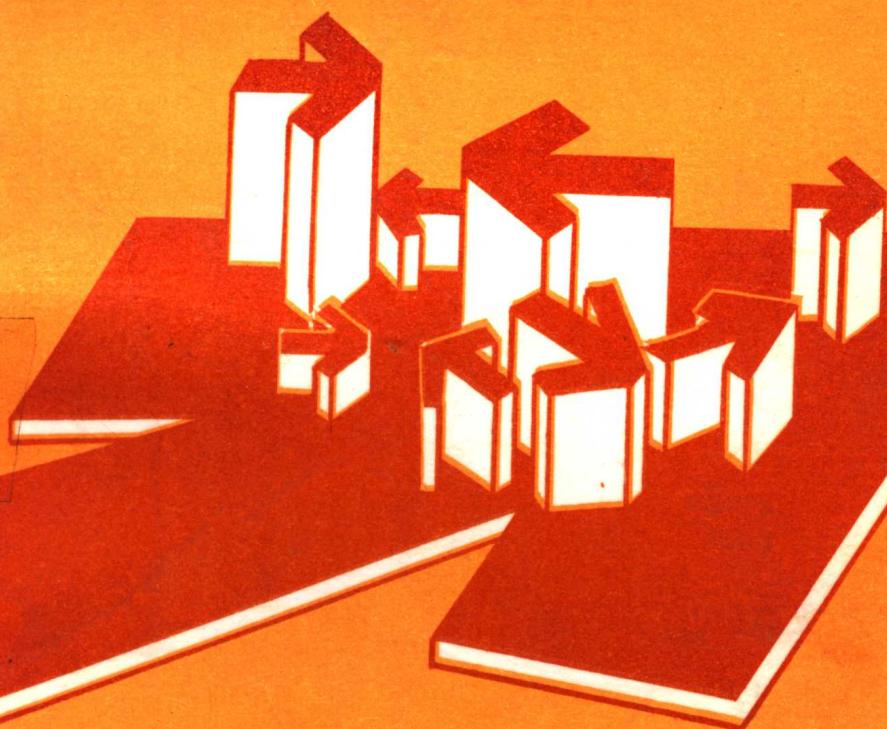


BUSINESS ENGLISH

A PRACTICAL COURSE

实用外贸英语

吴林康 编



外语教学与研究出版社

Business English

A Practical Course

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实用外贸英语

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吴林康 编

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前 言

我国实行对外开放政策以来，对外贸易和对外经济关系蓬勃发展，直接和间接参与对外工作的同志愈来愈多。为了适应新的贸易形势，本书不仅选编了传统的进出口业务材料，包括索要样品、市场报告、申请代理、迟交争议、质量索赔、拒付货款、商业单证、商事仲裁等内容；还大量选编了新的贸易方式的材料，如补偿贸易、来件装配、来料加工、代客印刷、寄售货物、建厂方案、造船合同、租赁概论等内容。

本书分五个单元：第一单元是十封外贸书信；第二单元为四个现行业务实例，每例是一笔交易的全过程；第三单元为商业单证，包括合同、信用证、提单、保险单等类别；第四单元为仲裁案例。一至四单元除英语正文外，还配有注释、例句和部分译文；第五单元为补充读物，主要介绍造船、租赁等灵活贸易作法。

本书可做为外贸、外经院校和外贸中专学生及外贸公司、合资企业、经贸部门业务干部的专业英语学习或进修用书。

本书在编写过程中得到上海外贸学院邹博文教授、唐德荣副教授和北京外贸学院焦树藩先生的指导和帮助，在此表示衷心的感谢。

外贸形势发展十分迅速，新的外贸方式日新月异地出现，本书虽收编了许多新的贸易方式的材料，但仍有不少疏漏和来不及收编的部分。限于水平，会有不妥和错误之处，请读者批评指正。

编 者

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Unit One

第一单元

Business Letters

外贸书信

1. Requesting the Sellers to Make Counter-Samples.
According to the Supplied Samples

要求卖方按所供样品制造对等货样

June 22. 1978.

Gentlemen:

As President of B. Altman & Co., I would like to request permission for a Ready-to-Wear¹ buying group from B. Altman & Co. to make a buying trip in China in January, 1979. The purpose of the trip would be to develop knitted garments² for men and women and to permit our buyers to explore³ woven garments and accessories⁴ for men, women and children.

In order to prepare for this trip, we have asked our agents, Lubman and Company, to bring you samples and specifications in July to enable you to prepare counter-samples⁵ as soon as possible. After your factories have prepared the counter-samples and returned them to us, our specialists will have time to make any needed adjustments with the expectation⁶ that our group will be able to place orders in January.

We would like to propose the following:

Time of Buying Trip: Arrive Beijing January 4, 1979 via
Tokyo
Depart Shanghai January 12 via
Guangzhou to Hong Kong

Branch Offices to be visited: Beijing and Shanghai
Members of B. Altman & Co. Buying Group:

Mr. Lewis Kaufman	Vice President and General Merchandise Manager — Women's fashions and accessories, men's and children's clothing ⁷
Mrs. Anita Gallo Rothstein	Vice President and Director of Fashion Merchandising, Total Store ⁸
Mr. Christopher Bent	Merchandise Manager — Misses sportswear
Mrs. Marguerite Lavery Beatty	Buyer of Ladies sweaters
Mrs. Judith Lubman	Lubman and Company

As I believe you know, B. Altman & Co. is one of New York's oldest department stores: established in 1865, the main store today occupies the whole block⁹ between Fifth and Madison Avenues, 34th and 35th streets, and maintains five branch stores in the greater Metropolitan¹⁰ area.

B. Altman & Co. is well known in the industry for sending large numbers of our own buyers to countries all over the world; and in 1977, 70 buyers were sent to work with our agents in 26 countries. Imported merchandise represents an important percentage of our total sales — higher than most American department stores. B. Altman & Co. is by tradition familiar with Chinese merchandise and until the late 1930's we maintained a buying office in Shanghai.

B. Altman & Co. is also well known for reliability in maintaining regular stock¹¹ of high quality merchandise; while we meet the needs of changing fashions, we also retain¹² continuity of standard merchandise and are therefore, unlike some department stores which are under more pressure to change with every season. We feel this emphasis on continuity in our store's policy

should enable us to become reliable customers for several Chinese Corporations.

In 1973 Mr. Ferris Megarity, Director of Import Merchandising, visited Guangzhou and in 1976 and 1977, Mr. Noel Flagg, Buyer of import and domestic Antique rugs and broadloom floor coverings,¹³ made buying trips to Guangzhou and he expects to return in September, 1978 to purchase additional carpets. In the fall, 1977, Mr. John Burke, Chairman of the Board, along with our Fashion Director for home furnishings¹⁴ and our Merchandise Manager for linens and soft goods attended the Guangzhou Fair. We hope that by allowing our Ready-to-Wear group to make a buying trip in 1979, we will be able to develop and continue a strong business relationship for the future.

We feel the time is most propitious¹⁵ for B. Altman & Co. to begin purchasing knitted garments from your corporation. We will look forward to receiving the counter-samples to enable our group to prepare for our proposed buying trip.

Because Mr. Kaufman, leader of the group, travels a great deal¹⁶ of his time, it is necessary for him to plan now for January. It is for this reason that I hope you will reply as soon as possible.

Sincerely,

Notes to the text

1. ready-to-wear (clothes) 现成的(衣服) 此短语作形容词用, 与 ready-made 同义。
2. knitted garments 针织服装
3. explore v. 探索, 考察

We shall explore the source of supply from Canada.

The sellers are anxious to explore the tea market with a view to expanding export.

During negotiation, the Japanese delegates try to explore the possibility of entering into a long-term agreement.

They are exploring ways and means of solving the problem.

4. woven garments and accessories 纺织服装和辅助穿戴物（如手套、袜子、领带及其他饰带等物）

5. counter-samples 卖方按照买方提供的样品制出的货样，即对等货样

If your counter-samples are satisfactory to our customer, we'll place substantial orders with you.

Please note that your counter-samples must be exactly the same as our samples.

We have forwarded you by separate airmail counter-samples of Children's Hats.

6. expectation n. 预期，期望

The counter-samples do not come up to their expectations.

These goods fell short of any expectations.

His expectations are not likely to be disappointed.

With the expectation that = in the expectation that

He practised the art with the expectation that he might win the first prize.

The American company contacted China Travelling Service, Hongkong with the expectation that they could visit Guangzhou Fair.

7. clothing n. 衣着 此词只用单数，衣服的总称，含有集合的意味，指衣服的全体，与 clothes 不同。

We are well provided with clothing.

They were all in their summer clothing.

clothes n. 衣服 此词作复数，指衣服的各部分，如上衣、下装等。

All the clothes in the house were of her making.

My clothes are made to order. ……定做

garment n. 服装 此词单复数均用，是比较庄严的用语，其复数与 clothes 同义。

a garment for males 男服

a garment lined with fur 用皮毛作里的衣服

This shop deals in women's garments.

There are no such garments available for export.

dress n. 外衣 此词常用单数，偶尔也用复数，通常指为装饰而穿着的外衣。

Women usually pay more attention to dress than men do.

He doesn't care much about his dress.

She is a buyer of knitted and woven dresses.

8. Vice President and Director of Fashion Merchandising, Total Store

副经理兼总店时装推销部主任

total store == main store

9. block n. 街区，四面临街的一片建筑物

10. metropolitan adj. 大都市的，繁华的

metropolis n. 大都市

11. reliability in maintaining regular stock 确保按时入库

reliability 可靠性

We do not question the reliability of this information.

We will accept 60 days D/P if you guarantee the reliability of the buyers concerned.

regular 经常的，有规律的

If you can assure regular supplies, we will place substantial orders with you.

Please send us market reports at regular intervals.

stock 库存，存货

We have a few hundred tons in stock.

At the moment, we have only a limited stock in linen goods.

There is no more stock on hand.

Local stocks are almost exhausted.

There are no stocks available at present.

12. retain v. 保持，保留

We have sold most of the goods, retaining a small portion for old customers.

We regret we can not grant your request for retaining goods pending the issuance of licence. ……颁发许可证

13. Antique rugs and broadloom floor coverings 古毯和宽幅地毯

14. home furnishings 家中陈设

15. propitious adj. 合适的, 顺利的

The situation is propitious for your enterprise.

This is propitious weather for growing cotton.

16. a great deal = a good deal 很多, 相当大的

The cost of production has risen a great deal in recent years.

He has to spend a great deal of money on advertisement.

I have spent a great deal of trouble over the work.

It exceeded my estimate by a great deal.

2. Letter about Compensation Trade

补偿贸易函

Ministry of Foreign Trade

January 22, 1979.

Dong Chang An Street

Beijing, China

People's Republic of China

Dear Sirs,

Re: Compensation Trade¹ of Window Glass

This letter is in regard to the window glass business² between our firm and the China National Light Industrial Products Import & Export Corporation, Dairen Branch and the Dairen Window Glass Factory.

Our two sides sincerely worked in the past and the window glass business has already been done successfully. However, the quantity of products doesn't meet our requirements.³ This company wants to develop the trade and business further in this line. We now expect to begin working with all the other

branches and window glass factories on the same basis, i.e. compensation trade.

For the U.S.A. market, we require very large quantities of small cut sizes. Therefore, we are asking your prompt assistance to help us out in expanding glass-cutting-business. We would highly appreciate it if you take this matter into consideration. We are certain that, with your prompt cooperation, our purchases⁴ of Chinese window glass for sale in the U.S.A. market will very quickly increase to a large and substantial volume. With the establishment of diplomatic relations between our two countries, the time is now right for a very quick and large increase in trade between us.

For your information, we are doing everything possible to cooperate in achieving our mutual goal of making the window glass business a very large one. We have offered to purchase various equipment for your Dairen factory which will increase its products, improve quality and raise its efficiency.⁵ We have offered to accept payment for this machinery in the form of buy-back of glass.⁶ We have also cooperated with the factory in making suggestions for better efficient packing and containerization.⁷ The factory has been very cooperative and receptive⁸ to our ideas. As we want to begin our business with the other branches too, we plan to offer the same suggestions and proposals to purchase machinery for them.

From this letter, you can see that we are very sincere in our desire for a long-term relationship between our two countries and our firm and the various branches of the China National Light Industrial Products Import and Export Corporation, Window Glass Departments.

During our next visit to China, we will discuss the appointment of our firm as the exclusive agent for Chinese Window Glass in the U.S.A. market.⁹ Since we have discussed this question in the past, we expect that the official appointment of our firm as the exclusive agent will be made during our next trip.

Thank you for your prompt attention to the above. Best regards.

Sincerely yours,
Norman Goldstein Associates, INC.

Notes to the text

1. compensation trade = compensation deal = compensation business 补偿贸易

乙方在信贷基础上,从甲方(国外供应者)进口机器、设备、技术、物资或劳务,利用乙方自己的厂房和劳力将原材料制成产品,在一个约定的期限内用商品或劳务分期偿还。

补偿贸易是乙方以商品买卖的形式,购进甲方先期供应的机器等物资,然后又以买卖形式供应产品抵偿货款,因此,双方是买卖关系,乙方对开发的项目及产品仍拥有所有权和经营权。

2. This letter is in regard to the window glass business. 本信是关于窗玻璃业务。

in regard to, with regard to, in regard of 关于

In regard to the balance, we will advise you the position in a few days.

This letter is in regard to requesting permission for a ready-to-wear buying group from B. A. Altman & Co. to make a buying trip in China in January 1981.

3. to meet one's requirements 满足某人的需求,此短语采用复数形式。

We can meet your requirements for (of) walnutment.

We can meet your requirements for (of) 50000 kilos groundnuts.

满足需求也可用 satisfy, supply, fill 等动词。

4. purchase n., v. 购买(指大量购买)

此词只用于较正式、大规模商业性购买,如,