

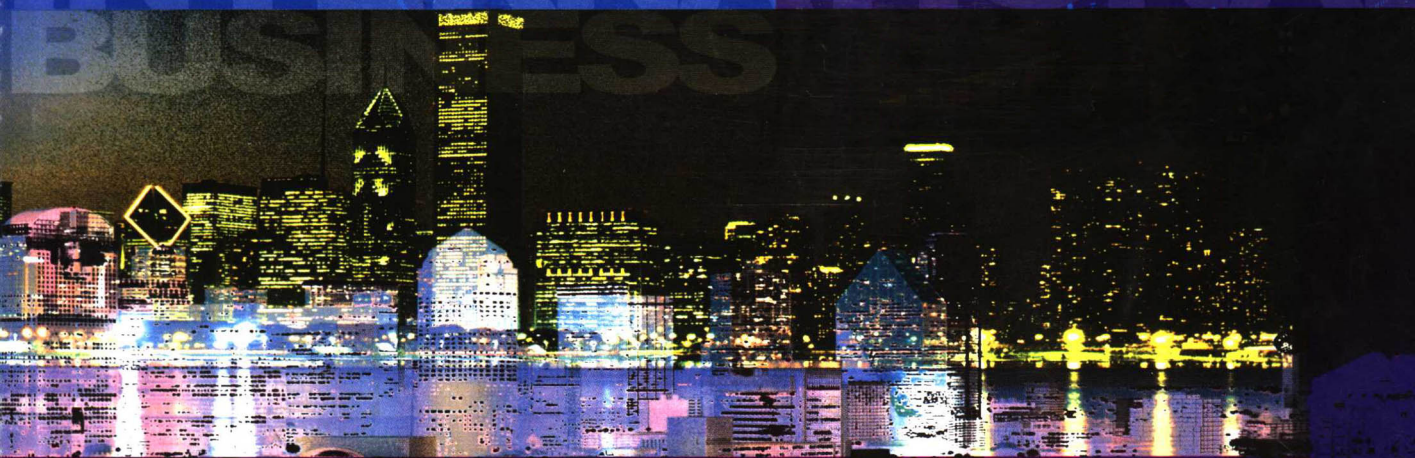
PRACTICAL SPOKEN ENGLISH

FOR

INTERNATIONAL BUSINESS

实用经贸 英语口语

主编 凌双英 王 俊



高等教育出版社
Higher Education Press

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前 言

本教材是经教育部高教司高等学校英语课程教学指导委员会批准的“研究开发《实用经贸英语口语》”课题项目。经过一年多的深入调查、走访、见习、模拟和广泛阅读,《实用经贸英语口语》一书终于和大家见面了。《实用经贸英语口语》是一本中高级经贸类专业英语口语教材,适合具有一定英语基础的对外经济贸易及相关专业的高职高专、成人教育及职业培训等学生使用,也适合目前从事或准备从事对外经济贸易工作的人员使用。

《实用经贸英语口语》是根据国际商务活动的具体环节进行编写的,共由 20 个单元组成,主题主要涉及商务合同条款、交易磋商与合同的签订、合同的履行及各种贸易方式等内容,具体包括与外商建立业务关系、交易磋商、资信调查、参观(工厂、交易会 and 样品展厅)、产品、价格、品质、订货、包装、装运、付款、合同签订、银行付款、商检、保险、仲裁、索赔、补偿贸易、代理、合资企业和招投标等。每个单元分别由 Background Information, Situational Dialogues, Data Bank, Speaking Practice 和 Leisure Time 五部分组成,既提供了与单元主题相关的背景知识与情景对话,又提供了大量的口语练习,学生可在此基础上进行各种形式的模拟商务谈判以及测验等,具有较高的实用价值。书后附有情景对话部分的汉语译文,以便于学生更好地理解情景对话,特别是其中的专业术语。口语练习部分提供了参考答案,以方便教师课堂指导和读者自学。

本书由安徽国际商务职业学院孟祥年、李二敏任主审,主编为凌双英、王俊,副主编为张喜春、李树刚;陈桃秀、华云世、栾鸾、张娜、王方霞等同志参加了该书的编写工作。

本书在编写过程中得到了安徽国际商务职业学院刘建明院长、张卿副院长的大力支持,陶向龙教授对本项目给予了殷切的关注,在此一并表示感谢。由于编者水平有限、错误和不足之处在所难免,恳请广大读者批评指正。

编 者

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1

Establishment of Business Relations

Section I

Background Information

为了与世界各国和各地区的贸易公司、厂商、金融机构、经济合作组织建立起有效的业务关系,公司或商行可以通过下列渠道对客户进行了解、调查,进而建立起贸易关系:

1. Professional magazines, advertisements and exhibitions(专业杂志、广告和展览);
2. Business friends and old customers(商界朋友或客户);
3. Market research(市场调研);
4. Banks(银行);
5. Chambers of Commerce in foreign countries(外国的商会);
6. Chinese Commercial Counselor's Office in foreign countries(中国驻外商务参赞处);
7. Trade Directory(贸易指南);
8. The Internet(因特网).

一旦了解了必要的信息之后,就可以与对方进行面对面的直接洽谈,也可以通过信函联系,要求建立贸易关系。在与新客户进行面对面的口头洽谈时,简略的自我介绍和对公司及其产品的介绍有助于对方更好地了解你的公司以及你所经营的产品。这种洽谈可以安排在机场、旅馆、饭店、公司或交易会上,有时也可以安排在所乘坐的交通工具上,也可以通过电话或因特网进行。

国际商务洽谈是进出口双方就其拟交易的商品各项交易条件进行谈判,以期达成一致结果的过程。因此,双方建立友好的贸易关系、营造一个良好的谈判氛围是十分重要的。



Section II

Situational Dialogues

Dialogue 1

A: Excuse me, are you Mr. Gray from New York?

B: Yes. You are ...?

A: I'm Liu Yang from Sunshine Import and Export Company.

B: How do you do, Mr. Liu? Thanks a lot for meeting me here.

A: You're welcome. It's my pleasure to meet you.

B: Do you know where the baggage claim area is? I have three pieces of baggage there.

A: Oh, it's over there. Please follow me this way. Let's go and pick up your baggage.

B: OK. With your help, I feel more relaxed.

A: How was your flight?

B: I enjoyed it very much. Good food and good service.

A: Is this your first visit to Shanghai?

B: Yes.

A: We are glad you came to visit us in person.

B: Thank you again for meeting my plane.

A: It is the least we can do, since you have traveled so far to see us.

B: It can always make negotiations easier if we talk to each other face to face.

A: I think so, too. Well, here's the baggage claim area. Please show them the baggage claim tag.

Dialogue 2

A: Welcome to our company, Mr. Gray.

B: Nice to meet you at your office, Ms. Jiang. We've heard you're one of the leading import and export companies in Shanghai.

A: Yes. We are importing and exporting a wide range of goods and have been in this line for more than 20 years. Our main products are garments. In recent years, demands

both from home and abroad are getting much higher.

B: You're right. People in my country love silk clothes more and more, especially those made in China. I hope this time I may place a large order for Chinese traditional silk clothes.

A: I think you've come to a right company. Our silk clothes enjoy a high reputation in the European market. They also sell very well in the U.S.A. We offer many different colors and styles, good quality and reasonable prices.

B: Can you show me a pamphlet about your company and your latest silk clothes? I want to know more about your company and your products.

A: Here you are. And we can also show you some samples. Let's go to the sample room. This way, please.

B: Well, I think I'm very interested in your products, especially Article No.216, and No.358.

A: I'm so glad you are satisfied with our products. Let's come back to my office and have a negotiation on more details.

Dialogue 3

A: Mr. Gray, I came to New York with another purpose. That is to seek possibilities of establishing long-term trade relations with your company.

B: Your desire coincides with ours, but ...

A: I'm afraid you are worried about our financial position, credit standing and trade reputation. To be sure of that, you may refer to Bank of China, New York Branch, or to our local chamber of commerce.

B: Thank you for your information. I think that establishing long-term business relations between us will be of benefit to both of us, and will bring about closer ties between us.

A: It is my first visit to your company. I'd appreciate your kind consideration in future negotiations.

B: We are very happy to be of some help. I can assure you of our good cooperation.

A: You can always expect fair deals with us.

B: One of our principles is to see to it that contracts are honored and commercial integrity maintained.

A: If your prices are reasonable, I'll give you a special inquiry.

B: Then, we'll try to make an offer as soon as possible, I hope a lot of business will be put through between us.



Section III

Data Bank

1. Words and Expressions

- 1) the baggage claim area 行李领取处
- 2) the baggage claim tag 行李牌
- 3) pamphlet 小册子
- 4) establish long-term trade relations with . . . 和 . . . 建立长期的贸易关系
- 5) financial position, credit standing and trade reputation 财务状况、信用和声誉
- 6) scope 经营范围
- 7) make a deal with 与 . . . 做交易
- 8) refer to sb. for sth. 向某人打听(查询)某事
- 9) specialize in 专门从事; 经营
- 10) contact 与 . . . 联系, 与 . . . 接触; 联系, 关系

2. Typical Sentences

- 1) It can always make negotiations easier if we talk to each other face to face. 面对面的交谈总能让会谈变得更轻松些。
- 2) We've heard you're one of the leading import and export companies in Shanghai. 我们听说贵公司上海主要的进出口公司之一。
- 3) We've heard you're in the market for Electric Appliances. 我们听说你们有意购买电器产品。
- 4) From China Council for the Promotion of International Trade we've known you're one of the leading importers of chemicals. 我们从中国国际贸易促进委员会了解到, 你们是化工产品的主要进口商之一。
- 5) We are glad to enter into business relations with you. 我们很高兴能与你们建立商务关系。
- 6) Your desire to establish business relations with us coincides with ours. 你们与我方建立商务关系的愿望与我们的相吻合。
- 7) That is to seek possibilities of establishing long-term trade relations with your company. 那就是寻找和贵公司建立长期贸易关系的可能性。
- 8) I've decided to come here in person to explore the possibility of establishing business relations with you. 我已决定亲自到这里来, 以探询双方建立业务关系的可能性。
- 9) I think that establishing long-term business relations between us will be of benefit to both of

- us, and will bring about closer ties between us. 我想我们之间建立长期的商务关系,将有利于我们双方。同时,将使我们之间的关系更为密切。
- 10) One of our principles is to see to it that contracts are honored and commercial integrity maintained. 我们的一条原则是务必要重合同、守信用。
- 11) As you know, we've been doing business on the basis of equality and mutual benefit. 正如你所知道的,我们一直在平等互利的基础上开展业务关系。
- 12) We hope to have a business talk with you. 我们希望能与你们进行业务洽谈。
- 13) Your letter expressing the hope of entering into business connections with us has been received with many thanks. 贵公司愿与我们建立业务关系的信函我们已经收到,谨表谢意。
- 14) In order to increase our export business to your country, we hope to establish direct business relations with your corporation. 为了增加我们对贵国的出口业务,我们希望和贵公司建立起直接的商务关系。
- 15) You are warmly welcomed to discuss business with us. We will surely offer you satisfactory services. 竭诚欢迎贵方与我们洽谈业务,我们一定为贵方提供满意的服务。

Section IV

Speaking Practice

1. Complete the Following Sentences Orally.

- 1) We'd like to introduce ourselves _____ one of the leading exporters of a wide range of electronic products.
- 2) Specializing in the export of Japanese kitchen gadgets, we have a strong desire to trade _____ you in this line.
- 3) As the item falls within the scope of our business activities, we shall be pleased to enter _____ direct business relations with you.
- 4) Your Chamber of Commerce recommended you as a possible agent _____ our products in your country.
- 5) We are willing to establish business relations with you _____ the basis of equal, mutual benefit and exchanging what one has for what one needs.
- 6) We are convinced that _____ joint efforts, more business between us will be developed.
- 7) You can choose _____ three different types and you can select any one of four different sizes.

- 8) We now avail ourselves _____ this opportunity to communicate with you and see if we can set up business relations by a start of some practical transactions.
- 9) If you can assure us of workable prices, excellent quality and prompt delivery, we shall be able to deal _____ these goods on a substantial scale.
- 10) We work for leather products only for two years, but we are in a position to place large orders _____ competitive suppliers.

2. Interpret the Following Sentences.

- 1) 如你方愿意供货,我们将非常乐意同你方建立业务关系。
- 2) 从中国银行纽约分行获悉,贵公司专营拖鞋的进出口业务,我公司愿与贵公司建立业务往来。
- 3) 贵公司是中国纺织品有潜力的买主,而该产品正属于我们的业务范围。
- 4) 作为一般进出口商,我们已经在此经营了 20 多年了。
- 5) 我们相信,新产品会符合你们的要求,从而使得贵公司恢复与我们的贸易关系。
- 6) 我们非常高兴地作为一个专营棉毛产品出口业务的公司向贵公司介绍我们自己。
- 7) 我们公司与你们国家的许多客户都有贸易往来。不过你们公司对于我们来说,还是新客户。
- 8) 我们的皮包在欧洲市场有很好的口碑。你有没有对哪个品种情有独钟?
- 9) 我们希望通过共同努力,促进我们之间互惠互利的贸易和友谊。
- 10) 我们将尽快报价,希望我们之间能做成许多生意。

3. Act out the Short Dialogues by Interpreting the Chinese Sentences.

- 1) A: Good afternoon. I'm John Gray from New York. Here's my business card.
B: 约翰·格雷先生,久仰大名,见到你很高兴。
- 2) A: What's your main product, Mr. Jiang?
B: 我们专营中国陶器。
- 3) A: 能否进一步了解贵公司?
B: I'm very glad to be of any help. We export chemical fertilizer.
- 4) A: I was referred to you by Johnson & Brothers, your old customer. They speak highly of your commercial integrity.
B: 谢谢。我们总是尽最大努力做到重合同、守信用。
- 5) A: 我们想要探讨我们之间建立长期合作关系的可能性。
B: That's exactly what we are thinking about.
- 6) A: Would you introduce your company briefly, please?
B: 我们主要经营轻工业产品的进口业务,至今已有 30 多年了。

- 7) A: Have you got any change of your products?
B: 我们一直在提高我们产品的设计水平,以满足世界市场的要求。
- 8) A: 我相信面对面的交流会让我们之间的交易更顺利。
B: It's my pleasure to make such an arrangement.
- 9) A: Would you please give us a brief account of the practices you have adopted?
B: 当然可以。我们主要采用国际上的惯用做法。
- 10) A: Could you give me an introduction to your products?
B: 好的。为了让你们对我现在可供出口的产品有个大致的了解,我想给你们几份最新的目录单和价格表。

4. Create a Dialogue According to the Following Situation.

- 1) Your main product: garments;
- 2) Your customer: a businessperson from Africa;
- 3) The purpose of the customer's arrival at your office: to seek possibilities of establishing trade relations with you.

Section V

Leisure Time

What a Big Deal!

A young businessman had just started his business and rented a beautiful office. Sitting there, he saw a man come into the outer office. Wishing to appear busy, the businessman picked up the phone and pretended that he had a big deal working. He threw huge figures around and made giant commitments.

Finally, he hung up and asked the visitor, "Can I help you?" The man said, "Sure. I've come to install the phone."

2

Status Inquiries

Section I

Background Information

在得到打算与之建立贸易关系的公司名称和地址之后,公司最好要获得有关该公司的一切可能的信息,特别是该公司的财务状况、信用、声誉以及业务模式等信息。此类信息在当今国际贸易中是至关重要的。

公司可以通过银行、国内外商会、各种咨询机构、贸易伙伴及因特网等各种渠道获得上述信息。

从银行或商会获得的信息一般是最可靠的。但是银行一般不会直接向素不相识的商人或公司提供信息,除非咨询来自他们的同行。因此,商人要获得银行给予的信息,必须通过他们自己的往来银行,而且要对所提供的信息保密。

按照惯例,首次交易的双方,特别是进口商,通常被要求向对方提供他们的银行或贸易伙伴作为资信的参考。

Section II

Situational Dialogues

Dialogue 1

A: Good morning, John Smith. Nice to meet you again.

B: Good morning, Mr. Lee. Me too.

A: Well, we have the intention of entering into business relations with you in the line of the chemical products.

B: Really pleased to hear that.

A: However, for safety's sake, we would like to know the financial and credit standing of your company, for you have been introduced to us by the Commercial Counselor's Office of the Chinese Embassy in your country.

B: I see. Well, you can consult our regular bank for your reference, the Commercial Bank of Canada, which has recorded any information concerning our standing.

A: Quite good, as our usual bank is the branch of the bank, so it is very convenient to obtain the information.

B: Couldn't be better. What else can I do for you?

A: No more. Thank you very much for your cooperation. Wish a bright future for our business.

B: My pleasure. Do hope so.

Dialogue 2

A: Pleased to meet you.

B: Nice to see you, Mr. Anderson.

A: Really glad that we have established mutually beneficial business relations with each other since last week.

B: It is great and we wish to cooperate with you as soon as possible.

A: But we just know little about your company. Would you mind telling us your regular bank in order that we could get acquainted with your company?

B: No problem. Our regular bank is Bank of America. You won't meet any difficulty in obtaining the information you inquire for.

A: Really glad to hear that, and that will expedite our future trade.

B: Er, can you furnish us with your reference bank?

A: OK, our reference bank is Bank of China, Shanghai Branch, which, we feel sure, will supply you with any information.

B: Thanks. Hope everything goes well as our expectations.

A: It will be. Let's cheer up for our prosperous future.

Dialogue 3

- A: Hello, this is Mr. White from Bank of Asia, Singapore Branch. Is that Mr. Johnson speaking?
- B: Hello, here it is.
- A: I am pleased to inform you of a piece of good news. The company you have asked us is a joint venture in China, and has enjoyed good reputation in the business circle all over the world for nearly five decades.
- B: Are you sure for the information?
- A: Absolutely. Even they never have any bad record in the bank for their credit. They always pay the value of the goods in time. Please rest assured to deal with them.
- B: OK. Anyway, how about the scale of the company?
- A: The company is a medium joint venture with annual import and export volumes of USD 30,000,000 and it has preserved large reserves in the bank.
- B: Any more information about the cooperation?
- A: If your order exceeds USD 1,000,000, the company will allow you 5% discount on the imported goods.
- B: Indeed nice of you to bring us the news. Thank you very much, Mr. White.
- A: It is my pleasure.

Section III

1. Words and Expressions

- 1) enter into business relations 建立贸易关系
- 2) in the line of 从事;经营
- 3) for safety's sake 为了安全起见
- 4) financial and credit standing 资信地位
- 5) get acquainted with 熟悉;了解
- 6) furnish us with your reference bank 向我方提供参考银行
- 7) joint venture 合资企业
- 8) enjoy good reputation 享有良好声誉

- 9) rest assured 放心
10) annual import and export volumes 年均进出口额

2. Typical Sentences

- 1) The firm, which we intend to trade with, has referred us for their business standing and credit. 我们将与之进行业务往来的商行要求我方向贵行了解他们的商业地位和信誉。
- 2) As far as we know, their financial standing is sound. 据我们所知,他们的财务状况良好。
- 3) Any information you may furnish us with will be treated as strictly confidential. 你方所能提供的任何信息将绝对保密。
- 4) As there was some trouble for the company's credit in the past, we advise you to proceed with every possible caution in dealing with it. 因该公司以前资信出现过问题,我方建议你方与该公司进行业务往来务必谨慎。
- 5) The firm you inquired for enjoys high reputation and has large financial reserves. 你咨询的公司声誉良好,资金储备雄厚。
- 6) They are enjoying good reputation in the business circle as they have never failed to meet their account in time. 因他们从未拖欠货款,他们在商界享有良好的信誉。
- 7) Bank of China at your end will provide you with any information concerning our credit standing and manners of doing business. 你地中国银行将给你方提供有关我方的信誉和经营作风等方面的资料。
- 8) We shall appreciate it very much if you will furnish us with your opinion on the financial status and reliabilities of the company. 如能对该公司的财务状况和可靠性提出建议,我方将不胜感激。
- 9) Please note that the information is supplied without any responsibility on our part and should be held in strictest confidence. 请注意,我方对提供的任何信息将不负任何责任,并绝对保密。
- 10) We regret very much being unable to offer you any information regarding the company. 很抱歉不能向你方提供关于该公司的任何信息。

Section IV

Speaking Practice

1. Complete the Following Sentences Orally.

- 1) _____ stated in the previous letter, they are one of the competitive exporters of

- groundnuts and their reference bank is the Industrial and Commercial Bank of China.
- 2) We would like to know whether the company's financial and credit status is sound so that we can trade _____ them.
 - 3) We shall be grateful if you can supply us _____ any information regarding their reputation.
 - 4) The company you are about to establish business relations with has enjoyed good reputation in business circles _____ nearly a decade.
 - 5) Please see to it that any information available _____ our reference bank should be held strictly confidential.
 - 6) We regret to inform you that the company has the difficulty _____ meeting their account owing to bad management and overtrading.
 - 7) The company has named your bank _____ a reference for our credit investigation and your full cooperation in this respect will be highly appreciated.
 - 8) We shall be pleased _____ know whether they have the reputation of paying punctually and their financial standing is considered sound.
 - 9) We should draw your attention to the fact that the information is given in confidence and without any responsibility _____ our part.
 - 10) It will be appreciated if you can obtain the credit status of the firm, which has been introduced to us by Chamber of Commerce of China _____ your end.

2. Interpret the Following Sentences.

- 1) 我方想请你方代为查询该家商号的财务和信誉情况。
- 2) 由于经营不善,你所咨询的这家公司信誉不好。
- 3) 如果得知你方资信良好,我方将尽快向你方下订单。
- 4) 关于我们的资信地位,你方可参考我们的银行——中国银行上海分行。
- 5) 我方保证,对你所提供的任何信息将绝对保密。
- 6) 我方抱歉不能向你方提供该公司的资信情况。
- 7) 因我方从未和此公司做过贸易,我方想知道你方能否向我方提供关于该公司的经营方式。
- 8) 若能向我方提供有关上述公司的资信状况,我方当不胜感激。
- 9) 为了安全起见,我方必须要知晓你公司的资金储备情况。
- 10) 鉴于你方从未有过不良记录,我方很放心与你方进行贸易往来。