

外贸实务英语会话

张天杰 主编

中国对外经济贸易出版社



Foreign Trade:
Practical Business Dialogues

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前 言

随着我国对外贸易事业的发展，数以千计的外贸公司应运而生。很多外贸实际工作者亟待提高英语业务洽谈的能力。因此，我们编写了《外贸实务英语会话》一书。

该书共有三十二个单元。前二十六个单元概括了交易中常见的环节，如询价、报价，直到签订合同、执行合同等；后六个单元概括了国际贸易中一般惯用的贸易方式，也是贸易洽谈中常见的议题。

本书的特点是，内容丰富新颖，实践性强、语言精练，便于掌握。为方便读者掌握课文的内容和语言，每个单元的主课文还配有汉语译文和丰富多样的练习，可供具有初等和中等英语水平的人自学之用，亦可作为外贸中专等学校的教材。

本书从选题到编写一直是在北京对外经济贸易大学诸葛霖教授的指导下进行的，他又是该书的审定者，在此表示感谢。

在本书编写过程中，也曾受到对外经济贸易部各专业总公司不少同志的热情支持和帮助。对此，表示衷心感谢，恕不一一列名。

本书由张天杰主编，参加编写工作的有魏怀鸾、张琳和可佳三位同志。

由于作者水平所限，书中难免有疏漏不妥之处，诚望读者批评指正。

编 者

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UNIT ONE

INQUIRY

TEXT:

Sinder Company of Egypt intends to import some tea from China, so Mr Mohammed is sent to pay a special visit to Beijing, and to make an inquiry of the China National Native Produce and Animal by-Products Import and Export Corporation. Mr Mohammed enquires of Manager Zhao about the varieties, quality and price of tea, and so on and so forth.

Mr Mohammed: How are you, Mr Zhao? Have you been very busy lately?

Mr Zhao: Very well, thank you. Mr Mohammed, welcome back to China again. I've been very busy for the last few days, and am awfully sorry for not being able to meet you at the airport, as I had to attend a meeting yesterday. Sit down please. What about something to drink?

Mr Mohammed: Thanks. Tea would be fine.

Mr Zhao: Black Tea or Jasmine Tea? Which do you prefer?

Mr Mohammed: Of course, Black Tea.

Mr Zhao: Mr Mohammed, the reason why you come is to place another order for tea, isn't it?

Mr Mohammed: Yes. I want to purchase some more tea from your company during my visit.

Mr Zhao: Fine. How did our tea sell last year in your market?

Mr Mohammed: Both Black Tea of Qimen origin and Oolong Tea of Guangdong origin are salable in our market. But Longjing Tea of Xihu origin couldn't find a market, so we won't be reordering Longjing Tea this time.

Mr Zhao: Well, new varieties of tea have been added recently, such as Rolled Strips and Curls black tea, Crushed black tea and so on and so forth. They are all the best selling lines in many countries. Would you like to order some of them? Here are the samples. You may have a look first.

Mr Mohammed: Thank you for your recommendation. I got the impression from the samples that Oolong Tea of Fujian origin is also very nice. I'd like to make a trial sale of Oolong Tea of Fujian origin.

Mr Zhao: Then, how many kinds of tea all together do you want to purchase? Could you please put it more concretely?

Mr Mohammed: OK. I want to order 2,000 kgs of Black Tea of Qimen origin, 4,000 kgs of Rolled Strips and

Curls Black Tea, 1,200 kgs of Jasmine Tea of Hangzhou origin, first grade, and furthermore, 200 kgs of Oolong Tea of Fujian origin, just for trial sale.

Mr Zhao: Thank you very much. Both quantity and varieties are very clear.

Mr Mohammed: Can you make an offer, C and F Alexandria, at your earliest convenience?

Mr Zhao: We can, but do you have any specific requirements for the delivery time?

Mr Mohammed: Well, we need shipment in September or October.

Mr Zhao: Good. We'll let you have the official offer next Tuesday at the latest.

Mr Mohammed: Fine, I'll be waiting for your offer.

Mr Zhao: Surely, see you next Tuesday.

Answer the questions to the text :

1. What is Mr Mohammed's business in Beijing?
2. What are the varieties he intends to buy?
3. When does Mr Mohammed expect the delivery?
4. What are the main contents of an inquiry?

WORDS AND EXPRESSIONS

1. inquiry	n.	询价
2. corporation	n.	公司
3. enquire about	vt.	对……询问
4. variety	n.	品种
5. enquire of sb.	vt.	向某人询问
6. quality	n.	质量
7. and so on and so forth		等等
8. Black Tea	n.	红茶
9. Jasmine Tea	n.	花茶
10. place order		订货
11. purchase	vt.	购买
12. Oolong Tea	n.	乌龙茶
13. origin	n.	原产地
14. salable	a.	畅销的, 有销路的
15. find a market		销售
16. Rolled Strips and Gurls black tea		条茶(条形红茶)
17. Crushed black tea	n.	红碎茶
18. selling line	n.	销路
19. samples	n.	样品
20. recommendation	n.	推荐
21. trial sale (test sale, test		试销

market)

- | | | |
|---|-----|---------------------|
| 22. concretely | ad. | 详细地 |
| 23. furthermore | ad. | 再者, 此外 |
| 24. make an offer | | 报价 |
| 25. C and F Alexandria (Cost and Freight) | | |
| | | 成本加运费, 亚力山大
到岸价格 |
| 26. delivery | n. | 交货 |
| 27. shipment | n. | 装运 |
| 28. official offer | n. | 正式报价 |

SPECIAL TERMS AND IDIOMATIC PHRASES

1. to make an inquiry 询价(发询盘)
 - a. An inquiry is often made by the buyers. It is the initial stage of a business.
 - b. Being interested in Chinese Green Tea, Mr Smith, a representative of an American company flies to Beijing to make an inquiry for the tea.
2. inquire into (about) something 对某事(物)进行查
询(查问)

He has been inquiring into the quality of this goods for some time.
3. inquiry sheet 询价单

Have you received our inquiry sheet? It would be appreciated if you could make an offer within this week.

- | | |
|-----------------------|-----|
| 4. salable goods | 畅销货 |
| popular goods | 快货 |
| popular | 有销路 |
| the best seller | 热门货 |
| the best selling line | 热门货 |

Long jing Tea is the best selling line in many countries and regions today.

EXERCISES

- I. Fill in the blanks with the appropriate words given below: play, give, make, thank, effect, ask, inquire
1. While ____ an inquiry, you ought to ____ into quality, quantity and packing, etc..
 2. You are kindly ____ to make an offer against our inquiry of yesterday as soon as possible, on the basis of C & F New York.
 3. Do you have any idea when the shipment can be ____?
 4. ____ you for your inquiry of September 15th about our machines.
 5. Inquiry ____ an important role both in import and

export business.

6. Since the specifications are complicated, will you please ____ me a written inquiry?

II. Translate the following sentences into English:

1. 一般说来, 询价是由买方发出的, 它没有固定的格式。
2. 在进出口业务中, 我们常向外国厂商发出询价, 询问我们想买的货物。
3. 既然你们已收到我方的询价单, 就请尽快报价。
4. 昨天, 史密斯先生对我们的产品询了价, 他询问了品种、花色和价格等情况。
5. 为了对我们的地毯进行询价, 那家美国公司对我们进行了访问。
6. 我们已对你们的产品进行了询价, 请能在月底前报价。

III. Complete the following passage with appropriate words given below:

sellers, buyers, written, make, ways, between, simpler, in

INQUIRY

Inquiry is usually made by the _____. It indicates their intention to buy goods, inquires of the _____ if they can supply, and asks them to _____ an offer.

There are different _____ to make an inquiry, both orally and in _____ form. If it is the first dealing _____ the

two sides, it's necessary for the buyers to inquire for the quantity, variety, delivery time etc. ____ detail. On the other hand, if they have established relations, they may do it in a ____ way.

IV. Fill in the blanks with appropriate prepositions:

‘Yes’ or ‘no’ with Arabs

When you do business ____ Arabs, you must pay attention ____ their way ____ expressing their ideas. ____ instance, when an Arab says ‘yes’, he may mean ‘maybe’. When he says ‘maybe’ he probably means ‘no’. You will seldom get a direct ‘no’ ____ an Arab, because it is considered to be impolite. Also, he does not want to close his options. Instead ____ ‘no’, he will say ‘inshallah’ which means, ‘if God is willing’. ____ the other hand, ‘yes’ does not necessarily mean ‘yes’. A smile and slow nod might seem ____ an agreement, but ____ fact, your host is being polite. An Arab considers it impolite to disagree ‘with’ a guest.

UNIT TWO

OFFER

TEXT:

Owen's Company of America wants to import some arts and crafts from China. Mr Owen was sent to Beijing to have a business talk a few days ago. Mr Wang from the China National Arts and Crafts Import and Export Corporation makes an offer to him.

Mr Wang: How do you do, Mr Owen? Sit down please.

Mr Owen: How do you do, Mr Wang? I'm very proud that your Premier received us yesterday.

Mr Wang: Our government sets great store by the development of trade between our two countries.

Mr Owen: Mr Wang, have you received our inquiry sheet?

Mr Wang: Yes, I got it last week. I meant to send you the offer by telex. Now that you are here, we can have a face-to-face talk.

Mr Owen: Good.

Mr Wang: You are in need of embroidered tablecloth, pottery and porcelain, straw hats, straw mats and slippers, is that correct?