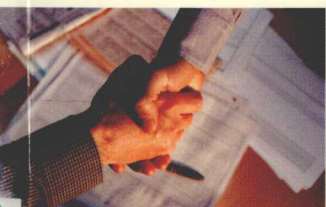


主编 朱慧萍 徐雅琴

INTERNATIONAL TRADE NEGOTIATION

国际贸易



第 2 版

英语谈判

- 国际贸易谈判基本知识和技巧 · 国际贸易谈判常用信息
- 国际贸易英语常用专业词汇和短语 · 国际贸易英语谈判常用句式和典型用语
- 国际贸易英语谈判范例会话33篇 · 极具针对性的补充阅读资料和练习

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主编 朱慧萍 徐雅琴
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前言

随着改革开放的不断深化，我国的国际贸易得到了很大发展，越来越多的人从事外贸工作。很多高等院校开设了国际贸易相关课程，其中国际贸易谈判成为重中之重。商务谈判师在国际贸易以及其他商务活动中扮演着极其重要的角色。为配合广大外贸工作者、高等院校学生们学习外贸谈判的需要，我们在 2006 年编写了《国际贸易英语谈判》一书。该书得到了广大读者的好评和青睐，短短四年里多次重印。为跟上时代前进和商贸行业发展的步伐，应读者要求，我们在原书的框架、体例基础上，对该书的内容进行了较大幅度的修订，不仅新增了“中国企业境外投资”与“建立全球汽配采购中心”两个单元，还对部分单元的内容进行了更新、替换和修改。

本书共分为十四单元，每个单元分对话、常用词汇及词组、常用句式、参考用语、补充阅读以及课后练习六大部分。本书主要围绕国际贸易主要环节及相关商务活动展开，前者包括询价、报价、还盘、商品规格、装运、付款、包装、保险、代理、索赔等内容，后者包括商务接待、参加交易会、商务洽谈、招待、签约等；并根据国际贸易谈判的特点，介绍了中外商业文化及商务礼仪基本知识，使学生能较熟练地运用相关专业知识与英语技能与客商洽谈，同时显示出良好的商务沟通能力。

本教程提供了不同情景下的范例会话三十三篇，与实际贸易谈判紧密结合；常用词汇及词组为会话内容作了注释，方便读者学习、理解会话；常用句式总结了贸易谈判中的一些基本用语，非常具有实用性，若能加以背诵，必能举一反三，触类

旁通；参考用语提供了与会话内容相关的词汇，有利于读者扩大词汇量；补充阅读提供了贸易谈判的相关背景材料，既有利于提高阅读能力，开阔知识面，又有利于加深对会话内容的理解；课后练习部分可以帮助学员巩固所学知识，操练所学词汇用语，提高应用技能；最后的附录提供了主要进出口商品名称以及货币、港口和银行方面的最新资料，供从事相关工作的人士参考。此外，还提供了相关的商务网站和参考书目。

本书的编写分工如下：朱慧萍、高福猛负责第1、7~14单元以及附录三的编写和修改；徐雅琴负责第2~6单元和附录四~七的编写、修改以及全书的审阅；李国华、张丹也参与了第2~6单元的修改；李名峰负责附录八的编写。

本书在编写过程中曾得到上海对外贸易学院叶兴国副校长和原国际商务外语学院陈洁院长的关注和指导，上海科学技术出版社的编辑们对本书的修订也给予了大力支持，我们在此向他们表示由衷的谢意。

由于编者的英语和业务水平有限，错误缺点在所难免，敬请各位前辈、专家及广大学员批评指正。

编者

2010年12月

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Unit One

The Reception of a Business Delegation

接待商务代表团

Conversations

1. Arrival

The BBA (Benelux Business Association based in the Netherlands) boasts more than 300 members representing large, medium and small companies in Belgium, Luxembourg and the Netherlands, with an active interest in developing two-way trade relationship and investment between Benelux and China. The BBA also has strong ties with European Chamber of Commerce. The BBA China is a very active business association hosting about 200 biz events in Shanghai. Last Thursday afternoon, one of its members, a Dutch delegation arrived in Shanghai for a five-day visit. Mr. Wen, deputy director from the Shanghai Investment Promotion Center, and his assistant Mr. Yao met them at the Pudong International Airport.

Wen: Welcome to Shanghai, Mr. Muller. I'm Wen Zhong, deputy director from the Shanghai Investment Promotion Center. This is Mr. Yao, my assistant.

Muller: Pleased to meet you, Mr. Wen and Mr. Yao.

(Shaking hands with one another)

Yao: Nice to meet you, Mr. Muller.

Wen: Mr. Muller, your delegation has been recommended to us by the BBA. We've heard a lot about your company. We have been expecting you ever since we received your fax informing us of your arrival.

Muller: I'm glad my company isn't new to you, but this is the first time we have had the pleasure of meeting you here in Shanghai. And we hope meeting in person will surely increase our mutual understanding and further develop business between us.

Wen: That's also our wishes, Mr. Muller. By the way, did you have a good flight?

Muller: Fine. Only a bit late.

Yao: Mr. Muller, our car is waiting over there. Please come with me. We'll take you to the Hotel Hyatt at Jin Mao Tower.

2. Showing the Schedule

At the Hotel lobby, Mr. Wen was discussing with Mr. Muller about the arrangement for their five-day visit.

Wen: We've got a very full schedule, I'm afraid, Mr. Muller. Mr. Yao will show you our arrangement first.

Muller: All right. I'm all ears.

Yao: We have arranged a banquet in honour of your delegation at Jin Mao Tower, at 7:30 p.m. tonight. Mr. Zhao, vice mayor of the Shanghai Municipal Government, and your

Dutch Consul General in Shanghai will be present together with people from the business circles.

Muller: That's very kind of you, Mr. Wen. I feel greatly honored.

Wen: Tomorrow morning, Mr. Yao will show you around the Pudong New Area, and you will take a look at some places like Jingqiao Export Processing Zone, Lujiazui Finance and Trade Area and Zhangjiang High-tech Park.

Muller: Besides touring these places, we would also like to see Waigaoqiao Bonded Zone. We were told it's the largest bonded zone in China, isn't it?

Wen: Yes. If you wish, we would arrange it. Tomorrow afternoon, we'll go to Jiading District to make a field inspection of the factories there. According to the plan mentioned in your fax, you want to get some information concerning factory leasing, right?

Muller: Exactly. We would like to discuss with the people there about leasing. And when is the Fair going to kick off?

Yao: The International Trade and Investment Fair is scheduled to open in Shanghai on the 18th of October.

Muller: Oh, I see. And we also heard that there will be an international Sourcing Conference at the same time. So, if possible, we'd like to see the conference too.

Wen: OK, no problem. I'll fix it right away. By the way, Mr. Muller, I remember inviting you to be the guest speaker at the seminar during the Fair in our exchange of faxes.

Muller: Yes, I will.

Wen: Here is the schedule for the series of lectures.

Muller: Thank you. (*Looking at it carefully*)

Wen: As for the last two days of your stay, we've arranged several meetings for you with some of our local people.

Muller: May I suggest we go to the neighbouring cities, like Suzhou, Wuxi and Ningbo, for a look, Mr. Wen?

Wen: Sure. I'll ask Mr. Yao to prepare a checklist and let you have it this evening. We've got a tight schedule for your brief visit and I hope you wouldn't mind, Mr. Muller.

Muller: Not in the least, Mr. Wen. You've been very considerate indeed. Thank you for such a nice arrangement for us.

Wen: If there's nothing else to be discussed at the moment, we'll be leaving, Mr. Muller. You need a good rest after a long journey. Please come and enjoy this evening's dinner party. See you this evening.

Muller: Thank you, I'm sure we'll. See you later.

3. Getting Investment Information

Several days later, Mr. Muller and his delegation approached the Foreign Investment Office for information and advice concerning investment, and talked with Mr. Li, a government official there.

Li: Good morning, Mr. Muller. I'm glad you could come. I'm very sorry for not being able to meet you at the airport as I was having a meeting the other day.

Muller: That's quite all right. I'm pleased to see you here.

Li: Have a seat, please. Let me get you something to drink.

Muller: Thank you.

Li: I heard you attended the Fair and gave a very good presentation at the seminar, didn't you?

Muller: It's very kind of you to say so, Mr. Li. I think the Fair is really nice, and I met a lot of nice people, too. (*All laugh*) And we are here today to get some information and advice on investment. Everyone in the business world knows very well that China's economy is now maintaining a steady and rapid growth with your opening-up policy. In my view, attracting foreign investment is an all-win policy, because China's economy benefits from it, and overseas investors could make good profits as well.

Li: That's true. Our government will further fine-tune the opening-up policy, but at the same time, we hope to raise the quality of cooperative projects, that is, upgrade the standards for foreign investment projects.

Muller: Could you make it more specific, Mr. Li?

Li: Sure. By this I mean the projects should be on a larger scale, and what's more, the technological cooperation should be more advanced and go deeper. Given the great potential, overseas investors could find lots of possibilities for business in China.

Muller: Oh, I see.

Li: And our government also encourages overseas investment to be put in China's western and central regions, which, despite being less developed, are educationally and technologically solid, and boast huge markets. Therefore, it is in these areas that foreign investors can achieve new business development.

Muller: We also get the impression that China's opening to the outside world and complete laws and regulations for

investment are highlighted by its ability to serve bigger and more significant projects.

Li: You are right. Our country's burgeoning vast market, more competitive labor force and strong infrastructure and telecommunications network are well suited to such projects. And more and more foreign companies, especially MNCs, have set up their manufacturing, R&D and sourcing centers in Shanghai.

Muller: Besides, we've also noticed by attending the fairs and seminars that your focus somewhat shifted from mainly FDI and export to bilateral investment. Now the objective seems to be even broader—to promote investment from both sides and thus seek a balance between imports and exports.

Li: I think, just like you said, both China and foreign investors have benefited from our opening-up policy. Official figures show that 280,000 foreign companies have entered the China market, bringing a total of USD 600 billion in investment. Of the 500 world's top companies, 450 have established their manufacturing and R&D bases or operation divisions in China. So I hope you will also gain something during your visit here.

Muller: Absolutely, Mr. Li. Thank you very much for taking so much time off your busy schedule, and also for your enlightening advice. Hope to talk to you again sometime later. Bye now.

Li: Same here. Bye.