

# AN ADVANCED SPEAKING COURSEBOOK FOR BUSINESS ENGLISH

新视界商务英语系列教材

## 高级商务英语口语

总 顾 问 ◎ 叶兴国 王立非

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# 总 序

2010年是中国经济的里程碑，因为在这一年中国的国内生产总值达到 58 786 亿美元，超过了日本的 54 742 亿美元，成为世界第二大经济体。而按照美国高盛公司的预测：中国的国内生产总值在 2041 年将达到 28 万亿美元，超过美国的 27.9 万亿美元，成为世界最大的经济体。中国经济的腾飞带动了高等教育的快速发展，中国在校大学生数量目前已经达到 2 900 万，位居世界第一。与经济密切相关的学科发展更是令人瞩目，商务英语就是这样一个学科。从 20 世纪 90 年代诞生以来，经过短短 20 年的发展，已经有 400 多所高校设立了商务英语本科、专科专业或方向。虽然“小荷才露尖尖角”，但由于其定位是培养具有国际视野的复合型应用型人才，因此备受社会欢迎，就如同改革开放以来的中国经济一样，表现出了强大的发展势头和潜力。

按照教育规律，教材是一个学科发展的基石，就如同地基对于摩天大楼；没有精品教材，就不可能培养出适应社会发展的精英。为此，中国人民大学出版社与时俱进，决定陆续推出一套大型的商务英语系列教材，打造适合中国学生学习和成长的一流教材。

一流教材，必须有一流的编写队伍。为此，我们特聘请两位在中国商务英语领域乃至中国外语界卓有影响的权威专家担任本套教材的总顾问，他们分别是：中国国际商务英语研究会会长、上海对外贸易学院副校长、教育部高等学校外语专业教学指导委员会委员叶兴国教授；中国国际商务英语研究会副会长、教育部商务英语国家级教学团队负责人、对外经济贸易大学英语学院院长、博士生导师王立非教授。本套教材的总主编由山东省国际商务英语学会会长刘白玉教授担任，30 多位具有丰富教学、实践经验的大学专家教授担任本套教材的编委。这些编委不仅有多年从事商务英语一线教学的经验，而且具有多年从事国际商务的实践经验，甚至很多到过英国、美国等国家教学、工作、留学，对发达国家有比较全面的了解和独到的见解，这无疑保证了教材的编写质量。





一流教材，必须有一流的内容。一流的内容包括系统性和新颖性。和其他版本的商务英语系列教材相比，本套教材有一大亮点：内容系统地涵盖了商务英语的主要领域，同时增加了中国企业从事国际商务的成功和失败案例，这是大胆的尝试和创新性的贡献。

一流教材，必须有一流的语言。英语语言规范是英语教材的基础。为保证学生学到原汁原味的英语，教材的资料全部选自英美书籍、报纸、杂志、网站。

一流教材，必须有一流的教辅。作为一线教师，编者深知教辅对教师的重要性。对此，教材配套编写了全部练习答案、PPT 课件和相应的试题，解除了任课教师的后顾之忧。

本套教材第一批包括中国国内专家学者自主研发编写的《商务英语阅读》（上、下册）、《国际商务英语实务写作》、《国际贸易实务》和《国际商务谈判》，第二批包括《人力资源管理》、《实用商务英语翻译》、《高级商务英语口语》和《国际市场营销》（第十三版）。同时，我们还会在本套教材中增加优秀的国外原版商务英语类教材，使这套教材自编版与引进版交相辉映，相互补充，成为一个有机权威的体系。

本套教材既可供商务英语专业本科、专科学生使用，也可作为高校选修课教材供非商务英语专业的学生使用，同时也可供企业、事业单位培养外向型人才使用。

相信本套教材的出版将成为商务英语学科百花园里的一朵奇葩，香飘四溢，历久弥新。

刘白玉 教授

2013 年 12 月于烟台黄海之滨

# 前言

本教材包括十二章，每一章包括六个部分，分别为：Section I Learning Objectives（学习目标），Section II Background Information（背景知识），Section III Model Conversations（会话范例），Section IV Data Bank（词汇表），Section V Exercises（相关练习），Section VI Suggested Reading（巩固性阅读）。

本教材的内容围绕国际商务的多个环节展开，尽量涵盖国际商务交谈中的常见语境，让学习者能通过学习达到口语熟悉贯通的目的。这些语境包括：国际商务业务的建立、询盘、发盘、还盘、合同订立、产品的生产、营销、包装、保险、运输、结算、代理与索赔等诸多方面，进行综合性训练。在每一章的最后是“巩固性阅读”材料，供学习者巩固该章节的学习，并进行了适当的展开，旨在训练商务学习者通过阅读加强对该部分商务知识的认知。

本教材的编写得到了全国各地许多高等院校的大力配合与支持，各位参编人员付出了辛勤的劳动，中国人民大学外语分社的社长、编辑也给予了巨大的鼓励与鞭策，在此一并表示衷心感谢，没有该团队的通力协作，本教材的编写是不可能的。特别感谢中国国际商务英语研究会。值此教材编写期间，本编写团队人员积极参与了在我校召开的 2013 年全国商务英语年会及商务英语院长联席会议，这给该教材的内容带来了新的观点和新的角度，使得该团队对教材的编写掌握得更贴近绝大部分学校的商务英语状况，从而具有普适性和应用价值。

编写组

2013 年 12 月

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<b>Chapter One</b>	<b>Business Relations</b> .....	1
<b>Section I</b>	Learning Objectives .....	1
<b>Section II</b>	Background Information .....	1
<b>Section III</b>	Model Conversations .....	3
<b>Section IV</b>	Data Bank .....	6
<b>Section V</b>	Exercises .....	8
<b>Section VI</b>	Suggested Reading .....	13
<b>Chapter Two</b>	<b>Business Etiquettes</b> .....	17
<b>Section I</b>	Learning Objectives .....	17
<b>Section II</b>	Background Information .....	17
<b>Section III</b>	Model Conversations .....	19
<b>Section IV</b>	Data Bank .....	23
<b>Section V</b>	Exercises .....	25
<b>Section VI</b>	Suggested Reading .....	30
<b>Chapter Three</b>	<b>Enquiries, Offers &amp; Counter-offers</b> .....	35
<b>Section I</b>	Learning Objectives .....	35
<b>Section II</b>	Background Information .....	35
<b>Section III</b>	Model Conversations .....	37
<b>Section IV</b>	Data Bank .....	39
<b>Section V</b>	Exercises .....	42
<b>Section VI</b>	Suggested Reading .....	46
<b>Chapter Four</b>	<b>Product</b> .....	49
<b>Section I</b>	Learning Objectives .....	49
<b>Section II</b>	Background Information .....	49
<b>Section III</b>	Model Conversations .....	50





Section IV	Data Bank	54
Section V	Exercises	57
Section VI	Suggested Reading	63
Chapter Five	Price and Discount	67
Section I	Learning Objectives	67
Section II	Background Information	67
Section III	Model Conversations	68
Section IV	Data Bank	71
Section V	Exercises	72
Section VI	Suggested Reading	76
Chapter Six	Payment Terms	79
Section I	Learning Objectives	79
Section II	Background Information	79
Section III	Model Conversations	80
Section IV	Data Bank	83
Section V	Exercises	85
Section VI	Suggested Reading	89
Chapter Seven	Packing/Packaging	93
Section I	Learning Objectives	93
Section II	Background Information	93
Section III	Model Conversations	94
Section IV	Data Bank	97
Section V	Exercises	99
Section VI	Suggested Reading	103
Chapter Eight	Insurance	107
Section I	Learning Objectives	107
Section II	Background Information	107
Section III	Model Conversations	108
Section IV	Data Bank	111
Section V	Exercises	114
Section VI	Suggested Reading	119
Chapter Nine	Shipment	123
Section I	Learning Objectives	123
Section II	Background Information	123



<b>Section III</b>	<b>Model Conversations</b> .....	124
<b>Section IV</b>	<b>Data Bank</b> .....	127
<b>Section V</b>	<b>Exercises</b> .....	130
<b>Section VI</b>	<b>Suggested Reading</b> .....	134
<b>Chapter Ten</b>	<b>Contract</b> .....	137
<b>Section I</b>	<b>Learning Objectives</b> .....	137
<b>Section II</b>	<b>Background Information</b> .....	137
<b>Section III</b>	<b>Model Conversations</b> .....	138
<b>Section IV</b>	<b>Data Bank</b> .....	142
<b>Section V</b>	<b>Exercises</b> .....	144
<b>Section VI</b>	<b>Suggested Reading</b> .....	148
<b>Chapter Eleven</b>	<b>Agency and Commission</b> .....	153
<b>Section I</b>	<b>Learning Objectives</b> .....	153
<b>Section II</b>	<b>Background Information</b> .....	153
<b>Section III</b>	<b>Model Conversations</b> .....	154
<b>Section IV</b>	<b>Data Bank</b> .....	157
<b>Section V</b>	<b>Exercises</b> .....	160
<b>Section VI</b>	<b>Suggested Reading</b> .....	164
<b>Chapter Twelve</b>	<b>Complaints &amp; Claims</b> .....	167
<b>Section I</b>	<b>Learning Objectives</b> .....	167
<b>Section II</b>	<b>Background Information</b> .....	167
<b>Section III</b>	<b>Model Conversations</b> .....	168
<b>Section IV</b>	<b>Data Bank</b> .....	172
<b>Section V</b>	<b>Exercises</b> .....	174
<b>Section VI</b>	<b>Suggested Reading</b> .....	178

# Business Relations

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## Section I Learning Objectives

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After the study of this chapter, students are expected to:

- Know the channels of business communication;
- Know how to successfully establish, develop, and sustain business relations;
- Talk on the phone with potential international business people to establish business relations;
- Talk face to face with potential international business people to establish business relations.

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## Section II Background Information

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1. Modern business depends increasingly on business communication and business relationship. Business communication leads to the establishment of business relations. No business relations, no business. Therefore in international business, establishing good and stable cross-cultural business communication with foreign firms is of vital importance to the survival and development of a company. International business deals usually involve a number of parties, such as manufacturers, exporters, importers, consumers, banks, shipping companies, customs, commodity inspection organizations, and arbitration bodies.
2. Nowadays, a list of channels has been available for obtaining business information about the potential dealers:
  - 1) Business websites;
  - 2) Advertisements;
  - 3) Trade fairs;

- 4) The Commercial Counselor's Office;
  - 5) The Chamber of Commerce;
  - 6) Trade directories;
  - 7) Recommendation from friends or business connections;
  - 8) Banks;
  - 9) Market investigations.
3. There have also been quite a few means of business communication as through telephone, telegram, telex, fax, E-mail, E-commerce, and business letters. Often people enter into trade cooperation orally by telephone calls. Personal visits, face-to-face talks, discussions, and negotiations are also frequently used for the establishment of business relations.
4. While making a business conversation to establish business relations, either face to face or on the phone, business people in international contexts would often take the following points into consideration:
- 1) Greetings;
  - 2) Brief self-introduction and your company introduction;
  - 3) Purpose for this contact;
  - 4) Source of information;
  - 5) Sincerity of establishing business relations;
  - 6) Description of the products in question;
  - 7) The sending/giving of a catalogue, brochures, samples, and the price list for product acquaintance;
  - 8) Expressing wishes and saying goodbye.
5. There are some tips for successfully establishing, developing, and sustaining business relations:
- 1) Try to make your business partner aware of what type of company yours is;
  - 2) Make your business partner know more about your company so as to consider yours as a demand or supply option when in need;
  - 3) Impress your business partner with the quality of your product and of your management, thus keeping the good link between you two;
  - 4) Develop strategic partnership between you two companies with your expertise, making your business partner trust you and value your opinion;
  - 5) Use proper and standard language to impress the caller or the visitor.

## Section III Model Conversations

### Conversation 1 Asking about Company Information on the Phone

( Mr. Paul Anderson, who is an importer from CT Trade Company in the US, would like to establish business relations with China Yellow Sea Textile Import & Export Corporation in the line of tapestry and carpet. Learn the way Mr. Anderson starts the conversation with the International Marketing Manager Mr. Tao Liu after his call is put through by the operator. The operator = A; Mr. Paul Anderson = B; Mr. Tao Liu = C. )

**A:** Good morning! China Yellow Sea Textile Import & Export Corporation. How can I help you?

**B:** Good morning! This is Paul Anderson from US CT Trade Company. I'd like to speak with the person who is in charge of the Sales Department in your company.

**A:** I think Mr. Tao Liu of our International Marketing Department is the person you'd like to talk to. Hold on please. I'll transfer your phone to him.

**B:** Thank you very much.

**A:** Mr. Anderson, Mr. Tao Liu is on the line now.

**B:** Hello, Mr. Tao Liu. My name is Paul Anderson from CT Trade Company in the USA. My main purpose of calling you is to establish business relations with you. We learned through the Commercial Counselor's Office of our Embassy in your country that you specialize in the export of Chinese textile goods.

**C:** Hello, Mr. Anderson. Nice to speak to you and I'm glad to hear that. My firm has wide business connections with many corporations in the USA, but yours seems quite new to us.

**B:** Well, we've been dealing in textiles only for two years, but we are in position to place large purchase orders. We'd like to seek the possibilities of placing large orders with you.

**C:** That's great! Our textile goods have enjoyed a high reputation in the US market. I was wondering if you would be interested in any of our products.

**B:** Well, I'm interested in your tapestries and carpets with the "Happiness" brand.

**C:** They are our newly-designed products. They are promising items. I'll send you some brochures, samples, and the price list if you'd leave your address. My E-mail address is tliu888@hotmail.com. I'm sure you will be satisfied after you've studied them.

**B:** That's good. I hope I would have an opportunity to meet you and discuss our first order.

**C:** Fine. I'm looking forward to your kind visit.



## Conversation 2 Asking about Favorable Price and Sales Terms on the Phone

**Tao Liu:** Yellow Sea Textile Import & Export Corporation. Good morning!

**Mr. Anderson:** Good morning! This is Paul Anderson from CT Trade Company.

**Tao Liu:** Hello, Mr. Anderson! Glad to hear your voice again.

**Mr. Anderson:** Hello, Mr. Liu. I'm happy to hear your voice, too.

**Tao Liu:** Mr. Anderson, how is your business?

**Mr. Anderson:** Fabulous! Thanks for asking. Well, Mr. Liu, we have studied your brochures, samples and price list and are quite satisfied with your tapestries and carpets. We're thinking of placing an order. We'd like to know your favorable offer, mode of payment, and delivery.

**Tao Liu:** We are very experienced in the arts and crafts and provide a variety of designs and sizes of tapestries and carpets. Yet our price is more favorable and attractive compared with the European and US suppliers. You see, the prices of raw materials have been soaring but the prices of our textile goods haven't changed at all.

**Mr. Anderson:** Do you take special orders and manufacture according to our specifications?

**Tao Liu:** Of course. We also make tapestries and carpets for special purposes. Every month we have orders with special specifications from countries in different parts of the world. Look, here. These are orders from the US, these are from Spain, and these are from Cuba, and so on.

**Mr. Anderson:** Oh, there are indeed quite a lot. Well, how long does the delivery usually take?

**Tao Liu:** As a rule, shipment is made within 10 days after receipt of the L/C. For special orders, it takes a little longer, but within 90 days.

**Mr. Anderson:** That's fine.

**Tao Liu:** Are you planning an order?

**Mr. Anderson:** Yes, that's why I'm calling you. We plan to place an order for 400 carpets. Can you make the delivery within three weeks?

**Tao Liu:** Thank you for the order. We have the carpets in stock. There will be no problem for us to deliver them to you within three weeks.

**Mr. Anderson:** Good. I'll call again to discuss the payment with you soon.

**Tao Liu:** OK. Thank you very much indeed. I'm looking forward to your calling again.

**Mr. Anderson:** Fine. Goodbye, Mr. Liu!

**Tao Liu:** Goodbye, Mr. Anderson!

### Conversation 3    Discussing Face to Face the Possibility of Setting Up Business Relations at the Sales Department

**Susan White:** Excuse me. Is this the Sales Department of Yellow Sea Textile Import & Export Corporation?

**Tao Liu:** Yes. Is there anything I can do for you?

**Susan White:** Yes, please. I'm from Ever-safe Trade Company in Italy. Here is my card.

**Tao Liu:** Oh, Ms. Susan White. Welcome to our corporation. I'm responsible for the export business.

**Susan White:** Glad to meet you. You're Mr. ...

**Tao Liu:** Sorry, My name is Tao Liu. Would you sit down and have a cup of traditional Chinese green tea?

**Susan White:** That's great. Thank you. It's very kind of you. Shall we get down to business now, Mr. Liu?

**Tao Liu:** Sure.

**Susan White:** Thank you. Mr. Liu, I'd very much like to discuss the possibility of setting up business relations with your corporation.

**Tao Liu:** That would be great. Have you seen our products in our show room?

**Susan White:** Yes, we had a visit at your company the other day and found some of your products in your show room excellent. I'm particularly interested in those silk covers.

**Tao Liu:** Silk covers are our new product with a variety of beautiful colors and designs. They are very popular both home and abroad. They enjoy big sales in recent years.

**Susan White:** That's great. Could you please give me a price list?

**Tao Liu:** Sure. We will make the offer according to your inquiry. Well, our products are in large demands recently, so please tell us your quantity as soon as possible.

**Susan White:** Thank you for telling us. I'll come to tell you our decision tomorrow after discussion.

**Tao Liu:** OK. Would you like some of our brochures about our products?

**Susan White:** I'm afraid we've already had some, and thank you for asking. See you tomorrow then?

**Tao Liu:** See you tomorrow.



## Section IV Data Bank

### 1. Words and Expressions

tapestry /'tæpəstri/ *n.* 挂毯

sales department 销售部

International Marketing Department 国际营销部

have wide business connections with 和……有广泛的业务联系

specialize /'speʃəlaɪz/ *in* 专营

be in position to place large orders 有实力下大订单

purchase /'pɜ:tʃəs/ *order* 购买订单 (简称: PO)

enjoy a high reputation in the US market 在美国市场享有很高的声誉

They are promising items. 这些产品前途无量。

brochures, samples, and the price list 小册子、样品和价格表

favorable offer 优惠价格

arts and crafts 艺术和工艺

raw material 原材料

soar /sɔr/ *vi.* 飙升

manufacture according to our specifications 根据我们所要求的规格生产

shipment is made within 10 days after receipt of the L/C 收到信用证后10天之内装船

L/C: letter of credit 信用证

set up business relations with... 与……建立业务关系

be particularly interested in... 对……特别感兴趣

enjoy big sales 销量很大

make the offer 报价

enquiry=inquiry /ɪn'kwɪəri/ 询价

be in large demand 需求量很大

quantity /'kwɒntəti/ *n.* 量, 数量

### 2. Useful Sentences

- 1) In order to extend our export business to South Africa, we wish to enter into direct business relations with you.

为了能够把我们的出口业务开展到南非, 我们希望能和你们建立直接的业务关系。



- 2) Our hope is to establish mutual beneficial trading relations between us.  
我们希望和你们建立互利的贸易关系。
- 3) We wish to express our desire to do business together in plastic shoes.  
我们希望表达我们的愿望，和你们建立塑料鞋方面的业务关系。
- 4) I hope we can trade with you, and hope you will send us your enquiry soon.  
我们希望能和你们进行贸易往来，并且希望你们能很快给我们发来询盘。
- 5) I hope that we can cooperate happily.  
我希望我们能合作愉快。
- 6) I hope that we can continue our cooperation.  
我希望我们能继续合作。
- 7) We sincerely hope that this transaction will turn out to the satisfaction of both parties.  
我们真诚希望我们的交易结果双方都会满意。
- 8) We are a state corporation specializing in the export of canned food.  
我们是一家主营罐头食品出口的国有公司。
- 9) We are now doing a large import business in watches from Switzerland.  
我们目前正在做一笔从瑞士进口手表的大生意。
- 10) Our company is mainly in the line of exporting Chinese table cloth to European markets.  
我们公司主要经营出口中国桌布销往欧洲市场。
- 11) As a joint venture, our corporation has won an important position in the fields of home electronics, computers and telecommunications in Singapore.  
作为一家合资企业，我们公司已经在家电、计算机以及电信等领域在新加坡占据重要地位。
- 12) We are prepared to accept orders for goods with customers' own specifications.  
我们随时接受根据顾客自己的规格所下的订单。
- 13) We have been handling leather products for more than 40 years.  
我们经营皮革产品已经有 40 多年历史了。
- 14) We're willing to set up business relations with your firm on the basis of mutual trust and understanding.  
我们愿与贵公司在相互信任和相互理解的基础上建立业务关系。
- 15) We come to know your name and address from New York City Bank. Our lines are power cables. We hope to establish business relations with you.  
我们从纽约城市银行处得知你们的名称和地址。我们经营的商品主要是电源线。我们希望能和贵公司建立业务关系。