



English For Beibu Gulf Business

北部湾商务英语

编著 唐国卿



南京大学出版社

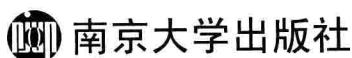
English for Beibu Gulf Business

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by Tang Guoqing

唐国卿 编著

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内 容 提 要

本书以中国-东盟合作为背景，以蒸蒸日上的北部湾经济区建设和欣欣向荣的商务活动为线索，以中国-东盟经贸和商务为中心，以广西北部湾经济区的南宁、北海、钦州和防城港四个城市的经贸和商务为支点，较系统而全面地介绍了该地区对外经济和商务活动的大致过程和主要内容，第一次以教科书的形式较全面地、系统地介绍了南宁、钦州、北海、防城港这四大核心城市的政治、经济、历史、文化等特色，以及举世瞩目、令人振奋的历届中国-东盟博览会盛况、广西北部湾经济区的建设、泛北部湾合作等。

本书内容独特，特色鲜明，与时俱进，实用性强，既可以做英语、商务英语、对外经济贸易和外事、旅游等专业和方向的教材，也可供广大英语爱好者阅读。

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前 言

北部湾畔风生水起，经济区建设如火如荼。自从中国 - 东盟“10+1”自由贸易区和战略合作伙伴关系的确立，泛珠三角经济圈合作的加强，南宁成为举办中国 - 东盟博览会和峰会的永久性地址，以及南宁由过去的西南一隅变成中国 - 东盟经济圈、泛珠三角经济圈和西南经济圈的交汇点以来，特别是广西北部湾经济区的开发上升为国家社会经济发展战略以来，北部湾正在逐渐成为中国社会经济发展“新的一极”，北部湾经济区也正逐步建设成为立足北部湾，服务西南，华南和中南，沟通东部、中部与西部，面向东南亚的中国 - 东盟开放合作的物流基地、商贸基地、加工制造基地和信息中心，逐步成为带动、支撑西部大开发的战略高地和“开放力”，逐步成为经济繁荣、社会和谐的重要国际区域经济合作区。北部湾已在国际化舞台上崭露头角，各种国际交流活动和商务活动也日益频繁。由此，商务英语已成为北部湾地区经济和商务发展不可缺少的重要工具。

形势大好，形势逼人。然而到目前为止，国内还没有一本专门为北部湾地区开发的商务英语教材，这大大阻碍了北部湾地区商务英语专业人才的培养和国际商务与对外贸易的发展。在这种社会经济发展及对外经贸教育急需的形势下，笔者编撰了这部《北部湾商务英语》，以解燃眉之急，权且填补该方面的空白。

本书以中国 - 东盟合作为背景，以蒸蒸日上的北部湾经济区建设和欣欣向荣的商务活动为线索，以中国 - 东盟经贸和商务活动为中心，以广西北部湾经济区所覆盖的南宁、北海、钦州和防城港 4 个城市的经贸和商务活动为支点，较为系统而全面地介绍了北部湾地区对外经贸和商务活动的大致经历和主要内容，介绍了南宁、钦州、北海、防城港这 4 大核心城市在政治、经济、历史、文化等方面的特色，也介绍了举世瞩目、令人振奋的历届中国 - 东盟博览会盛况以及广西北部湾经济区的建设、泛北部湾合作等内容。

本书内容独特，视角新颖；与时俱进，实用性强。它既可以作为英语专业、商务英语专业、对外经济贸易和外事、旅游等专业和方向的专科生及本科生的教材，也可供广大英语爱好者学习使用，还可作为北部湾商务人士的商务手册使用。

由于作者水平和经验有限，本书难免存在不足之处，且做引玉之砖。请各位商务专家、英语专家及广大读者多赐教，以便修正。

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Unit 1 Meeting Guests at Nanning Wuxu International Airport

Section A Pattern Drills

I Greeting and Responding

1. Good morning/afternoon/evening.
2. Excuse me, (but) aren't you Mr. Black?/Aren't you Mr. White?/It's Mr. Reed, isn't it?
3. Glad/Nice/Pleased/Happy to meet you.
4. How do you do?/How are you?/How are you doing?/How are things going?/How are things with you?
5. Nice to meet you, too./I'm very happy to see you again./I'm glad to have the opportunity to meet you.
6. It's a pleasure./Pretty good./Quite well./Fine./Ok./Not bad!
7. Everything is all right.
8. Everything is the same as usual.

II Introducing and Responding

1. May I introduce/present Mr. Black...?
2. Please allow me to introduce you to Mr. Black... .
3. I'd like you to meet Mr. Reed, the president of our company, to you.
4. I take the great pleasure to introduce Mr. White to you.
5. It is with great pleasure that I introduce to you Mr. White... .
6. My name is Zhao Gang from... .
7. Let me introduce myself. I'm George William from... .
8. How do you do?
9. I'm pleased/delighted/glad/happy/to meet you.
10. I've heard so much about you./I've been told a lot about you.
11. I've often heard about you.
12. I know you very well by reputation.
13. It's my privilege to know you.
14. I've been looking forward to meeting you.
15. I've been longing/wanting to meet you for a long time.



III Asking for the Trip

1. Did you have a good/nice/pleasant trip?
2. Did you have a smooth flight?
3. Did you have a good time on your way here?
4. The flight is quite smooth/a little bumpy.
5. The plane has made a perfect landing.
6. The landing was very smooth.
7. The plane has rocked quite a bit, but it doesn't matter much.
8. I felt a bit air-sick.

IV Wishing

1. I hope you'll have a pleasant stay here.
2. Have a good day/weekend/holiday in Nanning.
3. Enjoy yourself.
4. Have a good time.

Section B Dialogues

Dialogue 1 Introducing Each Other at Departure Hall

Zhao: Excuse me, aren't you Mr. David Black from the United States?

Black: Yes, I'm David Black from U.S. General Company Ltd.

Zhao: Welcome to Nanning, Mr. Black. I'm Zhao Gang from Guangxi Heavy Industrial Products Import and Export Corporation, and this is Mr. Qian, Deputy Manager of the Import Department.

Qian: How do you do, Mr. Black? We've been looking forward to meeting you.

Black: How do you do, Mr. Qian? It's very kind of you both to come and meet us at the airport.

Qian: Did you have a good trip?

Black: Well, not bad!

Zhao: Is this your first trip to Nanning?

Black: Oh, no. I came to attend Guangzhou Autumn Commodity Fair and Nanning Sino-ASEAN Exposition the year before last year.

Qian: That's wonderful. But how long will you stay here?

Black: About a week.

Qian: Good, you'll have enough time to attend China-ASEAN Exposition and visit our Corporation. Besides these, we may arrange some sightseeing for you.

Black: Thank you very much. You're very thoughtful.

Qian: You're welcome. You must be rather tired and need a good rest after the flight. Let's go



straight to Nanning Hotel first and you'd better take a rest.

Black: That sounds a good idea.

Zhao: Would you please follow me? This way please.

Dialogue 2 Introducing Nanning's Infrastructure on the Way to Nanning Hotel

Zhao: Here is our car. Please get in and have a seat.

Black: Is the Nanning Wuxu International Airport far from the downtown?

Qian: Not too far. It takes about 30 minutes. Nanning's traffic has developed rapidly. It has not only ten bridges across the Yongjiang River, but also expressways, first-class highways, and inner and outer ring roads. The underground tunnels across the Yongjiang River, metros, and viaducts are being built.

Black: That sounds fantastic.

Qian: Here I'd like to mention the infrastructure in Nanning, especially the urban traffic network, for it lays a solid foundation in ensuring the city's high-speed economic development.

Black: I think it is a wise decision. I hear that Nanning has been developing very fast in the past few years. Could you tell me something about that?

Qian: I'd like to do so. As the capital of the Guangxi Zhuang Autonomous Region and the fixed place for holding the China-ASEAN Expo, the world-famous green city, Nanning, has been pushed to the forefront of Guangxi's reform and opening and, has become the vital city in the Pan-Pearl River Delta and the China-Southeastern Asian area since 2003, with the establishment of Guangxi Beibu Gulf Economic Zone and the "10+1" cooperation of China-ASEAN. She has also become an ideal place for foreign investment because of the favorable policy. As a result, foreign investment has been developing unprecedentedly. In addition, a lot of joint ventures, cooperative enterprises and world-famous multi-national corporations have been set up, and some of them have made much bigger profits than their original investment. Now more and more overseas businessmen and investors are coming to Nanning.

Black: That's great. By the way, do you have any policies, laws and regulations on the foreign investment?

Qian: Yes, we do. I happen to have a book, *China Investment Guide, Nanning Volume*, with me. You can keep it and read it closely.

Black: Thank you very much.

Qian: My pleasure.

Dialogue 3 Introducing Guangxi Beibu Gulf Economic Zone at Nanning Hotel

Qian: Good morning, Mr. Black. Did you have a good rest last night? Have you recovered from your long tiring journey?

Black: Why yes. I had a good sleep last night and I enjoyed it a great deal. The service here is good and the food is delicious. In short, it is an excellent hotel.



Qian: Very glad to hear that.

Black: Oh, Mr. Qian, this is...?

Qian: Oh yes, Mr. Black, this is Mr. Zhong, the Chief of Foreign Investment Department.

Zhong: How do you do, Mr. Black?

Black: How do you do, Mr. Zhong? (They shake hands.) Nanning is really an attractive oriental city. Although I came here two years ago, I can hardly recognize it now.

Zhong: You're right. Nanning is changing every day. She is embarked on her mission to become a leading local international economic, financial and trading centre. We welcome international businesses to establish more operations in Nanning and participate in the development, including that of the Wuxiang New Area.

Black: Speaking of Wuxiang New Area, one of my purposes here is to inspect the economic and investment environment in the Wuxiang New Area. Could you please give me a brief introduction about the Wuxiang New Area and other important decisions of the central and the local government?

Qian: You're lucky, Mr. Black, for Mr. Zhong has been working in Nanning Wuxiang New Area Administration Committee since the very beginning of the exploiting of the Wuxiang New Area. He is the right man that tells it to you.

Black: Good. Would you please?

Zhong: In accordance with the principle of "overall planning", after the Langdong New Area, as the new financial centre of Nanning, has been completed, another important new downtown will be built in the Wuxiang District and Nanning City will be enlarged by two times. In order to push the development of Nanning and Guangxi and even the whole southwestern area of China, the State Council has permitted to adjust Nanning City's districts. The neighbouring county, Yongning County, has been put into Nanning's administration and become Nanning's two new districts: Yongning District and Liangqing District. Nanning has accordingly become the capital of southwestern China and southeastern Asian area. What's more, the Guangxi Beibu Gulf Economic Zone has been established and promoted to the central government's economic development strategy. This area will become "a new economic polar in China" after the economic rising of the Yangtze River Delta and the Pearl River Delta.

Black: That's exciting.

Zhong: Nanning, Beihai, Qinzhou and Fangcheng form a city cluster or city sisters in the Beibu Gulf Economic Zone. Nanning City is the political, economic, cultural, educational, transportation, financial and trading centre while Qinzhou City and Fangcheng Port are the oceanic transportation and oil processing centre, the exporting processing zone and free trade zone. Beihai City, of course, with its world-famous Beihai Silver Beach, rare plant mangrove and agreeable weather, plays the roles of the world-famous tourism city, the yard of Nanning, the sea-product processing zone and the high-tech Park.

Black: That's terrific. When can I go to visit those places?



Zhao: Don't worry about it. We've drawn up a tentative schedule for your stay here.
 Black: Thanks a lot. You're very considerate.
 Zhao: My pleasure.

Word List

present v.	介绍; 引见
privilege n.	荣幸; 特权
corporation n.	公司; 集团
long v.	渴望; 非常享有
deputy n.	副手; 代理人
fair n.	博览会; 展览会
exposition n.	博览会; 展览会
sightseeing n.	观光, 游览
thoughtful adj.	考虑周到的, 体贴的
infrastructure n.	基础设施
downtown n.	市中心
expressway n.	快速干线; 高速公路
highway n.	公路
tunnel n.	隧道; 地道
metro n.	地铁
viaduct n.	高架桥
fantastic adj.	极好的; 了不起的
solid adj.	结实的; 可靠的
ensure v.	保证; 确保
autonomous adj.	自治的; 自主的
forefront n.	前沿; 最前方
favorable adj.	有利的; 赞成的
unprecedentedly adv.	空前地, 前所未有地
profit n.	利润
overseas adj.	海外的, 国外的
investor n.	投资者
regulation n.	规章; 制度
closely adv.	仔细地
recover v.	恢复
oriental adj.	东方的; 东方人的
embark v.	开始; 从事
mission n.	使命; 任务
financial adj.	金融的; 财政的
operation n.	业务



participate	v.	参与；参加
purpose	n.	目的
inspect	v.	考查；检查
exploit	v.	开发；利用
principle	n.	原则；原理
enlarge	v.	扩大；扩展
adjust	v.	调整；调节；适应
accordingly	adv.	相应地；因此
cluster	n.	簇；群；组
oceanic	adj.	海洋的
mangrove	n.	红树；红树林
agreeable	adj.	宜人的；令人愉快的
terrific	adj.	极妙的；极好的
tentative	adj.	暂时的；实验性的
considerate	adj.	考虑周到的；体谅的；体贴的

Expression List

Pretty good!	相当好！不错！
the same as usual	和往常一样
look forward to doing sth.	期盼（期待）做某事
long to do sth.	盼望（渴望）做某事
smooth flight	平稳的飞行
deputy manager	副经理
Autumn Commodity Fair	秋季商品交易会
Sino-ASEAN Exposition	中国-东盟博览会
go straight to	直接去
This way please.	请走这边。
inner/outer ring road	内/外环线
underground tunnel	地下隧道
urban traffic network	城市交通网
lay a solid foundation	打下坚实的基础
reforms and opening	改革开放
foreign investment	外国投资
favorable policy	优惠政策
in addition (to)	此外
joint venture	合资企业
cooperative venture	合作企业
multi-national corporation	跨国公司
set up	建立



happen to	碰巧
recover from	恢复
in short	总之，简言之
embark on	从事；开始
participate in	参加；加入
speak of	谈到；提到
economic and investment environment	经济投资环境
in accordance with	按照；依照
the State Council	国务院
the Yangtze River Delta	长江三角洲
the Pearl River Delta	珠江三角洲
draw up	起草；拟定

Exercises

I Interpret the following sentences into Chinese.

1. Thank you very much for you to meet me at the Beihai Airport. You know, this is my first trip to Beihai.
2. Welcome to Fangcheng Port. We've been longing to meet you for a long time.
3. Nice to meet you, Mr. White. I'm Wang Ping, the assistant manager of Beihai Foreign Service Corporation.
4. Statistics show that more and more countries and regions are investing in Nanning. As a result, multinational corporations are increasing and their investments keep growing.
5. As a whole, the introduced foreign venture projects are in agreement with the trade policy and the structure of foreign investments is getting reasonable.

II Interpret the following sentences into English.

1. 布朗先生，您好，见到您很高兴。首先让我自我介绍，我叫钱英，是防城港远洋公司的。
2. 你好，方先生。我是布朗先生，美国太平洋广告公司的总经理。这两位是我的同事，卡特先生和布什先生。
3. 欢迎外商来钦州保税区参加经济贸易合作。希望我们合作愉快。
4. 许多合资企业在防城港所获得的利润已大大超过投资额，越来越多的外国企业接踵而来。
5. 北海市政府将向外国投资者提供地方性优惠政策和各类咨询服务。

III Interpret the following dialogue into English.

赵志钦：借光，请问您是来自美国的史密斯先生吗？

史密斯：对，我是美国洛克菲勒石油公司的执行经理。您好！

赵志钦：您好！我是中石油公司的总经理。欢迎您到钦州港来。