



ENGLISH-CHINESE BUSINESS GUIDE

(Foreign Trade / Foreign Affairs)

英-中对照
商务外事指南

朱天然 编著

美国专家 KENNETH ROSE
美国阿斯特王有限公司
副总裁 SEAN McGUINNESS

审校

电子科技大学出版社

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内 容 简 介

本书以编译者在国内外多类型的实际工作和生活中,对英语的口笔译的应用,在商务、外事诸方面作科学系统提炼,精心编译而成。

全书以英中对照,口语为先导,从邀请到洽谈签约,从函电到拟订合同、涉外活动、工程投标、监理、外贸、广告等等,题材广泛,均有大量套用语和实例,以及如何写函电、任命、外币对换、国际旅行、问路、购物、看病等,各环节构成一整套涉外网络。全来自实践,着眼实用,提供指南。若能熟悉本书的内容,灵活贯通,则无论对外商务,还是日常社交等活动均足以应用。

本书可以成为商务人员、师生及英语爱好者的良师益友和实用的常备手册。

序

在进行各类对外贸易或外事活动中,有关人员除了必须具备深厚的业务知识外,还要有较高的外语水平和灵活、恰当地运用外语的能力。近年来随着对外经贸、科技交流、旅游等事业的蓬勃发展,愈来愈多的直接或间接参与对外工作的人员迫切感到需要一本内容详尽、讲述得体和有较高实用价值的参考书。由高级翻译朱天然同志编写的这本英中对照《商务外事指南》可以说正是适应这一要求的力作。

本书内容全面,既有针对性较强的专题,又有很高实用性的内容;既系统地概括了商务和经贸涉外业务的各个环节,如函电、洽谈、投标、监理、广告等,又包含了颇多日常生活和社交方面的套语、实例等。所以,本书不仅对商贸工作者是必不可少的案头指南,而且对于从事其它外事活动的人员及一般英语学习者来说也是一本很有价值的参考书。

表达形式的丰富是本书又一大特点。每一专题除了范文外,还配有大量套用语和实例。读者经过融会贯通的学习,便能摆脱刻板单一的表现法,而根据不同的交际场合选用妥贴的表达方式。

本书是作者多年来在国内外从事实际工作积累的丰富经验的结晶和升华。我们完全相信,它的问世必然会有助于提高我国外贸或涉外工作者的英语水平。

四川联大外国语学院教授 朱通伯 周光亚

1995年8月 成都

43278

前 言

随着对外工作发展的需要,很多从事经贸、社交的业务人员,特别是涉外单位、商务外事人员,都迫切希望提高专业知识、外语水平和应变能力,本书为此提供了实用性强、应用广泛、很有价值的参考。在一般的外贸交易和外事活动中要对合同协议、项目投标、委托代理、授权、担保、任命等力求规范化、标准化,本书将为此提供多种可选格式及常用的套用语和范例。另外,在对外联系中,书信、电文能直接影响外事、社交及业务的开展,本书将详细介绍英语函电的格式、函电的规范套用语以及电传常用缩略语。在外事社交的各种场合下,邀请、宴会、外币兑换、购物、看病、问路等,既需要具有基本的英语会话能力,更需要掌握书写规范化的一些格式和套用礼语。本书介绍了如何写好各种形式的英语邀请函电,还有宴请的各种用语,同时编译一些较为口语化、实用性强的实际情景会话。全书贯穿英中对照,口语领先的特点,很适用于从事外贸或涉外工作不久的人员参阅,对广大英语爱好者及师生也颇有裨益和参考价值。

本书在编写中,承蒙朋友们的大力支持和帮助,在此一并谨致衷心感谢。本书编写后,曾请美国专家钦·罗斯先生(KENNETH ROSE)和阿斯特王有限公司副总裁肖恩·麦吉斯先生(SEAN McGUINNESS/Vice President of Conchobar Enterprise, Ltd. USA)审改,特此致谢。

由于编者水平有限,谬误难免,恳请读者批评指正,曷胜欢迎之至。

编 者

1994年9月

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一、MAKING THE INVITATION

邀 请

Invitation to visit to China

访问中国的邀请

(Visit to China by invitation)

Extending an invitation to Mr. Wang

邀请王先生

We cordially invite you to visit us for business.

热忱邀请您们为商务访问我方。

I have something to ask for your advice.

我有点事想请教您。

Please don't hesitate to ask.

请随便问吧。

What should we say or write for making the invitations?

对邀请,我们该如何说和写呢?

We may say, for example, would you please be kind enough to send your formal invitation to us so that we can complete the necessary formalities? Please be kind enough to arrange an official invitation for visa formalities, etc.

譬如我们可以说,请给我们寄来正式邀请,以便能办理必要的手续?请安排为办理签证手续的正式邀请,等等。

There are some letters & notices here for your reference.

这儿有些函件和通知供您参考。

It's very kind of you to have given me detailed instructions. Let me look over.

您给了我这些具体指导,真太好了。让我大致看一下。

You are invited to attend the "Sichuan Symposium of International Technological Coop. & Trade" to be held from Sept. 10 to

兹订于9月10日到30日在展览馆举行“四川国际技术合作

Sept. 30 in the Exhibition Hall.

For formality sake, please inform us by telex of your full name, age, nationality & position.

Here is an invitation for another Co. It reads: "You are cordially invited to attend a dinner given in honour of foreign experts, the day after tomorrow evening at 7 : 30 in the Banquet Hall of the Jinjiang Hotel. "

Please read another invitation letters & notices;

We' re in receipt of your letter dated Dec. 2, in response to your request, we take pleasure to enclose here with a formal invitation for you and inform you that the Spring Trade Fair is to be held in Guangzhou from Apr. 15 to May5, 1995. You are invited to the Fair. Official representatives and sales personnel of our Corp will be there to receive you.

Besides, we are intended for sponsering a mini-fair again. This is to advise that in order to meet the needs of buyers abroad, we are going to hold a mini-fair in Chengdu from Aug. 10 to Aug. 20.

和贸易洽谈会”，敬请光临。

为办正式手续，请将您的全名、年龄、国籍及职务电告我方。

这是给另一公司的请帖，上面写着：“热忱邀请贵方参加为招待外国专家，于后天晚上 7 : 30 在锦江宾馆宴会厅举行晚宴”。

请看另外一些邀请函和通知：

贵公司 12 月 2 日来函收悉。应贵方的要求，兹随附正式邀请一份给您们。并通知春交会将于 1995 年 4 月 15 日至 5 月 5 日，在广州召开，邀请贵公司参加。我公司代表和外销员在那里接待您们。

此外，我方打算再主办一次小型交易会。兹通知，为满足国外客户之需求，我方订于 8 月 10 日到 8 月

Please advise us by telex as early as possible concerning the number and names of your representatives to attend the Fair and the date of their departure, so that we' ll be able to make the necessary preparations for reception.

Please go on reading;

For the further expansion of trade between us, we invite you to visit us. As to how to proceed, we would like to suggest that you send a representative to visit us here so that we can have face-to -face discussions with him and with our manufacturers in order to obtain an agreement. We agree to bear travel and lodging expenses for your representative from the point of his arrival in our city until his departure. We regret that we cannot assume any expenses beyond these, thus other expenses away from this city will be borne by yourselves.

We request that you inform us about the arrival date, indicating the concrete time of their arrival, as well as concerning the number of persons & the length of their stay of the persons to come so that we can arrange proper

20日,在成都举办小(型)交(易)会。

请将贵方代表人数、姓名以及启程日期,尽早电告我公司,以便我们做好必要的接待准备工作。

请继续看下去:

为使我们之间进一步扩大贸易,邀请您们访问我方。至于如何进行,我方建议,贵方应派代表来此访问,以便与制造商面谈订立有关协议。贵方代表来我市,直到离开的旅行住宿费用将由我方负担,我方不能承担超过这些的其它费用,离开本市后的其它费用,将由贵方自理。

请贵方告知有关到达日期,指明到达的具体时间以及有关人数和前来人员的停留时间,以便我方可以适

accommodations and arrange for them to be met at the airport.

In response to your kind invitation, we have decided to have a group headed by Mr. Wang visit your Co. sometime next month.

For the purpose to investigate & discuss about marketing and form fresh connections & open markets for our export products, we'd like to dispatch our following personnel to you. Kindly send an invitation by telex to your Embassy in Tokyo & our Corp soonest. We look forward to receiving your favourable reply at an early date.

We are pleased to acknowledge receipt of your letter of July 2, we sincerely invite 2—4 of your staff members for approximately one month to our country for the purpose of obtaining manufacturing techniques of dried taro cake and also for marketing studies in Japan, we will bear all necessary costs & expenses, such as travelling expenses, hotels, etc. We will appreciate receiving your travel schedule and other information at an early date.

当安排食宿并安排专人前往机场迎接。

应贵方邀请,我方决定派遣以王先生为首的一行,下月某个时候,访问贵公司。

为了考查营销,并建立新的业务关系和为出口产品开辟市场,我方派出下列人员赴贵处。请速发邀请电到贵国驻东京使馆和我公司。惠盼早日复函。

敬悉贵公司7月2日来函,我方真诚地邀请贵公司2~4名职员前来我国约一个月的访问。其目的是为了取得制造干魔芋块技术,也为对日本市场考查起见,在日停留期间我方愿承担一切必要的费用和开支,如旅费和旅馆费等。早日收到贵方的旅行计划及其它信息将不胜感激。

We take pleasure in advising you that a trade delegation headed by Mr. Li, manager of our Corp is planning to visit you early in May this year. They will observe & study the canned goods market in your city & visit some stores or factories. Their stay will last 2-3 weeks. You will be informed of the exact date of arrival in your city as soon as the visit is settled.

This is to advise that a trade group of our Corp left Chengdu on May 6 for Japan. The group is scheduled to arrive Tokyo in your country on May 8. If you wish to discuss business with them, please approach our commercial counsellor's office in your country.

You will be informed by telex as soon as the exact date is settled. Arrangements for transportation & accommodation will be made by you.

Travelling expenses will be charged to our account, other expenses will be borne by yourselves, the extra premium is to be charged to your account.

我们高兴地通知贵方, 我公司以经理李先生为首的贸易团将于5月上旬访问贵公司。他们将考查研究贵方罐头食品市场并参观访问一些商店或工厂。他们将逗留2至3周。贸易团到达您方的确切日期, 待访问最后确定后, 即行通知。

兹通知, 我公司贸易小组于5月6日离开成都前往日本。预计5月8日到达贵国东京。贵公司如需同他们洽谈业务, 请与我国驻贵国的商务参赞处联系。

确切日期一确定, 就电告贵方。交通食宿将由您方作出安排。

旅费将由我方负担, 其它费用由您方自理, 额外保险费将由您方负担。

This is to advise that our Survey Group is expected to arrive in your country on May 8. Would you please be kind enough to meet them in time at your airport and arrange hotel?

We are pleased to note that your Survey Mission will come & visit us in early-May. We thank you for the announcement & kindly ask you to telex us all the names of the members of the delegation, including the coming personnel of full names, sex, positions or titles so that we can arrange official invitations for visa formalities.

Please inform us promptly the full names, ages, sex, titles, positions, point of entry and length of stay for all the coming personnel.

Please tell us promptly the coming personnel of the date of departure & arrival, the flight number so as to enable us to make the necessary preparations for reception.

Telex:

PLS TLX DATEARRIVAL AIRLINE FLIGHT-NO.

PLS TLX NUMBER N NAMES OF UR REPRESENTATIVES N DATE OF DEPARTURE FR RECEPTN.

兹通知, 我公司考查小组预计在 5 月 8 日到达贵国。届时请到机场接候并安排旅馆, 好吗?

得知贵方考查团订于 5 月上旬来访, 十分高兴。谢谢相告并请电告代表团成员名单, 包括来员的全名、性别、职务或职称, 以便安排为签证手续所需的正式邀请。

请速告来访成员的全名、性别、职称、职务、入境地点和停留时间。

请速告来员的启程日期和到达日期, 及航班号, 以便能使我方做好接待工作。

电传:

请将到达的日期及航班号电告我方。

请将贵方的代表人数、姓名及启程日期电告我方, 以便做好接待工作。

YC 20/JUNE MR. Li ARRIVING 25 CAAC
— NO445. PLS ARRANGE LODGING
TRANSPORT, B/RGDS.

We' re glad to advise you that our delegation returned to Chengdu after a successful visit to your country on June 28. Please accept our deepest thanks for your cordial reception & hospitality extended to them.

My colleagues, associates and I concluded a brief yet unforgettable visit to your country and returned Chengdu on June 28. On behalf of them and my own name, I express our appreciation for your warm hospitality extended to us during our stay in your country.

We' re looking forward to greeting you who can return our call in China in the near future, meantime we wish you good health and success in your business.

We extend once again our warm invitation to you to come to visit our Corp.

贵方 6 月 20 日电悉，李先生乘中航 445 次班机，25 日到达，请按排住宿交通。顺致问候。

我方代表团对贵国成功地访问后于 6 月 28 日回到了成都。贵方给予他们真诚款待，请接受我方最深切的感谢。

我和我的同事结束了对贵国短暂而令人难忘的访问，已于 6 月 28 日返回成都。我代表他们并以我自己的名义，感谢在贵国停留期间给予我们的热情款待。

我们盼望不久将来能在中国接待您们回访，并祝您们身体健康，生意兴隆。

我们再一次热忱邀请贵方访问我公司。