

Import/Export

成功现在时

进出口

英语开口说



定价: 24.00 元


(图书 14.00 元, 录音带 10.00 元)

ISBN 7-5384-2650-7



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吉林科学技术出版社

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浩瀚英语研究所/编著

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策划:赵玉秋 责任编辑:杨晓蔓 封面设计:吴文阁

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吉林科学技术出版社出版、发行

长春人民印业有限公司印刷

*

890 × 1240 毫米 64 开本 4.875 印张 179 000 字

2003 年 1 月第 1 版 2003 年 1 月第 1 次印刷

定价:24.00 元 图书 14.00 元 录音带 10.00 元

ISBN 7 - 5384 - 2650 - 7/H·174

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如有印装质量问题,可寄本社退换。

社址 长春市人民大街 124 号 邮编 130021

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synopsis

随着我国对外开放的不断扩大和市场经济的日益发展,我国经济愈来愈广泛深入地融入世界经济一体化中。为满足目前进出口贸易中人们使用英语的需要,我们编写了此书。

全书共分为:建立贸易关系、促销、询盘、报盘等 30 个单元,基本上涵盖了进出口贸易的各个方面,以使对进出口贸易方面缺乏专业知识的人能在学习英语的同时学习有关进出口贸易的一些知识。

本书内容充实,语言生动、活泼。为更全面地反映进出口贸易中多种多样的语言形式,我们在每一单元中都没有流畅表达、灵通会话、注释和关键词,还附有跟踪模练,以便更好地掌握书中内容。

愿您在明天的进出口贸易中拥有更准确的措辞和表达,成功地应对每一次挑战。



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Unit 1 Establishing Business Relations

第一单元 建立贸易关系

流畅表达 *Speaking English Fluently*

1. We are interested in the possibility of establishing supply sources of crude oil from your country.
我们有意向贵国寻求原油供应来源的可能性。
2. Being closely connected with reliable wholesalers here, we would be able to do considerable import business with you.
我公司与此地可靠的批发商有密切联系,能与贵公司开展可观的进口业务。
3. We will be pleased if you could respond to our request at your earliest convenience.
如果您方能尽早回复,我们将不胜感激。
4. It is a pleasure to introduce ourselves to you with a view to building up business relations with your firm.
我们有幸自荐,以期与贵公司建立业务关系。
5. In order to give you some idea of various handkerchiefs we carry, we will forward you by air one cata-

logue and a few sample books for your perusal.

为使贵公司对我们所经营的各种手工艺品质量有所了解,现航寄去目录一份,及样本数册供参考。

6. We have heard from the China Council for the Promotion of International Trade that you are in the market for electrical appliances.

从中国国际贸易促进委员会获悉,你们有意购买电器用品。

7. Your name and address was given to us by Smith & Co. in New York, who informed us that you are one of the leading importers of light industrial products in your country.

据纽约史密斯公司介绍,得知贵公司名称和地址,并得知你们是贵国轻工业产品的主要进口商之一。

8. We understand that you are potential buyers of Chinese commodities, one of our business activities.

据了解,你们可能买中国日用品,而这正属我们的业务经营范围。



灵通会话

Applying Conversations Flexibly

Dialogue 1

A: Hello! Welcome to the Guangzhou Fair.

你好! 欢迎光临广交会。

B: Thank you. I'm from America. Here is my business card.

谢谢。我从美国来,这是我的名片。

A: Glad to meet you, Mr. Smith. My name is Wang and here is my name card. I'll be glad to do what I can for you.

幸会,史密斯先生。我姓王,这是我的名片。请多关照。

B: Great! This is my first visit to the fair. Everything is new to me. Would you please give me some information?
太好了,我首次参加广交会,一切都很新鲜,希望你能给我介绍一些情况。

A: Glad to. The fair is a big gathering that takes place twice a year. Thousands of businessmen from more than a hundred and fifty countries and regions are here to trade with China.

好的。广交会是每年两度的盛会,有来自 150 多个国家和地区的成千上万的商人云集在此同中国做生意。

B: What about your company?
你们公司的情况如何?

A: Our company specializes in exporting leather products. And what about yours?

我们公司是专营皮制产品出口的。你们公司呢?

B: Our is an old firm with a good reputation in the import business. Our bank is the City Bank, New York. You may refer to it for our financial status. Ms. Wang, do you

offer FOB or CIF?

我们公司在进口界信誉很高,我们使用纽约的花旗银行,你可以向该行了解我们的情况。王先生,请问你们报离岸价还是到岸价?

A: Both. You may choose.

都行,你可以选择。

B: Do you sell shipping weight or landing weight?

你们是计离岸重量还是计到岸重量?

A: Shipping weight. Prior to every shipment the cargo is inspected and weighed by the China Import and Export Commodities Inspection Bureau, which will issue certificates of quality and weight. The certificates are to be taken as final.

计离岸重量。中国进出口商检局在货物装船前进行检验和过磅,出具质量和重量证明书,这些证书是最有权威的依据。

B: I see. What are your terms of payment?

我明白了,你们的付款条件是什么?

A: Payment is to be made by irrevocable letter of credit, payable against sight draft accompanied by a full set of shipping documents.

付款方式是不可撤消的信用证,凭随附全套装船单据的即期汇票支付。

B: Can you keep your offer firm for ten days?

你们可以报有效期 10 天的价吗?

A: That's pretty long. We usually offer three or four days. Anyway, for the good beginning of our cooperation, we'll try our best to meet your requirements. Here are some price lists for you.

那太长了些,我们通常报3天或4天有效的价。不过,为了我们合作的良好开端,我们会尽量满足你的要求。这里给你一些价目表。

B: Thank you very much. I'd like to have a talk in more detail, say, tomorrow morning. Will that be suitable?
非常感谢。我想再详细谈谈,假如明天谈方便吗?

A: Certainly. See you tomorrow morning.

方便,那就明天上午吧。

B: See you tomorrow morning.

明早见。

Dialogue 2

A: Glad to see you. I've heard a lot about this company.

很高兴见到你。我已听了许多有关你公司的事。

B: Thank you. What can we do for you?

谢谢,有什么指教?

A: We are in the market for machines. What can you offer in this line?

我们想购买工具机械,贵公司在这方面能提供些什么?

B: What types do you have in mind exactly?

你打算要买哪种机型呢?

A: Well, mainly lathes. We are also interested in shapers, grinders and milling machines.

嗯,主要是车床;我们也买牛头刨床、研磨床和铣床。

B: Let me show you some illustrations of the machines we make. Here's our latest catalogue.

让我介绍一些本公司所制作的机械说明书,这是我们最新的目录。

A: Ah, these are the machines we're interested in. May we have a look at them?

啊,这些正是我们感兴趣的机器。能看看货吗?

B: Certainly, but they are in the showroom.

可以,不过,它们在展厅里。

A: Is it far from here?

展厅离这儿远吗?

B: Not very far. It's only half an hour's car ride. Are you free now?

不太远,半个小时的车程。你现在有时间去吗?

A: I will be free tomorrow afternoon. Suppose we make it, say, three o'clock tomorrow afternoon. Could you manage that?

我明天下午有空。假如明天下午3点去,能安排吗?

B: Yes. I'll pick you up at your hotel.

行,我会到酒店去接你。

Notes 注释

1. try one's best: 尽量,尽最大努力。
2. would like to...: 想……
3. in the market for sth.: 购买某物。
4. pick sb. up: 开车接某人。

Key Words 关键词

company [ˈkʌmpəni]	n. 公司
credit [kredit]	n. 信用证
cooperation [ko'apə'reʃən]	n. 合作
lathe [leð]	n. 车床
illustration [ɪˌlʌs'treʃən]	n. 说明书
catalogue [ˈkætəlɒɡ]	n. 目录
showroom [ˈʃoʊrʊm]	n. 展厅

Follow Me 跟读模仿

一、将下列单词和短语译成汉语

1. chamber of commerce
2. on the basis of equality and mutual benefit
3. be well-received
4. credit standing
5. financial position
6. corporate image

7. financial circles
8. board of directors
9. general meeting of shareholders
10. end-user

二、将下列句子译成英语

1. 我公司专营纺织品出口,愿与贵公司建立业务关系。
2. 中国出口丝绸已有几百年了,它可以和任何国家的产品相媲美。
3. 我们期望再次在北京见到你方代表。
4. 若有业务可能盼望尽速告之。
5. 我们的产品质量比其他供应商的产品质量好,而且价格也比他们的便宜。
6. 可靠性是我们商品的长处。
7. 你认为我们的自行车在你们的市场上会有销路吗?
8. 我们对出口订单优先考虑。
9. 中国已同 170 个国家和地区建立了业务关系,并同 80 个国家签订了政府贸易协定或议定书。
10. 要求新客户^此提供资信情况,是我们的一贯做法,如能提供,我们将很高兴。

Key 答案

- | | |
|---------------|---------|
| 一、1. 商会 | 6. 公司形象 |
| 2. 在平等和互利的基础上 | 7. 金融界 |
| 3. 很受欢迎 | 8. 董事会 |

4. 资信状况

9. 股东大会

5. 资力

10. 用户

- 二、1. Our company specializes in the export of textiles and is willing to enter into business relations with your firm.
2. China has been exporting silks for several hundred years, and Chinese silks can compete with products from any other country.
3. We look forward to meeting your representative in Beijing again.
4. If you are able to do business, please inform us as soon as you can.
5. The quality of our products is superior to that of other suppliers. Our prices are lower than theirs.
6. Reliability is our strong point.
7. Do you think our bikes will have a chance in your market?
8. We give priority to export orders.
9. China has established trade relations with 170 countries and regions of the world and signed government trade agreements or protocols with 80 countries.
10. It is our practice to ask all new customers for references and we shall be glad if you will kindly submit these.