

经贸英语口语

SPOKEN ENGLISH

FOR ECONOMICS & TRADE

第二版

刘醒吾 陈 坚 编著



囊括常见经贸业务，各种场合应对自如。
模拟谈判完整过程，带你体验唇枪舌剑。
贴心注释加强练习，轻松提高综合实力。


外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

经贸英语口语

SPOKEN ENGLISH

FOR ECONOMICS & TRADE



第二版

刘醒吾 陈 坚 编著

外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

北京 BEIJING

图书在版编目(CIP)数据

经贸英语口语 / 刘醒吾, 陈坚编著. — 2 版. — 北京: 外语教学与研究出版社, 2011.6

ISBN 978-7-5135-1012-7

I. ①经… II. ①刘… ②陈… III. ①经济—英语—口语—教材
IV. ①H319.9

中国版本图书馆 CIP 数据核字 (2011) 第 128299 号



悠游网—外语学习 一网打尽

www.2u4u.com.cn

阅读、视听、测试、交流、共享

提供海量电子文档、视频、MP3、手机应用下载!

出 版 人: 于春迟

责任编辑: 赵瑞超

封面设计: 姜 凯

版式设计: 朴玉姬

出版发行: 外语教学与研究出版社

社 址: 北京市西三环北路 19 号 (100089)

网 址: <http://www.fltrp.com>

印 刷: 北京京科印刷有限公司

开 本: 650×980 1/16

印 张: 25

版 次: 2011 年 7 月第 1 版 2011 年 7 月第 1 次印刷

书 号: ISBN 978-7-5135-1012-7

定 价: 26.00 元

* * *

购书咨询: (010)88819929 电子邮箱: club@fltrp.com

如有印刷、装订质量问题, 请与出版社联系

联系电话: (010)61207896 电子邮箱: zhijian@fltrp.com

制售盗版必究 举报查实奖励

版权保护办公室举报电话: (010)88817519

物料号: 210120001

序

中国的改革开放事业在党中央的领导下掀起了深化经济体制改革，扩大对外开放的一个个高潮，其来势之猛出乎人们的意料。为了抓住这一有利时机发展我国的经济，我们的对外经贸工作者需要在掌握必要的经贸专业知识的同时，更好更熟练地掌握一门外语，特别是英语这一对外交往的工具，从而将我们的对外经济贸易工作做得更加富有成效。

作为一所全国重点大学，对外经济贸易大学每年向国家培养输送大量对外经贸专业人才。随着国际经济格局和国际经济关系的变化，我国外贸体制改革不断深化，国际贸易无论在深度和广度上都发生了深刻的变化，贸易方式也有了新的发展。因此，对人才素质的要求更高了。为了适应这变化了的形势，经贸大学积极着手教育改革，扩展学科专业，充实新课程，更新教学内容。在外语教学中注意不断吸收和引进国外新的外语教学研究理论和方法；同时，一大批中青年教师在有丰富经验的老教授和老专家的带领指导下，不断探索和总结自己在教学中的经验，推出了一批深受学生和社会好评的教材。

刘醒吾和陈坚同志所著的这本《经贸英语口语》教材，是他们在对外经济贸易大学任教期间，根据自己在教学实践中的经验编写而成的。这本口语教材的内容和方法颇有新意，不失为从另外一个角度探索英语口语教学的一次有意义的尝试。因此，我很乐意向广大读者推荐这本教材，并希望它能对大家的经贸口语的提高有所裨益。

对外经济贸易大学校长

孙维炎

1992年7月

前言

《经贸英语口语》一书，以从事或即将从事对外经济贸易活动的人员为对象，是一本中高级英语口语教材。它可以作为经贸类大专院校的英语口语课的教材，也可供广大英语爱好者自学使用。

全书共分10个单元，包括了对外经济贸易活动中一些常见业务。每单元有4课，每课包括对话、词汇、练习题，并附有翻译练习答案，便于读者自学。本书主要内容涉及询价、磋商价格、订购、运输、付款、索赔等。最后一个单元“一个合资企业”，模拟了合资企业谈判的全过程，并包括下列合资企业谈判的主要内容：建立合资企业的必要性、合资企业的规模和厂址、可行性研究的基础、有关合资各方资产的分成、利润以及风险的政策、产品特点的介绍以及国内外市场的销售、公司的结构和人员的组成、雇员的录用和工资、纳税及保险、合同期限以及合同的终止等。

目前，我们国家对外经济贸易迅猛发展，大批的合资企业不断涌现，对外贸易业务、进出口业务、涉外经济业务需要大批的对外经贸人才，无论是在校学习经贸学科的学生还是现在开始从事这项工作的人们，都需要了解并掌握在对外经贸活动中，尤其是在谈判过程中，中外双方、买卖双方都说些什么以及怎么说的问題。所以这本教材的出发点在于通过课文中丰富的、根据实际外贸谈判场景加以改编的对话实例，给使用这本书的人提供一个大致概念，即：在对外经贸活动中人们说些什么，以及怎么说，从而让学生体会、模拟实际谈判的过程和技巧，以达到进一步掌握经贸口语的目的。

在材料组织上，这本教材的外贸场景的设置注意与国内外的经济形势相联系。特别是涉及到国内具体外贸机构名称及高科技新产品和企业名称时，教材力求真实，以达到激发学生扮演角色并进行交谈的兴趣；并在虚构的场景前面，加注了说明。

在本书出版之际，我们要感谢美国和加拿大来华专家Stacy McCaskill和Jone Wilcox，她们为全书的英文做了修改和润色，使得本书的英文更为地道、准确；我们还要感谢对外经济贸易大学副校长黄震华教授和中国科技大学研究生院的韩文盛教授，他们在本书的编写过程中，认真审阅了全书的稿件，并提出了宝贵的修改意见；最后，我们还要特别感谢我们的校长——对外经济贸易大学校长孙维炎教授，他在百忙之中为我们撰写了序言，热情地鼓励我们写好这本书。所有这些都是我们在编写这本书的过程中的动力，在此向他们表示诚挚的谢意。

刘醒吾 陈 坚
1992年10月于北京
对外经济贸易大学

目录

Unit 1	Hosting Visitors	
	接待来客	1
	Lesson 1	1
	Lesson 2	6
	Lesson 3	11
	Lesson 4	16

Unit 2	Making Inquiries	
	询价	21
	Lesson 5	21
	Lesson 6	29
	Lesson 7	37
	Lesson 8	47

Unit 3	On Price	
	磋商价格	57
	Lesson 9	57
	Lesson 10	66
	Lesson 11	73
	Lesson 12	82

Unit 4	Purchase	
	订购	93
	Lesson 13	93
	Lesson 14	104

Lesson 15	113
Lesson 16	122

Unit 5

Terms of Payment 付款方式	135
Lesson 17	135
Lesson 18	141
Lesson 19	149
Lesson 20	160

Unit 6

Shipment 运输	171
Lesson 21	171
Lesson 22	179
Lesson 23	193
Lesson 24	205

Unit 7

Packing 包装	223
Lesson 25	223
Lesson 26	229
Lesson 27	236
Lesson 28	244

Unit 8	Insurance & Claim	
	保险及索赔.....	255
	Lesson 29	255
	Lesson 30	264
	Lesson 31	275
	Lesson 32	288

Unit 9	Signing the Contract	
	签订合同	305
	Lesson 33	305
	Lesson 34	309
	Lesson 35	313
	Lesson 36	316

Unit 10	A Joint Venture	
	一个合资企业	321

附录	Key to Translation Exercises	
	翻译练习答案	369

Unit

1

Hosting visitors

接待来客

Lesson 1

Dialogue 1: Meeting an American businessperson at the airport (1)

C*: You must be Mr Jones from the United States?

F*: That's right. I am Timothy Jones. You are ...?

C: My name is Wang Ning. I'm from the **Ministry of Commerce**¹. This is Mr Zhang Ping, from the **China National Arts & Crafts (Group) Corporation**².

F: **How are you**³, Mr Wang? I'm very pleased to meet both of you. Thanks for coming to the airport to meet me. Where are we **heading** now?

C: We're going to **accompany** you to the Beijing Friendship Hotel. Is the luggage all here, **Mr Jones**⁴? The car is just out there in the **parking lot**.

Notes

1. Ministry of Commerce: 商务部
2. China National Arts & Crafts (Group) Corporation: 中国工艺品 (集团) 公司
3. How are you: 见面时的问候语, 不仅用在熟人之间, 也用在初次见面时。
4. Mr Jones: 初次见面时应尽量以 Mr ..., Ms ... 或 Mrs ... 加上对方的 family name (last name) 相称。称呼对方的 first name 要在对方告诉你 Please call me ... 以后再说。

* 除特别说明外, 书中的 C 指代 Chinese (中国人), F 指代 foreigner (外国人)。

Dialogue 2: Meeting an American businessperson at the airport (2)

C: Hello, My name is Zhao Xinmin. I **represent** the **Oriental Trading Company**. Welcome to Beijing.

F: Thank you. I'm Brian Reeves. I'm very happy to meet you.

C: Our company has **assigned** me to **host** you here in Beijing.

F: Thank you, Mr Zhao.

C: How's your flight, Mr Reeves?

F: Fine. I got on the plane at San Francisco and it took about 17 hours to get here. But it was a **smooth** flight.

C: That was really kind of long in the airplane, wasn't it? I hope you'll **feel rested** after a night of good sleep.

Dialogue 3: Introducing⁵ oneself and each other

C: Are you the **US-China Business Council Delegation**⁶?

F: Yes, we are. I'm Douglas Harrinton, the Delegation Leader.

C: My name is Lu Hai. I represent the **China Council for the Promotion of International Trade**⁷. This is my name card.

F: I'm very pleased to meet you, Mr Lu. This is Mr Giles Schmid, Vice President of the US-China Business Council.

C: Welcome to Beijing, Mr Schmid, Mr Harrinton.

Notes

5. introduce: 把对方介绍给某人时可以说:

—Let me introduce you to some of my friends.

在自我介绍时可以说:

—May I introduce myself? My name is ...

当被介绍后, 可以说:

—Glad to meet you.

6. US-China Business Council Delegation: 美中贸易全国委员会代表团

7. China Council for the Promotion of International Trade: 中国国际贸易促进委员会

Target Vocabulary

head *v.* 朝……走
accompany *v.* 陪同
parking lot 停车场
represent *v.* 代表
Oriental *adj.* 东方的

assign *v.* 分派, 指派
host *v.* 接待
smooth *adj.* 平稳的
feel rested 觉得休息好了

Exercises

1. Substitution Exercises

Drill 1 I represent the Oriental Trading Company. Welcome to ...

Complete the above sentence by using the following:

Harbin	Tianjin	Shanghai	Guangzhou
Urumqi	Hohhot	Lhasa	Inner Mongolia

Drill 2 ... has assigned me to host you here in Beijing.

Complete the above sentence by using the following:

- The President of our university
- The General Manager of our company
- The Foreign Affairs Office of our university
- Mr Chen, the Chairman of the Board of Directors

Drill 3 Let me introduce ...

Complete the above sentence by using the following:

- the host
- today's guests
- our company's executives
- our new friends in the visiting delegation

Drill 4 ..., I'd like you to meet our company's Vice President, Mr Wu Baohua.

Complete the above sentence by using the following:

- Mr Mark Young
- Ms Anna Schmid
- Mr Lee Stoltman

Drill 5 Have you met ...?

Complete the above sentence by using the following:

- our Project Advisor, Mr Wadely
- the General Manager, Mr Lynwood
- the Sales Representative, Mr Huggins

2. Translation Exercises

- 1) ——请问您是从美国来的纳尔逊先生吗？我代表东方贸易公司来接您。
——我非常高兴见到您。谢谢您到机场来接我。
- 2) 您的行李是不是都在这儿了？我们到停车场那边上车去吧。我陪您一道去宾馆。
- 3) 请允许我为你们互相介绍一下。
- 4) 我代表我们公司欢迎您来北京，并希望您在北京过得愉快。

3. Dialogue Situations

- 1) You are assigned to meet an American businessperson—Ronald Wannburg, the Marketing Manager of a wholesaler, Valley View Company—at the airport. You and Wannberg have never met each other before, so you have a sign board in your hand. After you meet each other, you say greetings, ask him how his flight was and show him to the car. Now you act this out with another student in the class.
- 2) You're here at the airport to meet a client of yours—Mr Axel Foley. After

you meet each other, you introduce yourself, ask him about the journey and accompany him to the hotel. On the way to the hotel, you talk about the weather now in Beijing and give him a brief introduction to the city. For example, you can tell your guest about Beijing's population, traffic, culture, food, hotels, buildings and etc. You can talk about a lot of things that cross your mind to keep the conversation going.

- 3) You are the Assistant Manager of Lenovo Group Limited (联想集团有限公司). Your boss, the General Manager, has asked you to go to the airport to meet an important customer of your company, Mr Darren Miller from the Silicon Valley (硅谷), California, the United States. You have never met Mr Miller before, and now you're at the airport waiting for him with a sign board. When you meet each other, you identify yourself, say hello to him and start an informal talk about his flight, about the weather in Beijing, and so forth.

Lesson 2

Dialogue 1: On the way to the hotel

C: You'll be here for three days, right?

F: That's right. I'll be here for three days and then I'll go to Guangzhou.

C: Is there any place you'd like to **visit in particular**? I could help you **arrange** that.

F: Well, I'd like to make a **field tour** to a factory, **if possible**¹.

C: Okay. I'll **have it set up** for you and let you know this evening.

F: That will be **terrific**. Thank you.

C: My pleasure.

Dialogue 2: At the hotel

C: Please go through the registration procedure. Here, please fill out this card.

F: Thanks. (*after filling out the card*) I must say this hotel is really nice. It's very impressive. I **gather** it's a **joint venture** business?

C: Yes, you're right. In fact, this hotel is **considered** one of the best in Beijing. There're many star hotels like this in Beijing.

F: Is this hotel a joint venture business with an American company?

C: No. It's a **Sino-Japanese investment**. One thing is **obvious**. No matter where you go in the country today, you can see all these star hotels everywhere. I guess they're all part of the basic **facility construction** **resulting from** the **reform** and opening-up policy.

Notes

1. if possible: 口语中用来使语气变得婉转的一种表达法, 特别用于请求时。比如:

— If possible, I'd like to have an extra copy of this paper.

— If possible, could you arrange that evening flight for me?

Target Vocabulary

visit <i>v.</i>	游览, 参观	consider <i>v.</i>	认为
in particular	特别	Sino- <i>adj.</i>	中国的
arrange <i>v.</i>	安排	investment <i>n.</i>	投资
field tour	实地参观	obvious <i>adj.</i>	明显的
have sth. set up	把……准备好	facility <i>n.</i>	设施
terrific <i>adj.</i>	极好的	construction <i>n.</i>	建设
gather <i>v.</i>	猜想	result from	是……的结果
joint venture	合资企业	reform <i>n.</i>	改革

Exercises

1. Substitution Exercises

Drill 1 I'd like to ..., if possible.

Complete the above sentence by using the following:

- visit your factory
- take part in your seminar
- have a copy of the schedule
- interview some of the factory workers

Drill 2 I was wondering if you could ...

Complete the above sentence by using the following:

- send us a sample of your latest product
- take some time out to look into this matter
- help arrange a meeting between the two companies
- close this business on hand first and then start another project

Drill 3 I hope you don't mind my asking, but could you ... ?

Complete the above sentence by using the following:

- give us some samples

- show me your itinerary
- tell me your phone number
- give me a copy of your catalogue

Drill 4 In fact, this ... is considered one of the best in Beijing.

Complete the above sentence by using the following:

- gym
- KTV
- restaurant

Drill 5 One thing is obvious. You can see ... everywhere.

Complete the above sentence by using the following:

- economic vitality
- imported commodities
- joint venture enterprises
- a great variety of businesses prospering

2. Translation Exercises

- 1) 您看一下我们给您安排的日程。若有不妥当的地方，请告诉我。
- 2) ——不知道您是否还有其他的要求？
——不，眼下没有了。给你们添的麻烦已经够多了。
- 3) 北京的大饭店和大宾馆现在可太多了。有极豪华的希尔顿酒店之类的，也有古色古香的四合院式的。
- 4) 既然来到了中国，我想还是住中式四合院吧。一座庭院式的宾馆肯定别有情趣。
- 5) 您说得对。坐落在北京南80公里的涿州桃园饭店就是一个典型的庭院式宾馆。尤其是那里的套间，设施完备，而且舒适、典雅、宁静。