

崔长青 张碧竹 编著



国际商贸 英语

中国物资出版社

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前 言

英语作为国际商贸活动的一种必备工具日益受到人们的重视。有人把英语说成是“有金钱价值的语言”，这从某种意义上来说并不过分。在我国对外经济交往日益频繁的今天，既有扎实的对外贸易基础知识，又有过硬的英文功底的人才显得尤为珍贵。为普及国际商贸知识，提高外企外贸工作人员及有志于从事外贸工作的大专院校学生的专业英语水平，我们在参阅了大量专著的基础上编写了此书。

本书第一部分为国际贸易实务。该部分选材得当，概括了国际贸易实务的主体。各章节后附有词汇表及参考译文，这样既便于学习、掌握，又拓宽了读者面。该部分内容包括十八个章节，对普通贸易交往、合同签订、支付手段、法律纠纷的处理等诸多方面都进行了系统的归纳、概括。第二部分为国际商贸书信。信函范例语言规范、短小精悍、言简意赅、易于掌握、模仿。注释简明扼要、切中要害。第三部分为常用国际商贸用语。

庄茅、石延芳、李新参加了本书部分章节的编写。张乃骏教授为本书作了文字校对工作。

在此，我们要特别感谢本书责任编辑杨敏老师给予我们的巨大帮助。

由于编者水平有限，加之时间仓促，在本书编写过程中难免有疏漏之处，恳请广大读者批评指正。

作 者

1994年6月

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第一部分 国际贸易实务

Part One International Trade

1. International Trade Transactions

International trade transactions refers to the exportation of goods or services from one country to another, which is the importing country. Export, an aspect of a country's foreign trade, is crucial because it helps to gain foreign currency to import the badly needed raw materials, technology and equipment. There are basically two kinds of export transactions: transactions founded on the contract of export sale and those for the purpose of the construction of works and installations abroad.

Generally speaking, export transactions founded on the contract of sale are carried out in the following two ways. On the one hand, an exporter may sell goods directly to an importer abroad when export connections are too slender to warrant the establishment of a permanent representation abroad. On the other hand, one may build up a market organization abroad and transact business through agents, branch offices or subsidiary companies when export trading assumes more than casual character.

Export transactions for the construction of works and installations involve a considerable amount of capital. They occur when organisations in the developing countries wish to establish new indus-

tries and transfer technology from the industrialised countries to their own countries.

Today, except for the trading enterprises and export merchants, many manufacturers sell directly to overseas customers and maintain their own export organisation. In particular, multinational enterprise is often in the export trade. A multinational enterprise consists of several national companies, which are connected by shareholdings and managerial control of contract. Usually, there is the parent company in the home country and its subsidiaries in the host countries. They act as one economic unit in world trade.

Expansion of exports is the key to developing the foreign trade of a country. Through export transactions, the products of a country compete with foreign products in the international market. The exporting enterprises have to improve the quality and increase the variety of their products and therefore bring about the technical transformation in a country.

New Words And Expressions

transaction [træn'zækʃən]	n. 交易; 业务, 事务
refer to	phr. 涉及, 指
exportation [ˌeksɒ:'teɪʃən]	n. 输出, 出口
export	v. 输出, 出口
import ['impɔ: t]	vt. 输入, 进口
goods	n. 货物
service	n. 服务
crucial ['kru: ʃjə]	a. 极紧要的; 决定性的
currency ['kʌrənsi]	n. 通货
badly needed	phr. 急需的

raw material	phr. 原材料
technology	n. 技术
equipment	n. 设备
basically	adv. 基本地, 大致地
contract ['kɒntrækt]	n. 契约, 合同
sale [seɪl]	n. 卖, 出售
for the purpose of	为了
construction [kən'strʌkʃən]	n. 建筑, 构造, 工程
installation [ˌɪnstə:'leɪʃən]	n. 装置, 设备, 安装, 安置
instal(1)	v. 安装, 设置
abroad [ə'brɔ: d]	adv. 到国外, 在海外
generally speaking	phr. 一般来说
carry out	phr. 贯彻、执行
on the one hand	phr. 一方面
on the other hand	phr. 另一方面
sell [sel] (sold) [səuld]	v. 卖, 售
directly [di'rektli, dai]	adv. 直接地
connection	n. 联系
too……to	phr. 太……以致于不……
slender ['slendə]	adj. 狭, 窄, 微小, 微薄的
warrant ['wɒrənt]	v. 保证, 担保
establishment	n. 建立
permanent ['pə: mənənt]	adj. 永久的, 常设的,
representation [ˌreprɪzen'teɪʃən]	n. 代理, 代表
build up	phr. 建立
transact [træn'zækt]	v. 办理, 处理, 执行
agent ['eidʒənt]	n. 代理人, 代办人, 代理商

branch office	phr. 分理处
subsidiary [səb'sidjəri]	a. 辅助的, 附属的
subsidiary company	phr. 子公司
assume [ə'sju: m]	v. 采用, 采取
casual ['k 睡 3juəl]	a. 临时的, 不定期的
character ['k 睡 riktə]	n. 特性, 特征
involve	v. 涉及
considerable	a. 大量的
a considerable amount of	phr. 大量的
capital	n. 资金
organization	n. 组织
the developing countries	phr. 发展中国家
wish to do something	phr. 想要做某事
technolgy	n. 技术
transfer	v. 转移, 转让
the industrialised	phr. 工业化国家
except for	phr. 除……之外
enterprise ['entəpraiz]	n. 企业单位, 事业单位
merchant	n. 商人
manufacturer	n. 制造人 (商)
overseas	a. 海外的
customers	n. 顾客
maintain [men'tein]	v. 维持, 保持, 持有
in particular	phr. 特别地
multinational [mʌlti'næʃənl]	a. 多国的
consist of	phr. 由……组成
shareholding	a. 持股
shareholder	n. 股东
managerial [mænə'dʒiəriəl]	a. 经理的, 管理的

parent company	phr. 母公司
host [həʊst]	n. 主人; 多数, 许多
economic unit	phr. 经济实体
expansion [iks'pænjən]	n. 发展, 扩充, 扩大
be the key to	phr. 对……至关重要的
compete [kəm'pi:t]	v. 竞争, 对抗
improve [im'pru:v]	v. 使更好, 改善, 增进
variety	n. 多类型, 多种类, 多样
bring about	phr. 产生, 引起
technical ['teknikəl]	a. 技术的, 工艺的
transformation [trænsfə'meɪʃən]	n. 变革, 改变

参考译文

一、国际贸易往来

国际贸易往来指货物、劳务从出口国输入进口国。出口是一个国家外贸中举足轻重的一方面, 因为出口能获取外汇, 来进口一国所急需的原材料、技术及设备。通常有二种出口基本形式: 基于购销合同的出口贸易往来, 以及以建筑、设施输出为目的的出口贸易。

一般来说, 基于购销合同的出口贸易有二种形式。当联系甚微, 不致于建立国外永久性常设机构时, 出口商就直接将货物销往海外的进口商。另外, 当出口贸易关系重大时, 就需建立国外市场组织机构, 并通过代理、分理处、分公司处理商务。

以建筑、设施输出为目的的出口贸易涉及大量资金。当发展中国家的组织机构想设立新兴工业, 从工业发达国输入技术时, 就会发生这种贸易。

今天, 除了贸易企业、出口商之外, 许多生产厂家也拥有出口机构, 直接向海外客户销售产品。特别值得一提的是, 跨国公司往往涉足于出口贸易。跨国公司由分设在各国的分公司组成, 通过分别持股及协约管理, 分公司之间相互关联。通常在本国设总

部，在多数国家设立分部。在世界贸易中，跨国公司作为一个经济实体出现。

对一个国家的外贸而言，发展出口至关重要。通过出口交易，一个国家的产品在国际市场上参与同外国产品间的竞争。出口企业必须提高产品质量，增加产品的花色品种，最终导致在其国内的技术革新。

2. Standardization of Trade Terms

In order to avoid misunderstandings among those engaged in international trade, frequent efforts have been made to standardise the terms in which export and import business is transacted.

In 1966, the United Nations decided to take an interest in the progressive harmonisation of the law of international trade. They constituted the United Nations Commission on International Trade Law (UNCITRAL) which operated on January 1, 1968. The Commission includes 36 States: 7 Asian States, 9 African States, 6 Latin American States and some European States.

The objects of UNCITRAL are to further the progressive harmonisation and unification of the law of international trade. The seat of UNCITRAL is in Vienna. UNCITRAL has published A REGISTER OF TEXTS OF CONVENTIONS AND OTHER INSTRUMENTS CONCERNING INTERNATIONAL TRADE LAW, which is a valuable collection of many relevant documents in the foreign trade. UNCITRAL is also issuing regularly a YEARBOOK. The most important documents of UNCITRAL include: THE UNCITRAL ARBITRATION RULES, which provide a framework for international commercial arbitration and are applied where contractors have agreed that disputes shall be settled under them. The

UNCITRAL CONCILIATION RULES were recommended by the United Nations in 1980. A MODEL LAW ON INTERNATIONAL COMMERCIAL ARBITRATION was recommended by the United Nations in 1985. The CONVENTION ON THE CARRIAGE OF GOODS BY SEA , was adopted by a United Nations conference in 1978. A CONVENTION ON CONTRACTS FOR THE INTERNATIONAL SALE OF GOODS was adopted by the United Nations in 1980.

The International Chamber of Commerce, which has consultative status under the charter of the United Nations, has contributed valuable publications which ease the flow of international trade. Incoterms, subtitled INTERNATIONAL RULES FOR THE INTERPRETATION OF TRADE TERMS, were published by the international Chamber of Commerce and have been amended from time to time. Importers and exporters who wish to use them for a contract specify that the contract is governed by the provision of Incoterms. Sometimes European exporters provide that all their contracts shall be governed by Incoterms, unless otherwise agreed in a particular instance.

The important documents of the International Chamber of Commerce include the followings. THE UNIFORM CUSTOMS AND PRACTICE FOR DOCUMENTARY CREDITS and THE UNIFORM RULES FOR COLLECTIONS are used widely. UNIFORM RULES FOR A COMBINED TRANSPORT DOCUMENT tries to avoid the need to issue a series of separate transport documents for each stage of the transport. EXTORTION AND BRIBERY IN BUSINESS TRANSACTIONS contains, first, recommendations to governments, to be adopted nationally and internationally to promote the elimination of bribery and extortion in busi-

ness transactions, and secondly, rules of conduct for voluntary application by enterprises.

New Words And Expressions

standardisation	n. 标准化
engage in	phr. 参预, 参加
harmonisation	n. 协调
object	n. 目标
further	v. 推进, 推动
unification	n. 统一
seat	n. 所在地, 活动中心
register	v. 登记
convention [kən'venʃən]	n. 公约, 协定
instrument	n. 契约
issue ['ɪʃu:]	v. 发行, 出版
regularly	adv. 定期, 有规律地
arbitration	n. 仲裁
framework	n. 框架
contractor [kən'tr ʌ ktə]	n. 订约人
dispute	n. 争端
conciliation [kən'sɪ'liʃən]	n. 调停
model	n. 样式, 型, 模型, 模范
contract	n. 〔法〕 契约法
consultative [kən'sʌltətɪv]	a. 协商的, 咨询的
status	n. 地位
publication	n. 出版物
amend	v. 修改
specify ['spesɪfaɪ]	v. 指定, 详细说明, 具体说明

provide	v. (条约, 法律等) 规定
extortion [iks'tɔ:ʃən]	n. 敲诈
bribery ['braibəri]	n. 行贿
voluntary	a. 自愿的
application	n. 应用
enterprise	n. 企业

参考译文

二、贸易术语的标准化

为了避免参与国际贸易的人们之间的误解, 人们作了许多努力, 来使进出口贸易交往的术语标准化。

1966 年, 联合国决定关注国际贸易法的协调工作, 并组成了联合国国际贸易法委员会。委员会于 1968 年一月开始投入工作。该委员会由 36 个国家组成: 7 个亚洲国家, 9 个非洲国家, 6 个拉丁美洲国家及一些欧洲国家。

联合国国际贸易法委员会的目标是推进国际贸易法律的协调与统一。委员会活动中心在维也纳。委员会出版了《国际贸易法协定与契约文件登记册》。该书收集了许多外贸中有价值的相关文件。该委员会定期出版《年鉴》。委员会的重要文件有:《联合国国际贸易法仲裁规则》, 该规则为国际商务仲裁制定了框架。该规则在订约双方同意依据规则解决争端的情况下得以运用。联合国还于 1980 年推荐使用《联合国国际贸易法委员会调停规则》。1985 年, 联合会又推出了《国际商务仲裁的法则规范》。在 1978 年联合国一次大会上, 采纳了《货物海运公约》。1980 年, 联合国又采用了《国际销售货物契约法公约》。

联合国宪章规定有顾问地位的国际商会出版了大量宝贵文献, 便利了国际贸易的流通。《国际贸易术语解释通则》由国际商会出版并不断得到修改。想运用该通则的进、出口商应具体说明合同以该通则为指导。有时候, 欧洲的出口商规定除商定的特殊情况外, 所有合同均以通则作指导。