

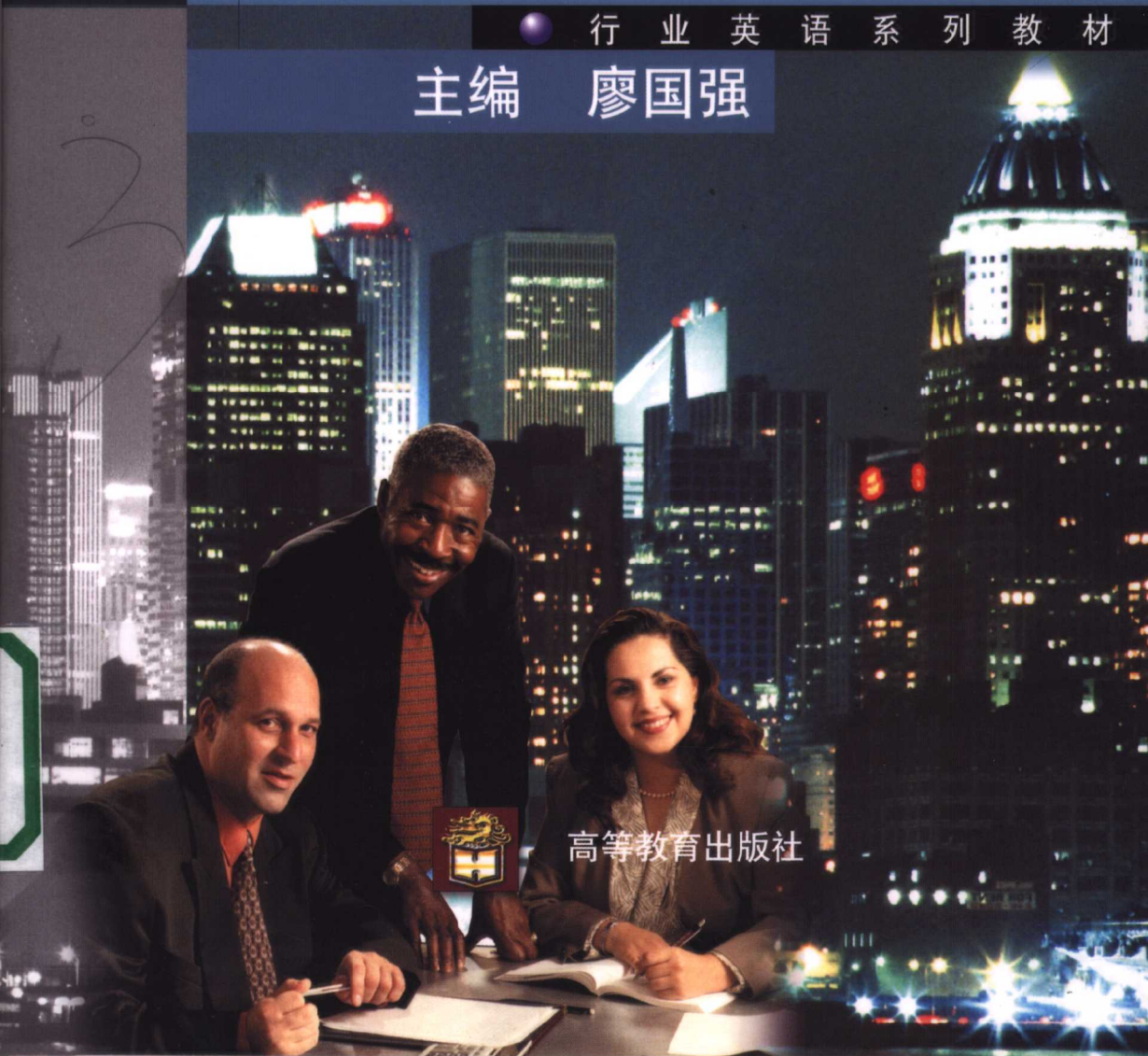


Economy & Trade

经贸英语

● 行业英语系列教材

主编 廖国强



高等教育出版社

经贸英语

**Business English for
Economy & Trade**

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内容提要

本书是行业英语系列教材中的一册。本书共 15 单元,每单元分 4 大模块:听力、会话、基础知识和综合练习。本书在选材上注重前瞻性,着眼于行业新理念、新方法、新术语的导入;在各单元的设计上突出听说训练,以培养学生用英语进行交际的能力,适应复合型人才培养和对外经贸工作的需要。本书适合大专院校外经、外贸专业的学生和相关从业人员使用。本书另配有录音带。

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前言

随着经济全球化的到来,我国加入 WTO 后,在国际经济中的地位不断提高,对外开放政策得到进一步贯彻执行,与世界各国间的外经、外贸活动日益广泛,对外贸易事业得到空前发展。针对这一新形势,国家需要越来越多的既懂经济贸易又熟悉专业英语的复合型人才。为此,我们编写了这本《经贸英语》,以适应人才培养和对外经贸工作的需要。

为改革传统的以阅读为核心的大学英语后续课程教材的编写方法,本书遵循实用性、可操作性的原则,并结合经贸工作的行业特点和专业英语学习的需要,在选材上既注重前瞻性,着眼于行业新理念、新方法、新术语的导入,同时又注重思想性、科学性、现代性和趣味性的融合;在编写内容上注重系统性与广泛性的结合,难、易材料的结合,加之变换多样的语言实践形式,突出自主、互动的学习过程,使不同程度的学习者都能根据自己的需要,学有所获;在各单元的设计上特别注重听说能力的锻炼、提高,培养学生实际使用英语进行交际的能力,同时兼顾阅读、写作和翻译能力的培养,进一步打牢学习者的专业语言基础。本书操作性强,可满足学习者能听、能说、会用的学习目的,同时能消除一些传统经贸英语抽象、难懂、难学、难用的疑虑。

本书共分 15 单元,每单元含 4 大模块。第一个模块从听力开始,引入该单元内容的基本概念或常识,让学习者在练习听力的过程中学到新知识,自然留下初步印象,为第二步展开专业性的情景对话或有特色的个案式讨论奠定基础;在第三个模块 Rudimentary Knowledge 中,读者可以学习到涉及该单元主题的基础理论专题文章,了解相关知识及背景,从而使所学内容更

加系统化;通过 Additional Practice 模块中更多专业知识的学习和意图明确的综合实践练习,能使读者达到开拓视野、打牢语言基础和巩固提高的目的,其中唐桂霖为 Merry Corner 部分所绘插图能更好地帮助读者理解幽默故事,还能让读者进一步在愉悦中体验英语学习的效果。

《经贸英语》一书操作性强,注重语言的灵活运用和实践性,既可作为大专院校完成了大学英语基础阶段学习后的外经、外贸专业的学生用书,亦可作为经贸从业人员或其他行业的专业英语爱好者的学习参考用书。

本书在编写过程中得到了高等教育出版社的大力支持,在此表示诚挚谢意。由于编写时间有限,错误或不尽人意之处在所难免,敬请专家、读者提出宝贵意见。

编 者

2004 年 11 月

Contents

UNIT 1 Trade(贸易)

- Part 1 Understanding of Trade 3
- Part 2 Establishing Trade Relations 5
- Part 3 Rudimentary Knowledge 10
- Part 4 Additional Practice 16



UNIT 2 Markets(市场)

- Part 1 Some Forms of Markets 22
- Part 2 Marketing Products or Services Successfully 23
- Part 3 Rudimentary Knowledge 27
- Part 4 Additional Practice 32



UNIT 3 Attracting or Making

Investment(引资或投资)

- Part 1 Attracting or Making Investment 37
- Part 2 Investment Environment 39
- Part 3 Rudimentary Knowledge 44
- Part 4 Additional Practice 48



UNIT 4 Import and Export(进口与出口)

- Part 1 Import and Export 53
- Part 2 Making the Decision to Import or Export 55
- Part 3 Rudimentary Knowledge 59
- Part 4 Additional Practice 65



Contents



UNIT 5 Technology Transfers (技术转让)

- Part 1 Benefits of Advanced Technology 69
- Part 2 Introducing the Latest Technology to Keep Competitiveness 71
- Part 3 Rudimentary Knowledge 76
- Part 4 Additional Practice 80



UNIT 6 Invitation for and Submission of Bids (招标与投标)

- Part 1 Conditions for Bids 85
- Part 2 Consulting About the Bids 87
- Part 3 Rudimentary Knowledge 92
- Part 4 Additional Practice 95



UNIT 7 Inquiry and Offer (询价与报价)

- Part 1 General Ideas of Inquiry and Offer 102
- Part 2 Dialogues About Inquiry and Offer 103
- Part 3 Rudimentary Knowledge 109
- Part 4 Additional Practice 112



UNIT 8 Counter-Offer (还盘)

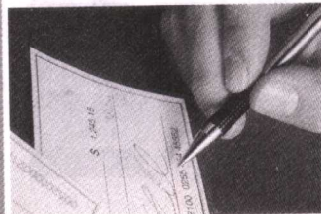
- Part 1 Understanding of Counter-Offer 117
- Part 2 Meeting Each Other Halfway 119
- Part 3 Rudimentary Knowledge 124
- Part 4 Additional Practice 127

Contents

UNIT 9 Acceptance and Ordering

(接受与订购)

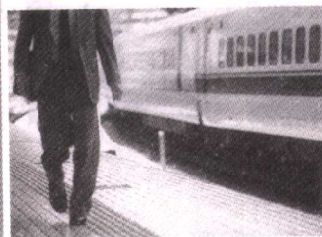
- Part 1 Basic Ideas of Acceptance and Ordering 131
- Part 2 Making a Further Concession 133
- Part 3 Rudimentary Knowledge 137
- Part 4 Additional Practice 142



UNIT 10 Packing and Shipment

(包装与发运)

- Part 1 Importance of Packing and Shipment 145
- Part 2 Negotiation on Packing and Shipment Issues 146
- Part 3 Rudimentary Knowledge 150
- Part 4 Additional Practice 153



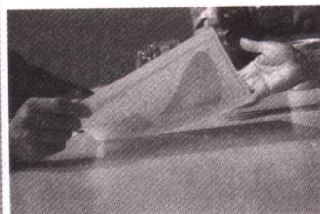
UNIT 11 Insurance(保险)

- Part 1 Understanding of Insurance 159
- Part 2 Having the Goods Insured Appropriately 160
- Part 3 Rudimentary Knowledge 164
- Part 4 Additional Practice 167

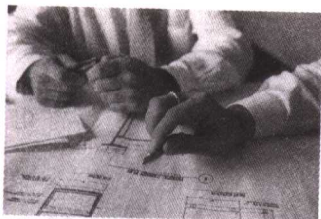


UNIT 12 Agency(代理)

- Part 1 Roles of Agency 171
- Part 2 Agency & Commission 172
- Part 3 Rudimentary Knowledge 176
- Part 4 Additional Practice 180



Contents



UNIT 13 Claims(索赔)

- Part 1 Reasons for Claims 187
- Part 2 Making Claims 188
- Part 3 Rudimentary Knowledge 193
- Part 4 Additional Practice 195



UNIT 14 Arbitration(仲裁)

- Part 1 Settling Trade Disputes 201
- Part 2 Avoiding Arbitration 202
- Part 3 Rudimentary Knowledge 206
- Part 4 Additional Practice 208

UNIT 15 Commercial Documents (商贸单证)

- Part 1 General Ideas of Commercial Documents 214
- Part 2 Dialogues About Draft and Bill of Lading 215
- Part 3 Rudimentary Knowledge 220
- Part 4 Additional Practice 223



Tapescripts 225

Key for Reference 239

UNIT 1



Trade(贸易)

- 1 *Trade and its classification*
- 2 *How to establish trade relations*
- 3 *World Trade Organization*
- 4 *World economy*

Words & Expressions

domestic	<i>a.</i>	家庭的;国内的	expand	<i>v.</i>	扩张,发展
mutually	<i>ad.</i>	互相地	beneficial	<i>a.</i>	有益的,得利的
merchandise	<i>n.</i>	商品,货物	invisible	<i>a.</i>	看不见的,无形的
tourism	<i>n.</i>	观光事业;游览	insurance	<i>n.</i>	保险;保险业
negotiation	<i>n.</i>	商议,谈判	safeguard	<i>v.</i>	维护,保护
currency	<i>n.</i>	货币;通用,流通	convertible	<i>a.</i>	自由兑换的
impose	<i>v.</i>	征税;强加	enterprise	<i>n.</i>	企业;事业
manufacture	<i>v.</i>	制造,加工	equipment	<i>n.</i>	装备,设备,器材
bilateral	<i>a.</i>	双边的	transport	<i>v.</i>	传送,运输
imbalance	<i>n.</i>	不平衡,不均衡	deficit	<i>n.</i>	赤字,不足额
statistical	<i>a.</i>	统计的;统计学的	transit	<i>n. & v.</i>	过渡;经过,通过
surplus	<i>n. & a.</i>	剩余(的),过剩(的)	vitality	<i>n.</i>	活力,生命力
prospect	<i>n.</i>	景色;前景,前途	catalog	<i>n.</i>	目录;目录册
<hr/>					
customs duties		进口税	by way of		经由,作为
make fresh headway		取得新进展	be inclined to		倾向…的
that / it depends		看情况而定			

Part 1 Understanding of Trade

A Listen to the conversation and complete the following sentences.

- 1 One of the speakers is going to engage in _____.
- 2 Trade within one's own country is called _____.
- 3 Our trade with other countries is called _____.
- 4 Trade between countries or regions in the world is _____.

5 Insurance service is a form of _____.

B

Listen to the passage and fill in the blanks with the words you hear.

How do we get the 1 and 2 we want? Usually we 3 them. But long ago, people had little or no money. They 4 meat, eggs, fruits, vegetables, furs, tools, etc. for other goods which they could not obtain by their own efforts, and they found the 5 satisfactory. Maybe that is the beginning of trade activity.

Now spending money is a business 6 that is familiar to all of us. Every time we buy something, we do 7 with the seller. So in simple terms, business is trading. It is buying and 8, trading money for goods or services or trading goods and services for 9. You can both 10 with your own people and with those from other countries.



C

Listen to the tape and decide what forms of trade they may be by putting a tick.

Some Forms of Trade					
Forms	Free Trade	Bilateral Trade	Transit Trade	Compensation Trade	Barter Trade
Form 1					
Form 2					
Form 3					
Form 4					
Form 5					



Part 2 Establishing Trade Relations

Pushing Forward Bilateral Economic and Dialogue 1 Trade Relations

Mr. John Turner (T), a high-level official of US Department of Commerce, meets Miss Liao Yu (L), manager of Yufeng Foreign Trade Company. They are now talking about the present Sino-US trade relationship.

L: Hello, Mr. Turner. What a happy surprise to meet you so soon!

T: Last time I promised to discuss trade relations with officials from China's Ministry of Commerce.

L: Yes, you said that. It's very important to keep good China-US trade relations.

T: That's right.

L: I think the United States has got economic profits from the bilateral trade.

T: In fact, it's mutually beneficial to strengthen US-China economic and trade ties.

L: I agree. The bilateral trade has been developing rapidly these years.

T: Quite true! But Americans are worried about the trade imbalance between the two countries.

L: In my opinion, the United States benefits from US-China trade more than China.

T: I'm afraid I can't agree with you.

L: You see, US exports to China have created nearly 400,000 jobs for the United States. Because US consumers can enjoy good and cheap Chinese commodities, they have lowered living costs and improved the quality of life.

- T: What do you say about the US trade deficit to China?
- L: It was mainly caused by the decline of the competitiveness of American products.
- T: Can you give me more reasons?
- L: Sure. Perhaps a key reason lies in the different statistical methods used by the two countries.
- T: Can you prove it?
- L: Of course. The United States regards Chinese commodities transited to the country through Hong Kong or another third party all as imports from China, but it doesn't count the US commodities transited to China by way of Hong Kong.
- T: Any more reasons?
- L: Yes. While computing trade deficits with China, the US side only counts commodity trade, but excludes service trade; and ...
- T: Oh, that's enough. I think there is indeed some trade surplus on the Chinese side.
- L: Even if that is the case, the problem should be resolved by seeking balance in development.
- T: I think so. The present US-China relationship is full of vitality.
- L: Right. The two countries have recently made fresh headway in exchanges and cooperation in all fields.
- T: Therefore, we should continue to have constructive talks on shared interests and ...
- L: And work more closely to push forward bilateral economic and trade relations.

Dialogue 2 Trade Relations Promise Broad Prospects

Mr. Yang Qiang (Y) is Manager of International Department, Shanghai Trading

Company. Ms. Janet Hopper (H) is Sales Manager of Global Business Company, London. Mr. Yang is talking over the phone with her, hoping to establish trade and cooperative relations.

Y: Good morning. Could I speak to Ms. Hopper?

H: This is Hopper speaking. Who's calling, please?

Y: Yang Qiang from Shanghai Trading Company. I got your phone number from the Bank of China, London Branch.

H: Good morning, Mr. Yang. What can I do for you?

Y: We learned that you import lots of Chinese products each year.

H: Yes?

Y: Our company is a leading exporter of Chinese products. I hope we can make deals with each other.

H: Great! China is a very large export market. Many of your products are sold well in different parts of the world.

Y: That's right. Our company has been in business since 1956 and has much experience in providing quality products for markets.

H: I'm inclined to believe you, but I'd like to know more details about your company.

Y: That's easy. You can get information about our business reputation and finances from the Bank of China, Shanghai Branch.

H: Well, I'd love to offer you an opportunity to establish trade relations with your company.

Y: Oh, thank you very much, Ms. Hopper. Could you tell me what products you're interested in?

H: Mm . . . , that depends. Do you have a catalog or something that tells me about your present business?

Y: Yes. I'll send you a catalog and some samples as soon as possible.

H: OK, but don't forget to send us the price list for our reference.

Y: May I have your mailing address?

- H: Yes. Janet Hopper, Sales Department, Global Business Company, 28 Sunny Road, London.
- Y: Thank you. I'm certain that with our joint efforts business between us will be developed to our mutual benefit.
- H: I hope so. With our sincere cooperation, trade relations between us will promise broad prospects!



Listen to Dialogue 1 without referring to your book. Practise it with your partner and complete the following sentences in your own words.

- 1 Keeping good China-US trade relations _____.
- 2 It's _____ to strengthen US-China economic and trade ties.
- 3 According to Miss Liao, _____ benefits from US-China trade _____ than China.
- 4 Good and cheap Chinese commodities have not only _____ of American people but also improved _____.
- 5 The trade problems should be properly resolved by _____.



Listen to Dialogue 2 without referring to your book. Practise it with your partner and give your answers to the following.

- 1 Yang got Hopper's phone number from _____.
- 2 Many Chinese products are sold well in _____.
- 3 Hopper can get some information about Yang's company from _____.
- 4 Hopper is willing to establish _____.
- 5 Sincere cooperation between the two sides might promise _____.