指点；对外经济贸易大学黄敬阳副教授还从百忙中抽出时间，细致地审阅了部分译稿；林肯国民（中国）有限公司崔素芳与舒友文女士为本书的组稿和编译提供了极大的便利；安徽教育出版社的张军先生为本书的策划和运作倾注了心血。在此，编写组向以上各位表示衷心的谢意。

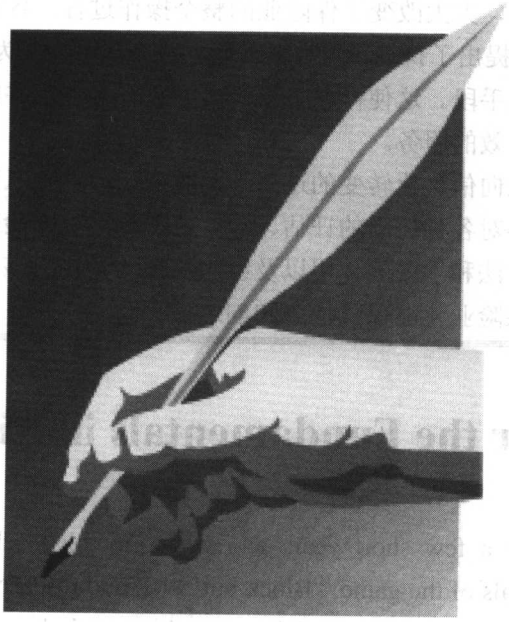
本书在搜集资料的过程中，还得到中国人民保险公司资料室、林肯国民（中国）有限公司北京代表处、对外经济贸易大学保险学系等单位的大力支持，对此我们深表感谢。

由于编者水平有限，书中难免存在错误与遗漏，敬请各位读者批评指正。

编者

目　　录

第一章　风险管理与保险的基础知识



第一节 风险选择的要素

背景介绍

每一件事都有其基本因素，保险业也是如此。在迈向21世纪的时候，大部分公司都在进行技术变革，这将使他们在迈向21世纪的过程中获得有利的竞争地位。保险业正致力于改变传统操作程序的变革。保险商都有自己的工作站，即拥有专家系统的个人电脑，并建立与生产者、信息提供者和内部系统的在线连接。

电子数据的使用，大大改变了保险业的整个操作过程，各种新问题、新情况的出现，对保险业的发展提出了挑战，同时也提供了机会。保险业为了取得新的竞争优势，采用了大量的信息化手段。这使得保险商提高了决策能力，并能够依靠这些丰富的信息来源，提供优质高效的服务。

在传统的保险业向信息化转变的过程中，关键是要提高风险管理的水平。新的方法和手段的应用使得对各种风险的评估、测算更加准确，保险的组织机构也发生了很大的变化，但这些方法和手段的使用以及组织结构的变化应该与保险的基本要素保持一致。只有这样，保险业才能保持活力和创造力。

Remember the Fundamentals in Risk Selection

It seems like only a few short years ago when my high school basketball coach was stressing the fundamentals of the game: "Block out! Pick and roll! Drive to the basket! Use your left hand, Hopper!"All those wonderful memories remind me that there are certain "fundamentals" in nearly everything we do. Proper execution is "fundamental" to achieving success. This is true in risk selection and classification.

Today most companies are engaged in a technological transformation that will position them to compete more effectively as they move forward into the 21st century. Underwriting departments are immersed in reengineering, which is dramatically changing their traditional operational processes. Underwriters have workstations-personal computers with expert systems and online connections to producers, information providers and internal systems-intended to enhance decision-making and ultimately provide better customer service.

Electronic data flow is rapidly replacing mail. Traditional functional responsibilities are being transformed into operational processes. Many organizations intend to review applications and issue policies in minutes rather than days or weeks. Add to this transformation process other business challenges—such as keeping up with legislative and regulatory issues, and managing

costs to conform to a tight underwriting budget—and it's easy to understand why underwriters and underwriting management find today's environment to be a bit unsettling.

With all challenges, however, there are also many opportunities. History shows us that the underwriting profession is quite resilient and creative. Issues should be addressed with optimism and foresight. Remembering the "underwriting fundamentals" can help to provide some stability and purpose to the organized chaos of transformation.

Here are only a few of the fundamentals that should serve as guiding principles during transformation, all of which might fall under the heading "proper risk management".

The underwriting function must protect the company against adverse selection.

Customers deserve to be treated fairly and with respect.

Knowledge and appropriate information are key ingredients in risk selection decision making.

The technology solutions for risk management need to improve decision-making capabilities, not hinder them. It is therefore vital that underwriters and underwriting managers be involved in decisions that affect work flow and access to information. Here is an opportunity to enhance the underwriter's access to information sources, and provide tools that can allow faster and more consistent decisions. Making certain that underwriters have online access to many different reference materials is a good start. But it extends beyond that.

For example, who in the organization has a better appreciation of the risk-related elements associated with an insurance application than underwriters? If a new electronic application is being designed for the producer's laptop workstation, underwriting should be involved in the design. There is a great opportunity to develop the kind and quality of risk-related information that can reduce the need for additional requirements and improve the likelihood of early policy issue.

Decisions related to underwriting requirements and even final underwriting actions are not always consistent, especially when the underwriting organization has varying levels of experience. Inconsistencies such as these can be costly. Here again is an opportunity to improve overall risk management. Routine age-amount and impairment-related requirements can be incorporated into workstation processing. To the extent possible, EDI connections to information providers should be used to increase the speed in ordering, processing and receiving underwriting requirement information. Knowledge-based impairment modules can allow for greater consistency in underwriting actions. Cost savings and better decisions are the end products.

Perhaps one of the greatest opportunities and benefits associated with the transformation process relates to electronic data collection. The more information that flows into the workstation electronically, the greater the ability to utilize the data to benefit the organization. These enhanced management reporting capabilities will lead to timely and more effective risk management decisions.

These are only a few examples of keeping in tune with the fundamentals while maximizing the opportunities and benefits that can be gained from the transform ation process. The old adage "no pain, no gain" is apropos for the organizational changes taking place. So remember the"fundamentals", but participate in the process and take full advantage of the opportunities to improve risk management.

注释

underwriting 保险业
reengineering 保险业再造
policy 保险单
resilient 不屈不挠的
mortality 死亡率
morbidity 发病率
cost-effectively 低成本地
decision-making 决策
underwriter 保险业者，保险商
insurance application 保险投保书
laptop 膝上电脑
impairment modules 损伤模块
submit 提交，递
apropos 适当地，恰好地

参考译文

风险选择的要素

似乎是几年前，我的高中篮球教练这样强调篮球这项运动的基本要素："阻挡！运球！投篮！用你的左手，跳跃者！"所有这些精彩回忆使我意识到几乎我们做的每一件事都有其基本要素。正确实施是取得成功的基本要素。这在风险选择和区分方面是千真万确的。

目前大部分公司都在进行技术改革，这将使他们在迈向21世纪的过程中处于有利的竞争地位。保险业正致力于改变传统操作程序的变革。保险商都有工作站，即拥有专家系统的个人电脑，并建立与生产者、信息提供者和内部系统的在线连接，这将提高决策能力并最终提供更好的客户服务。

电子数据流正迅速取代信件。传统的功能性职责正转变为操作程序。许多公司希望在几分钟内而不是在数天或数星期内看到投保书并开出保单。这样的变革程序加上其他的商业挑战，例如与法律和法规保持一致，加强成本管理以便与紧缩的保险预算相适应，就很容易理解为什么保险商和保险业管理层会发现今天的环境有些令人不安。

尽管面对所有挑战，保险业仍有许多机会。历史表明保险业是非常有活力和创造力的。看问题要用乐观态度和预见性的眼光。记住"保险的基本要素"可以在变革出现混乱时提供一些稳定性和决心。

以下列举的一些基本要素，可以作为变革期间的指导原则，所有这些要素都可以归到"恰当的风险管理"这项中。

保险业的职责是必须保护公司避免不利的选择。

顾客应受到尊敬和公平对待。

知识和正确的信息是作出风险抉择的关键因素。

风险管理的技术方案需要提高决策能力，而不是阻碍这些能力的提高。因此保险商和保险业管理层参与影响工作流和获取信息的决策是至关重要的。这是一个促进保险商获得信息源的机会，也为能做出更快更一致的决策提供了工具。确定保险商在线连接许多不同的参考资料是一个好的开始，但这还远远不够。

例如，在公司里谁能比保险商更正确地评价一份投保申请相关的风险因素。如正在为生产者的笔记本电脑工作站设计一个新的电子应用程序，保险商就应参与到设计中。这里有一个开发同风险有关的信息的种类和质量的重要机会，能减少对额外要求的需求并提高尽快开出保单的可能性。

与保险要求有关的决定，甚至最终的保险行为并不总是一致的，特别是当保险公司的员工经验水平不同的时候，这些不一致的代价非常大。这又是提高综合风险管理的一个机会。通常的年龄计算和有关损失的条件可以被纳入工作站处理程序。在可能的范围内，应利用与信息提供者连接EDI来提高组织、处理和接收保险需求信息的速度。以智能为基础

的损失模块能考虑到保险行为方面更大的一致性。节约成本和更好的决策是最终产品。

或许同变革程序有关的最重要的机会和利益因素之一是电子数据的采集。进入工作站的数据越多，利用这些数据为公司带来利益的能力就越大。这些增强的管理报告能力将促进及时和更有效地进行风险管理决策。

最大化从变革程序中获得的机会和利益并保持与基本要素一致的例子并不多。“没有付出就没有收获”这句古老的谚语对于正在发生的组织变革是非常合适的。因此请记住这些“基本要素”，参与到过程中并充分利用这些机会来提高风险管理水平。

第二节　风险管理的实例分析

背景介绍

这一部分内容讲的是风险管理。在西方的保险和风险管理的教科书中，常常将风险管理定义为：一个组织或个人用以降低风险消极影响的决策过程。风险管理的目标是降低风险发生的可能性，并尽可能地降低风险管理的成本。我们所说的风险成本有四种：（1）降低损失成本的技术被定义为损失控制；（2）机会成本，由于不确定性可能带来损失，也可能带来盈利，降低不确定性很可能同时也降低了盈利的机会；（3）心理成本，对未来损失的担忧和焦虑，这也可能导致某种损失；（4）实际发生的损失融资。所以说，风险管理的职能是减少以上成本和实际损失。

下面将风险管理的主要过程介绍一下。

- 设定目标。在这一过程中主要考虑的是组织或个人的整体目标相一致、强调风险与收益之间的平衡、对风险和接受风险管理的态度。
- 识别风险。风险是各种风险事故、风险因素的综合，因而需要运用各种手段进行识别。
- 评价风险。这主要包括衡量损失的频率和强度，利用概率论和大数原理分析、估计到最大的损失可能。
- 建立选择方案。运用多种方式，如自留或商业保险，从减少风险成本和损控的角度设计各种可能的方案。
- 选择方案。运用决策规则，作出选择，该方案必须符合长远计划的目标。

实施方案

监督管理效果，积极反馈，建立资料库，以备它用。

本文以电子行业，主要是以晶片生产和装配厂商为例，谈谈关于风险管理的问题。

High Tech Means High Stakes: Risk Management Issues For the Asian Electronics Industry

Recent major fire losses to Asian wafer fabrication and electronic assembly operations have captured the attention of underwriters around the world. Fortunately, these losses have also brought about a new focus for managers in the electronics industry to invest in a professional risk

management approach to control the considerable risks inherent in their business. Those companies that are able to identify key exposures to loss and develop a well-conceived loss prevention plan have a much-improved chance of avoiding or minimizing the financial devastation that can be associated with a loss.

Risk management steps for the electronics industry should focus on controlling the physical exposure to loss and establishing appropriate contingency plans.

High Stakes

Constructing a world-class wafer fabrication facility costs about US$1 billion, with many facilities now presenting single locations that well exceed those values when production is fully ramped up. The specialized photolithography equipment, ions implant devices and the like come with high price tags. In times of peak demand, there is a potentially long replacement period. Chip testing equipment can cost US$2.5 million and more, and a single photolithography stepper can cost US$7 million. Business Interruption/Loss of Profits Exposures are equally severe. Prior to recent cutthroat competition, it was not unusual for wafer fabs to seek protection for business income values in excess of US$1 million per day, and in non-commodity and some foundry production facilities such exposures still exist.

What can Go Wrong

Natural disasters and fire pose the greatest risk to most businesses and the same holds for the electronics industry. As recent losses have demonstrated, fire can destroy an entire manufacturing facility or severely contaminate and damage all critical production equipment.

In the wafer fabrication industry, clean rooms present an extremely challenging profile. Management and their loss-prevention engineering teams grapple with how to best protect the ultra-clean (class 10 and below) manufacturing environment. It is a difficult combination, coupling high value sensitive manufacturing equipment with the pyrophoric and flammable gases, which are a necessary part of the manufacturing process. In addition, the vast quantities of combustible PVC and Polypropylene ducting traditionally used in such facilities add a significant fire load to these risks. An additional risk factor is the presence of many subcontractors during initial build-out stages and during the ongoing ramp as plants achieve full operating levels.

Managing these exposures requires a serious ongoing commitment to controlling both the physical and human element risks present in an electronics manufacturing environment.

Even if a fire is contained and does little physical damage, the smoke from the fire may create a serious loss, especially if it infiltrates a "clean" manufacturing environment. A particle measuring only a millionth of a meter in diameter is big enough to bridge two electrical lines on a typical chip creating a short circuit. Class-10clean rooms, often used in the semiconductor manufacturing process, contain only 10 particles larger than half a micron in each cubic foot of air. A typical non-smoking office has between 200 000 and 300 000 of these particles in every cubic foot of air. A clean room filled with smoke from a fire will create a substantial business

interruption loss.

Earthquake

While fires have produced the most spectacular recent losses, the underlying exposure to earthquake presents an equally severe risk management challenge. From Japan to China and the Philippines, to the many wafer fabs located in the western US, many electronics manufacturers are exposed in some degree to the Pacific "Ring of Fire". Here again, the considerations of trying to protect a clean-room environment from contamination of the gas and chemical supply lines, sprinkler piping and collapse of pedestal flooring present an equally daunting engineering challenge.

In the case of some natural disasters, such as a hurricane or flood, the actual event may cause little or no damage to the wafer fab or assembly operation. Rather, the damage occurs when a hurricane knocks down power lines that can take days to be repaired, or a flood may make roadways impossible until the water recedes. For example, following an earthquake that hit Japan just before dawn on January 17, 1995, one component manufacturer felt lucky because its plants had been left untouched. However, the severely damaged transportation infrastructure left the company stranded and temporarily unable to export any products.

Business Interruption

One of the biggest dangers to a business following a major disaster is a loss market share during the time the company is unable to operate. Even a relatively small property loss, such as a broken water pipe, could delay manufacturing for a prolonged period. For instance, a stepper, damaged by water, may need to be sent overseas for repairs, and during that time other chip manufacturers may have moved into the marketplace to fill the void.

Risk Management Steps

Establishing proper risk management controls is a comprehensive process, which starts with designing the facility to meet current best practices for fire and catastrophe protection. To be certain, the electronics industry is a young industry, and best practices become a bit of a moving target. The fire protection model employed in wafer fabs provides the best example. In Asia, many of the wafer fabrication facilities that were constructed in the 1990s were in fact often built with no sprinkler system and little if any automatic object protection for the manufacturing tools. This model still persists in Japan and South Korea. Even those plants that were built with some attention to fire protection even five years ago are now being retrofitted in order to meet current best practices in terms of tool protection, VESDA (Very Early Smoke Detection) and overall sprinkler design.

As corporate managers have increased their focus on risk management, the non-sprinklered model has given way, and most fabs in Asia are now being constructed with some form of sprinkler system. Making certain that the sprinkler system that is being installed is in fact appropriate for the occupancy and in tune with global best practices is another matter. Reliability

concerns with pre-action systems should be weighed against the reduced risk of water contamination to the clean-room environment. In this regarded, it is important to note that wet pipe sprinkler systems have gained some currency as best practices due to the reduction of variables, which can go wrong, thereby increasing expected reliability of performance.

All fire codes are not the same, and this may pose a problem for companies building manufacturing plants in various Asian locations. For example, a major chipmaker is constructing a new US$550 million factory to assemble high-end chips in the Philippines. The facility will meet local fire codes. However these may not meet accepted world best practices. Chip manufacturers need to decide prior to plant construction what protection code they need to meet. If it will exceed local fire code standards, they will need to develop their building plans accordingly and perhaps shepherd the plans through local government approvals.

Those plants with state-of-the-art fire protection and detection systems also stand a better chance of minimising damage. VESDA systems can alert local guards and the fire department so that a quick response can be mounted. Risk management procedures to confirm regular testing and inspection of such systems are a must. Automatic tool protection systems also feature in best practice plant protection design.

Human element controls, ranging from limiting access to the clean room environment, strict controls on contractors on site, hot work permits and tag-in-tag-out procedures are as important as any steps to improve the physical protection of an electronics manufacturer. Close attention must be paid to maintaining the private fire protection and detection systems that were designed for the facility.

Although it is impossible to prevent a natural disaster from occurring, it is possible to minimize the impact of the resulting damage. If a facility must be constructed in an earthquake zone or area subject to windstorms, special building materials and other precautionary methods that will help minimize structural damage should be used. Engineering steps can be taken to design the facility to withstand the expected earthquake risk. The building, as well as the installation of all plant equipment and related supply lines should be built to withstand the expected hazard.

Electronics manufacturers should develop a disaster recovery plan to speed their return to production. In addition, some fabricators have an arrangement with their equipment manufacturers so that they will receive priority delivery over other equipment orders in case of a loss.

A fire can also destroy valuable information such as customer orders and research documents. This information can take time to reconstruct and, in some cases, it may be irreplaceable. Some manufacturers have developed agreements with other companies that allow them to utilize a competitor's manufacturing facilities for a defined period of time when this type of scenario occurs.

Insurance

When it comes to disaster recovery, business income insurance and extra expense insurance coverages can financially assist manufacturers in resuming operations. Business income insurance typically covers lost net profit, continuing expenses and payroll while the company is unable to operate. Extra expense coverage assists in financing the disaster plan so the insured can continue to conduct business, even on a limited basis. For example, immediately following a disaster, the company may need funds to set up a temporary office site or rent equipment. Extra expense coverage would help with these costs.

Conclusion

Technology has placed the electronics industry in a precarious position. In the fab segment, as wafers grow in size and continue to push up production levels at individual manufacturing sites, the property and business interruption exposures will also continue to grow. While an enlightened risk management approach is the key to minimizing losses, it is impossible to totally eliminate all exposure. Recovering from a major property loss takes property insurance, sufficient business income insurance and extra expense coverage, and a well-constructed business recovery plan. The business recovery plan is designed to help manufacturers make choices that will limit the loss and speed up the recovery period. It works in conjunction with the insurance programme, which helps to give the company the time and financial wherewithal necessary to help rebuild and restore the business. An effective plan is the result of collaboration between the insured and their professional risk management team.

注释

wafer fabrication 晶片制造
to capture the attention of sb. 引起某人的注意
photolithography equipment 照相平板设备
ion implant devices 离子植入设备
chips testing equipment 芯片检测设备
photolithography stepper 照相平板的分档器
cut-throat competition 白热化的竞争
pyrophoric 易燃的
flammable 可燃的
PVC（polyvinyl chloride） 聚氯乙烯
polypropylene 聚丙烯
to bridge 搭桥，使……短路
the pacific ring of fire 太平洋地区“火山地震带”
ranging from…to… 范围从……至……
sprinkler system 喷水装置