

外贸英语

会话

INTERNATIONAL TRADE TALKS

上海对外贸易学院外语系编

上海科技教育出版社

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前 言

当前我国的改革和开放政策,使对外经济贸易有了较大的发展,从事对外经济贸易工作的人员大为增加。为配合发展对外经济贸易,我们编写了《外贸英语会话》一书,供有一定英语基础,目前从事或准备从事对外经济贸易工作的同志、大专院校学生自学或教学用。现上海电视二台教科配合对外开放的需要开设了《外贸英语》电视讲座,以本书作为电视讲座的专用教材,以便于观众进行学习或参考。

《外贸英语会话》共分十二个单元,每个单元分会话、常用词汇及词组、术语注解、参考用语、汉语译文及小资料六部分。内容包括我国对外经济贸易洽谈中的各主要环节。从初次询价开始到货物装运、交货后的索赔,及实施开放政策以来的合资企业和技术转让等贸易方式,皆一一列为专题。本教材提供不同情景下范例会话二十多篇,常用词汇、词组 1100 多条,参考用语 400 多句,基本上汇集了对外经济贸易洽谈中的基本用语和知识。内容与当前对外经济贸易业务相结合,既有专业性又有普及性。对于一些未能涉及的商品及专业,若熟悉书中的内容,就可举一反三,触类旁通。

本书由上海对外贸易学院外语系组织编写,其中第二单元至第十一单元的会话及常用语由裘果芬编写,词汇及术语注释由凌华倍编写,汉语译文及小资料由王兴孙编写,第一单元及第十二单元的会话及其常用语、汉译文等由范松鹤编写。王钟武、邹博文、陈忠培、陈步蟾对全书作了审阅,张骏及叶京

生对第十、十一单元提供了不少资料并作了审阅,外籍教师霍华德·劳森(Howard Louthan)对英文作了文字修饰。

上海市对外经济贸易委员会有关部门、上海电视台二台李金中、上海科技教育出版社教材编辑室的有关同志和外籍专家苏·凯里(Sue Carey)对本书的编写工作提出了宝贵的意见,在此谨表示感谢。

本书编写时间仓促,编者的工作经验和水平也具有一定的局限性,如有缺点和错误,敬请经贸界前辈、专家及广大读者批评指正。

编 者

一九八七年八月

再 版 前 言

根据广大读者的要求,我们决定再版本书。

在这次再版前,我们订正了初版中已发现的印刷错误。为了便于读者充分利用本书,提高外贸英语会话能力,我们特地为每个单元配备了练习,包括问答、填空、翻译等内容,单元2、3、4由王兴孙编写,6、7、8由凌华倍编写,5、9、10由裘果芳编写,1、11、12由范松鹤编写。书后附有答案。

编 者

一九八八年七月

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Unit 1

ARRIVAL

Dialogue

(1) At the Airport

After the plane lands, Mr. Norris, a U.S. entrepreneur and Ms. Johnson, his assistant, find themselves in Shanghai. They approach Mr. Pan Hong from Jin Jiang Foreign Service Co., while seeing their names on a placard he raises.

Pan: Excuse me, but aren't you Mr. Norris and Ms. Johnson? I'm Pan Hong, from Jin Jiang Foreign Service Co. May I introduce you to Mr. Yao, Section Chief of the Shanghai Foreign Trade Corporation? He has come to meet you.

Norris: Oh, yes, please. We'll be very glad to meet him.

Pan: Mr. Yao, this is Mr. Norris and this is Ms. Johnson. *(To Mr. Norris and Ms. Johnson.)* And this is Mr. Yao, Section Chief of the Shanghai Foreign Trade Corporation.
(They shake hands and say "How do you do?")

- Yao: Welcome to Shanghai. Is this your first trip to Shanghai, Mr. Norris?
- Norris: Yes, it is. But Ms. Johnson is here for the second time. She was here last year, initiating an investment plan.
- Yao: I see. I hope both of you will have a pleasant stay here.
- Norris: Thank you, Mr. Yao. I'm sure we'll have a wonderful time in Shanghai.
- Pan: This way, please.

(2) On the Way to the Hotel

- Pan: Look, just ahead of us is the Cypress Hotel, where the U. S. Export and Import of East Asia Incorporation has its office, and so do some other foreign corporations.
- Norris: It seems to me there're more hotels being built all around here.
- Yao: Quite right. Shanghai is now expecting more foreigners as many countries are going to set up more commercial offices here.
- Johnson: I heard this is actually a new developing area, isn't it?
- Yao: Right. Ms. Johnson knows a lot about Shanghai. Our Shanghai Municipal Govern-

ment has planned to develop a self-contained office and residential zone for foreign companies and consulates.

Norris: I see. Mr. Yao, during our stay in Shanghai, we hope to find out if we can set up an office here, aside from participating in the Shanghai Trade Fair.

Johnson: Well, an American friend told me that Shanghai is doing well with its joint venture enterprises.

Yao: Quite so. Probably you've heard about quite a few joint ventures, like the Shanghai Cosfra Ltd., a Sino-American joint venture. These businesses have made a profit much bigger than their investment, as they are turning out items sold to the world market. So more and more overseas businesses are coming here. Up to now, Shanghai has approved establishment of 179 joint ventures and cooperative enterprises with investments of over 130 million U.S. dollars.

Norris: So we hope to be the 180th corporation to sign an investment contract with Shanghai. OK?

Yao: Yes, it sounds encouraging!

Pan: Well, here we are at the hotel. Let's be off.

(3) In the Hotel Lobby

Pan: Let me help you with your bag, Ms. Johnson.

Johnson: Thanks. I can manage it all right.

Norris: By the way, what about the rest of our luggage we left at the airport, Mr. Pan?

Pan: That'll be here any minute. The bellhop will deliver it to your rooms. Now, won't you just have a seat here in the lobby for a few minutes? (*The two American guests and Mr. Yao all sit down.*)

Yao: I think you've told us what you'll want to do this time in Shanghai. You are going to the opening of the Shanghai Fair tomorrow, aren't you? So we'll pick you up here at eight o'clock tomorrow morning. The day after tomorrow, we'll introduce you to the gentleman in charge of Shanghai Jin Jiang Foreign Service Company, so that you can talk to him about setting up an office in Shanghai. OK?

Norris: Just great!

Johnson: Additionally, we'd like to make a business trip to Ningbo if possible.

Yao: That's fine. Ningbo is really one of the cities where many favorable terms are offered to foreign investors. Anyway we would be very

glad if we can be of any help to you.

Norris: Well, the Shanghai Fair will open tomorrow according to the schedule, won't it, Mr. Yao?

Yao: Oh, yeah! As usual, the Fair is held at Shanghai from March 1st until 10th each year. You've come here just in time for the Fair.

Johnson: Oh, unlike some other trade fairs, the Shanghai Fair brings factory representatives there, doesn't it?

Yao: Of course. They are representatives from factories that produce goods for foreign buyers and they will invite you to see their factories if you like.

Johnson: Mr. Pan, would you please book two train tickets for us to Ningbo. We want to have them four days from now.

Pan: Sure. So the program of your stay is settled.
(Mr. Pan comes back to the lobby, and a bellhop takes the two guests to their rooms.)

Well, if there's nothing else you want, we'll be leaving. I'm sure you need a good rest after your long journey.

Norris: I don't think there's anything else. You've been very considerate. Thank you very much.

Yao: You're welcome. Good-bye!

Johnson: Thank you for your help, Mr. Pan.

Pan: Not at all. Good-bye!

Norris and Johnson: Good-bye!

Words and Expressions

1. entrepreneur /ˌɒntɹəprəˈnæ:/ *n.* 企业家
2. Ms. /miz/ *n.* 女士(用在不知婚否的女子姓名前)
3. initiate /iˈnɪʃieɪt/ *vt.* 着手, 开始; 传授(与 into 连用)
to initiate business with 开始同……做交易
to initiate sb. into business management 向……传授管理知识
4. aside from 除了……以外
5. investment /ɪnˈvestmənt/ *n.* 投资
Shanghai Investment & Trust Corporation 上海投资信托公司
investment intent 投资意向
investment partners 投资伙伴
an investment of a billion U.S. dollars 10 亿美元的
投资额
a long-term investment 长期投资
a profitable investment 有利可得的投资
a safe and sure investment 安全可靠的投资
a heavy investment 巨额投资
6. enterprise /ˈentəpraɪz/ *n.* 企业
joint venture enterprises 合资企业
cooperative enterprises 合作企业

exclusively foreign-owned enterprises 外商独资企业

state-owned enterprises 国营企业

collectively-owned enterprises 集体企业

individually-owned enterprises 个体企业

7. quite a few 不少的, 相当多的

8. overseas /'əuvə'si:z/ *a.* 外国的, 海外的

overseas businesses 外国企业

overseas funds 外国资金

overseas investors 外国投资者

9. any minute (美国口语)(=soon)即刻, 片刻

10. bellhop /'belhɒp/ *n.* (=bellboy)旅馆服务员(通常帮旅客拿行李, 做杂事)

11. to pick you up 接你

12. great /greɪt/ *a.* (美国口语)好极了

13. yeah /jɑ:/ *ad.* (美国口语)(=yes)是的

The Language We Can Use

1. 打招呼

How do you do?(用于第一次见面时)

— How do you do?

How are you?

— Fine, thank you.

How are you doing?

— Okay.