

高等学校公关、文秘、外贸、经济、旅游各专业英语口语教材

Practical English For Receiving
Foreign Guests and Negotiating Business

实用外宾接待与外贸谈判英语

(下册)

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前 言

《实用外宾接待与外贸谈判英语》是作者根据自己长期进行外贸英语教学、外事工作和业余外贸谈判的实践经验而编著的一套与外宾进行工作往来、信息交流、社交活动、贸易洽谈、旅游观光的英语口语教程，是继作者所编著的《实用公关英语》、《商务文秘英语》、《实用外贸英语函电》、《实用外贸英语函电常见错误辨析》、《实用公关英语 900 句》、《实用公关、文秘、外贸、旅游英语口语教程》等系列畅销书后，又一套内容丰富、实用性强的口语教材。

全书上、下两册，上册分日常用语 (Daily Expressions)、迎接外宾 (Receiving Foreign Guests)、生活服务 (Living Services)、社交活动 (Social Activities) 四个单元，下册分商贸谈判 (Business Negotiations)、旅游观光 (Sightseeing) 两个单元。全书六个单元，共 36 课。除第一单元“日常用语”中所含的 1-5 课为日常生活专题情景会话外，其余五个单元的 31 课为系列情景会话，按时间先后记述外宾从机场入境，在中国的衣食住行、社交活动、外贸谈判和旅游观光，直至上飞机回国，与我方涉外工作人员进行口头交谈的全过程。各课之间，四百多段情景会话按时间进展的顺序，相互补充，相互交错，有机地衔接在一块，宛如一幅完整的生活画卷。并聘请外国语言专家配制有录音带，使读者一闻其声，如临其境，耳闻目睹，易懂易记，收效更佳。

书中每课由情景会话 (Situational Conversation)、口头训练 (Oral Drills)、生词与词语 (New Words & Expressions)、注释 (Notes to the Conversation & Oral Drills)、课文译文 (Translation to the Conversation) 和口头训练答案 (Keys to the Oral Drills) 六个部

分组成,其中,每课的后两部分集中置于书末,以便于教学。课文部分选择应用频率很高的现代英语,取材全面、语言规范、内容新颖、表达流畅;口头训练部分题型多样、生动活泼,便于课堂教学和个人自练;生词与词语部分择词释义准确,且兼顾了不同水平的读者;注释部分提供了大量的背景知识、外贸业务知识、词语用法和句型结构知识。情景会话和口头训练部分均附有参考译文和答案。全书选材精练,条理清楚,使读者在学习过程中由浅入深,循序渐进,不断扩大语言知识和外贸业务知识面,收到举一反三和触类旁通的良好效果。

本书根据国家教育部颁布的最新《大学英语教学大纲》规定的大学英语应用提高阶段对专业英语教学的要求进行编著,适用于高等学校的公关、文秘、外贸、旅游、酒店管理、涉外会计、国际经济技术合作、经贸英语、应用英语等专业作专业英语口语教材,也适用于外贸、旅游、宾馆、银行、商店、海关、机场、车站、厂矿、企业、事业单位的公关文秘人员、外事外贸业务工作者、国际推销员、口译工作者、导游、空姐、海关工作人员、接待员、营业员以及与外商打交道的厂长、经理、政府官员作口语培训或自学教材。上述人员若能熟读此书,运用自如,从交际语言的内容上来看,足以胜任本职范围内的外事交往工作和外贸谈判工作。

本书由湖南大学国际商学院商贸外语教学部主任廖瑛教授编著。参加编著工作的还有莫再树,赵丰跃、肖鹰翼、刘路、刘敏娟、胡凌、杨艳、徐玲等。在编著过程中,作者参考了国内外出版的有关书籍和资料,从中获得了很大的启示,在此谨致谢意。

由于编者水平有限,书中不妥之处在所难免,欢迎同行专家和广大读者不吝赐教。

廖 瑛

2000年4月于湖南大学国际商学院

Unit V Business Negotiations

Lesson Twenty-Two Preliminary Talk

Mr. Zhang Da-wei, the general manager of Changsha Foreign Trade Import & Export Company is holding a meeting to negotiate business with Mr. Brown. Miss Huang Mei, as the secretary and interpreter of the company, is also at the meeting. They are talking about the foreign trade policy, the new practices in the foreign trade, the current investment environment in China and so on.

Situational Conversation

1. An Exchange of Amenities before Talks

- B: Hello, Miss Huang. Will the negotiation start at nine o'clock?
H: Yes, Mr. Brown. Welcome to our corporation, Mr. Zhang is waiting for you in the meeting room, on the second floor, the third room on the right.
B: Thank you. Let's go. (Going to the meeting room.)
Z: Good morning, Mr. Brown. It's nice to see you again.
B: It's nice to see you, too, Mr. Zhang. (They shake hands.)

- Z: How do you feel our Export Commodities Fair, Mr. Brown?
- B: I feel that no doubt you've made great progress in your light industry and you do business more actively and more flexibly.
- Z: Yes. It is just in this way that we have achieved a total turnover of 80 million U.S. dollars a year.
- B: I think you will make more profit if you have close co-operation with us in the future.
- Z: I hope so, too. All this is possible, of course, due to the correct policy of our government in opening our doors to the outside world, favoring the expansion of foreign trade, introducing of advanced equipments and foreign investment.

2. On China's New Foreign Trade Policy

- Z: Well, to come to the point^①, how would you like to proceed with the negotiations?
- B: This is for you to decide. I'm here at your disposal. You know, this is my first time to visit China, so I'd like to know something about your foreign trade policy. It is said that a new policy is being put into practice^② in your foreign trade. Is that true?
- Z: Yes. Our foreign trade policy has always been based on equality and mutual benefit^③ and exchange of needed goods^④. We still insist on this principle, but we have adopted much more flexible methods in our dealings nowadays.
- B: Would you please give us a brief account about the new practices you have adopted?
- Z: We have mainly adopted some usual international practices, such as

payment by installments^⑤, process with client's materials^⑥, compensation trade, assembling trade, joint venture^⑦ and so on.

B: That's very nice. You have indeed adopted a more flexible policy in your work than before. You have made some readjustment in your import and export business, haven't you?

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

B: By the way, we'd like to know some information about the current investment environment in your country, especially in Changsha?

Z: China is a vast country and a big market with a large population. The city government of Changsha has issued a series of regulations and adopted effective measures to favor foreign investors. We have set up several economic development zones and warmly welcome foreign friends to invest in Changsha.

3. Promoting Business in China

B: The main purpose we come here is to promote business and economy and technological cooperation between U.S.A. and China. What would you like to import, then?

Z: We'll mainly introduce advanced technology, scientific management, complete plant^⑧ and so on. Of course, that is in a planned and selective way.

B: I wonder whether you need a loan.

Z: We are rich in natural resources and labor and short of money. We may take into consideration^⑨ accepting government-to-government or

non-government loans if the conditions permit. We also welcome you to invest in our city.

B: If you need, we'd like to supply you with a loan at the most favorable rate, and we'd also like to invest in your city in my own good time^⑩.

Z: I'm very glad to hear that.

B: If you hope to introduce some advanced technology and complete plants, we'd like to offer you our help.

Z: Thank you. But we suggest that our payment should be made through barter or by exporting textile, arts and crafts, farm and sideline products and so on.

B: Yes, that's all right. Zhang, you know, we are one of the largest import & export companies in America, and do both import and export business. We are very interested in your textiles, especially the Hunan embroidery and cotton piece goods. If your conditions are favorable, we are going to place a large order.

Z: Your order is welcome. We'll see what we can do.

B: I have brought with me a series of catalogs for our latest models of the textile machines. It is our hope that you could push the sales^⑪ of our products.

Z: Mr. Brown, we shall, first of all, study your catalogs and get in touch with our customers. If they are interested, we'll arrange for further discussions.

4. Hoping to Establish Long-Term Trade Relations

B: Mr. Zhang, another purpose of my coming here is to inquire about possibilities of establishing long-term trade relations with your compa-

ny.

Z: Your desire to establish long-term business relations with us coincides with ours, but ...

B: Concerning our financial position^②, credit standing and trade reputation, you may refer to Los Angeles Branch, the Bank of China, or to our local chamber of commerce^③.

Z: Thank you for your information. I think that establishing business relations between us will be of benefit to both of us, and will bring about closer ties between us.

B: This is my first visit to your company. I'd appreciate your kind consideration in the coming negotiations.

Z: We are very happy to be of help. I can assure you of our close cooperation.

B: One can always expect a fair deal when trading with China. Everyone speaks highly of your commercial integrity^④.

Z: One of our principles is to see to it that^⑤ contracts are honoured and commercial integrity maintained.

B: If your prices are reasonable, I'll give you a special inquiry.

Z: Then, we'll try to make an offer as soon as possible. I hope a lot of business will be put through between us.

Oral Drills

I. Comprehension Questions on Situational Conversation:

1. When and where will the business negotiation begin?
2. How did Mr. Brown feel the Export Commodities Fair held by Chang-

sha Foreign Trade Import & Export Company?

3. What does the phrase in this way mean in the first paragraph?
4. Why has Changsha Foreign Trade Import & Export Company achieved a total turnover of 80 million U.S. dollars a year?
5. What does Mr. Brown want to know at first meeting?
6. What principle has China's foreign trade policy always been based on?
7. What new practices has China adopted?
8. What adjustment has China made in its imports & exports business?
9. What's the main purpose of Mr. Brown's coming to China?
10. Why does China need loans?
11. How does Mr. Zhang want to pay the foreign loan?
12. What would the Chinese like mainly to introduce?
13. What is Mr. Brown interested in?
14. What's Mr. Brown's another purpose of his coming to China?

II . Complete the Following Dialogues:

1. A: Good morning. My name is John Smith. I'm from America. Here is my business card.
B: _____ (史密斯先生, 久仰大名, 见到你我很高兴。)
2. A: What's your line of Business, Mr. Green?
B: _____ (我专营中国照相机和照相器材。)
3. A: I'm a foreign trade worker of our company. I have been assigned to negotiate business with you.
B: _____ (我是初次访华, 在

未来的谈判中请你多加关照。)

4. A: How would you like to proceed with the negotiations?

B: _____ (我们草拟一个谈判的议事日程行吗? 我正想听取您的意见呢?)

5. A: We'd like to discuss the possibility of establishing a long-term agreement between our two corporations.

B: _____ (你说出了我的心里话, 只要对双方有益, 让我们谈谈这个问题吧。)

6. A: Would you please give us a brief account[®] about the new practices you have adopted?

B: _____ (我们消除了那些过于呆板的做法, 并且沿用了通常的国际贸易惯例, 例如分期付款、来料加工、合资办企业等等。)

7. A: Would it be possible for me to have closer look at your samples?

B: _____ (怎么不可以呢? 那位刘小姐会领你到样品间去的。)

8. A: It is said that you have produced a few models of new products. Could I go over your latest catalogues?

B: _____ (给你, 你要多少份?)

9. A: If you needed, we'd like to supply you with a loan at the most favorable rate?

B: _____ (听你这么说我很高兴, 如果条件允许, 我们可以考虑接受政府间或私人的贷款。)

10. A: We'd like to set up a joint venture with you.

B: _____ (中国是个幅员辽阔的大国和人口众多的大市场, 它资源丰富, 劳动力低廉。而且我们的政局稳定, 开放政策坚定。我们欢迎所有的朋友来华投资与我们合资办企业, 相信大家都有一个更加光明的前途。)

III. Make Sentences with the Given Phrases:

1. due to ...
2. come to the point
3. be based on ...
4. give sb. an account^⑥.
5. be short of ...
6. assure sb. of sth.
7. speak highly of ...
8. see to it that ...

IV. Translate the Expressions in the Brackets into English, Then Use Them to Replace the Italicized Parts in the Sentences:

1. It is just in this way that *we have achieved a total turnover of 80 million U. S. dollars a year*. (①我们已将我们的业务活动扩展到邻国去了; ②我们的产品成了国际市场的畅销货; ③我们和世界上 40 多个国家建立了业务关系; ④我们的生意越做越兴旺; ⑤我们的进出口贸易额不断增加)
2. How would you like *to proceed with the negotiations*? (①改善投资环境来吸引外资; ②采取更加灵活的政策来开拓国际市场; ③实施你们的新的外贸政策; ④安排进一步会谈。)

3. It is said *that a new policy is being into practice*. (①你们需要贷款来引进先进技术和成套设备; ②你们做生意更加主动更加灵活了; ③谈判的议事日程已经草拟好了; ④贵公司这行生意已做了二十多年了; ⑤贵公司想同我方建立业务关系)
4. I wonder *whether you need a loan*. (①贵公司是否继续进口这种设备; ②贵公司能否同我们合资经营; ③贵公司是国营公司还是股份公司; ④我是否可以看一下你们最近的商品目录单; ⑤你是否乐意来我市投资办企业)
5. We suggest that *our payment should be made through barter or by exporting textiles, arts and crafts, farm and sideline products, and so on*. (①谈判的时间订在下周星期一上午8点; ②你在电视节目和报纸上为你的产品做广告; ③展览会应按期举行; ④我们签订一个长期协议; ⑤我们很快敲定这笔买卖)

V. Read and Translate the Following Mini Dialogues:

1. Self-introduction

- A: Good morning. My name is A. I'm from Canada. Here is my business card.
- B: Glad to meet you, Mr. A. This is your first visit to our corporation, isn't it?
- A: Yes, and also my first visit to China. The purpose of my coming here is to inquire about possibilities of establishing trade relations with your corporation.
- B: Let me assure you of our best attention, Mr. A.

2. To Know the Customer

- A: May I ask what line you are in?
- B: I mainly deal in Chinese cereals, oils and foodstuffs.
- A: You can talk the business over with Mr. C who is in charge of this line.
- B: We'd appreciate your kind consideration in the coming negotiation, Mr. C.
- C: Let's hope for good cooperation.

3. Asking the New Policy in Foreign Trade (1)

- A: It is said that a new policy is being put into practice in your foreign trade. Is that true?
- B: Yes. We have adopted a flexible policy in our foreign trade work.
- A: Would you give us a brief account about the new practices you have adopted?
- B: We have mainly adopted some usual international practices.

4. Asking the New Policy in Foreign Trade (2)

- A: Can you tell us something about the new policy in your foreign trade?
- B: We have adopted, for example, payment by installments, process with client's materials, joint venture and so on.
- A: That's very nice. You have adopted a more flexible policy in your work than before.
- B: We hope to develop the trade with all countries.

5. Asking the New Policy in Foreign Trade (3)

- A: You have made some readjustment in your import and export business, haven't you?
- B: Yes. It mainly means importing some complete plants, advanced technology and scientific management.
- A: I wonder whether you'll go on importing some advanced technology and complete plants?
- B: The policy to introduce advanced technology and complete plants will remain unchanged. But the principle that we are insisting on is to take into consideration our ability to pay when we import goods.

6. Friendly Attitude

- A: China wishes to trade with all countries on the basis of equality and mutual benefit.
- B: You have adopted a more flexible policy in your work than before.
- A: It'll benefit us both.
- B: We're very glad that you have such a friendly attitude.

7. Introduction of Products

- A: Could you give me an introduction of products?
- B: Certainly. In order to give you a general idea of the various kinds of our products now available for export, I'd like to give you our latest catalogues and price lists.
- A: It's very good. Thank you. (Reading the catalogues and price lists.)

- B: Have you gone over these catalogues and price lists?
- A: yes. I have gone over. I found that your prices are quite high.
- B: But our products are very good in quality. Taking the quality of the products into consideration, you will feel that our prices are reasonable. Now, let me take you down to the sample-room to have a close look at our samples.
- A: That's very kind of you. I'm sure I'll find what we are interested. But I'm afraid that would take lots of your time.
- B: Never mind. If only I could be of any help to you, I'll be very glad.

8. Wishing to Meet Each Other's Needs

- A: You have won great successes on textile industry, I hear. Being in the line of textiles and textile machinery, we pay close attention to your textile products, especially your cotton piece goods.
- B: Glad to hear that. I'd like to take this opportunity to introduce our selves to you. Our company is a stated-operated company dealing in Chinese cotton piece goods. We hope that you could push the sales of our products. Meanwhile we wish to have some idea about your textile machinery. If your technology and equipment are advanced and the trade terms are favorable, maybe, we could consider importing some from you.
- A: That's good. I hope we can strike a quick deal.
- B: I hope so, too. We believe this deal conforms to our mutual benefit and to the principle of meeting each other's needs.

9. Wishing to Establish Business Relations

- A: Have you seen the exhibition halls? On display are most of our prod-

ucts, such as silk, woolen knitwear, cotton piece goods, garments and so on.

B: Yes. I had a look yesterday. I found some of the exhibits fine in quality and beautiful in design. The exhibition has successfully introduced to us what your company deals in. I feel that we can do a lot business in textile line. We wish to establish business relations with you.

A: Your desire coincides with ours.

B: Concerning our financial position, credit standing and commercial integrity, you may refer to B. O. C. New York branch, or to our local chamber of commerce.

A: Thank you for your information. As you know, we always trade with foreign countries on the bases on equality and mutual benefit. Establishing business relations between us will benefit both of us. It will no doubt bring about closer ties between us.

B: Oh, that sounds interesting and inspiring. May the friendship between us last forever!

New Words & Expressions

1. preliminary [pri'liminəri] *a.* 预备的, 初步的
2. amenity [ə'minɪti] *n.* 寒暄, 相互致意
3. flexibly ['fleksəbli] *ad.* 机动, 灵活
4. turnover ['tərn'əuvə] *n.* 营业额, 成交量
5. million ['mɪljən] *num.* 百万
6. proceed with 进行, 着手
7. policy ['pɒlisi] *n.* 政策, 方针