

高职商务英语实训系列教材

English for  
Receiving International Clients

# 商务接待英语

· 纪淑军 编著 ·



 中国人民大学出版社

高职商务英语实训系列教材

English for Receiving International Clients

# 商务接待英语

纪淑军 编著



中国人民大学出版社  
• 北京 •

图书在版编目 (CIP) 数据

商务接待英语 / 纪淑军编著  
北京: 中国人民大学出版社, 2010  
(高职商务英语实训系列教材)  
ISBN 978-7-300-11695-2

I. ①商…

II. ①纪…

III. ①商务-英语-口语-高等学校: 技术学校-教材

IV. ①H319.9

中国版本图书馆CIP数据核字 (2010) 第 031061 号

高职商务英语实训系列教材

商务接待英语

纪淑军 编著

Shangwu Jiedai Yingyu

---

出版发行 中国人民大学出版社

社 址 北京中关村大街31号

邮政编码 100080

电 话 010-62511242 (总编室)

010-62511398 (质管部)

010-82501766 (邮购部)

010-62514148 (门市部)

010-62515195 (发行公司)

010-62515275 (盗版举报)

网 址 <http://www.crup.com.cn>

<http://www.ttrnet.com> (人大教研网)

经 销 新华书店

印 刷 北京市易丰印刷有限责任公司

规 格 185 mm × 260 mm 16 开本

版 次 2010 年 5 月第 1 版

印 张 11

印 次 2010 年 5 月第 1 次印刷

字 数 222 000

定 价 25.00 元 (附赠光盘)

---

版权所有

侵权必究

印装差错

负责调换



商务接待是职场中一项典型的工作任务，而“商务接待英语”是按照工作过程开发出来的商务英语专业的主要课程，该课程不仅培养学生在各种商务接待情境中的英语交际能力，更重要的是培养学生使用英语来完成涉外商务接待中的各项任务的能力。

《商务接待英语》力争贯彻落实教育部《关于实施国家示范性高等职业院校建设计划，加快高等职业教育改革与发展的意见》（教高[2006]14号）和《关于全面提高高等职业教育教学质量的若干意见》（教高[2006]16号）文件精神，根据当前高等职业教育教学实际，结合当前社会经济发展趋势对商务英语人才培养提出的更高要求，在充分调研的基础上，打破传统的教材编写理念，以培养职业能力为核心，以工作实践为主线，按照工作过程来序化课程内容，采用任务引领、项目驱动、小组学习、综合评价的方式组织和开展教学活动，突出实用性和实践性，接近真实岗位和工作需要，实现“教学做一体化”教学。目的在于培养学生的商务基础知识和英语综合运用能力，通过相似性和反复性技能实训强化学生对国际商务英语的应用能力，使学生能独立进行商务信息查询和处理，能正确、得体、自然地进行商务交际，完成涉外工作过程中的商务接待任务。

本教材包括 10 个单元和一个学习情境项目。

### 单元内容设置如下：

- （1）学习目标（**Learning Goals**）。简述单元学习目标，使学生了解该单元的教学任务，从而更好地完成单元学习目标，达到教学要求。
- （2）热身活动（**Warm-up Activities**）。设计准备性问题展开讨论，并将其导入教学，以常用词汇的英汉互译，为学生进入实践训练做好准备。
- （3）情境学习（**Situated Learning**）。设计有接待工作情境和完成接待任务的案例，由任务背景、任务描述、任务分析、实践活动和任务总结五个部分组成，其中实践活动主要以听力实践及模仿的形式出现，融英语听说读写技能和商务接待工作内容为一体。
- （4）体验活动（**Student Activities**）。包括两个训练任务。**Task 1** 为两人对话任务，针对单元工作任务话题展开开放式训练活动，任务的形式与全国国际商务英语考试口试题型相同。**Task 2** 是开放式小组讨论及实践操作，提供背景信息，设计学习情境，要求学生恰当运用相关的话题词汇和套语，进行相似性和反复性巩固训练。

这部分还设有学生自评表 (Self-assessment Form) 和学生互评表 (Peer Assessment Form)。在体验活动过程中, 学生就自己对本单元的知识、技能的掌握和任务完成情况进行自我评估, 并与同伴互评相结合, 形成比较完善的学生评价体系。附录中的评分标准 (Criteria) 是根据任务的特点和要求, 制订等级评分标准, 让学生明确各等级标准, 知道如何才是完美地完成接待任务。

- (5) 学习材料 (Study Material)。由短文、注意事项和常用句型组成。提供一篇与单元主题紧密相关的短文和练习供学生课后阅读, 也可以由教师在课堂上组织讨论; 注意事项注重介绍单元活动中的商务礼仪; 常用句型供学生在完成相关任务时借鉴和参考。

### 学习情境项目设计如下:

- (1) 资讯 (Collecting Information)。以小组为单位收集信息, 为完成接待客户的任务设置相关的业务背景。
- (2) 计划 (Preparing for Making a Plan)。根据收集的信息和设置的业务背景, 做好充分的准备工作, 并制订接待计划。
- (3) 决策 (Making a Decision)。展示接待计划, 根据同学和老师的意见对计划进行修改, 并最终确定接待计划。
- (4) 执行 (Implementing the Tasks)。按照接待计划对各项接待任务进行练习、演示和改进。
- (5) 评价 (Evaluating)。对整个项目完成情况进行自评与互评。

在学习情境的每个环节中, 针对各项任务内容设计了检查表 (Checklist), 以便学生自查任务完成情况。

### 本教材具有如下特色:

- (1) 体现最新高职商务英语教学理念。以工作过程为导向, 以工作任务为主线, 按照工作过程设计每个单元, 所有单元构成一个完整的工作过程。
- (2) 充分体现“工学结合”的职业英语特点。在教材开发过程中, 我们走访了外事办和多家外向型企业, 根据任职岗位的职业要求, 参照相关的职业资格标准, 在形式和内容上精心设计, 突出高职特色和工学结合特色。
- (3) 以学生为主体。按照“资讯、计划、决策、实施、检查、评估”六个步骤设计教学过程, 让学生通过“独立地获取信息、独立地制订计划、独立地做出决策、独立地实施计划、独立地进行检查、独立地评估过程与结果”, 在自己“动手”的实践中, 掌握职业技能, 习得专业知识, 确保以学生为中心, 又不否定教师组织者、咨询者和引导者的地位。
- (4) 选材时代性强。贴近时代前沿, 根据国际商务活动以及相关政策的最新发展变化, 本着“实用、必须、够用”的原则, 参考国内外最新的教研成果和近几年出版的相关教材, 选取近几年国内外商务接待活动实践的文本和案例, 使教学内容更贴近国际商务交际活动的实际, 具有鲜明的时代特征。

- (5) 理论、实践一体化。采用任务驱动、项目导向、教学与实践一体化的教学模式,使用案例教学法、分组讨论法、角色扮演法、启动引导法、仿真学习环境法等教学方法进行教材内容的设计。
- (6) 任务和活动设计丰富实用。任务和活动设计注重典型性与实效性,具有很强的针对性和关联性,充分体现了教师和学生的互动、课堂内与课堂外的互动、学生之间的互动、学生与网络的互动、学生与社会的互动。通过这些活动和操练,学生学习兴趣提高,学习后有成就感,循序渐进地提高自己的商务交际能力、团队合作能力和工作过程中解决问题的能力。
- (7) 教学模式、手段现代化。在教材中体现现代化和立体化的教学模式和手段,配套齐全。配备教学软件,便于教师备课、授课和学生课外自主学习,大大减少教师的工作量。充分利用多媒体和网络技术,采用新的教学模式来改进和充实传统的课堂教学模式,设计生动形象的情境,不断给学生提供实践机会,从而提高学习效率。
- (8) 本教材配有电子教参,教师可免费索取。联系方式: [crup5572@vip.sina.com](mailto:crup5572@vip.sina.com)。

本教材在编著过程中参考了国内外有关资料,得到了许多学界前辈、同行及外籍教师的热心帮助和指导,在此一并致谢。

教材编著过程中,徐海艳、王婷、郑菁、鲍小燕、林海英参加了企业调研和部分编写工作,解丽丹参加了电子课件的制作,特致谢。

编著者

Unit 1	Preparing for Reception 接待准备	1
Unit 2	Welcoming Clients 迎宾	15
Unit 3	Showing Clients Around a Factory 参观工厂	29
Unit 4	Entertaining Clients to Dinner 商务宴请	43
Unit 5	Receiving Attendees at a Meeting 会议接待	55
Unit 6	Receiving Visitors on Exhibition 展会接待	69
Unit 7	Showing Clients Around Sights 陪客户观光	83
Unit 8	Accompanying Clients in Shopping 陪客户购物	97
Unit 9	Saying Farewell 送别	111
Unit 10	Receiving Unexpected Visitors 接待临时访客	123
Learning Situation	Receiving and Hosting Clients 接待客户	135
Appendix I	Self-assessment Criteria 学生自评标准	159
Appendix II	Peer Assessment Criteria 学生互评标准	161
Appendix III	Teacher Assessment Criteria 教师评价标准	163
参考文献		165

# 1 Unit

## Preparing for Reception

### 接待准备



商务接待是外贸企业一项重要的国际商务活动。国外客户来访、公司召开商务会议、参加国际会展等都离不开接待工作，成功的接待能使商务谈判、产品推介、贸易磋商等商务活动顺利进行。接待准备是接待工作的第一步，准备工作的好坏直接影响到接待效果。本单元要学习和研讨的是如何做好商务接待的准备工作。

### Learning Goals

After learning this unit, you will be able to:

1. know what preparations should be made before receiving clients;
2. understand how to obtain necessary information about clients;
3. know how to make a receiving schedule;
4. master the basic expressions of preparing for reception.



## Part I

## Warm-up Activities

**I** Discuss with your partner and collect your thoughts on the following questions.

1. Have you ever hosted any foreign visitors? If so, please describe your experience to your partner.
2. Can you list some occasions in which you may receive visitors?

**II** Work in pairs and complete the table by translating the English and Chinese equivalents of the words given.

Typical vocabulary of preparing for receiving clients

foreign affairs secretary		大使馆	
invitation		领事馆	
schedule		航班, 班机	
visa		宾馆预订	
budget		住处, 食宿	
host		花费, 费用	

## Part II

## Situated Learning

## Background

Daxing Industry Co., Ltd. is a joint venture enterprise. Its main business covers the manufacture and sale of various stationery and gifts which are sold both at home and abroad. The products are made exquisitely, novel and practical, beautiful and dignified. Owing to the good quality of the products and satisfactory service, the company has won a good reputation in various markets. John Smith is the purchasing manager of Tech-stationery Company in the UK. Taking the opportunity of attending a fair, he is planning to visit Daxing Industry Co., Ltd. in near future and wants to see their exact production status.

## Task Description

Zhou Li, as a foreign affairs secretary of Daxing Industry Co., Ltd., is told to be in charge of making preparations for receiving John Smith.

## Task Analysis

The main task of making preparations for receiving the client includes writing and sending invitation, confirming his/her information, making receiving schedule, and preparing written materials, etc.

## Task Execution

### Step 1

Zhou Li is informed to write an invitation to Mr. Smith who wishes to apply for a visa. Please read the invitation and discuss the following questions.

Daxing Industry Co., Ltd.

Letter of Invitation

March 21, 20 × ×

To Whom It May Concern:

We are very pleased to invite Mr. John Smith, the purchasing manager of Tech-stationery Company, to come to our company for visiting and business negotiation. The business trip will start from April 10, 20 × ×. And because of the long business co-operation in future between Tech-stationery Company and us, the representatives of Tech-stationery Company will come to China for many times.

Please note, however, that we don't assume any legal or financial responsibility whatever regarding the presence of the representatives of Tech-stationery Company in China. All expenses of the representatives' journey to/from China, their stay in China as well as health insurance will be borne by their employers.

We send you our kindest regards and best wishes for a pleasant trip.

If you have any question, please feel free to contact us on:

Tel: ...

E-mail: ...

Yours sincerely,

\*\*\* (General Manager signature)

### Questions for discussion:

1. For what purpose will Mr. Smith visit China?

2. Who will pay the visiting expenses of Mr. Smith?

---

3. Do you know where Mr. Smith can get the Chinese Visa?

---

## Step 2

After the client decides to pay a visit, it is necessary to write a letter or make a phone call to confirm the detailed information of his/her arrival. Now Zhou Li is making a call to Mr. Smith to confirm the details of his flight, hotel reservation and other information. Listen to their conversation and try to fill in the blanks. Then role-play the conversation in pairs.

Operator: Hello! Tech-stationery Company. May I help you?

Zhou Li: This is Zhou Li from Daxing Industry Company, China. I'd like to speak to Mr. John Smith.

Operator: Hold the line, please. I'll \_\_\_\_\_.

Mr. Smith: Mr. Smith speaking. Who's calling, please?

Zhou Li: Hello, Mr. Smith, this is Zhou Li here, calling from Daxing Industry Company, China.

Mr. Smith: Oh, hello Ms. Zhou.

Zhou Li: Mr. Smith, we sent you an invitation letter last week. Now I'm calling you to \_\_\_\_\_ of your staying in China.

Mr. Smith: OK. I've just got the Chinese Visa, and \_\_\_\_\_ to China.

Zhou Li: May I know your flight number and the exact time of arrival so that we can meet you at the airport?

Mr. Smith: Yes. The number of the flight to Shanghai is MU5511, and the arrival time is at about 8:30 pm April 10th.

Zhou Li: OK. I've noted down. We'll \_\_\_\_\_ to meet you then.

Mr. Smith: Thank you very much.

Zhou Li: It's my pleasure. And how many days will you stay in Shanghai?

Mr. Smith: 3 days. I have booked a ticket on April 13th to Hong Kong.

Zhou Li: I see. Mr. Smith, we'll \_\_\_\_\_ for you at Holiday Inn—a four-star hotel—from the 10th to the 13th. Is that OK?

Mr. Smith: That's OK. It's very kind of you.

Zhou Li: Do you have any requirement?

Mr. Smith: No, I don't.

Zhou Li: Well, we are looking forward to seeing you in Shanghai.

Mr. Smith: See you.





## Words &amp; Expressions

etiquette	/ˈetɪket/	n.	礼仪, 礼节; 成规
stationery	/ˈsteɪf(ə)nəri/	n.	文具
manufacture	/ˌmænjuˈfæktʃə/	n.	制造; 制造业
exquisitely	/ekˈskwɪzɪtli/	ad.	精致地
novel	/ˈnɒvəl/	a.	新奇的
reputation	/ˌrepjuˈteɪʃən/	n.	名誉, 名声
fair	/feə/	n.	展览会
status	/ˈstertəs/	n.	情形, 状况; 地位, 身份
confirm	/kənˈfɜ:m/	v.	确定, 批准, 证实
negotiation	/ˌni:ɡəʊˈrɪeɪʃən/	n.	谈判, 协商
legal	/ˈli:ɡəl/	a.	法律的; 合法的; 法定的
financial	/faɪˈnænʃəl, fiˈn-/	a.	金融的, 财政的
presence	/ˈprezns/	n.	出席, 在场
insurance	/ɪnˈʃʊərəns/	n.	保险
representative	/ˌreprɪˈzentətɪv/	n.	代表, 典型
showroom	/ˈʃəʊrʊm/	n.	样品间, 陈列室
purchasing manager			采购经理
be in charge of			负责, 管理
general manager			总经理
a single room			单人房
sales manager			销售经理

## Notes

## 1. joint venture enterprise 合资企业

合资企业一般指中外合资经营企业, 是由中国投资者和外国投资者共同出资、共同经营、共负盈亏、共担风险的企业。外国合营者可以是企业、其他经济组织或个人。中国合营者目前只限于企业、其他经济组织, 不包括个人和个体企业。

## 2. visa 签证

签证是一个国家的出入境管理机构(例如移民局或其驻外使领馆)对外国公民表示批准入境所签发的一种文件。

## 3. invitation letter 邀请函

邀请函是邀请某人参加某种活动、会议等的应用文, 国外客户来访前去当地中国大使馆申请 visa 时往往需要提供邀请函, 其写作要点如下:

(1) 开头首先表明写作意图, 向某人发出邀请, 指明地点、日期、时间等要素。

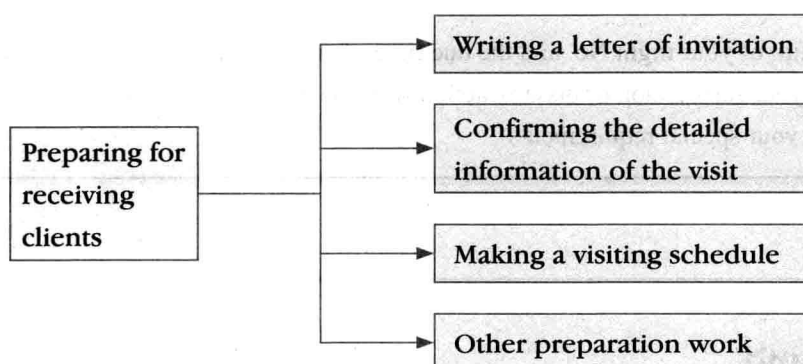
(2) 注明邀请事由；保证访问者遵守当地法律，按时离开目的国；必要时注明费用由谁承担；留下联系人的姓名、地址和电话号码。

(3) 表达你对被邀者能应邀的愉快心情，并希望尽快得到回复。

#### 4. Light Industrial Products Fair 轻工业商品交易会

## Summary

Preparing work is the first step in receiving and hosting clients. Full preparation will lead to successful reception. The workflow of preparing for receiving clients is as follows:



## Part III

## Student Activities

### Task One

**Pair work:** Make a conversation for about two minutes with your partner according to the given information.

#### Tips for you (A)

Situation: You are telephoning your client who is planning to visit your company. The tips are for you to prepare a conversation.

- You are

Song Nan from China

The sales representative of Century Footwear Co., Ltd., Shanghai, China

- You
  - Try to confirm the details of his flight
  - Confirm the hotel reservation
  - Inquire if the client has any special requirement

#### Tips for you (B)

Situation: The supplier is telephoning you to confirm the detailed information about your trip to their company. The tips are for you to prepare a conversation.

- You are
  - Rex White from Australia
  - The head of the Import Dept. of the Island Footwear Imp./Exp. Corp., Sydney, Australia
- You
  - Inform him of your flight No. and the due time of arrival
  - Express your satisfaction or dissatisfaction with the hotel reservation
  - Tell him your special requirements

## Task Two

### Background

Chris Hussein is the purchasing manager of T&T Chemicals. He is invited to visit the Yangguang Chemicals Imp. & Exp. Corporation next month.

### Task Description

Group work: Qian Shen is the sales representative of Yangguang Chemicals Imp. & Exp. Corporation. He is in charge of receiving and hosting Mr. Hussein. Suppose you are Qian Shen and Chris Hussein, and act out or show your preparation work for receiving the client(s).

### Task Requirements

The preparation work should include the following assignments:

1. Write a letter of invitation.
2. Write a letter or make a phone call to your client(s) to confirm his/her arriving information.
3. Make a visiting schedule for the client(s).
4. Prepare bilingual materials to introduce your company and products.

## Peer Assessment Form (Appendix II for your reference)

[illegible]



**Part IV****Study Material****I Topic-related reading****Preparing for Reception**

Business Reception is one of the most important affairs for a foreign trade enterprise in international trades and business. Successful reception plays a vital role in holding business meetings, participating in international exhibitions, and hosting clients. What's more, a successful reception can always facilitate to conclude a transaction.

A reception starts as one is informed of his clients' visit. The preparation work, as a crucial stage of reception, will be conducted as follows:

**(1) Acquiring the clients' information**

First of all, try to get the clients' basic information including their nationalities, ages, names, company names, sex (male, female), and health status, customs in living and eating. Secondly, you are required to be informed of their purposes, demands and schedules of the visit. Furthermore, it's very important to get other details like their arrival date and transportation. Then you can send your clients an invitation letter so that they can apply for a visa. It follows that you should inform the competent leader of the above information and notify such information to relevant departments and personnel.

**(2) Making reception plans**

For common clients, the plan of reception is made according to the clients' purpose and the practice of your company. As for important clients or teams, the plan will be formulated in accordance with the clients' intentions and demands as well as your leader's ideas. The plan includes the following: the basic information of clients, schedules of the visit, the arrangement of reception, lists of reception persons including entourage and seeing-off personnel, accommodation and lodging, vehicles and budget plans. The reception plan will be in conformity with the actual needs and conditions, upon the approval of the supervisor.

The schedule for foreign clients' visit is made for the managing and controlling of the project on a day-to-day basis. It is developed progressively and identifies specific activities, and it should include the following messages: time of arrival and departure; airport or railway station; hotel accommodations; appointment (when, where, and with whom); activities (when, where, what to do, and with whom).

**(3) Implementing reception plans**

As the plan has been made, you should inform your clients by correspondence or