

新编商务英语 口语教程

主编 / 唐智霞 李慧娟

 大象出版社



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主 编 唐智霞 李慧娟

责任编辑 夏 秋

责任校对 石建远 力 芳

封面设计 王 & 刘

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印厂地址 郑州市经五路 12 号

邮政编码 450002

电话 (0371)65957860 - 351

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Unit One

Establishing Foreign Trade Relations

Part One

Useful Sentences

How to Know the Possible Partner

1. We owe your name and address to...
2. I've got (learned/known/obtained) your name and address from...
3. By (Through) the courtesy of Mr. Smith (so-and-so company), we come to know (we are given to understand) the name and address of your firm.
4. Your firm has been introduced (recommended/passed on) to us by...
5. Your company's name and address have been given to us by...
6. On the recommendation of..., we have learned with pleasure the name of your firm.

Express the Desire to Establish Trade Relations

1. My visit to your company is to inquire about possibilities of establishing business relations with you.

2. The purpose of my visiting your firm is to inquire about possibilities of establishing business relations with you.
3. I've come to give you an idea of what business I want to take up with you.
4. We're willing to enter into business relations with you.
5. Our mutual understanding and cooperation will certainly result in business.
6. We now avail ourselves of this opportunity to visit you with a view to building up trade relations with your firm.
7. As this item falls within the scope of our business activities (range of our trade), we shall be pleased to enter into business relations with you.
8. We're given to understand that you're potential (prospective) buyer of Chinese... (*commodity*) which comes into the frame of our business activities.
9. We're desirous of building up direct business relations with you.
10. We contact (approach) you today in the hope of establishing relations with you and expect to enlarge our business scope by our joint efforts.
11. Specializing in the export of Chinese... (*commodity*), we express our desire to trade with you in this line.
12. We are interested in the possibility of establishing trade relations with you.
13. Being closely connected with reliable wholesalers here, we shall be able to do considerable import business with you.

Ask for the Business Line

1. From your business card, I can see your line of business is... (commodity).
2. Our line of business mainly covers arts & crafts.
3. Our company specializes in import of textiles.
4. We've been in business since 2000 and we also have wide experience in all the lines we handle.
5. In order to acquaint you with the business we handle, we take pleasure in giving you our latest catalogue for your further study (close exam).
6. We've been informed that you deal only exclusively in light industrial products.
7. Please let us have all the necessary information about your products for export.
8. Your exhibits have left a deep impression on me. Could you please give me your catalogue?

Show the Standing of a Company

1. As to our financial status and reputation, we refer you to the Bank of London.
2. For information concerning our standing (credit standing/financial standing/corporation image), please refer to our bank, the Bank of China, Shanghai Branch. They'll provide you information about our business and finances.
3. It is our practice to ask all new customers for references and we shall be glad if you will kindly submit these.

Expect a Reply

1. It will be greatly appreciated if you will give us your cooperation.
2. I hope this will be a good start for a long and profitable business relation.
3. I hope this will lead profitable business to both of our companies.
4. We look forward to meeting you again.
5. If you find business possible, please inform us the soonest possible.
6. We await your early reply.
7. We're looking forward to your favorable and prompt reply.
8. I hope you'll give us an early reply.
9. Your immediate reply will be highly appreciated.
10. Please give us your reply as soon as possible.

Part Two

Sample Dialogues

Conversation A

1. Dialogue

Brown: How do you do? My name is Henry Brown. I'm from Anderson Trading Company. I've obtained your name and address from the Commercial Counselor's Office of the Chinese Embassy in Singapore.

Xu: How do you do, Mr. Brown? I'm Xu Hao, Export Manager of Beili Daily Chemicals Factory. Please have a seat.

Brown: Thank you. Well, let me come to the point. I've been told that yours is one of the leading factories of daily chemicals here, so we'd like to build up business relations with you.

Xu: I'm glad to hear that. How long has your company been in this line?

Brown: We've been trading in daily chemicals for almost twenty years.

We are well connected with all the major dealers in our cosmetics market. As we have confidence in your products' quality, we feel sure we can sell large quantities of Chinese goods if we could have a competitive price.

Xu: Thank you. But I'm very sorry that the exhibition hall is closed today; otherwise you can have a close look at our samples.

Brown: It doesn't matter much. May I take the catalogue, pattern books and prospectuses for further study?

Xu: Of course. How many copies do you want?

Brown: Four will be enough. I also want to send some back. I hope this is a good beginning. I'll give you the reply as soon as possible.

Xu: I'm looking forward to it. Goodbye.

Brown: Bye.

2. Discussion and Practice

- (1) How does Mr. Brown get the information of Xu's company?
- (2) What line have Brown's company been in for almost twenty years?
- (3) What's Brown's purpose of approaching Xu?
- (4) Act out the conversation with your partner and note down the useful expressions in it.

Conversation B

1. Dialogue

A: Good morning. I'm from Iran. I was very much impressed by your household electric appliances displayed at the Chinese Economic & Trade Exhibition, held in Kuwait last September.

B: I'm glad that you're interested in our products. How are you?

A: So I approach you today in the hope of establishing mutually beneficial trade relations.

B: Well, it is also our foreign trade policy to trade with foreign countries on the basis of equality and mutual benefit.

A: That's good! Perhaps it is a good start. OK, let me just return to the subject. We'd like to introduce your Great Wall brand gentle breeze electric fan into our market because it has good quality and function with beautiful color and design.

B: That's just what we've longed for. We are keen to expand our overseas trade and it happens that we have no business contacts in Iran. I really hope we can become good partners in the near future.

A: Me too.

B: Here are the catalogue and some pictures of our products including the latest model.

A: Thank you very much. You're very considerate. I'm sure I'll call you for another meeting.

B: Your favorable and prompt reply will be highly appreciated. See you!

A: See you!

2. Discussion and Practice

(1) What was A much impressed at the Chinese Economic & Trade

Exhibition held in Kuwait last September?

- (2) What does A intend to do and why?
 (3) Act out the conversation with your partner and note down the useful expressions in it.

Words and Expressions

We owe your name and address to... 承蒙……我们得知贵公司的名称和地址。

类似的表达方法还有:

Through the courtesy of..., we learn your name and address.

We are indebted to... for your name and address.

We learn your name and address from...

on the recommendation of... 由……介绍

learn with pleasure 欣喜

inquire about 询问

take up business with 与……做生意

enter into/establish/build up business relations with... 与……建立业务往来

avail oneself of 利用

with a view to doing sth. 为了……, 以……为目的

fall within the scope of our business activities 属于我们的经营范围

类似的表达方法还有:

be within(lie within, come under) the scope of our trade activities

(our business sphere)

potential <i>adj.</i>	潜在的,有可能性的
reputation <i>n.</i>	信誉
in the hope of(in hopes of)doing sth.	怀有……希望
joint efforts	共同努力
specialize in	专营
frame <i>n.</i>	框架
be desirous of doing sth.	渴望干……
business card	名片
line <i>n.</i>	行业,(一类)货色
acquaint sb. with(of, that)...	使……了解,认识……
the latest catalogue	最新目录
light industrial product	轻工业品
exclusively <i>adv.</i>	唯一地
leave a deep impression on sb.	给……留下深刻印象
refer to sb. for sth.	向某人打听(查询)某事
credit standing	信誉情况
financial standing	财务情况
finances <i>n.</i>	财源,资金情况(常用复数)
corporation image	公司形象
the soonest possible	尽早,尽快
favorable reply	佳音,好消息
prospective <i>adj.</i>	可能的,有希望的
consolidate <i>vt.</i>	巩固,加强
advertisement <i>n.</i>	广告
complicated <i>adj.</i>	复杂的
misunderstanding <i>n.</i>	误解,误会
confusion <i>n.</i>	混淆

convince <i>vt.</i>	使确信
approach <i>v.</i>	与……接洽, 联系
wholesaler <i>n.</i>	批发商
exhibit <i>n.</i>	展品
reference <i>n.</i>	(关于品行、能力等的) 查询, 了解
appreciate <i>vt.</i>	感谢, 感激
submit <i>vt.</i>	提交
profitable <i>adj.</i>	有益的
competitive <i>adj.</i>	有竞争力的
prospectus <i>n.</i>	简介, 说明书
Iran	伊朗
Kuwait	科威特
function <i>n.</i>	功能
partner <i>n.</i>	伙伴
to conclude a transaction	达成交易
No customer, no business.	没有客户就没有生意。
regular customer	老客户
Chamber of Commerce	商会
home and abroad	国内外
Commercial Counselor's Office	商务参赞处
attention to details	注意细节
get rid of	抛弃
in case of	以防
have a seat	就座
come to the point	进入正题
cosmetics market	化妆品市场

to have belief in	对……有信心
exhibition hall	展览厅
pattern book	样本
household electric appliance	家用电器
foreign trade policy	外贸政策
in the base of (equal and mutual benefit)	以(平等互利)为基础
return to the subject	言归正传
electric fan	电扇
be keen to do sth.	渴望干……
expand the overseas trade	扩大海外贸易
It happens that...	碰巧……
business contact	业务联系
in the near future	在不久的将来

Additional Words & Expressions

trade agreement	贸易协议
business association/business connection	业务联系, 交往
close relationship	密切的关系
closer ties	更密切的关系
to continue business relationship	继续业务关系
to present business relationship	保持业务关系
to improve business relationship	改善业务关系
to promote business relationship	促进业务关系
to speed up business relationship	加快业务关系的发展
to enlarge/widen business relationship	扩大业务关系

to restore/resume business relationship	恢复业务关系
to interrupt business relationship	中断业务关系
to cement business relationship	巩固业务关系
trade prospects/outlook	贸易前景
trade cooperation	贸易合作
technological cooperation	技术合作
business cooperation	业务合作
cooperative relationship	合作关系
the scope of cooperation	合作范围
trade fair	贸易展销会
trade show	贸易展览
to establish arrangement/to reach an agreement	达成协议
trade terms/clauses	贸易条款
trade balance	贸易平衡
to work with	与……共事
business activities	经济活动
business house	商行, 商号
trading department/mechanics	贸易机构
trade association	贸易协会
the foreign trade department	对外贸易部门
C. C. P. I. T. (China Council for the Promotion of International Trade)	中国国际贸易促进会
trading partnership	经营合伙人
foreign trade personnel	外贸工作者
trading center	贸易中心
trading market	贸易市场

Part Three

Exercises

I. Sentence Interpretation

1. 承蒙史密斯先生的介绍,我们得知贵公司的名称和地址。
2. 据中国银行纽约分行介绍,得知贵公司是贵国的玩具主要进口商之一。
3. 我们公司经营进出口业务长达 20 多年,在全国各地有广泛的业务关系。
4. 我方从《中国日报》的广告上获悉目前你方对中国制造的自行车的需求不断增长。
5. 我公司愿在平等互利的基础上与外商建立业务关系。
6. 我们相信这种互利的业务关系不久后会建立起来。
7. 我方对贵厂去年在春季商品交易会上展出的产品留有深刻印象,因此有意与你方建立贸易关系。
8. 我们的经营范围主要涉及家用电器,如彩电、冰箱、洗衣机等。
9. 如果你方能尽早回复,我们将不胜感激。
10. 关于我方的财务情况,请向美洲银行查询。

II. Complete the Following Dialogue

Zhou: _____

(下午好,我是申福皮鞋厂的经销部经理周明。这是我的名片。)

Black: Thank you. Nice to meet you, Mr. Zhou. I'm Andy Black.

Zhou: _____