

【功能英语系列丛书】

商展

Trade Show

English

英语

陈桃秀 江玲 编著

◇ 本书另配磁带两盒

安徽科学技术出版社

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图书在版编目(CIP)数据

商展英语/陈桃秀编著. —合肥:安徽科学技术出版社,2001.8

(功能英语系列丛书)

ISBN 7-5337-2248-5

I. 商… I. 陈… III. 商务-英语-口语
IV. H319.9

中国版本图书馆 CIP 数据核字(2001)第 048942 号

*

安徽科学技术出版社出版

(合肥市跃进路1号新闻出版大厦)

邮政编码:230063

电话号码:(0551)2825419

新华书店经销 阜阳印刷总厂印刷

*

开本:850×1168 1/32 印张:10.5 字数:260千

2001年9月第1版 2001年9月第1次印刷

印数:4 000

ISBN 7-5337-2248-5/H·333 定价:15.00元

(本书如有倒装、缺页等问题请向本社发行科调换)

前 言

为满足广大涉外经贸人员和有一定英语基础的、欲投身涉外经贸事业的人士创业之需要，编者根据自己长期从事外贸英语教学和外事工作的经验编写了这本书。

本书共分5章，包括45个单元。以国际商务交际活动为中心，包括国际商展的展前、展中和展毕以及商务关系的建立和贸易谈判。各部分内容以板块模式出现，以对话形式展开。为使读者熟悉相关知识，编者还根据不同的课文内容，配有相关参考材料。如世界货币、世界主要银行、国际直拨电话、地区代码以及时差，世界各航线、世界主要港口和外贸出口合同样本等。

该书内容丰富，句句切合业务需要，是参加国际商展必备、国际贸易洽谈活动中不可缺少的工具书。它能在国际商业舞台活动中助您一臂之力，并让您在轻松掌握的基础上，挥洒自如地进行交流。它既是从事涉外工作人员的好参考，也是财经类学校学生的一本好的自学读本。

本书由陈桃秀、江玲共同策划，陈桃秀编写了前言，外贸业务洽谈环节和其他贸易方式部分，江玲编写了国际商展部分。长期任教于新西兰、澳大利亚、日本、缅甸等国的新西兰语言专家John Danrell先生通读了本书的英文部分，特向John Danrell先生表示衷心的感谢。本书如有不当之处，敬请读者批评指正，便于再版时修订。

编 者

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第一章 展 前

This chapter contains practical advice to help you prepare for your attendance at a trade show. Matters covered include booking plane tickets, making hotel reservations, reserving the booth, hiring an English speaking assistant, contacting with other exhibitors, etc. Making good preparations for a trade show is the first and basic step to ensure the success of attending a show.

本章介绍了一些很实用的建议,供您为参加商展做准备之用。内容包括:定机票、预定旅馆房间、预定展台、雇佣一个会英语的助手,与其他参展者交流,等等。做充分的准备,是保证参展成功首要也是最基本的一步。

Unit 1 Getting Useful Information through Different Channels(寻找商展信息)

Mr. Zhou, a businessman from Xi Wang Company Ltd., is visiting Miss Xu who works in the Chamber of Commerce. This is his first visit. He hasn't attended any trade shows before so he is here to get some information and familiarize himself with the Chamber of Commerce.

周先生在僑旺有限公司工作,这是他第一次去拜访在商会工作的许小姐。他以前从未参加过任何商展,因此想了解一些商展的情况并与商会建立联系。

Dialogue (对话)

Xu: Good Morning! Can I help you?

Zhou: Good Morning! I'm a representative of Xi Wang Company Ltd. The scope of our business ranges from textiles, toys, series food stuffs, to hardware and garments. At present, our business is booming. We have set up business relationships with many foreign countries, and the volume of business has increased fast. In order that more foreign friends will know about our products and to enlarge our market, we'd like to take part in some international trade shows.

Xu: It's our pleasure to help you. Generally speaking, there are several ways to get useful information. You can obtain a lot of information through the Chamber of Commerce. For example, look at this brochure. It tells you the address, telephone number, fax and E-mail address for different companies. Also you can get the main exhibitions schedule for this year and next year. You can approach them directly.

Zhou: Thank you for this useful information, especially the E-mail addresses.

Xu: By the way, you may also get information through newspapers, such as the News Weekly, China Daily, International Business Daily etc.

Zhou: That's good to know. Thank you very much for your assistance.

许小姐：早上好，能为您效劳吗？

周先生：早上好，我来自于禧旺有限公司。我们的业务范围包括纺织品、食品、玩具、五金和服装。这几年，我们的业务发展迅猛。我们已与很多外国公司建立了业务联系，业务量增长迅速。为了让更多的外国朋友了解我们的产品以扩大产品销路，我们想参加一些国际商展。

许：很高兴为您提供帮助。通常来说，有几种途径可以获得这方面的信息，商会就是其中一种。例如，请看这本小册子，上面有各个公司的地址、电话号码、传真和电子邮件地址。同时，您还可以获得今年和明年的主要展览计划。您可以直接与他们联系。

周：感谢你提供的这些有用的信息，尤其是电子邮件地址。

许：顺便告诉您，还可以通过报纸获取信息，《新闻周报》、《中国日报》、《国际商报》等都有这方面的资讯。

周：得知这些消息我很高兴。感谢您给予我及时的帮助。

Words and Expressions

1. scope [skəʊp] *n.* 范围，领域

This article comes within the scope of our business.

这个商品在我们的经营范围之内。

2. range [rɛndʒ] *v.* 在某范围之内变化

There is a wide range of prices of goods in these stores.

这些店里的商品价格差别很大。

3. boom [bu:m] *v.* 迅速增长

Business is booming these days. We shall all grow rich!

最近生意兴隆。我们都要发财了！

n. 繁荣时期，景气

How long can the present business boom last?

目前的商业景气能维持多久?

4. volume [ˈvɒljəm] *n.* 量, 额

The volume of business of our province with EEC countries is growing.

我省与欧共体的贸易额日益增长。

5. increase [ɪnˈkriːs] *v.* 增加, 增多

Many factories are trying to increase their rate of productivity.

很多工厂正努力提高生产率。

6. enlarge [ɪnˈlɑːdʒ] *v.* 增大, 扩大

China will gradually enlarge the scope of economic cooperation with foreign countries.

中国将逐步扩大与其他国家经济合作的范围。

7. render [ˈrendə] *v.* 给予

You have rendered me a service.

你帮了我的忙!

8. Chamber of Commerce 商会

9. brochure [brəʊˈʃʊə] *n.* 小册子

an advertising brochure 广告册子

10. approach [əˈprəʊtʃ] *n.* 接近, 打交道

I'm not very good at making approaches to strangers.

我不善于和陌生人打交道。

Useful Information

世界部分国家商会地址或网址

德班工商会 Durban Chamber of Commerce & Industry

<http://www.Chamber.Durban.org.za/>
加纳全国商会 Ghana National Chamber of Commerce
<http://www.g77tin.org/gncchp.html>
肯尼亚商会 Kenya Chamber of Commerce
<http://www.g77tin.org/knccihp.html>
纳米比亚全国工商会 Namibia national Chamber of Commerce &
Industry
<http://www.republicofnamibia.com/address.htm>
诗巫中华总商会 SIBU CHINESE GENERAL Chamber of Com-
merce
<http://www.scgcc.org.my/>
提供各种商业资讯
新加坡国际商会 Singapore International Chamber of Commerce
<http://www.asianconnect.com/sicc/home.shtml>
约翰内斯堡工商会 Johannesburg Chamber of Commerce & In-
dustry
<http://africa.cis.co.za:81/jcci/>
美国贸易商会 US Chamber of Commerce
<http://www.usChamber.org/>
意大利商会 Italian Chamber of Commerce
<http://www.camcom.it/>
贝鲁特工商会 Chamber of Commerce and Industry of Beirut
<http://www.ccib.org.lb/>
菲律宾工商会 Philippine Chamber of Commerce & Industry
<http://www.east.cn.net/trade/asia.htm>
巴勒斯坦商会 Palestinian Chamber of Commerce
<http://www.g77tin.org/pccghp.html>
越南工商会 Chamber of Commerce and Industry of Vietnam

<http://www.hk.super.net/~cpexhibit/vietcoch.html>

锡兰工商会 Ceylon Chamber of Commerce

<http://www.lanka.net/Chamber/>

马来西亚马来商会 Malay Chamber of Commerce Malaysia

<http://www.sibexlink.com.my/Chambers/nccim/nccim-home.htm>

Useful Phrases and Sentences

1. familiarize oneself with sth. 使某人熟悉某事

If you want to be a good salesman, you should familiarize yourself with the market.

如果你想成为一名好的推销员，那你就需要熟悉市场。

2. Our business scope ranges from... 我们的业务范围包括……

3. We have set up business relations with... 我们已经与……建立了业务关系。

We have established business relations with...

4. as well as 除……之外(也); 和

This elementary school provides the students with dinner as well as breakfast.

这所小学除早餐外还供应学生正餐。

5. We'd like to... 我们希望去做某事, 也可用 We'd like that... 后接从句。

We'd like to have a business talk with you soon.

我们希望能尽快与您进行业务洽谈。

6. It's our pleasure to... 做某事是我们的荣幸。

We are pleased to ...

Unit 2 Checking the Cost of Attendance (查询参展费用)

Before attending the exhibition, there are many things to prepare for, such as checking the price, reserving a spot, and arranging shipping and travel. Different sizes and locations of the booths will have different costs. Mr. Zhou is going to attend the show. At first, he would like to know the cost of attendance. So he is calling Miss Susan Smith, a member of the organization committee of the fair, to get more information.

在参加商展之前要做很多准备工作,例如:查询参展费用,预定摊位,运送展品和安排旅程等。不同尺寸和位置的摊位价格也不相同。周先生即将赴展,他首先想了解参展的费用。于是他打电话给在商展委员会工作的苏珊·史密斯小姐以获取更多的信息。

Dialogue (对话)

Mr. Zhou: Hello, I am calling because I saw an ad in the *International Business Daily* about your trade fair.

Miss Smith: Yes. Let me give you some information about it. The trade fair will be held in San Francisco from March the 14th to the 24th.

Z: Excuse me, but when is the deadline for registration?

S: The deadline is the day after tomorrow. However, we can make exceptions for overseas companies.

Z: Where do I send the registration form that was in the paper

and the registration fee?

S: To the address that appears on the bottom of the form. Please send it as soon as possible to reserve a space.

Z: Are there different sizes of booths?

S: Yes. There are two different sizes. The larger one costs more.

Z: Does the price of the show include meals?

S: Yes. The cost of meals is included.

Z: Can I reserve a spot now?

S: Of course you can. There are still some spots left.

Z: I want a space in the right corner.

S: Sure, but it's not the best location.

Z: That's OK. I'll send the exhibits there fifteen days before the display. One more question if you don't mind my taking up too much of your time.

S: Not at all.

Z: Does our booth need someone in attendance at all times?

S: Yes. Someone does need to be there between 9:00 to 5:00.

Z: I've got it. Thank you.

周先生: 您好,我打电话来是想了解一些情况,因为我在《国际商报》上看到你们举办商展的消息。

史密斯小姐:是的。让我给您介绍一些情况。商展将于3月14日至24日在旧金山举行。

周:对不起,登记参展的期限是什么时候?

史:后天是最后期限。不过,对外国公司,我们可以例外。

周:那么,报上的这张登记卡还有参展的钱,我要寄到什么地方?

史:寄到表格下面的那个地址。请您尽快寄来,才能预留一个位子。

周:摊位有不同的大小吗?

史:有,有两种不同的大小,大的费用高。

周：展览会的费用包括三餐吗？

史：包括，餐费包括在内。

周：我可以现在预定摊位吗？

史：行，还有一些空余摊位。

周：我想预定一个右边拐角的摊位。

史：当然可以，但那不是最好的位置。

周：没关系，我会在展前 15 天将展品运到。如不介意占用你太多的时间，我还想再问你一个问题。

史：请说。

周：我们的摊位，是不是任何时间都要有人在呢？

史：是的。早上 9 点到下午 5 点间必须有人在。

周：我知道了。谢谢。

Words and Expressions

1. attendance [ə'tendəns] *n.* 出席, 参加, 出席次数

Our company has had perfect attendance this week.

我们公司这个星期出勤率很高。

attend [ə'tend] *v.* 出席, 参加, 上(学等)

Please let us know if you are unable to attend.

如果你不能参加请通知我们。

2. information [ˌɪnfə'meɪʃən] *n.* 消息, 情报, 资料

This book gives all sorts of useful information on how to carry out foreign trade.

这本书介绍了各种做外贸的有用资料。

3. booth [buθ] *n.* 售货棚, 货摊, 摊位

4. exception [ɪk'sepʃən] *n.* 除外, 例外, 例外的事物

5. appear [ə'piə] *v.* 出现