

经贸英语快餐系列

# 贸易实务英语

杨丽华 董俊英 编著



首都经济贸易大学出版社

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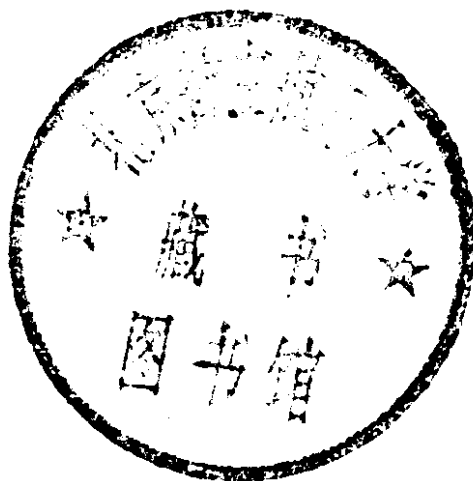
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## 出版说明

培养复合型专业人才已成为新世纪的一个重要课题。在权威机构所列出的当今及未来各类热门人才排行榜中,具备外语和相关专业知识并能将其融会贯通的复合型人才无一落选。在现实工作和生活中,那些既懂外语又懂专业的人才的确是社会中的一个耀眼群体。作为出版者,我们衷心希望有志成为这种复合型人才的人都能实现自己的理想。为此,我们推出这套《经贸英语快餐系列》丛书,以满足有关人士提高专业英语水平的需要。

为了本丛书的出版,我们专门聘请了一批在有关专业上学有所长的人士来编写。编写者中,既有对外经济贸易大学、北京物资学院等高校的专家学者,也有对外经济贸易合作部的专业骨干,还有富于实践经验的相关专业从业人员。本丛书共包括6个分册:《金融英语》、《会计英语》、《工商管理英语》、《贸易实务英语》、《商业书信英语》和《涉外经贸法律英语》。

本丛书的体例和特点如下:

1. 各分册内容按单元划分,将有关专业知识按单元分类进行介绍,在突出重点的同时,也兼顾了覆盖范围,力求使各专业中可能涉及的重要英语表达法及概念都有所涵盖。

2. 每一单元分为四个部分,分别为句式(Sentence Patterns)、专业词汇(Professional Terms)、相关知识(Relevant Knowledge)、阅读材料(Reading Material)。在句式部分中,将该单元所阐述的内容中较为重要、特殊的句型罗列出来,使读者在熟读、熟记之后,既能大大提高理解专业英语资料的能力,也可以用这些句式对中文资料进行汉译英的练习与实践,一举两得。专业词汇部分为重

要术语介绍,对相关的专业词汇以英汉对照形式给出,可以作为资料备查。在相关知识部分,对读者在从事实际工作中可能遇到的疑难问题、注意事项进行了介绍,以使读者在了解专业知识之余,增强实践能力。阅读材料部分的设置,主要目的在于提高读者理解专业外语资料的能力,开阔视野。每单元四个部分的内容共同构成一个掌握专业英语的完整体系,改变了以往专业英语书籍要么阅读过多,要么全是句式的模式,更便于读者对专业英语的学习。

3. 本丛书的另一个重要特点是英语的原汁原味。书中所选句式或阅读材料多是编写者从他们搜集整理的英语国家专业资料中选取的,不仅句式地道,且从实践考虑,有一定的难度,因此很适合有志于提高专业英语水准的读者学习。

学海无涯。尽管编著者和出版者倾尽了心力,但仍不能保证本丛书的完美无瑕,谨请读者批评指正。

出版者

2000年1月

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# Unit 1 Price



## Sentence Patterns

1. The international trade is done on the basis of a couple of contracts, among which the sales contract plays an important role in a deal by clearly stating the absolutely necessary trade terms as price, quantity, quality, packing payment, delivery, insurance and claim.

国际贸易涉及若干个合同,其中销售合同对交易的成功影响很大,其主要条款包括价格、数量、质量、付款方式、交货日期、保险、理赔等。

2. A price strategy is the process of evaluating and setting the price of a product, taking into account such factors as cost, competition and other elements of the marketing factors.

价格战略是考虑成本、竞争及营销等因素后对产品进行评估和定价。

3. The most widely used strategy for pricing products involves dividing the product by price range, that is, by whether the price should be high, low, or medium.

最常用的产品定价战略是将产品价格分级,即分为高档、中档及



低档。

4. A high price can be used when the product is unique or new or has a high-quality image, a high price usually leads to high profit margins, but it can also limit the market and may draw competition while in turn, usually serve to bring the price down.

当产品独特、新颖或优质时,可将价位定高,通常高价位带来高利润,但有时高价会限制市场的扩大,导致竞争,反过来会把价格拉下来。

5. For exporters, low pricing is usually a short-term strategy, the best way to get in and out of a market quickly, though low prices work for the long term at home, basic and cheap products do not have much appeal when they are exports.

对出口商来说,低价只是短期战略,也是快速进出市场的最佳途径,实际上,低价策略在国内可称为长期战略,但作为出口商品价格低廉却不具有很大的吸引力。

6. Rarely can exporters price their products exactly the same in domestic and foreign markets, nor would they want to do so.

出口商在产品定价时,很少而且也不希望将国内外市场的价格规定为一个价格。

7. We know your firm, through your advertising in an English newspaper "China Daily", is leading exporters of textiles, if your price is acceptable without sacrificing the quality, we can close a deal.

我们是从中国日报的广告上了解到贵公司为纺织品的主导出口公司,如你们产品的质量上乘并且价格可以接受,我们可以成交。

8. We have studied your offer carefully and consulted our home of-

fice and find your price is 5 percent higher than those offered by other suppliers.

我们仔细研究了你们的报价并汇报了总部,认为你方价格比其他供货商要高出 5%。

9. Chinese textiles enjoy popularity in Japan and European countries for their superior quality and competitive price, would you please tell us the quantity you wish to order to enable us to make an offer?

中国的纺织品因其价格和质量优势在日本和欧洲受到欢迎,你能告诉我你们定货的数量,我方可据此做出报盘。

10. As a large trading company, we have well-established distributions channels, enabling us to place a substantial order, would you please first give us an indication of price.

作为一家大型贸易公司,我们建立了完善的分销渠道,所以可以大量定货,你们可以给出指示价格吗?

11. For the purpose of establishing business relations with you, we may grant you a special discount of 1%, this is the best we can do for you.

为了建立业务关系,我们可以考虑至多给予 1% 的特殊折扣。

12. The price we offer compare favorably with quotations you can get elsewhere.

我方报价比较起来是较优惠的。

13. I am afraid I can't agree with you here. I must point out that your price is higher than the quotations we have received from other sources.

我们无法接受你们的价格。必须指出:与其他供货人的报价相比,你们的价格要高一些。

14. There is acute competition on the world market and we need to do some sales promotion for this new type.

考虑到国际市场竞争激烈, 我们需要为新产品做促销宣传.

15. We are ready to give you a 2 percent discount for orders exceeding 10000 bottles, that will make our products more competitive.

只要定货超过 10 000 瓶, 可折扣 2%, 产品在市场会更有竞争力。

16. Why don't we meet half way to bridge the gap on a fifty-fifty basis?

我们双方都做些让步, 比如各让一半, 事情会好办些。

17. You must take the quality into consideration, our products are of superior quality to those from other countries.

你应该考虑我们的质量, 与其他国家同类的产品相比我们的产品质量要好一些。

18. If your order is large enough, we'll be ready to reduce our price by 2 percent.

如果你方订货量大, 我们将给予 2% 的价格优惠。

19. If you think our price is unsatisfactory, I have no other alternative, but to give up this deal.

如果你还不满意, 就别无选择了, 这笔交易也就只能放弃了。

20. We can not come to terms at the price you quoted, it leaves us little margins to cover the advertising and promotion.

我们不能按这样的条件成交, 扣除广告和促销费用, 我们没有利润可赚。

## Professional Terms

1. prevailing price 流行价
2. on the high side 价格偏高
3. on the low side 价格偏低
4. lower compared with the prices on the international market  
与国际市场价相比较低
5. lower compared with the prices of the same kind of product  
与同类产品价相比较低
6. large percentage of commission 比例很高的佣金
7. meeting each other half way 双方都做让步
8. market share 市场份额
9. price difference between markets 市场间的价格差异
10. export price 出口价
11. making a purchase decision 做出购买决定
12. export pricing policy 出口定价政策
13. upper price limit 最高限价
14. a key element of marketing mix 营销组合的关键要素
15. foreign exchange fluctuation 外汇汇率波动
16. cost and margins 成本和利润
17. parallel traders and international customers 贸易同行和国际客  
户
18. market objectives 市场目标
19. winning an important order 赢得重要定单
20. competence to deliver 交货能力
21. maximum price 最高价
22. minimum price 最低价

- 23. calculating costs 核算成本
- 24. determining a competitive price 制定竞争价
- 25. meeting the order 完成定单
- 26. overhead cost 劳动成本
- 27. receiving payment 收款
- 28. high borrowing 高借债
- 29. interest rate 利率
- 30. bottom limit to your quotation 最低报价
- 31. one-off deals 一次性交易
- 32. affecting competitiveness 影响竞争力
- 33. losing tenders 失去买方
- 34. setting price 定价
- 35. achieving a level of market share 获得市场份额
- 36. market-share-product 市场份额产品
- 37. high-price policy 高价位政策
- 38. high-quality product 优质产品
- 39. adequate service 优质服务
- 40. loyalty of your customers 顾客忠诚度
- 41. uniform price 统一价格
- 42. meeting demand 满足需求
- 43. forecasting unit cost 预测单位成本
- 44. targeted market share level 目标市场份额
- 45. lower level of penetration 较低的市场渗透
- 46. earning profit 赢利
- 47. making a little concession 做出让步

## Relevant Knowledge

In international trade, terms and conditions of quality, quantity, packing, price, delivery, insurance, terms of payment, inspection, claim and arbitration should be clearly and reasonably stated in the contract so as to clarify the duties and obligations of the Seller and the Buyer. These are the basic terms and conditions of the contract, among which the price term is the most important one.

How to fix the price terms of a contract?

The price term of a sales contract involves unit price and total price. Unit price includes the measuring unit, price, money of account and trade terms. For instance, a price term can be worded like this: "USD1500 per metric ton CIF London including 3 % commission". Total price is the total amount of a deal.

Trade terms: trade terms (also referred to as price terms) are the short terms or abbreviations used to explain the price composition and the rights and obligations of the parties concerned. Up to now, international customary practices concerning trade terms are: 《Warsaw – Oxford Rules 1932》, 《Revised American Foreign Trade Definition 1941》, and 《International Rules for the Interpretation of Trade Terms》(Incoterms 1990). In order to avoid discrepancies arising from the different interpretation of trade terms by different customary practices, the parties concerned should specify the applicable customary practice in the contract. Among the above three international customary practices, 《Incoterms 1990》 is one with the largest content, widest range of application and biggest impact. According to the 《Incoterms 1990》, trade terms are grouped in four

different categories: starting with the only term whereby the seller makes the goods available to the buyer at the seller's own premises (the < E > – term EXWORKS); followed by the second group whereby the seller is called upon to deliver the goods to a carrier appointed by the buyer (the < F > – terms FCA, FAS, and FOB); continuing with the < C > – terms where the seller has to contract for carriage, but without assuming the risk of loss of or damage to the goods or additional costs due to events occurring after shipment and dispatch (CFR, CIF, CPT and CIP); and finally, the < D > – terms whereby the seller has to bear all costs and risks needed to bring the goods to the country of destination (DAF, DES, DEQ, DDU and DDP). A chart setting out this new classification is given hereafter:

Group E Departure	EXW	EX Works
Group F	FCA	Free Carrier
Main carriage unpaid	FAS	Free Alongside Ship
	FOB	Free On Board
Group C	CFR	Cost and Freight
Main carriage paid	CIF	Cost, Insurance and Freight
	CPT	Carriage Paid TO
	CIP	Carriage and Insurance Paid TO
Group D	DAF	Delivered At Frontier
Arrival	DES	Delivered Ex Ship
	DEQ	Delivered Ex Quay
	DDU	Delivered Duty Unpaid
	DDP	Delivered Duty Paid

Among the above trade terms, FOB, CFR and CIF are the most often used terms in international trade;

FOB means that the Seller clear the goods for export and fulfils

his obligation to deliver when the goods have passed over the ship's rail at the named port of shipment, the Buyer has to bear all costs and risks of loss of or damage to the goods from time when the goods have passed over the ship's rail. FOB term can only be used for sea or inland waterway transport. The following are important issues to be considered when using FOB terms: a. FOB is followed by 'port of shipment' instead of 'port of destination'. For instance, A trading company in Shanghai exports its goods to London with the FOB term, then the trade term should be 'FOB Shanghai instead of 'FOB London'; b. The Buyer should send the ship just in time. The Buyer shall be held responsible for all the losses arising from the late or early dispatch of the ship; In order to avoid discrepancies concerning loading expenses, the following form of FOB can be used:

- FOB Liner Terms. The Seller is not responsible for the loading expenses.

- FOB Under Tackle. The Seller is responsible for delivering the goods under the tackle of the Buyer's named ship, and shall not bear the expenses for loading the goods into the ship's hold and other expenses.

- FOB Stowed (also referred to as FOBS). The Seller is responsible for the loading and stowing expenses.

- FOB Trimmed (also called FOBT). The loading and trimming charges shall be borne by the Seller.

- FOB Stowed and Trimmed (abbreviated as FOBST). Loading, stowing and trimming charges is to be borne by the Seller.

CFR(...named port of destination) means that the Seller must clear the goods for export and pay the costs and freight necessary to bring the goods to the named port of destination but the risk of loss of or damage to the goods, as well as any additional costs due to



events occurring after the time the goods have been delivered on board the vessel, is to be borne by the Buyer from the time when the goods pass the ship's rail in the port of shipment. Under CFR term, freight is normally borne by the Seller, but customary practices concerning the issues of discharging expenses at the port of destination differs from country to country, therefore it is advisable to adopt the following forms of CFR so as to avoid disputes arising from the different interpretation:

- CFR Liner Terms. The discharging fees is charged in the same way as in the liner transportation, the discharging charges at the port of destination is to be borne by the Seller or the shipping company.

- CFR Landed. The Seller is responsible for landing the goods and paying the discharging fees.

- CFR Ex Ship's Hold. The goods shall be delivered at the ship's hold, and the discharging charges shall be borne by the Buyer.

CIF (...aimed port of destination) means that the Seller has the same obligations as under CFR but with the addition that he has to procure marine insurance against the buyer's risk of loss of or damage to the goods during the carriage. The Seller contracts for insurance and pays the insurance premium.

How to determine the price for imports and exports?

In the course of business negotiation and contract conclusion, appropriate trade terms, reasonable price and favorable money of account should be chosen. Detailed method of pricing should be included in the clause of price, and price adjustment clauses should also be added in the price term if necessary. In addition, commissions and discounts could be used as a flexible way of motivating the initiatives