

张冰姿教授对外经贸英语书集

出访英伦

(修订本)

TRADE MISSION TO LONDON

张冰姿 编著



对外经济贸易大学出版社

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TRADE MISSION TO LONDON

—外贸英语谈判—

张冰姿 编著

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序

张冰姿同志是北京对外经济贸易大学的资深教授。她从事英语教学四十余年,积累了丰富的教学经验。她辛勤耕耘,敬业奉献,为我国培养了一批又一批对外开放所需要的外经贸英语人才。她所编著的《温哥华来客》、《出访英伦》、《客商经验谈》和《电视外贸英语》都是从她亲身参加过的外贸谈判和外事活动的实例中精心提炼出来的。这四本书由她本人在中央人民广播电台和中央电视台主持播讲以后,在社会上引起了良好反响,受到广大听众、观众的欢迎和赞赏,对提高广大外贸工作者的英语业务水平起到了积极的作用。

我国已成为 WTO 成员,面临着比以往任何时候更多的机遇和挑战,我们需要尽快地培养出大量政治素质高、熟悉 WTO 规则、外语水平过硬的工作人员。目前从事外经贸工作的广大干部职工也迫切需要提高自己的业务和外语水平,这四

本书的再版适应了我国加入世贸组织的现实需要,可谓正逢其时。它们不仅语言地道,而且实用性和针对性都很强,学了就用得上。我希望大家通过学习这套教材,从中受益,为我国外经贸事业的发展做出更大的贡献。

石廣生

序

《出访英伦》是张冰姿教授为中央人民广播电台和对外经济贸易大学联合主办的广播函授国际商业英语课程所编写的系列教材之一。

作者于1990年4月份在中央电台播讲这本教材时,受到几万名学员的热烈欢迎。一致反映这套教材既帮助他们学习了外贸知识,了解了我们外贸工作者谈判的风格和技巧,又提高了他们的英语口语能力。应听众的要求中央电台曾多次重新播讲这本教材。

综合学员的反映,我认为本书有以下几个特点:

一、材料新颖,内容充实

本书的内容不是来自书本,而是来自外贸工作的实践,既包括了外贸谈判的主要环节,也反映了我国外贸谈判的新经验,以其鲜明的政策性和时代特点而独树一帜。它不仅受到我国英语学习者的欢迎,而且受到外国同行的赞赏。英国广播公司英语教学部主任朱利安·埃米先生特意索取这部教材,认为这本书对于他们制作类似的英语

教学节目很有参考价值。

二、文字流畅,语言地道

全书用标准的现代英语写成,读起来朗朗上口。据从事外贸工作的学员反映,这本书的文字精练、确切、实用,学习之后,使他们的口语表达能力大大提高了一步。

三、深入浅出,编排合理

本书的主要对象是业余学习英语者。作者考虑到学员的英语程度有一定的差别,在主课之外,每课另列“佳句”12—15句,并有听力测试题和口语练习题,既能帮助学员掌握每课的内容,又能使英语程度稍差的学员也学到基本的表达技巧。

四、生动活泼,寓教于乐

全书采取了连续剧的形式,有人物,有情节,环环相扣,自然展开。有唇枪舌剑的谈判,也有轻松的旅游,诙谐幽默,听来引人入胜。知识性和趣味性相结合是本书的又一优点。

中央人民广播电台

高级编辑

张士溥

前 言

《出访英伦》是国际商业英语系列教材之一,也是继《温哥华来客》一书之后,以连续剧形式编写的一本外贸谈判英语教科书。《温哥华来客》的场景是在国内。本书则把场景移到国外,从我国贸易代表团飞往伦敦开始直到在英国谈判结束为止。

全书共二十五课,每课分课文、练习和参考译文三部分,并附有一段幽默小品。课文内容包括:英方接待工作、进出口贸易谈判、石油合作、金融业务、来华投资、市场调研、代理协议、仲裁、答记者问等,着重介绍我国外贸工作者谈判的风格和技巧。

练习以口语为主,选择了外贸谈判和社交活动中以多种方式表达意向的习惯用语一百零六个,其中包括:自我介绍、为别人作介绍、使用电话、约定会谈时间、邀请、祝酒、祝贺、道歉、寒暄、询问、提出要求或建议、表示同意、不同意或者有条件的同意、询价、报价、讨论价格和其他合同条款,以及如何开始会谈,打断对方的谈话、转换话题,终止会谈等等,供学员反复进行练习,以提高贸易谈判的英语口语质量。

参考译文的目的是方便自学,帮助理解课文。

幽默小品,选自读者文摘,其中有的略加改写,以增加学习的趣味。

本书力求专业性、普及性、知识性和趣味性相结合,是专门为参加对外经济贸易大学外贸英语中心和中央人民广播电台联合举办的函授国际商业英语课程的学员编写的;但是,凡有一定英语基础,从事或准备从事对外经济贸易工作的同志都可以使用。然而,同志们的起点可能各不相同,学起来难免有的感到难,有的感到容

易。希望大家从自己的实际情况出发,使用本书。

建议大家在学习时,注意:

一、除听广播外,可以借助词汇表学习课文,也可以借助参考译文学习课文;有条件的同志,可以在收听广播时,进行录音。然后,在基本看懂课文原意后,反复细听录音带,这样可以学习其语音语调,增强自己的听力和语感。每课课文后面均列有 12—15 句比较常用的《佳句》。英语起点低一些的同志。学好这些《佳句》也是会有收获的。

二、要认真做口语练习。凡是能听懂英语讲解或借助汉语提示能够掌握要领而跟着录音做练习的同志,请尽量跟着录音做练习。如果跟着录音作练习有困难,也不必着急,因为每句练习紧接着就是答案。跟着录音说出答案,也会有收获的。

三、词汇、理解和听力练习需要用笔做。完成这三种练习可以加深对课文的理解,巩固收获。做完练习,请与附在书后的答案认真核对,找出自己正误所在。

在本书编写过程中,周玉、刘泽圃、王婉清、蒋有德、陈淑竺、贾冠颜、郑淑君、周善学等同志为本书提供了大量素材和宝贵建议,没有他们帮助,本书是写不成的。黄震华、谢毅斌以及外贸英语中心诸同志与为本书的出版做了不少工作。英国 **Special Language Service (International)** 有限公司的朋友们赠送的《谈判术语》一册,为本书的编写工作提供了很大的方便。在此一并表示谢意。

由于本书编写时间比较仓促,编者水平有限,定有不少缺点、错误,欢迎读者批评指正。

编者

1989 年 6 月 12 日

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Episode 1

Getting to Know Who's Who

Mr. Christopher Gordon, Managing Director of International Trading Company and Miss Philippa Davis, a representative from the Sino-British Trade Council, have just arrived at Gatwick airport to meet a Chinese delegation of 4 people, who are coming to Britain on a trade mission.

GORDON We've made it in good time. The plane's scheduled to land in half an hour, and it'll be at least another 30 – 40 minutes after that before they've cleared passport control, the baggage hall and customs — so why don't we go and have a coffee?

DAVIS Yes, good idea. Actually, I'm really quite hungry. I didn't have time for breakfast this morning. I wouldn't mind a sandwich or something. Oh, isn't Mr. Yang from Sinochem's London office coming to the airport?

GORDON Yes, I'm sure he is. In fact he's arranged all the hotel bookings for the delegation, so I expect he'll be here soon.

(They go up the coffee lounge, buy their drinks and sit down.)

DAVIS Gosh, it's really expensive here. I couldn't

believe it when I was charged £ 2. 50 just for a coffee and a sandwich. It's awful!

GORDON

Yes, these places are always expensive. I suppose one is paying more for the convenience than for the food. You've done well in arranging such a full programme for this delegation.

DAVIS

Thank you. The delegation members had very clear ideas about exactly who they wanted to see — and why. All the U. K. firms approached were delighted to have an opportunity to meet the Chinese delegates on home soil. Most of the companies they are visiting have already done some business with China. They are pleased to be able to return the hospitality always extended to British visitors to the PRC.

GORDON

Have you met Madam Li Wei, the delegation leader?

DAVIS

No, I haven't actually. You have presumably?

GORDON

Yes, she's a pretty impressive person, I must say. I met her a few years ago, shortly after she'd just signed what still is, I think, one of the largest fertilizer contracts in the world. She wasn't the president of Sinochem at that time, but I imagine closing that deal would have made it a foregone conclusion that she was next in line for the job.

DAVIS

She's relatively young for such a responsible

post, isn't she?

GORDON

Yes, I'd put her in her mid-40's, certainly no more than 46 or 47, but it's hard to tell with the Chinese. They don't show their age as much as we do. She's still very attractive and always well dressed. Never a hair out of place.

DAVIS

I'm looking forward to meeting her. What's her English like?

GORDON

It's absolutely superb. It never ceases to amaze me how well the Chinese manage to speak English. The majority have only studied it in China. They've never been to England or the States or Australia. It really puts my efforts at learning Chinese to shame.

DAVIS

Well, in all fairness, Chinese is said to be one of the most difficult languages in the world. Is Madam Li easy to get on with?

GORDON

Oh yes, no problem there. On a social level, she's very pleasant and has a great sense of humour. But don't be deceived. In a business environment, she is tough, but she is always fair and 'Her word is her bond.'

DAVIS

Yes, I've heard that. If you want to do business with her, you must do your homework.

GORDON

She is extremely astute and clear-headed in negotiations. Most people I've spoken to enjoy doing business with her because she is so open and above-board.

- DAVIS Do you know the rest of the delegation?
- GORDON I met Madam Wan Qing last time she was in Britain. She seems quietly competent. She is a project manager with Machimpex and is responsible for buying all China's ships. Quite a task.
- DAVIS Really. My colleagues have met the two gentlemen coming, Mr. Guan and Mr. Zhou. They are coming to sell rather than to buy, aren't they?
- GORDON Yes. Although it's a small delegation, they are all very responsible people, and all have the power to sign deals on behalf of their corporations. So, I hope a lot of business will be done in the coming fortnight.
- DAVIS Yes, let's hope so. But now we'd better go down to the arrivals hall in case they come through customs sooner than we expected.
- GORDON Hopefully we'll bump into Mr. Yang Ding while we're waiting. Yes, look, there he is, he's just coming in now. Let's go and join him.

Terms in the Introduction

- | | |
|----------------------------------|-------------|
| 1. managing director | 总经理、总裁、常务董事 |
| 2. International Trading Company | 国际贸易公司 |
| 3. representative | 代表 |
| 4. Sino-British Trade Council | 中英贸易委员会 |
| 5. airport | 机场 |

6. delegation

代表团

7. mission

使命

Terms in the Episode

1. to clear passport control

通过护照检查站

2. the baggage hall

领取行李的大厅

3. customs

海关

4. sandwich

三明治

5. Sinochem

中国化工进出口总公司的简称

6. hotel bookings

订旅馆

7. the coffee lounge

咖啡厅

8. expensive

昂贵

9. I was charged £ 2. 50.

要(收)我两镑半。

10. convenience

方便

11. a full programme

满满的时间表

12. firms approached

所接洽过的公司

13. hospitality

款待

14. presumably

大概

15. impressive

给人深刻印象的

16. to sign

签字、签订

17. fertilizer contracts

化肥合同

18. to close a deal

做成一笔交易

19. a foregone conclusion

可以预见的结论

20. relatively young

比较年轻的

22. a responsible post

要职

23. attractive

有魅力

24. absolutely superb

确实好极了

25. to amaze me

使我惊奇

26. the majority

大多数人

27. put to shame	使脸红
28. in all fairness	公平地说
29. a sense of humour	幽默感
30. tough	坚韧不拔
31. Her word is her bond.	她信守诺言, 说话算数。
32. astute	机敏
33. negotiation	谈判
34. open and above-board	光明正大
35. competent	有能力的、称职的
36. project manager	项目经理
37. Machimpex	中国机械进出口总公司的简称
38. colleague	同事
39. hopefully	抱有希望的、如果运气好的话

Say these sentences:

1. We've made it in good time.
2. The plane's scheduled to land in half an hour.
3. It'll take at least another 30 minutes before they've cleared customs.
4. I expect he'll be here soon.
5. They were delighted to have an opportunity to meet the delegates.
6. We'll be pleased to return the hospitality extended to us in Britain.
7. It's a foregone conclusion that she is next in line for the job.
8. She's relatively young for such a responsible post.
9. I'm looking forward to meeting her.
10. In all fairness Chinese is one of the most difficult languages in the world.