

● 国际经贸系列教材

国际商贸英语

GUOJI

SHANGMAO

YINGYU

谢富纪



山东大学出版社

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山东大学出版社

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前 言

本书是编著者几年来在山东大学工商管理学院为本专科生讲授外贸英语所用自编讲义的基础上,根据教学的实际需要,进行不断改写和充实后逐步形成的,旨在适应具有一定英文基础的经济、管理类专业及相关专业本专科生学习需要。本书具有国际贸易理论与实务相结合,函电与外贸业务相结合,选材广泛、新颖等特点。学习者可在掌握国际商贸基本词汇和术语的基础上,进一步学习国际商贸业务知识,增强国际商贸业务操作中的英文实际运用能力。

本书分四个部分:

1. 国际贸易(英文)。包括十二个单元:(1)外贸出口概要;(2)国际贸易起因;(3)国际贸易与国内贸易的区别;(4)国际贸易差额;(5)国际收支差额;(6)贸易壁垒;(7)国际运输;(8)国际贸易术语;(9)海运保险;(10)外汇;(11)国际贸易结算;(12)多国公司。

2. 商贸业务书信(英文)。包括十八个单元:(1)书信撰写;(2)建立业务关系;(3)询盘;(4)发盘;(5)还盘;(6)接受;(7)推销;(8)订购;(9)商品数量;(10)商品品质;(11)商品包装;(12)价格;(13)合同;(14)货运;(15)保险;(16)索赔;(17)代理;(18)结算。

3. 商贸业务电报(英文)。包括电报的分类,拟写的特点和技巧以及电报的适用业务范围。

4. 商贸业务电传(英文)。包括电传的格式、特点,拟写方法、技巧及适用的业务范围。

CONTENTS

Part One	International Trade	1
Unit One	Export Steps Outline	1
Unit Two	The Reasons For International Trade	7
Unit Three	The Differences Between Foreign And Domestic Trade	15
Unit Four	Balance Of Trade	18
Unit Five	Balance Of Payment	22
Unit Six	Trade Barriers	30
Unit Seven	International Transportation ...	39
Unit Eight	Trade Terms Of Exports	52
Unit Nine	Marine Insurance	60
Unit Ten	Foreign Exchange	73
Unit Eleven	International Trade Settlement	78
Unit Twelve	Multinational Company	91
Part Two	Business Letters	101
Unit One	Business Letter - Writing	101
Unit Two	Establishing Business Relations	113
Unit Three	Inquiry	118
Unit Four	Offer	123
Unit Five	Counter Offer	129

Unit Six	Acceptance	134
Unit Seven	Promotion	139
Unit Eight	Ordering	147
Unit Nine	Quantity	153
Unit ten	Quality	159
Unit Eleven	Packing	165
Unit Twelve	Price	170
Unit Thirteen	Contract	176
Unit Fourteen	Shipping	196
Unit Fifteen	Insurance	201
Unit Sixteen	Claim	206
Unit Seventeen	Agency	211
Unit Eighteen	Settling Account	218
Part Three	Telegrams	224
Part Four	Telexes	232

Part One International Trade

Unit One Export Steps Outline

How does your tape recorder made in Japan come to be in China's stores? How does Chinese tea end up as part of an American family's drink? Many products we use are in fact the result of international trade. International trade is the exchange of goods and services between nations.

However, how is international trade transacted? How will a Chinese company go through to arrange the export of its products? Some of the most important steps are outlined as follows:

1. Identify Potential Customers

The company needs to know which foreign companies are likely to use the product or might be interested in marketing and distributing the product in their country. Trade directories, business organizations, government agencies and other business people are all sources that might be used.

2. Contact Potential Customer

Telephone, letter, telex or a salesperson's visit are

among the most common ways the company may contact a foreign company to see if it is interested in doing business.

3. Negotiate Terms and Sign Contract

If a foreign company is interested in buying the Chinese company's products, negotiations should be organized and agreement reached on the terms of sale, including the price, the mode and date of payment, delivery date and place of the goods and so on. Usually, both the supplier and the buyer want a written contract stating all these terms. Lawyers will probably be needed to help write the contract.

4. Financing the Export

Some form of debt or loan is generally necessary for international trade transactions. For example, the supplier may need money right away to meet the expenses of producing and shipping the goods, but the customer probably won't have to pay until after the goods have been delivered. In cases such as this, the exporter may receive a loan to meet his expenses until payment is actually received.

5. Insurance

Usually, companies buy insurance to protect themselves from loss if their goods are destroyed or damaged. For example, there could be a disaster such as a fire, an

earthquake, a ship sinking, or simply a box falling off a truck or forklift. If the company has bought insurance, it will be reimbursed for any such loss.

6. Inland Transportation in Seller's Country

The goods need to be moved from the production area (factory, farm, mine etc.) to the airport or seaport from where they will be shipped to the buyer's country. Arrangements can be made to have the goods shipped by truck or train.

7. Export Processing

At the airport or seaport, various papers must be prepared and processed to keep track of the goods and make sure they get on the right ship or plane. In addition, the government requires that an export declaration be completed so that the country can keep records of exports. Finally, the goods must be loaded onto a ship or plane.

8. International Shipping

The exporting company must make arrangements with a shipping company to transport the goods from supplier's country to customer's. Most exports are shipped by sea.

9. Import Processing

When the goods arrive at the seaport or airport in the

customer's country, there will be more paperwork. Part of the paperwork is needed to keep track of this particular shipment among all the goods coming into the seaport or airport. More paperwork will also be required by the country's government; a tax (called tariff) may be charged on the goods; and the goods may have to be inspected by customs officials. Of course, the goods will also have to be unloaded from the ship or plane.

10. Inland Transportation in Buyer's Country

Finally, the goods need to be delivered from the port to the customer's place of business. This can be done by hiring a trucking company or arranging to have the goods delivered by train.

11. Payment

The sales contract usually states whether the payment will be made in RMB or in the currency of the foreign country. Whichever currency is used, the foreign exchange services of a bank will probably be needed.

Notes:

1. go through—— 经历, 完成
2. distribute—— 分配, 分发; 经销, 销售
3. trade directory—— 工商行名录
4. term—— 条款, 条件; 价钱, 费用; 期限

5. written contract——书面合同
6. finance——筹措资金
7. insurance——保险、保险金额
8. reimburse——偿付, 补偿
9. paper——单据、票据; 证券
10. export declaration——出口申报书。指出口报关时必须提出的报单, 亦称出口报单、海关用以检验货物和征税。
11. currency——货币
12. foreign exchange——外汇, 国外汇兑

Exercise

Translate the following into Chinese:

1. bilateral trade
2. free trade zone
3. barter trade
4. processing on supplied materials
5. compensation trade
6. licensing trade
7. joint--venture
8. assembling on supplied parts
9. foreign--funded enterprise
10. structure of export products
11. spot
12. future
13. risks of foreign trade
14. carrying out national construction by exclusively relying

on foreign trade

15. International Trade Charter

Unit Two The Reasons For International Trade

Every one may be aware of the flow of goods and services between nations, but not every one understands the reason for it, the way in which the transactions that cause the flow are made, or the effect the flow has on levels of economic activity and on standards of living. Two obvious reasons for international trade are described below.

1. International trade increases the range of products available.

People may want goods that cannot be readily produced in their country. Tea cannot be easily grown in large quantities in Great Britain; therefore, Great Britain imports tea from Asia. Japan has virtually no petroleum deposits; thus, it must import petroleum from the Persian Gulf region, Indonesia, and other countries.

Even when a product can be and is produced within a country, international trade allows a wider range of consumer choice of that product. For example, the United States of America is the world's leading producer of automobiles; however, without foreign trade, the range of automobile makes and types available in the U. S. would be reduced. International trade makes available a greater variety of products and allows a wide range of customer

choice.

2. International trade increases total production and consumption.

All nations have higher standard of living because of international trade. This is chiefly because international trade allows greater specialization. The most efficient means of organization global production is to have each nation specialize in the goods and services it produces best, and then trade with other nations for the other things it needs. To understand how international trade actually helps the world economy, it is necessary to understand the important economic concepts of absolute and comparative advantage.

(1) Absolute advantage

Consider the following example;

Country A produces record albums very efficiently, but does not have the resources or technology to produce stereo headsets efficiently. Using the equipment available, it takes a worker in Country A two hours to produce a record album, but seven hours to produce a stereo headsets. Country B, on the other hand, has the resources and technology to manufacture stereo headsets quite efficiently, but lacks the capability to make record albums efficiently. Using the equipment available, it takes a worker in Country B four hours to produce a record album, but only three

hours to make a stereo headset.

First, let's imagine that Country A and Country B decide to work alone, not trading with each other, then Country A will spend nine hours to make one headset and one album, Country B will spend seven hours.

If each country wants an equal number of albums and headsets, how many albums and headsets can be produced respectively in one 36--hour work week by one worker in Country A and Country B? The result can be easily got: four and five.

Now, let's assume that Country A and Country B respectively decide to specialize in what they produce best; these are the items in which they have an absolute advantage. Therefore, Country A has the advantage in making albums, Country B has the advantage in making headsets.

If country A makes only albums, it would be able to produce 18 in one 36--hour work week by one worker; Country B, 12 headsets.

Now, Country A and Country B need to trade so that people in both countries will be able to buy headsets and albums. Let's say that they agree that two headsets will be worth three albums and they trade on these terms. Each side decides to trade half of what it produces. Then the result is as follows:

	Working Their Own		Specializing and Trading	
	albums	headsets	albums	headsets
Country A	4	4	9	6
Country B	5	5	9	6

From the above, we conclude that if one country specializes in producing the goods in which it has absolute advantage and imports the goods in which it has no advantage, it will be benefited.

(2) Comparative advantage

The theory of absolute advantage, in fact, does not adequately explain the basis for international trade. If it did, a nation with an absolute advantage in the production of all goods would have no incentive to trade. But this is not the case, as the nineteenth-century economist David Ricardo proved with his theory of comparative advantage. According to Ricardo, foreign trade is mutually beneficial, even when one nation is absolutely more efficient in the production of every good, as long as there are differences in the relative costs of producing the various goods in two potential trading nations. As initially formulated, the theory of comparative advantage is based on labor — cost differentials. Later researchers have shown that both supply and demand factors play a role in determining the relative prices of commodities that form the basis for mutually advantageous exchange.

Suppose that Country C can produce both record albums and stereo headsets more efficiently than Country D.

	Time for Making One Album	Time for Making One Headset
Country C	3 hours	3 hours
Country D	7 hours	4 hours

If each country produces the products alone and wants an equal number of albums and headsets, Country C can make 6 albums and 6 headsets in one 36-hour work week by one worker; Country D, 3 albums and 3 headsets.

Now, let's assume that these two countries decide to specialize and trade. Country C should specialize in manufacturing the product in which its advantage is comparatively greatest. Country D should specialize in the item where its disadvantage is comparatively less. This is the principle of comparative advantage. Under this principle, Country C should produce album; Country D headset.

How many albums can one worker in Country C manufacture in a 36-hour work week? How many headsets can one worker in Country D produce in a 36-hour work week? We can get the answers of 12 and 9.

Now, the two countries must trade. Let's say they agree to trade three headsets for two albums. Country D