

高等职业教育

经济管理类专业 规划教材

MANAGEMENT

外贸英语

湛利华 主编
郭丙武 副主编



中国电力出版社
CHINA ELECTRIC POWER PRESS

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内 容 提 要

本书为高等职业教育经济管理类专业规划教材。本书按照“任务驱动，项目导向”教学模式的要求，注重学习与实际工作的一致性，以真实工作过程为依据，整合、序化了相关理论、技能和实训等内容，将外贸工作分成了由浅入深、前后连贯的12个学习性工作任务和一个实训项目。本书编写体例包括导入、知识准备、技能训练、实训、语言库以及自我检测。本书任务设计灵活多样、不拘一格。合理又灵活的任务设计确保了以学生为中心的教学理念的实施。学生在完成任务的过程中，通过各种各样的语言活动，自主的发现式进行学习，实现“在做中学”。在此基础上，本书设置了实训项目，模拟整个外贸流程进行实际操作。

本书可作为高职高专院校国际贸易、外贸英语、商务英语、国际商务等专业的教材，也可作为各相关企业在岗人员、各种外贸培训班学员及外贸英语自学人员学习使用。

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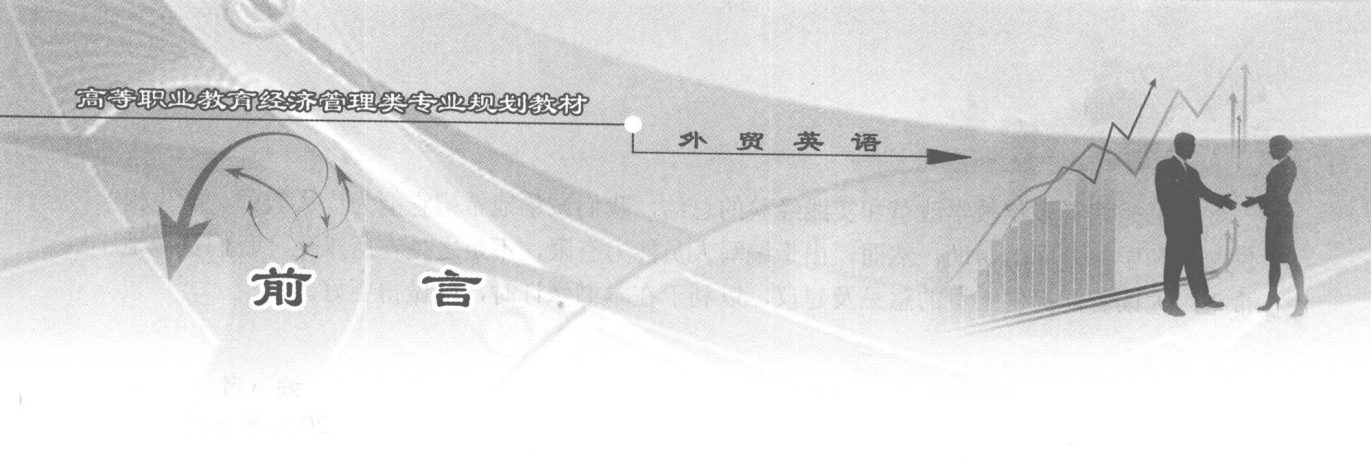
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前言



为培养出拥有全面素质基础的创新型人才和有能力进行外贸工作和交流的专业人才，我们推出了这本富有时代特色的新型实用外贸英语教材。在传统的外贸英语教学中，学生积累大量知识而在真正外贸工作中却又手足无措，无法自如地用英语进行交流和沟通。本教材旨在培养学生以外贸工作为背景，实际运用语言的能力。它独辟蹊径，以全新的视角诠释和探寻外贸英语专业的学习规律及教学模式。与其他教材相比，本教材具有独创性、实用性、系统性和灵活性四大特色。

(1) 独创性。本书的编写模式突破陈规，体现了“以工作流程为主线，基于项目的自主学习”教学模式。首先，拟通过某一毕业生进入外贸公司碰到了各种问题这条主线来展开能力训练任务，从开始了解外贸工作人员所需具备的素质到外贸工作的各个环节、实训模拟项目共分为 13 章，每章都提供了真正的工作场景，设置了含有多种能力要素的综合性任务。

(2) 实用性。本书的编写内容直接针对高职外贸专业对学生技能的要求，与社会需求形成映射关系。从岗位能力要求出发，在分析岗位能力体系的基础上，基于工作过程将每章分为几个环节；主题来源于真实的工作情景，符合社会和职业发展的实际需要，学生所学即所用，可以缩短学生适应社会的“磨合期”，因此具有很强的实用性。

(3) 系统性和灵活性。本书按外贸工作流程来分章节，从简到繁。每章任务从准备到训练再到运用，契合语言学习规律，教师可以根据学生实际情况来选取，符合“因材施教”的基本教育理念。本书任务设计灵活多样、不拘一格。合理又灵活的任务设计确保了以学生为中心的教学理念的实施。

本教材突出语言技能的训练，外贸知识及外贸文书内容都不作深入涉及，仅作为语言训练的材料，服务于外贸工作背景下的语言交流和沟通能力训练。本书的编写体例包括导入 (lead-in)、知识准备 (preparing yourself)、技能训练 (building your skills)、做与用 (doing and conducting)、语言 (language bank)、练习及检测 (exercises)，每章提供了测试题供学生进一步巩固和自我检测。本书的录音及参考答案可在网址 <http://jc.cepp.sgcc.com.cn> 免费下载。

外贸英语涉及的领域繁多，编写此书责任重大。主编特挑选了对外贸专业/职业有高度认识、英语能力强、经验丰富的年轻教师参编。全书的 13 个单元中，第 1、5、11、13 单元由谌利华撰写、第 2 单元由倪娜撰写、第 3、4 单元由沈霞撰写、第 6、7 单元由刘瑾撰写、第 8、9、10 单元由郭丙武撰写、第 12 单元由王芸撰写。

在本书编写的过程中，编者参考了大量国内外国际贸易和国际商务方面的书籍和资料，个别地方引用了现成资料，在此特向原作者致以衷心的感谢！

本书是编者多年教学改革和实践经验的总结，我们诚挚地希望它能为广大教师、学生提供教学和学习方面的帮助。然而，由于编写人员能力有限，不足之处在所难免，我们真诚地希望广大读者能提供宝贵的意见及建议，以利于在本书修订时，能做得更好。

编者
2010年6月

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Unit 1

Applying for A Trading Clerk Job



Focus

Qualities and skills of trading staff
Curriculum vitae/Resume
Application letter
Interviews

Lead-in

You want to be a trading clerk after leaving college, don't you? Firstly, you have to know in which way you should get ready for entering the field. Then you have to hunt for such a job. It will be one of the most exciting and important challenges in your life. Make a plan and be well-prepared, and then you will succeed in getting it.

1.1 Getting ready for the job

Preparing yourself

Task 1 *Work in Pairs* As a trading clerk you should be familiar with the general procedures of import and export transaction. They can be summarized as follows. Read them and try to say the steps of exporting to your partner and your partner say the importing, and then exchange. You can refer to the Chinese translation.

I . The general procedures of export transaction can be summarized as follows:

1. market research (市场调研)
2. enquiry (询盘)
3. offer and counter-offer (发盘和还盘)
4. acceptance (接受)
5. investigation of credit-worthiness of customers (顾客的信用调查)
6. implementation of contract (合同的履行)
 - (1) preparing goods for shipment (备货)
 - (2) inspection application (报检)
 - (3) reminding, examining and modifying L/C (催证、审证和改证)

- (4) chartering and booking shipping space (租船和订舱)
 - (5) customs formalities (报关手续)
 - (6) insurance (保险)
 - (7) documents preparation for bank negotiation (制单结汇)
7. settlement of disputes

II. The general procedures of import transaction can be summarized as follows:

1. to conduct market investigation (进行市场调查)
2. to formulate import plan for a certain commodity (制定某一商品的进口计划)
3. to send inquiries to the prospective sellers overseas (向海外可能的卖方发出询盘)
4. to compare and analyze the offers or quotations received (比较、分析所收到的报盘或时价)
5. to make counter-offers and decide on which offer is most beneficial (还盘并决定最有利的报盘)
6. to sign a purchase contract (签订购买合同)
7. to apply to a bank for opening a letter of credit (向银行申请开立信用证)
8. to book shipping space or charter a carrying vessel for taking over the cargoes if the contract is in terms of FOB (如果是 FOB 合同的话, 要租船订舱接运货物)
9. to effect insurance with the insurance company upon receipt of shipping advice (收到装运通知后, 让保险公司为货物投保)
10. to apply for inspection if necessary (如有必要申请商检)
11. to attend to customs formalities to clear the goods through the customs (申请办理海关手续, 让货物清关)
12. to entrust forwarding agents with all the transport arrangements from the port to the end user's warehouse (委托承运人将货物从港口运至最终用户的仓库)
13. to settle disputes (if any) (如有争议, 解决争议)

Building your skills

Task 2 Read each of these things people said about international trading staff and match them with one of the qualities or skills listed in the box.

1. She is professional and capable of developing business.
2. She's just excellent at getting her ideas across. To give you just one example...
3. He is really good at computer skills.
4. He can speak very good English and is always helpful in negotiating.
5. One thing I have to say about him is that he has excellent people skills; he can handle even the most awkward member of staff.
6. One thing she's particularly good at is problem-solving. You know, in our line of work we seem to go from crisis to crisis, but she seems to be able to get everything running smoothly again.
7. He's just great at producing new, unusual ideas, things other people would never have

thought of .

8. I'd say one of his strong points is his ability to get down to the nitty-gritty; nothing is so minor that it escapes his attention.

- | | |
|------------------------------|----------------------------|
| a. language competence | d. professional competence |
| e. computer skills | f. originality |
| b. good communication skills | g. trouble-shooting skills |
| c. good interpersonal skills | h. attention to details |

Task 3 As trading staff, you have to know parties involved in export and import transaction, which are numerous and can be described as various. The basic parties are the buyers who purchase the goods and the sellers who provide the goods. Main parties involved in export and import transaction are as follows. Read them and match them with one of the Chinese translation.

1. The exporters
2. The shipping agents at the port or airport of loading
3. The railway (in some cases) in the exporter's country
4. The road hauler (in some cases) in the exporter's country
5. The port authority
6. The shipping company (for sea freight)
7. The airline (for air freight)
8. The insurance company or brokers
9. The exporter's bank
10. The importer's bank
11. The railway (in some cases) in the importer's country
12. The road hauler (in some cases) in the importer's country
13. The shipping agent at the port or airport of discharge
14. The importers

- | | |
|--------------------------|--------------------------|
| e. 出口公司 | h. 保险公司或经纪人 |
| d. 装运港或机场的运输经纪人 | g. 出口商银行 |
| c. 出口商所在国家的铁路部门(在某些情况下) | f. 进口商银行 |
| b. 出口商所在国家的陆路承运人(在某些情况下) | n. 进口商所在国家的铁路部门(在某些情况下) |
| a. 港口当局 | m. 进口商所在国家的陆路承运人(在某些情况下) |
| j. 航务公司(对海洋运输) | l. 装卸港或机场的运输经纪人 |
| i. 航空公司(对航空运输) | k. 进口公司 |

1.2 Applying

Preparing yourself

Task 4 Read this article about job-hunting. Choose the correct sentence A-F for each gap in the text (1-5). There is one sentence you will not need.

- A. Such an account is valuable
- B. for when you know exactly what you have to offer
- C. While talking to you
- D. Keep your eyes and ears open
- E. Then you are ready to hunt for a job
- F. The staff conducting an interview together is called an “interview panel”

Job-Hunting

If you want to find a job, take a sheet of paper, and write a brief account of yourself. In making a blueprint for a job, begin with yourself, 1, you can intelligently plan where to sell your services.

This account of yourself is actually a sketch of your working life and should include education, experience and references. 2. It can be referred to infilling out standard application blanks and is extremely helpful in personal interviews. 3, your could-be employer is deciding whether your education, your experience and other qualifications will pay him to employ you and your “wares” and abilities must be displayed in an orderly and reasonably connected manner.

When you have carefully prepared a blueprint of your abilities and desires, you have something tangible to sell. 4. Get all the possible information about your could-be job. Make inquiries as to the details regarding the job and the firm. 5, and use your own judgment. Spend a certain amount of time each day seeking the employment you wish for, and keep in mind: securing a job is your job now.

Building your skills

Task 5 Meredith Brown is a trade clerk in Shanghai. She is looking for a job in Shenzhen and replies to the advertisement below. Read the job ad and answer the questions.

- (1) What would be its attractions? -What might be its drawbacks?
- (2) Is the position permanent or temporary?
- (3) What skills are required for the job?
- (4) What personal qualities are looked for?

BBX

BBX company is a well-known and respected trading company. We handle imports directly from manufacturers in 21 different countries, often to our own specifications, and currently export to 30 different countries worldwide.

We are looking for enthusiastic people to work in our office in Shenzhen on temporary 3-, 6-, 9-month contracts. Applicants must be able to speak and write at least one foreign language fluently.

Experience in import and export will be an advantage, but as special training will be available this is not essential. The main requirements are a willingness to work as a member of a team, ability to cope with pressure and to communicate, to use the telephone in foreign language and in Chinese and to be prepared to occasionally to work long hours when necessary.

There are several posts available and long-term prospects are good, though initially all successful applicants will be contracted for a maximum of 9 months.

The salary we will offer is excellent. We will pay for your return air fare and provide adequate accommodation at a nominal rent.

Please apply in your own handwriting, enclosing your resume, to Peter Jockson, Asian Sales Office, 103 Longgang Road, Shenzhen

Task 6 *Work in pairs* Look at this resume. Try to answer the questions that follow it.

CURRICULUM VITAE

MEREDITH BROWN

Personal details

Name: Meredith Brown

Address: 20 Jingan Road, Shanghai

Telephone: 020-87657896

Date of birth: 12.08.1980

Marital status: Single

Key skills

Ability to work to deadlines.

Experience of dealing with clients in different countries.

Good written and spoken knowledge of English.

Good knowledge of international trade and business.

Good keyboard skills and knowledge of current software packages.

Work experience

Sep.2006—present Yingda International: Export Clerk

Jan.2005—July 2006 Wantao Products: Marketing assistant

May 2003—May 2005 Self-employed: Travel guide

Jan.2003—May 2003 Unemployed

Qualifications

2001-2003

Shiyan College, Peking

Majoring in international trade. It also included English commercial correspondence and IT skills.

- 1) If you were interviewing Meredith Brown for the job in Shenzhen, what questions would you ask her about her career history?
- 2) Meredith Brown begins to plan her application letter. Match the phrases below with Meredith's notes.

Useful phrases:

1. I am writing with reference to your advertisement in the...
2. I graduated from ...
3. Since 2000 I have been working as...
4. I am very interested in the position because...
5. Please find enclosed...

Meredith Brown's Notes for BBX application letter:

- A. Why I want the job
- B. Qualifications
- C. How I heard about the job
- D. Experience
- E. CV and photo

- 3) Imagine that you want to apply for the job. Draft an application letter, following the guidelines below:

Introduce yourself: name, age, etc.

State when you are available.

Describe your relevant experience-or justify your lack of experience.

Describe your skills in Chinese, English and other languages.

Describe how you meet the requirements of the job.

Say when you are available for interview.

1.3 Interviews

Preparing yourself

Task 7 Here is a text about interviews. Fill the blanks with the following words or phrases in the box (You can use them more than once).


on time visiting practicing anticipating investigating well-prepared 15 first
impressions one several 20 competing qualified hire

Employers will not 1 solely on the basis of a resume. They will want to talk with job applicants to determine if they are 2 for the position and if they are a good fit for the company. Each applicant is 3 with other applicants for the same job. The interview allows the employer to compare applicants and decide which person to hire.

Interviews may last anywhere from 4 minutes to 5 hours and may take place on a single day or over several days. You may be interviewed by 6 person or by 7 people. How you present yourself in an interview is crucial. As with resumes, 8 count. An interviewer will often make the decision not to hire during the first 9 seconds of the interview. So it is important to be 10 .

Your success in an interview depends in large part on your preparation. Preparation should include: 11 the company and the position; 12 questions that may be asked; preparing questions that you want to ask; and 13 for the interview. Other things you should think about when preparing for the interview are: 14 the interview site a few days before the interview; the possible need to take specific information with you to the interview; and dressing yourself appropriately. On the day of the interview it will be important that you arrive 15 or, better still, arrive a few minutes early.

Building your skills

Task 8  *Work in pairs* You will hear extracts from two interviews. Use this assessment form to decide which candidate performed better on a scale of 1 to 5.

	Sue Jones	Tom Richards
Qualifications		


Confidence		
Reliability		
Personality		
Work experience		
Overall impression		

And which interviewer do the better job, do you think?

Task 9 *Work in small groups* Imagine that a young friend of yours is about to attend his or her first interview. Note down some more advice that you would give:

Do your homework: find out about the company
 Prepare some questions to ask about the company and what the job entails
 Wear smart, formal clothes
 Don't smoke
 Arrive a few minutes early
 Sit up straight
 Look straight at the interviewer
 Expect the unexpected—and don't panic!

Join another group and compare your notes.

Task 10  *Work in pairs* some interviewers give candidates a hard time by asking them difficult questions—like the questions below. Listen to the recording and discuss these points:

Can you think of three more questions you might be asked in an interview? Add them to the list.

What would your own answers to each of the questions be? Rehearse your answers with your partner and make notes.

Tell me about yourself.
 What do you think are your strengths and weaknesses?
 We have a lot of applicants for this job, why should we appoint you?
 Which is more important to you: status or money?
 How long do you think you'd stay with us if you were appointed?
 Why do you want to leave your present job?
 What would you like to be doing ten years from now?

What are you most proud of having done recently?
 What is your worst fault and what is your best quality?
 Don't you think you are a little young/old for this job?
 What are your long-term goals?
 What excites you about the job you're doing now?
 How would you rate your present boss?

Task 11 Work in small groups Take it in turns to be the Interviewer, the Candidate and the Observer. Allow enough time for each of you to have a turn at being the Candidate. Interviewer Ask the Candidate the questions you discussed in Task 8. Avoid asking Yes/No questions. Perhaps try to give him or her a hard time by asking supplementary questions like these:

Why do you think that?	In what way exactly?
Could you explain why you think that?	What do you mean exactly?
Can you give me an example of that?	Are you quite sure you mean that?

Candidate Do your best to answer the questions and try to keep cool!

Observer As you listen to the interview, make notes on these points:

What impression did each person give?
 If they were nervous, how did this affect their performance?
 Were there too many Yes/No questions?
 Which questions did they answer badly?
 Which questions did they answer well?
 What advice would you give them for their next real interview?

Doing and conducting

Situation

Work in two large groups Each group should decide on one job that would be attractive and realistic for most of the members of the class to apply for. Perhaps this could be your "ideal job"-the one you'd immediately apply for if you saw it advertised.

Write an advertisement for the job and, if possible, make copies for the other group to see. Alternatively, pin it to the classroom notice board or stick it on the white/black board.

Parties involved

Party A