

# 实用商务公关英语

## ——口语

Practical Spoken English for Commercial Public Relations

廖瑛 主编

Practical Spoken English for Commercial  
Public Relations



机械工业出版社  
China Machine Press



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实用商务公关英语——口语

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《实用商务公关英语——口语》是一部与外宾交往的口语教程。分迎接外宾(Receiving Foreign Guests)、商务谈判(Business Negotiation)和旅游观光(Sightseeing)三个部分,共计23个单元。全书以系列连贯情景会话的形式,叙述了我国国际商务工作者与外宾进行口头交际的全过程,集英语语言知识与商务业务知识于一体,取材全面、语言规范、内容新颖、表达流畅,体现了“语言+专业”的教学目的。

## 图书在版编目(CIP)数据

实用商务公关英语——口语/廖瑛主编.

-北京:机械工业出版社,2005.6

ISBN 7-111-16783-X

I. 实… II. 廖… III. 商务-英语-口语 IV. H31

中国版本图书馆CIP数据核字(2005)第067540号

机械工业出版社(北京市百万庄大街22号 邮政编码100037)

责任编辑:唐绮峰 版式设计:侯哲芬

三河市宏达印刷有限公司印刷·新华书店北京发行所发行

2005年7月第1版第1次印刷

850mm×1168mm 1/32·12.375印张·304千字

0001-5000册

定价:26.00元

凡购本图书,如有缺页、倒页、脱页,由本社发行部调换

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## 前 言

中国加入世界贸易组织后,在政治、经济、文化,特别是商务领域里,同国际间的交流与合作更加频繁,无疑需要大量既懂一定的商务知识,又懂相应的商务交际英语的复合型人才。《实用商务公关英语——口语》一书是作者根据自己长期从事经贸英语教学、外事工作和业余商务谈判的实践经验,为外事、外贸工作者和高等院校相关专业的学生编著的一部商务交际英语口语教程。

全书共分迎接外宾(Receiving Foreign Guests)、商务谈判(Business Negotiations)和旅游观光(Sightseeing)3个部分,共23个单元。迎接外宾部分包括机场接待、宾馆服务、生活服务、社交活动、在办公室、出席商品交易会;商务谈判部分包括初次会谈、询盘与报盘、还盘与反还盘、接受与订货、付款与交货、包装与装运、商检与保险、代理与签约、索赔与理赔、合资办企业;旅游观光部分包括安排旅游、参观古代宫殿、参观中式花园、登山、参观博物馆、介绍中国的名胜古迹和告别与送行等。

每一单元由背景简介(Background Briefing)、情景会话(Situational Conversation)、口头训练(Oral Practice)、生词与用语(New Words & Expressions)和注释(Notes to the Conversation & Oral Practice)5个部分组成。口头训练部分是对情景会话的扩展,使读者能举一反三,触类旁通。口头训练部分的答案附在该单元之后。

全书以系列情景会话的形式,叙述了我国国际商务工作者与外商进行口头交际的全过程。全书集英语语言知识与商贸业务知识于一体,取材全面、语言规范、内容新颖、表达流畅,体现了“语言+专业”的学习目的,为了完善本书的视听效果,将聘请

外国专家录制录音带和教学光盘，使读者视听并用，便于记忆，更能有效提高自己的英语听说水平和商贸业务能力。

本书适合于从事国际商务工作的口译人员、外贸业务员、国际营销员、公关文秘人员、海关工作人员、银行业务员、海运保险人员、宾馆接待员、服务员、营业员、空姐、导游以及与外商打交道的厂长、经理、政府官员，用以提高他们自己的英语口语水平和经贸业务能力。本书也可作为高等学校经贸英语、国际贸易、国际旅游、国际会计、国际金融、海运保险、工商管理等专业英语口语教材。

本书由湖南大学外国语学院国际商务英语系廖瑛教授主编，参加编著工作的还有廖瑛教授的研究生孙媛媛、周燕、庄宇梅和甘容辉等。

在编著过程中，本书作者参考并借鉴了国内外出版的有关书籍和资料，从中获得了很大的启示，在此谨致谢意。

由于编著者水平有限，书中不足之处在所难免，欢迎同行专家和广大读者不吝赐教。

廖 瑛

湖南大学外国语学院

2005 年 3 月

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# Part I Receiving Foreign Guests

## 迎接外宾

### Unit 1 Receiving at the Airport

#### 机场接待

#### Background Briefing 背景简介

The Number 516 international flight is ready to arrive at the Huang Hua Airport of Changsha. Li Han, the secretary in charge of foreign affairs and interpreter of the Changsha Foreign Trade Import & Export Corporation is now at the airport with Wang Wei, the director of Public Relations of the Corporation, to meet Thomas Brown who comes from California of America. And Xiao Li is raising a placard on which is written "Mr. Thomas Brown, welcome to Changsha", and waiting there.

After meeting Mr. Brown, they help Mr. Brown to claim his baggage and go through the entry formalities and customs formalities.

516 次国际航班马上就要抵达长沙黄花机场了，长沙外贸进出口公司的外事秘书兼翻译李涵和公司公关部主任王薇正在机场等待迎接美国加利福尼亚州来的托马斯·布朗。小李举着一块牌子，上面写着“欢迎托马斯·布朗先生来到长沙”，在那等待着。

接到了布朗先生之后，他们帮助布朗先生领取了行李，办理了入境及海关手续。



## Situational Conversation 情景会话

### 1. Before Landing

#### 降落之前

A (Announcer): Ladies and gentlemen, attention, please. We shall be arriving in Changsha shortly, at 10 o'clock in the morning local time. For your own safety, please make sure<sup>①</sup> that seat belts are fastened.

女士们，先生们，请注意，我们很快就要到达长沙了。抵达长沙的时间是当地时间上午 10 点整。为了您的安全，请系好安全带。

A: Changsha is the capital of Hunan Province of the People's Republic of China. It is an ancient cultural city with a long history. There are many scenic spots and places of historical interest, such as Yuelu Park<sup>②</sup>, Martyr Park<sup>③</sup>, Orange Island<sup>④</sup>, Ma Wang Dui Han Tomb<sup>⑤</sup> and so on.

长沙是中华人民共和国湖南省的省会。这是一座历史悠久的文化古城，有许多风景区和历史遗迹，例如：岳麓公园，烈士公园，桔子洲和马王堆汉墓等。

S (Stewardess): The plane has landed and is now taxiing. (To Mr. Brown) Please sit down, sir.

飞机已经着陆，现在正在滑行。(对布朗先生)请坐下，先生。

B: I am looking for my handbag. I don't know where it is.

我在找我的手提袋，不知道放到哪里了。

A: Will passengers please remain seated till the airplane has come to a complete halt? Don't forget to take your hand baggage.

在飞机停稳之前，请旅客们不要离开座位。请别忘记拿自己的行李。

B: But I can't find my handbag.



但是我找不到我的手提袋了。

S: Don't worry. I'll help you. Is that your handbag? Under your seat.

别担心，我来帮你找。那个是你的手提袋吗？在你座位下面。

B: Oh, yes, thank you.

噢，正是，谢谢。

A: On behalf of the crew, I wish you a pleasant stay in Changsha.

We look forward to serving you again in the future. Thank you.

我代表机组全体工作人员祝你们在长沙过得愉快。希望将来你们再次乘坐本次航班，谢谢。

## 2. Getting the Wrong Person

接错了人

L(Li Han): Excuse me, you are Mr. Brown from America?

请问，你是美国来的布朗先生吗？

T(Tom Brown): Yes, I'm Tom Brown.

是的，我是汤姆·布朗。

L: How do you do, Mr. Brown. I'm Li Han, the secretary in charge of foreign affairs and interpreter of Changsha Foreign Trade Import & Export Corporation.

你好，布朗先生。我是李涵，长沙外贸进出口公司的外事秘书兼翻译。

T: I'm afraid that I do not know the Corporation.

恐怕我并不知道这个公司。

L: Really? Aren't you Thomas Brown from Los Angeles?

是吗？你不是从洛杉矶来的托马斯·布朗先生吗？

T: No, I'm Tom Brown, from San Francisco.

不是，我叫汤姆·布朗，旧金山人。

L: Oh, I'm so sorry I have got the wrong person.

噢，真对不起，我接错人了。

T: Never mind.  
没关系。

### 3. Meeting the Guest

接到了客人

L: (Raising his placard higher and seeing a man coming up towards him) Excuse me, are you Mr. Thomas Brown from America?  
(高高地举起他手中的牌子, 看到一个男子向着他走过来。)  
请问, 你是美国来的托马斯·布朗先生吗?

B(Mr. Brown): Yes. I'm Thomas Brown, from Los Angeles.  
是的, 我是托马斯·布朗, 从洛杉矶来的。

L: Welcome to Changsha, Mr. Brown. I'm Li Han, the secretary in charge of foreign affairs and interpreter of Changsha Foreign Trade Import & Export Corporation. Call me Xiao Li.  
欢迎来长沙, 布朗先生。我叫李涵, 是长沙外贸进出口公司的外事秘书兼翻译。叫我小李吧。

B: How do you do, Xiao Li. I am very glad to meet you.  
你好, 小李。见到你我很高兴。

L: Glad to meet you, too.  
见到你我也很高兴。

### 4. Introducing the Guest to Superior

把客人介绍给上司

L: May I introduce you to Ms. Wang, our sales manager, who is here to meet you.  
你好。可以把你介绍给我们公关部主任王女士吗? 她是来接你的。

W: Welcome to Changsha, Mr. Brown. Our general manager Mr. Zhang Da-ming has asked me to come and meet you.  
欢迎你到长沙来, 布朗先生。我们的总经理张大明先生要我



来接你。

B: Nice to meet you, Ms. Wang. I have been looking forward to this trip<sup>®</sup>. It was so good of you to invite me to China.

见到你很高兴，王女士。我一直期待着这次旅行。你们邀请我来中国，这真是太好了。

W: Nice to meet you, too. It's a pleasure for us to meet a friend<sup>®</sup> who has done a substantial work in promoting our mutual trade. 见到你我也很高兴。您在促进双方贸易方面做了大量工作，能够接待你这样一位朋友，我们感到很荣幸。

B: It's very kind of you to say so, but nothing can really be done without our close co-operation.

您太过奖了，如果没有双方的密切合作是什么事也做不成的。

W: Right. I'm sure we'll have a pleasant co-operation in the future.

By the way, how was your trip?

是的，我肯定以后我们会合作愉快的。对了，旅途还好吗？

B: Fine. It was very nice all the way.

很好，一路平安。

W: I'm glad to hear that.

听你这么说我感到很高兴。

L: The waiting room is over there. Let's take a short rest there. Then you'll claim your baggage and go through<sup>®</sup> the entry formalities and customs formalities.

休息室就在那边，我们去那里休息一会儿，然后您就去领取行李，办理入境手续和海关手续。

### 5. Having a Short Rest

#### 休息一会

L: Mr. Brown, you must be very tired after the long flight. Please sit down and have a short rest.

布朗先生，长途飞行肯定很累了，请坐下休息一会儿吧。

B: Thank you very much. It's very kind of you to meet me. I do feel a little tired, maybe it is because of the jet lag<sup>®</sup>. I'll be well after a short rest.

谢谢你，你们能来接我真太好了。我确实有些疲倦，可能是因为高速飞行引起的不适吧。休息一会后我会好的。

W: Mr. Brown, I think you'd better claim your baggage first, and then go through some necessary formalities.

布朗先生，您最好先取行李，然后再办理一些必要的手续。

L: And then, I'll drive you to the hotel. I hope you'll have a good rest there and recover from the jet lag soon.

然后我会送您到旅馆，希望您能在那儿好好休息，尽快从飞行引起的不适中恢复过来。

B: Nothing to worry about. I'll be good as new soon.

不用担心，我很快就会恢复如初的。

L: Would you like a cup of coffee or tea?

来杯茶或者咖啡吗？

B: No, thank you. Chinese tea is famous all over the world. I have just had on the plane. It tasted good and really has a well-deserved reputation. Now, I'll go to claim my baggage.

不用了，谢谢。中国茶闻名于全世界，我刚才在飞机上已经品尝过了。味道很不错，果然名不虚传。现在我要去取行李了。

## 6. Claiming the Baggage

### 领取行李

L: Mr. Brown, where's your baggage checks? I'd like to claim the baggage for you.

布朗先生，您的行李票在哪里？我去给您取行李。

B: Here you are<sup>®</sup>. Thank you very much.

在这儿，谢谢。

L: How many articles of baggage do you have, Mr. Brown?



布朗先生，你有多少件行李？

B: One suitcase and one bag.

一个箱子和一个包。

L: Wait for a while, I'll be back in a moment.

请稍等，我一会儿就回来。

(Li Han comes back after several minutes.)

(几分钟 after 李涵回来了。)

L: Is this your baggage, Mr. Brown?

布朗先生，这些是你的行李吗？

B: Yes. Thanks. I'm sorry to put you to so much trouble<sup>①</sup>.

是的，谢谢。很抱歉给你带来这么多麻烦。

L: You're welcome. I'm glad to be of help.

你太客气了，我很高兴能帮忙。

### 7. At the Immigration Service Desk

#### 在入境登记处

I. O. (Immigration Officer): May I have a look at your passport and visa, please?

我能看一下你的护照和签证吗？

B: Certainly. You are welcome. Here you are.

当然可以，欢迎你看，给你。

I. O.: Thank you. Are you tourist?

谢谢，你是游客吗？

B: Yes, I'm a tourist and businessman. I come to China for both business and sightseeing.

是的，我是游客也是商人。我到中国来既是为了做生意，也是为了旅游观光。

I. O.: I see. How long will you stay here?

我知道了。你在这里会逗留多久呢？

B: About two months.

大约两个月吧。

I. O.: Now, please fill out these forms.

现在请填写一下这些表。

B: Yes, sir.

好的。

## 8. At the Quarantine Office

### 在检疫站

O: Excuse me, can I see your Health Declaration Form and Quarantine Certificate?

你好，可以看一下你的健康卡和检疫证吗？

B: Surely, you can. Here it is.

当然可以。在这儿。

O: When was the last time that you were vaccinated?

你上一次预防接种是什么时候？

B: About two years ago.

大约两年前。

O: Then your vaccination certificate is still valid.

那么你的检疫证仍然有效。

B: Thank you. Anything else?

谢谢。还有别的事吗？

O: Now, I'll ask Miss Su, a nurse of the customs hospital to take your temperature in order to address the outbreak of SARS.

为了应对“非典”，我将叫海关医院的一位护士苏小姐给你量量体温。

S: (After reading the thermometer) Your temperature is normal.

你的体温正常。

O: Everything is O. K. You may go through customs now.

没别的事，现在你可以去办理海关手续了。

B: Thanks a lot.

多谢。

O: You are welcome.

别客气。

### 9. Going through Customs

#### 通过海关

C. O. (Customs Officer): Welcome to Changsha. Your passport, visa, customs and health declaration form<sup>®</sup>, please.

欢迎来长沙。请出示你的护照、签证、海关申报单和健康申报表。

B: All right. Here you are.

好的，给你。

C. O.: (Reading over the passport and visa). Thomas Brown, from America, right?

(看完护照和签证)托马斯·布朗，美国人，对吗？

B: Right. I come from California of America.

是的，我是美国加州人。

C. O.: Would you mind telling me what is your occupation, Mr. Brown?

布朗先生，请告诉我你的职业，你不会介意吧？

B: I'm the general manager of the Far East Corporation.

我是远东公司的总经理。

C. O.: You are here on business<sup>®</sup>, aren't you?

你是来中国做生意的吧。

L: Mr. Brown is here as a guest of our company, the Changsha Foreign Trade Import & Export Company. Here is a letter of introduction<sup>®</sup> from our company.

布朗先生是我们长沙外贸进出口公司的客人，这是我们公司的介绍信。

B: Yes, the Company has invited me for business talks.

是的，是他们公司邀请我来谈生意的。



C. O.: Oh, I see. Well, do you have anything to declare, Mr. Brown?

噢，我知道了。那你有什么需要申报的吗，布朗先生？

B: I have some foreign currency to declare.

我有一些外币要申报。

C. O.: Any other valuable to declare?

还有别的贵重物品要申报吗？

B: No. I have only US\$ 6,000 and some British pounds<sup>⑩</sup>.

没有了，我只有 6,000 美金和一些英镑。

C. O.: Please fill out this currency declaration form<sup>⑪</sup>. It's a record of the foreign currency you have brought in.

请填写这张货币申报单，它记录了你来时所带的外币。

B: O. K..

好的。

### 10. Paying the Duty

#### 缴纳关税

B: (Giving the currency declaration form to the C. O.) Here you are, sir.

(把货币申报单给 C. O.)给你，先生。

C. O.: Thank you. Mr. Brown, now we'll see your baggage.

谢谢你，布朗先生，现在我们要检查你的行李了。

B: No problem. These are mine.

没问题，这些是我的行李。

C. O.: What is there in your suitcase?

你的手提箱里是什么东西？

B: My clothes and toilet things. No contraband.

我的衣服和洗漱用品。没有走私品。

C. O.: Do you have anything subject to<sup>⑫</sup> duty?

有需要交纳关税的东西吗？

B: I don't know what's dutiable. I have just got a few personal