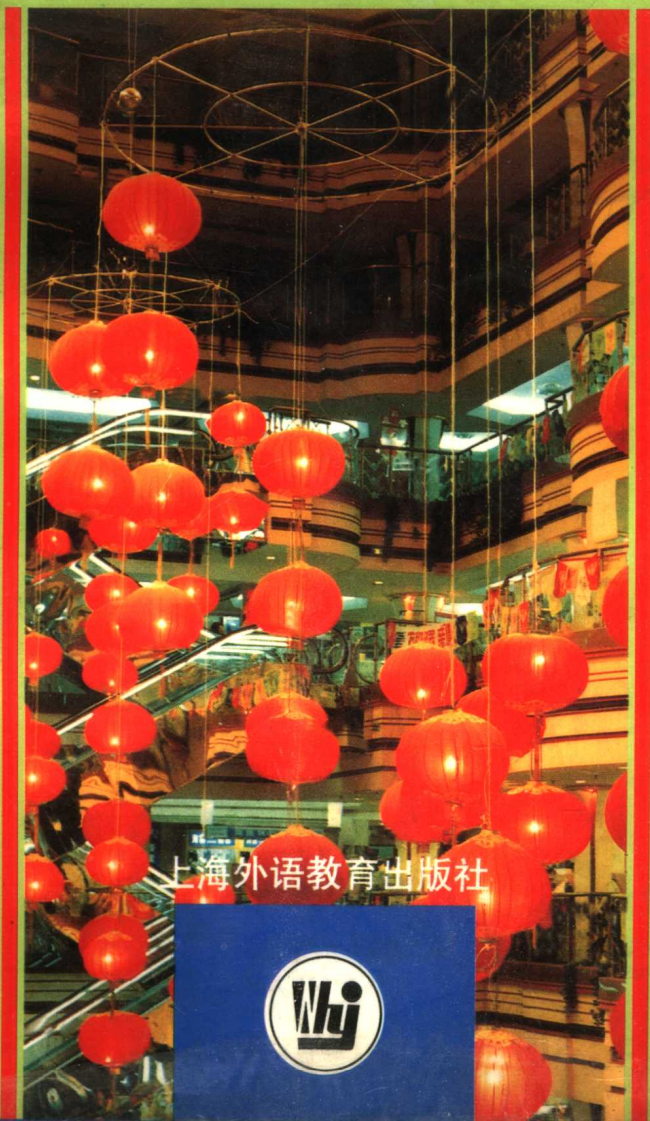


**BUSINESS ENGLISH
CONVERSATION**

经贸英语会话

主编：龚龙生



上海外语教育出版社



经 贸 英 语 会 话

Business English Conversation

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序

世界贸易正以高于世界经济平均增长率的速度向前发展。90年代中期,中国已经跻身于世界贸易大国行列。国内有进出口贸易经营权的企业不断增加,从事对外贸易人员的队伍日益扩大。每一天都有为数众多的我国外贸工作者走出国门,开拓市场,谈判交易;同时也有川流不息的外国商人前来我国洽谈生意,寻找业务机会。中外商务交流空前频繁,这种势头还在有增无已。在这种形势面前,我国现有的外贸工作者和未来的外贸工作者——大专院校涉外经济各专业的学生们,都感到迫切需要提高自己的专业水平和语言水平,以应付纷繁的国际贸易事务,在现在或将来更好地完成工作任务。本书即是着眼于此而编写的英语教材中的一种。

商业交流是多方面的,口头交流是其中一个重要部分。在世界日见变小的今日,外贸工作者每天都不乏机会以英语和外国商人当面交谈或在电话中通话。如何使商业交谈提高效果,达到目的,这是一种艺术。它既需要对英语语言的良好掌握,也需要对贸易知识和谈判策略的熟练灵活运用。本书在为它的读者培养从事外贸的英语口语能力方面提供了一本适用的教材。

本书根据外贸业务的主要环节分成15单元,它的内容密切结合近年来外贸业务的实际情况,学了就能用,语言亦力求合乎英语口语惯用法和商业习惯。注释详尽,练习多样,便于自学。每单元开头有业务简述,最后有相关的阅读材料,这些都能使读者掌握更多的背景知识和业务知识,在不同的场合灵活运用。由于编者在编写此书时对读者的需求作了细致的考虑,因此虽不能说有此一

册在手,外贸英语交谈中的问题就全能解决——作为一个成功的外贸谈判者,毕竟需要多方面的修养,但本书有助于读者很快地提高外贸英语的口语能力则是没有疑问的。

是为序。

薛蕃康

1997年5月

于上海外国语大学

前 言

随着我国改革开放的发展,对外经济贸易、经济合作等活动日益广泛开展,许多大学纷纷设置国际贸易专业,为此我们编写了《经贸英语会话》。

《经贸英语会话》是一本以高等学校外贸、经济专业学生为主要对象的口语教材,同时也适用于意欲培养和提高经贸英语口语交际能力的广大外贸工作者、外资企业、中外合资企业等涉外工作人员及相应程度的自学者。因此,《经贸英语会话》既可用作课堂教学的口语教材,也可用作经贸英语爱好者、经贸工作人员的口语自学课本或会话参考手册。

全书基本用英语编写,共有 15 个单元,内容包括问候与介绍、建立贸易关系、询盘、报盘和还盘、质量和数量、包装、价格、运输和装运、付款、保险、商品检验、合同、索赔、代理、销售和佣金等。每一单元都含“背景知识”、“表达用语”和“示范性对话”,并配有结构式和非结构式操练、句子和段落翻译以及补充阅读材料。书末附练习参考答案及对话参考译文,用以帮助读者理解和掌握所学内容。

背景知识 介绍与单元主题有关的背景知识:语言是文化的载体,受社会和特定的环境的影响。一个民族的文化习俗特征必然会在这个民族所操的语言中反映出来,形成有别于其他民族语言的一些独特的表达方式。成功的口语交际不仅取决于说话者是否发音准确、语法规范和择词恰当,而且还取决于说话者是否在特定的交际情景中恰当地运用习惯表达用语来交流思想和传递信息。经贸英语带有其本身的特点。背景知识不仅论述语言上的要

点,还简要地提出对外贸易业务中各个环节所需要注意的事项。

表达用语 罗列各经贸英语谈判、会话所需的各种基本句子结构和表达方式。这些表达用语在经贸口语实践中都起着重要的作用。虽然在短期内试图掌握和熟练使用所列举的表达用语是困难的,但是读者至少应该理解各类用语的含意和作用。

示范性对话 提供一组表明各项经贸谈判、口语交际中用法的对话。内容形式较贴近现实外贸业务谈判等。

操练 结构式操练以训练句型和单句性经贸习惯用语为主,练习形式包括替换、连词成句等。非结构式操练以经贸谈判情景为交际环境,学生可以在各种假设的情景中根据角色的特点,情景的需要,灵活地参考示范性会话,选择表达功能的词语,开展并完成预定的交际任务。句子、段落的英译汉、汉译英训练学生的思维敏捷、语言运用快速、灵巧的功能。

补充阅读练习 所选文章大多选自于英美经贸英语教材、报刊、杂志刊物等。文章给学生提供、补充必要的一些经贸背景知识。

本书在编写过程中,得到了在上海外国语大学经贸管理学院任教的美国教授 Dr. Fish 的指导,并审阅了部分章节。并得到资深的经贸专业教授薛蕃康先生的全力支持,并为此写了序言。作者在此向他们一并致以衷心的感谢。

由于教学繁忙,编者水平有限,难免挂一漏万,望读者不吝指正。

编 者

1997 年 3 月于上海外国语大学

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Unit One

Greetings and Introductions

Background Information

With the development of China's economy, more and more foreign businessmen and investors come to China, especially the coastal cities, so business English becomes popular. It is common knowledge that no communication, no trade relations, so greeting and introduction are the first things to learn.

There are formal greetings and informal ones, but when we meet foreigners at the airport or railway station, we'd better use formal ones to show the politeness and sincerity. And at the same time, don't forget the introduction. You may often find yourself in this situation when you and your superior meet a foreign delegation. First, introduce yourself, then, your superior to the foreigners. When foreigners introduce themselves, you should respond to them correctly and properly. That may be the beginning of a friendly relationship.

Now, we're marching towards the 21st century, so we should make use of every opportunity to introduce China's bright future to foreign friends. Greeting and introduction are the very beginning of communication. And do remember, "Well begun is half done."

Useful Phrases and Expressions

Greetings:

Hi!

Hello!

Good { morning.
afternoon.
evening.

Hello, { nice
glad to meet you.
pleased
happy

How do you do?

How are you?

How are you doing?

How are things going?

How are things with you?

Excuse me, (but) aren't you Mr. Hood?

Aren't you Mr. Hood?

It's Mr. Hood, isn't it?

Response:

Nice to meet you, too.

I'm very happy to see you again.

It's a pleasure.

I'm glad to have had the opportunity to meet you.

Just so so.

Not bad!

Everything is all right.

I know you very well by reputation.

It's a privilege to know you.

I'm happy to make your acquaintance.

I've been looking forward to meeting you.

I've been $\left\{ \begin{array}{l} \text{longing} \\ \text{wanting} \end{array} \right.$ to meet you for a long time.

Ask for the trip:

Did you have a $\left\{ \begin{array}{l} \text{pleasant} \\ \text{good} \end{array} \right.$ journey?

Did you have a smooth flight?

Did you have a nice trip?

Did you have a good time on your way here?

Response:

I felt a bit air-sick.

The flight is $\left\{ \begin{array}{l} \text{a little bumpy.} \\ \text{quite smooth.} \end{array} \right.$

The landing was very smooth.

The plane has made a perfect landing.

The plane has rocked quite a bit, but it doesn't matter much.

Wishes:

I hope you'll have a pleasant stay here.

Have a good $\left\{ \begin{array}{l} \text{weekend} \\ \text{holiday} \\ \text{day} \end{array} \right.$ in Shanghai.

Enjoy yourself.

Have a good time.

Sample Dialogues

Dialogue One

(At the Airport)

Gao: Excuse me, aren't you Mr. David Baker from Thailand?

Baker: Yes, I am David Baker from Thailand Sonny Trading Company Ltd.

Gao: Nice to meet you, Mr. Baker. I'm Gaojian from Shanghai Light Industrial Products Import & Export Corporation, and this is Mr. Zhong, Deputy Manager of the Export Department.

Zhong: Hello, Mr. Baker. Welcome to Shanghai. I've been looking forward to meeting you.

Baker: How do you do, Mr. Zhong? (*They shake hands.*)

It's very kind of you both to come and meet us at the airport. And here are the other two delegation members, Mr. Clark and Mr. Scott. (*They greet each other.*)

Zhong: Did you have a good journey?

Baker: Well, not too bad. It was a bit bumpy as we landed. I think there were some low clouds.

Gao: Is this your first trip to Shanghai?

Baker: Oh, yes. But I came to Guangzhou and Xiamen last year.

Zhong: That's wonderful. How long will you stay here?

Baker: About a week.

Zhong: Good, you'll have enough time to visit The Autumn Commodity Fair and our corporation. In the interval between the visits, we may arrange some sight-seeing for you.

Baker: Thanks a lot. You're very thoughtful.

Zhong: You're welcome. You must be fairly tired and need a good rest after the flight. I have a mini-bus waiting outside. Let's go

straight to the hotel first.

Baker: That sounds a good idea.

Gao: Would you follow me? This way please.

Dialogue Two

(*On the Way to Hotel*)

Lin: Here is our car. Please get in and have a seat.

Wilson: Is Shanghai Hongqiao International Airport far from the downtown?

Lin: No, it only takes about 20 minutes. Shanghai's traffic has developed rapidly. Now, we're on the viaduct. Shanghai not only has the famous Yangpu and Nanpu bridges, but also underground tunnels across the Huangpu River, metro, express ways, first-class highways, and Inner Ring Road. And Outer Ring Road is now being built.

Wilson: That sounds fantastic.

Lin: We're now paying attention to the infrastructural facilities, especially the urban traffic network, for it lays a solid foundation in ensuring the city's high-speed economic development.

Wilson: I think it is a wise decision. I heard that Shanghai has been developing very fast in the past few years. Could you tell me something about that?

Lin: Certainly. Since 1990, Shanghai has been pushed to the forefront of China's reforms and opening. She has become an ideal place for foreign investment because of the favorable policy. Foreign investment has been developing at an unprecedented speed. In addition, a lot of joint ventures, cooperative enterprises and

world-famous MNCs have been set up, some of which have made much bigger profits than their original investment. So now more and more overseas businessmen and investors are coming to Shanghai.

Wilson: That's great. By the way, do you have any policies, laws and regulations on foreign investment?

Lin: Sure. I happen to have a book, *China Investment Guide, Shanghai Volume*, with me. You can keep it and read it closely.

Wilson: Thank you very much.

Lin: My pleasure.

Dialogue Three

(*In the Hotel Room*)

Cao: Good morning, Mr. Reed. Did you have a good rest last night? Have you recovered from your long tiring journey?

Reed: Why yes. I had a good sleep last night and I enjoyed it a great deal. The service here is good and the food is very much to my taste. In short, it is an excellent hotel.

Cao: Very glad to hear that.

Reed: Oh, Mr. Cao, this is ...?

Cao: Oh yes, Mr. Reed, this is Mr. Pan, Chief of Foreign Investment Department.

Pan: It's a pleasure to meet you.

Reed: The pleasure is mine. Shanghai is really an attractive oriental city. Although I came here two years ago, I can hardly recognize it now.

- Pan: You're right. Shanghai is changing every day. She is embarked on her mission to become a major international economic, finance and trading centre. We warmly welcome international businesses to establish more operations in Shanghai and participate in the development, including that of the Pudong New Area.
- Reed: Speaking of Pudong, one of my purposes here is to inspect the economic and investment environment in Pudong. Could you give me a brief introduction?
- Cao: You're lucky, Mr. Reed, for you've found the right person. Mr. Pan has been working in Shanghai Pudong New Area Administration Committee since the very beginning.
- Reed: Really, would you please?
- Pan: In accordance with the principle of "overall planning, starting on the development of subzones and rolling development", the four key subzones of Lujiazui Financial and Trade Zone, Jinqiao Exporting Processing Zone, Waigaoqiao Free Trade Zone and Zhangjiang High-tech Park which started development early, are in the full swing of development and have achieved substantial progress.
- Reed: That's exciting.
- Pan: In addition, Shanghai has Minhang, Hongqiao Economic & Technological Development Zones, Caohejing Hi-tech Park and Xinghuo Development Zone.
- Reed: That's terrific. When can I go to visit those places?
- Cao: Don't worry about it. We've drawn up a tentative program for your stay here.
- Reed: Thank you very much. You're very considerate.
- Cao: My pleasure.