

Today's Translation Skills

今日翻译技巧丛书

商务洽谈英语

杨乐梅 郝庆华 编著

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编者的话

当代人生活、工作的各个领域与跨文化交流和语际转换有着越来越紧密的联系。对外开放的扩大和国际交流的深入,对不同行业、不同层次的翻译工作提出了新的要求,这就是:总结八、九十年代的理论研究成果和翻译实践经验,面向 21 世纪,为经济发展、科技进步和文化繁荣发挥更大的实效。

我们组织编写这套《今日翻译技巧丛书》的宗旨是:

1. 突出体现对经贸行业与文化领域翻译工作的实用指导性;
2. 重点训练外贸商务各类谈判的英语口语表达能力并使读者熟悉掌握常见英文书面协议、合同的文体样式;
3. 针对外事媒体宣传的特点,展示对外新闻传播用词用语的技巧,进行正误对比与纠偏指导;
4. 通过提供中外古典文化及现当代文化的小百科知识,介绍文化类专有名词的汉英对译。

本套丛书的编写者分别来自天津财经学院、南开大学国际商学院、天津外国语学院和天津师范大学,他们在外贸英语、新闻英语、文化交流英语的传译方面有丰富的教学与实际工作经验,熟知读者的切实需求,愿这套南开版的翻译技巧丛书能够以其通俗实用性、新颖的版式和独特的视角,成为广大学生和外事外贸工作者的良师益友。

前 言

为了配合当前对外经济贸易的发展,我们编写了《商务洽谈英语》,以供广大外贸工作者和大专院校学生使用。

本书共为 20 单元,基本上概括了对外经济贸易洽谈的各个环节,从商业上的初次会面开始,涉及了询价、报价、付款方式、装运和索赔等方面以及合资企业、技术转让等贸易方式。

每个单元分 5 部分:

基本句子(Key Sentences)——较全面地收入了外贸业务环节经常使用的 30 个基本句型。

句型练习(Structures)——进行句子结构、词组、词汇及句型的替换练习。

洽谈(Conversations)——根据外贸洽谈中的不同情况变化,将第一部分的基本句子贯穿其中,编入 5 个短小精悍的对话,便于学习者掌握谈判的原则与技巧,机动灵活地进行洽谈。

词汇(Word Study)——就第一部分基本句子中的关键词汇,例举了较详尽的词义和用法,并且例举了相应的形容词、动词、名词、付词。

翻译(Translation)——包括第一部分基本句型和第二部分句

型练习的中文翻译,旨在帮助学习者
检查教材的学习效果。

本书较全面地收入了外贸洽谈中使用的基本词汇、句型及习惯用语,实践性强,便于掌握。

本书在编写过程中,得到了从事对外经济贸易工作同志们
的热情支持和帮助,特别是天津财经学院的老教师做了大量的工作,
提出了许多宝贵的意见,对此表示衷心的感谢。

本书得以及时出版,得到了南开大学出版社的鼎力支持和帮
助,在此谨向他们表示深深的谢意。

我们在编写过程中,参考了国内外出版的一些书籍,在此向有
关作者表示诚挚的感谢。

由于作者水平有限,本书难免有疏漏不妥之处,希望读者批评
指正。

编者

1996年6月

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Unit One Meeting (会见)

I Key Sentences

1. I'm Paul Lefere from the America Overseas Trading Corporation. Here is my card.
2. I have an appointment with Mr. Hunt, the sales manager at 11:30.
3. You are Mr. Lefere, aren't you? Welcome to our company.
4. It's nice to meet you.
5. I'm David Hunt. We know you through our correspondence, Mr. Lefere.
6. I'm pleased my name is not new to you, but this is the first time that I have had the pleasure of meeting you in person.
7. I'm glad to have the opportunity of visiting your corporation.
8. Face-to-face talk will no doubt promote mutual understanding and benefit the extension of business.
9. I hope we can do business together.
10. May I ask what line of business you are in?
11. We trade mainly in silks.
12. I saw your printed shirting at the Guangzhou Fair.
13. I'm much impressed by so many products on display.
14. The quality and variety of your textile products are very attractive indeed.
15. They may find a market in our country.
16. I'm here to make business contacts with you.
17. We used to buy silks from Japan and India, but now we are thinking of expanding into the Chinese market.
18. Now I'd like to have some information about your usual prac-

tices.

19. Could I have the catalogue with me? I should like to have another talk with you in a few days.
20. Hello, Mr Lefere, how are you?
21. I'm happy to meet you again.
22. I do hope you have a very enjoyable trip from New York.
23. We have been looking forward to your visit.
24. I'm awfully sorry for not being able to meet you at the airport as I was busy yesterday.
25. How are you getting along with your business?
26. The fur market is not very brisk lately.
27. But as the selling season is advancing near, I hope there will be more buyers in the market.
28. The purpose of my visit here is to examine the prospects of increasing our mutual business.
29. Though we are satisfied with our past record, there are still possibilities for more business.
30. In the meantime, let's discuss other spheres of cooperation, such as investment, technology transfer and technical assistance.

I Structures

1. I'm Paul Lefere from

the America Overseas Trading Corporation. the China National Technical Import Corp. Dongali Insurance Company.
--

Here is my card.

2. I

have an appointment with
Have you an appointment with
May I have an appointment with

Mr. Hunt, the sales manager at 11:30.
the chairman of the board at 2:30?
the assistant manager at 4:00?

3. Welcome to our company.

China.

our city.

Tianjin.

4. It's nice to see you.

meet you

meet you in person.

5. I'm glad to meet you.

pleased

happy

6. This is the first time that I have the pleasure of meeting you

in person.

my first visit to your country.

my first trip to your city.

7. I'm glad to have the opportunity of visiting your corporation.

cooperating with you.

doing business with your

company.

8. I'm awfully sorry for not being able to meet you at

the airport

as I was busy yesterday.

railway station

having a meeting this morning.

guest house

not in the city.

9. May I ask what line of business you are in?

handle?

what's your main line of business?

what main items you can supply?

export?

10. We trade mainly in silks.

deal

are engaged in the line of silks.

exporters

importers

11. Though We are satisfied with our past trade record, there are still possibilities for more business.

the volume of trade between us has been increasing,
there's still much room for development.

the trade in the past was satisfactory to both sides,
there are chances for further cooperation.

12. The purpose of my visit here

is to examine the prospects of increasing our mutual business.
discuss with you a number of problems that turned up
in the past.

discuss with you a number of queries lingering in my
mind.

see if your export list could be further enlarged and
the terms of payments further improved upon, etc.

13. I'm here to make business contacts with you.

establish business relations.

have a business talk.

negotiate business.

14. Now I'd like to have some information about your

usual practices.

payment terms.

range of business.

15. Face-to-face talk

Personal contact

Friendly meeting

To go to the trade fair

will undoubtedly promote mutual

understanding and benefit the extension of trade.

II Conversations

(1)

A: Good morning, welcome to our company.

B: Good morning, I have an appointment with Mr. Hunt, the sales manager.

A: May I know your name, please?

B: Paul Lefere from the America Oversea Trading Corporation.
Here is my card. I wonder if he is free at the moment.

A: Wait a minute, please.

...

Mr. Lefere, Mr. Hunt is expecting you at his office. His secretary is coming. She will show you to his office.

B: Thank you very much.

(2)

A: You are Mr. Lefere, aren't you? I'm David Hunt. How do you do? Sit down, please.

B: How do you do? I'm Paul Lefere from Canada. I'm glad to have the opportunity of visiting your corporation.

A: You're welcome. Did you have a pleasant trip?

B: Yes, a very pleasant journey, thank you. I'm here to make business contacts with you.

A: We have been looking forward to your visit and hope we can do business together.

B: Now I'd like to have some information about your usual practices.

(3)

A: I'm Li Ming, Mr. Smith. We know you through our correspondence. I'm glad to meet you.

B: It's nice to meet you, too. I'm glad my name is not new to you.
But this is the first time for me to have the pleasure of meeting you in person.

A: Face-to-face talk will no doubt promote mutual understanding and benefit the extension of business.

B: You are perfectly right. The purpose of my visit here is to examine the prospect of increasing our mutual business.

(4)

A: May I ask what line of business you are in?

B: We trade mainly in silks. I saw your printed shirting at the Guangzhou Fair, and was much impressed by so many products on display.

A: Here is our illustrated catalogue. You will find the quality and variety of our textile products very attractive.

B: Wonderful! They may find a ready market in our country. You know, we used to buy silks from Japan and India, but now we are thinking of expanding into the Chinese market.

A: Oh, good. Actually we'd like to establish business relations with you, too.

B: May I take the catalogue with me? I should like to have another talk with you in a few days.

A: Of course, you are welcome.

(5)

A: Hello, Mr. Jones, how are you?

B: Fine, thank you, and how are you?

A: Very well, thank you. It's nice to meet you again. I'm awfully sorry for not being able to meet you at the airport as I was busy yesterday. I do hope you have had a very enjoyable trip from New York.

B: Yes, a very pleasant journey indeed, thank you.

A: How are you getting along with your business?

B: Not bad. The fur market is not very brisk lately. But as the selling season is advancing near, I hope there will be more buyers in the market.

A: I hope we can do more business together. Though we are satisfied with our past trade record, there are still possibilities for more business. In the meantime, let's discuss other spheres of cooperation, such as investment, technology transfer and technical assistance.

IV Word Study

1. **appoint** vt. 任命, 委任 **appointment** n. 任命, 委任

(1) The board of directors **appointed** Mr. White (to be) manager.

董事会委派怀特先生为经理。

(2) The time **appointed** for the meeting is 2:30 p. m.

开会所订的时间为下午2点30分。

(3) I have an **appointment** with the sales manager at 9:00 a. m.

我已约定上午9点会见销售经理。

2. **trade** vi. vt. 从事贸易 n. 贸易

(1) We do not **trade** with their firm.

我们不和他们商号进行贸易。

(2) Wool **has been traded** down (up) 10%.

羊毛价格落(涨)了10%。

(3) They **traded** machines for gold dust with the Russians.

他们用机器换取俄国人的金沙。

(4) Our oversea **trade** is continuously expanding.

我们的对外贸易不断扩展。

(5) Spun silk is a weak (strong) **trade** right now.

绢丝业务现在萧条(兴隆)。

3. **pleased** adj. 愉快的 **pleasant** adj. 令人愉快的 **pleasure** n. 愉快

(1) Our customers are very **pleased** with the quality of your commodities.

我们的客户对你们的商品质量很满意。

(2) We have the **pleasure** to send you a copy of our catalogue.

我们很高兴送给你们一份目录表。

(3) Our business talk is very **pleasant**.

我们的生意会谈非常令人愉快。

4. **line** n. 短函, 行业 vi. vt. 安排, (与 up 连用); 衬里

(1) As soon as you reach a decision, please drop us a **line**.

你们一经作出决定, 请告知。

(2) We have been for many years in the porcelain **line**.

我们经营瓷器已有多年。

(3) This is the best selling **line** in cotton underwear.

这是一种畅销的棉织内衣。

(4) We may be able to **line up** 700 tons for you in the next few days.

几天后我们可能给你安排700吨货。

(5) Please **line** the cartons with wax paper.

箱内请用腊纸衬里。

5. **welcome** vt. n. 欢迎 adj. 欢迎的

(1) We **welcome** your kind help.

我们欢迎你们的善意帮助。

(2) They received a warm **welcome**.

他们受到热烈的欢迎。

(3) A loan would be very **welcome** to me just now.

我现在乐于接受贷款。

6. **satisfactory** adj. 令人满意的 **satisfactorily** adv. 令人满意地

satisfy vt. 使满意 **satisfaction** n. 满意

(1) His work is **satisfactory**.

他的工作令人满意。

(2) The machine runs **satisfactorily**.

机器运转令人满意。

(3) You will **be satisfied** with our commodities.

你将会对我们的商品感到满意。

(4) To our great **satisfaction** a much stalled question has been settled.

一个拖延多日的问题解决了,使我们感到非常满意。

7. **meet** vi. vt. 遇见,遭遇,满足;支付(汇票)

(1) We will **meet** with no difficulty (in) selling this article.

我们销售这种商品不会有困难。

(2) We expect to **meet** your trade delegation at the Guangzhou Fair.

我们期望在广交会上会见你们的贸易代表团。

(3) The buyer hopes you will be able to **meet** his requirements.

买主希望你能满意他的要求。

- (4) The products will **meet** a ready market.
产品会畅销的。

8. **visit** vt. n. 访问, 拜访, 参观

- (1) I **have visited** this city several times.
我访问过这个城市几次了。

- (2) Last Saturday I **visited** the exhibition.
上周六我观看了这个展览。

- (3) This evening we are going to pay a **visit** to the president.
今晚我们要拜访总经理。

9. **enjoy** vt. 享受, 欣赏 **enjoyable** adj. 愉快的

- (1) We **enjoy** your cooperation.
我们欣赏你们的合作。

- (2) Their corporation **enjoys** a good reputation in the world.
他们的公司在世界上享有好的声誉。

- (3) Our journey is **enjoyable**.
我们的旅程愉快。

10. **market** n. 市场 vt. 推销

- (1) We are trying to find a new **market** for this commodity.
我们正在努力为此项商品找新销路。

- (2) There is a good (poor) **market** for your goods.
你们的商品畅销(滞销)。

- (3) We are in the **market** for grain.
我们要买谷物。

- (4) They are going to manipulate the **market**.

affect

mend

他们打算操纵市场。

影响市场。

使市场好转。

- (5) There appears to us that there is no difficulty (in) **mar-**
keting these products.

在市场推销这种商品对我们似乎没有什么困难。

V Translation of I. & II.

I Key Sentences

1. 我是美国海外贸易公司的保罗·利弗尔。这是我的名片。
2. 我与销售经理亨特先生约好11点30分会面。
3. 你就是利弗尔先生了,欢迎到我们公司来。
4. 见到你很高兴。
5. 我是大卫·亨利。利弗尔先生,我们在信函交往中认识了您。
6. 我很高兴我的名字对你们并不陌生。但这是我第一次会见您。
7. 我很高兴能有机会访问贵公司。
8. 当面谈必然会促进彼此的了解,并有助于扩大贸易。
9. 我希望我们能够一起做生意。
10. 请问您经营什么业务项目?
11. 我们主要经营丝绸。
12. 我在广交会上见到了你们的印花布。
13. 展出的产品这么多,给我留下了深刻的印象。
14. 你们的纺织产品的质量和花式品种的确很吸引人。
15. 它们可能在我国找到市场。
16. 我来这与你们建立商业联系。
17. 过去我们一直是从日本、印度进口丝绸,现在我们想扩大到中国市场来订购。
18. 我很想了解一下你们的惯例。
19. 我可以带走目录单吗?我想过几天再和你谈一下。
20. 喂,利弗尔先生,你好!
21. 很高兴再次见到你。
22. 我很希望你从纽约来这儿的旅程愉快。
23. 我们一直盼望你来访。
24. 我昨天很忙,没能去机场迎接你,感到很抱歉。
25. 你近来生意如何?
26. 近来皮毛市场不大活跃。
27. 但是由于销售季节就要来了,我希望市场上有更多的买主。
28. 我来访的目的是调查增加我们共同贸易的前景。
29. 虽然我们对过去的记录感到满意,但是仍有可能做更多的生意。