



经贸外语口语系列

经贸英语口语

Spoken English for International Business

许群航 等 编著



对外经济贸易大学出版社

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许群航 王 伟 卢 珊 编著

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许群航 王伟 卢珊 编著
责任编辑: 谭志敏 胡小平

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出版说明

随着经济全球化浪潮的日益高涨，中国与世界各国之间的经贸往来日益密切，社会对经贸外语人才的需求也越来越大。为了使有志于从事对外经贸工作的外语专业的学生具备一定的英语口语技巧，提高在经贸领域中的外语表达和交际能力，对外经济贸易大学出版社联合全国重点院校骨干教师特编写了本套“经贸英语口语系列教材”。

本套经贸英语口语系列教材包括英、法、德、日、韩、俄、意大利、西班牙语和阿拉伯等九个语种版本。每个语种教材根据外贸流程的具体环节进行编写，按单元划分结构，各单元紧紧围绕一个环节展开，先易后难，循序渐进，包括：“背景介绍”、“情景对话”、“口语技巧”、“仿真实训”、“商务礼仪小贴士”等模块。其中，“背景介绍”部分介绍整个单元的背景知识；“情景对话”部分呈现经贸口语对话、词汇、注释；“口语技巧”部分总结和提炼对话中的口语技巧；“仿真实训”部分提供给学习者经贸口语实战训练的机会；“商务礼仪小贴士”部分介绍跨文化经贸活动中常见的文化差异和礼仪，力求有效地帮助学生将课堂知识与未来的工作联系起来，提高他们的实战技能。

本套教材主要面向高等院校各类语言专业本科学生，为他们提供专业、地道、实用性强的经贸口语知识。另外，本套教材也适合于目前从事对外经济贸易工作的人员自学英语口语，掌握经贸英语口语的表现方法和技巧，提高经贸外语水平。

对外经济贸易大学出版社
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前言

《经贸英语口语》是一本面向高等院校各种英语专业本科生和具有一定商务基础知识的非英语专业学生使用的教材，为他们提供专业、地道、实用性强的经贸英语口语知识。

同时，本书也同样适用于目前从事对外经济贸易工作的人员自学英语口语，掌握经贸英语口语的表现方法和技巧，提高经贸英语水平。

本教材以国际商务活动和外贸流程的具体步骤和环节进行编写，并按实际贸易过程将这些活动和流程融入一个整体。全书从一学期教学实际工作量出发，内容包括 18 章。话题主要涵盖了建立业务关系、接待客户、商务宴会、参观工厂、讨价还价、支付方式、代理与佣金、包装、装运、商品检验、保险、索赔与仲裁、签订合同、商务聚会、在中国投资、观光、购物和送别等。这些话题既包括了国际贸易中的主要环节，又注意到了这些环节之外的商务沟通部分。为使读者对每个话题中涉及到的商贸活动达到透彻了解，本书每一章分别以介绍本章内容的商务背景知识作为话题导入，然后是情景对话、词汇表、详细的课文注释、语言技巧、练习、仿真实训、商务礼仪与沟通贴士等。每章的情景对话部分内容丰富，主题广泛实际，围绕具体商贸业务，既注重相关知识的渗透，又强调口语训练使用的句型 and 词汇，使读者可以在此基础上进行各种有效的情景模拟口语练习，有很高的实用性；每课专门就本课的重点词汇、短语罗列出来，并加以解释，以减低学习者因为词汇，特别是专业词汇的不足而产生的焦虑感；课后的注解在围绕本课文内容疑难知识和句型的基础上，还增加了相关的经贸知识和语言技巧，目的在于最大限度地拓展读者的英语经贸知识和语言训练；精心提炼出的口语的语言技巧部分，不但总结出了表达本课话题的重点句型，还将表达这些话题的语言技巧融入其中，使得读者对每课要掌握的语言内有个清晰的认

识；每课练习主要以提高口语能力为主，内容主要包括英汉口译和话题讨论；仿真实训作为一个单独的练习部分列出来，主要是为了强调本教材的口语练习的实践性和实用性。此部分力求从外贸实际出发，设计出具体话题，要求以对话形式完成，为学习者在对课文学习的“输入”之后，提供一个实际语言使用的“输出”机会，以提高其英语的实际表达能力；每课最后部分是“商务礼仪与沟通贴士”，选材是对本课话题内容的拓展或在商务沟通和商务礼仪方面的新话题。这一部分重点强调商务沟通中应注意的知识、礼仪和技巧。

在材料组织上，本教材的主要编著者特别走访了多家对外贸易公司和企业，并将自己长期对商务英语研究的教学经验和作为外贸公司兼职的实战经历结合起来，对外贸情景设计与当前的国内国际的经济形势联系，并且采纳了所走访的外贸企业从业人员的建议，将中小型企业和公司纳入对话场景中。理由是当今中国，不但大量的大型企业走出国门，就对外贸易而言，越来越多的中、小企业正在通过各种渠道从国外直接拿订单。课文中的许多对话都以主要编著者的从业经历编写，旨在通过本书能使得学习者能够真正提高自己的经贸英语对话能力。

本教材是对外经济贸易大学出版社实用经贸外语口语系列教材中的英语教材。全书主要由西安外国语大学许群航老师负责编写，其编写内容包括整本书的构思和框架，具体编写了约十三章的内容，并且负责了全书的校对工作；其次，王伟老师负责了约八个单元的部分课文材料的搜集和编写工作，以及三个单元的其他内容的编写工作；卢珊老师主要负责了两个单元的材料搜集和这两个单元的其他内容的编写工作。在本书的编写过程中，还得到西安外国语大学外国语言学及应用语言学商务英语方向、我的2009级和2010级的硕士研究生们的大力支持和帮助。在此，我特别要感谢大家的工作和付出。此外，还要感谢美国辛辛那提艺术博物馆商店、西安心艺堂雕塑艺术有限公司、以及我的家人们，因为他们具有建设性的建议和无微不至的支持和关怀，才使这本书能够最终完成。

整本书的编写过程中还参考了有关专家、学者的论著，对此，表示诚挚的感谢。但由于受到时间和编著者的水平限制，本书中仍然可能存在不尽人意和难免的疏漏之处，敬请读者不吝赐教。

许群航

2011年3月12日于西安外国语大学

目 录

Unit 1	Establishing Business Relations	1
Unit 2	Receiving Guests	17
Unit 3	At the Business Dinner	27
Unit 4	Visiting the Factory	37
Unit 5	Negotiating the Price	47
Unit 6	Terms of Payment	59
Unit 7	Agency and Commission	69
Unit 8	Packing	81
Unit 9	Shipment	91
Unit 10	Commodity Inspection	103
Unit 11	Insurance	113
Unit 12	Claims and Arbitration	121
Unit 13	Signing the Contract	129
Unit 14	A Business Party	141
Unit 15	Investment in China	151
Unit 16	Sightseeing	163
Unit 17	Shopping	173
Unit 18	Saying Goodbye	185
课文参考译文		195
Reference Key to the Exercises		265
参考书目		276

Unit 1

Establishing Business Relations

The development and expansion of a business depends on customers. Needless to say, no customer, no business. The establishment of business relations is the fundamental step in foreign trade and in international exchange because transaction can only be made after the business connections have been set up.

To seek prospective clients and establish business relations is one of the most important measures for a newly established firm or an old one that wishes to expand its market and enlarge its business scope and turnover. Usually a firm may approach its new business counterparts abroad or obtain necessary information through the following channels:

1. Attendance at all kinds of commodities fairs;
2. Chambers of Commerce in foreign countries, commercial counselor's offices or other commercial institutions at home and abroad;
3. Recommendations from business connections;
4. Mutual visits by trade groups and delegations;
5. Trade directories.
6. Banks;
7. Business Houses of the same trade;
8. Internet;
9. Advertisements in newspapers and magazines.

(<http://wlkc.gdqy.edu.cn/jpkc/portal/blob?key=1431426>)

Situational Dialogues

Dialogue 1

Dali Wang, marketing manager of XYZ Cultural Product Company, is taking a business trip in the United States. Having visited a museum exhibition, he finds a museum store and comes in.

Shop assistant: May I help you?

Wang: Thank you. I just want to take a look.

Shop assistant: Good. Let me know if there's anything I can do for you.

Wang: Er... (*Pointing at the top shelf before him.*) Can I take a closer look at that horse?

Shop assistant: Sure. Wait a minute. I need a ladder to get it.

Wang: Thank you. Be careful!

Shop assistant: Here you are. This is marvelous, isn't it?

Wang: Definitely! This is really amazing. It's made of clay, right?

Shop assistant: Yes.

Wang: Ahm... Can I talk with you for a while?

Shop assistant: Sure.

Wang: I'm Dali Wang from China. I'm a trade representative of XYZ Cultural Products Co.. Here's my business card. My company is actually specializing in cultural products just for the museum store.

Shop assistant: Great! But maybe I should introduce you to Dowsy. She's in charge of the store.

Wang: Thank you so much.

Dialogue 2

A few minutes later.

Shop assistant: Dowsy, this is Dali Wang from China. He may have a talk with you.

- Dowsy: Nice to meet you. What can I do for you?
- Wang: Nice to meet you too. This is a very nice store. I've just found several articles made in China.
- Dowsy: Yes. They are gorgeous.
- Wang: Our company in China specializes in the design and production of versatile products for museum stores. Our products are very popular in European countries because they are good in quality and reasonable in price. We handle duplicates of cultural relics, gift books, jigsaw, mugs, coasters, all kinds of products related to certain exhibitions. We've recently signed a big order with British Museum since there will be an exhibition held there in two years.
- Dowsy: Wonderful! May I have your latest catalogue or...?
- Wang: Yes. I'm bringing several copies here. You can get more information from our website.
- Dowsy: (*Turning the pages.*) Marvelous! Clay figures of warriors and horses. They are exquisite. Are they from the world famous museum of Terra Cotta Warriors and Horses?
- Wang: (*A bit exciting.*) Absolutely right! My company is based in Xi'an, the very place where the museum of Terra Cotta Warriors and Horses is located. The city records the great changes of the Chinese nation just like a living history book. It is one of the birthplaces of the ancient civilization in the Yellow River Basin area of the country. So far, Xi'an enjoys equal fame with Athens, Cairo, and Rome as one of the four major ancient civilization capitals.
- Dowsy: Great! Great!
- Wang: The rich cultural sources provide the artists there with unique food for creation. We've got a ready market in

European countries, but the US is a completely new market to us. So I come here and want to see if we can find certain opportunities.

Dowsy: I believe you've come to the right place. The US has thousands of small and big museums. People here love museums. We have art museums, history museums, car museums, train museums and space museums. Many are famous. Millions of people from around the world visit them each year. Museum stores have become part of the museums. They make difficult and distant sense and stuff simple and close.

Wang: That's right. I've just had a tour in your store. It's very nice, owning many exquisite pieces there.

Dowsy: Yes. I'm quite sure of it. But my store is not big, a medium-size one, though we're in the largest city in this state. There are many museum stores in the US like us. The Metropolitan Museum of Art has larger stores.

Wang: I've heard this world famous museum but not visited it yet since this is my first trip to the US. I'll go there soon, I believe.

Dowsy: It's really worth seeing.

Wang: Dowsy, can I possibly meet you again? For I've brought some small sample products from China, and I'd like to show you.

Dowsy: Yes, my pleasure. Let me see, er... Can we meet this Tuesday, the day after tomorrow?

Wang: Sure. What time will you be available?

Dowsy: How about Tuesday afternoon, two o'clock here?

Wang: No problem. I'll meet you then.

Dawsy: Oh, may I keep the catalogue so that I can study your products?

Wang: Absolutely!

Dialogue 3

Two days later.

Wang: Hi, Dowsy! It's so nice to see you again.

Dowsy: Me, too.

Wang: Here are some samples we made.

Dowsy: Book marks, coasters, books... Are these silk scarves and...

Wang: Scarves and pillow cases.

Dowsy: Wonderful. We've never tried the stuff here.

Wang: These are part of the samples we tailored for an Italian museum store. The designs and patterns were borrowed from the arts of the Tang Dynasty. That was over one-thousand years ago. Since there was an art exhibition of Tang Dynasty held in Florence, all the products accompanying the exhibition had centered on the theme of that one.

Dowsy: I see. Do you possibly bring any porcelain stuff presented in your catalogue? I am very impressed by the horses and the lady figures.

Wang: Not now. You know those pieces are easily broken. But we can ship some if more people are interested in them.

Dowsy: Good! I like the horses and I know people here must like them too. Yes. Here they are. These two particularly! And can you introduce the lady figures a little bit? They look chubby. I enjoy the color very much.

Wang: Certainly! You really have a good taste for them. The lady figure is part of Tri-colour Tang Pottery products. The figurines of exquisite workmanship include handsome horses, life-like camels, lively singers and dancers, the imposing heavenly king with a phoenix on his crown, court jesters, grooms and animals used as funeral objects. Golden camels bearing silks and local

specialties were recent reproductions between China and Western countries during the Tang Dynasty. Among the articles the biggest stands 160 mm. The tri-colour Tang pottery, continuously improved through the centuries, has now been developed even further and its varieties have reached several hundred. The once tri-colour glaze has grown to include yellow, purple, black and blue while the artistic quality has also been raised.

Dowsy: Great! I like the original tri-colour glaze figurines, yet I've not seen the other coloured ones. They are simple but beautiful. You mentioned camels...

Wang: Yes. Here it is. On this page. Compared with the other ones, it is larger in size.

Dowsy: Really. It's good. All your captioned products indicate the sizes of the figures. The camel looks splendid! And the lady figures!

Wang: They are indeed. In Tang Dynasty, plump and chubby women were considered as beauties. This is why the figurines look in that way.

Dowsy: Interesting. I like it. We have many beauties in the country. They must love these adorable figurines.

Wang: I agree. Haaa..

Dowsy: I'd like to order several pieces if your price is reasonable. Do you have offers for all articles listed here?

Wang: Oh, really! You are so kind. You really encourage me to develop the market here further. This is the price list, but it serves as a guideline only.

Dowsy: We may arrange another time to talk about the details.

Wang: Excellent.

Dowsy: We're not a big store and may not place a big order. But you can try the Denver and New York trade shows. They are the largest two shows related to MSA, Museum Store Association. Most of the museum stores would attend the shows. I'll go to

the New York one in January. The Denver one is held in June. We actually purchase our new products from these shows. They happen to be held in every half year. I'm sure you can meet many store owners and clients there. I mean buyers and suppliers are both present there.

Wang: Thank you so much for the important information. I'm considering attending it too.

Dialogue 4

Dali has decided to attend the New York International Gift Fair. He calls Tradeshow Organizer Affiliation (TOA) to book a booth.

Wang: Hello. This is Dali Wang. I'd like to book a booth for the coming fair. Could you help me with it?

TSOA: Hey, Dali. I'm very sorry. All the booths for the coming fair have been booked out. Maybe this is your first time to contact us, but I have to tell you the truth. The booths for the fair are rather hot and you have to book it one year ahead to get guaranteed.

Wang: Oh, Well. I'm sorry to hear that. But is there any chance that I can still get a booth? Would it be possible that some exhibitors might want to cancel their booth?

TSOA: You are a smarty guy, Dali. Yes, the annual cancelation rate for the booth is around 1 percent. It means there're always some 30 out of our 3 000 booths available, cancelled by the exhibitors for all kinds of reasons. Do you want me to put you into the waiting list? There are already 42 people in our waiting list, trying their luck.

Wang: Please do put me in the waiting list. I'll take the chances and try my luck.

TSOA: Okay, dear. But can you please tell me some more information so that the computer can remember you?

- Wang: Sure. My name is Dali Wang. I'm with the XYZ Cultural Products Co. in China. Our product line is mainly museum quality reproductions of Chinese Antiques. My cell phone is 052 3678542.
- TSOA: Thank you very much, Dali. You will be contacted once you can have the chance to come in.
- Wang: Thank you for your help. I'm looking forward to your favorable news.

Dialogue 5

In January, Dali arrived in New York. He got here to attend the New York International Gift Fair. He comes to a booth and talks with the owner of it.

- Owner: Hello. May I help you?
- Wang: Yeah. I've found the product of your company is quite similar to some of our product line.
- Owner: Oh, really? What do you do?
- Wang: Our company deals in museum quality reproductions of Chinese Antiques. Here's my business card.
- Owner: Well, you're from China. My name is Abudabi from Syria and here is my card. Where is your booth?
- Wang: We are not lucky enough to get a booth for this fair. We actually didn't have an immediate contact with the organizer of the Fair. But I still want to attend this show to get a general idea of it.
- Owner: I see. This is a quite popular show and the situation has always been like this. You have to book it one year ahead to get a booth. This is my 5th year to attend it.
- Wang: Oh. Here're some brochures for what we are doing. And there're a few samples of our products.
- Owner: Wow! These do look nice and pretty. You know, like your

country, my country is also very famous for its long history and civilization. Most of our products are imitations of those famous people in our country's history. Look at these figurines! They are made out of a special clay in southern China. My company offers the design and draft. A factory in Dong Guan manufactures them for us.

Wang: Great! But who are your major buyers?

Owner: Museum stores all over America. We have been doing this business for five years and luckily enough, we do have some pretty good orders in this show and the Denver show.

Wang: Do you think some of our products might be sellable in this show if we can get a booth next year?

Owner: Why not? More and more Americans are getting more interested in Chinese culture. And we do have pretty many good museums with a lot of Chinese artifacts. I think it is worth trying. You can find your niche market!

Wang: Thank you very much. Mr. Abudabi.

Owner: You're welcome. We've known each other. We may have the chance to do business together.

Wang: Yes. Good luck!

Words and Expressions

catalogue *n.* 目录

chamber of commerce 商会

turnover *n.* 营业额, 销售额

commodities fair 商品交易会

Chambers of Commerce 商会

trade directory 贸易商业目录, 工商行名录

Business House of the same trade 商行, 商号

commercial counselor's office 商务参赞处

channel *n.* 渠道, 途径

clay *n.* 泥土

versatile *a.* 多用途的

duplicate *n.* 复制品

cultural relics 文化遗产

jigsaw *n.* 拼图玩具