

全方位商务英语系列教材

Business English
Conversation

经贸英语会话

吴冬 主编



对外经济贸易大学出版社

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前 言

当前,我国的改革开放使国际经济贸易有了较大的发展,从事对外经贸工作的人员大为增加,为配合和适应外贸院校学生、广大外贸工作者提高英语会话能力的迫切需要,作者根据多年的教学经验和科研积累编写了本教材。

全书以商贸活动为主线,讲述了整个国际贸易活动的主要环节,由商业、外贸等商贸工作中的常用英语所组成,按照有关业务内容,配置情景展开对话,各课内容包括背景业务简述、会话材料、词汇、练习、相关阅读材料等部分,涵盖经贸英语口语的基础知识,密切结合语言和实务,提供与典型业务任务相关的知识和会话素材以及实用多样的训练,学生将系统地掌握在外贸和商务交流过程中各主要环节的英语会话基本策略和技巧,以达到较为熟练和规范地使用英语进行一般商务和贸易接洽的能力。本教材是编者常年对该课程和专业知识的梳理总结,融合最新学科知识,结合实际外贸、外企、跨国工商业工作流程知识和常见问题,而编撰成的有针对性、实用性的切实教材。

国内同类教材涵盖的内容或者以外贸英语口语为主、或者以商务英语基本流程为主,而融合时代特色和常用场合的实用内容略有不足。同时,国内同类教材的使用对象专项针对性、具体性不足。本书融合两者优势特色,并填充时代特色和常用场合实用内容。

本书定位以国际贸易、经济专业和商务英语专业的学生为主,同时,也适合外贸企业、中外合资企业等涉外工作人员以及经贸英语爱好者。本书应用面广,无论是专业人员,还是经贸类英语学习和爱好者都可选购本书。

本书配有会话译文、习题答案及教学 PPT 课件,使用者可登陆 www.uibep.com 下载使用。

本书主编为经贸英语专业副教授, CIM 英国国际市场注册师,新加坡特许科技学院双语教师,常年从事经贸类、经贸英语、跨文化语言交流方面的研究。完成十多项省级科教研,核心论文十多篇、国家级论文多篇,教材一部。硕士研究生毕业,获硕士研究生学历和学位。对经贸英语有较丰富的教学 and 实践经验,造诣较深。常年从事高等教育一线大量的经贸英语听、说、读、写、译各类课程的教学工作及中外合作办学教学管理工作。关于本书的编写,主编吴冬老师编写了 20 万字,副主编王莉老师编写了 10 万字,副主编金艳杰老师编写了 9.9 万字。

由于编者水平有限,教材中难免有疏漏之处,请学界同仁、广大读者多多指正,以更好地满足读者的需要。

编者

2012 年 5 月

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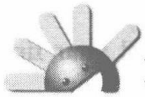
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Unit 1

Business Negotiation Skills



Background Information

Successful negotiation involves lots of factors. We should pay attention to the following points especially in oral business negotiation:

1. Equality and mutual benefit principle

The purpose of business negotiations is to meet the need of two parties and reach an agreement at last. Therefore, the interests of two sides must be taken into account, namely fair dealings, equality and mutual benefit.

2. Courtesy language which is clear and easy to understand.

This point helps to establish good interpersonal relationship, and to reduce the transmission of information in the process of distortion.

3. Different prologues depend on different persons.

Generally speaking, Europe businessman have short prologue, they like to directly go into the discourse purpose after telling their names and company names. But in South America and Africa, it's not easy to discuss without a gossip before discussing.

4. Listen more and speak less

This point helps to explore their motivation and discover the truth. Then give judicious guidance according to circumstance and achieve success at last.

5. Frank attitude without equivocate speech

It's difficult to convey the nuance of meaning while two people talk in English. So honest attitude is necessary and avoid making equivocate speech.

Section 1 Starting the Negotiation



Sample Dialogues

(1)

(Yesterday, the Americans had a great time at the Tian'anmen Gate and enjoyed the Beijing Opera show tremendously. At 9:00 this morning, they came to Dafa Garments for the formal negotiation. After exchanging greetings with Mr. Li, Mr. Yang and another Chinese, they took seats.)

Li: Mr. Bowen, did you have a good time yesterday?

Bowen: Oh, yes. We got on the Tian'anmen Gate and had a great time up there.

Li: Good! How about you, Mr. Dewey and Miss Cade? Have you enjoyed your first visit to China?

Dewey: Oh, yes. I've enjoyed every minute of it.

Cade: And everything of it: the Tian'anmen Gate, the Forbidden City, the Chinese food and the Beijing opera. Everything!

Li: I'm glad you all have had a good time. But, have you got anything to complain about?

Cade: No. It couldn't be better.

Bowen: Well, I've got only one thing to complain about. That is, we're a bit spoiled by your hospitality, I'm afraid.

(All laugh.)

Bowen: Honestly, we've got nothing to complain about.

Li: Very good. Have you all got over the jet lag?

Bowen: Thanks to your thoughtful arrangement, I feel much better now.

Cade: So do I.

Dewey: I have no jet lag because I spent last week in Hong Kong.

Li: Great. Then, maybe it's time to talk business now.

Bowen: I think so.

(2)

Li: Good. I hope that through our joint efforts you will go back home with a new contract, just as you did in all your previous visits to China.

Bowen: So do I.

Li: Terrific. Now let's get down to business. Your email of June 2 says you want to buy blouses from us.

Bowen: That's correct. Here are the designs.

- Li: Thank you. We certainly welcome this opportunity to further our relationship. Now, how shall we proceed?
- Bowen: We're here at your disposal.
- Li: Well, as we both have expressed satisfaction at our previous contract, may I suggest that it be the basis of the new contract? This will simplify the matter a great deal.
- Bowen: That might be a good idea, but the market situation has somewhat changed since we signed the previous contract last July. At that time, the US economy was not as bad as it is today and people still had a lot of discretionary money to spend. According to the latest forecast by the US Consumer Association, however, the recession will get worse before the economy gets better. As a result, the US consumers will remain tight-fisted if the price stays on the same level.
- Li: Your point is well taken, Mr. Bowen, and people will spend less when their wallets get flatter. But that applies mostly to luxurious items such as cars and fashions. What you want to buy from us are blouses, a common necessity, just like food. As we all know, goods of necessity are inelastic. In other words, whatever the prices, people will just have to buy them.
- Bowen: Well put, Mr. Li, as far as the theory is concerned. But I'm afraid the price of blouses is not entirely inelastic. Too high a price will certainly force people to buy fewer blouses, particularly in a recession like this.
- Li: But the price of our blouses is never too high. As a matter of fact, they are always the most competitive in your market.
- Bowen: Well, what should I say? I only hope they will remain competitive and affordable to our customers.
- Li: That's for sure.

● Words & Expressions

- | | |
|--|---|
| 1. spoiled /spɔɪlt/ <i>adj.</i> 被宠坏了的 | 9. discretionary money (买完必需品后的) 余钱 |
| 2. honestly /'ɒnɪstli/ <i>adv.</i> 说实话 | 10. recession /ri'seʃən, ri'seʃn/ <i>n.</i> (经济) 衰退 |
| 3. hospitality /hɒspi'tæliti/ <i>n.</i> 好客 | 11. to get flatter 变得更瘪了 |
| 4. thoughtful /'θɔ:tful/ <i>adj.</i> 考虑周到的 | 12. common necessity 日常必需品 |
| 5. blouse /blaus, blauz/ <i>n.</i> 女式衬衫 | 13. inelastic /ini'læstik/ <i>adj.</i> 刚性的 |
| 6. proceed /pro'sid, prə-/ <i>vi.</i> 进行 | 14. well put 说得好 |
| 7. at your disposal 由你(们)安排 | |
| 8. simplify /'simplifai/ <i>vt.</i> 简化 | |



Useful Sentences

1. 热身话题

Did you have a pleasant flight? 旅途还愉快吗?

How do you like the weather here? 您觉得这儿的气候怎么样?

What do you think of your hotel? 您觉得您的宾馆如何?

Did you have a good time on the Great Wall? 您在长城玩得愉快吗?

2. 起始用语

Shall we get straight down to business? 我们可以开始谈生意了吗?

May I begin by welcoming you to our factory? 我可以开始了吗? 欢迎您到我们工厂来。

What part of the contract should we discuss? 我们该讨论合约中的哪个部分呢?

I've come here to discuss the point of shipping today. 我今天来这里是要讨论装运事宜。

3. 了解信息

Could you tell me a bit about it? 您能把这方面的一些情况告诉我吗?

Could you tell me how much you are going to reduce the price?

您能告诉我你们打算降多少价吗?

Could I ask what is the usual practice of payment? 请问你方付款方式的习惯做法是什么?

Could we talk about the terms of payment? 我们能谈谈付款条件吗?

Would you mind telling me how these goods should be packed?

您可以告诉我这些货物该如何包装吗?

I wonder if I could ask you about when the vessel will arrive here.

不知我是否可以问问船将于何时到达此地。

4. 给对方信息

(1) 如果有人向你了解信息, 你可以回答:

As far as I know, the present market is rather favorable to us.

就我所知, 目前的市场对我们十分有利。

Well, in confidence, I can tell you that we can ship the goods in time.

好吧, 我可以很有把握地告诉你我们能及时装运货物。

I'm afraid I can't tell you that—it's confidential.

恐怕我不能告诉您——因为那是机密。

(2) 如果想给别人一些信息, 你可以说:

I'd like you to know that nobody will buy this sort of products.

我希望您知道没有人愿意购买这种产品。

I think you should know that it's very important to tackle the problem.

我想您应该知道解决这个问题很重要。

Do you know that you've shipped the wrong goods?

您知道你方错装了货吗?

Section 2 Negotiation



Sample Dialogues

(1)

- Yang : Let's get down to business, shall we?
- Johnson: Okay. Do you like our offer?
- Yang: Yes, well, we'd like to discuss the price you quoted.
- Johnson: It's true we haven't agreed on the price, but let's talk units first.
- Yang: Okay. We'd like to order 1 500 of your computers.
- Johnson: We can do that at the price I quoted you before.
- Yang: You're offering this product at \$1 600 per unit, then is that right?
- Johnson: Yes.
- Yang: That seems high. Could you do it for \$1 400?
- Johnson: Well, how about \$1 500?
- Yang: Deal!

(2)

- Chen: I'd like to hear your ideas on this matter.
- Yang: The response time of the computer is slow.
- Chen: Why do you think so?
- Yang: Take a look at this.
- Chen: I'm sorry, but I'm not sure I understand your point. It seems okay to me.
- Yang: But look how if you make a mistake it skips all the way back.
- Chen: Just use this key, then press "code blue."
- Yang: I tried that, and it still skips back.
- Chen: Well, try this shift/reserve function after you press the command key.
- Yang: How will that help? Could you explain that in more detail?
- Chen: I'd be happy to. Here—let's go over here, where there's more room.

(3)

- Yang: Now that we've worked out the bugs, I'd like to talk about the payments.
- Johnson: We're pretty flexible, within reason.
- Yang: I was wondering—could you wait a little longer for our payment?
- Johnson: I'll take your request to my direct superior and see what she says.
- Yang: As long as you ask.

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- Johnson: I will, but I can't make a decision this time.
Yang: That's fine. I understand completely.
Johnson: The price is agreed on at \$1 500 per computer, right?
Yang: Yes, that's what we agreed on.
Johnson: And Mr. Chen has helped you work out the bugs?
Yang: Yes, he's been most helpful.
Johnson: Well, I'll get back to you tomorrow with our answer on the financing.
Yang: And you'll send the contracts over first thing after you call.
Johnson: Yes, ready for your signature.
Yang: Again, thank you.
Johnson: No, thank you, sir, for doing business with X-Man Compuware.



Words & Expressions

1. quote /kwəʊt/ *vt.* 报(价), 开(价) [(+at/for)]

The heavy oil was quoted at \$17 per barrel.

重油报价为每桶十七美元。

He quoted 2 000 dollars for repairing the door.

他要价两千美元修那扇门。

2. unit /'juːnɪt/ *n.* 单位; 单元

3. order /'ɔːdə/ *n. & v.* 订单, 订购

4. flexible /'fleksəbl/ *adj.* 灵活的, 有弹性的

5. bug /bʌg/ *n.* 故障, 毛病



Useful Sentences

1. 表达我方意见

(这部分按语气由强到弱进行排列)

- (1) 强烈式

I'm sure that the quality is fine. 我肯定质量不错。

I'm convinced that we can effect shipment in time. 我深信我们一定能及时装运货物。

It's perfectly clear to me the present market is rather favorable to us.

我十分清楚目前的市场对我们十分有利。

Don't you think the price is too high? 您不认为价格太高了吗?

Wouldn't you say (that) this color is rather beautiful? 您不认为这颜色很漂亮吗?

- (2) 一般式 (最常用式)

I think/consider that nobody will buy this sort of products.

我认为没有人愿意购买这种产品。

In my view/opinion, your proposal is workable. 在我看来, 您的建议是可行的。

What I'm trying to say is that the contract terms are no longer fair.

我想要说的是这个合同的条件不公平。

To be quite honest with you, we don't believe that the product will sell very well in China. 老实说, 我们不认为那种产品会在中国畅销。

(3) 不明确式 (有些犹豫或保留)

I'm inclined to think that the market will be fine. 我倾向于认为市场会好的。

My inclination would be to have a talk this week. 我想在本周举行洽谈。

I tend to favor the view that things are taking a good turn.

我倾向于赞成情况正在好转的意见。

We'd appreciate it if you could sell it to us for US\$1 200 per unit.

如果您能以每台 1 200 美元卖给我们的话, 我们会不胜感激。

2. 征求对方意见

What are your views/feelings on/about our price? 您觉得我们的价格怎么样?

I'd be glad/grateful to have your views on this proposal.

我很高兴听听您对这个建议的看法。

Do you agree to this? 这个您同意吗?

Do you have any comments on the present market?

您对目前的市场有何评论?

Let me have your views on our new products. 请让我知道您对我们新产品的看法。

3. 不明白对方意思时

Sorry, could you say that again, please? 很抱歉, 请您再说一次好吗?

Could you explain what you mean? 您能解释一下您的意思吗?

Could you please put it more briefly? 您能说得更简短一点吗?

Could you please get to the point? 请您把重点说清楚好吗?

Could you give some examples? 能否举例说明一下?

4. 提出建议

(这部分按语气由强到弱进行排列)

(1) 强烈式

The only solution is that you must replace the defective products.

唯一的解决方法是你们必须更换所有的瑕疵品。

We must improve the quality of the products. 我们必须提高产品质量。

You'd better amend the Letter of Credit. 您最好修改信用证。

(2) 一般式

I recommend/suggest/propose that we should buy a new computer.

我建议我们应该买一台新的电脑。

My recommendation/suggestion/proposal is that we should adjust the price.

我的建议是我们应该调整价格。

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I think we should provide them a market report.

我认为我们应该向他们提供一份市场报告。

(3) 不明确式

It might be a good idea to extend the Letter of Credit.

展延信用证也许是个好主意。

I entirely approve of your suggestion. 我完全赞成您的建议。

Have you thought of reducing the price? 您考虑过降价吗?

What about advertising in the national press? 在国内报纸上做广告怎么样?

Would it be possible for you to sell it to us for US\$1 200 per unit?

您是否可能以每台 1 200 美元的价格卖给我们呢?

5. 接受建议

(这部分可分为标准式和非正规式两种方式)

(1) 标准式

I'm (completely) in favor of that. 我(完全)赞成。

I've absolutely no objections. 我绝无异议。

I'm sure that's the best solution/idea. 我确信那是最好的解决方法 / 主意。

I suppose you are right. 我想您是对的。

(2) 非正规式

Great/Excellent/Wonderful/Terrific/Fantastic! 好极了!

Sounds fine. 听起来不错。

Suits me fine. 很适合我。

I'll say. 对呀。

Fair enough. 很公平。

6. 拒绝对方的建议

(这部分按语气分为强烈式、一般式和外交式三类)

(1) 强烈式

That's just not feasible. 那行不通。

I really can't accept that. 我真的不能接受。

I'm absolutely/completely against that. 我绝不赞成。

(2) 一般式

(一般式的拒绝通常以道歉开始)

I'm afraid this doesn't solve our problem. 恐怕这不能解决我们的问题。

I'm afraid we have conflicting views on the matter. 恐怕我们对这件事的看法有些出入。

I'm sorry, but I have reservations about that. 很抱歉, 我对此有所保留。

(3) 外交式

I would if I could. 如我能办到, 一定尽力而为。

Is there anything else? 还有别的办法吗?

Well, perhaps another time. 噢, 或许下次吧。

I appreciate your point of view, but I'm not happy about investing large sums of money on it. 我很欣赏您的观点, 不过我不想在这上面投进大笔的资金。

I can see why you want to do this, but I don't intend to change my plan.

我明白您为什么想这样做, 但是我不打算改变计划。

7. 希望对方重新考虑

Could you reconsider our proposal?/Could you think about our proposal again?

您能再考虑一下我们的建议吗?

Could you think over the matter one more time? 您能再考虑一下这事吗?

Isn't there any way to change your plans? 没有办法改变您的计划了吗?

I see what you mean, but I more appreciate your reconsideration about this.

我明白您的意思, 但是我将更加感激您对这事的重新考虑。

That's essential. I think you need talk with your boss, for we can't give in about that.

那是很必要的。我想您需要和您老板谈谈, 因为我们不能让步了。

8. 不便明确回答

That depends. 要看情况而定。

That may well be so. 或许是这样。

I'm not in a position to say yes or no. 我无权说“是”或“不是”。

I need time to consult with my colleagues. 我需要时间和我同事商量一下。

I'll convey your proposal to my boss and see what he says.

我会把您的建议转达给我上司, 看他怎么说。

I'm afraid I can't give the answer to that at the moment. 恐怕此时我不能答复您。

We'd have to study this. 我们得研究一下这个问题。

There are certain points that I'll have to consider very carefully.

有几点我必须得仔细考虑。

It's impossible for me to give a definite answer now. 我现在不可能给您一个明确的答复。

9. 施压

We refuse to sign the contract. 我们拒绝签合同。

In that case, I should very reluctantly have to insist on immediate payment.

那样的话, 我就不得不坚持立即付款。

Look, if you don't send your engineer to repair the machine, we will be forced/obliged to cancel our next order.

瞧, 如果您不派工程师来修理机器, 我们将被迫取消下一次的订购。

Unless you cut down the prices you'll lose your market share.

如果不减价, 您将失去您的市场份额。

10. 讨价还价

Could you come down a bit on the price? 您能降点价吗?

What would be your lowest price for your product? 你们的产品最低价是多少?

Are you prepared to accept a ten percent discount? 您准备接受 10% 的折扣吗?

10 经贸英语会话

The price depends on quantity. 价格依数量而定。

That is far more costly than I expected. 那比我预料的贵多了。

Price cannot be taken separately from quality. 不能抛开质量谈价格。

We won't make any profit at that price. 以那个价格我们没有任何利润可赚。

I'll go no further. 我不能再让步了。

How about meeting each other halfway? 能不能互作让步?

11. 打断别人讲话

May I interrupt? 我可以打断一下吗?

Sorry to butt in, but what is your lowest price? 很抱歉打断一下, 你们的最低价是多少?

Do you mind if I say something here? 您介意我在这里插一句吗?

Excuse me for interrupting you, but could you give me a rough idea of the amount needed? 请原谅打断您了, 不过您能否告诉我, 您大概需要多少数量?

Section 3 Conference



Sample Dialogues

(1)

(Mr. Yang is chairing a meeting at the L.A. branch of ABC Inc.)

Yang: Good morning, everyone. I'm Tianming Yang, Manager of U.S. Distribution here at ABC, and...

Wallace: You don't need to introduce yourself, Yang. You're famous.

Yang: Well, thanks, Mr. Wallace, but I thought I'd try and chair the meeting by the book—at least for a while.

Newton: Hear, hear.

Yang: Now, I'd like to get things under way. The main topic on today's agenda is the development of a U.S. sales strategy for the new EBP. I'd like to hear any and all of your ideas. Mr. Wallace, you seem in top form today. Could you start the ball rolling?

Wallace: Uh, oh, sure. Well, I think we should keep in mind that the key to good sales is advertising.

Newton: Well, that's kind of obvious, Mr. Wallace.

Wallace: Mr. Newton, give me a break.

Yang: Uh, let's keep this going, shall we?

(2)

Yang: It may seem an obvious point, but it's true that advertising determines the rate of sales. Ms. Ivans, do you want to say something?

- Ivans: Yes. I want to add that one of the main causes of the poor U.S. sales of the original EBP is our advertising strategy.
- Wallace: Could you be more specific?
- Ivans: Well, we used the same Japanese agency for both the Japanese and U.S. campaigns, and the campaigns were very similar—but response was 40% lower in the U.S.
- Newton: So you mean the ad appealed more to a Japanese audience than to an American audience?
- Ivans: Exactly. They used visuals and music to convey an overall image, but did not say much about the product. Japanese are accustomed to this type of advertising, but Americans tend to want more information from ads.
- Wallace: That's fascinating. What do you think is the historical and cultural basis for this difference in advertising?
- Newton: This is interesting, but let's get back to the main issue.
- Yang: Yes, we seem to be getting off the point a little.
- Wallace: Too bad. I really want to hear more about it.
- Yang: Well, we can extend the meeting into lunchtime, if you like.
- All: No!!!!

Words & Expressions

1. to chair a meeting 主持会议
2. agenda /ə'dʒendə/ *n.* 待议事项, 日程
Today's agenda includes many important items. 今天的议程包括了许多重要的项目。
3. specific /spə'sifik/ *adj.* 明确的, 具体的
4. visual /'vɪʒuəl/ *adj.* 视力的, 视觉的
5. convey /kən'vei/ *vt.* 传达, 传递; 表达
6. overall /'əuvərɔ:l/ *adj.* 全面的, 全部的
7. accustom /ə'kʌstəm/ *vt.* (后常接 oneself 或用被动式) 使习惯(于)[(+to)]
These people are accustomed to hard work. 这些人习惯于艰苦的工作。

Useful Sentences

1. 开始会议
(1) 开始会议(主席的立场)
I'd like to get things under way. 我想开始进行会议。
under way 是“进行中”之意。Let's get started. (开始吧!) 是日常生活中颇为常用且令人易懂的说法。如果说 Ladies and gentlemen, can I have your attention, please? (各位女士先生, 请大家注意!) 的话, 大家应该会静下来才对。