

走向
国际
市场
丛书

凌熙华 徐以敬 吴易明 编著

外贸业务口译

FOREIGN TRADE BUSINESS ORAL PRACTICE



《走向国际市场丛书》编委会

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序

党的十四大明确提出我国经济体制改革的目标模式是建立社会主义市场经济体制，这标志着我国经济体制进入了全面转轨的阶段。市场经济曾经同资本主义制度相结合，对生产力的发展起到了巨大的推动作用；今天，我们将市场经济同社会主义制度结合起来，将起到更加巨大的历史推动作用。

邓小平的南巡谈话指出：“计划经济不等于社会主义”，“市场经济不等于资本主义”这个谈话，摘掉了计划经济的桂冠，并为市场经济恢复了名誉，使计划与市场都摆脱了人们强加在它们头上的社会制度的属性，还了它们本来的面目，为建立社会主义市场经济体制扫清了思想障碍。

我国社会主义建设的实践表明，市场经济是社会主义经济体制的明智选择。长期以来，我国实行高度集中的计划经济体制，忽视甚至排斥市场的作用，结果使社会主义经济缺乏生机和活力，在很大程度上束缚了社会生产力的发展，社会主义优越性没有得到应有的发挥。党的十一届三中全会以来，随着改革开放的不断向前推进，在社会经济生活中逐步地引入了市场机制，其作用愈来愈大，为我国社会主义经济注入了旺盛

的活力,在短短十多年中,我国经济建设上了一个大台阶,综合国力上了一个大台阶,人民生活上了一个大台阶。在这个期间,尽管世界风云变幻,一些国家的社会主义制度宣告终结,但我国的社会主义制度却巍然屹立,经受住了严峻考验,显示出强大的生命力。事实表明,凡是市场作用发挥比较充分的地方,比如广东、江苏、浙江、山东、上海等省市,经济的活力就比较强,经济增长就比较快,人民生活改善的幅度就比较大,发展势头也比较好,经济效益比较高,人民也就更加相信社会主义。

建立社会主义市场经济体制。就是要发挥市场配置资源的基础性作用,使市场成为一切经济活动的轴心。因此,国家对经济的调控必须面对市场,充分尊重市场规律,计划必须围绕市场转,宏观调控必须与运用市场和发育市场相适应。与此同时,企业经营必须以市场为导向,生产什么,生产多少,都以市场需求为转移。企业要增强活力,发展自己,决定的因素是市场,企业的命运完全系于市场销售。马克思在《资本论》中生动描述说,市场销售是商品生产者一个惊险的跳跃,“这个跳跃如果不成功,摔坏的不是商品,但一定是商品所有者。”聪明的企业家,精明的老板都是懂得这一点的。

在现代市场经济条件下,我们面对的是一个大市场,是一个极其广阔的天地,不但包括统一的国内市场,而且包括统一的国际市场。我们要学会运用国内和国际两个市场与国内国际两块资源,在现代市场经济的大海中搏击冲浪,为发展我们国家的社会生产力与综合国力,为使国家富强而力争上游。这也是我们建立社会主义市场经济体制的实质所在。

市场是一座炼金炉,又是一个大迷宫,企业要在市场竞争

中取胜,决定于自身的素质,关键是人才。因为市场竞争归根结底是人才的竞争。所以,精明的企业家都以引进和培养懂经营、善管理、精通技术的人才为第一要务。《走向国际市场丛书》的出版,正是为着适应这种需要。这套丛书系统地介绍了国际商务活动中需遵循的基本惯例和基本法律规范,阐述了市场竞争的主要策略和广告竞争技巧,还为我们进行商务谈判提供了口译技巧。是企业界人士掌握市场经营知识与技巧的必备书。这套丛书在“走向大市场”的大趋势中如果能够对企业市场经营有所裨益,那将是对编著者最好的报偿。

江西财经学院院长、教授 宋醒民

1993年2月27日

前 言

为了适应我国改革开放和进一步扩大对外经济贸易交往的需要，我们组织编写了实用易学的《外贸业务口译》一书，希望为有志于祖国外贸事业的朋友尽点微薄之力。

本书以凌熙华教授的校内使用教材为蓝本，在凌先生的指导下，根据形势的发展需要，作了调整，修改并增加了有关章节。具体分工为徐以敬同志负责第一、二、四、六、七、八、十、十二章的编写，吴易明同志负责第三、五、九、十一、十三、十四章的编写。

在编写过程中，我们参考了不少外贸英语教材和外报外刊以及案例报告，资料室的同志为之提供了极大的方便，在此，我们向有关同志表示衷心的感谢。

另外，在我们编写与出版过程中，山西经济出版社的领导同志，尤其是李肖敏，寇志宏等同志给予我们大力支持和协助。在此，特向他们表示衷心的感谢。

我们三位编者都是长期从事外贸教学的教师，处理具体外贸业务的机会不多，加上水平有限，时间仓促，疏漏不妥

之处在所难免，恳请诸位读者和同仁批评指正。

编著者

1993年2月

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Unit one

Our Foreign Trade Policy

Our foreign trade policy has always been based on equality, mutual benefit and exchange of needed goods, but we have adopted much more flexible methods in our dealings.

The Third Session of the Fifth National People's Congress approved the Income Tax Law on Joint Ventures, which clarifies amount of tax levied on the joint ventures so as to enable the foreign investors to calculate their benefit from investing in China.

One of the principles we are keeping to is that our imports must be based on our ability to pay. If we increase our imports, then we must increase our exports first.

We need capital for our economic construction, thus we pursue an active policy in looking for more avenues to ex-

plore in our internatinoal trade.

Deng Xiao Ping made an inspection tour of South China, especially Shenzeng, Chuhai Speical Econmic Zones and gave a very important talk. The main ideas of his talk are to open our doors to the outside world further, to introduce more advanced technology, equiment and management according to the market so as to develop our economy raeidly.

China is such a vast country and such a big market with a large population. Our resources are abundant, and our wages are low. Our political situation is stable and the open policy is firm. We welcome all friends to invest in China. We are sure both of us have a brighter future.

Conversation One

On China's Foreign Trade Policy

- A: I've noticed that the fair this year is conducted in a somewhat① different manner. I feel you are not so rigid ② as before.
- B: you are right. We are trying to do away with overrigid way③ and to go along with the usual international trading practice.
- A: That sounds wonderful. Do you mean you are applying a new trade policy?

B: No. we still hold to the principle④ of equality, mutual benefit and supplying each other's needs. But we'll do our business more actively, more flexibly.

A: Mum. I've noticed something new. Your corporation is more flexible in doing business now.

B: Yes. In this way, we have achieved a total turnover⑤ of 15 billion in U. S. dollars. All this is possible, of course, due to⑥ the correct policy of our government in opening our doors to the outside world and favouring the expansion of foreign trade, the expansion of foreign trade, the introduction of advanced equipments and foreign investment. We welcome all friends to cooperate more fully in our work and construction.

A: I heard that Mr. Deng Xiao Ping made an inspection tour of South China, especially Shenzeng, Chuhai Special Economic Areas at the beginning of the year before last, and then gave a very important talk.

B: Yes, Mr. Deng Xiao Ping inspected Shenzeng and Chuhai Special Economic zones at the beginning of the year before last, and then made a very important remark about opening the doors to the outside world more widely, and about the big socialist market.

A: you are all for⑦ the principles by Mr. Deng, I'm sure.

B: Yes, certainly.

- A: What would you do then?
- B: We are trying to create a more favourable environment for foreign investors. Our new policy of opening to outside world presents unrivalled⑧ opportunities for investment and trading.
- A: That is really encouraging.
- B: We'll introduce advanced technology, scientific management and equipments and so on, of course, that is in a planned and selective way⑨
- A: Anything more?
- B: Oh, there are a lot! For example, We'll accept leans, both private loans and government — to — government loans. On the whole, we'll follow international practice.
- A: I'm sure you'll have a brighter future.

Conversation Two

Try to Promote Business in China

A: Our sole purpose is to promote business and economy and technological cooperation between China and the rest of the world.

B: I think that's wonderful.

A: It's a pleasure to do something for you.

B: well, what should we do if we want to let customers here like our new products?

A: If you want to sell something here, you have to advertise^⑩ it. It is a way if you want to tell the truth about your products.

B: Anything besides ads?

A: You can hold exhibitions in China, and preferably among the very people^⑪ who will use and benefit from^⑫ the use of these products.

B: That's what in my mind. I'd like to have something like a small specialized exhibition which we would put on by ourselves. We would fund^⑬ it ourselves and send out specialists to discuss our products with people there.

A: Admirable! We'll do our best to help you. Will you