



普通高等教育“**十二五**”规划教材  
**21 世纪**全国应用型人才培养规划教材



# 实用国际商务 英语口语 (第二版)

陈宁 池玫 著



北京大学出版社  
PEKING UNIVERSITY PRESS

-74

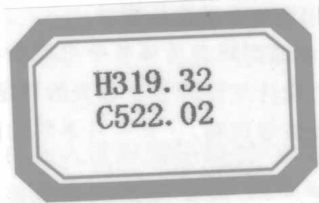


郑州大学 \*04010856272Z\*



普通高等教育“十二五”规划教材

21 世纪全国应用型人才培养规划教材



# 21 世纪实用国际商务英语口语

(第二版)

Practical International Business Spoken English

(Second Edition)

陈 宁 池 玫 著



北京大学出版社

PEKING UNIVERSITY PRESS

H319.32

C522.02

## 内 容 简 介

本书具有鲜明的时代特色,力求应用现代流行、生动地道的国际商务英语口语的表达方式,摒弃过时的商务知识和行话,便于开展互动式商务英语口语训练。融合于各章节中的国际商务观念和技巧紧跟时代脉搏,具有强烈的时代感,涉及的内容贴近现代国际商务实际,满足 21 世纪国际商务的交际要求。

本书突出实用性和实战技能,以国际商务交际活动为中心,展示如何处理实际交易环节中出现的各类问题,内容涉及国际贸易的各个实战环节和相关商务活动两大主线。精心设计与国际商务有关的话题,通过本书的情景对话、角色扮演、专题讨论、经典句型操练、交际技巧、实践操练等训练,让学生在不同的商务语境中提高实际交际能力。

本书注重对学生口语交际能力的培养,学习商务英语口语语言技巧,融合商务知识、商务礼仪、流行口语为一体,坚持实用性、典型性和趣味性,让学生接触到生动真实的商务英语口语信息,把商务技巧和功能意念表达融入教材,使之更具有实用性和交际功能。培养能熟练运用英语从事商务活动的高素质的复合型人才。

本书顺应时代发展的需要,适合高等院校商务英语和经济贸易等专业(方向)学生使用,配有光盘,由外国专家朗读,便于学生模仿和操练。

### 图书在版编目(CIP)数据

21 世纪实用国际商务英语口语/陈宁,池玫著. —2 版. —北京:北京大学出版社,2012.8

(21 世纪全国应用型人才培养规划教材)

ISBN 978-7-301-20691-1

I. ①21… II. ①陈…②池… III. ①国际商务—英语—口语—高等学校—教材  
IV. ①H319.9

中国版本图书馆 CIP 数据核字(2012)第 104176 号

书 名: 21 世纪实用国际商务英语口语(第二版)

著作责任者: 陈 宁 池 玫 著

策 划 编 辑: 胡伟晔

责 任 编 辑: 胡伟晔

标 准 书 号: ISBN 978-7-301-20691-1/F·3192

出 版 发 行: 北京大学出版社

地 址: 北京市海淀区成府路 205 号 100871

网 址: <http://www.pup.cn>

电 子 信 箱: [zyjy@pup.cn](mailto:zyjy@pup.cn)

电 话: 邮购部 62752015 发行部 62750672 编辑部 62765126 出版部 62754962

印 刷 者: 北京鑫海金澳胶印有限公司

经 销 者: 新华书店

787 毫米×1092 毫米 16 开本 23.25 印张 573 千字

2007 年 4 月第 1 版

2012 年 8 月第 2 版 2013 年 2 月第 2 次印刷 总第 7 次印刷

定 价: 46.00 元(含光盘)

---

未经许可,不得以任何方式复制或抄袭本书之部分或全部内容。

版权所有,侵权必究

举报电话: (010)62752024 电子信箱: [fd@pup.pku.edu.cn](mailto:fd@pup.pku.edu.cn)

# 前 言

在加入世界贸易组织(WTO)和 21 世纪经济全球化进程加快的大背景下,中国已经成为世界经济举足轻重的力量,对外贸易蒸蒸日上,近年连续成为世界货物贸易第一出口大国和第二进口大国。国际商务发展的新跨越,迫切需要培养大量既懂商务又会英语的高素质复合型人才。学好国际贸易知识,提高国际商务英语口头表达能力和跨文化交际能力正当其时。

本书顺应时代发展的需要,为高等院校的商务英语、国际贸易和经济、涉外等专业的学生以及外贸工作者提供了一本极有针对性和实用价值的商务英语口语适用教科书。第一版发行五年间,深受师生和读者欢迎,每年都重新印刷。新版教材在第一版框架的基础上,充实新知识,完善新内容,体现与时俱进,使之与时代同步。

本书具有鲜明的时代特色,力求应用现代流行、生动地道的国际商务英语口语的表达方式,摒弃过时的商务知识和行话,便于开展互动式商务英语口语训练。融合于各章节中的国际商务观念和技巧,贴近时代脉搏,具有强烈的时代感,涉及的内容贴近现代国际商务实际,满足 21 世纪国际商务的交际需求。

突出实用性和实战技能,以国际商务交际活动为中心,展示如何处理实际交易环节中出现的各类问题,内容涉及国际贸易的各个实战环节和相关商务活动两大主线,20 个章节涵盖了客户介绍、寻找贸易机会、商务安排、参加交易会、商务拜访、营销策略、商务会议、商务促销、商务谈判、技术创新和自主品牌战略等各种商务活动;从开展国际贸易实务,如询盘、报盘、还价、接受、签约、支付、包装、商检、发货和索赔等各个实战环节入手,其中还涉及许多外贸的知识细节,如商标、专利、保险、普惠制和独家经营等,让学生在逼真的贸易情境中,学习国际商务知识和模仿体验如何开展国际贸易、如何应用国际商务英语口语,提高商务交际技能。

通过学习国际商务知识,提高英语口语技能,融合商务业务技巧、商务礼仪和流行口语为一体,操练本书的情景对话、经典句型、交际技巧和实战环节等,让学生接触到生动真实的国际商务英语口语信息,通过模拟操练、角色扮演、讨论和辩论等方法,调动学习积极性,培养能熟练运用英语从事商务活动的能力。

本书由具有丰富教学和外贸实践经验的资深教师精心撰写,许多章节情景就是现实国贸业务的生动体现。陈宁(福建工程学院商务英语学科带头人,副教授、高级经济师)著书前 10 章,池玫(福建商业高等专科学校英语系主任,教授)著书后 10 章。

本书光盘由外国专家朗读,便于学生模仿和听说操练。高职高专的教师可根据课文的深浅和课时长短需要酌情选择章节和学习内容。衷心希望本书读者能学有所获。口语教材编写达到完美确实不易,书中疏漏和不妥之处,祈望读者提出宝贵意见和建议,以便臻于完善。

作 者

2012 年 7 月 1 日

# Contents

<b>Chapter 1 Welcoming Clients</b>	(1)
Part A Situational Dialogue	(2)
Communicative Scene 1	(2)
Communicative Scene 2	(2)
Communicative Scene 3	(3)
Part B Practical Key Sentences	(6)
Part C Skills of Communication	(8)
Part D Practice	(10)
<b>Chapter 2 Seeking Business Opportunity</b>	(13)
Part A Situational Dialogue	(14)
Communicative Scene 1	(14)
Communicative Scene 2	(15)
Communicative Scene 3	(16)
Part B Practical Key Sentences	(21)
Part C Skills of Communication	(22)
Part D Practice	(25)
<b>Chapter 3 Making Inquiries</b>	(27)
Part A Situational Dialogue	(28)
Communicative Scene 1	(28)
Communicative Scene 2	(29)
Communicative Scene 3	(30)
Part B Practical Key Sentences	(35)
Part C Skills of Communication	(37)
Part D Practice	(39)
<b>Chapter 4 Business Appointment and Arrangement</b>	(43)
Part A Situational Dialogue	(44)
Communicative Scene 1	(44)
Communicative Scene 2	(45)
Communicative Scene 3	(46)
Part B Practical Key Sentences	(50)
Part C Skills of Communication	(51)
Part D Practice	(53)



<b>Chapter 5 Offer and Counter Offer</b>	(57)
Part A Situational Dialogue	(58)
Communicative Scene 1	(58)
Communicative Scene 2	(59)
Communicative Scene 3	(59)
Part B Practical Key Sentences	(62)
Part C Skills of Communication	(65)
Part D Practice	(67)
<b>Chapter 6 At China Import and Export Fair</b>	(69)
Part A Situational Dialogue	(70)
Communicative Scene 1	(70)
Communicative Scene 2	(71)
Communicative Scene 3	(71)
Part B Practical Key Sentences	(74)
Part C Skills of Communication	(76)
Part D Practice	(78)
<b>Chapter 7 Business Visit</b>	(81)
Part A Situational Dialogue	(82)
Communicative Scene 1	(82)
Communicative Scene 2	(83)
Communicative Scene 3	(84)
Part B Practical Key Sentences	(88)
Part C Skills of Communication	(89)
Part D Practice	(91)
<b>Chapter 8 Innovative and Power Brand Strategy</b>	(95)
Part A Situational Dialogue	(96)
Communicative Scene 1	(96)
Communicative Scene 2	(97)
Communicative Scene 3	(98)
Part B Practical Key Sentences	(103)
Part C Skills of Communication	(105)
Part D Practice	(107)
<b>Chapter 9 Packing and Quality Inspection</b>	(111)
Part A Situational Dialogue	(112)
Communicative Scene 1	(112)
Communicative Scene 2	(113)
Communicative Scene 3	(114)
Part B Practical Key Sentences	(117)
Part C Skills of Communication	(118)
Part D Practice	(121)

<b>Chapter 10</b>	<b>Acceptance and Orders</b>	(125)
Part A	Situational Dialogue	(126)
	Communicative Scene 1	(126)
	Communicative Scene 2	(127)
	Communicative Scene 3	(128)
Part B	Practical Key Sentences	(132)
Part C	Skills of Communication	(133)
Part D	Practice	(136)
<b>Chapter 11</b>	<b>Business Telephone Calls</b>	(139)
Part A	Situational Dialogue	(140)
	Communicative Scene 1	(140)
	Communicative Scene 2	(141)
	Communicative Scene 3	(141)
Part B	Practical Key Sentences	(144)
Part C	Skills of Communication	(146)
Part D	Practice	(148)
<b>Chapter 12</b>	<b>Terms of Payment</b>	(151)
Part A	Situational Dialogue	(152)
	Communicative Scene 1	(152)
	Communicative Scene 2	(153)
	Communicative Scene 3	(154)
Part B	Practical Key Sentences	(159)
Part C	Skills of Communication	(161)
Part D	Practice	(162)
<b>Chapter 13</b>	<b>Business Negotiation</b>	(165)
Part A	Situational Dialogue	(166)
	Communicative Scene 1	(166)
	Communicative Scene 2	(167)
	Communicative Scene 3	(168)
Part B	Practical Key Sentences	(172)
Part C	Skills of Communication	(174)
Part D	Practice	(177)
<b>Chapter 14</b>	<b>Sign a Contract</b>	(181)
Part A	Situational Dialogue	(182)
	Communicative Scene 1	(182)
	Communicative Scene 2	(183)
	Communicative Scene 3	(184)
Part B	Practical Key Sentences	(188)
Part C	Skills of Communication	(189)
Part D	Practice	(191)

<b>Chapter 15</b>	<b>Cargo Delivery</b>	(195)
Part A	Situational Dialogue	(196)
	Communicative Scene 1	(196)
	Communicative Scene 2	(196)
	Communicative Scene 3	(197)
Part B	Practical Key Sentences	(201)
Part C	Skills of Communication	(202)
Part D	Practice	(204)
<b>Chapter 16</b>	<b>Business Conference</b>	(209)
Part A	Situational Dialogue	(210)
	Communicative Scene 1	(210)
	Communicative Scene 2	(211)
	Communicative Scene 3	(212)
Part B	Practical Key Sentences	(216)
Part C	Skills of Communication	(217)
Part D	Practice	(220)
<b>Chapter 17</b>	<b>Sales Promotion</b>	(223)
Part A	Situational Dialogue	(224)
	Communicative Scene 1	(224)
	Communicative Scene 2	(225)
	Communicative Scene 3	(227)
Part B	Practical Key Sentences	(231)
Part C	Skills of Communication	(233)
Part D	Practice	(234)
<b>Chapter 18</b>	<b>Interview</b>	(237)
Part A	Situational Dialogue	(238)
	Communicative Scene 1	(238)
	Communicative Scene 2	(238)
	Communicative Scene 3	(239)
Part B	Practical Key Sentences	(243)
Part C	Skills of Communication	(244)
Part D	Practice	(248)
<b>Chapter 19</b>	<b>Complaints</b>	(251)
Part A	Situational Dialogue	(252)
	Communicative Scene 1	(252)
	Communicative Scene 2	(252)
	Communicative Scene 3	(253)
	Communicative Scene 4	(254)
Part B	Practical Key Sentences	(258)
Part C	Skills of Communication	(259)



Part D	Practice .....	(261)
<b>Chapter 20</b>	<b>Banquet and Parting</b> .....	(265)
Part A	Situational Dialogue .....	(266)
	Communicative Scene 1 .....	(266)
	Communicative Scene 2 .....	(268)
	Communicative Scene 3 .....	(268)
Part B	Practical Key Sentences .....	(271)
Part C	Skills of Communication .....	(273)
Part D	Practice .....	(275)
<b>Appendix 1</b>	<b>Translation to Situational Dialogues</b>	
	(情景对话参考译文) .....	(278)
<b>Appendix 2</b>	<b>Suggested Key to Practice</b>	
	(实践操练参考答案) .....	(324)



# Chapter 1 Welcoming Clients

## Learning Objectives

Upon completion of this chapter, you will be able to

- ☒ get used to the process for customs formality.
- ☒ welcome the guests at the airport.
- ☒ learn how to introduce yourself and someone else politely.
- ☒ perform the functions of skills of communication.
- ☒ conduct the activities related to the theme of greeting and introduction.

## Part A Situational Dialogue

### Communicative Scene 1

#### Going through Formalities (Going abroad on Business)

(Mr. Peng is a manager of China Machinery Import & Export Company. He goes abroad to the United States for the first time. Having claimed the luggage, he goes to the customs service desk.)

**Officer:** Good afternoon. May I have a look at your passport and customs declaration form?

**Peng:** Certainly. Here you are.

**Officer:** Thank you. And your health declaration form, please?

**Peng:** All right. Just a moment. Oh, here it is.

**Officer:** What nationality are you?

**Peng:** I am Chinese.

**Officer:** Would you mind telling me the purpose of your visit?

**Peng:** No, not at all. We are going to have business negotiations with some machinery companies. We are planning to import some equipment from your country.

**Officer:** I see. How long do you plan to stay in the United States?

**Peng:** Only a couple of weeks.

**Officer:** Is this all your baggage, sir?

**Peng:** That's right.

**Officer:** Have you anything particular to declare?

**Peng:** I suppose not, except a digital camera, some samples and personal effects. Are they duty free?

**Officer:** You needn't pay duty on samples and personal belongings.

**Peng:** I am taking USD 20,000 with me. Do I need to declare?

**Officer:** Yes. Please fill out this Currency Declaration Form.

**Peng:** OK. I'll do it.

**Officer:** Thank you.

**Peng:** Is that all for customs formalities?

**Officer:** Yes, sir. You are through now. Go ahead. This way, please.

**Peng:** Thanks.

### Communicative Scene 2

#### Meeting at the Airport

(Sherry, the secretary of China Import and Export Corporation, is at the airport to meet Mr. Jones from Brazilian Company.)

**Sherry:** Excuse me. Aren't you Mr. Jones from Brazilian Company?

**Jones:** Yes, you are right. I don't believe we've met before.

**Sherry:** No, I don't think so. Allow me to introduce myself to you. I am Sherry, the secretary of China Import and Export Corporation.

**Jones:** How nice to meet you!

**Sherry:** Glad to meet you too. Welcome to Beijing!

**Jones:** Thank you. It's my pleasure to have an opportunity to visit China again.

**Sherry:** Our CEO was planning to pick you up at the airport in person, but it is a pity that he is tied up in important business affairs today.

**Jones:** That's all right. I know he is somebody.

**Sherry:** You may well say so. He has been very successful in his job. What is more, he is never flashy and he is really a team player, too.

**Jones:** He is doing a great job for our business. I am dying to meet him.

**Sherry:** How was the flight? You must be very tired after such a long travel.

**Jones:** Oh, no, the flight was comfortable and I had a very pleasant journey. But I could not sleep on the plane. I am feeling a little jet lag now.

**Sherry:** Please take a good rest before we have a business negotiation. Things couldn't be better.

**Sherry:** We have made a reservation at a very nice hotel near a beautiful lake. I hope you'll have a pleasant stay in Beijing.

**Jones:** It's very kind of you to do so.

**Sherry:** Let's go to the hotel, shall we?

**Jones:** Terrific.



### Communicative Scene 3

#### Introducing Each Other

*(Zheng Dongxiao is meeting Milton Walter, the president of a multinational corporation. He also wants to make the acquaintance of marketing manager, Mr. Sam Auden.)*

**Zheng:** Good morning. If I'm not mistaken, you must be Mr. Walter, president of the multinational corporation. May I take the liberty to introduce myself to you? My name is Zheng Dongxiao.

**Walter:** How do you do? I'm Milton Walter.

**Zheng:** How do you do? I have often heard about you. I've been looking forward to meeting you for a long time.

**Walter:** By the way, how to spell your name? It's hard for me to remember Chinese names.

**Zheng:** Z-h-e-n-g D-o-n-g-x-i-a-o. It's right here on my card. Here's my name card.

**Walter:** Good. I remember now. And here's mine.

**Zheng:** Thank you. Will you introduce me to your marketing manager over there?

**Walter:** Haven't you met yet?

**Zheng:** No, I don't think so.

**Walter:** I'm glad to introduce him to you.

**Zheng:** Yeah. Why not?

**Walter:** Sam, come and meet Dongxiao. This is Sam, my colleague.

**Zheng:** Hello, Mr. Sam Auden. It's a pleasure to finally meet you after so many e-mails, telephone calls and fax contacts.

**Auden:** Wow! In the flesh! It's good to meet you.

**Zheng:** Let me help you with the baggage.

**Auden:** Thank you so much.

**Zheng:** It's my pleasure. I'd like to make an arrangement for tomorrow.

**Walter:** Suppose we meet at 10 a.m. tomorrow.

**Zheng:** Here is a copy of the agenda I have worked out for you and Mr. Auden. I hope it will meet your requirements.

**Walter:** Fine. I'll have a look at it in the hotel.

**Zheng:** It was nice meeting all of you. See you!

**Walter:** See you!

### Words and Expressions



- |                                      |      |                           |
|--------------------------------------|------|---------------------------|
| 1. claim the luggage                 |      | 领取行李                      |
| 2. the customs service desk          |      | 海关服务台                     |
| 3. declaration form                  |      | 申报单                       |
| declare                              | v.   | 向海关申报进口应纳税物品              |
| Currency Declaration Form            |      | 货币申报单                     |
| 4. digital camera                    |      | 数码相机                      |
| 5. personal effects                  |      | 个人用品                      |
| 6. fill out                          |      | 填写                        |
| 7. CEO abbr. Chief Executive Officer |      | 首席执行官, 执行总裁               |
| 8. flashy                            | adj. | 华而不实的, 浮华的                |
| 9. be tied up                        |      | 无法脱身, 忙碌                  |
| 10. terrific                         | adj. | 好极了                       |
| 11. jet lag                          |      | 飞行时差反应                    |
| 12. reserve                          | v.   | 预定, make a reservation 预定 |
| 13. meet the requirements of         |      | 满足要求                      |
| 14. have a business negotiation      |      | 谈判, 商洽                    |
| 15. a multinational corporation      |      | 跨国公司                      |
| 16. agenda/agendas                   | n.   | 议事日程(复数形式)                |
| agendum                              | n.   | 议事日程(单数形式)                |
| 17. work out                         |      | 制定                        |

## Notes

## 1. Is that all for customs formalities?

海关手续办完了吗?

go through formalities 办理手续

customs formality and requirement 报关手续和规定

export formality 出口手续

transit formality 过境手续

You are through now. 您的手续办好了。

## 2. May I take the liberty to introduce myself to you?

我可以冒昧地自我介绍吗?

liberty n. 冒昧, 自由

take the liberty to do sth. / take the liberty of doing sth. 冒昧行事

May we take the liberty of asking you to make out the business negotiation agenda?

我们可以冒昧地请您制定谈判的议事日程吗?

## 3. He is somebody.

他可是个人物。

somebody 有影响力的重要人物

VIP 即 very important person 贵宾或重要人物

nobody 平庸之辈

## 4. He is really a team player.

他确实是个容易合作的人。

## 5. It is nice to meet all of you.

很高兴认识你们! (通常在见面介绍认识时用)

It was nice meeting you.

很高兴认识您! (通常在临别时用)

## 6. I am dying to meet you.

很久以来一直期望与您相见。

be dying for 非常渴望

We are dying for the good cooperation with multinational companies.

我方非常渴望与跨国公司的良好合作。

## 7. You must be very tired after such a long journey.

长途旅行后您一定很累了。

must 此处表示肯定的猜测, 必定、非常可能发生, 表示逻辑推断的可能性和必然性。

You must be Mr. Walter.

您一定是沃尔特先生吧。

If the light was on, Dr. Bailey must have been in the office.

如果灯亮着, 贝利博士一定在办公室。

否定用 can not be, 而 could not have done 表示对过去否定的猜测。



8. He also wants to make the acquaintance of marketing manager, Mr. Sam Auden.  
 他还想结识公司的营销部经理山姆·奥登先生。  
 make the acquaintance of sb. 结识某人  
 make sb.'s acquaintance 结识某人  
 pick acquaintance with 偶然结识  
 have no acquaintance with 不熟悉,不了解  
 have a nodding acquaintance with sb./the subjects 与某人有点头之交/对某学科略知一二
9. Wow! In the flesh!  
 啊!终于见到真人了!  
 in the flesh (习惯用语)活生生的,亲自  
 in flesh 肥胖的  
 Wow! In the flesh! You know she has not shut up about you ... you did something to impress her.  
 哇,终于见到真人了!她总是谈到你……她对你的印象很好。(美国电影《蒙娜丽莎的微笑》中的一段对白)
10. Suppose we'll meet at 10 a.m. tomorrow.  
 我建议明天上午十点相会。  
 suppose 常用祈使语气表示:让我建议……  
 Suppose we make an investment plan together.  
 我建议我们一起制定投资计划。

## Part B Practical Key Sentences

### 1. request the guests to show something

May I see your passport and customs declaration form?

请您出示护照和报关申请表。

Certainly, here you are. 当然可以,给您。

替换表达:

Show me your passport, please.

Here it is.

Passport and declaration, please.

Certainly.

Would you show me your documents, please?

Sure.

### 2. introduce oneself

May I take the liberty to introduce myself to you? I am ... (Formal usage)

我可以冒昧地自我介绍吗?我是……

替换表达:

Allow me to introduce myself to you. My name is ... (Formal usage)

May I introduce myself to you? I am ... (Basic usage)

Hello! I am Peter. (Informal usage)

Let me introduce myself to you. (Basic usage)

### 3. introduce others

Sam, come and meet Dongxiao. This is Sam, my colleague.

山姆,来见见东晓。这位是山姆,我的同事。(Informal usage)

替换表达:

I'd like you to meet our manager. (Basic usage)

Hello, this is Mr. Forest. (Informal usage)

I'd like to introduce our manager to you. (Formal usage)

Please let me introduce Mr. James to you. (Formal usage)

Allow me to present my colleague to you. (Formal usage)

I am honored to introduce... (Formal usage)

It is with great pleasure to present Mr. Brown, our CEO. (Formal usage)

### 4. respond to an introduction

How do you do? 您好! (初次见面招呼用语)

How do you do? 您好! (回应用语)

替换表达:

How nice to meet you.

Glad to meet you.

It's good to meet you, too. (Basic usage)

It's a pleasure to know you.

Pleased to meet you.

I am happy to have the opportunity to meet you. (Formal usage)

I am delighted to make your acquaintance. (Formal usage)

### 5. get acquainted

Have you met before?

你们见过面吗? (介绍别人相识)

No, I don't think we have.

不,我想没有。

Yes, I think so.

是的,我们见过面。(此表达比 No, I don't. 或 Yes, I do.更委婉)

替换表达:

Do you know each other?

Have we been introduced? (Basic usage)

Your name, please?

May I have your name, please?

Haven't you met before?

Yes, I think we have, haven't we?

I think I have seen you somewhere. You look familiar.

## Part C Skills of Communication

### 1. first impression 第一印象

在商务活动中,初次会面印象的好坏将关系到未来业务的开展。恰当得体的介绍将给贸易伙伴留下美好印象,主动自我介绍是自信的表现。不断认识新的贸易客户,有利于开创新的贸易商机。例如:

Allow me to introduce myself to you. My name is ...

请允许我自我介绍,我叫……

May I take the liberty to introduce myself to you?

我可以冒昧地自我介绍吗?

### 2. order of introduction 介绍顺序

介绍别人时,原则是尊者居后。有礼貌的方法是,向年长者介绍年轻者,把主人介绍给客人,将男士介绍给女士。例如:

Miss Taylor, may I introduce my friend Mr. Lee to you?

泰勒小姐,我能否向您介绍我的朋友李先生?

在商务活动中注重将职务低的人介绍给职务高的人。例如:

Mr. President, I'm glad to introduce her to you.

总裁先生,我很高兴将她介绍给您。

### 3. order of introduction for group people 集体相见介绍顺序

在商务活动中,双方公司成员集体相见介绍时,先介绍主人方面成员,之后客方作介绍。顺序以职位高为先介绍。例如:

Hosting side: Song Dalian, Design manager; Wang Ming, President of ABC Computer Company; Ma Yuelin, Design Engineer(主方:宋大连,设计部经理;王明,ABC计算机公司总裁;马越林,设计工程师)

Introduce hosting side first to the visiting side(向客方介绍主方):

This is Wang Ming, the President of ABC Computer Company, and this is Song Dalian, Design manager, and this is Ma Yuelin, Design Engineer. He has been very successful in his job.

这位是王明,ABC计算机公司总裁;这位是宋大连,设计部经理;这位是马越林,设计工程师,他的工作做得非常出色。

Then the visiting side will do the self-introduction to the hosting side in turn.  
(客方一一作自我介绍)

### 4. welcome new clients 迎接新客户

迎接新客户,通常在迎宾处高举写着公司名称和客人姓名的牌子,遇到看似你的新客户,可向前询问加以确认。例如:

If I'm not mistaken, you must be Mr. Walter.

如果我没搞错的话,您一定是沃尔特先生吧。

Excuse me. Aren't you Mr. Jones from Brazilian Company?

请问,您是来自巴西公司的琼斯先生吗?