

中国商务汉语教材

商务汉语

# 商务汉语

1-1

BUSINESS

CHINESE

2002 年修订本  
2002 Revised Edition

**商 务 汉 语**  
**Business Chinese**

黄为之 编著

华语教学出版社

SINOLINGUA

First Edition 2002

All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means without permission in writing from the publisher.

ISBN 7-80052-780-8

Copyright 2002 by Sinolingua

Published by Sinolingua

24 Baiwanzhuang Road, Beijing 100037, China

Tel: 86-10-68326333 / 68995871

Fax: 86-10-68326333

E-mail: sinolingua@ihw.com.cn

Printed by Beijing Foreign Languages Printing House

Distributed by China International

Book Trading Corporation

35 Chegongzhuang Xilu, P. O. Box 399

Beijing 100044, China

*Printed in the People's Republic of China*

## 再版前言

《商务汉语》原是一部电视教学亦即远程教学片的配套教材，自1995年问世后，逐渐被各院校采用，作为视听说教材进入了课堂；也有不少外国朋友，把它作为自学教材。课堂教学和自学的教材，与远程教学教材自然有许多不同。远程教材显然不能完全满足课堂教学和自学的需要。为了完成新的形势赋予原版《商务汉语》的“使命”，我们不得不作适当的修订。

这次修订，我们保留了原版书的内容，增加了相当分量的练习。练习形式有：根据课文内容辨别对错，情景对话，根据课文改编故事，从特区和开放城市的英文介绍中，摘取了几句作英译汉的口头练习。用特区和开放城市的中文简介，开展会话、复述等形式的练习。教师在教学过程中，可灵活运用；比如情景对话练习，有录像带，可作无声配音练习，没有录像带，可根据练习提示的情景，作模拟表演。总之，这次增加的练习，多是利用本教材的录音带或录像带进行听说技能训练的。练习内容丰富了，形式和手段多了，我们相信，把新版《商务汉语》用于视听说教学课堂或自学，将会取得更加理想的效果。

对外经济贸易大学

黄为之

2001年7月

## Preface to the Second Edition

*Business Chinese* was originally designed for and actually used in a TV educational program. Since its first publication in 1995, however, it has been adopted by many universities as a textbook in regular audio-visual classes. Many foreign friends use it for self-study. It seems the book calls for revision to serve the demand of these numerous users.

The new edition keeps intact the teaching materials of the first edition. What has been added is a substantial amount of exercises, including: True and False, Conversations Based on Separate Situations, Rendering Dialogues into Stories, and Oral E-C Translation of Extracts from the English Introductions to the Chinese Special Economic Zones (C. S. E. Z) and Opening Cities. The students can make use of Chinese introduction to the C. S. E. Z. to practice oral Chinese or retelling. The instructor is advised to choose suitable exercises according to the need of the students. For example, if video tapes are available, a situational dialogue may be conducted by dubbing, or if not, the students may give simulated acting with the help of the descriptions concerning the situation. All the new exercises added are based on the cassette or video tapes, aiming at improving the students' oral and listening skills. We are confident the

new edition will better serve the aims of audio-visual lessons in the classroom, as well as for self-study.

Huang Weizhi  
University of International  
Business and Economics  
July, 2001

## 原版前言

本书是应中央电视台的邀请而写的。它的读者对象是有一定汉语基础、打算来中国做生意的外国客商。中国的对外开放,已经取得举世瞩目的成就;中国对外贸易与世界贸易的接轨,更是向外国客商敞开了大门;广大的市场,繁荣的经济,良好的环境,向外国商人展现出千载难逢的大好机遇和无限美好的前景。空前的来华“经商热”带动了“汉语热”,那些经商者,为了在中国生活、交朋友、做生意、赚钱,无不想多少学一点汉语,多少了解一些中国的国情、民风、民俗。为满足这种要求,中央电视台录制了26集《商务汉语》电视教学片,本书便是该片的配套学习教材。

本书的故事是这样的:美国远东进出口公司的经理范若君和秘书潘保罗到中国做生意,在中国国际贸易促进委员会的安排下,为开设公司驻京办事处、建立银行帐户、报请商检、货物报关、申请专利、参加商品展览和工程项目招标投标,与中国的有关方面进行了广泛的接触;同中国的贸易伙伴,洽谈进出口业务,签订合同,就履行合同中的纠纷达成谅解或要求仲裁;他们从海南岛到北京、天津、上海、苏州,作了一次愉快而有成效的旅行。整部电视片,内容丰富,情景生动,看起来很有意思。中国的经济特区,是中国对外开放的窗口,每一集中的经济特区介绍,展示了特区成就和投资环境,对外国朋友也有极大的吸引力。

《商务汉语》电视教学片第一集是全片内容的简介,第二集是本书的第一课,第三集是本书的第二课,其余类推。每一课都包

括课文、课文拼音、课文英文翻译、生词、重点句、练习和经济特区或开放城市介绍。每一课有 6 个重点句,是“商务汉语”中常用的,学习者学会了这 6 句,就可以用汉语应付一些初级商务活动。课文的英文翻译,可以帮助学习者理解课文。全书最后是生词总表,便于学习时查阅。

《商务汉语》电视教学片的节目主持人,是中央电视台的赵宇辉先生和美国的费海丽 Hara Feirman 小姐;本书的英文翻译是对外经济贸易大学副校长黄震华教授;本书在摄制和编写过程中,还得到过有关部门的热情帮助;冯骏、赵宇辉、赵梓雄和刘屏诸好友,为本书的编写和定稿做了大量工作。在此我们一并表示衷心的感谢。书中不足之处,欢迎各界朋友批评指正。

对外经济贸易大学

黄为之

1995 年 1 月

## Preface to the First Edition

The present book has been written at the invitation of China Central Television Station. It is meant for those foreign businessmen who have learnt some Chinese and who wish to come to do business in China. China's opening to the outside world has won achievements that have attracted worldwide attention. Now that China's foreign trade has joined tracks with international trade, China has opened its door wider to foreign businessmen. Its huge market, its prosperous economy, and its excellent environment have unfolded golden opportunities that occur only once in a thousand years and most magnificent prospects before the eyes of foreign businessmen. The unprecedented "heat in coming to do business in China" has given impetus to "the desire to learn Chinese". This is especially true for those who wish to do business with China. In order to be able to live in China, to make friends, to do business and to make money, they invariably want to learn a bit more Chinese and to have a better understanding of China's actual conditions and its folk ways and customs. To satisfy such needs, CCTV has made an educational series in 26 episodes called *Business Chinese*. This is the textbook that goes with the TV series.

The story of the book goes as follows. Mme Fan Ruojun, gen-

eral manager of the Far East Import and Export Corporation in the United States and her secretary Mr Paul Pan have come to do business in China. As arranged by the China Council for the Promotion of International Trade, they have made wide contacts with Chinese departments concerned for the establishment of a representative office in Beijing, the opening of a bank account, commodity inspection, customs declaration, applying for a patent, joining a commodities fair and entering a bid for an engineering project. They hold talks with their Chinese trade partners about import and export business, sign contracts, reach a reconciliation or resort to arbitration concerning the disputes that have emerged in the implementation of the contract. They make a pleasant and fruitful trip from Hainan Island to Beijing, Tianjin, Shanghai and Suzhou. The whole TV series has substantial content and lively scenes and is a pleasure to watch. China's special economic zones are windows for China's opening to the outside world. The introductions to these zones in each episode show their achievements and environments for investment. They will also be attractive to our foreign friends.

The first episode of the TV educational series *Business Chinese* is a brief introduction to the entire series. The second episode is actually the first lesson, the third episode the second lesson, and so forth. Each lesson includes a text, the text in *pinyin*, the English translation of the text, new words, key sentences, and exercises, and introductions to the special economic zones or open cities. Each episode has six key sentences, which are all frequently used in business Chinese. Having learnt these sentences, the learners can use their Chinese to handle some simple business activities. The English translation of the texts can help the learners understand those texts. Finally, there is the general list of all the new words, which makes

it easy for the learners to look them up.

The hosts for the TV series *Business Chinese* are Mr Zhao Yuhui from CCTV and Miss Hara Feirman from the United States. The English translation is done by Professor Huang Zhenhua, Vice-President of the University of International Business and Economics. In the writing of the book and the shooting of the TV series, warm assistance has come from many departments concerned. Such good friends of mine as Feng Jun, Zhao Yuhui, Zhao Zixiong and Liu Ping have made significant contributions to the writing and proofreading of the book. Hereby heartfelt thanks are extended to all of them. For any defects in the book, please oblige me with your valuable comments.

Huang Weizhi  
University of International  
Business and Economics  
January, 1995

# 目 录

## Contents

- 第一课 到中国做生意 ..... (1)  
Coming to do business in China
- 第二课 在晚宴上 ..... (14)  
At the banquet
- 第三课 文化节 ..... (26)  
Cultural festival
- 第四课 申办驻京代表处 ..... (40)  
Applying to establish an office in Beijing
- 第五课 建立帐户 ..... (54)  
Opening an account
- 第六课 报请商检 ..... (67)  
Commodity inspection
- 第七课 报关注册登记 ..... (82)  
Registration with the Customs
- 第八课 订货洽谈 ..... (95)  
Placing an order
- 第九课 价格谈判 ..... (107)  
Negotiating prices
- 第十课 打破僵局 ..... (120)  
Breaking the deadlock
- 第十一课 成交 ..... (132)  
Concluding a transaction

第十二课	审核合同 .....	(144)
	Checking the contract	
第十三课	索赔 .....	(156)
	A claim	
第十四课	仲裁 .....	(169)
	Arbitration	
第十五课	看时装表演 .....	(182)
	Watching a fashion show	
第十六课	额度与关税 .....	(196)
	Quota and tariff	
第十七课	定牌生产 .....	(208)
	Processing with designated brands	
第十八课	包装与运输 .....	(220)
	Packing and transportation	
第十九课	租船订舱 .....	(231)
	Chartering a vessel or booking the shipping space	
第二十课	货物保险 .....	(242)
	Cargo insurance	
第二十一课	参展 .....	(254)
	Joining an exhibition	
第二十二课	申请专利 .....	(265)
	Applying for a patent	
第二十三课	招标与投标 .....	(277)
	Tendering	
第二十四课	代理 .....	(289)
	Agency	
第二十五课	经济特区 .....	(302)
	Special economic zones	
生词总表	.....	(315)
Glossary		

## 第一课 到中国做生意

(美国远东进出口公司经理范若君和秘书潘保罗到达海南凤凰机场,中国国际贸易促进委员会干部王利民到机场迎接。)

潘保罗:(英文)他们会来接我们吗?

范若君:(中文)你得说中文了。我们现在在中国了,你忘了你爸爸妈妈告诉我,一定要让你说中文。

潘保罗:(中文)对不起!您是贸促会的吗?

王利民:是。我是贸促会的,我叫王利民。

范若君:我是美国远东进出口公司经理范若君。我第一次到中国来做生意,请多帮忙啊。

王利民:欢迎你到中国来!

范若君:这是我的秘书潘保罗先生。

王利民:我们马主任临时有点事,不能亲自到机场来接你们,让我代表他向你们道歉。

范若君:王先生,我们的工作日程是不是已经安排好了?

王利民:根据你们发来的传真,我们已经做了初步安排。这是日程表,你看行不行?

潘保罗:我们什么时候可以见到马主任?

王利民:很快。马主任乘今天下午的班机从北京来,参加

明天在这里举办的椰子节。今天晚上,北京时间七点整,在你们下榻的南中国大酒店设宴欢迎二位的到来。

范若君:谢谢。你们安排得很周到。

王利民:今天晚上二位一定要多喝几杯啊。

潘保罗:一定一定。中国的白酒很好喝!

范若君:小心哪,别喝醉了!

潘保罗:我喝过茅台酒。“海量”!

## Dào Zhōngguó Zuò Shēngyí

(Měiguó Yuǎndōng Jìnchūkǒu Gōngsī jīnglǐ Fàn Ruòjūn hé mìshū Pān Bǎoluó dàodá Hǎinán Fènghuáng Jīchǎng, Zhōngguó Guójì Mào yì Cùjìn Wěiyuánhùi gǎnbù Wáng Lìlín dào jīchǎng yíngjiē.)

Pān: Tāmen huì lái jīe wǒmen ma?

Fàn: Nǐ děi shuō Zhōngwén le. Wǒmen xiànzài zài Zhōngguó le. Nǐ wàng le nǐ bàba māmā gào sù wǒ, yídìng yào ràng nǐ shuō Zhōngwén.

Pān: Duìbuqǐ! Nín shì Mào cùhuì de ma?

Wáng: Shì. Wǒ shì Mào cùhuì de, wǒ jiào Wáng Lìlín.

Fàn: Wǒ shì Měiguó Yuǎndōng Jìnchūkǒu Gōngsī jīnglǐ Fàn Ruòjūn. Wǒ dìyīcì dào Zhōngguó lái zuò shēngyí, qǐng duō bāngmáng a.

Wáng: Huānyíng nǐ dào Zhōngguó lái!

Fàn: Zhèshì wǒ de mìshū Pān Bǎoluó xiānsheng.

- Wáng: Wǒmen Mǎ zhǔrèn línshí yǒu diǎn shì, bùnéng qīnzì dào jīchǎng lái jiē nǐmen, ràng wǒ dài biǎo tā xiàng nǐmen dàoqiàn.
- Fàn: Wáng xiānsheng, wǒmen de gōngzuò rìchéng shìbúshì yǐjīng ānpái hǎo le?
- Wáng: Gēnjù nǐmen fā lái de chuánzhēn, wǒmen yǐjīng zuòle chūbù ānpái. Zhèshì rìchéng biǎo, nǐ kàn xíngbùxíng?
- Pān: Wǒmen shénme shíhou kěyǐ jiàndào Mǎ zhǔrèn?
- Wáng: Hěn kuài. Mǎ zhǔrèn chéng jīntiān xiàwǔ de bānjī cóng Běijīng lái, cānjiā míngtiān zài zhèlǐ jǔbàn de Yēzǐjié. Jīntiān wǎnshang, Běijīng shíjiān qī diǎn zhǒng, zài nǐmen xiàtā de Nán Zhōngguó Dà jùdiàn shèyàn huānyíng èr wèi de dàolái.
- Fàn: Xièxie. Nǐmen ānpái de hěn zhōudào.
- Wáng: Jīntiān wǎnshang èr wèi yídìng yào duō hē jǐ bēi a.
- Pān: Yídìng yídìng. Zhōngguó de bái jiǔ hěn hǎo hē!
- Fàn: Xiǎoxīn na, bié hē zuì le!
- Pān: Wǒ hē guò Máotái jiǔ. “Hǎiliàng”!

## Coming to Do Business in China

(Fan Ruojun, managing director of the American Far East Import and Export Corporation and her secretary Paul Pan arrive at Fenghuang Airport, Hainan Province. Wang Limin from the China Council for the Promotion of International Trade has come to the airport to meet them.)

- Pan: (In English) Are they coming to meet us?
- Fan: (In Chinese) You have to speak Chinese from now on. We are in China already. Have you forgotten that your parents told me to remind you to speak Chinese while in China?
- Pan: (In Chinese) I'm sorry. Are you from the China Council for the Promotion of International Trade?
- Wang: Yes, I'm Wang Limin from the CCPIT.
- Fan: I am the managing director of the American Far East Import and Export Corporation. This is my first time to come to do business in China, and I hope I can get your help.
- Wang: Welcome to China.
- Fan: This is Mr Paul Pan, my secretary.
- Wang: Something suddenly cropped up which has prevented our director Mr Ma from coming to the airport to meet you in person. He asked me to apologize on his behalf.
- Fan: Mr Wang, have you got our program ready?
- Wang: We have made tentative arrangements according to your fax. Here is the program. Please have a look and see if it is all right.
- Pan: When can we meet Director Ma?
- Wang: Pretty soon. He is taking the flight this afternoon to come from Beijing to attend the Coconut Festival that is to start here tomorrow. He is holding a banquet at 7:00 p.m. Beijing time in honor of you two at South China Grand Hotel, which is the hotel where you are going to stay.