

国际商务 英语口语



ORAL ENGLISH FOR
INTERNATIONAL BUSINESS

主编 陈桃秀



中国商务出版社
CHINA COMMERCE AND TRADE PRESS



全国外经贸院校高职高专英语系列精品教材

国际商务英语口语

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中国商务出版社

图书在版编目 (CIP) 数据

国际商务英语口语/陈桃秀主编. —北京: 中国商务出版社, 2006. 8
(全国外经贸院校高职高专英语系列精品教材)
ISBN 7-80181-551-3

I. 国... II. 陈... III. 国际贸易 英语-口语-高等学校: 技术学校-教材 IV. H319.9

中国版本图书馆 CIP 数据核字 (2006) 第 095332 号

全国外经贸院校高职高专英语系列精品教材

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中国商务出版社出版

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010- 64220120 (发行部)

网址: www.cctpress.com

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新华书店北京发行所发行

嘉年华文有限责任公司排版

三河市汇鑫印务有限公司印刷

787×980毫米 16开本

18.25 印张 326 千字

2006 年 8 月 第 1 版

2006 年 8 月 第 1 次印刷

印数: 3000 册

ISBN 7-80181-551-3

F·912

定价: 28.00 元

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举报电话: (010) 64212247

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出版说明

随着我国商务教育事业的发展,教育改革日益深化,全国外经贸院校专业外语教学方面的改革正在全面展开。新专业不断拓展,课程设置不断更新,对专业英语教材建设与改革提出了相应的要求。

为了适应这种新变化、新要求,在全国外经贸教育教学指导委员会的组织下,黑龙江省对外贸易学校、辽宁外经贸学院、天津对外经济贸易职业学院、海南经贸职业学院、广西国际商务职业技术学院、烟台职业学院、广东对外贸易学校、河南外贸学校、武汉外贸学校和山东外贸职业学院等10个院校的教师召开了外语学科工作委员会会议,中国商务出版社的代表列席了会议。在这次会议上,专家们对教材改革进行了热烈的讨论,一致认为,在当前专业英语教学模式、教学内容不断更新改革的情况下,亟需一套符合这种变化要求的新教材。会议决定,由与会学校的专家共同策划,精心编撰,撰出一套适合外经贸职业院校使用的专业英语系列教材。根据对各院校专业外语教学情况的调查,并在广泛交流的基础上,本着充分发挥各校优势的原则,最终拟定了10本教材,同时确定了编委会。

经过一年的努力及各位主编老师的辛勤工作,我们欣喜地看到这套教材终于陆续和大家见面了。这套教材,与以往的英语教材有很大的不同,它更有针对性,是完全根据国际商务职业院校的教学要求编写的,编写这些教材的老师多年从事外经贸职业教育英语教学工作,具有丰富的教学经验,所编写的这套教材充分考虑到所学专业的培养目标及教学模式,基本适应当前国际商务职业院校英语教学需要,是一套好教材,相信一定会受到广大师生的欢迎。

全国外经贸教育教学指导委员会

2006年7月

前 言

随着世界经济一体化,我国与世界各国及各地区之间的交往日益频繁,培养大批能熟练掌握商务英语,具有较强商务沟通能力,能在商务活动中灵活地运用语言的复合型人才的任务越来越迫切。基于此目的,我们编写了《国际商务英语口语》教材。

国际商务英语口语是国际商务专业主干课程,它是一门重要的技能课程。本教材以复合型的涉外人才的培养目标为依据,以简洁的语言,介绍商务活动的流程。与此同时,提供了大量的口语实践活动,让学生在了解商务活动语言和商务知识以及商务交流技能的同时,在实践中将语言知识与实际业务活动相结合,使之融会贯通。课文内容着重反映现实商务活动的真实情景,练习活动丰富,实用性强。每个单元都由一个中心话题和与话题相关的课堂练习活动组成。本书旨在促进学生改变口语学习仅仅停留在机械的背诵和模仿习惯,通过大量的课堂练习活动来强化英语语言的运用能力,使英语真正成为表达学生个人情感和思想的“交际工具”。

本教材涵盖了商务活动的全过程,包括商务日常英语、商务活动安排、国际旅行、商务会议、公司介绍、询盘与报盘、价格、交易会、成交、支付方式、包装、装运、保险、索赔、代理及英他贸易方式等。教材共分16个单元,每个单元有11个部分的小模块内容。每单元的第一部分为该单元常用句子;第二部分为示范对话,它展示了商务活动中英语口语表达的结构和方式。示范对话主要是围绕该单元主题的三个对话,它们在长度、难易度上有一定的梯度和层次;第三部分为完成对话,主要是从另一个角度帮助学生了解该单元的内容;第四部分为口头将句子翻译成中英文;第五部分为完成交际任务,针对该单元内容,编者精心安排了两个场景;第六

部分为课堂讨论主题，它们是内容新颖并与主题相关的两个问题，其中一个为类似外销员全国统考题型，供学生预先讨论，另一个为日常话题；第七部分为阅读理解练习，主要测试读者对该主题或相关主题文章的理解；第八部分为该单元出现过的生词和有用的短语，对对话中较难的字、词和短语进行了解释；第九部分为注释，针对该单元所涉及内容进行解释、补充或完善；第十部分为自我检测，主要是为学生提供一实际操和检测自己对该单元知识的掌握的平台；第十一部分为与该单元主题相关的谚语两则或商业禁忌一条。

《国际商务英语口语》由安徽国际商务职业学院副教授陈桃秀策划、编写体例并担任主编，陈泳帆、王伟、秦保群、朱桂红同志担任副主编。参加编写的还有（按单元顺序）张咏梅（第1单元、第2单元）、陈桃秀（第3单元）、马文冰（第4单元、第5单元）、华云世（第6单元）、李树刚（第7单元）、陈泳帆（第8单元）、秦保群（第9单元）、朱桂红（第10单元、第16单元）、王蓉（第11单元）、王伟（第12单元、第13单元）、董娟（第14单元、第15单元）等同志。全书由陈桃秀修改、统稿和总纂。本书在编写过程中，得到安徽国际商务职业学院副院长张卿和中国商务出版社副总编钱建初以及吴小京、禹思等编辑的大力支持，在此表示感谢。

由于编者水平有限，书中错误或不当之处在所难免，敬请广大专家、读者批评指正。

编者于合肥

2006年4月

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Unit 1 Welcoming Foreign Friends

1. The following sentences are often used for welcoming foreign friends. Please read and remember them.

a. Meeting Foreign Guests at the Airport

- | |
|--|
| <ol style="list-style-type: none">1. Excuse me, but aren't you Mr. Peterson from the United States?
请问您是美国来的彼得森先生吗?2. You must be our long-expected guest, Mr. Black.
您一定就是我们盼望已久的客人布莱克先生吧。3. We've been expecting you ever since you faxed us your arrival date.
自从您发传真告诉我们您的到达日期后,我们就一直企盼着您的到来。4. I hope you've had a pleasant trip /journey.
但愿您来的这一路上都还顺利。5. Hope you have an enjoyable /pleasant/nice stay here.
希望您此行愉快。 |
|--|

b. On the Way to the Hotel

- | |
|--|
| <ol style="list-style-type: none">1. The hotel is conveniently located.
旅馆所处位置交通很方便。2. How far is it from the airport to the hotel?
从机场到旅馆有多远?3. It's quite a distance. But we'll soon get there in twenty minutes.
挺远的。但是我们 20 分钟就能到达。4. How long do you intend to stay, Mr. Smith?
史密斯先生,您打算在这儿逗留多久?5. The city has a moderate climate and spring is the best season.
这座城市气候宜人,春天是最好的季节。6. The city covers about 100 square kilometers with a population of over 5 million.
该市方圆 100 平方公里,人口超过 500 万。 |
|--|

c. Check-in at the Hotel

1. We'll do everything we can to make you feel at home.
我们会竭尽所能使您宾至如归。
2. Shall we go to the registry desk and fill out the registration form?
我们去登记处填写登记表好吗?
3. This hotel is a five-star one in this city.
这是该市的一座五星级宾馆。
4. At your request, we've reserved a room with windows facing South.
应您的要求, 我们已经为您预订了一间朝南的房间。
5. The restaurant serves meals from 7 am. to 9 am. for breakfast, 11 am. to 1 pm. lunch, and 5 : 30 pm. to 7 : 30 pm. supper.
餐厅早上 7 点到 9 点供应早餐, 中午 11 点到下午 1 点供应午餐, 晚上 5 点 30 分到 7 点 30 分供应晚餐。

2. Dialogue Samples.

Read the following dialogues and then practice in pairs.

Dialogue 1 Meeting a Foreign Guest at the Airport

(Ms. Lin, the secretary, and Mr. Wang, the manager, come to the airport to meet Mr. Peterson from U. S. A.)



- L: Excuse me, are you Mr. Peterson from the United States?
P: Yes, I am.
L: I'm Lin, the secretary of Beijing Textiles Import & Export Corporation. I'm here to welcome you.
P: How do you do, Ms. Lin. Thank you for coming here to meet me.
L: How do you do, Mr. Peterson. Welcome to China. This is our manager Mr. Wang, he is also here to meet you.
W: Hello, Mr. Peterson, I've heard so much about you. Nice to meet you.
P: Nice to meet you, too.
W: Mr. Peterson, how was your journey?
P: Well, not too bad. The air service was really pleasant.
W: Hope you'll enjoy your stay in Beijing.

P: Thanks. I'm sure I will.

W: Our car is waiting over there. Let's drive to the hotel.

L: May I help you with your baggage, Mr. Peterson?

P: No, thanks. I can manage myself. Let's go.

Dialogue 2 On the Way to the Hotel

(On the way to the hotel, Mr. Wang is introducing to Mr. Peterson the great changes taking place in China.)

W: Is this your first visit to China, Mr. Peterson?

P: No, I've been to China several times and each time I was deeply impressed by the amazing changes.

W: That's true. With the rapid development of economy, all aspects of people's life have changed a great deal.

P: Look, this is a brand-new flyover, isn't it?

W: Yes, it is. It was just completed and put to use a week ago.

P: Really? How lucky I am!

W: It helps to shorten the way from the airport to the city center.

P: Sounds great!

W: You know, China is the host country for the 2008 Olympic Games. All of us are making every effort to create convenience for this event.

P: Yes, I believe it contributes to China's reform and opening-up policy.

W: Sure. With everyone throwing themselves into the economic construction, China's economy is moving ahead rapidly to a new level.

P: It's fantastic! I suppose China has become one of the strongest countries throughout the world.

W: So do I. Look, Mr. Peterson, did you see those skyscrapers? We'll soon get to the business center, or maybe you would call it "downtown".

P: Downtown? I thought we have been driving along the downtown. All the way is lined with thriving businesses.

W: Here we are at the Shangri-la hotel, Mr. Peterson.

P: Oh, it's wonderful.

Dialogue 3 Check-in at the Hotel

(At the hotel, Mr. Peterson checks in with the help of the clerk and Ms. Lin.)

L: This way, please. Mr. Peterson, let's go to the reception desk first.

(At the reception desk)

C: Good afternoon, is there anything I can do for you?

L: Yes. This is Mr. Peterson from the U. S. We've booked a single room for him.

C: Let me check. Oh, yeah, you've reserved Room No. 605 for Mr. Peterson. Would you please fill out the form, Mr. Peterson?

P: Certainly. Here you are.

C: Could you sign your name here please?

P: All right.

C: Thank you very much, Mr. Peterson. Here's your key card. The bellboy will show you the way to your room. Wish you enjoy your stay here.

P: I appreciate it. By the way, where can I have my hair done? I want to look neat and energetic.

C: Well, cross the hall to the end and then turn left, you'll find the barber's. I'm sure you'll be satisfied with the service there.

P: Thanks a lot.

(In the room)

L: Look, Mr. Peterson, this is a room on the sunny side, facing the garden.

P: Wow, What a bright and clean room!

L: Mr. Peterson, you must be very tired after such a long journey. So take a shower and have a good sleep.

P: Thanks, Ms. Lin. It's so considerate of you. I'm afraid the jet lag will catch up with me tomorrow.

L: If there's anything you need, just ring the Reception. They'll be at your service.

P: Many thanks!

3. Complete the Following Dialogue.

W: It's my first visit to China. Everything seems interesting and fresh to me. _____? (从机场到旅馆有多远?)

M: _____ . (不太远, 过了这座立交桥就到了。) Mrs. Green, have you noticed _____ (那些新建的居民区) and metropolitan garden?

W: Yes, I did. What's more, I found a lot of large-scale construction sites all the way.

M: _____ (随着经济的快速发展), China has changed a great deal.

W: It's true. I believe it's _____ (中国的改革开放政策) that contributes to the amazing advancement.

4. Translate the Following Sentences into Chinese or English Orally.

a. Translate the following sentences into Chinese orally.

- (1) I hope you'll enjoy your stay here.
- (2) The journey was pleasant and the service on board was excellent.
- (3) We've been expecting you ever since you sent us the fax informing us your date of arrival.
- (4) We've reserved a double room in your name.
- (5) Is there any discount for company booking?

b. Translate the following sentences into English orally.

- (1) 久仰久仰。今日得以相见荣幸之至。
- (2) 嗨, 这不是彼得森先生吗? 您好!
- (3) 旅途愉快吗, 彼得森先生?
- (4) 如果您需要什么, 请拨打服务台电话。
- (5) 我想预订一间带浴室的双人间, 住两天。

5. Communicative Tasks.

Work with your partner to create your own dialogues with the situation and tips given below.

Task 1

Situation 1:

Mr. Green has never been to your hometown. This time he comes with his family in order to find some business cooperation. You try to introduce to him something about your hometown.

The following tips may be helpful:

- special location
improved investment climate
economic development zones
joint venture/contract-cooperative enterprises/
wholly-invested enterprises by foreigners
the great potential of investment
more and more businessmen are attracted
preferential policy to draw foreign funds
1. Have you ever been to ... ?
 2. This is my first trip to ...
 3. Could you please tell us ... ?
 4. After a long trip, you must've been ...
 5. I've heard so much about China, so this time ...
 6. Great changes have taken place ...
 7. You couldn't miss the chance to ...
 8. With the rapid development of economy, this city has become more and more ...

Task 2

Situation 2:

Mr. Green arrived at the hotel now. You, as the hotel clerk, come to welcome him and help him to check in as well as to make him familiar with the hotel service.

The following tips may be helpful:

- fill out the registration form and sign
your name, passport number
make/ cancel a reservation
health club/ gym/ the hairdresser's/ the
barber's/beauty-parlor/business center/
bar/cafe
single room/double room/twin room
with a bath/facing the garden
1. Welcome to our hotel (restaurant, shop).
 2. Wish you a most pleasant stay in our hotel.
 3. Have you had a reservation?
 4. May I know your name and room number?
 5. Please pay at the cashier's desk over there.
 6. Leave your laundry in the bag behind the bathroom door.
 7. Is there any place in the hotel where we can amuse ourselves?
 8. Would you please tell me the daily service hours of the dining room?

6. Topics for Classroom Discussion.

- (1) What kind of expressions do you use when you go to the airport to meet some foreigners?
- (2) What preparations do you need to make if you are asked to welcome a foreign guest?

7. Reading Practice.

Read the following passage and then answer the following questions:

The visiting Belgian King Albert II held talks with Chinese Leaders and participated in business activities in starting a new chapter in the relationship between China and Belgium. The visiting King met Chinese President and Premier during his stay in Beijing. Both sides agreed to promote dialogues and exchanges and boost friendly relations to new heights and enhance cooperation between China's national legislature, the National People's Congress and the Belgian parliament. King Albert II expressed his country's willingness to intensify economic ties with China, bringing with him more than 20 business people from various sectors including banking, insurance and health care.

This is probably the biggest-ever business delegation headed by the Belgian State head in his foreign visits. Chinese Vice-Premier met the delegation of Belgian business people who accompanied Belgian King Albert II on his trip, calling for Belgian business people to join hands with their Chinese counterparts in promoting economic and trade ties between the two countries. Head of the delegation said Belgian businesses and enterprises highly value the Chinese market and will enhance their exchanges and cooperation with the Chinese side. As well as economic cooperation, the King said he would like to develop relations in academic and scientific fields with China, which is why he also took heads of universities, top-level scientists and sinologists (汉学家) to the trip. As well as Beijing, the tour also took the delegation to Xi'an, Suzhou, Northwest China's Shanxi Province.

Comprehension Check

- (1) Which fields is Belgian King Albert II going to cooperate in with China?

- (2) Who welcomed the visiting King's delegation?
- (3) How many business people came with the visiting King?
- (4) How highly do they think of the cooperation with China?
- (5) Which cities is the delegation going to visit?

8. New Words and Useful Expressions.

- (1) flyover /flaɪ'əʊvə/ *n.* 立交桥
- (2) book /buk/ *v.* 预订(席位, 宾馆等)
- (3) energetic /enədʒetɪk/ *adj.* 精力充沛的
- (4) laundry /ləʊndri/ *n.* 待洗的或刚洗过的衣物
- (5) boost /bu:st/ *v.* 促进, 提高
- (6) legislature /ledʒɪsleɪtʃə/ *n.* 立法机关
- (7) accompany /ə'kʌmpəni/ *n.* 伴随, 陪伴
- (8) counterpart /'kaʊntəpɑ:t/ *n.* 两方面地位职务相当的人(物)
- (9) throw oneself into 全身心地投入
- (10) reform and opening-up policy 改革开放政策
- (11) be at your service 随时为您效劳
- (12) I appreciate it. 我很感谢。
- (13) The jet lag will catch up with me tomorrow. 明天我就会有时差反应了。
- (14) he lined with thriving businesses 布满了繁荣的公司企业
- (15) investment climate 投资氛围, 投资环境
- (16) joint venture 合资企业
cooperative enterprises/contractual joint venture 合作企业
wholly-invested enterprises by foreigners 外商独资企业
- (17) preferential policy to draw foreign funds 吸引外资的优惠政策
- (18) intensify economic ties with... 加强和……的经济联系

9. Notes.

- (1) 商务引见或问候可用于日常的非商务情景, 但反过来却不行——非正式的问候通常不符合商务场合。下面是商务活动中不同时间与人会面时常用的一些问候语:

第一次见面

How are you? Pleased to meet you.

How do you do? Glad/nice/delighted to meet you.

It's a pleasure to meet you.

再次会面

How are things with you?

Good to see you again. How's everything?

Great to see you again. How's it going?

自我介绍

Hi, I'm...

Hello, my name is...

介绍第三者

Let me introduce you to...

I'd like to introduce... to you.

I'd like you to meet...

This is... (通常用于介绍你的同事、下属或是熟人)

(2) 服务台常用英语词汇

lobby 前厅	luggage office 行李房
reception desk 接待处	luggage rack 行李架
cashier's desk 兑换处	luggage label 行李标签
information desk 问询处	procedure fee 手续费
accounting desk 账务处	tip 小费
check-out time 退房时间	check/ cheque 支票
price list 价目表	sign 签字
market price 市价	interest 利息
rate of exchange 兑换率	fill in the form 填表
conversion rate 换算率	

10. Self-check.

Suppose you are appointed to welcome a foreign guest, how would you arrange everything to make the guest feel at home? Please make up a short dialogue with your partner about the whole process of meeting at the airport, introducing the city and helping to check in.