

经贸英语口语

*Spoken English
for Foreign
Economics & Trade*

刘醒吾 编著



外语教学与研究出版社



经贸英语口语

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对外经济贸易大学

刘醒吾

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刘醒吾 陈坚 编著

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序

邓小平同志南巡期间的重要谈话给改革开放的中国大地注入了新的活力,全国各地掀起了深化经济体制改革,扩大对外开放的又一个高潮,其来势之猛出乎人们的意料。

为了抓住这一有利时机发展我国的经济,为了满怀信心地迎接这个新的世纪性的高潮的到来,需要我们的对外经贸工作者在掌握必要的经贸专业知识的同时,更好更熟练地掌握一门外语,特别是英语这一对外交往的工具,从而将我们的对外经济贸易工作做得更加富有成效。

作为一所全国重点大学,对外经济贸易大学每年向国家培养输送大量对外经贸专业人材。随着国际经济格局和国际经济关系的变化,随着我国外贸体制改革的不断深化,国际贸易无论在深度和广度上都发生了深刻的变化,贸易方式也有了新的发展。因此,对人才素质的要求更高了。为了适应这一变化了的形势,经贸大学从70年末开始,便着手教育改革,扩展学科专业,充实新课程,更新教学内容。在外语教学中注意不断吸收和引进国外新的外语教学研究理论和方法;同时,一大批中青年教师在老教授,在有丰富经验的老专家的带领指导下,不断探

索和总结自己在教学中的经验体会,推出了一批深受学生和社会欢迎和好评的教材和教科书。

刘醒吾和陈坚同志所著的这本《经贸英语口语》教材,是他们在对外经济贸易大学任教几年间,根据自己在教学实践中的经验体会和所使用的方法编写而成的。这本口语教材的内容和方法颇有新意,不失为从另外一个不同角度探索英语口语教学的一次有意义的尝试。因此,我很乐意向广大读者推荐这本教材,并希望它能对大家的经贸口语的提高有所裨益。

对外经济贸易大学校长

孙维炎

一九九二年七月

前 言

《经贸英语口语》一书,以现在或即将从事对外经济贸易活动的人员为对象,是一本中高级英语口语教材。它可以作为经贸类大专院校的英语口语课的教材,也可用于广大英语爱好者的自学。

全书共分10课,包括了对外经济贸易活动中一些涉及较多的题目、常用的词汇、表达法、并附有翻译练习答案,便于读者自学。本书主要内容包括有询价、商谈价格、订货、运输、付款、索赔等。最后一课“一个合资企业”,模拟了合资企业谈判的全过程,并包括了下列合资企业合同谈判的主要内容:建立合资企业的必要性、合资企业的规模和厂址、可行性研究的基础、有关合资各方资产的分成、利润以及风险的政策、产品特点的介绍以及国内国外市场的销售、公司的结构和人员的组成、雇员的录用和工资、纳税及保险、合资期限以及合资的终止等。

这本书的目的在于针对我们国家现在对的外经济贸易迅猛发展、特别是邓小平南巡讲话以后,大批的合资企业在我国涌现,对外贸易业务、进出口业务、涉外经济业务需要大批的外经贸人才,无论是在校的经贸学科的学生还是现在开始从事这项工作的人们,都需要了解并掌握在对外经贸活动中、尤其是在谈判过程中,中外双方、买卖双方都说些什么、以及怎么说的问題。所以这本教材的出发点立足于通过课文中比较丰富的、根据实际外贸谈判场景加以改编的对话实例,给学这本书的人提供一个大概的概念,

即：在对外经贸活动中人们说些什么，以及怎么说，从而让学生体会、模拟实际谈判的过程和技巧，以达到进一步掌握经贸口语的目的。

在材料组织上，这本教材的外贸场景的设置注意与 90 年代的国内国际的经济形势联系。特别是当涉及到国内具体外贸机构名称及高科技新产品和企业名称时，教材力求真实，以达到刺激学生扮演角色并进行交谈的兴趣。虚构的场景前面，加注了说明，例如海湾战争后的军用物资的购进和华润集团在香港的房地产生意等等。

在本书出版之际，我们要感谢美国和加拿大来华专家 Stacy McCaskill 和 Jane Wilcox，她们为全书的英文做了修改和润色，使得本书的英文更为地道、准确；我们还要感谢对外经济贸易大学付校长黄震华教授和中国科技大学研究生院的韩文盛教授，他们在本书的编写过程中，认真审阅了全书的稿件，并提出了宝贵的修改意见；最后，我们还要特别感谢我们的校长——对外经济贸易大学校长孙维炎教授，他在百忙之中为我们撰写了序言，热情地鼓励我们写好这本书。所有这些都是我们在编写这本书的过程中的动力，并使得这本书终于能够在我们的国家大步走向世界的今年春天面临广大读者。

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刘醒吾 陈 坚

一九九二年十月于北京

对外经济贸易大学

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Lesson One

Hosting a Visiting Delegation and Individual

接待来访代表团及个人

Unit 1.1

Sample Dialogue (1): Meeting an American businessperson at the airport (**Part 1**)

C: You must be Mr Jones from the United States?

F: That's right. I am Timothy Jones. You are...?

C: My name is Wang Ning. I'm from the Ministry of Foreign Trade & Economic Cooperation.¹ This is Mr Zhang Ping, from the China National Arts and Crafts² Import and Export Corporation.

F: How are you, Mr Wang?³ I'm very pleased to meet both of you. Thanks for coming to the airport to meet me. Where are we heading now?

C: We're going to accompany you to the Friendship Hotel. Is the luggage all here, Mr Jones?⁴ The car is just out there in the parking lot.

Sample Dialogue (2): Meeting an American businessperson at the airport (**Part 2**)

- C: Hello. My name is Zhao Xinmin. I represent the Oriental Trade Company. Welcome to Beijing.
- F: Thank you. I'm Brian Reeves. I'm very happy to meet you.
- C: Our company has assigned me to be your host here in Beijing.
- F: Thank you, Mr Zhao.
- C: How's your flight, Mr Reeves?
- F: Fine. I got on the plane at San Francisco and it took about 17 hours to get here. But it was a smooth flight.
- C: That was really kind of long in the airplane, wasn't it? I hope you'll feel rested after a night of good sleep.

Sample Dialogue (3): Introducing oneself and each other⁵

- C: Are you the US - China Trade National Council Delegation?⁶
- F: Yes, we are. I'm Douglas Harrinton, the Delegation Leader.
- C: My name is Lu Hai. I represent the China Council for the Promotion of International Trade.⁷ This is my name card.
- F: I'm very pleased to meet you, Mr Lu. Let me introduce you. This is Mr Giles Schmid, Vice President of the US - China Trade Council.
- C: Welcome to Beijing, Mr Schmid, Mr Harrinton.

Notes

1. Ministry of Foreign Trade & Economic Cooperation: (Moftec) 对外贸易经济合作部
2. arts and crafts: 工艺品
3. How are you: 见面的问候, 不仅用在熟人之间, 也用在初次见面时。类似的表达法还有:
— Hi!
— Hi, there!

— How are you doing?

这些表达法在日常生活中都常见。

4. Mr Jones: 初次见面时应尽量以 Mr..., Ms... 或 Mrs... 加上对方的 family name (last name) 相称。对方的 first name 可在对方告诉 "Please call me..." 以后再说。

5. introduce: introduce 一词有以下几种用法:

— Let me introduce you to some of my friends.

— Allow me to introduce you to Mr John Wayne Chulack.

— May I introduce you to Mr Dan Pierce, Senior Executive of our company.

另外, 在自我介绍时也可说:

— May I introduce myself? My name is ...

当被介绍后, 可作如下的表示:

— Glad to meet you.

— Pleased to meet you.

— I'm delighted to meet you.

6. US - China Trade National Council Delegation: 美中贸易全国理事会代表团

7. China Council for the Promotion of International Trade (CCPIT): 中国国际贸易促进会

Unit 1.2

Target Vocabulary

head *vi.* 向(什么地方)走 **assign** *vt.* 派, 指定

accompany *vt.* 陪同 **host** *vt.* 接待

parking lot 停车场 **smooth** *adj.* 平稳的

represent *vt.* 代表 **feel rested** 觉得休息过来了

oriental *n.* 东方

Unit 1.3

Substitution Exercises

Drill 1 Hello. I represent the Oriental Trade Company, and welcome you to ...

Complete the above sentence by using the following:

Harbin Tianjin Shanghai Guangzhou

Urumqi Hohhote Lhasa Inner Mongolia

Drill 2 ... has assigned me to be your host here in Beijing.

Complete the above sentence by using the following:

— the President of our university

— the General Manager of our company

— the Foreign Affairs Office of our university

— Mr Chen, the Chairman of the Board of Directors

Drill 3 Let me introduce ...

Complete the above sentence by using the following:

— the host

— today's guests

— our company's executives

— our new friends in the visiting delegation

Drill 4 ..., I'd like you to meet our company's Vice President, Mr Wu Baohua.

Complete the above sentence by using the following:

— Mr Mark Young

— Ms Anna Schmid

— Mr Lee Stoltman

Drill 5 Have you met ...?

Complete the above sentence by using the following:

- our Project Advisor, Mr Wadely
- the General Manager, Mr Lynwood
- the Sales Representative, Mr Huggins
- the Director of the Liason Office, Mr Standley

Unit 1.4

Translation Exercises

将下列句子口译成英文:

1. 请问您是不是从美国来的 Nelson 先生? 我代表东方贸易公司来接您。我非常高兴见到二位。谢谢你们到机场来接我。
2. 您的行李是不是都在这儿了? 我们到停车场那边上车去吧。我陪您一道去宾馆。
3. 请允许我为您互相介绍一下。
4. 陈先生是国际信托投资公司的高级顾问。郑先生是化工进出口总公司副总经理。张先生是《中国日报》驻欧洲的首席记者。
5. 我代表我们公司欢迎您来北京, 并希望您在北京过得愉快。

Unit 1.5

Dialogue Situations

1. You represent the Oriental Carpeting Exhibition Center (东方地毯展览中心). You are now at the airport to meet a visiting businessperson, Mr Lee Stoltzman from Boston, the United States. You have never met him before, so you have a sign board in your

hand. After you meet each other, you say greetings, ask him how his flight was and show him to the car. Now you act this out with another student in the class.

2. You represent China National Light Industrial Product Import & Export Corporation (轻工业品进出口总公司), and you are assigned to meet an American businessperson — Ronald Wannburg, Marketing Manager of a wholesaler, Valley View Company — at the airport. You and Wannburg have never met each other before, so you have a sign board in your hand. After you meet each other, you say greetings, ask him how his flight was and show him to the car. Now you act this out with another student in the class.
3. You represent China National Metals & Minerals Imp & Exp Corp. (五矿进出口总公司). You're here at the airport to meet a client of yours — Mr Axel Foley. After you meet each other, you introduce yourself, ask him about the journey and accompany him to his hotel. On the way to the hotel, you talk about the weather now in Beijing and you give him a brief orientation to the city. For example, you can tell your guest about Beijing's population, traffic, culture, food, hotels, buildings, etc. You can talk about a lot of things that cross your mind to keep the conversation going.
4. You are Assistant Manager of Legend Computer Corp. Ltd. (联想计算机企业集团). Your boss, the General Manager, has asked you to go to the airport to meet an important customer of your company, Mr Darren Miller from the Silicon Valley (硅

谷), California, the United States. You have never met this Mr Miller before, and now you're at the airport waiting for him with a sign board. When you meet each other, you identify yourself, say hello to him and start an informal talk about his flight, about the weather in Beijing, give a brief introduction to Beijing and so forth.

Unit 2.1

Sample Dialogue (1): On the way to the hotel

C: You'll be here for three days, right?

F: That's right. I'll be here for three days and then I'll go to Gaungzhou.

C: Is there any place you'd like to visit in particular? I could help you arrange that.

F: Well, I'd like to make a field tour to a factory, if possible.¹

C: Okay. I'll have it set up for you and let you know this evening.

F: That will be terrific. Thank you.

C: My pleasure.

Sample Dialogue (2): At the hotel

C: Please go through the registration procedure. Here, please fill out this card.

F: Thanks. (after filling out the card) I must say this hotel really is nice; it's very impressive. I gather it's a joint venture business?

C: Yes, you're right. In fact, this hotel is considered one of the best in Beijing; there're some twenty - five star hotels like this in Beijing.

F: Is this hotel a joint venture business with an American company?

C: No. It's a Sino - Japanese investment. One thing is obvious. No