

高等院校商务英语专业
核心课精品系列教材

International Business English Conversation

国际商务英语会话

滕美荣 / 主 编

图书馆

9

 首都经济贸易大学出版社


高等院校商务英语专业核心课精品系列教材

International Business English Conversation

国际商务英语会话

◎主 编 / 滕美荣

◎编 者 / 赵贺田 滕美荣
陈 坚 高永胜

 首都经济贸易大学出版社
· 北京 ·

图书在版编目(CIP)数据

国际商务英语会话/滕美荣主编. —北京:首都经济贸易大学出版社, 2009. 5

(高等院校商务英语专业核心课精品系列教材)

ISBN 978 - 7 - 5638 - 1614 - 9

I. 国… II. 滕… III. 商务—英语—口语—高等学校—教材
IV. H319. 9

中国版本图书馆 CIP 数据核字(2009)第 057872 号

国际商务英语会话

滕美荣 主编

出版发行 首都经济贸易大学出版社

地 址 北京市朝阳区红庙(邮编 100026)

电 话 (010)65976483 65065761 65071505(传真)

网 址 <http://www.sjmcb.com>

E-mail publish@cueb.edu.cn

经 销 全国新华书店

照 排 首都经济贸易大学出版社激光照排服务部

印 刷 北京地泰德印刷有限责任公司

开 本 787 毫米×980 毫米 1/16

字 数 316 千字

印 张 16.5

版 次 2009 年 5 月第 1 版第 1 次印刷

印 数 1~4 000

书 号 ISBN 978 - 7 - 5638 - 1614 - 9/H · 91

定 价 24.00 元

图书印装若有质量问题,本社负责调换

版权所有 侵权必究

前言

进入 21 世纪,我国与世界各国之间的国际商务与贸易交往规模迅速扩大,社会亟需一大批熟练掌握英语、通晓商贸知识并善于跨文化沟通与交流的商务人才。

《国际商务英语会话》是为满足当前对国际商贸沟通人才的旺盛需求而编写的。该书既可以作为外贸英语和国际贸易、国际商务等相关专业的口语教材,又可以作为涉外商贸工作者的参考用书,也可用于广大英语爱好者自学。

该书包括两大模块:一是商务接待与联系;二是外贸谈判。第一模块包括迎来送往、入住酒店、宴请、购物、商务签注、打电话、商务接待、参观公司和建立业务关系。第二模块包括商务洽谈主要环节:询价与报盘、谈论价格、订购、付款方式、运输、包装与唛头、保险、索赔和理赔、代理、市场调研和合资企业。

本书共设 20 章,每章包含若干篇对话,几乎涵盖了对外商贸活动的各个方面。各章配有背景知识、热身话题、词语注释、对话技巧、关键句型、练习与答案、对话翻译等项目。该书力求贴近国际商贸实际,语言生动活泼,材料实用、有效、易记,可以帮助学习者了解和掌握实用商贸口语会话,提高学习者在国际商贸背景下应用英语进行有效口语沟通与交流的能力。

本书编者均为对外经济贸易大学具有丰富的外语英语口语教师,他们在整合多年外贸英语教学经验和实际教学资料的基础上,不断完善,编写出《国际商务英语会话》一书。本书由滕美荣主编并负责编写第一、二、三、四、五和十七章;陈坚负责编写第三、十、十二、十三和十四章;赵贺田负责编写第六、七、九和十八章;高永胜负责编写第四、八、十六、十九和二十章。本书如有疏忽不妥之处,恳请专家、同行和读者指正。

在此书编写过程中,国际贸易资深人士和谈判专家李战江先生对商务洽谈环节提出了宝贵建议,对外经济贸易大学刘醒吾副教授给予了大力支持与指导,在此谨致深深的谢意。另外,李梦溪、刘作敌、赵翀、高翔宇在本书编写过程中协助搜集、整理资料和文字处理等工作,在此一并表示感谢。

编者

2009 年 2 月于对外经济贸易大学惠园

Contents



Part One Business Reception and Contacts / 1

- Chapter 1 Meeting and Seeing Off / 3**
- Chapter 2 At the Hotel / 16**
- Chapter 3 Invitation to Dinner / 31**
- Chapter 4 Shopping / 43**
- Chapter 5 Interview for Business Visa / 57**
- Chapter 6 On the Phone / 68**
- Chapter 7 Receiving Visitors / 80**
- Chapter 8 Company Tour / 90**
- Chapter 9 Establishing Business Relations / 104**

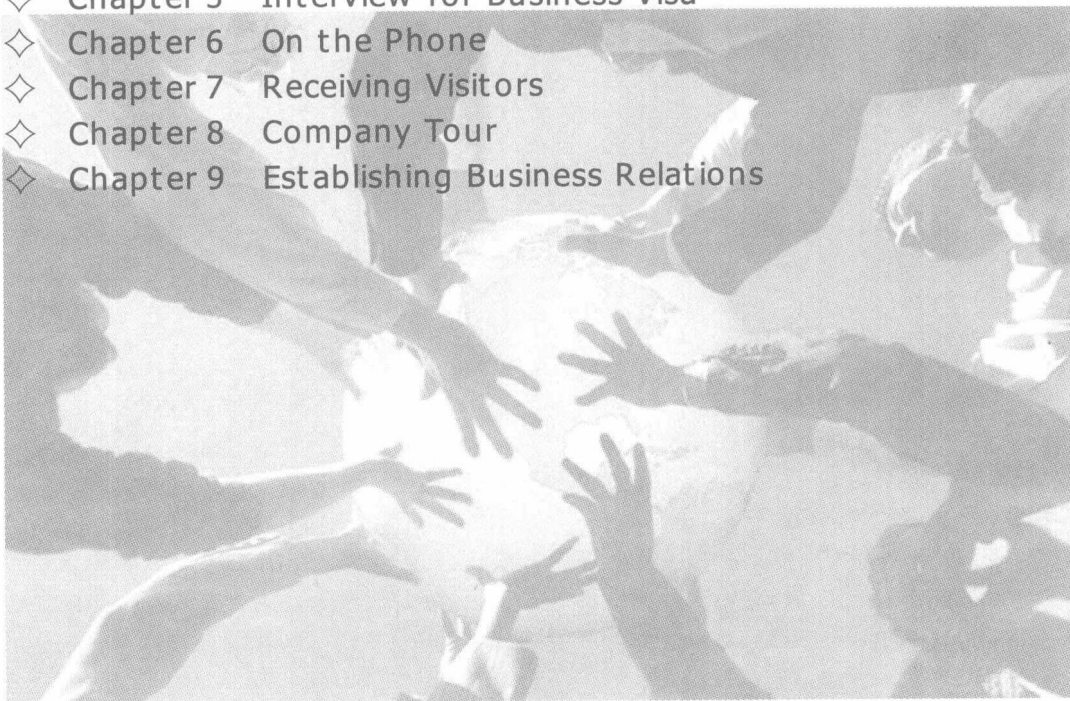
Part Two Foreign Trade Negotiation / 117

- Chapter 10 Inquires and Offers / 119**
- Chapter 11 On Price / 134**
- Chapter 12 Place an Order / 147**
- Chapter 13 Payment Terms / 157**
- Chapter 14 Shipment / 168**
- Chapter 15 Packing and Marking / 178**
- Chapter 16 Insurance / 191**
- Chapter 17 Claim and Adjustment / 205**
- Chapter 18 Agency / 217**
- Chapter 19 Market Research / 229**
- Chapter 20 Joint Venture / 242**

References / 257

Part One Business Reception and Contacts

- ◇ Chapter 1 Meeting and Seeing Off
- ◇ Chapter 2 At the Hotel
- ◇ Chapter 3 Invitation to Dinner
- ◇ Chapter 4 Shopping
- ◇ Chapter 5 Interview for Business Visa
- ◇ Chapter 6 On the Phone
- ◇ Chapter 7 Receiving Visitors
- ◇ Chapter 8 Company Tour
- ◇ Chapter 9 Establishing Business Relations



Chapter 1 Meeting and Seeing Off



Background

Cultural differences on politeness between western and Chinese can be found in many aspects of daily communication, including addressing, greeting and parting, and making introductions, etc.

When people meet acquaintances, clients or business friends at airport or elsewhere, people usually greet each other. In English, people often employ the following expressions to greet each other: "Good morning/ evening/ afternoon.", "Fine day, isn't it?" or "How is everything going?". But if we say "Have you eaten yet?", "What are you going to do?" or "Where have you been?", westerners will treat them as real questions instead of greetings.

Western culture has diverse ways to deal with leave-takings. Firstly, in English society, during the closing stage of an encounter, people usually offer some reasons or polite comments from "I" perspective. Typical comments are associated with expressions of apology such as "I'm afraid I must be off, I have to relieve the baby-sitter" etc. English speakers often signal several times before leaving. "Well, it's been nice to see you again. I do enjoy our talk and the



lovely dinner, but I must be going soon". "Thank you very much for asking me over. I hope we'll be able to get together again before long..." Consolidation in a wider range of common acquaintances also occurs, in expressions such as "Say hello to Jack for me" or "Remember me to John". The expressions can only be appropriate for business visits in the English environment, like "sorry to have interrupted", or "I'm sorry I've taken too much of your time".

Westerners names are written and spoken with the given name first and the family name last. In formal setting, address men as "Mr.", married women as "Mrs.", and unmarried women as "Miss". These days many women prefer to be addressed by "Ms." If the person has an M. D. or Ph. D., he will often be addressed as "Dr." In an informal situation, westerners will introduce each other by first name, without titles, and occasionally by just the last name. If you are introduced to somebody by first name, you can address him or her by first name the next time you meet. The only exception would be for someone who holds an important position, such as the president of a company. When you are not sure how to address properly, it is better to err on the side of formality, and it is also appropriate to ask how they prefer to be addressed.

In the West, making introductions is also important in daily communication. The following rules should be followed while making introductions for others: ① introduce the young/ junior to the old/ senior first; ② introduce the man to the lady first; ③ introduce the single person to the group first.

中西方在礼貌方面的文化差别体现在日常交流的诸多方面,包括称谓、问候、道别和介绍双方认识等。

当人们在机场或其他地方迎接或遇见熟人、客户或商务朋友时,人们经常要相互问候致意。在英语中,人们经常使用这样的方式来相互问候,如:“早上好/晚上好/下午好。”“天气好,是吗?”或者“一切顺利吗?”但是,如果我们说“你吃饭了吗?”“你干啥去”或“你到哪里了”,西方人不会把它们当成问候语,而是当成问题来回答。

西方文化使用不同的道别方式。首先,在英语社会中,人们在将要道别时通常会从“我”的角度提出一些理由或礼貌话语。这些礼貌的话语通常包含歉意,如:“恐怕我必须得走了,我得去减轻阿姨的负担。”等。说英语的人常常在真正动身离开之前会暗示几次,通常会说:“啊!非常高兴再次见到你。我很喜欢我们的交谈和这顿美好的晚餐,但我必须得走了。”“非常感谢你邀请我出来,希望我们不久能再聚……”,并向不在场的熟人表示问候,如“代我向杰克问好”或“向约翰问好”。在英语中,只有在商务拜访道别时才说“对不起,打扰了”,或“请原谅,我占用了您太多宝贵时间”。

西方人姓名的写法和说法不同于中文名字,先说名字再说姓氏。在正式场合,称呼男人为“先生”,称呼已婚女士为“夫人”,称呼未婚女士为“小姐”。现在许多女性喜欢别人称呼她为“女士”。如果一个人拥有医学博士或博士文凭,人们便称呼他“博士”。在非正式场合,西方人常以名字相互介绍,不提职衔,只是偶尔以姓氏相互介绍。如果他人用名



字被引见给你,下次再见面时你便可以直呼其名,但是位居要职的人例外,如公司总经理。当你不能肯定如何恰当地称呼时,最好使用正式称呼,而且也可以合乎时宜地请教如何恰当地称呼他们。

在西方,介绍人们认识在日常交流中也是非常重要的。介绍人们认识时应该遵循如下规定:① 先将年轻人或职位较低者介绍给年长或职位较高者;② 先将男士介绍给女士;③ 先将单个人介绍给群体。

Warming-up questions



1. What good manners do you know we should follow when meeting western friends?
2. How would you greet an acquaintance or a business friend when you meet him or her at the airport or at your company?
3. What would you say when make introductions for the others? And what rules should you follow?
4. How will you express yourself appropriately in English when you are leaving a friend at an encounter?
5. Tell us your interesting experience of meeting a friend at the airport or railway station.

Dialogue 1

Meeting a Client at the Airport

(Mr. Tong is waiting at the exit of the airport, holding a sign board which Says Mr. Simpson From Canada.)

Simpson: (coming toward Tong with his assistant)

I'm Simpson, Tony Simpson from Canada.

Tong: (Stepping forward) Hello, Mr. Simpson. I'm pleased to meet you. Welcome to Beijing. My name is Tong Liang from Grand Resources.

Simpson: Nice to meet you, too.

Tong: My manager, Mr. Li, has sent me to meet you here. He felt sorry he couldn't come himself. He is at a meeting right now.

Simpson: It's OK. Thank you very much. Mr. Tong, this is David Copperfield, my assistant.

Tong: How do you do?



David: How do you do?
Tong: How was your flight?
Simpson: Just wonderful. Good food and good service.
Tong: I hope you can have a good time here. Now, shall we start for your hotel?
Simpson: Yes. Let's.
Tong: Let me help you with the luggage.
Simpson: Oh, thank you. Well, I can handle this handbag myself.



Dialogue 2

On the Way to the Hotel

(Mr. Tong, and Mr. Simpson with his assistant are approaching the car.)

Tong: Here is our car. Let me put the luggage into the trunk.
Simpson: Thanks.
Tong: Please get on, Mr. Simpson and Mr. Copperfield.
S and C: Thank you.
(After they all get on the car.)
Tong: Off we go.
Copperfield: What is the weather like here, today?
Tong: Fair and sunny, today, with gentle breeze. As I know, Mr. Simpson, you've been to Beijing for a couple of times.
Simpson: It's true. I travel so much and visit Beijing once a year.
Tong: How do you like it here?
Simpson: Well, I like it a lot. Beijing is really a fantastic place.
Tong: What about you, Mr. Copperfield? Is this your first trip to Beijing?
Copperfield: Yes. But I'd heard so much about it before I come. It is a beautiful city.
Tong: I hope you can enjoy your stay here. It's nice to have a look around. There are many interesting places to visit.
Simpson: Yes. That must be very interesting. Hope we will have the time.



Dialogue 3

Take Care and Have a Nice Trip

(Mr. Li comes to see Mr. Simpson and Mr. Copperfield off.)

Li: Hello, Mr. Simpson and Mr. Copperfield. So you are leaving today.

Simpson: Hello, Mr. Li. It's so kind of you to come and see me off. But you really shouldn't have bothered.

Li: It's my pleasure to come and see you off.

Simpson: Thank you very much. I'm much pleased we have concluded our contract within such a short time!

Li: Me too. I wish you could stay longer and have a tour around.

Simpson: Maybe next time. Thank you again for all your help and cooperation.

Li: You're welcome. Take care and have a nice trip, Mr. Simpson.

Simpson: Thanks. Bye - bye.

Li: Bye - bye.



Words & Expressions



client	<i>n.</i>	a customer 客户, 客商
assistant	<i>n.</i>	a person who assists, esp. in a subordinate position 助理, 助手
flight	<i>n.</i>	the act, skill, or manner of flying; a journey made by a flying animal or object 飞行, 行程
luggage	<i>n.</i>	suitcases, trunks, etc, containing personal belongings for a journey; baggage 行李
approach	<i>vt.</i>	to come and go nearer to 接近
trunk	<i>n.</i>	a covered compartment for luggage and storage, generally at the rear of an automobile(汽车)后备箱
breeze	<i>n.</i>	a light current of air; a gentle wind 微风



fantastic	<i>adj.</i>	wonderful or superb; remarkable 极好的,极妙的,难以置信的
see sb. off		送行
bother	<i>vi. / vt.</i>	to take the trouble; concern oneself; disturb 烦扰,麻烦; 打扰
conclude	<i>vt.</i>	to bring about (a final agreement or settlement) 缔结; 达成(最终和约或解决方案)
contract	<i>n.</i>	an agreement between two or more parties, especially one that is written and enforceable by law 合同
cooperation	<i>n.</i>	the act or practice of cooperating 合作

Skills in Meeting and Seeing Off



1. 机场见面时的相互问候

Glad/ Nice/ Pleased to meet you.

很高兴见到您。

How do you do?

你好! (用于初次见面)

Delighted to see you again.

再次见面非常高兴。

Welcome to China.

欢迎到中国来!

We've been looking forward to seeing you.

我们一直期待见到您。

We've heard a lot about you.

我们听到过许多有关您的事。

It's so kind of you to come to meet us.

非常高兴您来接我们。

It's my pleasure to do so.

我很荣幸这样做。

2. 引见或介绍时的用语

May I introduce Mr. Simpson?

请让我来介绍辛普森先生。

Have you met Mr. Smith?

请见过史密斯先生。

I'd like you to meet...

我请您见……



This is Mr. Li, our sales manager.

这位是李先生,我们的销售经理。

Please allow me to introduce my partner, Mr. Hall.

请允许我介绍我的合伙人,豪先生。

Allow me to introduce myself. My name is Wang Dong, from China Light Industrial Products Import and Export Co.

请允许我自我介绍。我是中国轻工总公司的王东。

Excuse me, but are you Mr. David Copperfield from Canada?

对不起,你是来自加拿大的大卫·科普菲尔先生吗?

You remember Mr. Taylor?

你记得泰勒先生吗?

3. 去旅馆的路上可以谈论旅程、天气、城市印象等,都是些常见的闲聊话题

(1) Did you have a pleasant/nice trip?

旅程愉快吗?

Did you enjoy your flight?

你喜欢你的旅程吗?

Is this your first trip/ visit to Beijing?

你是第一次来北京吗?

We had a very pleasant/ nice/ smooth trip.

我们旅程非常愉快/顺利。

(2) Fine day, isn't it? — Yes. It's beautiful.

好天气呵! ——是,很美的天气。

How do you like the weather here?

你喜欢这里的天气吗?

What's the weather like today?

今天天气怎样?

What sort of weather are you having in your country now?

现在贵国的天气如何?

It's cloudy now and will clear up later.

现在多云,过后会晴朗起来。

(3) I'm sure you will have a pleasant stay here in Beijing.

我相信你在北京会很愉快。

I hope you can enjoy your stay.

我希望你会喜欢这里。

I can show you around someday. There's a lot to see here.



改天我带你们转转。四处有很多好看的地方。

There are many scenic spots and historic sights around the city.

城市各处有许多名胜古迹。

A lot of sport venues and high-rises are built up in recent years.

近几年建起了很多体育场馆和高楼。

Useful Sentence Structures



1. I'm pleased to meet you. 见到你非常高兴。类似的表达还有：

I'm very

happy

glad

delighted

to meet you.

2. He felt sorry he couldn't come himself. He is at a meeting right now. 他很遗憾不能亲自来。他现在正在开会。类似的表达还有：

He was sorry he couldn't come to meet you himself,

for he

is at the negotiation.

has an appointment now at the moment.

is attending a conference.

3. I hope you can have a good time here. 我希望你们在这里过得愉快。类似的表达还有：

I hope you can

have a pleasant time here.

have a nice stay here.

enjoy your stay.

4. You've been to Beijing for a couple of times. 你来过北京多次。类似的表达还有：

You've been to

Summer Palace before.

The Temple of Heaven twice.

Bird's Nest, the National Stadium once.

5. I'm much pleased we have concluded our contract within such a short time. 我很高兴这么快我们就签订了合同。类似的表达还有：



I'm much pleased/ happy

we have come to terms so soon.

we have reached an agreement today.

we cooperated successfully.

Exercises



I. Comprehension questions.

Dialogue 1

1. What is Mr. Tong doing at the airport?
2. What is in Mr. Tong's hand?
3. What does he say when he meets Mr. Simpson?
4. Why doesn't Mr. Li come and meet Mr. Simpson?
5. Does Mr. Simpson travel alone this time?

Dialogue 2

1. How is the weather today?
2. Is this Mr. Simpson's first visit to Beijing?
3. How does he like Beijing?
4. Who is Mr. David Copperfield?
5. Has Mr. David been to Beijing before?

Dialogue 3

1. Who comes to see Mr. Simpson off?
2. Is Mr. Simpson happy to see Mr. Li?
3. How does Mr. Simpson feel about the contract?
4. What does Mr. Li say when Mr. Simpson shows his thanks to him?

II. Pair work activity.

A: _____. You must be Mr. Blair?

B: Yes, I'm Blair from _____.

A: Welcome to China, Mr. Blair. I'm Mary Yang from Rainbow Glassware Company. My manager _____ to meet you here.

B: Thank you, Miss. Yang. I'm sorry to have given you so much trouble.

A: _____. How was your trip?

B: We had _____, and enjoyed it very much.

A: I'm glad to hear that.

B: I have heard so much about China before I come, and I'm very happy to be here.



A: I'm sure you will like it. China has many _____ to visit.

B: I hope you can _____ for me.

A: My pleasure. How many days are you going to stay in China?

B: Seven days.

A: I see. Tomorrow, I will show you the visiting schedule.

III. Translate the following sentences into English.

1. 打扰,你一定是大卫·科普菲尔先生吧?
2. 见到你非常高兴。
3. 请允许我自我介绍,我是中石化的李丽。这是我的名片。
4. 您旅途一路上好吧?
5. 很顺利。我们享受了周到服务和可口的饭菜。

IV. Translate the following dialogue into Chinese.

A: Excuse me, are you Mr. Boswell?

B: Yes. I'm Jack Boswell from America.

A: Mr. Boswell, welcome to Dalian. I'm Wang Hong from Fortune Garment Company.

B: How do you do, Miss. Wang?

A: How do you do? Mr. Zhang, our manager sent me to meet you here.

B: It's so good/ kind of you to come and meet us at the airport.

A: My pleasure. Did you have a nice trip?

B: Not bad. But it was an hour later than expected.

A: Now, everything is fine. Let me help you with the suitcase.

B: No, thank you. I can handle it myself.

A: Then, let's go. The car is waiting outside.

V. Role-Play the following situations.

1. You, assigned by your manager, go to meet two business clients from Germany at the airport. You and the clients have never met each other before. Please make necessary arrangements before going to the airport.

You hold a sign board, waiting at the exit.

Your conversations should include :

Warm greetings

Introductions

Impression about the city

Weather

Trip

Help them to go to the car for the hotel