

高等学校英语专业规划教材



FOREIGN TRADE ENGLISH CONVERSATION

外贸英语会话

徐启华 朱传枝 陈宝文 / 主编



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Foreign Trade English Conversation

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前言

在“科教兴国”精神的鼓舞下,为了适应改革开放和社会主义现代化建设的需要,培养国际性、应用型、复合型人才,我们率先于1997年为外语院校学生组织编写了国际贸易系列教程。全教程分为四本教材,即《国际贸易实务》、《国际贸易函电及应用文写作》、《国际贸易会话》以及《英语商贸文选》,经过六年多的教学实践,据我们搜集到的本校以及其他有关高等院校的信息反馈,该系列教程受到院校领导、同仁的赞许以及学生们的一致好评。他们认为学生在学习完该教程后,不仅在英语方面,在国际间经济、文化以及语言的交流中打下了坚实的基础,而且学到很多有关经贸方面的专业知识,在直接投身于国家经济建设中,能更好地为社会主义市场经济服务。他们还诚恳地希望再编写一些其他相关经贸教材。基于这种想法,工作在教学第一线的教授,以及其他专业教师,在认真地总结了经验之后又花了几乎是全部的业余时间编写了另外四本系列教材,即《英语国际金融学》、《市场营销学》、《外贸合同及重要单证》以及《外贸英语会话》。

本系列教材的特点是内容全、语言纯,既有理论的高度,又有很强的实用性。其全过程始终贯穿着由浅入深、循序渐进、逻辑性强、布局合理、重点突出,英语及译文准确、通顺、规范、流畅,每单元中课文精选,导学简明扼要,词语双语解释,练习适中等优点。

本系列教材可作为外经贸院校学生、英语专业学生、成人教育学院以及函授大学、电视大学等高校相关专业的教材或参考读物。

编者

于大连外国语学院英语学院

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Lesson

1

Meeting at the Airport

接 机

Introduction

When meeting foreign businesspeople at the airport, you'd better take the following factors into consideration.

- a. *Business attire* It is usually advisable to wear a business suit because clothing can often tell you more about a person or situation than does direct verbal communication. It can also help you present yourself in the most favorable light.
- b. *Greetings* Greeting is accompanied by an introduction and a warm handshake is customary. In business circles, business cards are generally expected but not always a necessity. Academic and professional titles are sometimes used in business circles, and you should be careful to note it whenever this is the case.
- c. *Conversation* You may take the lead to talk with the foreign businesspeople. Inquiries about the journey, weather and rest will be safe topics, but avoid initiating some personal conversations.

Dialogue A

(Lin Fang, the office director of the Dalian Foreign Trade Company goes to the airport to meet Mr. Brown from America.)

Lin: Excuse me, are you Mr. Brown from America?

Smith: No, I'm afraid you've made a mistake. My name is Smith and I'm from America. I have just got off the plane.

Lin: I'm sorry. I have got the wrong person.

Smith: It doesn't matter.

Lin: Can you point out Mr. John Brown to me? He has just arrived from Texas.

Smith: I think I can. See that tall man over there. He is Mr. John Brown from Texas. He and I came by the same airplane.

Lin: Thank you. Goodbye.

Smith: Bye.

Lin: Excuse me, you must be Mr. Brown from America.

Brown: Yes, I'm John Brown from America.

Lin: How do you do, Mr. Brown? I'm Lin Fang, the office director of the Dalian Foreign Trade Company.

Brown: How do you do, Miss Lin?

Lin: You are welcome to Dalian, Mr. Brown.

Brown: Thank you, Miss Lin. I have been looking forward to this trip. It was very good of you to invite me.

Lin: It's a pleasure for us to meet a friend who has done such good work in promoting our mutual trade.

Brown: It's very nice of you to say so, but nothing can really be done without our close cooperation.

Lin: Right. I'm sure we'll do even better in the future. Hope you had a good trip.

Brown: I had a very pleasant flight.

Lin: I'm very glad to hear that. The waiting room is over there. Let's take a short rest there. Then we are going through the formalities.

(林芳,大连外贸公司的办公室主任,到机场去接美国来的布朗先生。)

林芳: 请问您是美国来的布朗先生吗?

史密斯: 不,你恐怕找错了人,我叫史密斯,是从美国来的。我刚下飞机。

林芳: 对不起,我找错人了。

史密斯: 没关系。

林芳: 你能帮我指出谁是约翰·布朗先生吗?他刚从德克萨斯来。

史密斯: 我想我能,看到那边那个高个子的人了吗?他是从德克萨斯来的约翰·布朗先生。他和我是同机抵达的。

林芳: 谢谢。再见。

史密斯：再见。

林芳： 请问你一定是美国来的布朗先生吧！

布朗： 是的，我叫约翰·布朗，从美国来的。

林芳： 你好，布朗先生。我叫林芳，是大连外贸公司的办公室主任。

布朗： 你好，林小姐。

林芳： 欢迎你到大连来，布朗先生。

布朗： 谢谢，林小姐。我一直盼望着这次旅行，真感谢你们的邀请。

林芳： 我们很高兴见到你这位在促进双方贸易方面做出许多贡献的朋友。

布朗： 你过奖了，如果没有我们之间的密切合作，那真是什么事情也做不成的。

林芳： 是啊，我相信我们以后的合作会更好。旅途很愉快吧。

布朗： 旅途十分愉快。

林芳： 听你这么说不，我很高兴。休息室就在那边，我们去那儿休息一下，然后办理手续。

Dialogue B

(Mr. Wang from China Import and Export Corporation goes to the airport to meet Mr. White from the U. S. . Mr. White is coming for a business contact.)

Wang: Excuse me, are you Mr. White from the United States?

White: Yes. So you are. . .

Wang: I'm Wang Lin from China Import and Export Corporation. This is my card.

White: How do you do, Mr. Wang? My card for you. Thanks for your coming to meet me here.

Wang: My pleasure. Welcome to China. How's your flight?

White: Just pleasant. Nice weather and excellent service.

Wang: Good. Our car is waiting over there.

White: Then, let's go.

Wang: Is this your first visit to China?

White: Yes, I hope it won't be my last.

Wang: Direct contacts are good for both sides.

White: You're quite right. And that's why I'm here.

Wang: I hope you will have pleasant stay here.

White: Thanks. I'm sure I will.

(中国进出口公司的王先生到机场去接美国来的怀特先生。怀特先生是来进行商业洽谈的。)

王先生：请问你是从美国来的怀特先生吗？

怀特： 是的。您是……

王先生：我是中国进出口公司的王林，这是我的名片。

怀特: 你好,王先生!这是我的名片。谢谢你来这儿接我。

王先生:我很乐意。欢迎你到中国来。旅途怎么样?

怀特: 很愉快。天气不错,飞机上的服务也是一流的。

王先生:很好。我们的车在那边。

怀特: 那我们上车吧。

王先生:这是你第一次到中国来吧?

怀特: 是的。但我希望这不是最后一次。

王先生:直接联系对双方都有好处。

怀特: 不错。这也是我来这儿的原因。

王先生:希望你在这儿度过一段快乐的时光。

怀特: 谢谢。我一定会的。

New Words & Expressions

• mistake	<i>n.</i> 错误
• get off	下飞机(火车、汽车)
• point out	指出
• Texas	德克萨斯州(美国州名)
• airplane	<i>n.</i> 飞机
• director	<i>n.</i> 主任
• look forward to	盼望
• pleasure	<i>n.</i> 高兴,愉快
• invite	<i>v.</i> 邀请
• promote	<i>v.</i> 促进,提高
• mutual	<i>adj.</i> 互相的,彼此的
• cooperation	<i>n.</i> 合作
• future	<i>n.</i> 未来
• go through	办理(手续)
• formality	<i>n.</i> 手续
• import	<i>n.</i> & <i>v.</i> 进口
• export	<i>n.</i> & <i>v.</i> 出口
• contact	<i>n.</i> & <i>v.</i> 联系,往来
• flight	<i>n.</i> 航程
• direct	<i>adj.</i> 直接的

Dialogue C

Fill in the blanks in the dialogue using the words given below:

manager, airport, opportunity, trip, flight,
Excuse, promote, introduce, enjoy, meet

- A: 1 me, you must be Mr. West from the United States.
B: That's right. I'm Johnny West. You are...?
A: I'm Xia Ning, from China New Times Corporation. Our 2 Mr. Ma has asked me to come to 3 you.
B: How do you do, Miss Xia? Thanks for coming to the 4 to meet me.
A: How do you do? May I 5 you to Mrs. Huang, the director of our office? She has made a special 6 to come and meet you.
B: How do you do, Mrs. Huang? Nice to see you.
C: Nice to see you, too. How is your 7?
B: It's pleasant. Thank you.
C: I'm glad to hear that. Hope you'll 8 your stay here.
B: It's a pleasure to have an 9 to come to Shanghai.
C: We hope your visit will 10 our mutual understanding and reinforce our business relations.

Key

- | | | | | |
|-----------|------------|----------|----------------|--------------|
| 1. Excuse | 2. manager | 3. meet | 4. airport | 5. introduce |
| 6. trip | 7. flight | 8. enjoy | 9. opportunity | 10. promote |

Lesson

2

The First Meeting 第一次会见

Introduction

Just as a factory requires a complete set of machinery to proceed with production, so does a foreign – trade firm need extensive business connections to maintain or expand its business activities. Therefore, the establishment of business relations is one of the important undertakings in the field of foreign trade. In the first meeting, the following aspects should be considered:

- a. presenting oneself in terms of one's job;
- b. finding points of common interest so that the conversation can run smoothly;
- c. introducing the company or the business;
- d. showing interests in buying or selling a certain product.

To firms engaged in foreign trade, business connections are valuable. Therefore, traders must not only do everything possible to consolidate their established relations with firms having previous business but also develop and revitalize their trade by searching for new connections from time to time.

Dialogue A

Li: Good morning, Mr. Black.

Black: Good morning. I'm glad to meet you.

- Li: So am I! Well, I think you know our corporation. This is my card.
- Black: Oh, yes. I've known the name long before, but I have never had the pleasure of doing any business with you. And this is my card.
- Li: But from now on I hope you will. Our corporation is a big business in producing electrical appliances, and we hope to have joint venture with your company.
- Black: We are quite interested in it. Would you tell me some more details, please?
- Li: Sure. We're thinking of joint venture with you in selling our products.
- Black: What are your terms and conditions on joint participation?
- Li: Please have a look at the detailed terms.

...

- Black: All right. We basically agree to the joint participation with you. But about the details we may have a further discussion.
- Li: Then, we're going to sign the contract next week and I hope some day we can sign a long-term agreement.
- Black: I hope so, too. It's nice to have met you.
- Li: Me, too.

李先生：早上好，布莱克先生。

布莱克：早上好！见到你很高兴。

李先生：我也很高兴。嗯，我想你对我们公司已有所了解了。这是我的名片。

布莱克：哦，是的。我早就听说贵公司的大名了，但一直没有机会和你们进行生意往来。这是我的名片。

李先生：但从现在开始你们可以了。我们公司是一家生产电器的大型企业。我们希望同贵公司进行合资经营。

布莱克：对此我们很感兴趣。请具体谈一谈好吗？

李先生：当然可以。我们想要贵公司合资销售我们的产品。

布莱克：你们有什么样的合资条件？

李先生：请看一下这些条款细则。

.....

布莱克：很好。我们基本上同意和贵公司合资，但就一些细节问题我们再做进一步的讨论。

李先生：那么，下周我们将签合同。希望有一天我们会签订一个长期协议。

布莱克：我也希望如此。见到你很高兴。

李先生：我也很高兴。

Dialogue B

Chen: Glad to meet you, Mr. Smith. I'm Chen Ning, manager of the company.

Smith: Glad to meet you, Miss Chen.

Chen: Welcome to our company.

Smith: Thank you for your invitation.

Chen: We've been doing good business with each other. I hope our cooperation will be further promoted by your visit.

Smith: I do hope so. Your development of toy products has been remarkable. And I'd like to order some of the newly designed products from your company this time.

Chen: Our company is a big business in toy products. You may choose whatever you like best.

Smith: Would you tell me some more details?

Chen: With pleasure. Why not go to the showroom? I'll show you around. We have all kinds of products displayed there.

Smith: Good idea! Let's go!

陈经理：见到你很高兴，史密斯先生。我是陈宁，公司的经理。

史密斯：见到你很高兴，陈小姐。

陈经理：欢迎你到我们公司来。

史密斯：谢谢你的邀请。

陈经理：我们之间的生意一直都做得很好。我希望你的来访会促进我们之间的合作。

史密斯：我也希望如此。贵公司对玩具产品的开发已取得了惊人的成绩。这次我想从公司订购一些最新设计的玩具。

陈经理：我们公司是生产玩具的大型企业。你尽可以选购喜欢的产品。

史密斯：你能多给我介绍一些情况吗？

陈经理：我很乐意。我们到展览厅去好吗？我可以带你去看一看。那里陈列着各式各样的产品。

史密斯：太好了！我们去吧！

New Words & Expressions

- | | |
|------------------------|-----------|
| • corporation | n. 公司 |
| • electrical appliance | 电器 |
| • joint venture | 合资 |
| • detail | n. 细节 |
| • term | n. 条款 |
| • participation | n. 加入, 参加 |

• basically	adv. 基本地
• discussion	n. 讨论
• sign	v. 签订
• long - term	adj. 长期的
• agreement	n. 协议
• invitation	n. 邀请
• cooperation	n. 合作
• development	n. 开发
• toy	n. 玩具
• remarkable	adj. 惊人的
• design	v. & n. 设计
• showroom	n. 展览室
• show around	为某人作向导, 带某人参观
• display	v. 展示

Dialogue C

Fill in the blanks in the dialogue using the words given below:

Welcome, comments, initial, assure, rest, come, consideration, stay, arrangements, chance

A: Good morning, Mr. Brown. I guess you've had a good 1 .

B: Thank you.

A: Mr. Brown, Mr. Jones, our manager has 2 to see you.

B: Oh, very good.

A: Mr. Jones, this is Mr. Brown. Mr. Brown, this is Mr. Jones.

C: How do you do, Mr. Brown? 3 to Dalian. I hope you'll have a pleasant 4 here.

B: Thank you, Mr. Jones. I'm very happy to have this 5 to visit your company. It was very kind of you to invite me.

C: Not at all. It's my pleasure. And by the way, Mr. Brown, I'd like to have your 6 on the 7 arrangements we've made for your stay in China if you don't mind.

B: I'd like to know them first.

C: Mr. Brown, I have written down the 8 . Please take a look at them.

B: Great. Thank you. This is my first visit to your company. I'd appreciate your kind 9 in the coming negotiations.

C: We are very happy to be of help. I can 10 you of our close cooperation.

1. rest

2. come

3. Welcome

4. stay

5. chance

6. comments

7. initial

8. arrangements

9. consideration

10. assure

Lesson 3

Inquiry 询盘

Introduction

In foreign trade, inquiries are usually made by the buyers without engagement to get information about the goods to be ordered, such as price, catalogues, delivery date and other terms. It is essential in making inquiries to consider carefully to which regions the inquiries are to be sent and how many suppliers are to be approached in one and the same region. Failure to take into consideration the relevant situation would lead to an adverse effect on future transactions.

A “first inquiry”, that is, an inquiry to a supplier whom you have not previously dealt with, should begin by telling him how you obtained his name. Some details of your own business, such as the kind of goods handled, quantities needed, usual terms of trade and any information likely to enable the supplier to decide what he can do for you, will also help.

Dialogue A

Smith: I'm glad to have the opportunity of visiting your company. I hope we can do business together.

Ding: It's a great pleasure to meet you, Mr. Smith. I believe you have seen our exhibition in the showroom. What is it in particular you are interested in?