



新基点(New Benchmark)全国高职高专院校商务英语系列规划教材

NEW BENCHMARK

# 国际贸易 操作流程专业英语

# English for International Business

陈鑫 房玉靖 编著



对外经济贸易大学出版社

University of International Business and Economics Press



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**English for International Business**

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# 出版说明

“新基点 (New Benchmark) 全国高职高专院校商务英语系列规划教材”是对外经济贸易大学出版社联合全国重点职业学院的骨干教师推出的一套全新的商务英语系列教材。本套教材适用于全国高职高专院校英语专业商务/应用/外贸英语方向以及财经类专业的学生。

目前高职教育提出了“工学结合、项目为中心、案例驱动教学、边讲边练”为核心理念。本套教材就是贯彻这个理念,着眼于提高学生实际操作能力和就业能力的目的,采取了模块化、多案例、互动式、重实训的编写方式,让学生在理论够用的基础上,在实训环节上有所突破。

我国高职高专教育的培养目标是以能力培养和技术应用为本位,其基础理论教学以应用为目的、够用为尺度、就业为导向;教材强调应用性和适用性,符合高职高专教育的特点,既能满足学科教育又能满足职业资格教育的“双证书”(毕业证和技术等级证)教学的需要。本套教材编写始终贯彻商务英语教学的基本思路:将英语听说读写译技能与商务知识有机融合,使学生在提高英语语言技能的同时了解有关商务知识,造就学生“两条腿走路”的本领,培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

本套教材包括《商务英语综合教程》(1-4册)、《商务英语听说》(1-2册)、《商务英语口语》(1-2册)、《国际商务报刊选读》、《商务英语写作》、《商务英语翻译》、《国际商务函电》、《国际商务谈判》、《国际商务制单》、《国际商务英语模拟实训教程》、《商务礼仪》、《英语应用文》、《跨文化交际》、《英美概况》、《旅游英语》、《酒店英语》、《物流英语》、《财经英语》、《文秘英语》、《会计英语》、《餐饮与服务英语》、《劳动与社会保障英语》、《国际贸易操作流程专业英语》等。本套教材不是封闭的,而是随着教学模式、课程设置和课时的变化,不断推陈出新。

本套教材的作者不仅具有丰富的商务英语教学经验,而且具有本专业中级以上职称、企业第一线工作经历、主持或参与过多项应用技术研究。这是本套教材编写质量的重要保证。

此外,本套教材配有教师用书或课件等立体化教学资源,供教师教学参考,请到 [www. uibep. com](http://www.uibep.com) 下载。

对外经济贸易大学出版社

2008年5月

# 前 言

随着经济全球化程度的不断加深, 社会对复合型国际贸易人才的需求越来越大, 越来越迫切, 但是传统的国际贸易英语教材只注重了国际贸易操作流程之一——外经贸英语函电和口语谈判等技能, 而对如何使用英语解决报关和国际货运操作流程中的问题很少涉及。当今社会对外经贸从业人员的要求应该是既掌握商务谈判的语言能力又在英语工作环境下能够顺利完成报关和国际货运流程的操作。目前具有广博的国际贸易专业知识并熟练掌握国际贸易全部英语操作流程技能的复合型人才在我国并不多见, 在高职高专教材中, 涉及全部外贸操作流程的专业英语书籍也少之又少, 而社会需要能适应经济全球化的具有较高综合素质的人才, 为此我们编写了《国际贸易操作流程专业英语》教材, 以满足社会的需要。

本教材编写主要特点:

## 1. 突出国际贸易的跨专业性

本教材弥补了传统的外贸商务谈判只涉及函电往来之不足, 增加了商务谈判成交之后的各个操作环节——报关、国际货运专业英语及单证, 由此构成完整的国际贸易流程。

## 2. 突出“动口”能力的训练

克服以往对课文内容理论分析过深, 而又脱离实际应用的缺点, 增加相关部分内容的情景对话练习, 意在使学生更好的理解和掌握专业语言在实际工作中的应用, 在训练学生“动手”能力的同时, 注重动口能力的培养。

## 3. 突出实用性和操作性

每课后面的练习题注重实训, 并增加各个环节单据的缮制、突出贸易流程的操作性, 体现高职高专院校对学生技能的训练。在我们编写课文时, 特别考虑高职高专学生需要通过四、六级考试的要求, 注重将四、六级词汇有机的融入课文当中, 使学生在专业英语同时掌握了四、六级词汇, 具有很强的实用性。

本教材适用于国际贸易、商务英语、国际商务等专业的大、中专、高职学生及从事外经贸工作的在职人员。

在编写此书时, 我们深入调查和了解了业界企业用人需要, 并在全书的结构设计方面特邀了世界精细化工业领导者——科莱恩颜料(天津)有限公司, 物流部总监于波先生和摩托罗拉物料部杨婷女士参与其中, 并采纳了他们宝贵的意见和建议, 对此深表谢意。

本教材由陈鑫、房玉靖编著, 张莹莹、于玲等在查找资料、校对等方面做了大量工作, 对此致以衷心感谢。

本教材是编者的一种尝试,由于国内目前尚无涉及完整国际贸易流程专业英语的书籍,因此在编写本教材时可供参考的文献很少,加之编者水平有限,因此个中疏漏在所难免,仍有错误及不当之处,尚希读者、同行和专家批评指正。

编者

2010年7月

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## **Section I**

# **Business Negotiation**

# **交易磋商**



## Unit 1

# Enquiries 询 盘

### Introduction

---

Business negotiations in international trade usually begin with an enquiry by an overseas buyer to seller, enquiring about the terms or conditions of a sale. It may be made by letter, e-mail, fax, telephone or even through face-to-face talk. Sometimes, a seller can also initiate the negotiation by making an offer to a foreign buyer to whom the seller intends to sell his products. According to the commercial practice the receiver of an enquiry will respond without delay in the usual form of a quotation or an offer.

An enquiry can be made not only to one party alone but also to several parties at the same time. In this way the enquirer can make a comparison between the terms of sales stated in the offers and decide on which offer is the most advantageous. Then he can choose to trade with the one who has quoted or offered the best terms.

According to the contents or purpose, an enquiry may be either a general enquiry or a specific enquiry. If the importer wants to have a general enquiry about the products or commodities, which the exporter is in a position to supply, he may ask the exporter to send him a catalogue, a brochure, a price list or samples. This is a general enquiry. If the importer intends to purchase a certain product or commodity, he may ask the exporter to make an offer or a quotation on this product. Such kind of enquiry is called a specific enquiry.

Most letters of enquiry are short and simple, so much as that many firms have adopted the practice of sending printed enquiry forms, thereby eliminating the need for a letter. As a prospective buyer, the writer of an enquiry states briefly and clearly what he is interested in, and this is all the receiver of the letter needs to know.

## Specimen Letters

### Letter 1 First Enquiry for Clothes

Dear Sirs,

The Tokyo Trading Co. Ltd. informed us that you are exporting a variety of shirts, skirts and infant sweaters. Would you please send us details of your various ranges, including sizes, colours and prices, and also samples of different qualities of material used?

We are one of the largest department stores here and believe there is a promising market in our area for moderately priced goods of the kind mentioned.

When replying, please state terms of payment and discounts you allow on purchase of quantities not less than 60 dozen of individual items.

Yours faithfully,

### Letter 2 A Reply to the Above

Dear Sirs,

#### Shirts, Skirts and Infant Sweaters

We welcome your enquiry of 16th May and thank you for your interest in our products. We are enclosing our illustrated catalogue and price list giving the details you ask for. Also under separate cover we are sending you a full range of samples, and when you have a chance to examine them, we feel confident that you will agree that the goods are both excellent in quality and very reasonable in price.

On regular purchase in quantities of not less than 200 dozen of individual items, we should allow you a trade discount of 10%.

We also export a wide range of sweaters for men and women in which we think you may be interested. They are fully illustrated in the catalogue and of the same excellent quality as

our shirts and skirts.

We hope the samples will reach you in good time and look forward to your order.

Yours faithfully,

Encl.

### Letter 3 A General Enquiry

Dear Sirs,

We are interested in importing Cotton Underwear and Iron-Free Garments in popular demands you advertised in the Chinese Export Commodity Fair Bulletin, June 2008.

We would like you to send us details of the above products including sizes, colours and samples of the different styles.

As expected, the quantity of our order to be placed will be very large. Since the season is coming very soon, prompt delivery is absolutely necessary.

When quoting, please state terms of payment and discount you would allow on the purchase of not less than two thousand dozen. Please rest assured that should your prices be competitive we will place our orders with you.

Your early reply to this enquiry is requested.

Yours faithfully,

### Notes

1. enquiry (或 inquiry) *n.* 询价, 询盘

specific enquiry 具体询盘, 详细询盘

general enquiry 一般询盘

make an enquiry to sb. for sth. 向某人询问某种商品价格

In reply to your enquiry of April 28, we are sending you herewith a copy of our latest pricelist for your reference.

We thank you for your enquiry for Carpets.

enquire (或 inquire) *v.* 询购; 询问

We thank you for your fax of the 6th enquiring for Oilseeds.

The manager enquired about the flight to New York.

2. price *vt.* 给……定价, 给……标价

priced *adj.* 定价的

Please price your offer as keen as possible.

This new product of ours is moderately priced.

This is a new type almost similar to your last order but priced lower by 5%.

3. discount *n.* 折扣, 贴现

The highest discount we can allow on this article is 10%.

at a discount 按较低价格; 无销路的; 不受欢迎的

The goods are selling at a discount.

Off-grade goods are now at a discount.

trade discount 同行折扣, 商业折扣

在某种情况下, 用来作为给某些类型的客户(如批发商、出口商)的特惠待遇, 鼓励大量定货。

discount *v.* 贴现; 打折扣

Bills can be easily discounted in London.

4. in good time = in time 及时地, 迅速地

Please rush your L/C so that it reaches us in good time for shipment.

5. quote *v.* 报价

Please quote us for walnuts.

Please quote us your lowest price for walnuts.

quotation *n.* 行市; 报价

These quotations are said to be nominal.

Please make/send/give us your lowest quotation for Iron Nails.

Your quotation of Iron Nails is too high to be workable.

6. demand *n.* 需求

There is little or no demand at present for this article.

demand *v.* 要求

The buyer demanded punctual shipment of the goods.

The buyer demands of the seller to ship the goods within a week.

7. assure *v.* 保证, 使……确信

We assure you of our prompt attention to all your enquiries.

We assure you that all your enquiries will receive our prompt attention.

You can rest assured of our close cooperation.

## Language Focus

### I. Trade Terms

|                      |        |
|----------------------|--------|
| 1. enquiry           | 询盘, 询价 |
| 2. enquiry note      | 询价单    |
| 3. specific enquiry  | 具体询盘   |
| 4. spot price        | 现货价格   |
| 5. catalogue         | 商品目录   |
| 6. pamphlet/brochure | 商品小册子  |
| 7. description       | 商品说明   |
| 8. sample            | 样品     |
| 9. sampling          | 抽样     |
| 10. quality          | 质量     |
| 11. specification    | 规格     |
| 12. standard         | 标准     |
| 13. trade mark       | 商标     |
| 14. brand            | 品牌     |
| 15. dealing/deal     | 交易     |
| 16. trade terms      | 贸易条件   |

### II. Functional Sentences

1. We shall be pleased if you will make us the lowest quotation for this item.
2. Please let us have your lowest quotation on the basis of CFR London.
3. Would you first give us a rough idea of price?
4. Please quote us for the goods listed in our enquiry sheet.
5. Please quote us your lowest price CIF Hamburg for ten MT of walnut meat.
6. Please quote us your most competitive prices FOB Shanghai.
7. Here is a list of our requirements. I'd like to have your lowest quotations CIF New York.
8. We hope you will reply to our enquiry as soon as possible.
9. We have already made an enquiry for your articles; please make an offer before the end of this month.
10. If we order 10,000 dozen, what would be your offer?
11. Please make us your best offer indicating packing, specifications, quantity available and the earliest time of delivery.
12. Please advise us of your packing method, weight, and the quantity per package.
13. Please quote us FOB London for 100 reams of good quality white poster paper.

14. Please quote us your most competitive prices in order to consummate business.
15. I would like to make a enquiry for this type of leather bag.
16. We shall be pleased if you could provide us with your quotation for this product.
17. Please quote us your best price and let us know the minimum quantity for each order.
18. There has been a steady demand in our market for this kind of toy. Please offer us your best price.
19. May I have a copy of your price list?

## Exercises

### I. Choose the best answer.

1. Please let us have details of your machine tools, \_\_\_\_\_ your earliest delivery.  
A. giving us      B. give us      C. to give us      D. given us
2. We hope to receive your quotation with details \_\_\_\_\_ the possible time of shipment.  
A. to include      B. to be included      C. including      D. being included
3. Will you please send us your price lists for the items \_\_\_\_\_ below?  
A. listing      B. being listed      C. to list      D. listed
4. We shall appreciate \_\_\_\_\_ us FOB Sydney.  
A. you quoting      B. your quoting      C. you to quote      D. your being quoted
5. If you can supply your goods immediately, we shall \_\_\_\_\_ to place a prompt trial order.  
A. be prepared      B. be preparing      C. prepare      D. preparing
6. As we have an extensive business connection in this field, we hope \_\_\_\_\_ your special terms.  
A. to give      B. giving      C. to be given      D. to be giving
7. If your prices are competitive, we are confident \_\_\_\_\_ the goods in great quantities in this market.  
A. to sell      B. to be selling      C. in being sold      D. in selling
8. We offer you the following items \_\_\_\_\_ your reply reaching here by 3 p.m. April 12, our time.  
A. subjecting to      B. to subject to      C. subjects to      D. subject to
9. As we are one of the leading importers in this line, we are \_\_\_\_\_ a position to handle large quantities.  
A. at      B. in      C. on      D. of
10. Although we appreciate the good quality of your goods, we are sorry to say that your price appears to be \_\_\_\_\_.  
A. of the high standard      B. in the high level



C. on the high side

D. at the high

## II. Translate the following sentences into Chinese.

1. Please quote us your most favorable price CIF London, stating the earliest date of shipment and the discount you will allow.
2. Thank you for your letter of May 15 inquiring about our air conditioners. But we regret to have to tell you that the items requested are not available for the time being.
3. As demand for this product is quite large, it is difficult to meet the time of delivery as requested. But if you place your order not later than the end of this week, we could ensure shipment not later than April 15.
4. If you can supply goods of the following specifications and quality required, we may place regular orders for large quantities.
5. In compliance with your letter of July 4, we are sending you a quotation sheet with detailed information about the products and other relevant terms and conditions as well.
6. Here is our CIF New York price list. Please note that all the prices in the list remain valid till the end of this month.
7. We are likely to place a large order with you if the price is favorable.
8. Thank you for your inquiry, and enclosed please find our current catalogue and price list quoting CIF Shanghai.

## III. Translate the following sentences into English.

1. 你公司 10 月 23 日来函已收到,很高兴你方对我公司的丝绸制品感兴趣。现按你方要求附寄报价单及目录。
2. 对于超过 100 件的订单我方将给予 5%的折扣。
3. 请在报价单中注明产品的具体型号及其他有关信息,并请速寄样品。
4. 我方以信用证方式收款。在收到即期信用证后 20 天之内装运。
5. 如果你方商品价格比其他竞争对手的优惠,我们将向你们订货。
6. 这是本季目录,你看了可以对我们的产品有一个大概的了解。
7. 为了便于我方提出报价,能否请你谈谈你方所需的数量。
8. 请及时通知我方下列货物的最新价格。