

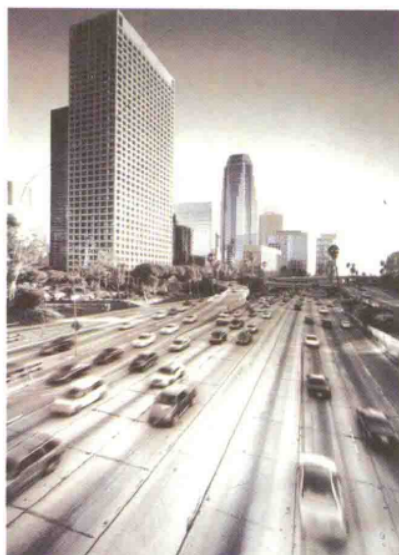


高职高专教育“十二五”规划教材  
全国高职高专商务英语专业核心课程精品教材  
全国高职高专涉外经贸管理类专业语言拓展应用型教材

◎主编 孟令超

# 实战剑桥 国际商务英语

Cambridge International  
Business English Practice



中国传媒大学出版社

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# 实战剑桥国际商务英语

## Cambridge International Business English Practice

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中国传媒大学 出版社

图书在版编目 (CIP) 数据

实战剑桥国际商务英语 / 孟令超 主编. —北京: 中国传媒大学出版社, 2011. 10

ISBN 978 - 7 - 5657 - 0350 - 8

I . ①实… II . ①孟… III . ①国际商务—英语 IV . ①H31

中国版本图书馆 CIP 数据核字 (2011) 第 195692 号

实战剑桥国际商务英语

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出 版 人: 蔡 翔

出版发行: 中国传媒大学出版社

社 址: 北京市朝阳区定福庄东街 1 号

邮编: 100024

电 话: 65450532 或 65450528

传真: 010 - 65779405

网 址: <http://www.cucp.com.cn>

经 销: 全国新华书店

印 刷: 北京今朝印刷有限公司

开 本: 787 × 1092 毫米 1/16

印 张: 32.5

字 数: 811 千字

版 次: 2011 年 10 月第 1 版 2011 年 10 月第 1 次印刷

ISBN 978 - 7 - 5657 - 0350 - 8/H · 0350

定价: 59.00 元

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## 前 言

随着我国改革开放的不断深入和经济全球化趋势的加快,我国对外商务交往活动日渐频繁,中国正在越来越快地融入世界经济之中。外贸进出口公司、中外合资、外商独资等外向型经济企业不断涌现,对具有较强外语交际能力、掌握一般商务外贸运作知识的商务英语人才需求尤为迫切。《实战剑桥国际商务英语》课程所培养的学生应具有较强的跨文化国际商务交际与沟通能力,其主要就业岗位是:商务助理、外贸业务代表、外企高级文员、外贸行政管理人员、商务文秘、外事接待、英文导游、涉外宾馆的接待及管理人员等。这些就业岗位群主要集中在国际商务公司、外贸进出口公司、中外合资(合作)公司、外商独资公司、跨国公司中国分公司、中国公司境外办事处、涉外管理机构、行政事业单位、涉外旅游公司、高档酒店等从事国际贸易、进出口贸易、商务谈判、翻译、涉外文秘、涉外接待和管理等工作。

但是,纵观全国各层次的商务英语专业教学,我们发现尚存在诸多问题,主要包括教学效果不能满足不断变化的社会需求,教学中缺乏真实的商务情境,学生课堂参与性差,课堂教学存在低效能等问题。为解决这些问题,在教学条件的硬件方面就必须建立商务模拟实验室,在教学条件的软件方面就必须加强课程建设,而课程建设的核心之一就是教材建设。要实现教学的目标,就必须编写一套具有鲜明高职特色的、基于工作过程导向的教材,以服务于课程的模拟仿真教学。

为帮助相关专业的广大学生提高国际商务英语专业语言的运用能力和商务活动的沟通能力,我们组织兄弟院校的有关同仁编写了《实战剑桥国际商务英语》一书。该书根据国际商务交流与沟通的基本过程,将教学内容划分为岗位基本技能、岗位核心技能、岗位拓展技能三大模块二十二个教学单元(情景),每个教学单元包括教学目标、实训准备、实训模板、实战训练、拓展阅读、专题实训考核、考证指导七个部分,全面训练学生的国际商务英语语言沟通能力与商务操作技能。

本课程建议在商务英语、应用英语、国际商务、国际贸易实务等专业的一年级开设1~2个学期,每周2~4课时;在涉外文秘、外经外贸、市场营销、电子商务、商务管理、外事管理、涉外旅游、酒店管理等相关专业的二年级开设1~2个学期,每周2~4课时。各兄弟院校也可根据学生的英语基础、接受能力、专业关联程度、学生职场发展需求以及开设课时数等实际情况,选择15~18个核心单元进行教学实训。



本书以工作过程系统化课程开发理论为指导进行开发,吸收剑桥大学先进的语言教学设计理念,突出真实商务环境下的语言交际实训教学,实现了国际商务活动与英语语言能力一体化、教学与评估一体化,充分体现了高职高专商务英语专业、涉外经贸管理类专业“以实践为核心、以英语运用能力训练为主线、以商务活动为背景”的教学模式,全英文编写,重点培养学生的国际商务英语沟通能力。本教材具有如下特点:

(1) 案例丰富,通俗易懂。本书通过具体的案例来介绍有关概念、知识和技能,每个学习情境包含国际商务沟通的一个完整工作环节,每个环节又包含若干个核心技能点。将国际商务活动引入课堂,使学生体验真实的商务世界,学生完全可以按教学情境的顺序完成国际商务交流与沟通的基本过程。

(2) 教学活动多样,内容丰富。本书按照国际商务交际与沟通的发展需要,不但介绍了交际与沟通的知识与技巧,而且提供了大量典型的案例、商务素材以及仿真交际任务,同时进行了语言与商务能力的拓展与补充,强化学习效果。角色扮演、案例学习、小组讨论、成果展示等将体验式学习引向深入。理论教学以“必需、够用”为原则,与技能实训模块紧密地结合在一起,基本满足了岗位工作中循序渐进的商务交际和沟通需求。

(3) 项目驱动,任务引领,学做合一,实践性强。本书对整个内容作了精心设计和安排,以国际商务交流与沟通的工作过程序化教学内容,二十二个教学模块由易到难,逐步提升,前后既相对独立,又有较强的先后联系,是按照岗位工作的实际设计的,真正实现了基于工作过程的课程教学。

课程教学突出工作技能教学和核心岗位能力培养,实践教学贯穿教学的整个过程。运用“讲了就练、边讲边练”的模式进行实践教学,坚持“不求学得多,但求学得会,不求学得深,但求用得熟”。将公司体制引入课堂教学管理中,充分调动学生的积极能动性,实现课程理论教学、技能实训教学的一体化。

(4) 创新评价体系,注重提升学生专业综合素质。交际沟通能力是商务英语、应用英语、国际贸易实务、外经外贸等专业学生必备的核心能力之一。在技能教学中注重培养学生运用语言的规范性、操作过程的职业性、跨文化交际的敏感性等。课程考核中强调过程学习,突出分析问题、解决问题能力的培养。融形成性评价与终结性评价为一体,以工作任务和项目成果为载体,形成个人、团队、教师三维立体多元评价体系,培养学生的情感态度、方法能力、社会能力和创新能力,提升学生的专业综合素质。

(5) 全面介绍和指导国内、国际两大职业资格证书考试,以教促考,以考促学,课证结合。本书对剑桥商务英语证书考试和全国国际商务英语证书考试进行详细的介绍,从听、说、读、写、译五个方面进行技巧点拨和考前辅导,为学生考取国际商务英语职业资格证书创造条件,真正实现以教促考,以考促学,课证结合,是高职高专商务英语专业核心课程教材编写的新尝试。

该书的主要读者对象为大中专院校商务英语、应用英语、国际商务、国际贸易、涉外文秘、外经外贸、涉外旅游、酒店管理、市场营销、电子商务、商务管理、外事管理、国际货运与代理等相关专业的学生及政府机关、企事业单位的涉外管理人员、外贸机构、进出口公司、三资企业、服务行业的涉外员工等社会各界人士。对于承担国际商务英语教学工作的教师而言,本书也

是一本有价值的实训教学参考资料。

本书由漯河职业技术学院外语系教研室主任孟令超老师主持编写,参与本书编写的有:漯河职业技术学院外语系:杜秋枝(第一单元,第二单元);李向民(第八单元,第十单元);魏春枝(第九单元,第十一单元);寇槐花(第十二单元);孙黎明(第十四单元,附录二);樊春娥(第十七单元,附录三、四、五);孟令超(课程介绍,第十九单元,第二十单元,附录十);张彦鸽(第十三单元,第二十二单元);济源职业技术学院:王霞(第十六单元,附录九);宁霞(第二十一单元,附录一);新乡学院:李艳叶(第四单元,第五单元);许昌学院:刘春丽(第十五单元);信阳职业技术学院:罗静(第六单元,第七单元);河南省外贸学校:李璇(第十八单元,附录六);牛亚军(第三单元,附录七、八)。漯河职业技术学院孟令超老师承担了全书的统稿和定稿工作。

限于时间和编者水平有限,书中难免存在错误之处,敬请读者批评指正。

编者

2011年6月

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# An introduction to the course

## Objectives :

1. To give students general information about the course.
2. To provide useful strategies for studying the course.
3. To get students aware of how they will be assessed.



## Part 1 General information about the course

### Question1 What does CIBCEP stand for?

CIBCEP is the abbreviation of Cambridge International Business English Certificate Practice. Originally BEC stands for Business English Certificate. The Cambridge Business English Certificate is an international business English examination which offers a language qualification for learners who use, or will need to use English for their work. Business English is the language used in business – related situations. This course is developed from Cambridge Business English Certificate and designed for students who are ambitious, will work in foreign related companies and will deal with foreign communications. The purpose of this course is to develop students' communication skills and train them to be professional.

### Question 2 Why do we study the course?

Communication is one of the most important skills in modern world. If you are good at communication, work will become easier to do and things will go smoothly. We study the course to learn effective and successful business communication skills as well as to fully improve our English level, to become professional and business – like in business situations.

After learning this course, you should be able to attend BEC test or CNBEC test to get a certificate showing your qualification in international business English communication. It helps you get a job in a foreign related company.

### Question 3 What do we learn from this course?

- In this course we learn basic business knowledge and communication skills, including:
- how to make introductions
- how to describe your job duties and responsibilities
- how to meet guests
- how to entertain your guests at a restaurant
- how to deliver a welcome speech
- how to make and deal with telephone calls professionally
- how to introduce your company
- how to introduce and promote your products
- how to describe the production processes to the visitors
- how to describe performance, development trends and results
- how to write emails, memos, business letters, and business reports
- how to use office equipment or give instruction to new staff on how to use office equipment
- how to make appointments and arrangements
- how to arrange business travels
- how to arrange company meetings
- how to arrange a conference
- how to handle international trade
- how to deal with business negotiation
- how to make or deal with complaints
- how to apply for a job
- how to recruit staff for your company

—Some materials are specially designed for you to develop your listening, speaking, reading and writing skills.

—To broaden your view of business knowledge, this book also provides supplementary reading materials in each unit. In this part, you can enlarge your vocabulary, improve your language efficiency, familiarize yourself with business practice and knowledge.

### Part 2 Studying strategies for the course

#### Question 1 How to study the course well?

- Individual work. You are expected to study hard and practice the skills as much as possible.
- Group work. You are expected to foster team spirits and cooperate with others to deal with problems and complete your task.
- Participate in discussion actively. Share and exchange your ideas with others.
- Classroom presentation. Good preparation before class is necessary. Give presentations and demonstrate your idea to others in class. Present your ideas to others to make yourself understood.
- Do enough practice: Listening, speaking, reading, writing and translating. Practice makes

perfect. You can't learn a language well without practice. The best way to learn a language is to USE and IMITATE what you have learned in and out of class.

—Memorize as many functional sentences and useful expressions as possible. They are just like the bricks, cement, steel and other building materials. If you want to build a house, you must have the materials first.

—Remember you are not only a student but also a would-be employee in a company. Imagine you work in a company. Do your work professionally.

## **Question 2 How to organize study groups?**

—Our class is a company. The teacher is Chairman of the Board. The Monitor is CEO or General Manager. Class Committee member in charge of study is PA (Personal Assistant) to Chairman and CEO. CEO Report to Chairman and PA helps CEO check all the groups.

—5 or 6 students in one group: Manager, Assistant Manager, Secretary, Group members

—Have a meeting weekly to discuss your assignment and performance.

—Have a meeting before next class to assess the quality of your work.

—Change your positions every 3 or 4 weeks. Be responsible for your work.

## **Question 3 How are you assessed in the final test?**

—Both your individual work and group performance will contribute to your final test result. Performance during this term will make 50%, including your presence, homework, assignment, classroom activities. Final test paper marks will make another 50%. Final test mainly check how well you can use the skills and knowledge you have learnt from the course to solve problems.

**One word, one dollar**

**Knowledge plus Skill = Power**

**Good luck. Study hard. Make progress every day.**

**To learn communication skills is very useful and interesting**

# Unit 1 Introduction

## Objectives:

*In this unit, you will learn three skills:*

1. *How to introduce yourself.*
2. *How to introduce others.*
3. *How to fill in a registration form at a conference.*



## Lead in

*In Business world or everyday life, we often meet new friends, partners, clients. Frequently we will have new colleagues. When you meet people first time, you should introduce yourself to others so that you can get to know each other well. Sometimes you are required to make a self-introduction to a group of people in public. When your friends or colleagues meet first time, you should help introduce them to one another so that they can get to know each other well. In some business conferences, you are often required to register the delegates by asking them some questions. Therefore, it is very useful and necessary to learn to make introduction professionally and it is the first step to your success in communicating with others.*

*Questions for discussion:*

1. *What should you do when you meet people the first time?*
2. *What should you do when your friends meet first time?*
3. *Do you know how to introduce yourself to others?*
4. *Do you know how to introduce one of your friends or guests to others?*
5. *Do you know how to register people if you are the receptionist at a meeting?*

## Task 1 – 1 Introducing yourself

### Part 1 Practice preparation

**Direction:** Please get familiar with the following expressions. Could you please speak them fluently? Write the Chinese translation for each expression if necessary. Then practice in pair: Student A speaks English and Student B speak Chinese the first round. Change the roles the second round.

#### Useful expressions

1. Tell people your name:

My name is... / I am... / I'm...

(Chinese: \_\_\_\_\_)

2. Tell people the place you are from:

I am from... / I'm from... / I come from...

(Chinese: \_\_\_\_\_)

3. Tell people your job:

I'm an engineer / a businessperson / a secretary / a typist...

(Chinese: \_\_\_\_\_)

4. Tell people the company you work for:

I work for Shineway Group / Nanjiecun Group / Shali Group

(Chinese: \_\_\_\_\_)

5. Tell people your position:

I'm Production Manager / Sales Manager / Marketing Manager

(Chinese: \_\_\_\_\_)

6. Tell people your hobbies:

I like travelling / fishing / boating / surfing the internet / playing golf

(Chinese: \_\_\_\_\_)

7. Introducing oneself:

- Excuse me, I don't believe we've met. I'm John Lee.

(Chinese: \_\_\_\_\_)

- Hello, my name's John Lee. I'm here to attend a training course.

(Chinese: \_\_\_\_\_)

- How do you do? I'm John Lee.

(Chinese: \_\_\_\_\_)

- Allow me to introduce myself: John Lee, an engineer from Microsoft.

(Chinese: \_\_\_\_\_)



- May I introduce myself? I'm John Lee in After-sales Department.

(Chinese: \_\_\_\_\_)

I'm Zhang Hong from Shineway Group. I'm here to meet you.

(Chinese translation \_\_\_\_\_)

## 8. Responding to an introduction:

How do you do?

(Chinese: \_\_\_\_\_)

Happy / Glad / Pleased / Nice to meet you.

(Chinese: \_\_\_\_\_)

It's a pleasure to meet you.

(Chinese: \_\_\_\_\_)

I've heard so often / much about you.

(Chinese: \_\_\_\_\_)

Henry Lee has often mentioned / talked about you.

(Chinese: \_\_\_\_\_)

I've been looking forward to seeing / meeting you.

(Chinese: \_\_\_\_\_)

I'm very glad to have the opportunity to meet you.

(Chinese: \_\_\_\_\_)

The pleasure is (all) mine.

(Chinese: \_\_\_\_\_)

## Part 2 Practice Models

### Model 1 Introducing oneself to a group of people.

*Translate the following Chinese introduction into English version orally. Pay attention to the use of the functional sentences.*

大家上午好！我叫李辉，来自河南南阳。我是一名工程师，在双汇集团工作，任生产部经理。很高兴与大家认识，谢谢！

### English Version:

Good morning, everyone!

My name is Li Hui, from Nanyang, Henan. I'm an engineer. I work for Shineway Group as Production Manager. It's my great pleasure to meet you all.

Thank you!

### Business knowledge:

*Your introduction should include at least your name, the place you come from, your job, the*

company you work for, your position in the company.

When making a self introduction formally in public to a group of people, to make your introduction businesslike, you should say "Good morning, everyone!" "Good evening, everyone!" "Good evening, everyone!" and so on to start your introduction and "Thank you" to finish. "Hello" should be avoided in formal situation. With friendly greetings you can attract listeners' attention.

If you introduce yourself to only one or two or several new people, introduction can be made a little brief. In such situation you are supposed to speak clearly, fluently and correctly so that others can hear you. Control your voice according to the number of listeners.

To make your introduction impressive, you may say a little more about your name, your home town, and your company. You may also mention your hobbies. For important information you should speak a little slowly, repeat if necessary.

### Example

- My name is Meng Lingchao, spelt M - E - N - G, L - I - N - G, C - H - A - O
- I'm from Xuchang, which is an ancient city. It was the capital of State Wei in the Period of Three States.
- I come from Xinyang, which is a very beautiful city. It is famous for Mountain Ji - gong and Maojian Tea.
- I work for Shineway Group, which mainly produces meat products.
- I like travelling, swimming, surfing the internet in my spare time.

### Model 2 Henry Wang meets Mr. Johnson for the first time.

Pay attention to the use of the functional sentences.

A = Henry Wang B = Mr. Johnson

A: Excuse me, but aren't you Mr. Johnson?

B: Yes, I am.

A: My name is Henry Wang. Here's my card. I'm a friend of Michael Anderson.

B: Oh, Mr. Wang, Mr. Anderson has mentioned your name before. How do you do?

A: How do you do? Glad to meet you.

B: The pleasure is all mine.

### Model 3 Mr. Rodgers calls on David Smith for the first time.

Pay attention to the use of the functional sentences.

A = David Smith B = Mr. Rodgers

A: Good morning. You must be Mr. Rodgers.

B: Yes, that's right.

A: Good. How do you do? I'm David Smith. Welcome to Luohe.

- B: I have been looking forward to meeting you, Mr. Smith.
- A: When did you arrive?
- B: Three days ago. I'm visiting some other companies in this area.
- A: Oh, really? Then you've already seen something of our beautiful city. Well, let's have a cup of tea together before we get down to business.
- B: That's a good idea.

### Part 3 Practice

#### DIY = Do it yourself

1. Imagine you are a businessperson and make a brief introduction about yourself to your classmates, including your name, the place you are from, your job, the company you work for, and your position. Use "Good morning/afternoon/evening, everyone" to start and "Thank you" to finish your speech.
2. Choose a partner and imagine you are meeting him or her the first time. Introducing yourself to him or her by using the functional sentences.

## Task 1 - 2 Introducing others

### Part 1 Practice preparation

**Direction:** Please get familiar with the following expressions. Could you please speak them fluently? Write the Chinese translation for each expression if necessary. Then practice in pair: Student A speaks English and Student B speaks Chinese the first round. Change the roles the second round.

#### Useful expressions

1. Mr. Smith, do you know John Lee?  
(Chinese: \_\_\_\_\_)
2. Mr. Smith, have you met John Lee of Shineway Group?  
(Chinese: \_\_\_\_\_)
3. Mr. Smith, this is John Lee from Shineway Group.  
(Chinese: \_\_\_\_\_)
4. Mr. Smith, I want you to meet John Lee, the General Manager of ABC Group.  
(Chinese: \_\_\_\_\_)
5. Mr. Smith, I'd like you to meet John Lee. He is our customer.  
(Chinese: \_\_\_\_\_)
6. Mr. Smith, come and meet John Lee.  
(Chinese: \_\_\_\_\_)

7. Allow me to introduce John Lee, the General Manager of ABC Group.

(Chinese: \_\_\_\_\_)

8. I'd like to introduce our General Manager, Mr. Lee.

(Chinese: \_\_\_\_\_)

9. Ladies and gentlemen, may I introduce/present John Lee, our financial manager? He's here to give us a report.

(Chinese: \_\_\_\_\_)

## Part 2 Practice Models

### Model 1 Translate the following Chinese into English version.

Pay attention to the use of the functional sentences.

大家下午好！首先请允许我向大家介绍今天的贵宾张伟先生。张先生来自河南漯河，在双汇集团工作，任销售部经理。让我们对张先生的到来表示热烈的欢迎！谢谢！

#### English Version:

Good morning, everyone!

May I introduce Mr. Zhang Wei, our distinguished guest today, to you? Mr. Zhang comes from Luohe, Henan. He works for Shineway Group as Sales Manager. Let's extend our warm welcome to Mr. Zhang.

Thank you!

#### Business knowledge:

*When introducing guests in a formal meeting, you should introduce them in the order of position. Generally, introduce the guest with higher position first, and then those with lower positions. Guests should always be put before the host company's leaders.*

### Model 2 Introducing others at a party.

Pay attention to the use of the functional sentences.

You: Mr. Anderson, may I introduce Mr. Smith to you? Mr. Smith is from America and he is the Marketing Manager of Microsoft Company. Mr. Anderson is from Britain. He is the Sales Manager of British Airlines.

Mr. Anderson: Nice to meet you, Mr. Smith.

Mr. Smith: Nice to meet you, too, Mr. Anderson. How Long have you been in China?

Mr. Anderson: Just one week.