



21世纪高职高专规划教材

商务英语系列

商务英语

精读

(第2册)

褚志梅 张启途 主 编
刘泓蔚 张淑芹 副主编

Business English Intensive Reading

Book Two



清华大学出版社 北京交通大学出版社

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内 容 简 介

本册主要讲述出口商品交易会、管理与文化、公共关系、促销策略、国际商务、合资企业、金融市场、风险管理与保险、商业广告、国际贸易组织等内容。课文内容新颖,选材力求涵盖商务活动中的各个分支部分,注重介绍商务专业基础理论知识和专业技能,语言通俗易懂。

本套教材共两册,每册含10个单元,每单元由五大部分组成(对话、课文、阅读、商务函电写作及综合练习)并附有课文、阅读译文和练习参考答案。通篇文章内容以实用为主,从多个方面学习商务基本知识,引导学生进入一个直观的仿真商务环境中学习。

本书主要针对高职高专商务英语专业和经贸专业学生,以及其他电子商务等专业学生和自学者。

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出版说明

高职高专教育是我国高等教育的重要组成部分，它的根本任务是培养生产、建设、管理和服务第一线需要的德、智、体、美全面发展的高等技术应用型专门人才，所培养的学生在掌握必要的基础理论和专业知识的基础上，应重点掌握从事本专业领域实际工作的基本知识和职业技能，因而与其对应的教材也必须有自己的体系和特色。

为了适应我国高职高专教育发展及其对教学改革和教材建设的需要，在教育部的指导下，我们在全中国范围内组织并成立了“21世纪高职高专教育教材研究与编审委员会”（以下简称“教材研究与编审委员会”）。“教材研究与编审委员会”的成员单位皆为教学改革成效较大、办学特色鲜明、办学实力强的高等专科学校、高等职业学校、成人高等学校及高等院校主办的二级职业技术学院，其中一些学校是国家重点建设的示范性职业技术学院。

为了保证规划教材的出版质量，“教材研究与编审委员会”在全国范围内选聘“21世纪高职高专规划教材编审委员会”（以下简称“教材编审委员会”）成员和征集教材，并要求“教材编审委员会”成员和规划教材的编著者必须是从事高职高专教学第一线的优秀教师或生产第一线的专家。“教材编审委员会”组织各专业的专家、教授对所征集的教材进行评选，对所列选教材进行审定。

目前，“教材研究与编审委员会”计划用2~3年的时间出版各类高职高专教材200种，范围覆盖计算机应用、电子电气、财会与管理、商务英语等专业的主要课程。此次规划教材全部按教育部制定的“高职高专教育基础课程教学基本要求”编写，其中部分教材是教育部《新世纪高职高专教育人才培养模式和教学内容体系改革与建设项目计划》的研究成果。此次规划教材按照突出应用性、实践性和针对性的原则编写并重组系列课程教材结构，力求反映高职高专课程和教学内容体系改革方向；反映当前教学的新内容，突出基础理论知识的应用和实践技能的培养；适应“实践的要求和岗位的需要”，不依照“学科”体系，即贴近岗位，淡化学科；在兼顾理论和实践内容的同时，避免“全”而“深”的面面俱到，基础理论以应用为目的，以必要、够用为度；尽量体现新知识、新技术、新工艺、新方法，以利于学生综合素质的形成和科学思维方式与创新能力的培养。

此外，为了使规划教材更具广泛性、科学性、先进性和代表性，我们希望全国从事高职高专教育的院校能够积极加入到“教材研究与编审委员会”中来，推荐“教材编审委员会”成员和有特色的、有创新的教材。同时，希望将教学实践中的意见与建议，及时反馈给我们，以便对已出版的教材不断修订、完善，不断提高教材质量，完善教材体系，为社会奉献更多更新的与高职高专教育配套的高质量教材。

此次所有规划教材由全国重点大学出版社——清华大学出版社与北京交通大学出版社联合出版，适合于各类高等专科学校、高等职业学校、成人高等学校及高等院校主办的二级职业技术学院使用。

21世纪高职高专教育教材研究与编审委员会

2005年9月



● 前 言 ●

加入 WTO 后,我国正逐步参与国际竞争,同世界接轨。随着全球经济的发展和市场化运作,英语作为国际贸易用语变得越来越重要,社会也越来越迫切地需要既有专业知识又能熟练运用英语的综合性人才。21 世纪是一个充满机遇和挑战的时代,也为高职高专院校当前的商务英语教学提出了更新、更高的要求。

为了适应新的形势,满足高职高专院校商务英语专业学生和社会上其他商务工作者的需求,我们组织编写了这套《高职高专商务英语精读》教材。目的是帮助商务英语专业、国际贸易专业的学生及其他学习者在真实的场景下学习专业语言知识,掌握国际商务实用英语的操作技能。考虑到本书的使用对象,作者尽可能地寻求语言能力培养和商务英语知识学习的最佳结合点,在培养学生英语语言能力的同时,让学生熟悉各种商务活动,了解相关的商务知识。使学习者在真实的场景下学习专业语言知识,掌握国际商务实用英语的操作技能。

《高职高专商务英语精读》共计 2 册,分一个学年,两个学期使用(五年一贯制高职学生可分 3~4 个学期)。每单元分别以一个主题为中心,编排相关的对话、课文、阅读、写作和练习,使读者根据各种商务活动的具体情景,并结合对话、课文、阅读、写作和练习,提高阅读、听力、商务函电写作和口语等能力。

本册主要讲述出口商品交易会、管理与文化、公共关系、促销策略、国际商务、合资企业、金融市场、风险管理与保险、商业广告、国际贸易组织等内容。本书的教学宜采用交际教学法,教师可根据教学要求组织学生进行各种交际活动。建议每单元的教学课时以 6~8 学时为宜。

本书作者除主编、副主编外,蔺永刚、王文娟、高艳芳、杨富智、王丽、闫平、苗苗、李娜也参与了部分内容的编写工作,特别是蔺永刚同志做了很多基础工作。全书经褚志梅、张启途两同志统编、审定。

在本套教材的编写过程中,我们得到了北京交通大学出版社领导和编辑的帮助,特别是张利军编辑给予我们很多支持和帮助,潍坊职业学院的领导也非常支持和关心我们的工作。在此,我们全体编者对所有关心和帮助过我们的各方面人员表示衷心地感谢。

由于编者水平有限,书中不妥之处在所难免,敬请广大读者批评指正。

编 者

2005 年 9 月

注:本书课后练习答案可到网站 <http://press.bjtu.edu.cn> 下载或发邮件到 chsdlj@jg.bjtu.edu.cn 索取。



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• The Export Commodities Fair

➡ Part One Conversation



Preparation for Chinese Export Commodities Fair

Mr. Li: Good morning, Officer. We want to participate in the Chinese Export Commodities Fair in Guangzhou this year. And I want to know the detailed application procedure.

Officer: OK. I'd like to help you with some information about how to attend the Chinese Export Commodities Fair.

Mr. Li: Thank you for your kindness.

Officer: First of all, you should be familiar with some Rules & Regulations. No Exhibitor shall be permitted to exhibit unless he has paid prior to the organizer all of the fees agreed for this exhibition.

Mr. Li: I read some these days. Exhibitors are required to comply with the Exhibition Center, the building and all government rules and regulations of People's Republic of China.

Officer: Exactly right. But you should know more. No Exhibitor may transfer or sublet the whole or any part of his contracted space to any other parties, unless otherwise, the prior written approval shall be given by Organizing Committee of Chinese Export Commodities Fair to the registered Exhibitor.

Mr. Li: How about the insurance?

Officer: The Exhibitor shall be responsible for all risks insurance covered on his exhibits and inside their booth area, including all equipment provided and rented from the Organizer.

Mr. Li: How about the insurance period?





Officer: The Exhibitor should cover the minimum period of 10 days before the Exhibition date, and also minimum 10 days after the Exhibition date, that means, the Exhibitor should cover the "Public Liability Insurance" at anytime when the area/space is occupied by the Exhibitor.

Mr. Li: Thanks. And could you tell me some information about payment of applications?

Officer: The non-refundable of the total fees payable by each applicant must be made according to the payment terms of this application form, which is stipulated at the front page of this application. Any failure of payments by the applicant will be responsible for the legal liabilities.

Mr. Li: Any other points about payment?

Officer: Any payment made by applicant in respect of this application is non-refundable due to cancelling the order. Substituting or non-participation from their application is deemed conclusive of the forfeited rights or all reservations.

Mr. Li: How about the application procedure?

Officer: The participating enterprises should fill out an application and return it to the exhibition sponsor or its authorized agent. When receiving the confirmation of acceptance, the applicant should remit to the exhibition sponsor the whole or part of the charges for booking exhibition stalls (The whole charges should be remitted to the sponsor before the deadline for registration). Then the final confirmation of the exhibition stalls will be given to the applicant.

Mr. Li: And any information about the position of exhibition stalls?

Officer: The overall situation shall be taken into account, for the arrangement of stall positions by the exhibition committee, according to the products and services the participating companies provide and the industries and regions they belong to. The different positions of stalls can also be distinguished on the account of charge's amount. There are also some special stalls with two sides of walls (corner stalls) in the exhibition, which may achieve better effects of publicity. The exhibition sponsor provides illustrations showing the available positions. The earlier the participating application is delivered to the exhibition sponsor, the easier it is to get better positions.

Mr. Li: We will prepare in detail according to your suggestion.

Officer: Here is a pamphlet in detail for the application procedure. You may read it and come again in two days.

Mr. Li: Thanks for your kind help. Surely we will be successful in the coming Commodities Fair. Now say bye to you and good luck...

Officer: Thanks. Bye.



New Words and Expressions



be familiar with	熟悉
be responsible for	为……负责, 形成……的原因
prior to	在前, 居先
comply with	照做, 符合
unless otherwise = unless otherwise mentioned	除非另有说明
in respect of	在……方面, 就……而论
fill out	填写
take into account	重视, 考虑
in detail	详细地
Chinese Export Commodities Fair	中国出口商品交易会



Notes

1. The Exhibitor shall be responsible for all risks insurance covered on his exhibits and inside their booth area, including all equipment provided and rented from the Organizer. 参展方应对其展品和展区内的一切风险负责, 包括所有组织方提供和租赁的设备。

be responsible for: 为……负责, 形成……的原因

e. g.: ① The police are responsible for the preservation of public order and security.

② Who should be responsible for this accident?

covered on his exhibits and inside their booth area 是过去分词短语做后置定语, 修饰 risks insurance。

including all equipment provided and rented from the Organizer 是现在分词短语做状语, 修饰 risks insurance。

provided and rented from the Organizer 也是过去分词短语做后置定语, 修饰前面的 equipment。

2. Any payment made by applicant in respect of this application is non-refundable due to cancelling the order. 就本次申请而言, 申请人所付的任何款项不能因为取消合约而退还。

in respect of: 关于; 就……来说; 在……方面

e. g.: In respect of strength, no country is superior to the third world as whole.

with respect to 与 in respect of 几乎同义, 都可作“关于”或“至于”和“就……而论”讲, 但在正式文件中, 只有 in respect of 可以当作 for 这个介词来使用。

e. g.: ① Under the library regulations, a fine of three pence will be imposed in respect of each day that a book is overdue.



- ② With respect to recent flood, please report the number of sheep that were drown.
(放在句前, 作为引导语使用, 不习惯使用 in respect of。)

3. When receiving the confirmation of acceptance, the applicant should remit to the exhibition sponsor the whole or part of the charges for booking exhibition stalls. 申请人在收到同意确认函后, 就应支付展览主办方全部或部分订金。

when receiving: 动名词前与 when 或 while 连用, 表示强调与谓语动词的动作同时发生。

e. g.: ① Be careful when crossing the street.

- ② Don't mention this while talking to him.

4. The exhibition sponsor provides illustrations showing the available positions.

展览主办方提供标明有效位置的示意图。

showing the available positions 是现在分词短语作定语, 修饰前面的 illustrations。

5. The earlier the participating application is delivered to the exhibition sponsor, the easier it is to get better positions. 展览申请送达举办人越早, 越容易找到好位置。

the + 比较级, the + 比较级: 越……越……

e. g.: ① The harder you study, the better you will be.

- ② The more angry he became, the more she laughed at him.

- ③ The more difficult the questions are, the less likely I am able to answer them.



Part Two Text



China Dalian Import and Export Commodity Fair

China Dalian Import and Export Commodity Fair, originally called "Northeast China Area and Inner Mongolia Export Commodity Fair", was one of the earliest regional export commodity fairs in the whole country. The fair was then export-oriented while it conducted import business and negotiations for attracting investment and foreign economic cooperation.

Upon the approval of the State Ministry of Foreign Trade and Economic Cooperation in 1987, the "Northeast China Area and Inner Mongolia Export Commodity Fair", initiated and sponsored by the three provinces of Liaoning, Jilin and Heilongjiang, and the three cities of Dalian, Shenyang and Harbin, and Inner Mongolia Autonomous Region, was held in Dalian International Exhibition Center from 24th July to 2nd August. Dalian Municipal Government was



responsible for the Fair. Since then the "Northeast China Area and Inner Mongolia Export Commodity Fair" had been held every year on schedule in Dalian International Exhibition Center.

From the 10th Fair in 1996, the name of the "Northeast China Area and Inner Mongolia Export Commodity Fair" was changed to "China Dalian Export Commodity Fair" and the place for the Fair was also altered from Dalian International Exhibition Center to Dalian Xinghai Convention and Exhibition Center. Located in Xinghai Bay, Dalian Xinghai Convention and Exhibition Center consists of two exhibition areas, one on the ground floor in the east and the other in the west, with the area of 15,000 sqm. There are 702 stalls up to the international standard, and 5,000 sqm of outdoor exhibition area.



In 1998, according to the spirit of the instruction of the State Ministry of Foreign Trade and Economic Cooperation that the regional fair is supposed to be specialized ones, a trial reform was carried out on "China Dalian Export Commodity Fair" in order to make it more specialized. China Machinery and Electric Products Import and Export Chamber of Commerce and China Hardware, Mineral and Chemical Products Chamber of Commerce were added to the sponsor parties, to highlight its specialized characters. The exhibition area was also divided into the specialization area and the general area. The specialized reform increased the vigor and vitality for the Fair and received high praise from the participating enterprises and foreign customers.

In order to promote the China Dalian Export Commodity Fair and transform it into an international and specialized fair, the name of "China Dalian Export Commodity Fair" was changed to "China Dalian Import and Export Commodity Fair" in 1999 with the approval of the State Ministry of Foreign Trade and Economic Cooperation. The number of the sponsor members was reduced from ten to four (including China Machinery and Electric Products Import and Export Chamber of Commerce, China Hardware, Mineral, Chemical Products Import and Export Chamber of Commerce, Liaoning Provincial Department of Foreign Trade and Economic Cooperation and Dalian Municipal Government).

From 2000, the responsible organization of the Fair was changed to China Council for the Promotion of International Trade, Dalian Branch. The office under the organization committee acts as the standing body, which is responsible for the routine of the Fair.

The exhibition area in the 2000 China Dalian Import and Export Commodity Fair reached as much as 13,000 sqm. More than 80% enterprises of various specialties participated in the Fair, among which there were participants from EU countries for the first time as well as the enterprises from the Asian countries like Japan and Korea. The exhibition area used by overseas



enterprises reached 500 sqm. The Fair had substantially formed an international and specialized setup with the participants mainly from specialized manufacturers. The 2000 Fair won a good result in the exportation of foreign trade and the economic and technical cooperation, with total volume of business up to USD 727 million, which is 40% more than that of the last fair. During the Fair, the volume of agreed economic and technological cooperation amounted up to USD 70 million.

Since 2001, Liaoning Provincial Government has become one of the sponsor parties under the decision of the Liaoning Provincial Government in order to make a good use of the customer resources of the Dalian Fair and promote Liaoning provincial foreign trade and attract foreign investment.

2001 China Dalian Import and Export Commodity Fair, the area of which reached up to 16,000 sqm for the first time, was the largest in scale, the most specialized one and the biggest in volume of business. More than 90% participants were from machinery, electric, hardware and mineral, chemical industries. 1,000 sqm of the exhibition area was occupied by the overseas enterprises.

Overseas customers from 58 countries and regions came to the Fair, among which 44% is from Japan and Korea, 22% from Hong Kong, Taiwan and Macao; and over 60,000 visitors are domestic customers. The number of trade delegations and teams reached more than 40. The total volume of business reached USD 796.9 million in this Fair, with a breakthrough for the use of foreign investments. The cities of Jining from Shandong, Tongliao from Inner Mongolia and Pusan of the Republic of Korea and Dalian held talks for economic and technological cooperation during the Fair and obtained very good results. The lectures on special topics were so rich in contents and practical that they were deeply welcomed by the enterprises participating in the Fair.

The Party and State leaders, such as Li Lanqing, Wang Zhen, Wu Yi, etc., were in succession present at China Dalian Export Commodity Fair.

2002 Fair was one of the most successful expositions; the characteristics of professional highlighted and international special steel exposition and international chemical industry exposition achieved a great many of results. Leading companies in shipbuilding, internal combustion engine and port machines participated in the fair. Besides, more than 30 foreign enterprises and 400 domestic companies took part in, too. 17 commercial counsellors and 4018 oversea businessmen attended the Fair and had businesses discussions with participants. There were about 35,000 visitors and export turn volume amounted to RMB 870 million. A variety of meetings were held and obtained a great many achievements.



New Words and Expressions

regional	/ˈriːdʒən(ə)l/	a. 整个地区的, 地方的, 地域性的
oriented	/ˈɔːriəntɪd, ˈəʊ-/	a. 导向的
conduct	/kənˈdʌkt/	v. 引导, 管理, 为人, 传导
investment	/ɪnˈvestmənt/	n. 投资, 可获利的东西
initiate	/ɪˈniʃieɪt/	vt. 开始, 发动
sponsor	/ˈspɒnsə/	vt. 发起, 主办 v. 赞助 n. 发起人, 主办者
municipal	/mju(:)ˈnɪsɪpəl/	a. 市政的, 市立的, 地方性的, 地方自治的
alter	/ˈɔːltə/	v. 改变
convention	/kənˈvenʃən/	n. 大会, 协定, 习俗, 惯例
specialized	/ˈspeʃəlaɪzd/	a. 专门的, 专科的
specialization	/ˌspeʃəlaɪˈzeɪʃən/	n. 特殊化, 专门化
specialty	/ˈspeʃəlti/	n. 专业, 专门, 特性, 特别
highlight	/ˈhaɪlaɪt/	vt. 加亮, 使显著, 以强光照射, 突出
vigor	/ˈvɪɡə/	n. 精力, 活力
vitality	/vaɪˈtælɪti/	n. 活力, 生命力, 生动性
transform	/trænsˈfɔːm/	vt. 转换, 改变, 使……变形 vi. 改变, 转化, 变换
routine	/ruːˈtiːn/	n. 例行公事, 常规, 日常事务, 程序
participant	/pɑːˈtɪsɪpənt/	n. 参与者
substantially	/səbˈstænj(ə)li/	ad. 充分地
set-up	/ˈsetʌp/	n. 机构, 设置, 组织
mineral	/ˈmɪnərəl/	n. 矿物, 矿石
domestic	/dəˈmestɪk/	a. 国内的, 家庭的
breakthrough	/ˈbreɪkˈθruː/	n. 突破
succession	/səkˈseʃən/	n. 连续, 继承, 继任, 交替
exposition	/ˌekspeɪˈzɪʃən/	n. 博览会, 展览会