



总主编◎翁凤翔 副总主编◎吴 慧

本册主编◎卫旭东 张丽莉

# 国际商务英语 实景演讲



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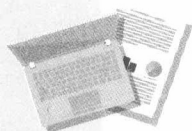


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# 总 序



商务英语在全球经济一体化加速的大背景下显示了非常重要的作用。随着中国(上海)自贸区开始建设,社会需要越来越多的商务英语人才,这也正是商务英语被教育部列入大学本科专业的的原因所在。由此可知,商务英语的作用和地位与日俱增。

商务英语是国际商务和英语复合而成的交叉专业和学科。英语专业学生缺乏的是在国际商务环境中的商务英语语言知识和基本的国际商务知识,其他商务英语爱好者也是如此。

正是在这种大背景下,我们组织有经验的作者编写了本系列教材,旨在帮助商务英语学习者尽快提高商务英语语言知识和国际商务基础知识。本系列的特点是:

1. 体现“最商务”特征,系列内容重点反映最常用的商务英语语汇和国际商务活动中最基本的业务知识;
2. 整个系列教材用通俗易懂的语言给读者传授商务英语知识和国际商务业务知识;
3. 书中所使用的材料反映国际商务最新动态,不少材料来自公司企业,这样可以将学

校传授的商务英语知识与国际商务实践实现对接；

4. 本系列突出实用,内容丰富,通俗易懂,可为商务英语专业和商务英语爱好者学习使用。

系列丛书的作者们是在商务英语领域从事教学和实践的有经验的专家学者,这样为本系列的质量提供了保障。尽管如此,书中难免存在问题,恳请专家学者和系列丛书使用者提出宝贵意见。

翁凤翔

上海海事大学外国语学院 教授

教育部高校英语专业教学指导分委员会商务英语教学协作组专家组成员

中国国际商务英语研究会副理事长

## 前言

演说词是一种独具特色的文体。大部分演说词都经过作者的深思熟虑,逻辑严密,用词考究,时常具有磅礴的气势,令人热血沸腾或为之动情。有些即兴演讲也丝毫不逊色,以其机智、生动、幽默而感染听众。经过时间的洗礼,很多演说词流传下来并成为脍炙人口的著名篇章,其中一些句子甚至成为妇孺皆知的名言。

学英文最好的方式就是听演讲。本书精选的英语演讲,既有最实用而激励人心的演讲,又有挥洒自如、幽默风趣的演讲。如果你想学英文,这些演讲不应错过;如果你想练口才,这些演讲更不容错过。这些演讲者无不是所在时代的佼佼者。他们总是会适时地使用简洁的语言,给予别人最热切的希望,能够激励听者勇往直前,全力以赴地去实现自己的愿望;他们善于利用通俗易懂且简洁有趣的故事,借助比喻的委婉、排比的气势,令人由衷折服,或者忍俊不禁。

作为一个商务人士,与外国客户和朋友进行日常的英语沟通只是最基本的素质之一。商务人士难免要在各种公开场合,诸如产品发布会、签字仪式、招待会、答谢宴会等发表自己和公司的立场

及看法,这时,简单的英语口语知识可能帮不上多大的忙,需要有专业的演讲知识作为必要的条件。

本书通过列举发生在一个个商务场合的演讲范例,从技巧、用词、表达和文化渗透等诸多方面给读者以启发。相信任何一个具有一定英语基础的爱好者看过本书之后,都会对用英语演讲产生一定的信心,从而在商战中信心百倍,取得成功。可以说,用英文演讲是21世纪职场人士的必备技能之一,如果你想让自己更加合格,仔细读一下这本书吧。

编者

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# Chapter 1



## Speeches at Welcoming Banquet and Farewell Speeches/宴会致辞

A welcome speech can be a very important tool for a meeting or when speaking in front of a large audience. It helps to set the tone of the rest of the meeting and can put the attendees at ease or excite them into listening further to the speakers of the event or meeting. Creating a good

banquet speech not only impresses the guests but also makes them feel more at home.

## Sample Sentences in Welcoming and Farewell Speeches / 精彩例句

- 1] On behalf of all of your American guests, I wish to thank you for the incomparable hospitality for which the Chinese people are justly famous throughout the world.

我谨代表你们的所有美国客人向你们表示感谢,感谢你们无可比拟的盛情款待。中国人民以这种盛情款待而闻名世界。

- 2] Our speaker today is the Carl Sagan of the business world.

今天为我们做讲演的是商界的卡尔·萨根。

- 3] The scale of the opportunity for China makes this the most important meeting that I attend every year. I am honoured to be a participant.

中国面对的机会是如此广阔,使这一论坛成为我每年要参加的最为重要的会议。我非常荣幸能参加该论坛。

- 4] Please join me in welcoming Albert V. Casey to the Economic Club of Detroit.

请和我一起欢迎艾伯特·凯西来到底特律经济俱乐部。

- 5] My fellow citizens, tonight is my last opportunity to speak to you from the Oval Office as your president.

同胞们,今晚是我最后一次作为你们的总统,在白宫椭圆形办公室向你们做最后一次演讲。

- 6] Ladies and Gentlemen, I'd planned to speak to you tonight to report

on the State of the Union, but the events of earlier today have led me to change those plans.

女士们、先生们,我原计划今晚向你们宣读国情咨文,但今天早些时候发生的事件让我改变了计划。

- 7] I can't tell you how you have warmed my heart with your welcome. I'm delighted to be here today.

你们的欢迎让我感到无比温暖。我很愉快今天能够来到这里。

- 8] I'm pleased to be here today with you who are keeping America great by keeping her good.

今天能与你们——使美国优秀而伟大的人士相聚,我感到非常愉快。

- 9] It is a great honor for me to be here in Shanghai, and to have this opportunity to speak with all of you.

我感到非常荣幸能够有机会到上海与你们交流。

## Speech at China Development Forum

Good evening, Ladies and Gentlemen.

1 I have to say it's great to be standing in an economy that's growing at seven per cent. Life's a lot more fun when an economy is growing. I'd certainly like to spend more of my time here than in economies growing at 1.5 per cent.

2 I gave a speech in the US last month when I pointed out that China had been the world's largest economy for 18 out of the last 20 centuries. And there is no doubt in my mind that China will regain that position.

3 I feel privileged to be here to listen to China's leaders explain their policies, and their thinking, and to see their willingness to listen to other people's experiences. I also think that the willingness to listen to other people's experiences shows a mature attitude which is in contrast, I am sorry to say, to many in the West.

4 It is always a matter of amazement to me that some Western politicians and commentators — from countries that are no larger than one province of China — feel well qualified to tell China how it should be governed.

5 It behoves all of us to understand that the challenge of governing a country of 1.3 billion people is something that nobody is qualified to speak on, except China's leaders themselves, and, I guess maybe India's.

6 It seems to me that every nation needs policies to suit its own history and culture. It is arrogant in the extreme to think that there is a one-size-fits-all solution that works for everyone. And even more arrogant to think that your particular solution is the only one.

7 I have nothing but admiration for the progress China has made since I first visited in 1972. The Chinese leadership has shown great skill in achieving stunning economic growth over the past 25 years

## 在中国发展论坛上的讲话

女士们,先生们,晚上好。

1 我要说,站在经济增长速度为7%的土地上,感觉非常好。经济增长的时候,生活似乎更加有趣,到处生机勃勃,人人精神振奋。与增长速度为1.5%的国家相比,我当然更愿意多来这里。

2 上个月,我在美国作过一次演讲,我指出,在过去20个世纪里,有18个世纪,中国都是全世界最大的经济体。我深信,中国正在重新赢回这一地位。

3 我非常高兴在这次会议期间,能够亲自听到中国领导人解释他们的政策和想法,并再次看到他们愿意听取会议代表的意见。我认为,愿意倾听他人体现出一种成熟的态度,与许多西方国家形成了鲜明对比,对后者我经常不得不感到很遗憾。

4 我常常感到很吃惊的是,一些西方评论家,他们国家的面积可能只有中国的一个省那么大,可他们却觉得自己有资格告诫别人应该如何治理。

5 我觉得我们大家都应该知道,治理一个拥有13亿人口的国家,这样的挑战,除了中国,或许还有印度,没有其他人有这样的经验。

6 我觉得每一个国家都需要适合自己历史和文化的政策。认为存在适合所有人的万能的解决方法,这样想是傲慢的。而认为自己的方法是唯一的正确之道,更是极端傲慢的。

7 自从1972年我第一次访问中国以来,这些年我亲眼所见的中国的巨大发展,令我钦佩不已。过去25年来,在取得了令人震惊的经济发展的同时,中国妥善处理了



说明开讲时的心情,并用经济增速的对比说明论坛的吸引力。

演讲人将中国领导人与西方政客及评论家的态度做对比。

事实说明某种所谓的办法并非全球通用。

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while at the same time managing the change and transition that this level of growth inevitably brings.

8 The development of consumer markets is an important part of this process. Because two-thirds of most economies are driven by consumer spending. China has huge potential consumer markets which will underpin economic growth both today and, even more so, tomorrow.

9 Globally, HSBC sees the consumer markets of tomorrow as China, India, Brazil, Mexico; all countries that have the potential to move very rapidly up the GDP-per-capita scale. We would put China at the top of the list.

10 Everywhere I go, I see tangible signs of China's progress: in the hotels, in the airports, the transport systems. And there is much more to come.

11 Getting the right products in the right people's hands at the right prices is the fundamental task of a consumer economy. Putting in place the distribution systems to facilitate the creation of consumer markets is going to be hugely important in the years ahead.

12 In a market, you need measures to protect consumers, but not in such a heavy-handed way as to discourage investment. Drawing the line between the interests of the consumers and the interests of the producers is a delicate task for governments and business people.

13 I do not underestimate the challenges that China faces. But based on the track record over the past 25 years, I know China will meet the challenge and leapfrog the West in many areas — I think of technology and communications.

14 And in the process, China has the opportunity to avoid some of the pitfalls that have snared progress elsewhere.

15 The scale of the opportunity for China makes this the most important meeting that I attend every year. I am honoured to be a participant. Thank you.

高速增长往往会引发的社会转型和变迁。

**8** 消费者市场的发展是这一进程中的一个重要部分,因为在众多经济体中,有三分之二的经济体是由消费者的消费推动的。中国具有潜力巨大的消费者市场,这一市场不仅现在会而且将来更会推动经济的发展。

**9** 汇丰银行认为,未来全球的消费者市场包括中国、印度、巴西和墨西哥;也就是那些所有有潜力实现GDP快速增长的国家。在这些国家中,中国当居首位。

**10** 在中国,无论我走到哪里,都会看到中国发展的生动例证。我坚信未来还会有更多。

**11** 对于以消费者为主体的经济体来说,根本任务是在适当的地点将适当的产品送到适当的人手里。使销售系统各就其位,以促进消费者市场的建立,将在未来几年里变得尤为重要。

**12** 在一个市场里,需要采取措施保护消费者,但又不能手段太重以至于影响投资热情。对于政府和商业人士来说,分清消费者的利益和生产商的利益是一项非常微妙的任务。

**13** 我从未低估中国面临的挑战。但是根据过去25年所取得的成绩来看,我知道中国会正视挑战,并在许多领域,尤其是,技术和通讯领域,超越西方。

**14** 在这一过程中,中国可以借鉴西方的教训,避免他们遇到过的阻碍和错误。

**15** 中国面对的机会是如此广阔,使这一论坛成为我每年要参加的最为重要的会议。我非常荣幸能参加中国发展论坛。谢谢大家。

指明消费市场的发展是经济推动力。

用自己的经验说明对中国经济发展的信心。

参会的原因和心情,与开场白呼应。

## Speech at the Economic Club of Detroit

1 Good afternoon, Ladies and Gentlemen. The architect Mies van der Roche said that “God is in the details” — but that is not where you’ll find Albert Casey.

2 Our speaker today is the Carl Sagan of the business world. He likes big numbers, big issues, big challenges. He’s most comfortable dealing in millions and billions — and that’s been this stock-in-trade throughout his career.

3 Al has headed up First Republic Bank, the Postal Service and American Airlines. He’s served as president of Times Mirror — and until March 15—as CEO of the Resolution Trust Corporation — the government agency charged with selling off the assets of failed S&Ls.

4 In the words of Bob Crandal, his friend, protégé and successor at American Airlines, “Al Casey is good running big, complicated organizations.” And he’s proved it by the string of successes credited to his name.

5 The job he just left at the RTC has been called “one of the worst in Washington.” According to the pundits, anyone who took it had to be “part politician, part tycoon, and part crazy.”

6 Mr. Casey himself tells the story about how Dan Quayle once congratulated him for doing more than any single human being to bring America together. “Al,” said the vice president, “you are a common hate object. Congress hates you, the White House hates you, bankers do not like you and your employees do not like you.” But he didn’t take the job to be liked. He actually took it to get rid of it.

7 From day one, he maintained that it was his goal to put the RTC out of business by year-end 1996. In the world according to Albert V. Casey, “The only way to be effective in government is to go in, get the job done and get out.” He even joked that RTC stood for “Replace That Casey.” And while he got out sooner than he had originally planned, he



## 在底特律电子俱乐部的讲话

1 女士们先生们,下午好。建筑大师密斯·凡德罗曾经说过“上帝存在于细节中”——但那不是艾伯特·凯西的特点。

2 今天为我们做讲演的是商界的卡尔·萨根。他喜欢大数字、大问题、大挑战。他最擅长处理百万及亿万级的数字——这已成为他职业生涯中的绝活。

3 艾尔·凯西当过第一共和银行、美国邮政局和美国航空公司的领导,也做过时代镜报公司的总裁,且直到3月15日,还做着重组信托公司(RTC)的CEO。该政府机构被控告卖掉了破产的储蓄信贷协会资产。

4 他的朋友、弟子及美国航空公司的继任者鲍勃·克兰德尔这样评价他:“艾尔·凯西善于经营庞大、复杂的组织机构。”他导演的一系列成功案例证实了该观点。

5 刚离任的RTC的岗位被称作“华盛顿最恶劣的工作之一”。用权威人士的话描述就是,走上该岗位的人必须“兼有政客、大亨和疯子的气质”。

6 凯西先生自己讲述了丹·奎尔曾如何恭维他是史上第一个把美国团结起来的人。“艾尔,”副总统说,“你是众矢之的。国会痛恨你,白宫痛恨你,银行家们不喜欢你,你的手下也不喜欢你。”但他担任此职责的目的不是为了讨别人欢心,而是为了卸任。

7 从第一天起他就定下目标让RTC在1996年年底破产。在艾伯特·凯西的世界里,“政府提高效率的唯一方式就是走进来、完成工作、走出来。”他甚至开玩笑说RTC有代表性的地方就是那句“取代凯西”。虽然他比原计划离开得早了一些,他却仍然取得了不小的成就。



在西方文化中,开场白里通常会提到上帝。

通过与著名宇航员卡尔·萨根对比,让人们意识到今天出场人物的伟大。对名字的简称显示亲密关系。

引用名人的话更有说服力。

自嘲式的幽默让听众很放松。