

21世纪国际商务教材教辅系列

总 主 编 余世明
副总主编 袁绍岐 张彬祥 何 静

SPOKEN ENGLISH ON INTERNATIONAL BUSINESS

国际商务英语口语

(第三版)

主 编 冼燕华
副主编 许 燕 杨宇晖

附送 光盘



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编写说明

加入 WTO 后, 我国的对外贸易业务日益增多。为了满足各院校培养“语言+专业”的复合型人才及提高外贸工作人员的国际商务英语水平, 以适应广泛开展对外贸易活动的需要, 我们编写了本教材。

国际商务英语口语是一门应用性很强的课程, 在教材的编写过程中我们尽可能贴近业务实际和语言特点, 选用一些实际应用的对话范例以及贴近商务洽谈的练习供学生使用。做到深入浅出, 图文并茂, 突出实用性, 充分体现职业教育“以能力为本, 以应用为目的, 以学生为主体”的特点。

本书分为十二个单元, 按外贸业务进展的不同环节和内容进行编写, 包括建立业务关系、询盘与报盘、供货紧缺、价格、佣金与折扣、支付方式、包装、装运、保险、签订合同、投诉与索赔及代理等内容。各单元都包括业务介绍、洽谈要点、对话示例、词语注释、词语补充、常用句型、练习、实训和知识补充等部分。

本书将英语语言知识和国际商务知识融为一体, 内容新颖、表达流畅、重点突出、实用性强, 可作为中专、高职高专国际商务、商务英语、国际贸易专业和其他涉外专业学习国际商务英语口语的教材, 也可作为有志于从事国际商务工作的人员自学商务英语口语、提高商务英语口语能力的参考书。为了方便广大教师的教学和学生的自学之用, 本教材还随书附送了相应的教学光盘, 内有由外教配音的对话视频和部分练习的参考答案。

本书各单元编写者分别为冼燕华(第一单元、第二单元和第三单元), 许燕(第六单元、第七单元和第十二单元), 杨宇晖(第四单元、第五单元和第十单元), 朱艳君(第八单元、第九单元和第十一单元)。全书由冼燕华负责总纂和审订。

由于时间仓促, 加之编者水平有限, 书中错漏之处在所难免, 欢迎广大师生和同行专家不吝赐教。

编 者

2011 年 10 月

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UNIT ONE ESTABLISHING BUSINESS RELATIONS

第一单元 建立业务关系

俗话说：良好的开端是成功的一半。建立业务往来关系是外贸交易当中的第一步，公司的发展取决于客户，因此，只有双方建立起友好贸易关系，营造一个良好的谈判氛围，才有可能做成交易。

建立业务关系，双方既可以通过信函联系，也可以进行直接的商务接触。在与一个新客户进行第一次交易洽谈的时候，有必要进行简略的自我介绍、公司介绍和产品介绍，以便对方更好地了解你的公司及公司所经营的产品。

TALKING POINTS

◆ Importers :

1. Self-introduction
2. Purpose of coming
3. Company introduction

◆ Exporters :

1. Welcome and self-introduction
2. Company introduction
3. Product introduction

CONVERSATIONS

Sample 1

[洽谈意图] 广东益智玩具公司主要从事各种玩具的出口经营，来自欧洲 GOGO 贸易公司的 Linger 先生这次到该公司是想寻求贸易机会。



- A: Excuse me, I saw your Toy Cars over there. They really look attractive.
B: You said it. Welcome to our company! Here's my name card.
A: Thank you. Here is my card. I'm Linger from GOGO Trading Company. We import toys.
B: Please have a look at our samples.
A: Good. Do you have a catalogue that tells me something about your company and products?
B: Yes. Here you are.
A: Thanks. I would like to go into it just to get some ideas of your products. I will call for another talk with you.
B: Please call any time you like.

Sample 2

[洽谈意图] 广东环球贸易公司主要经营各种皮具产品, Andy White 是一位芬兰商人, 他对该公司的皮具产品很感兴趣, 并希望寻求发展贸易的机会。



- A: How do you do! My name is White. I'm from Finland.
B: How do you do! Mr White, I'm Miss Zhang, pleased to meet you. Take a seat, please.
A: Thank you. Here is my name card. The purpose of my visiting your firm is to see the possibilities of doing business with you.
B: I'm glad to hear that. Well, from your name card, I can see your line of business is Leather Goods.
A: Yes, we have great interest in some of your items.
B: Good. We've been working for Leather Goods for more than 10 years, and have wide business relations with many wholesalers and agents in the world. Every year we export a large quantity of our products to Europe.
A: Really? We are new in the line of Leather Products, but we intend to place large orders with the suppliers.
B: That's good. Our leather bags are popular in the European market.
A: Oh! I feel Article No. 123 is good. It looks to be in fashion. This kind of design seems quite new in the market.
B: Yes, I think so.
A: May I see your samples? You know, quality is the most important of all.
B: Of course. Here are our samples.
A: Good. Thank you very much.

Sample 3

[洽谈意图] 埃及 Miracle 公司的业务员 John Smith 正在参加在广州举办的中国进出口商品交易会，这是他第一次来到交易会，他对广州东方贸易有限公司的纺织品非常感兴趣，并向李小姐了解产品的详细情况。



- A: Good morning. I'm John Smith from Miracle Trading Company. Here is my business card.
- B: Good morning, Mr Smith. Welcome to Canton Fair. My name is Ms Lee, I'm a businessman of Guangzhou East Trading Company. Nice to meet you here!
- A: Nice to meet you, too, Ms Lee. This is my first visit to the Fair. Everything is new to me.
- B: The Fair is a big gathering. Thousands of businessmen from all over the world are here to trade with China.
- A: Ms Lee, how long have you been in the textiles business?
- B: 10 years. We handle various kinds of textiles, for example, men's and ladies' wear and children's garments. May I know what items you are interested in at the moment?
- A: I'm quite interested in Men's Shirts. What about the quality of your Men's Shirts?
- B: Our Men's Shirts are of good quality.
- A: What about the designs and colors of your products?
- B: We have standard designs and colors, and we can also produce according to the customers' requirements.
- A: Good! What about the prices?
- B: Well, the prices are very reasonable. I can assure you no other similar products are as competitive as ours.
- A: Then what about the sales position?
- B: Our products sell well at home and abroad. We export a large quantity to the European and American markets.
- A: I'm glad to hear that, Ms Lee. Can you show me your catalogues?
- B: Oh, here are some of our catalogues and brochures, and you may have a look first.
- A: Thanks a lot. Bye.

NEW WORDS & EXPRESSIONS

attractive [ə'træktiv] <i>adj.</i>	有吸引力的
company [ˈkʌmpəni] <i>n.</i>	公司
name card	名片
sample [ˈsɑːmp(ə)l] <i>n.</i>	样品
catalogue [ˈkætəlɒɡ] <i>n.</i>	商品目录
purpose [ˈpʊːpəs] <i>n.</i>	目的
possibility [pəsiˈbiliti] <i>n.</i>	可能性
leather goods	皮具
business relations	业务关系
wholesaler [ˈhəʊlˌseɪlə(r)] <i>n.</i>	批发商
agent [ˈeidʒənt] <i>n.</i>	代理
a large quantity of	大量的
place large orders	大量订购
supplier [səˈplaɪə(r)] <i>n.</i>	供货商
article No.	货号
fashion style	款式新颖
design [diˈzeɪn] <i>n.</i>	设计
quality [ˈkwɒləti] <i>n.</i>	质量
business card	名片
businessman [ˈbiznismæn] <i>n.</i>	业务员
gathering [ˈgæðərɪŋ] <i>n.</i>	聚集
handle [ˈhænd(ə)l] <i>v.</i>	经营
various kinds of	各种各样的
textile [ˈtekstail] <i>n.</i>	纺织品
garment [ˈgɑːmənt] <i>n.</i>	服装
customer [ˈkʌstəmə(r)] <i>n.</i>	客户
requirement [riˈkwaɪəmənt] <i>n.</i>	需求
reasonable [ˈriːzənəb(ə)l] <i>adj.</i>	合理的
competitive [kəˈmpetitiv] <i>adj.</i>	有竞争力的
sales position	销售状况
brochure [brəʊˈʃə(r)] <i>n.</i>	宣传小册

SUPPLEMENTARY WORDS & EXPRESSIONS

- | | |
|--------------------|------|
| 1. Corporation | 公司 |
| 2. Trading Company | 贸易公司 |

3. Holding Company	股份公司
4. Multinationals	跨国公司
5. International Group	国际集团公司
6. Trust Company	信托公司
7. Establishment	公司、字号、企业
8. Enterprise	企业
9. Incorporation	股份公司
10. Firm	商行、公司
11. Head Office	总公司
12. Branch Office	分公司
13. Subsidiary	子公司、分公司
14. Stand, Booth	货摊
15. Personnel Department	人事部
16. Sales Department	销售部
17. Product Development Department	产品开发部
18. Finance Department	财务部
19. Accounting Department	会计部
20. Marketing Department	市场部
21. Purchasing Department	采购部
22. Production Department	生产部
23. After-sales Service Department	售后服务部
24. Import and Export Commodities Fair	进出口商品交易会
25. Exposition	博览会
26. Exhibition	展览会
27. Exporter	出口商
28. Importer	进口商
29. Salesman	销售员
30. Sales Representative	销售代表
31. Supervisor	主管
32. Sales Manager	销售经理
33. Department Manager	部门经理
34. General Manager	总经理
35. President, Chairman of the Board	董事长
36. Chief Executive Officer (CEO)	总裁
37. Illustrated Catalogues	带插图目录
38. Pamphlet	宣传小册子
39. Sample Book	样本
40. Sample Cutting	剪样

USEFUL SENTENCES

* 自我介绍

1. I'm a businessman from ABC Trading Company. This is my card.
我是 ABC 贸易公司的业务员。这是我的名片。
2. I'm a sales manager of ABC Trading Company. Here is my business card.
我是 ABC 贸易公司的销售经理。这是我的名片。
3. Hello, my name is Lee. I'm a trade representative of ABC Trading Company.
你好, 我是李, 是 ABC 贸易公司的业务代表。
4. My name is Lee, from ABC Trading Company.
我是李, 是 ABC 贸易公司的。

* 来访目的

1. The purpose of my coming here is to talk business in leather bags.
我今天到此的目的是与你们进行皮包方面的洽商。
2. I'm here today to have a business talk with you.
我今天来这是想与你们进行业务洽谈。
3. We are desirous of entering into business relations with you.
我渴望与你们建立业务关系。
4. My coming here today is to make business contact with you.
我今天到此的目的是与你们进行业务接洽。
5. I'm here today to see if there is any possibility of doing business with you.
我今天来这儿的目的是看能否与你们做贸易。

* 公司介绍

1. We are one of the leading exporters of sports wear in China.
我们是中国运动服装的主要出口商之一。
2. We deal in computers and have been in this line for 10 years.
我们是经营电脑业务的, 干这行有 10 年了。
3. Our company was founded in 1990 and is one of the major food manufacturers here.
我们公司成立于 1990 年, 是本地主要食品生产商之一。
4. We employ 1,000 employees and have 35 retail outlets all over the country.
我们有 1 000 名员工, 并在全国有 35 个零售点。
5. Our company is based in Guangzhou and our trade volume was USD500,000 last year.
我们公司设在广州, 我们去年的贸易额是 50 万美元。

* 产品介绍

1. Our products are very popular in Canada because they are good in quality and reasonable

in price.

我们的产品因为质量好、价格合理，在加拿大深受欢迎。

2. Our products sell well in the Asian market since they are fresh in design and fine in workmanship.

我们的产品因为设计新颖、手工精湛，在亚洲市场深受欢迎。

3. Our products are of superior quality and favorable prices. This is the best seller of this year.

我们的产品质量优越、价格优惠。这是今年最畅销的产品。

4. We are supplying a full range of cotton goods to various countries, and garments are our best sellers.

我们正向世界各国输出全系列的棉制品，其中服装是最畅销的。

5. Our products are made in a wide range of styles and colors.

我们产品的款式和花色多种多样。

* 索取目录资料

1. May I have your latest catalogues?

能给我一份最新的商品目录吗？

2. Would you please leave me your catalogues?

能把你们的商品目录留给我吗？

3. May I keep the catalogues so that I can study your products?

我能留着这些产品目录，以便研究一下你们的产品吗？

4. May I take back catalogues and price lists with me? I'll go into them and would like to have another talk with you.

可以把商品目录和价格单带回去吗？我想研究一下然后和你们再进行一次洽谈。

EXERCISES

1. *Translate the following sentences into Chinese orally.*

- (1) We have handled men's shirts for many years.
- (2) Our children's toys are of good quality and various patterns.
- (3) We are interested in Chinese table-cloth.
- (4) Here are some of our catalogues and brochures.
- (5) We believe that the quality is the soul of an enterprise.

2. *Translate the following sentences into English orally.*

- (1) 我们公司多年从事纺织品的出口，产品在国外市场深受欢迎。
- (2) 我们生产的地毯质量好，手工精致。
- (3) 这是我们的样品间，请参观！
- (4) 我们公司设在广州，有 500 名员工。

(5) 在所有的服装同行中, 我们的出口量是最大的。

3. Put the following dialogues into English.

(1) A: 请问这是斯玛特 (SMART) 玩具公司吗?

B: 是的。我可以为你做些什么?

A: 我是美国海外贸易有限公司的 KEVIN BRIGHT, 这是我的名片。

B: 你好, 请坐。

A: 谢谢。我来贵公司的目的是想了解一下我们能否在玩具方面做些生意。

B: 我们公司主要从事各种玩具的出口, 我们的产品在欧洲很受欢迎。这是我们的商品目录, 你要看看吗?

A: 谢谢。我可以拿回去研究一下吗?

B: 当然可以。

(2) A: 我是泰国 STONE 皮具公司的业务员, 这是我的名片。

B: 谢谢。我能帮什么忙吗?

A: 我们公司是泰国的主要皮具进口商之一, 经营该产品有多年的历史。据我所知, 你们是做皮具出口的, 所以我这次来就是想看一看我们是否有可能做贸易。

B: 欢迎来到我们的展览会。我们公司做皮具贸易已经有 10 年了, 我们的产品由于质量好、款式多, 大量出口欧洲和美国市场。

A: 很好。可以看一下你们的样品吗?

B: 当然。这是我们的一些样品, 都是今年最流行的款式。

A: 我认为这个手袋不错, 我相信这种设计会成为今年流行的产品。

B: 这是我们新设计的一个品种, 颜色和图案都迎合了年轻女性的品味, 在东南亚和中东地区销路很好。

A: 那请问价格如何?

B: 我们的价格非常合理。

A: 谢谢你们的介绍。

(3) A: 你好, 王先生!

B: 怀特先生, 欢迎你来到我们公司。

A: 谢谢! 从 C/Y 公司处得知你们经营电脑已有多年的历史, 所以这次来了解一下你们出口商品的种类及款式, 并想试订一批。

B: 这是我们的商品目录, 请先看一下吧, 另外我想带你去看一下我们的样品间。

A: 好极了, 不过我想还是先参观一下样品间。

B: 好的, 这边请……

A: 这些展品的式样很好, 相信在我们的市场是有销路的。

B: 这是我们的优质产品, 在国内外市场上很受欢迎。

A: 如果你们的价格优惠的话, 我想试订一批。

B: 在我们的贸易中, 我方的价格一向很合理。

A: 我可以把商品目录和小册子拿回去研究吗?

B: 当然可以, 这是我们最新的商品目录。

A: 谢谢! 我们下次再谈!

4. *Compose conversations for each of the following situations in pairs.*

(1) You attend Canton Fair on behalf of your company. At the Fair, you meet an English businessman, Mr Burns. He is very interested in the children's bicycles you handled. Both of you want to have a talk on the purpose of entering into trade relations with each other.



(2) Suppose you are the sales manager from Guangdong Layon Company Limited. And Jackson Brown, a businessman from America, is interested in your children's caps and hats. He would like to get some information about your company and your products. Please make a business talk with your new customer.



(3) Jerry White, an Australian businessman, specializes in the import of various kinds of Stuffed Toys. Wang Ling, a businesswoman of Guangdong YaYa Toys Company Limited, makes a direct contact with the Australian importer at her office.



PRACTICE

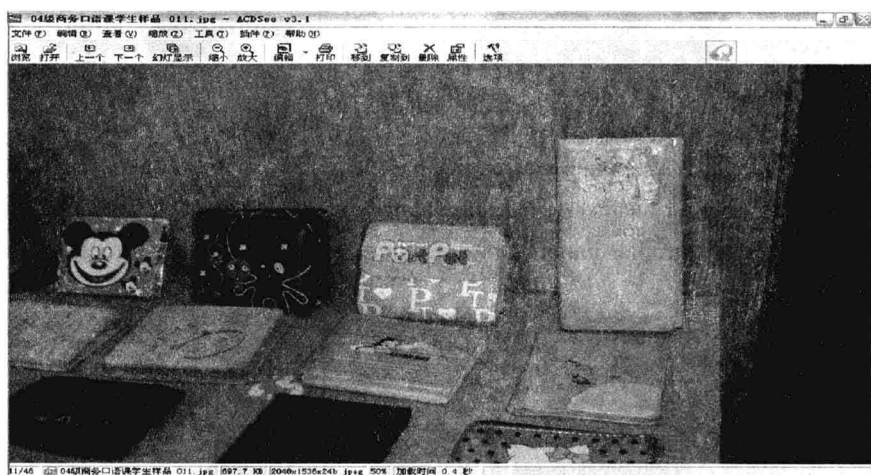
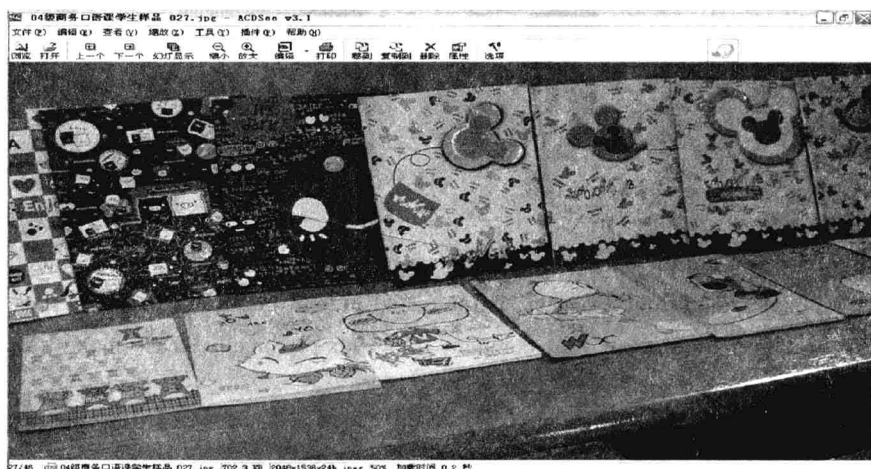
1. [实训场景] 模拟展览会

[地点] 模拟谈判室

[形式] 口头洽谈

[内容及要求] 学生每两人一组，要求自备样品并自制商品目录，用于模拟谈判室的布置。通过样品和目录简单介绍你的公司和产品，与客户建立初步的良好贸易关系。

例如：



2. [实训场景] 模拟产品发布会

[地点] 多媒体会议室

[形式] 口头洽谈

[内容及要求] 学生每四人一组，请自备样品并用 PowerPoint 制作商品介绍的演示件向全体同学推介本公司产品。

例如:



kawai toys company

Add: 506#, No.8, Deyue street Yangcheng Garden, Tianhe district, Guangzhou, P. R. China

Tel : 86-020-82597310 82597312

Fax : 86-020-82597312

Mobile: 13556120337 (Mr. Jiang)

MSN : kawaitoy@hotmail.com

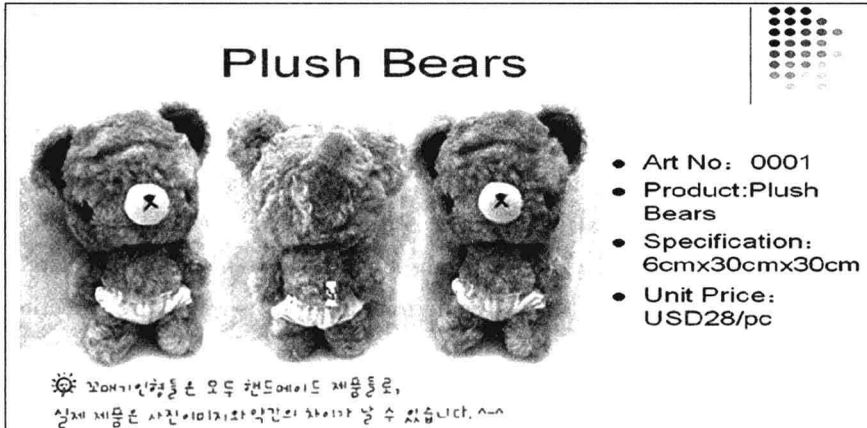
QQ : 277965812

Email : market@dccggd.com

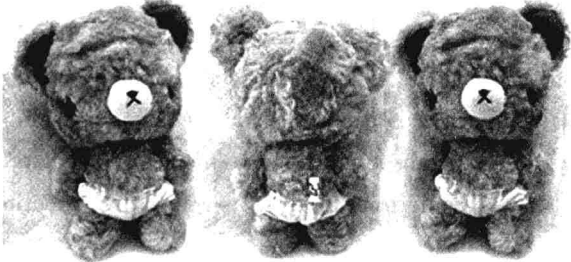


Kawai Toys Company

- Our company was founded in 1990. We are one of the leading manufacturers and exporters of Crafts and Gifts, mainly including Toys, Glassware and Artificial Flowers. The advanced product line, professional workers and excellent trade team would guarantee us to offer you quality products with reasonable prices.
- We have standard designs and colours as well as customer designs and colours. And there are many different sizes and specifications. We can also produce according to our customers' requirements.
- Through the efforts of all of us, our export turnover raises stably every year. Our products have been introduced to many countries and regions, such as America, Europe and Australia, etc.
- If you are interested in our products, please let us know as soon as possible. We hope to do business with you in the near future. Please don't hesitate to contact us.



Plush Bears



- Art No: 0001
- Product: Plush Bears
- Specification: 6cmx30cmx30cm
- Unit Price: USD28/pc

☀️ 2007년 1월 1일부터 모든 브랜드에 대해 제품 등록, 실제 제품은 사진 이미지와 약간의 차이가 있을 수 있습니다. ^^



SUPPLEMENTARY INFORMATION

* China Import and Export Fair

China Import and Export Fair, also called Canton Fair for short, is held twice a year in Spring and Autumn since it was inaugurated in the Spring of 1957. It is China's largest trade fair of the highest level, of the most complete varieties and of the largest attendance and business turnover. Preserving its traditions, the Fair is a comprehensive and multi-functional event of international importance.

In China, many exhibitors see trade fairs as good places to seek business opportunities and Canton Fair is their first choice. Around the world, more and more businessmen are looking towards China, and to Chinese quality products and enterprises. With 50 years of experience and development, the Canton Fair has proved to be a reliable method of trade promotion both in China and abroad.

Besides traditional way of negotiating against samples, the Fair holds Canton Fair online. The Fair leans to export trade, though import business is also done here. Apart from the above-mentioned, various types of business activities such as economic and technical cooperations and exchanges, commodity inspection, insurance, transportation, advertising, consultation, etc. are also carried out in flexible ways. Business people from all over the world are gathering in Guangzhou, exchanging business information and developing friendship.

China Import and Export Fair started to use Pazhou Complex in the 95th CECF (China Export Commodity Fair) held in April 2004. PazhouComplex, located in Pazhou Island in southeast part of Guangzhou, is uniquely designed in a beautiful environment. The functions of meeting, ex-