



国际贸易

英语谈判



INTERNATIONAL
TRADE NEGOTIATION

朱慧萍 徐雅琴 李名峰 编著

上海科学技术出版社

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前 言

随着改革开放的不断深化，我国的国际贸易得到了很大发展，越来越多的人从事外贸工作。很多高等院校开设了国际贸易相关课程，其中国际贸易谈判成为重中之重。商务谈判师在国际贸易以及其他商务活动中扮演着极其重要的角色。为配合广大外贸工作者、高等院校学生们学习外贸谈判的需要，我们编写了《国际贸易英语谈判》一书。

本书共分为十二单元，每个单元分对话、常用词汇及词组、常用句式、参考用语、补充阅读以及课后练习六大部分。各单元内容主要包括我国对外经济贸易谈判中的各个重要环节，涉及询价、报价、还盘、商品规格、装运、付款、包装、保险、代理、索赔等内容；此外，还包括迎送外国客商、外贸交易会、建立合资企业、技术转让等相关内容。

本教程提供了不同情景下的范例会话二十八篇，与实际贸易谈判紧密结合。常用词汇及词组为会话内容作了注释，方便读者学习理解会话。常用句式总结了贸易谈判中的一些基本用语，非常具有实用性，若能加以背诵，必能举一反三，触类旁通。参考用语提供了与会话内容相关的词汇，有利于读者扩大词汇量。补充阅读提供了贸易谈判的相关背景材料，既有利于提高阅读能力，开阔知识面，又有利于加深对会话内容的理解。课后练习部分可以帮助学员巩固所学知识，操练所学词汇用语，提高应用技能。最后的附录提供了主要进出口商品名称以及货币、港口和银行方面的最新资料，供从事相关工作的人士参考。

本教程结构新颖，内容详实，贴近实际，实用性强。在本教程编写过程中，我们参照了原上海对外贸易学院外语系编著的《外贸英语会话》一书，该书于 20 世纪 80 年代出版，一直是外贸学院商务英语专业的教学用书，深受广大师生的欢迎。但随着时间的迁移，有些内容需要修改更新，以适合时代要求，这是我们编写本教程的初衷。在编写过程中，我们采用了原书中一些精彩对话。在此，我们向该书作者王兴孙、范松鹤、凌华倍等教授表示衷心感谢。

本教程的编写分工如下：李名峰负责第 1、12 单元和附录七的编写；徐雅琴负责第 2、3、4、5、6 单元和附录四、五、六的编写以及全书的审阅；朱慧萍负责第 7、8、9、10、11 单元以及附录三的编写。此外，上海对外贸易学院国际商务外语学院的硕士研究生李国华、王敬斐参加了本书的部分编写工作，刘素蓉、黄慧、苗杰、王静等硕士研究生对本书的编写也给予了很大帮助。

本书在编写过程中曾得到上海对外贸易学院叶兴国副校长和国际商务外语学院陈洁院长的支持和指导，中国银行国际金融研修院(上海)的韩晔辉老师也为本书的编写提供了一些最新资料，我们对此表示由衷的谢意。

由于编者的英语和业务水平有限，错误缺点在所难免，敬请各位前辈、专家及广大学员批评指正。

编 者

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Unit One Arrival 到达

Conversations

1. At the Airport

(Flight Supervisor: Ladies and Gentlemen, we shall soon be landing at Shanghai Pudong International Airport. Local time is 10:20 in the morning. And local weather conditions are slightly cloudy. The temperature outside is 18 degrees Celsius...) After the plane touches down, Mr. Cooper, a US businessman and his assistant, Ms. Laurence, find themselves in Shanghai. They disembark from the plane and approach Ms. Li Xia, from Shanghai Rui Feng Import & Export Corporation, while seeing their names on the placard she raises.

Li: Excuse me, but are you Mr. Cooper from the US?

Cooper: Yes, I'm John Cooper. Good morning.

Li: Good morning, Mr. Cooper. I'm Li Xia, from Shanghai Rui Feng Import & Export Corporation. And this is Mr. Wang Pin, the sales manager of our company. He has come to meet you.

Cooper: How do you do, Mr. Wang? I'm very glad to meet you.

Wang: Glad to meet you, too, Mr. Cooper.

Cooper: This is Ms. Dora Laurence, my assistant.

Laurence: How do you do, Mr. Wang and Ms. Li?

Wang & Li: How do you do? Welcome to Shanghai.

Cooper: It's very kind of you to invite us to Shanghai and come and meet us at the airport.

Wang: Did you have a good flight?

Cooper: It was a little bit bumpy as we landed. I think there were some low clouds.

Wang: Is this your first visit to Shanghai, Mr. Cooper?

Cooper: Yes, the very first. But Dora is here for the second time. She was here last year, initiating an investment plan and attending a trade affair.

Wang: I hope you'll have a nice stay in Shanghai.

Cooper: Thank you. I'm sure we will.

Li: Our car is waiting outside. I think you'd like to take a rest to overcome the jet lag. Shall we go to the hotel first?

Cooper: Oh, it's very considerate of you. Let's go.

2. On the Way to the Hotel

Wang: Look, that's the New Century Building, where many foreign corporations have their offices and branches.

Cooper: It seems to me there're more hotels and new buildings being built all around here.

Wang: Quite right. Shanghai is expecting more foreigners as more and more overseas companies are going to set up their offices here.

Laurence: I heard many big banks and companies have established their offices and even their headquarters in Shanghai, such as HSBC, Citibank, GM, Philips, etc. They all rank among the Fortune Top 500. Shanghai is growing

so rapidly that no wonder they come here in a continuous stream.

Wang: Right. Ms. Laurence knows a lot about Shanghai. Our Shanghai Municipal Government has drawn up preferential policies to attract foreign investment. The entire investment environment has been improved a great deal. Thanks to China's entry into the WTO and the deepening of its reform and opening up, Shanghai's economy has been developing at an unprecedented speed. Shanghai is now the window on China to the outside world.

Cooper: I see, Mr. Wang, during our stay here, we'll first negotiate an agreement with you and hope to find out if we can set up an office in Shanghai, aside from participating in the Shanghai Trade Fair. An American friend told me that Shanghai is doing well with its joint venture enterprises.

Wang: Quite so. Probably you've heard about quite a few joint ventures like Shanghai GM, a Sino-American joint venture, and Shanghai Sharp, a Sino-Japanese one. These businesses have made a profit much bigger than their investment, as they have got a large market share. So, more and more overseas businesses are coming here. In 2003 alone, Shanghai approved the establishment of 3783 joint ventures and cooperative enterprises with investments of 17.84 billion US dollars.

Laurence: So we hope we'll sign an investment contract with Shanghai as well.

Wang: Yes, it sounds encouraging.

Li: Well, here we are at the hotel. Let's be off.

3. In the Hotel Lobby

Li: Now Mr. Cooper and Ms. Laurence, won't you just have a seat here in the lobby for a few minutes? (*They all sit down.*)

Wang: I think you've told us what you'll want to do this time in Shanghai. You are going to the opening of the Shanghai Trade Fair tomorrow, aren't you? So we'll pick you up here at eight o'clock tomorrow morning. The day after tomorrow, we'll introduce you to the gentleman in charge of Shanghai Jin Jiang Foreign Service Company, so that you can talk to him about setting up an office in Shanghai. OK?

Cooper: Just great. Additionally, we'd like to go to Ningbo if possible.

Wang: That's fine. Ningbo is really one of the cities where many favorable terms are offered to foreign investors. Anyway we would be very glad if we can be of any help to you.

Cooper: Well, the Shanghai Trade Fair will open tomorrow according to the schedule, won't it, Mr. Wang?

Wang: Oh, yeah! As usual, the Fair is held in Shanghai from March 1st until 10th each year. You've come here just in time for the Fair.

Laurence: I heard that, unlike some other trade fairs, the Shanghai Fair brings manufacturers there, doesn't it?

- Wang: Yes. They are representatives from factories that produce goods for foreign buyers and they will invite you to see their factories if you like.
- Cooper: Mr. Wang, would you please book two train tickets to Ningbo for us. We want to leave next Monday.
- Wang: Sure. So the schedule of your stay is settled. Well, if there's nothing else you want, we'll be leaving. I'm sure you need a good rest after your long journey.
- Cooper: I don't think there's anything else. What about you, Dora?
- Laurence: That's fine with me, too. You've been very considerate. Thank you very much.
- Wang & Li: You're welcome. Good-bye.
- Cooper & Laurence: Good-bye.

Words & Expressions

1. touch down (飞机)降落
2. disembark /disim'ba:k / vi. 下来
3. initiate /'i:niʃiət, -eit / vt. 着手, 开始, 传授
to initiate business with 开始同……做交易
to initiate sb. into business management 向……传授管理知识
4. investment / in'vestmənt / n. 投资
investment intent 投资意向
investment partner 投资伙伴
an investment of a billion US dollars 10 亿美元投资
a long-term investment 长期投资
a profitable investment 有利可图的投资

- a safe and sure investment 安全可靠的投资
- a heavy investment 巨额投资
5. enterprise / 'entəpraiz / n. 企业
- joint venture enterprise 合资企业
- cooperative enterprise 合作企业
- exclusively foreign-owned enterprise 外商独资企业
- state-owned enterprise 国营企业
- collectively-owned enterprise 集体企业
- individually-owned enterprise 私营企业
6. headquarters / ,hed'kwɔ:təz / n. 公司总部, 总公司
7. aside from 除了……以外
8. bellhop / 'belhop / n. 旅馆服务员
9. pick up 接……

Useful Sentences

1. 问候

Basic:

How are you?

How do you do?

Are you well?

How are you doing?

How are you keeping?

How are things going with you?

Hi, are you keeping busy?

Hello, how are things going?

Good morning, glad/pleased/nice to meet/see you.

Informal:

Anything new?

How is it going?

How is everything?

What's up?

What's new?

How goes it?

What's with you?

2. 回答问题

Basic:

How do you do?

All right, thank you.

Fine, thank you, and you.

I'm doing fine.

Quite well, thank you.

Wonderful. Things couldn't be better.

Good morning, glad/pleased/nice to meet/see you, too.

Informal:

Fine, just fine.

Just so so, thanks.

Bearing up, bearing up. (=Just so so.)

Can't complain.

I'm just great.

I'm on top of the world, thanks.

Not too bad, thanks.

Not too much.

Same as ever.