

商务英语系列教材（成人教育）

总主编 叶兴国

Trade Talks

新编外贸英语会话

International Trade Talks

上海交通大学出版社

内 容 提 要

本书共分 18 个单元,从机场迎接、介绍企业、参观交易会、进口商询盘开始,双方就价格、装运、付款条件、包装、保险、商检、仲裁、代理、索赔等条款进行商谈,直到最后签订合同,设宴欢送客商,几乎涵盖了商务谈判的全过程。每个单元中由课文(含对话两则)、词汇和句型(均有中文注释)、练习组成。

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序 言

改革开放 30 年来,特别是我国加入世界贸易组织 8 年来,国际商务领域发生了翻天覆地的变化。以国际贸易为例,1978 年中国的进出口总额为 206 亿美元,而 2007 年我国的进出口总额已达 21738 亿美元。经济社会迅速发展的形势要求高等院校培养出一大批具有坚实的英语语言基础和熟练的听、说、读、写、译等能力,熟悉和掌握国际贸易基本理论、基础知识和基本技能,了解国际惯例及我国对外经济贸易的方针政策及法规,能从事国际商务活动、胜任涉外企业相应岗位的各类复合型人才。

为顺应国际商务领域对复合型商务英语人才的需求,2005 年上海市教委批准上海对外贸易学院主考高等教育自学考试商务英语专业(独立本科段)。该专业于 2005 年 10 月开考以来,报考课程已迅速上升到近 3 千门次,报考人数超过千人,呈现出良好的发展趋势。2006 年以来国家教育部先后批准对外经济贸易大学、上海对外贸易学院和广东外语外贸大学试办商务英语本科专业。这标志着我国的商务英语教学跃上了新的层次。

何为商务英语?我们认为商务英语的内涵和外延应该随着商务领域的变化而变化。改革开放以来中国的国际商务环境发生了巨大的变化。以国际贸易为例,贸易事业的运行对象、政策领域、体制环境、管理方式和运行平台等方面已经发生了重大变化:一是贸易的运行对象已经从传统的货物贸易向包括货物贸易、服务贸易和知识贸易在内的“大贸易”拓展;二是贸易政策涉及的范围已经从过去单纯的贸易政策领域向与贸易有关的领域延伸;三是贸易的体制环境已经从计划经济条件下封闭的国内贸易体制环境向社会主义市场经济条件下开放的全球多边贸易体制环境转型;四是国家对贸易的管理方式已经从传统的内外贸分割管理向内外贸一体化管理方向转变;五是贸易运行平台已经从传统的贸易运行平台转向数字化、信息化和网络化的贸易运行平台。本教材力图反映国际商务领域的最新发展。

在新形势下,“国际贸易就是跨境商品买卖”这一传统定义已经难以涵盖当前国际贸易活动的丰富内涵。人们开始把任何为了满足个人和机构需要而进行的跨境商业交易称之为国际商务。具体地说,国际商务包括商品、资本、服务、人员和技术的国际流通,知识产权(包括专利、商标、技术、版权等)的跨境交易,实物资产和金融资产投资,用于当地销售或出口的来料加工或组装,跨国的采购和零售,在国外设立仓储和分销系统等。由此可见,国际商务的内涵十分丰富。它包括国际贸易和外国直接投资以及与国际贸易和外国直接投资有关的方方面面。就所涉及的领域而言,国际商务涉及了跨文化交际、国际营销、国际金融、国际会计、国际审计、国际税收、国际结算、跨国公司、对外直接投资、人力资源管理、国际物流、知识产权、电子商务和贸易法律等领域。就所涉及的行业而言,国际商务不仅包括国际贸易和国际投资,还包括物流、旅游、银行、广告、零售、批发、保险、教育、电信、航空、海运、咨询、会计和法律服务等行业。我们认为在上述环境下使用的英语都应纳入商务英语的范畴。

为了满足社会经济发展对国际商务英语教学提出的新要求,我国的商务英语学者和教师在商务英语教材建设方面做出了巨大的努力。据我们最新统计,在过去的 26 年间(1980~2006)在中国大陆出版的各类商务英语教材超过 1700 余种,涌现出一批高质量的商务英语教

材。这些教材有的与业务环节环环相扣,有的与英语教学法紧密结合,有的注重语言综合能力的培养,有的则在听力、口语、阅读、写作或翻译等能力各有侧重,同时围绕一般的 ESP,或商务沟通、经贸、旅游、金融、管理、商业、法律等领域的某个分支。总体而言,商务英语教材建设成绩突出,商务英语教学为国家的对外经贸事业的迅猛发展做出了卓越的贡献。但是,商务英语教材建设还存在种种不尽人意之处,主要表现在教材编写的目的性不够明确,对使用者需求分析不够重视,存在低水平重复建设和教材批评缺失等方面。

在实施高等教育商务英语专业自学考试的过程中,我们发现现有的商务英语自学考试教材已经不能适应发展了的形势。为了提高高等教育自学考试商务英语专业(独立本科段)的学习和考试质量,为了更好地适应迅速变化的国际商务环境,切实提高学生实际运用商务英语的能力,我们在上海市自学考试办公室的支持下组织专家专门为自学考试商务英语专业(独立本科段)编写了这套专业课程教材。本系列教材主要供自学考试商务英语专业(独立本科段)学生(包括夜大生、函授生等成人学生)使用。也可供具有相当英语基础的财经界从业人员阅读。

本系列教材的编写团队由一些长期从事商务英语教学和研究的资深教授组成。主编《WTO 基础知识英文选读》的邱贵溪副教授多年研究多边贸易法规文献,并具有应用语言学硕士和法学博士的学术背景;主编《商务英语阅读教程》的谢文怡教授擅长编写商务英语阅读教材,10 年来参加了 2 套共 7 册商务英语阅读教材的编写;主编《进出口英语函电》的邬孝煜副教授 10 年前参加编写的《新编进出口英语函电》广受好评,2008 年他主讲的“进出口英语函电”课程被评为上海市精品课程;主编《新编外贸英语会话》的徐雅琴教授是享受国务院特殊津贴的专家,曾主编多本商务英语教材和工具书;主编《外经贸应用文》的朱慧萍副教授长期研究商务英语写作与文体特点;主编《商务英语口译训练》的徐东风副教授长期活跃在高端同声传译岗位,经常为国际高层商务活动和外国政要提供同声传译服务,并编写出版了《英语口译教程》和《英语口译技巧》;主编《会展英语》的彭青龙教授是英语语言文学专业的博士后,蓝星副教授则是获得教育部批准的全国第一个中外合作会展经济管理专业的主要建设者。我们深信,通过这个团队的精诚合作,我们一定能向广大参加自学考试的考生(包括夜大生、函授生等成人学生)奉献一套适用于自学考试和成人学习的商务英语教材。

许多专家学者对本教材的编写给予了帮助。在此,向关心或帮助本教程编写的所有人员一并表示衷心感谢。

由于编者水平有限,书中难免有不妥甚至错误之处。我们恳切希望使用本教材的教师、学生和其他读者批评指正。

叶兴国

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前言

本书是上海市高等教育自学考试商务英语专业(独立本科段)课程系列教材之一,是“外贸英语会话”课程的必读教材。读者对象主要是参加该专业自学考试的学生。本书严格按自学考试大纲要求编写,以目标读者为中心,方便自主学习。内容丰富、实用、贴近时代。难易适中,循序渐进。注重应考者在学习中的提高口语能力和商务谈判中实际运用能力。

本书是按照国际贸易中进出口实务的主要业务环节编写的会话教材,全书共分 18 个单元,从机场迎接、介绍企业、参观交易会、进口商询盘开始,双方就价格、装运、付款条件、包装、保险、商检、仲裁、代理等条款进行商谈,直到最后签订合同,设宴欢送客商,几乎涵盖了商务谈判的全过程。每个单元的课文是两个对话,并由词汇与词组、实用句型、词汇扩充及练习等部分组成。

本书以自学者的实际需求为目标,充分考虑到不同读者的不同教育背景和工作背景,在编写内容与编排体例方面力求突出“交际性”、“易操作性”和“针对性”,并具有以下特点:

(1) 本书内容根据实际商务活动需要选编,涵盖了商务谈判的全过程,使自学者能够学以致用。为便于自学,每个单元中的对话、例句等均配有中文译文或中文解释,重要、难懂词语均有详尽的注释。

(2) 每单元练习注重实用性与交际性,形式包括课文理解问答、词语翻译、句子翻译、对话翻译,完整对话等,体现出按真实商业情景进行模拟操练的特点。练习答案只作参考,读者可根据实际情况灵活应用。

(3) 本书在网上提供课文参考译文和练习参考答案,使考生学习更有针对性,有助于通过本课程考试。本书附录部分有术语解释、外贸常见英文缩略词以及常见货币名称及符号等,可供读者在学习和工作中参考。

本书是由上海对外贸易学院副校长、本系列教材总主编叶兴国教授领衔编写的。参加本书编写的有:姜娟(第 3~8 单元)、李国华(第 1 单元;第 16~18 单元)、鲁瑶(第 2 单元;第 13 单元)、李妙惠(第 11~12 单元)、张宝月(第 14 单元)和徐雅琴(第 9~10 单元;第 15 单元;附录 1~3)。徐雅琴任本书主编,负责对全书的组织和审稿。

本书在编写过程中,得到上海对外贸易学院国际商务外语学院的各位领导和成人教育学院邹益院长的关心和支持。澳大利亚 John Peter Belmer 律师对英文对话作了文字修饰。在此向他们表示衷心感谢。

由于编者的英语和业务水平有限,书中肯定有疏漏谬误之处,敬请各位前辈、专家及广大读者不吝指教,提出宝贵意见。

编著者

2009 年 2 月

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^① 鉴于教学需要,请登录上海交通大学出版社网站(<http://www.jiaodapress.com.cn>)或上海对外贸易学院自学考试办公室网站(<http://www1.shit.edu.cn/cjxy/zikao/>)下载课文参考译文和练习参考答案

Unit 1 Arrival

机场迎接

Dialogues

(1)

Mr. John Beckham, a businessman from Chicago, arrives at Pudong International Airport. Mr. Zhou from Shanghai Light Industrial Products Import & Export Corporation is now at the airport to meet Mr. Beckham.

Zhou: Excuse me, sir. Are you Mr. John Beckham from Chicago?

Beckham: Yes, I am. From L&W Corporation. And are you Mr. Wang?

Zhou: No, I'm not. I'm Zhou Jian, Sales Manager at Shanghai Light Industrial Products Import & Export Corporation. Mr. Wang asked me to come and meet you, because he was unexpectedly tied up this morning. He is very eager to meet you, and sends his warmest regards.

Beckham: I see. Well, it's very nice to meet you, Zhou Jian. And please feel free to call me John. I'm not big on formalities.

Zhou: That would be my pleasure. I hope you had a pleasant flight over, John. I've travelled the trans-Pacific routes before, and I know how tiring they can be.

Beckham: This one was uneventful, except for a little turbulence now and then. In fact, I feel as crisp as a new dollar bill.

Zhou: Glad to hear it. Would you like an informal dinner with us tonight? Mr. Wang asked me to inquire.

Beckham: It's very nice of him, but truthfully I'd rather just have a good rest tonight in the hotel to overcome the jet lag. Mr. Wang won't mind?

Zhou: Not at all. He expected you'd want a little rest first. Can I help you with your bags? We've got a limo waiting outside.

Beckham: A limo? It's so thoughtful of you, but I'm afraid it causes you too much trouble.

Zhou: Not at all. Let's go.

(2)

Mr. Beckham and Zhou Jian get into the limo and are on their way to the hotel. They are talking about the hotel, the city and the schedule for Mr. Beckham's stay in Shanghai.

Beckham: Zhou Jian, how far is it to the hotel?

Zhou: About one hour's ride.

Beckham: In which hotel will I stay?

Zhou: We've reserved a suite for you at the Hilton Hotel. It's one of the best hotels in Shanghai. I hope you will enjoy your stay here.

Beckham: I'm sure I will. Thank you.

Zhou: Is this your first visit to Shanghai?

Beckham: Yeah, this is indeed my first trip to Shanghai. I've been looking forward to this visit, and I'm really happy to be here. It is a large city, isn't it?

- Zhou: Yes. Shanghai is the biggest city and one of the five municipalities in China. It has eighteen districts and one county.
- Beckham: It's really a large one.
- Zhou: Yeah. In fact, it is a financial and commercial center in China. Just to confirm—you know that tomorrow's meeting is set for 10 a. m. at our office? I'll pick you up at the hotel at 9:30.
- Beckham: That'll be fine. Thank you so much, Zhou Jian.
- Zhou: It's my pleasure. By the way, are there any sights you'd like to see while you're here? I'd be happy to show you around.
- Beckham: Well, I have instructions not to mix pleasure with business on this trip. But could I see the Bund and the Oriental Pearl Tower?
- Zhou: Sure. I'll set up appointments later this week.
- Beckham: Thank you very much.
- Zhou: You are welcome. (They go on with their talking. After a while, the limo pulls up at the gate of the hotel.)
- Zhou: Here we are at the hotel.
- Beckham: Oh, it's a wonderful place.
- Zhou: Let's go to the reception desk first.

Words & Expressions

- corporation /ˌkɔ:pə'reɪʃən/ *n.* 公司; 企业
to build up a corporation 建立一家公司
- to tie up 使保持忙碌; 从事
She was tied up in a meeting all morning. 她整个上午都在开会。
The phone was tied up for an hour. 电话忙了一个小时。
- regard /rɪ'gɑ:d/ *n.* (*pl.*) 致意; 问候
Give the family my best regards. 请代我向您家人问好。
- formality /fɔ:'mælɪti/ *n.* 拘谨, 礼节, 仪式, 正式手续, 拘泥形式
I wish we could treat each other without formality. 我真希望我们彼此之间不要太拘谨。
- uneventful /'ʌnɪ'ventfʊl/ *adj.* 平凡的, 平静无事的
- turbulence /'tɜ:bjʊləns/ *n.* 湍流, 不稳定的强气流; 骚动, 骚乱
He remained serene in the midst of turbulence. 他在这沸沸扬扬中保持镇静。
- crisp /krɪsp/ *adj.* 脆的, 新鲜的, 活泼的
- inquire /ɪn'kwaɪə/ *v.* 询问, 问明, 查究
The house is to let; inquire within. 此屋出租; 入内查询。
- jet lag 飞行时差反应, 时差感
- limo /'lɪməu/ *n.* = limousine 豪华轿车
- schedule /'ʃedʒu:l, 'skedʒjul/ *n.* 时间表, 进度表
The production plan was fulfilled ahead of schedule. 生产计划提前完成了。
- reserve /rɪ'zɜ:v/ *v.* 预定, 预约
These two tables have just been reserved by telephone. 这两张桌子已经电话预订了。
The usher handed the patron to a reserved seat. 引座员把顾客引到预订的座位上。
- suite /swɪ:t/ *n.* 一套房间, 套房
- to look forward to 期望, 期待, 盼望
I've long been looking forward to meeting you. 久仰大名。

I am looking forward to my day off. 我期盼我的休假。

I look forward to mealtime with anticipation. 我以期待的心情等待用饭的时间到来。

15. municipality /mjuːnisi'pæliti/ *n.* 自治区, 直辖市

Chongqing was made into a municipality in 1997. 重庆于 1997 年被设立为直辖市。

Valuation work was divided into zones across the municipality. 评估工作分成市内若干个区。

16. county /'kaunti/ *n.* 县, 郡

The culture of pearl is the mainstay of this county. 珍珠养殖是该县的主要经济支柱。

The world-famous Stone Forest lies within Lunan County. 举世闻名的石林胜景位于路南县境内。

This county felt the full fury of the storm. 这个县遭到暴风雨最猛烈的侵袭。

17. financial /'faɪ'nænfəl, fi-/ *adj.* 财政的, 金融的

financial ability 财力

financial affairs 财务

financial capital 金融资本

financial circles (=the financial world) 金融界

the financial condition/situation 财政状况

financial crisis 财政危机, 金融恐慌

a financial magnate 金融巨头

18. commercial /kə'mə:ʃəl/ *adj.* 商业的, 贸易的

a commercial loan 商业贷款

commercial depression 商业萧条

The downtown area is zoned for commercial use. 市中心被划出供商业用。

I don't like so many commercial breaks on TV. 我不喜欢电视上有这么多商业广告。

That invention is of great commercial significance. 那项发明有很大商业价值。

The commercial property market is booming. 商业房地产市场正旺。

19. confirm /kən'fə:m/ *v.* 确认, 证实

The hotel confirmed our reservations by telegram. 旅馆来电确认我们所订膳宿。

20. instruction /in'strʌkʃən/ *n.* 指示, 命令

The doctor's instructions must be fulfilled exactly. 医生的指示必须严格遵行。

The rioter misinterpreted the instructions of the police. 暴徒们错误理解了警察的指示。

21. oriental /ɔ:(r)'ri:entəl/ *adj.* 东方诸国的, 亚洲的, 东方的

Lisbon outshone Venice as a mart for oriental spices. 里斯本作为东方香料市场胜过威尼斯。

He takes a fancy to everything oriental. 他喜欢东方的一切。

Our house was already furnished with oriental furniture. 我们的房子里已经配上东方风格的家具。

He specializes in oriental history. 他专门研究东方史。

22. to set up 设立, 安排, 设置

23. to pull up (使)停下

The driver pulled up (his car) at the gate of the school. 司机在学校大门口停了车。

The car pulled up on the parking lot outside the station. 汽车在火车站外的停车场上停了下来。

24. reception /ri'sepʃən/ *n.* 接待, 欢迎; 接待处

a warm reception 热情的接待

Leave your key at reception. 你把钥匙留在接待处吧。

The keys are with reception. 钥匙都在接待处呢。

Useful Sentences

1. 机场寒暄

It's very nice of you to meet me at the airport. 很高兴能在机场见到您。

Glad to meet you, too. I have heard a lot about you. 我也很高兴见到您,早就听说过您。

Did you have a good flight? 您旅途愉快吗?

Not bad. There was a dense fog in London, so the flight was delayed for several hours. 还好。由于伦敦大雾导致航班延误了几个小时。

Pleased to make your acquaintance. 很高兴认识您。

Thank you. It's so kind of you to come to meet us. 谢谢您,感谢您来接我们。

You must be rather tired after such a long trip. 路上这么长时间,您一定很累了。

I guess you must feel fatigued after a long journey. 我想路途如此遥远,您一定很累了把。

So you need a good rest after such a long flight. We don't stand in your way. 长途旅行后您需要好好休息一下。我们就不占用您的时间了。

2. 互相介绍

Please allow me to introduce myself. I'm from China National Light Industrial Products Import and Export Corporation. My name is Li Ming. 请允许我做一下自我介绍。我是中国轻工业进出口公司的,我叫李明。

If I'm not mistaken, you must be Mr. Odom from Los Angeles. 如果我没认错的话,您就是从洛杉矶来的奥德姆先生吧。

Excuse me, but aren't you Mr. Odom from the U. S.? 对不起,您就是从美国来的奥德姆先生吧?

I'm sorry, you've got the wrong person. 对不起,您认错人了。

Do you remember me? Jack Brown from Microsoft. We met several years ago. 您还记得我吗? 我是微软公司的杰克·布朗,我们几年前见过面的。

3. 去宾馆的路上

Come this way, please. 请这边走。

May I help you with your luggage? 我来帮您拿行李,好吗?

I hope you had a pleasant journey. 相信您旅途很愉快。

Have you had a pleasant flight? 飞机上一路顺利吧?

Did you enjoy your trip? 旅途愉快吗?

Our flight was uneventful. That's the best thing you can say about a flight on an airplane. 一路都很顺利,飞机上能不出事儿就可以说是最好不过了。

4. 有关安排

Have a rest first. I will meet you in the lounge at 5:00 this afternoon. 您先休息一下,我下午五点在 大厅等您。

The meeting is scheduled for 2:00 this afternoon. I will pick you up at 1:30 p. m. 会议定于今天下午两点举行,我会在下午一点半来接您。

Miss Lin will give you a guided tour around the city after the conference. 会议后,林小姐会带你们在 城里观光的。

We have a tight schedule for your short stay. I hope you don't mind. 您此行短暂,我们为您做的安排时间比较紧凑,希望您不会介意。

Thank you for everything you've done for me. 感谢您为我做的一切。

Thank you for such a thoughtful arrangement for me. 感谢您为我做出这么周到的安排。

Additional Words & Expressions

international flight 国际航班

domestic flight 国内航班

round-trip ticket 往返机票

economy class 经济舱
business class 商务舱
first class 头等舱
flight number 航班号
Customs service area 海关申报处
currency declaration 货币申报
duty-free items 免税商品
dutiabale goods 需课税商品
stewardess 空中小姐
steward 男空服员
checked baggage 托运的行李
baggage claim area 行李领取处
carry-on baggage 随身行李
luggage cart 行李推车
traveler's check 旅行支票
departure 离港
arrival 到达
boarding pass 登机牌
to check in 办理登机/入住手续
to check out 办理退房手续
airsick 晕机
information desk 问讯处
to board a plane 上飞机
to get off a plane 下飞机
lavatory 盥洗室
smoking area 吸烟区
non-smoking area 无烟区

Exercises

I. Comprehension questions

Dialogue 1

1. Which city does Mr. John Beckham come from?
2. Which airport does Mr. John Beckham arrive at?
3. Who from which company is at the airport to meet Mr. Beckham?
4. Why isn't Mr. Wang at the airport to meet Mr. Beckham this morning?
5. Will they have a dinner together tonight? Why?

Dialogue 2

1. How far is it from the airport to the hotel?
2. In which hotel will Mr. John Beckham stay?
3. How many municipalities are there in China?
4. How many districts and counties are there in Shanghai?
5. What sights does Mr. Beckham want to see in Shanghai?

II. Phrase translation

1. 销售经理
2. 忙碌于会海之中

3. 渴望出国旅行
4. 轻工业品
5. 进出口公司
6. 很有精神
7. 陪客人到处转转
8. 盼望来信
9. 安排约会
10. 偶尔

III. Sentence translation

1. I'm going to be tied up until five o'clock, but we can talk then if you'd like.
2. I am sorry not to have seen your family. Please send my sincere regards to all of them.
3. Please feel free to call me Michael. I'm not big on formalities.
4. This study definitely proves that jet lag causes poor performance in baseball games.
5. The flight from New York to Shanghai was uneventful, except for a little turbulence now and again.
6. 我想在 7 月 7、8、9 日三个晚上预定一大间拐角房。
7. 我熟悉这一行业,并期待了解你对于我们这一领域合作的意见。
8. 上海肯定会成为东方的金融商业中心。
9. 总经理作出规定任何人不得假借公务四处游玩。
10. 在机场,我们接到了来自旧金山的客户,一个小时后,汽车抵达公司门口。

IV. Dialogue translation

- A: Excuse me, but aren't you Mr. Johnson?
 B: 是的,我是。
 A: How do you do? Mr. Johnson, my name is Tom Lee, sales manager of ABC Company.
 B: 你好,李先生,很高兴认识你。
 A: Me too, I came to pick you up to your hotel.
 B: 谢谢,你真好。
 A: How was your trip?
 B: 不太好,我晕机。
 A: Do you feel better now?
 B: 是的,但是我感觉很累,因为飞行时间很长。
 A: Then let's go and get you checked in to the hotel to have a good rest.
 B: 好的,谢谢。

V. Dialogue completion

- A: Good morning, Mr. Murphy. Welcome back to Shanghai.
 B: How nice to see you again, Miss Li. Thank you for meeting me here.
 A: (1) _____
 B: Very well, thank you. And you?
 A: Can't be better.
 B: (2) _____
 A: How was your flight?
 B: (3) _____
 A: Glad to hear that. Oh, let me help you with your baggage.
 B: (4) _____
 A: Watch out.
 B: It's been a long time since last time we met, er, more than 2 years. Time flies! You know.

A: Yes, and Shanghai has changed a lot ever since. In fact, (5) _____. I hope I'll be able to show you around. I'm sure you'll be impressed.

B: (6) _____

Unit 2 Company Introduction

介绍企业

Dialogues

(1)

Ms. Whiles is looking for possible suppliers in Shantou. Mr. Wang, the general manager of an oil tools company is giving her a brief introduction to their company.

Whiles: I'm happy to have this chance to meet you, Mr. Wang. I'm in Shantou looking for possible suppliers.

Wang: I see. Well, it's very nice to meet you, Ms. Whiles. How has your visit to Shantou been so far?

Whiles: I must say the products in Shantou have improved very much in the past ten years. You've really been keeping an eye on quality.

Wang: Absolutely. Quality control is very important in our company. We want to keep customers satisfied.

Whiles: Well, from your card, I can see that you specialize in oil-drilling equipment.

Wang: Yes. Our oil-drilling tools and equipment are exported to many countries and are warmly received by them. As a matter of fact, we have been in this line of business for about 15 years. And our company was developed from a small workshop with only 2 workers in it then.

Whiles: 2 workers?

Wang: Yes. But now we have over 400 employees, and two thirds of them work in the workshops.

Whiles: Oh, that's a lot.

Wang: Yes. We have two workshops, a sales department, a finance department and an R & D center.

Whiles: Great! I'm very interested in your R & D center.

Wang: Our R & D center is responsible for the development of new products. Mr. Zhang, head of the center, has developed a new kind of oil-drilling tool which is much more durable, easier to transport.

Whiles: Sounds good. Have you begun to manufacture this kind of tools on a large scale?

Wang: Yes. And we have got a lot of orders on this tool from different overseas companies too.

Whiles: Recently we have explored a few new on-land and off-shore oil fields. We could consider buying from you if the technology incorporated in your equipment is advanced and the trade terms are favorable.

Wang: I have brought with me some catalogues of our latest models if you are interested.

Whiles: Great. I will have a close look.

(2)

Mr. Henson, a South African businessman, is having an initial talk with Mr. Guo Qingzhu, vice-president of China's BCL Corporation in charge of sales.

Henson: Can you tell me something about your company? First, what does your company do?

Guo: Sure. We manufacture electrical appliances. Our products range from air conditioners and

refrigerators, to TV sets, VCRs, cameras and DVDs. Recently, we have started to do computers.

Henson: So many? Then you must be a very big company.

Guo: Yes, we are. We employ 25,000 workers in this region alone.

Henson: That's very impressive.

Guo: In the year 2000, our company decided to further expand our business from electrical appliances to Internet access device manufacturing. In the process of economic globalization, such changes are essential for our survival. Now we are one of the leading manufacturers in China's IT sector. And we are proud of that.

Henson: It's just unbelievable that you made such big progress. It's like a myth! Are your products mainly sold domestically?

Guo: Yes. But we are increasing our exports too.

Henson: To which countries?

Guo: All over the world. We've also set up a number of plants to produce overseas. I think among all the Chinese manufacturers of the same line, we hold the biggest overseas market share.

Henson: Good. Thank you very much for your introduction.

Words & Expressions

1. supplier /sə'plaɪə/ *n.* 供应者; 供应商, 厂商

possible/potential suppliers 潜在供应商

The equipment must be bought from a supplier approved by the company. 设备必须从公司认可的供应商那里购买。

2. to keep an eye on 照看; 密切注视, 关注

For details, please keep an eye on our notice board to grasp the golden opportunity. 详情请留意我们的公告牌, 莫失良机。

3. specialize /'speʃəlaɪz/ *v.* 专门从事, 专营

This travel company specializes in charter flights. 这家旅游公司专营包机业务。

4. oil-drilling equipment 石油钻采设备

5. line /laɪn/ *n.* 行, 线, 航线; 行业, 职业

in the line of 从事……行业

What line of work are you in 你从事哪个行业?

Her line is selling children's clothes. 她从事的是儿童服装销售行业。

6. export /'eksɒrt/ *v.* 输出; 出口 *n.* 出口, 出口商品

This company exports refrigerators to many countries. 该公司出口冰箱到许多国家。

We export less than we import and have a negative trade balance. 我们的进口大于出口, 因而造成了贸易逆差。

7. be warmly received (among) ……受到……的热烈欢迎, 反响热烈, 受到好评

8. conclude /kən'klu:d/ *v.* 结束, 作结论, 推断; 成交

to conclude an agreement/a bargain 订约, 订合同

to conclude business after viewing samples 看样后成交

We can conclude the transaction with you right away if you agree to allow us a 4% discount. 如果你们同意给百分之四的折扣, 我们可以立即成交。

9. substantial /səb'stænʃəl/ *adj.* 实质上的, 有内容的; 相当的, 大量的, 巨大的

a substantial financial grant 大量的经济援助

The company has obtained rapid development in the past few years thanks to IDG's investment in

1999 and its substantial supports. 这家公司业务发展迅速,多亏了IDG从1999年对其的投资和一直以来所给予的强有力的支持。

10. explore /ik'splɔ:/ *v.* 探险,探测,勘探研究

Auto Shanghai is a proven success in providing opportunities for small and medium-sized U. S. firms to explore the Chinese automotive market. 上海国际汽车工业展览会一直成功地为美国中小型企业提供开拓中国汽车市场的机会。

He was on an expedition to explore the Antarctic. 他参加探险队远征南极。

11. off-shore *adj.* 离岸的,向海的,近海的

on-land and off-shore oil fields 陆上和海洋油田

12. incorporate /in'kɔ:pəreit/ *vt.* 把……并入,包含;合并,使组成公司

to incorporate a business 组建公司

When his business became large, he incorporated it. 在他的商店业务扩充之后,他把它组成公司。

This company is about to incorporate with its parent company. 这家公司将要与其母公司合并。

We will incorporate your suggestion in this new plan. 我们将把你的建议编到新计划中去。

13. advanced /əd'vɑ:nst/ *adj.* 高级的,先进的

The company has been granted in successive years with Advanced Enterprise and AAA Grade Credit Enterprise. 公司连续几年荣获“先进企业”、企业资信等级“AAA”级企业。

advanced productive force and culture 先进生产力和先进文化

14. terms /tɜ:mz/ *n.* 条件,条款,费用,价钱

trade terms 贸易条件,成交条件

installment terms 分期付款条款

contract terms 合同条款

Now and therefore, Parties A and B enter into the contract under the following terms and conditions. 现在双方同意就以下条款签订本合同。

15. favorable /'feivərəbl/ *adj.* 有利的,良好的;赞许的

favorable price 优惠价格

favorable terms 优惠条件,有利条件

favorable trade balance 贸易顺差

favorable balance of payments 国际收支顺差

make a favorable impression 留下良好印象

The company that bids the lowest price and most favorable terms will win the contract. 投标价格最低、条件最优惠的公司将中标。

Thank you in advance and I am looking forward to receiving an early favorable reply. 预致谢意,并请早日惠赐佳音。

16. catalogue /'kætələg/ *n.* (商品)产品目录,(商品)价目表

We are interested in your new product and shall be pleased to have a catalog and price list. 我们对贵方的新产品甚感兴趣,希望贵公司能寄来产品目录及价目表一阅。

Your new catalogue and your brochure will, of course, continue to have our best attention. 当然,贵方新的目录及宣传资料将会继续吸引我方的关注。

17. detailed /'di:teild/ *adj.* 详细的,详尽的,逐条的

have a detailed look 仔细浏览

detailed specification 详细的规格说明

a detailed report on the state of the economy 关于经济状况的详细报告

Please send us additional detailed information and also a few samples for our examination. 请寄来更详细的资料和几种样品以便检视。

18. initial /i'niʃəl/ *adj.* 初始的, 首次的, 开始的, 最初的
The initial talks were the base of the later agreement. 最初的会谈是后来达成协议的基础。
19. manufacture /ˌmænjʊ'fæktʃə/ *vt.* 制造, 加工 *n.* (机械)制造, (大量)生产制造业, 工业
the goods of home [foreign] manufacture 本国[外国]制造的货物
You will be granted rights of both manufacture and sale of our products. 你方可获得生产和销售我们产品的权利。
To develop the manufacturing industries to the utmost, China must have new markets for her products. 中国若要最大程度地发展制造业, 就必须拥有销售其产品的新市场。
20. appliance /ə'plaiəns/ *n.* 用具, 器具
kitchen appliances 厨房用具
an appliance for cooking 烹调用具、炊具
office appliances 办公用具
home appliances/household appliances 家用电器
21. range /reɪndʒ/ *vi.* 在……范围内变动
Prices range from 5 dollars to 10 dollars. 价格自五美元至十美元不等。
n. 变动的范围, 变化的数量或程度
a broad range of 大范围的
a wide price range 极大的价格变化范围
at a low range of prices 低档的价格
22. impressive /im'presɪv/ *adj.* 给人印象深刻的, 不平常的
an impressive promotion 大幅度的提升
23. expand /ɪk'spænd/ *vt. & vi.* 扩大, 拓展
to expand one's business/operation 拓展业务/经营范围
His business is expanding rapidly. 他的公司发展迅速。
The company has expanded its operations in America by opening two new branch offices there. 这家公司在美国开辟了两家分理处, 扩大了在那儿的经营。
The business has expanded from having one branch office to twelve. 这家公司已从一个分公司发展到拥有 12 个分公司了。
24. access /'ækses/ *n.* 通路, 入口, 进入; 存取, (数据信息)选取
Internet access device 互联网接入设备
25. globalization /ˌgləʊbəlaɪ'zeɪʃəl/ *n.* 全球化
operation globalization and management localization 全球化经营, 本地化管理
Economic globalization is a double-edge sword, bringing opportunities for and pressures on business organizations and executives 经济全球化是一把“双刃剑”, 带给企业及管理人员机遇与压力。
26. essential /ɪ'senʃəl/ *adj.* 必需的, 必要的
to be essential to/for 对……至关重要
essential ingredients 基本成分
The following elements are essential for the attainment of an ideal organization budget. 以下几个因素对成功编制一个企业预算至关重要。
Pure taste is an essential requirement in food processing. 味道纯正正是食品制造加工的重要要求。
It is essential that you arrive punctually. /It is essential to get this project finished on time. 你有必要准时到达。/有必要按时完成这个项目。
27. leading /'liːdɪŋ/ *adj.* 领导的, 最主要的, 在前的, 第一位的
After 7 years' development, the company has become a leading entity in this field. 历经七年的成长, 该公司现已发展成为业内领先的龙头企业。