



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 (二)

主 编 李宏亮

副主编 廖雄英 王雅平 葛秀华 •

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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：商贸英语系列”的“高职高专商务英语实训系列教材”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。

本系列教材由教育部高等学校高职高专英语类专业教学指导委员会委员、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;《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,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

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,也是2010年浙江省社会联研究课题“基于ESP需求分析理论和‘工学结合’视阈的高职大学英语改革与内涵建设”(2010B140-L)研究建设项目成果之一。

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,体现在情景中设置对话环节。

◆ 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,对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。全书共含四个模块(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,第二册 15 个单元,内容编排由浅入深,基本上涵盖了日常商务活动中基本的商务情景。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. 根据每单元的学习目标,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。

编写任务

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。廖雄英、王雅平、葛秀华任副主编,其他参加编写的人员还有康春晓、吴建晓、高昂之、王世刚、吕振燕、黄虹、杜善飞、郭红等。其中李宏亮负责第 25、26 单元及附录 I,廖雄英负责第 22 单元,王雅平负责第 20、21 单元,葛秀华负责第 24 单元,康春晓负责第 27、28 单元,吴建晓负责第 29、30 单元,高昂之负责第 23 单元,吕振燕、黄虹、王世刚、杜善飞分别负责第 16、17、18、19 单元,郭红负责附录 II-III 及参与部分单元答案编写。

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 9 月

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Establishing Business Relations



Learning Goals

After learning this unit, you will be able to

1. know how to obtain the information about the merchants in foreign countries;
2. introduce main products briefly;
3. express the desire of establishing business relations;
4. how to give standing reference;
5. master the basic expressions of establishing business relations.

Part I Lead-in

How to gain information of other companies

In international trade, no transaction can be concluded until business relations have been established. All the business companies have to establish extensive business relations if they want to start or expand their business.

Generally, before two companies from different countries get in touch with each other, a “middleman” is needed to provide the necessary information and help the two parties. Those who act as middlemen can be as follows: banks, chamber of commerce, commercial counselor’s office, advertisements, trade directory, communication in the fair, Internet, recommendation by others and mutual visit by trade delegations.

Part II Warm-up Activities

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



- (1) Why do we establish business relations with other companies?
- (2) What shall we take into consideration when we decide to establish business relations with other companies?
- (3) Where can we get the information of the company and with whom we want to establish business relations?
- (4) Do you think trade fair is a good way to establish business relations? Why?
- (5) How do we find out the business integrity of the companies and with whom we want to establish business relations?



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

Typical Vocabulary of Establishing Business Relations

latest catalogue		商务参赞	
financial standing		商会	
line		大使馆	
specialize in		建立贸易关系	
main products		平等互利的基础上	

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

- (1) We learnt your name and address from...
- (2) Your company has been recommended to us by...
- (3) We now avail ourselves of this opportunity to approach you with a view to establishing business relations with you.
- (4) We are willing to enter into business relations with you.
- (5) Our mutual understanding and cooperation will certainly result in important business.
- (6) Specializing in the export of..., we express our desire to trade with you in this line.
- (7) Our lines are mainly...
- (8) As to our financial standing, we refer you to...
- (9) Establishing business relations between us will be to our mutual benefit.
- (10) Our products are excellent in quality and low in price.

Part III Model Dialogues

Dialogue 1



Background

Shanghai Oriental Trading Co., Ltd. specializes in carpet exporting. Alice Smith is from France. She found the samples of Shanghai Oriental Trading Co., Ltd. very attractive. And now she is in the office with Jack Chou, sales manager of Shanghai Oriental Trading Co., Ltd.



Task Description

Jack Chou, sales manager of Shanghai Oriental Trading Co., Ltd. is talking with Alice Smith, a manager from Dreamland Company. They want to enter into business relations with each other.



Establishing business relations

Who: A(Alice Smith), B (Jack Chou)

Where: at the sales manager's office

When: in the afternoon

What: introducing products and establishing business relations

A: Good afternoon. I'm Alice Smith from the Dreamland Company. This is my business card.

B: Nice to meet you, Miss Smith. I am Jack Chou, sales manager of Shanghai Oriental Trading Co., Ltd.

A: Nice to meet you, Mr. Chou. We are one of the leading carpet importers in France. I was very impressed by your products displayed at the Canton Fair. And we now avail ourselves of this opportunity to visit you with a view to establishing business relations with you.

B: Thanks. The samples displayed in the fair are just part of our products. We are exporting a wide range of carpets to many countries. We have been in business since 1950 and enjoy a good reputation in the world market.

A: Yes, Chinese carpets are attractive indeed in world market. They are classic and elegant.

B: This is our catalogue, and this one is our latest sample. It was a great success in the last exhibition in Guangzhou.

A: It's soft and springy, and the style is unique. I'm sure it would be in fashion in the coming sales peak.

B: We are willing to enter into business relations with you on the basis of equal, mutual benefit. I hope this will be a good start for a long and profitable business relationship.

A: I am confident that your products will find a ready market in France. May I take back your catalogues and one pricelist with me?

B: Sure. Here you are.

A: I will give you the reply as soon as possible.

B: We are looking forward to that.



Words & Expressions

1. sales peak

销售旺季

2. springy

a.

有弹性的

3. find a ready market

(产品)有销路



Notes

1. We now avail ourselves of this opportunity to...
我们希望借此机会……
2. It was a great success in the last exhibition in Guangzhou.
这款最新的地毯在上一届广交会中非常受欢迎，获得了一致好评。
3. I'm sure it would be in fashion in the coming sales peak.
我觉得销售旺季时，这款产品肯定会非常受欢迎。
4. ...on the basis of equal, mutual benefit
在平等互利的基础上

Dialogue 2



Background

John Green from Stone Co., Ltd. is interested in the silk garment. He wants to establish long term relations with Sunrise Import and Export Company. Allen Su, the sales representative of Sunrise Company is meeting him, introducing the products.



Task Description

Allen Su, the sales representative of Sunrise Company is meeting John Green from Stone Co., Ltd. They express their desire to enter into business relations with each other.

Entering into business relations

Who: A (John Green), B (Allen Su)

Where: at the office

When: in the morning

What: introducing financial standing and establishing business relations

A: Good morning. I am John Green from Stone Co., Ltd. We've obtained your name and address from the Commercial Counselor's Office of the Chinese Embassy in Australia. This is my card.

B: Nice to meet you, Mr. Green. I am Allen Su, the sales representative of Sunrise Import and Export Company.

A: Nice to meet you too, Mr. Su. This is the first time I have been in China. I have to say that I've been much impressed by the rapid development of economy in China.

B: Yes, China has made great progress during the past decades. Our foreign trade has also been



continuously expanding.

A: Being one of the leading importers of textiles in Australia, we have excellent connections in the trade and are fully experienced with the import business for this type of product. We are now interested in your silk garments.

B: Our silks are famous for their good quality. They are one of our traditional exports. Silk garments are brightly colored and beautifully designed. They've met with great favor at home and abroad. All these articles are our best selling lines.

A: Yes, I have seen your samples on your website. Some of them seem to be of the latest style. I can foresee a bright prospect for your products in our market.

B: We appreciate your desire to establish business relations with us. As to our financial standing and business integrity, you may refer to the Bank of China, Shanghai Branch. They will provide you with the information.

A: Thank you very much. I'm sure this will lead to long term business between our companies.

B: We are looking forward to your favorable reply.



Words & Expressions

1. Commercial Counselor's Office	商务参赞
2. best selling lines	畅销货
3. financial standing	财务状况
4. business integrity	商业信誉



Notes

1. We've obtained your name and address from the Commercial Counselor's Office of Embassy in Australia.

我们从驻澳大利亚的中国大使馆商务参赞处得知贵公司的信息。

类似表达:

We've come to know your name and address from...

We owe your name and address from...

2. They've met with great favor at home and abroad.

They are very popular in both domestic and overseas markets.

他们在国内外市场上都非常受欢迎。

3. As to our financial standing and business integrity, you may refer to Bank of China, Shanghai Branch.

类似表达:

For information concerning our standing, you may refer to...

Our bankers are..., and they can provide you with the information about our business and finances.



Dialogue 3



Background

Hipo Handbag Company is a Chinese company manufacturing and exporting handbags. It has been in business for many years. Lexi Company in London wants to trade with suppliers of handbags directly. And now Lisa Wang, sales representative of Hipo Handbag Company, is meeting Selina Brown.



Task Description

Lisa Wang, sales representative of Hipo Handbag Company, is introducing her company to Selina Brown, director of Lexi Company. Both of them want to establish business relations with each other.

Establishment of trade relations

Who: A (Lisa Wang), B (Selina Brown)

Where: at the manager's office

When: in the afternoon

What: establishing business relations

A: Good afternoon. I am Lisa Wang, sales representative of Hipo Handbag Company.

B: Nice to meet you, Ms Wang. I am Selina Brown, director of Lexi Company.

A: Nice to meet you too, Ms Brown. _____ (从我国驻伦敦大使馆的商务参赞处得知贵公司的信息。) We notice that you are interested in establishing business relations with suppliers of handbags.

B: Yes, as one of the largest importers of handbags in England, _____ (我们从事这行业已经超过 20 年了。) With the demand getting greater and greater, we want to establish business relations with Chinese suppliers directly.

A: As one of the leading manufacturers of handbags in China, _____ (很高兴能借这次机会与贵公司联系, 希望能建立贸易关系。)

B: That would be great. Would you please tell me more about your company?

A: Sure. _____ (我公司成立于 1990 年, 专门从事手袋生产和销售。) We have a staff of 1 000. We can design handbags ourselves because we have a department with 100 designers. Besides that, we are also able to accept orders against customer's samples and can produce handbags with customer's own trademarks.

B: Sounds interesting. Do you have any catalogue or brochure with you?

A: Certainly. Here's our brochure.

B: Is this your new product?



A: _____ (是的, 这是我们的最新产品。)

B: It looks gorgeous! I'm sure it will be a fashion in the peak season. _____
(该产品何时会上市?)

A: According to our schedule, it will be released next month.

B: I can foresee a promising market for your products. It will sell like hot cakes.

A: Good to hear that. _____ (关于我们公司的财务状况, 您可以咨询中国
国银行宁波分行。) They will provide the information you need.

B: Thank you for your information. I really appreciate it. Establishing business relations will be
to our mutual benefit and I hope this will be the start of our long-term business relations.

A: Thanks for your time. If you have anything particularly interested in, please let us know.
_____ (希望能早日收到您的回复。)



Words & Expressions

1. supplier	n.	供应商
2. trademark	n.	商标
3. release	v.	释放, 上市
4. foresee	v.	预见
5. look forward to		盼望, 期待



Notes

1. as one of the largest importers of handbags in England

作为英国最大的手袋进口商之一

类似表达还包括:

As one of the leading importers...

Being one of the leading importes...

2. It will sell like hot cakes.

这款产品肯定会很畅销的。

“Sell like hot cakes” means “sell well”.

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 visiting a company in Ningbo. You saw a display of their products at the Canton Fair. You are interested in their electric appliances and are willing to enter into business relations with them.

You are

Josh from ABC Company in Canada;
salesperson of ABC Company.

You

tell the partner how you obtained the information of their company;
express the desire to establish business relations;
list the products that you are interested in;
show the standing of your company;
expect an early reply.

Tips for you (B):

Situation: A buyer from Canada shows interest in your products. He is now visiting your company and you want to establish long term business relations with him.

You are

Jane Chou;
manager of Marketing Department;
from a leading trading company in Ningbo.

You

appreciate the partner's attempt;
emphasize the same desire to establish business relations;
show the reasons why your products are competitive;
provide catalogue and pricelist for reference;
look forward to good cooperation.

**Notes for Preparation:**
