



浙江省高校系列教材建设项目 ● 商贸英语系列  
高职高专商务英语实训系列教材

总主编◎沈银珍

# • 外贸英语口语 (一)

主 编 李宏亮  
副主编 李 丹 丁际群 廖雄英 •

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# 前言

以工作过程为导向的《外贸英语口语》教材是为贯彻落实国家教育部《关于实施国家示范性高等职业院校建设计划,加快高等职业教育改革与发展的意见》(教高[2006]14号)和《关于全面提高高等职业教育教学质量的若干意见》(教高[2006]16号)文件精神,根据当前高等职业教育教学实际,结合当前社会经济发展趋势对商务英语人才培养提出的更高要求,在充分调研的基础上,打破传统的教材编写理念,以培养职业能力为核心,以工作实践为主线,按照工作过程(项目)来序化课程内容,采用情景设置、工作任务驱动等模式进行编写,突出实用性和实践性,接近真实岗位和工作需要,实现理论与实践一体化。

本教材为浙江省商贸英语重点系列教材之一。

## 编写原则

◆ 遵循以工作过程为导向、“工学结合”的原则,融英语听说技能和外贸商务相关工作内容为一体。

◆ 遵循开放性原则,给学生主动学习和教师发挥创造性提供机会,体现在情景设置对话环节。

◆ 遵循知识、能力和跨文化交际素质培养相融合的原则。

◆ 遵循岗位能力为本、理论够用、实用为主、理论与实践相结合的原则。

## 编写特色

◆ 以工作过程为导向,以工作任务为主线。按照工作过程来设计每个情境。

◆ 选材时代性强,贴近时代前沿。编写前对国际商务活动的最新变化以及相关政策进行充分调研,在选材上参考国内外最新的教研成果和近几年出版的相关教材,文本和案例来自近几年国内外的商务活动实践,使教学内容贴近国际贸易活动的实际,具有鲜明的时代特征。

◆ 通用性强。语言简洁流畅,通俗易懂,不仅适用于商务英语专业的学生,国际贸易专业的学生也能适用。

◆ 融商务操作技能与语言交际能力为一体。在编写上突出培养学生的实际工作能力,通过拟定的各种商务情境,将商务操作技能与语言交际能力融为一体。

◆ 模块化教学。全书共含三个模块(学习情境)。在设计模块时,不仅关注外贸谈判工作的全过程,而且着重培养学生在外贸商务接待过程中处理问题的能力和职业岗位综

合能力。

#### 编写体例

全书共 30 个单元。第一册第 1~15 单元,内容编排由浅入深,基本上涵盖了日常商务活动中的基本情景。每个单元围绕一个主题展开。通过商务背景素材导入、角色扮演、情景模拟等部分,强调外贸口语实训的氛围创建,旨在培养和强化外贸商务英语爱好者在各种常用商务情景下的英语语言综合应用能力以及相关职业素养。每个单元编写又具体分为 7 个环节: Learning Goals (学习目标), Lead-in (商务知识导入), Warm-up Activities (热身活动), Model Dialogues (经典对话), Role-play Activities (角色扮演), Task Practices (工作任务实训), More to Learn (知识拓展)。

#### 授课建议

1. 把握每单元的学习目标,力争让学生掌握相关的知识和能力; 2. 每单元可安排 4~6 课时; 3. 根据授课对象,灵活安排教学重难点。

#### 编者队伍

本系列教材由沈银珍教授担任总主编,本册书由李宏亮任主编,负责全书的策划和统稿。李丹、丁际群、廖雄英任副主编,其他参加编写的人员还有唐婧、海霞、叶忻、徐小力等。其中李宏亮负责第 1 单元,李丹负责第 2 单元,丁际群负责第 3、11、12 单元,廖雄英负责第 6、8 单元,唐婧负责第 5、7 单元,海霞负责第 4、15 单元,叶忻负责第 13、14 单元,徐小力负责第 9、10 单元。

全书的编写过程中,参考了大量的相关书籍和资料,在此一并表示感谢。

由于本书编者水平有限,书中难免有缺点和错漏之处,恳请专家和读者,尤其是高职一线的教师批评指正。

编 者

2011 年 7 月

# 总序

改革开放以来的 30 余年中,随着我国对外开放力度的不断加大,尤其是中国加入世界贸易组织以后,越来越多的企业急需商务英语人才以应对来自国际、国内的竞争压力。正是在这一形势下,商务英语才得以迅猛发展、商务英语专业人才也备受青睐。

在我国融入世界经济一体化的背景下,几十年前的国际贸易英语和英语函电等课程的教学模式已经远不能适应时代的要求。同时,商务英语的内涵和外延意义与过去相比也发生了根本性的变化,全国范围内国际商务英语教学规模也日渐扩大。据不完全统计,全国近 800 所大学已经开设了商务英语专业或方向。而且更多的大学将获得教育部批准开设商务英语专业,商务英语专业将像星星之火遍布我国各大专院校。

作为专业,商务英语的重要性毋庸置疑。专业的进一步发展需要教材的支撑。然而,目前商务英语教材,尤其是针对高职院校商务英语专业的教材建设还不能尽如人意,系统、实用的商务英语教材更是凤毛麟角。正是针对这一需求,作为“浙江省高校系列教材建设项目:商务英语系列”的“高职高专商务英语系列教材”应运而生。该系列教材主要针对高职高专国际贸易实务、商务英语、应用英语及相关专业而设计,以“工学结合、能力本位”的职业教育理念为指导,力求解决高职高专商科类专业学生在职场环境下的英语应用能力。

本套教材具有以下特点:

1. 单元主题内容突出,中心明确,脉络清晰,反映商务、旅游及日常生活中的主要话题;
2. 行业知识和职业技能互相渗透,编写原则以就业为导向,以职业能力为本位,以岗位要求和职业标准为依据;
3. 教材取材真实。着眼于企业的实际业务情况,所体现的工作过程翔实,内容新颖、明确,可操作性强。篇幅控制合理,难易度适中;
4. 单元编排清晰合理,练习设计内容丰富,形式灵活多样,针对性强,有利于能力的培养。

本系列教材由浙江省大学外语教学研究会高职高专分会会长、浙江经贸职业技术学院国际贸易系主任沈银珍教授担任总主编,每个分册主编分别为:《外贸英语函电》——金华职业技术学院徐腾飞;《外贸英语口语》——浙江经济职业技术学院李宏亮;《商务英语听力》——浙江金融职业学院曹深艳;《商务英语阅读》——湖州职业技术学院李丹;《商务英语工作项目实训》——浙江经贸职业技术学院刘旭平、朱铮铮;《商贸英语评估手



册》——浙江经贸职业技术学院沈银珍;《商务英语写作》——台州职业技术学院纪淑军。

任何教材的编写都会受到各种条件的制约,很难做到尽善尽美,因此需要不断修订和更新。希望师生们在使用该系列教材时能充分发挥灵活性和创造性,把教学的过程变成商务英语教学探索研究的过程,不断发现新问题,以帮助作者进一步修订和完善教材。

沈银珍

2011年7月

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# Business Introductions and Welcoming Clients



## Learning Goals

After learning this unit, you will be able to

1. introduce oneself and others;
2. exchange business cards;
3. welcome business clients at the airport;
4. know the etiquette of welcoming clients;
5. master the basic expressions of welcoming clients.



## Part I Lead-in

### How to welcome your clients at the airport

If a foreign client makes a special trip to visit your place, it indicates that a business trade will be probably concluded. The first step, to welcome clients, can't be careless. It requires you to leave a good impression and lay a positive foundation for your business.

Before the foreign client starts his/her activities in your place, you need to prepare a schedule, concerning a planning of activities and arrangements in order of time. You also need to learn how to address your client acceptably on formal occasion and how to dress in a professional manner for the first meet. To confirm the time of arrival, the flight number and the exit, you will not get yourself into trouble.

According to the client's flight number, it is necessary to reconfirm whether the airplane is due to arrive on time. If so, you are supposed to reach the airport in advance. It will be wise to take the client's photo along with yourself or prepare a piece of poster with his/her big and clear name on it which can be easily recognized. When meeting the client, a handshake is needed for the signal of friendship in China. Japanese always give their clients a welcoming gift after bowing. In some western countries people are likely to hug or kiss as a gesture of goodwill. Therefore, when a westerner tends to express his/her friendliness this way, you had better do it in the same way lest your client be embarrassed.

Be helpful to your client with his/her baggage. He/She will think you nice to offer him/her a hand for the baggage and arrange the transportation and accommodation for him/her. For the first meet, good topics of conversation include weather, trip and hobbies like travel and sports. It is a good way to break the ice on the way to the hotel and get closer in relationship. Avoid comments that could be taken as boastful, or about religion and politics, or private topics, such as salary, marriage, clothes price and so on. In some cases, conversations can be ignored. For instance, your client seems tired or takes little interest in it.

## Part II Warm-up Activities

**1.** Look at the following pictures and discuss the questions with your partner.





1. What do you prepare for meeting your clients at the airport?
2. How do you greet your clients for the first time when he is kissing/hugging you?
3. Do you know how to exchange business cards with your business partners?

### Work in pairs and complete the table by translating the English and Chinese equivalents of the words or expressions given.

Typical Vocabulary of Welcoming Clients

international airport		进出口公司	
business cards		握手	
surname		航班	
luggage		同事	
arrival		代表某人	

### Learn and try to use the following useful expressions or key sentences.

1. Excuse me, are you...from...?
2. Is your name...from...?
3. Nice to meet you.
4. Thank you for meeting me at the airport.
5. I'd like to introduce myself. My name is...
6. I'd like you to meet...
7. Let me help with your luggage.
8. How was your flight?
9. The journey was pleasant and the service on board was excellent.
10. I hope you'll enjoy your stay here.

## Part III Model Dialogues

### Dialogue 1



#### Background

*Zhejiang Sunrise Import and Export Corporation is specialized in exporting and manufacturing various kinds of silk products. Mr. Black is a business representative from Stone Company Ltd., California, USA. He pays a visit to Zhejiang Sunrise Import and Export Corporation, and now he arrives at Hangzhou International Airport by plane.*



## Task Description

*Liu Qiang, a salesperson of Zhejiang Sunrise Import and Export Corporation, is sent by the general manager, Mr. Zhao to meet Mr. Black at the airport, then take him to the hotel.*

### Nice to meet you!

**Who:** A (Mr. Liu Qiang), B (Mr. Jack Black)

**Where:** at the airport

**When:** in the afternoon

**What:** meeting a business client

A: Excuse me, but are you Mr. Black from America?

B: Yes, I'm Jack Black from California.

A: How do you do? My name is Liu Qiang from Zhejiang Sunrise Import and Export Corporation.

B: How do you do, Mr. Liu?

A: Welcome to China. To be exact, warmly welcome to our Hangzhou.

B: Thank you. I have heard a lot about Hangzhou, a beautiful city, before I came here.

A: On behalf of our general manager, Mr. Zhao, I'm coming here to meet you.

B: Thank you, Mr. Liu. Very nice to meet you.

*(Shaking hands and exchanging business cards)*

A: Nice to meet you, too. How was your flight?

B: Oh, it was pleasant.

A: I'm very glad to hear that. And I hope you'll enjoy your stay here.

B: Thank you, I'm sure I will.

A: Let me take the luggage for you.

B: Many thanks.



## Words & Expressions

1. import	v./n.	进口
2. export	v./n.	出口
3. corporation	n.	公司
4. flight	n.	航班, 旅行
5. luggage	n.	行李



## Notes

1. Excuse me. 这里并非是“对不起”的意思, 而是询问、问路、不确定对方是何人时常

用的一种表达，地道且实用。

2. I have heard a lot about Hangzhou. (have heard about sth./sb. a lot) 表示久闻大名。
3. on behalf of our general manager (on behalf of sb.) 表示代表某人。

## Dialogue 2



### Background

*Shaoxing Youguang Trading Co., Ltd is specialized in importing and exporting of various kinds of textiles. Ms. Keller is a manager from Mywill Company Ltd., Britain. She is visiting Shaoxing Youguang Trading Co., Ltd on the invitation from Mr. Wang, and now she arrives at Youguang Trading Co., Ltd together with her business partner, Mr. Cook from New Zealand.*



### Task Description

*Wang Hui, the general manager of Shaoxing Youguang Trading Co., Ltd, is welcoming Ms. Keller, the manager from Mywill Company Ltd., Britain, his regular clients, and is ready to meet Mr. Cook from New Zealand.*

### Glad to see you again!

**Who:** A (Ms. Keller), B (Mr. Wang), C (Mr. Cook)

**Where:** at the gate of the company

**When:** in the morning

**What:** greeting a regular client and introducing a new business partner

A: Hello, Mr. Wang. Long time no see! How are you?

B: Hello, Ms. Keller. Fine, thank you, how about you?

A: Fine, thanks. May I introduce Mr. Wang to you? This is Wang Hui, General Manager of Youguang Trading Co., Ltd. This is Mr. Cook from New Zealand.

C: How do you do, Mr. Wang?

B: How do you do, Mr. Cook? Is your first time to China?

C: Yes, I'm so impressed by your city on the way to your company.

B: Thank you for saying so. Shaoxing is a fast developing city in China with a long history over thousands of years.

A: Excuse me, Mr. Wang, Mr. Cook's been in the line of textiles for over ten years and he is very interested in your products. Shall we go to your office to discuss our business?

B: Sure! This way, please.

A and C: After you.



## Words & Expressions

- |                   |           |         |
|-------------------|-----------|---------|
| 1. textile        | <i>n.</i> | 纺织, 纺织品 |
| 2. impress        | <i>v.</i> | 留下印象    |
| 3. in the line of |           | 在……行业   |



## Notes

1. Long time no see. 这里并非是错误的英语, 随着中国式英语的发展, 该表达已经为国际友人接受且使用。
2. ... has been in the line of textiles for over ten years 表示经营纺织品行业已十多年了。
3. This way, please. 表示“这边走”, 为别人带路时的常用语。

## Dialogue 3



## Background

*BCD Import and Export Co., Ltd. is specialized in importing and exporting various kinds of chemical products. Ms. White is a business representative from ABC Company Ltd. in England. She requires visiting BCD Import and Export Co., Ltd., and now she arrives at Ningbo Airport by plane.*



## Task Description

*Li Liang, an interpreter of BCD Import and Export Co., Ltd., together with sales manager, Mr. Wang, meets Ms. White at the airport, and then takes her to the hotel.*

### My pleasure to meet you.

**Who:** A (Mr. Li, the interpreter), B (Ms. White, the guest), C (Mr. Wang, the manager)  
**Where:** at the airport  
**When:** in the morning  
**What:** meeting a business client

A: Excuse me, but are you Ms. White from England?

B: \_\_\_\_\_ (是的, 我正是。)

A: I am Li Liang, an interpreter from BCD Import and Export Co., Ltd.

B: \_\_\_\_\_ (你好, 李先生。)

A: \_\_\_\_\_





(很高兴见到你, 怀特女士。我公司经理王先生前来接您。我来介绍一下, 这位是我们的销售部经理王先生。这位是来自英国的怀特女士。)

C: Glad to meet you, Ms. Black, welcome to China.

B: \_\_\_\_\_

(我也很高兴见到你, 王先生。感谢你亲自前来接我。)

(*They are shaking hands.*)

C: \_\_\_\_\_

(能来接您是我的荣幸。一路上还好吧?)

B: \_\_\_\_\_ (还好, 旅途很愉快, 就是有一点儿累。)

C: \_\_\_\_\_

(那就好, 我很高兴听到您这么说。)

B: Do you know where the luggage claim area is?

A: \_\_\_\_\_

(知道, 就在那儿。我们过去吧。)

.....

A: The bags seem quite heavy. May I give you a hand?

B: Thanks. They are a bit heavy. Oh, wait, wait... Don't take them both. I can manage one.

C: OK. There is a car waiting over there. Let's go on.

A: Ms. White, get in please.



## Words & Expressions

1. interpreter	<i>n.</i>	口译员
2. sales	<i>n.</i>	销售, 销售额
3. pleasure	<i>n.</i>	高兴, 荣幸
4. luggage claim area		行李提取处



## Notes

1. Allow me to introduce Ms. White to you. 请允许我把怀特女士介绍给您。

2. May I give you a hand? 需要我帮忙吗? 类似的说法还有:

Can I help you?

May I help you?

3. I can manage one. 我能拿一个包。

manage *v.* Here it means "take, carry."

manage 一般来讲有“管理、控制、处理、设法完成”之意。

eg. Mr. Brown managed his grocery very well.

布朗先生把他的杂货店经营得有声有色。



Mary couldn't manage without the help of her colleagues.

没有同事们的帮助，玛丽是无法成功的。

## Part IV Role-play Activities



### Situation 1

Pair work. Make a conversation for about 3 minutes with your partner according to the given information.

#### Tips for you (A):

Situation: You are waiting at the airport for a new client who is going to visit your company. The tips are for you to prepare a conversation.

You are

Hu from Zhejiang, China;

salesperson of Zhejiang ABC Import and Export Corporation.

You will

meet your client at the airport;

ask about his trip;

offer to help him with his luggage.

#### Tips for you (B):

Situation: The supplier is waiting for you at the airport. The tips are for you to prepare a conversation.

You are

Susan White from Mexico;

the head of an Import Dept. of the Foodstuff Corp. in Mexico.

You will

express your thanks to Mr. Hu;

express your feeling about your trip;

decline his help and carry the luggage yourself.



### Notes for Preparation:





## Situation 2



### Background

*A new client named Mike Smith from the Netherlands will visit Wike Company in Ningbo.*



### Task Description

*The manager of Wike Company, Li Ming, asks Sun Peng to meet Mr. Smith at the Lishe Airport in Ningbo.*

*Suppose A is Li Ming, B is Sun Peng, and C is Mr. Smith. Discuss in group the following questions:*

*How will you recognize your client, Mr. Smith?*

*What should be taken into consideration when welcoming your client?*

*How will you start and continue your conversation with your client successfully?*



### Task Requirements

*The conversation should last at least 3 minutes. The following items should be included:*

- 1. Meeting your client at the airport;*
- 2. Briefly introducing the sight of the city on the way to the hotel.*



### Notes for Preparation:

