

2001年修订本
2001 Revised Edition

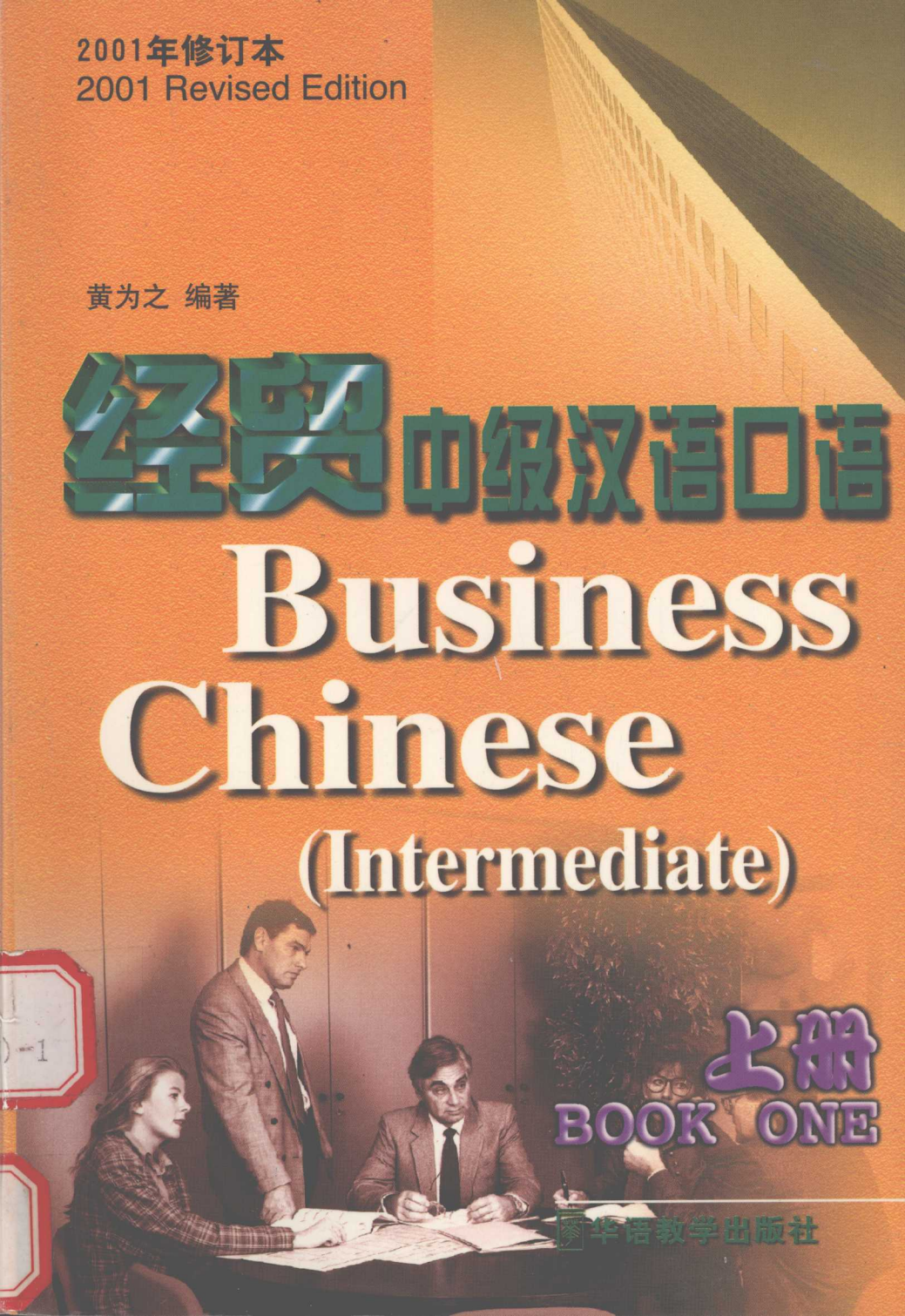
黄为之 编著

经贸中级汉语口语

Business Chinese (Intermediate)

上册
BOOK ONE

华语教学出版社



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UNIVERSITY OF TORONTO PRESS

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再版前言

《经贸中级汉语口语》1992年出版后,受到社会各界的热烈欢迎,被各院校和自学者广泛采用。出版至今,中国的经济贸易形势发生了很大变化,有许多新的内容、新的语言需要学习;在教学实践中,我们也积累了经验,听取了各方面的意见,觉得对这本口语教材,现在进行修订、再版,是适时的。

2001年新版《经贸中级汉语口语》,在保持初版体例和优点的基础上,作了全面修改。全书从原来的20课增加到40课,由一册分为上、下册,原有的内容作了调整,增加了经贸领域出现的新话题、新词语。上册以货物贸易为主要内容,以贸易洽谈为中心,增加了“信用管理”、“网上贸易”等新的国际贸易运作方式;下册以“大经贸”为主要内容,从“全方位开放格局”的角度,展现经济贸易的各个领域,专业内容和专业语言,更加适应当代中国和国际经济贸易实务。我们相信,这个新版本,会在更高的水准上满足教师和学习者的需要。

2001年新版《经贸中级汉语口语》的英语翻译是黄震华教授。

对外经济贸易大学

黄为之

2000年2月

Preface to the 2001 Edition

Since its publication in 1992, *Business Chinese* (Intermediate) has been well received by people from all walks of life and adopted by many universities, schools and self-taught learners. Since its publication, China's situation of economy and trade has undergone great changes, providing many new contents and expressions worth learning. We have also accumulated experiences in our teaching practice and listened to comments from different sources. We feel now it is the right time to revise the book and publish the revised edition.

While maintaining the format and the merits of the first edition, the revised 2001 edition of *Business Chinese* (Intermediate) is the outcome of a comprehensive revision. The book has been extended from 20 lessons to 40 lessons, and is now divided into two books. The original contents have been adjusted, with new topics and new expressions in the realm of economy and trade added. Book One mainly deals with trade in goods, with business negotiation at its center, with new modes of business operation such as "credit management" and "business on the net" added. Book Two takes "broadly based economy and

trade” as the main content. From the angle of “the setup of all-round opening”, it unfolds the various fields of economy and trade and their specific substance and language, thus being better suited to the contemporary economic and trade practice in China and all over the world. We believe that this new edition will, at a higher level, meet the needs of teachers and learners.

The English translation of *Business Chinese* (Intermediate) is done by Professor Huang Zhenhua.

Huang Weizhi
University of International
Business and Economics
February, 2000



原版 前言

伴随中国对外开放的进程,外国人同中国的经济合作与贸易往来,出现了空前未有的高涨热潮。这种高涨的“经贸热”,使大有燎原之势的“世界汉语热”变得更加红火炽热。世界各国的贸易客商,想在华做生意,恨不能三日、五日,十天、半月就学好汉语。为了适应这种“经贸热”,满足外国朋友学习经贸汉语的要求,我编写了这本教材。

这本《经贸中级汉语口语》,是供具有初级汉语水平的外国朋友使用的专业汉语教材,共 20 课,1016 个生词。内容涉及到外国人在中国做生意的各个方面,从建立联系渠道,到洽谈的各个环节,乃至近十年来,在中国大地上兴起的“三资”企业、经济特区、开放城市、乡镇企业、农贸集市以及中国的改革开放政策等等。这些内容,反映了中国实行改革开放以来,对外经济贸易方面的新形势,新课题,新词语。每一课由课文、生词、练习三部分组成。课文都用对话体,是标准的普通话;生词有汉语拼音和英文注释;练习分 A、B 两大组。A 组是重点词语的例解和练习;B 组以灵活运用新课文的语言知识为主,适当重现旧课文的语言知识。在 B 组还有一篇短文,内容风趣,语言生动,为学员提供了当今中国广泛的风俗民情;外国友人在中国做生意,稔

熟这些风俗民情也是必不可少的。考虑到经贸中级汉语专业性
强,语言难度大,我们特别把 20 课课文全部译成英文,附在全书
之后,这样可减少学习中的困难,帮助外国朋友更准确地理解和
运用汉语。书后附有生词总表。

现在常用的对外汉语教材,每一课都由包括“注释”或“词语
例释”在内的四部分组成,本书没有完全采用这种体例,省去了
“注释”或“例释”部分。我是这样考虑的:凡是需要学生掌握的,
就不仅要让学生弄懂,更要让学生会用;所以在“注释”或“例释”
之后,应该紧紧伴随适量而有效的练习;如果不要学生掌握,只为
理解生词或课文,则只需查查字典或课上点明即可,不需有详尽
繁琐的“注释”、“例释”,这样,学生可省去许多精力。

本书由对外经济贸易大学对外贸易理论教授孙玉宗先生审
阅全部课文,保证了本书经贸专业知识的科学性;由对外经济贸
易大学外贸英语系主任黄震华教授负责全书的英文注释和翻译,
黄教授在英译过程中,还对本书的内容提过许多宝贵的修改意
见;英籍专家 Angela O' Connell 女士校阅过全部英文译文;对外
经济贸易大学校长孙维炎教授最后审定了全书。国家对外汉语
教学领导小组办公室诸位领导同志,给本书的编写、出版给予了
指导和帮助;我校校领导、出版社和外事处的同志们,都给这本书
的出版以大力支持。在此,一并表示由衷的感谢。

黄为之

1991 年 5 月



Preface to the First Edition

Along with China's opening to the rest of the world, there has emerged an unprecedented upsurge among foreigners in developing economic cooperation and trade relations with China. This growing "heat in economic relations and trade" has added to the "world's desire to learn Chinese", which has spread like wild fire. In order to do business in China, many businessmen from all over the world wish that they could learn Chinese in three, five, ten or fifteen days. Faced with this "heat in economic relations and trade", we have compiled this textbook so as to meet the desire of foreign friends to learn business Chinese.

This book, *Business Chinese* (Intermediate), is a textbook of Chinese for specific purposes, which is meant for those who have already acquired elementary Chinese. It consists of 20 texts, with 1016 new words and expressions in all. Its contents cover all aspects that concern a foreigner doing business in China, from the channels of establishing relations to all the links in the chain of business negotiations. It also introduces such phenomena as the foreign-funded enterprises, special economic zones, open cities,

town and township enterprises, markets for farm and sideline products, and China's reform and open policy, which have emerged in China during the past 10 years and more. These contents reflect the new situations, new topics and new expressions used in foreign economic relations and trade since the adoption of the policy of reform and opening to the rest of the world. Each lesson comprises a text, new words and exercises, three parts in all. All the texts are in dialogue form, read with standard Chinese pronunciation. The new words are introduced with *pinyin* and English explanations. Exercises fall into Sections A and B. Section A consists of exemplifications and exercises on key words and expressions, while Section B is mainly for the purpose of flexible utilization of the linguistic knowledge learned from the new lesson, and also for the recycling of what was learned in previous lessons. Also included in Section B is a short article which is lively and humorous. These short articles provide the learners with broad knowledge about present customs and conditions of the Chinese people. Getting familiar with these customs and conditions is also indispensable for foreign friends to do business in China. Considering that a textbook of business Chinese at the intermediate level is rather specialized with a fair amount of difficult language, we have translated all the 20 texts into English and attached them at the back of the book as an appendix. We hope that this will help to reduce the difficulties in learning, and to develop a more accurate understanding of, and a higher level of proficiency in, the Chinese language. A vocabulary list is provided at the back of the book.

The usual format of a Chinese textbook for foreign learners is that each lesson consists of four parts including a part called notes or

exemplifications. We have not exactly followed this format, but have omitted the notes and examples. Our reasons are as follows: For the points that the learners should have a good command of, a mere understanding on their part is inadequate. We must ensure that they can use them competently. Therefore, the notes or exemplifications must be followed by the right amount of effective exercises. However, for those points that the learners do not have to master, the learners only need to look them up in the dictionary for the sake of understanding the text or the new words, or else a brief mention in the classroom teaching will be sufficient. There is no need to include detailed notes and exemplifications for these points, and thus a large amount of the learners' energy can be saved.

Professor Sun Yuzong, a professor of foreign trade theories at our University, went over the manuscript so as to ensure that the knowledge embodied in this book about foreign economic relations and trade is correct. Professor Huang Zhenhua, Dean of the Faculty of International Business Communications of our University, did the English translation for all the texts and explanations. In the course of translation, he also suggested many valuable amendments to the contents of the book. Ms Angela O'Connell, a British expert working at our University, went over the English translation. And finally Professor Sun Weiyan, President of our University, went over the manuscript of the whole book. Leading members from the office of the Leading Group for the Teaching of Chinese to Foreign Learners have provided concrete guidance and financial support for the compilation and publication of the present book. Leading members from our University, and comrades from our University Press and Foreign Affairs Office have also given substantial support to this

book. I hereby extend my heartfelt thanks to all those who have made contributions to the compilation and publication of the present book.

Huang Weizhi
May, 1991



目录

Contents

第一课	建立联系	1
	Establishing Relationship	
第二课	宴请	13
	Entertaining Guests	
第三课	初次接触	24
	First Contact	
第四课	购销意向	35
	Intention of Buying and Selling	
第五课	价格洽谈	47
	Talking About Price	
第六课	品种与数量洽谈	59
	Discussion on Variety and Quantity	
第七课	折扣与佣金	70
	Discount and Commission	
第八课	支付方式	81
	Modes of Payment	
第九课	交货与装船	94
	Delivery and Shipment	
第十课	包装	106
	Packing	

第十一课	保险	119
	Insurance	
第十二课	海关与商检	129
	Customs and Commodity Inspection	
第十三课	信用风险与管理	140
	Credit Risk and Its Management	
第十四课	签订合同	151
	Signing the Contract	
第十五课	追账	162
	Demanding Payment of a Debt	
第十六课	索赔与仲裁	174
	Claim and Arbitration	
第十七课	代理协议	187
	Agency Agreement	
第十八课	网上贸易	200
	E-Business	
第十九课	在国外推销商品的多种形式	212
	Modes of Trade Promotion Abroad	
第二十课	广交会	224
	The Guangzhou Fair	
英译课文		236
	English Translation of the Texts	
生词总表		332
	Vocabulary List	

第一课 建立联系

Lesson 1 Establishing Relationship

一、初次见面

李 宁:请问,哪位是从美国纽约来的罗斯先生?

罗 斯:我就是。您是——

李 宁:我是中国纺织品进出口总公司的代表,我
姓李,叫李宁,公司派我来接待贵团。

罗 斯:认识您非常高兴。

李 宁:我也是。罗斯先生一路顺利吗?

罗 斯:很幸运,一路顺风。

李 宁:太好了。公司汽车在外面,请跟我来。

罗 斯:好,您先请。我第一次来中国,请李先生
多多关照。

李 宁:不客气,您是我们的客人,希望您在华期
间工作顺利,生活愉快。

罗 斯:谢谢,再次谢谢。

李 宁:罗斯先生,请允许我向您介绍,这位是中
国纺织品进出口总公司的业务员,公司委
派他跟你们具体洽谈业务。

王安:罗斯先生您好,我姓王,叫王安,见到您我很高兴。欢迎您来中国,希望我们合作愉快。

罗斯:您好,王先生,这是我的名片。请允许我向您介绍代表团成员:这位是我的助手杰克逊先生,这位是秘书布朗小姐,其他几位都是工作人员。布朗小姐将同你们保持密切联系。我相信,我们的合作将不仅是愉快的,而且是成功的。

二、询问如何建立商业联系

罗斯:张总经理,请问外国公司如何与中国建立商业联系?

张祥:罗斯先生,您是怎么开始的?

罗斯:通过一个朋友介绍,结识了一位访美的中国经贸部负责人,经他推荐,我写了一封信并附上我需要订购的商品目录,寄给天津市外贸局,天津外贸局给我发来邀请信,我就这样来中国了。

张祥:罗斯先生投石问路,做对了。不过,可以用更简便的办法。你只要到中国驻外商务机构,比如官方的商务处,民间的各大公司、子公司,海外代理处等,要一份中国各专业公司的介绍,按您的需要,给某公司写信,他们就会与您联系的。

罗斯:我应该向贵方提供哪些资料呢?

张祥:介绍一下贵公司的经营范围,附上希望订购或推销的产品目录。

罗斯:噢,我明白了。这样建立联系,是简便多了。

三、建立商业联系的渠道

罗 斯:张总经理,同中方建立商业联系都有哪些渠道?

张 祥:啊,很多。除了上次给你介绍的以外,还有我们在国外举办的各种展销会、博览会,在国内举办的广交会和各省、市的地方交易会。

罗 斯:广交会?我听说过,是在广州吗?

张 祥:是。那是一个综合性的大型交易会,全国各外贸公司都积极参展,国外的客商也纷纷前来参观和洽谈业务。

杰克逊:有了广交会,各省、市为什么还要举办交易会呢?

李 宁:各地经济都有自己的优势,举办地方或区域性交易会,也很有特色。

杰克逊:是这样。

张 祥:近几年,我们还常在国内外举行大型招商洽谈会,这是一个新的渠道。

罗 斯:这个渠道很好,我们怎么才能参加这样的招商洽谈会呢?

张 祥:我们可以为你们牵线搭桥。

罗 斯:那太好了!真是条条道路通北京,谢谢张总的介绍。

张 祥:不必客气,很高兴为你们介绍中国的情况,欢迎你们来中国做生意。

生词

- | | | |
|--------|------------|----------------------------|
| 1. 纺织品 | fǎngzhīpǐn | textile(s) |
| 2. 总公司 | zǒnggōngsī | head office (of a corpora- |