


浩瀚英语研究所◎编



商贸英语

实用会话



Practical Dialogue for Trade English

中国石化出版社

商贸英语实用会话

PRACTICAL DIALOGUE
FOR TRADE ENGLISH

浩瀚英语研究所/编

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前言

Introduction

中国改革开放 20 多年来,对外贸易事业取得了惊人的成果,尤其是 2001 年 12 月 11 日中国正式加入了 **WTO** 这个大家庭,这期间英语这个语言工具功不可没,应广大英语爱好者的要求,我们编写了这本《商贸英语实用会话》。

本书内容新颖、全面,从对外贸易的各个方面加以阐述,其中又穿插了 **WTO** 和欧元的一些基本常识,成为本书的点睛之笔。本书注重英语口语方面的练习,每句对话几乎都是在谈判中经常涉及的句型。不仅有利于提高读者英语交际能力,而且还能够让你在不知不觉中掌握一些对外贸易术语。

本书编者精心设计了大量课后练习,供读者作自我测验,具有很高的实用价值。

本书内容精炼,可读性强。对于涉外企业职员或者有志于从事外贸业务的青年,大中专学生及有一定英语基础的自学者,不失为一本难得的材料。

编 者

2002 年 8 月

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Unit 1

Establishing Business Relations 建立贸易关系

外贸谈判是进出口双方就其交易的商品进行的洽谈。因此,建立双方的友好贸易关系,营造一个良好的谈判氛围是十分重要的。在与一个新客户做第一笔交易的时候,简略的自我介绍和对公司及其产品的介绍有助于对方更好地了解你的公司以及你们所经营的产品,这是十分必要的。



Model Dialogue 1

A: Hello, Mr Gao. I come here today to inquire about the possibility of establishing trade relations with your company.

高先生,您好! 今天我到贵公司来是想探询与你们建立贸易关系的可能性。

B: Hello, Mr White. Welcome to our company.

怀特先生,您好! 欢迎您来我们公司。

A: We'd like to order some Chinese-made carpets, tapestries, blankets and so on, if your terms are favourable.

如果你们条件优惠的话,我们非常乐意订购中国制造的地毯、挂毯和毛毯等制品。

B: We'll see what we can do. Please follow me to our showroom first. This is a pure wool carpet and that one is of artificial wool, both made in our company. We use two ways in weaving our carpets. One is machine-woven, the other is hand-woven. With different materials and ways of manufacture, the prices are quite different. One feature of the wool carpet is plain and tasteful in colour. The design is classic and elegant. Look! This is the well-known "Beijing Style Carpet". Its pattern is very popular. The style is unique and antique, and the material is soft and springy. So it has been called the orthodox Chinese carpet pattern by some foreign experts.

我们会尽力帮忙的。请先到样品陈列室参观。这一条是全羊毛地毯,那一条是人造地毯,都是我公司生产的。我们采用两种编织手法,一种是机织,另一种是手工织。由于原料和编织工序不同,价格也不大相同。全羊毛地毯的一个特点是色调素雅,图案设计典雅优美。看!这就是著名的“京式地毯”,图案十分流行。风格古香古色,很有特色。此外,它质地柔软,弹性足,因而被国外一些地毯专家称为正宗的中国地毯。

A: Would you please show me some more tapestries?

您能否再给我看看挂毯?

B: All right. We produce various kinds of tapestries, such as pure wool and velvet. We can offer you rich patterns, namely landscape, flowers and plants, birds and animals and so on. Look at this picture of the Great Wall. It is really magnificent. And that designs of a magpie on a plum tree branch stands for luck and happiness. All these are fine pieces of art.

行啊。我厂生产各种挂毯,有全毛的,丝绒的等等。图案设计丰富多采,有风景,花卉,鸟兽等,看这幅“长城”,多么雄伟壮观!那幅“喜鹊登梅”象征着运气和幸福。这些都是很有艺术魅力的工

艺品。

A: Oh, I have seen the exhibits and studied your catalogue. I think some of the items will find a ready market in Canada, especially pure wool carpets and velvet tapestries. Here is a list of my requirements.

看了展品和你们的产品目录后,我想有些产品在加拿大很有销路,特别是全羊毛地毯和丝绒挂毯。这是我的订单。



Model Dialogue 2

A: Hello! Welcome to Guangzhou Fair.

你好! 欢迎光临广交会。

B: Thank you. I'm from America. Here is my business card.

谢谢。我是美国人,这是我的名片。

A: Glad to meet you, Mr. Smith. My family name is Wang and here is my name card.

幸会,幸会。我姓王,这是我的名片。

B: Great! This is my first visit to the Fair. Everything is new to me. Would you please give me some information?

太好了,我首次参加广交会,一切都很新鲜,希望你能给我介绍一些情况。

A: Glad to. The Fair is a big gathering taking place twice a year. Thousands of businessmen from more than a hundred and fifty countries and regions are here to trade with China.

好的。广交会是每年两度的盛会,有来自 150 多个国家和地区的成千上万的商人云集在此同中国做生意。

B: What about your company?

你们公司的情况如何?

A: Ours is a company special in exporting leather products. And what about yours?

我们公司是专营皮制产品出口的。你们公司呢?

B: My firm has a high standing in my country. My bank is the City Bank, New York. You may refer to it for my status. Now I'd like to know whether you offer FOB or CIF?

我的公司在国内信誉很高,我的开户银行是纽约市银行,你可以向该行了解我的资讯情况。我想了解一下你们报离岸价还是到岸价?

A: Both. You may choose.

都行,你可以选择。

B: Do you sell shipping weight or landing weight?

你们是计离岸重量还是计到岸重量?

A: Shipping weight. Prior to every shipment the cargo is inspected and weighed by the China Import and Export Commodities Inspection Bureau, which will issue certificates of quality and weight. The certificates are to be taken as final.

计离岸重量。中国进出口商检局在货物装船前进行检验和过磅,出具质量和重量证明书,这些证书是最权威的依据。

B: I see. And what are your terms of payment?

我明白了,你们的付款条件是什么?

A: Payment is to be made by irrevocable letter of credit payable against sight draft accompanied by a full set of shipping documents.

付款方式是以不可撤销的信用证,凭随附全套装船单据的即期汇票支付。

B: Can you offer firm for ten days?

你们可以报有效期 10 天的价吗?

A: That's pretty long. We usually offer three or four days. Anyway, for the good beginning of our cooperation, we'll try our best to meet your requirements. Here are some price lists for you.

那太长了些,我们通常报3天或4天有效的价。不过,为了我们合作的良好开端,我们会尽量满足你的要求。这里给你一些价目表。

B: Thank you very much. I'd like to have a talk in more detail, say, tomorrow morning, will that be suitable?

非常感谢。我想再详细谈谈,假如明天谈方便吗?

A: Certainly. See you tomorrow morning.

方便,那就明天上午吧。

B: See you tomorrow morning.

明早见。



Model Dialogue 3

A: Glad to see you in your company.

很高兴在贵公司见到你。

B: So am I.

我也很高兴。

A: We are in the market for machines. What can you offer in this line?

我们想购买工具机械,贵公司在这方面能提供些什么?

B: What types do you have on mind exactly?

你打算要买哪种机型呢?

A: Well, mainly lathe. We are also interested in shapers, grinders, and milling machines.

嗯,主要是车床,我们也想买牛头刨床、磨床和镗床。

B: Let me show you some illustrations of the machines we make. Here's our latest catalogue.

让我介绍一些本公司所制作的机械说明书,这是我们最新的目录。

A: Ah, these are the machines we're interested in. May we have a look at them?

啊,这些正是我们感兴趣的机器。能看看货吗?

B: Certainly. But they are in the showroom.

可以。不过,它们在展厅里。

A: Is it far from here?

展厅离这儿远吗?

B: Not very far. It's only half an hour's car ride. Are you free now?

不太远,半个小时的车程。你现在有时间去吗?

A: I will be free tomorrow afternoon. Suppose we make it, say, three o'clock tomorrow afternoon. Could you manage that?

我明天下午有空。假如明天下午3点去,你能安排吗?

B: Yes. I'll pick you up at your hotel.

行,我会到酒店去接你。



Model Dialogue 4

A: Hello, Mr. Li.

李先生,你好。

B: Hello, Mr. Smith, glad to see you again.

你好,史密斯先生。很高兴再次见到你。

A: I'm very interested in your products, and would like to talk something about that.

我对你们的产品挺感兴趣的,想和你谈一谈。

B: I'm glad to hear that. My firm has wide business relations with many corporations in your country. Every year, we export a lot of our products to European countries, but yours seems quite new to us.

好的。我们公司与你们国家的许多客户都有贸易往来。每年我们都要向欧洲各国出口大量的产品。不过你们公司对于我们来说,还是新客户。

A: Well, we work for leather products only for two years, but we are in a position to place large orders with competitive suppliers. This time, we are desirous to see the possibilities of switching our purchase to you.

是的。我们做皮具生意的时间不长,只有两年。但是,对于有实力的公司,我们的订货量还是相当可观的。这一次,我们就想看看是否有可能转向与你公司的订货。

B: That's fine. Our leather bags have enjoyed a high reputation in the European market. Have you got anything in mind you're interested in?

很好。我们的皮包在欧洲市场有很好的口碑。你有没有对哪个品种情有独钟?

A: Well, I find article No. 338 rather attractive.

我觉得货号 338 不错。

B: It's our newly designed one. Compared with the old ones, it is much better in style. Reports from different markets show that this model is the choice of discriminating buyers.

这是我们新近设计的一个品种。与过去旧式的产品相比,在款式

上可以说是一个进步。从市场反馈的情况来看,这个款式是明智买商的首选。

A: You know, Mr. Li, quality is as much important as the price.

李先生,我认为,在选购商品的时候,质量和价格才是最重要的。

B: Yes. This style is an improvement upon the old styles in many respects. We pay much attention to not only its quality but also its cost. After studying our samples and price list, I'm sure you will be satisfied.

是的。这个款式比起旧的款式,在许多方面都有所进步。我们在改进的时候,不仅注意到提高产品的质量,还注意到了降低产品的成本。在看过我们的样品和价目单后,我相信你一定会满意的。

A: That's good.

很好。



More Knowledge

1. And that designs of a magpie on a plum tree branch stands for luck and happiness.

那幅“喜鹊登梅”象征着运气和幸福。

stand for 象征

The design of pigeon stands for peace.

鸽子的图案象征和平。

2. I think some of the items will find a ready market in Canada.

我想有些产品在加拿大会很有销路。

find a ready market 找到销路

I believe this artificial wool carpet may find a ready market in your area.

我相信这种人造毛毯在你们那儿会很畅销。

3. My firm has a high standing in my country.

我的公司在国内信誉很高。

standing 信誉, 名声

She is a woman of some standing in the community.

她在那个群体中颇有地位

4. I'll pick you up at your hotel.

我会到酒店去接你。

pick sb. up 接人

I'll pick you up at your home if you are free.

如果你有空的话,我去你家接你。

5. I'm very interested in your products.

我对你们的产品挺感兴趣的。

be interested in 对……感兴趣

I am very interested in what you want to buy.

我对你打算买的东西挺感兴趣的。



More Words and Expressions

部门经理, 科长 Section Manager

财政部 Finance Department

采购部 Purchasing Department

产品开发部 Product Development
Department

董事长 Chairman of the Board

董事长 President (Am E.)

副董事长 Vice-President

副总经理 Deputy Manager

高级管理人员 executive

公关部 Public Relations Department

会计部 Accounting Department

人力资源部 Human Resource
Department

人事部 Personnel Department

生产部 Production Department

市场部 Marketing Department

售后服务部 After-sale Service

Department
销售部经理 Sales Manager
销售代表 Sales Representative
行政部 Administration Department
行政董事 Managing Director
营销部 Sales Department
质管部 Quality Control Department

职员 clerk
主任 Manager
助理经理 Assistant Manager
总管 Supervisor
总经理 Executive Manager, General
Manager
总务部 General Affairs Department



Following Exercises

1. 将下列句子翻译成英文:

- (1) 这个产品在国外许多市场受到顾客的青睐。
- (2) 我建议你们应该了解客户的看法。
- (3) 我们对那个国家的市场情况正在做更深入的研究。
- (4) 我们应该建立一个出口商品生产基地, 这个想法是好的。
- (5) 我们的贸易团将去日本促销我们的货物。
- (6) 在巴西销售我们的丝绸, 关于这方面, 你能提点建议吗?

2. 根据汉语意思完成对话:

A: John, hello, ____ (1) ____ (很高兴再次见到你。)

B: Hello, Peter. How's business?

A: Oh, can't complain.

B: And the family?

A: Fine, thanks.

B: Good. Peter, I'd like to introduce a colleague—Tony Richardson.

____ (2) ____ . (汤尼刚从 E. A. U. 转到我们这里, 从现在起他
为你服务。他会经常和你打交道。) Tony—Peter Davis.

C: Hello, Mr. Davis.

A: Peter, please. Mr. Davis makes me sound ancient.

C: Fine, Peter. And I'm Tony. ____ (3) ____ . (我盼望着为你服务, 彼得)

B: ____ (4) ____ . (我希望你好好地关照他, 汤尼。) Peter is one of our best customers.

C: I'll do my best.

A: I'm sure you will, Tony.

B: How about lunch? I think we might go to Cymon's, Peter.

A: You know all my favourite restaurants, John.

B: And so does Tony. I've given him a list!

A: Good man. Right, let's go. ____ (5) ____ . (我还有几件事和你们谈谈, 我们边吃边谈。)