



商务英语口语实战丛书

# 国际商务英语口语

## 中级

Spoken English for International Business

◎ 主 编 张礼贵 廖国强 刘春智

◎ 副主编 蒋华应 黄 强 杨德洪



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扫码可获取 MP3 录音等资源

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· 北京 ·

## 内 容 简 介

本书共9个单元, 主要内容包括商务会展, 询盘、报盘与还盘, 接受或成交, 资信调查, 订购与确认, 支付, 商务物流, 商业保险, 对产品与服务的投诉及受理等涉外商务活动。

本书适用于高等院校商务英语及相关专业的学生, 同时也适用于国际商务活动的从业者和爱好者。

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## 国际商务英语口语(中级)

GUOJI SHANGWU YINGYU KOUYU (ZHONGJI)

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# 前言

# P R E F A C E

加入世界贸易组织,标志着我国对外开放新的全方位的推进。在经济全球化的新形势下,中国与世界各国的商务交流与合作也会更加频繁。作为一门通用的国际性语言,英语在国际商务交流中起着极其重要的作用。从事涉外商务工作的人员需要掌握好英语,特别是英语口语,才能更好地开展商务活动。

《国际商务英语口语》正是基于这样的背景而从事对外经贸工作和其他涉外工作的人员及相关学习者编写的商务英语口语读本,既可以作为高等院校商务英语及相关专业学生的口语教材,又可以作为一种工具书,供相关的学习者参考模仿之用。

《国际商务英语口语》共3册,分为初级、中级和高级,主要内容涵盖了对外商务往来中最为常见的经典对话场景,基本上由易到难渐进地涉及了涉外贸易中所有主要的商务活动。

《国际商务英语口语》在选材上覆盖面广,代表性和针对性强,并且兼具实用性和生动性。在实用性方面,书中所选取的材料均为商务活动中最常见的场景,具有很强的实践性和可操作性,能够有效地帮助学习者进行针对性极强的训练并学以致用,符合应用型人才的要求。在生动性方面,书中所选取的材料具有较强的趣味性,易学易懂,能够充分地调动起不同层次学习者的学习兴趣。

《国际商务英语口语》在体系的编排上科学合理。

Unit

# 1

## **Business Convention and Exhibition**

## **商 务 会 展**



## Warming-up

A business convention and exhibition is an exhibition or a business gathering organized by companies that show their new products and services and also their latest offerings. Business conventions and exhibitions provide opportunities for companies to meet their customers, to compare their products with those of their competitors, to learn new trends and to identify new prospects. They also provide opportunities for customers to have the ability to closely examine competitive products.

Business conventions and exhibitions are not open to the public but can only be attended by company representatives, members of the trade and members of the press. One advantage of a business convention and exhibition is that it shortens the time it takes for companies to look for prospective customers while the major disadvantage is that customers usually cannot concentrate on many exhibitors and their products due to the distractions and the busy atmosphere.

In a business convention and exhibition they often use devices for displays include banner stands, booths and counters, panel display, etc. The business convention and exhibition booth is an important component of the trade show display as it aims to enhance the brand and facilitates valuable for face-to-face contact between the companies and their prospective customers. All the above devices clearly display the company logo and give customers a better understanding of the products or services being marketed.

## Dialogues



### Dialogue 1

### Preparing for a Trade Show

*Ms. Black (B), sales manager of a pharmaceutical plant, is going to publicize her product in a mini trade show. She is now talking the matter over with Mr. Li (L), manager of Liaotong Advertisement Co., Ltd.*

- B:** First, allow me to give you a brief introduction of our company. We are a joint venture with Canada and one of the largest manufactures of medicine in Northeast China. In order to push sales of one of our new products into the market, our company is thinking of attending the mini trade show held next month in this city. I wonder if you are interested in helping us in this respect.
- L:** It would be a great pleasure to us. But, first of all, could you tell me what you want so that I can see where I could be of help.
- B:** First, we'd like to ask you to help with balloons with slogans on, and working staff, etc.
- L:** No problem. We do have such facilities, and we have etiquette ladies to help with the reception etiquette and some guides to help and propagate your product.
- B:** That's fine. In order to make our show well-known to people, I have prepared some straightforward literature in both Chinese and English. I wonder if you can help us to have it designed more impressively and attractively.
- L:** Small case, it's our job. We'll surely do well. We suggest you to put an ad in the local newspaper as well as posts on the bulletins to make the coming show widely known to the public.
- B:** Good suggestion. By the way, we're going to invite some famous doctors from the local hospitals to help us offer free medical diagnosis and advice to the public. So could you please make a list of the doctors possibly invited?
- L:** That sounds a good idea. I'll think about it and contact them.

**Dialogue 2****At a Chinese Ceramics Exhibit**

*In the exhibition hall, a Chinese ceramist (C) is talking with an American (A).*

- A:** What beautiful art ceramics you make!
- C:** I learned the craft from my father. Then I studied ceramic engineering at school.
- A:** All your hard work looks as if it's paid off.
- C:** Yes, I have 50 employees. I hope to become the biggest exporter of ceramics in China.
- A:** Well, the demand for ceramics is increasing in my country.
- C:** Yes, a large proportion of our sales are to the US.
- A:** The development of ceramics in your country has been remarkable. You carry on a centuries-old tradition and keep pace with modern technology at the same time.
- C:** Yes, our research in the field has been yielding good results. And we are deeply grateful to



your country's technicians for their considerable assistance.

**A:** Would you please tell me about your designs?

**C:** How do you like this one?

**A:** It's beautiful.

**C:** This is an eight-foot decorative vase. It's hand-made and the inland designs are etched in. It takes 45 days to make. Its retail price will be US\$3,000.

**A:** The result is certainly worth the effort. How about this design over there?

**C:** This vase is still in the experimental stage.

**A:** Why is that?

**C:** It's quite expensive to make and because of its small size, buyers balk at its high price. We feel we could sell more if we could reduce the price.

**A:** Well, you mustn't tamper with quality. It's the high quality of Chinese ceramics that attracts American buyers.

**C:** That's why a reduction in price can never be made at the expense of quality.

**A:** Well, thank you for showing me your beautiful ceramic ware. I was so impressed by your designs and the high quality of your pieces.



### Dialogue 3

### On the Way to an Electronic Exhibition

*Miss Lin (L) is waiting for her flight to Chicago in the departure lounge when she notices a man (B) next to her reading an electronic magazine. She comes to the man and starts a talk with him.*

**L:** Excuse me. I notice you are reading an electronic magazine. Do you know there is a big electronic exhibition in Chicago starting tomorrow?

**B:** Of course! That's the reason I'm going to Chicago. Hi! My name is Barney Miller. What's your name, please?

**L:** Junior Lin. I'm sales representative for Woofers Inc., based in China. Are you looking forward to the exhibition?

**B:** Huh, I've been waiting to go to this show for more than three months. There are going to be companies from over forty different countries there.

**L:** I know. I'm really looking forward to seeing what new products will be on market next year.



- B:** I'm more interested in the new discoveries which are being made in the electronics industry.
- L:** Really? Do you mind if I ask what part of the electronics industry you are in?
- B:** Not at all. I work in the R&D department of a company based in Los-Angeles. We specialize in designing printers.
- L:** What's the name of your company? Maybe I've heard of it.
- B:** I don't think so. We're just a little company called "Halcyon".
- L:** Hmm. Oh, didn't you come out with an amazingly small but strong high-tech printer at the exhibition last year in New York?
- B:** Yeah, that turned out to be our best seller of the year, but every one forgets our name.
- L:** One of my jobs is to look for the products that will be the most successful, and then find out why. So I don't just remember the big companies.
- B:** I like the way you think. Would you like to get together for dinner when we arrive in Chicago, so we can talk more about this?



## Dialogue 4

## Ordering a Booth

*Rachel (R) comes to the exhibition center to order a booth. Phillip (P), the receptionist of the center, is serving her.*

- R:** Good morning, sir. I'd like to reserve a booth for our company. This is my card. How many spots are there left?
- P:** I still have several prime spots in high-traffic areas. But they are going fast. (*Shows a floor plan*) How about this corner booth? It's close to the main entrance.
- R:** Pricey, I'm sure. We just need to be close to our major competitors. Where are they?
- P:** Some haven't confirmed yet, but they are mostly in this area.
- R:** Booth C322 looks like a good spot.
- P:** It's close to the restrooms. Lots of traffic. A deal at two thousand dollars.
- R:** That's steep. We paid about half that last year.
- P:** But we're going with a flat fee this year to make everyone's life easier. And we are also expecting a fifteen percent increase in attendance.
- R:** So, commissions and entrance fee distributions are no longer part of the package?
- P:** That's right. And we've stepped up our marketing plan. Did you notice the advertising in the *Times*?



R: Yes, I did see that. What about credit card payment machines and Internet hookup?

P: The same as last year, an additional fifty dollars.

R: All right. We'll go with booth C322.

## Words and Expressions

gathering *n.* 集会, 聚会

offering *n.* 奉献, 提供, 待售物

identify *v.* 识别, 确定

prospect *n.* 前景, 可能性, 机会,  
可能成为主顾的人

member of the trade 行业会员

the press 新闻界

prospective *a.* 预期的, 未来的, 即  
将发生的

distraction *n.* 分散注意力(或分心)  
的事物

device *n.* 手段, 手法, 技巧, 设备

banner stand 易拉宝

booth *n.* 封闭的隔间, 展示间,  
货摊, 展位

panel *n.* 镶板, 嵌板, 护墙板

component *n.* 组成部分

enhance *v.* 提高, 增强

facilitate *v.* 使更容易, 便于,  
促进

logo *n.* 标识, 商标

propagate *v.* 传播, 宣传

floor plan 会场平面图

hookup *n.* 连接线路

## Notes

1. 参加商务会展的有关注意事项如下。

(1) 多渠道选展。要尽可能多地了解展览会资料, 这是做出正确决策的有效保证。有关展览会的资料可向各主办机构索取, 行业杂志和互联网上也会有详细的介绍。

(2) 提前一年做好参展计划。德国商家的计划性是世界闻名的, 一位德国展览公司的负责人建议: 一切计划要在一年前做好。他认为, 中国参展团一般计划做得较迟, 再加上其他种种原因, 参展消息到达对方时, 已经太晚。

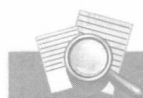
(3) 展品要适宜可销。据科隆家电展览中心的统计, 到德国参展的客商中有 72% 是为了寻求新产品, 所以不要展示过时产品。为了确保产品“适宜可销”, 参展前的市场调查非常重要。

(4) 要把资料准备充分。据悉, 中国赴外参展的企业中, 普遍存在资料准备不充分

的问题。一些厂家甚至对产品的介绍只有三言两语，并且不配外文翻译，往往把整理资料的工作推给组织方，这样一来不仅耽误了时间，而且临时的翻译有时很难完全表达厂家的意图。

(5) 目标客户要事先约定。可向公司现有客户邮寄邀请信或通过 E-mail 通知。同重要的客户约定见面时间，以加强业务联系。一位经常出展的专业人士建议，中国出口商应在展前有意识地邀请目标客户参观自己的展位，从而避免展览会上自己的展台门庭冷落的情况发生，力争给目标买家留下深刻的印象。

2. a joint venture with Canada 与加拿大合营的合资企业
3. push sales 推销
4. in this respect 在这个方面
5. balloons with slogans on 写有宣传标语的气球
6. working staff 工作人员
7. etiquette lady 礼仪小姐
8. reception etiquette 迎送礼仪
9. straightforward literature 明确易懂的说明书
10. Small case, it's our job. 小事一桩，这是我们的工作。
11. offer free medical diagnosis and advice to the public 提供义诊和免费咨询
12. Its retail price will be US\$3,000. 零售价是 3 000 美元。
13. This vase is still in the experimental stage. 这个花瓶还在实验阶段。
14. We feel we could sell more if we could reduce the price.  
我们认为，如果售价降低，将能卖出更多。
15. That's why a reduction in price can never be made at the expense of quality.  
那就是为什么降低价格的同时不能以牺牲质量为代价。
16. that turned out to be our best seller of the year 成为年度最畅销产品。



## Useful Sentences

### ● 准备参加商展常用句型

1. I think it would greatly benefit our company to attend the trade show at...  
我认为在……参展，公司会大大受益。
2. All of our competition will be exhibiting, so...  
我们的竞争对手都会参展，所以……



3. I think our booth needs information brochures...  
我认为我们的摊位需要有关产品的资讯手册……
4. If you come to our booth at trade show, I can demonstrate our...  
如果你能在商展时光顾我们的摊位，我会示范我们的……
5. This product is the result of our latest technology.  
这一产品是我们最新的技术成果。
6. Two of the most popular trade shows are held in Beijing and Shanghai.  
两个最热门的商展是在北京和上海举办的。
7. Many of our competitors will be participating at the Hong Kong Export Trade Show.  
我们有许多竞争对手将会参加香港出口贸易展览会。
8. Please take this information for your reference.  
这些资料送给你做参考。
9. There is a great demand for this new product.  
这种新产品的需求量很大。
10. Let me show you how to operate this machine.  
让我来为你示范如何操作这部机器。
11. Here is all the information you need.  
你需要的信息都在这里。
12. We can just take a glance at the exhibition.  
我们只需稍稍浏览一下这个展会。
13. We're like to order your products.  
我们想订你们的货。
14. This is my first to the Fair.  
这是我首次参加交易会。
15. I was wondering if you had the time to show me around this exhibition.  
不知你是否有时间带我参观一下这个展览会。
16. I found some of the exhibits fine in quality and beautiful in design.  
我发现一些展品的质量不错，而且设计也很漂亮。

#### ● 会展常用句型

1. Let me introduce you to Mr. Li, general manager of our company.  
让我介绍你认识一下李先生，他是我们公司的总经理。
2. It's an honor to meet you.  
很荣幸认识你。

3. Nice to meet you. I've heard a lot about you.  
很高兴认识你，久仰大名。
4. How do I pronounce your name?  
你的名字怎么读？
5. How do I address you?  
如何称呼您？
6. It's going to be the pride of our company.  
这将是本公司的荣幸。
7. What line of business are you in?  
你是做哪一行的？
8. Keep in touch.  
保持联系。
9. Thank you for coming.  
谢谢你的光临。
10. Don't mention it.  
别客气
11. Excuse me for interrupting you.  
请原谅我打扰你。
12. I'm sorry to disturb you.  
对不起，打扰你一下。
13. Excuse me a moment.  
对不起，失陪一下。
14. Excuse me. I'll be right back.  
对不起，我马上回来。
15. What about the price?  
你对价格有何看法？
16. What do you think of the payment terms?  
你对支付条件有何看法？
17. How do you feel like the quality of our products?  
你觉得我们产品的质量怎么样？
18. What about having a look at sample first?  
先看一看样品如何？
19. What about placing a trial order?  
何不先试订货？
20. The quality of ours is as good as that of many other suppliers, while our prices are not





so high as theirs. By the way, which items are you interested in?

我们的产品质量与其他供应商一样的好，而我们的价格却不像他们的那样高。顺便问一下，你对哪个产品感兴趣？

21. You can rest assured.

你可以放心。

22. We are always improving our design and patterns to confirm to the world market.

我们一直在提高我们产品的设计水平，以满足世界市场的要求。

23. This new product is to the taste of European market.

这种新产品在欧洲市场很受欢迎。

24. I think it will also find a good market in your market.

我认为它也会在贵国市场上畅销。

25. Fine quality as well as low price will help push the sales of your products.

上乘的质量和较低的价格将有助于推动贵方产品的销售。

26. While we appreciate your cooperation, we regret to say that we can't reduce our price any further.

虽然我们感谢贵方的合作，但是很抱歉，我们不能再减价了。

27. Reliability is our strong point.

可靠性正是我们产品的优点。

28. We are satisfied with the quality of your samples, so the business depends entirely on your price.

我们对样品的质量很满意，因此交易的成败就完全取决于你们的价格了。

29. To a certain extent, our price depends on how large your order is.

在某种程度上，我们的价格取决于你们订单的大小。

30. This product is now in great demand and we have on hand many enquiries from other countries.

这种产品现在需求量很大，我们手头上有来自其他国家的很多询盘。

31. Thank you for your inquiry. Would you tell us what quantity you require so that we can work out the offer?

谢谢你询价。为了便于我方提出报价，能否请你告知你方需求的数量？

32. Here are our FOB price list. All the prices in the list are subject to our final confirmation.

这是我们的 FOB 价格单。单上所有价格以我方最后确认为准。

33. In general, our prices are given on a FOB basis.

通常我们的报价都是 FOB 价。

34. Our prices compare most favorably with quotations you can get from other manufacturers.

You'll see that from our price sheet. The prices are subject to our confirmation,

naturally.

我们的价格比其他制造商优惠得多。这一点你可以从我们的价格单上看到。当然啦，所有价格要以我方最后确认为准。

35. We offer you our best prices, at which we have done a lot business with other customers.

我们向你们报最优惠价，按此价我们已与其他客户做了大批生意。

36. Will you please tell us the specifications, quantity and packing you want, so that we can work out the offer ASAP?

能否告诉我们贵方对规格、数量及包装的要求，以便我方尽快制订出报价？

37. This is the pricelist, but it serves as a guide line only. Is there anything you are particularly interested in?

这是价格表，但仅供参考。上面是否有你特别感兴趣的商品？

38. Do you have specific request for packing? Here are the samples of packing available now, and you may have a look.

你们对包装有什么特别要求吗？这是我们目前用的包装样品，你可以看一下。

39. I wonder if you have found that our specifications meet your requirements. I'm sure the prices we submitted are competitive.

我想知道您是否认为我们的规格符合您的要求。我敢肯定我们的价格是非常有竞争力的。

40. Heavy enquiries witness the quality of our products.

大量询盘证明我们的产品质量过硬。

41. We regret that the goods you inquire about are not available.

很遗憾，你们所询货物目前无货。

42. My offer was based on reasonable profit, not on wild speculations.

我的报价以合理利润为依据，不是漫天要价。

43. Moreover, we've kept the price close to the costs of production.

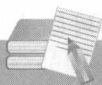
再说，我们的价格已经很接近成本价了。

44. Could you tell me which kind of payment terms you'll choose?

能否告知你们将采用哪种付款方式？

45. Would you accept delivery spread over a period of time?

你们能否接受在一段时间内分批交货？



## Exercises

**I Complete the following dialogues.**

1. **A:** What should I do with the display items?

**B:** You can sell some of the display items. For those that you cannot sell here, \_\_\_\_\_

(另外再找一家运输公司, 将不能出售的部分运回中国)。

2. **A:** Thank you. Without your help, \_\_\_\_\_

(我不可能在展会上遇到这么多大客户)。

**B:** You are welcome.

3. **A:** \_\_\_\_\_

(我们和两个新客户建立了贸易关系, 签了总量为 2 000 万人民币的丝绸裙子的订单。)

**B:** You have done a good job!

4. **A:** Do you like the products we sold you?

**B:** Yes. The cotton cheongsams are selling well, \_\_\_\_\_

(尤其是那些具有中国传统图案和文字的式样更受欢迎)。

5. **A:** I like this booth very much and I plan to take part in the exhibition next year, too.

**B:** \_\_\_\_\_

(我们会提前通知你明年的展览情况, 并为你预留这个摊位。)

**II Situational practice.**

**Make dialogues according to the following situations.**

1. At the North Spring Trade Show, a Philippine dealer of electronic products, Winnie Cruz, is inquiring prices at the stand of a Chinese company. Now it's your turn to act as Winnie Cruz, and your partner as Miss Fengjuan, sales representative of the Chinese company.
2. Suppose you are Mr. Johnson, the sales representative of the American company. You arrive at the exhibition center but you find that your exhibits have not been there yet. You come to the service desk and ask the reason. Your partner acts as the service receptionist, Miss Windy.

## 对话汉译



## 对话 1

## 会展准备

制药厂的销售经理布莱克女士(B)准备在一个小型展览会上宣传她的产品。他正与辽通广告有限公司经理李先生(L)商谈此事。

**B:** 首先让我简要介绍一下我们公司的情况。我们是与加拿大合资经营的制药厂,是中国东北最大的制药厂之一。为了把我们公司的一种最新研制的药品推销到市场上去,我们考虑参加下个月在本市举行的一个小型展会,不知你们是否有兴趣助我们一臂之力。

**L:** 我们很乐意帮忙。能否先把您想要的东西告诉我,看看我们能在哪些方面帮上你们。

**B:** 首先,我们想要你们帮助我们做一些写有宣传标语的气球,给我们提供工作人员,等等。

**L:** 没有问题。我们有这类装备,我们还有礼仪小姐负责接待礼仪活动和一些讲解人员负责讲解和宣传贵方产品。

**B:** 很好,为了能让人们更好地了解我们的展示,我准备了一些明确易懂的中英文说明书。我们想请你们把它设计得更加生动和引人注目。

**L:** 小事一桩,这是我们的工作。我们肯定能做好。我们建议你在地方报纸上刊登广告,并张贴海报,向公众广泛告知展销会事宜。

**B:** 好建议。另外,我们想从本地各大医院聘请一些知名医生帮助我们进行义诊和咨询活动。你能否列一下可能受邀的医生的名单?

**L:** 这个主意不错,我会考虑联系他们的。



## 对话 2

## 在中国陶艺展上

展厅里,一位中国陶瓷制造商(C)正在和一位美国人(A)交谈。

**A:** 你们制作的陶瓷作品真美!

**C:** 我跟我父亲学习陶艺。然后,我又在学校攻读陶瓷工程学。

**A:** 看来你的心血没有白费。

**C:** 没错,我现在拥有 50 名员工。我希望能成为中国最大的陶瓷出口商。

**A:** 嗯,我们国内对陶瓷的需求量愈来愈大。

**C:** 是的,我们大部分产品销往美国。