

新世纪商务英语专业本科系列教材（第二版） / 总主编 王立非

商务英语 口译教程

主编 龚龙生

BUSINESS ENGLISH:
AN INTERPRETING COURSE

副主编 黄皓

学生用书 Student's Book

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总序

进入“十三五”，我国高等英语教育迎来改革创新和特色发展的关键期，商务英语专业也随之从规模发展进入内涵发展和质量提升的新常态。全国已有251所高校开设了商务英语本科专业，有近500所高校开设了商务英语方向或课程。2016年，教育部制订了《高等学校商务英语专业本科教学质量国家标准》（以下简称《国家标准》），对商务英语人才培养提出了明确要求，以满足对外开放的国家战略需求。

为了认真贯彻落实《国家标准》，全国高等学校商务英语专业教学协作组与上海外语教育出版社密切合作，对入选“十二五”普通高等教育本科国家级规划教材的“新世纪商务英语专业本科系列教材”进行全面修订。修订后的“新世纪商务英语专业本科系列教材（第二版）”体系更加完整，涵盖“英语知识与技能”和“商务知识与技能”两个模块，很好地体现出《国家标准》对商务英语专业学生知识和能力的要求。

本系列教材中，“英语知识与技能”模块包含《商务英语综合教程》、《商务英语视听说教程》、《商务英语阅读教程》、《商务英语写作教程》、《商务英语论文写作》、《商务英语口译教程》、《商务英汉翻译教程》、《国际贸易实务与操作》等。

“商务知识与技能”模块包含《国际商业伦理》、《国际商务合同》、《国际经济学》、《国际知识产权》、《国际营销》、《国际支付》、《国际贸易单证》等简明教程。

本系列教材具有以下四个特色：


第一，完全对接《国家标准》规定的培养目标和课程体系，突出打牢英语基本功，拓宽国际视野，提升人文素养，培养商务意识和素养，提高商务英语技能、商务实践能力、跨文化交流能力、思辨与创新能力。

第二，编写理念先进，选材新颖，充满时代感，坚持语言、文化、商务三者有机结合，充分体现国际化、人文性、复合型、应用性的特点和全人教育的理念。

第三，体系完整，覆盖商务英语专业核心课程，英语知识与技能教材突出听、说、读、写、译、跨文化交际等技能训练导向；商务知识与技能教材理论体系完整，知识讲解简明扼要，语言原汁原味，配套练习实用性和可操作性强，注重中外真实案例分析，培养思辨和创新能力。

第四，课堂任务设计多样化和立体化特色鲜明，突出网络多媒体技术的应用，提供丰富的视频材料和教学资源，加大了语言学习的趣味性和输入的有效性。

本系列教材为全国高等学校商务英语专业教学协作组重点推荐教材，由国内商务英语教学专家编写，可供一、二年级商务英语专业本科生、英语专业商贸方向学生、财经类院校本科生以及各类经管专业本科生使用，同时也可作为大学英语ESP课程以及各类企业培训和社会商务英语爱好者的学习参考书。本套教材的修订得到上海外语教育出版社领导和编辑的大力支持，在此表示衷心感谢。



全国高等学校商务英语专业教学协作组组长
对外经济贸易大学教授、博士生导师

前言

随着我国经济建设的蓬勃发展和国际交往的日益频繁,在我们日常工作和生活中,每天都进行着大量的各类商务活动。改革开放、加入世贸组织、承办奥运会和世博会为我们提供了前所未有的发展机遇,世界正关注着中国这片土地。金融的改革、外资的引入、贸易的往来,无论是金融保险、投资融资、国际商贸、现代物流,还是信息技术,都随着城市国际化进程的加快而日新月异。经济的飞速发展急需大量的商务人才。这是社会的需求、时代的需求。因此,商务英语专业在各高校纷纷建立起来。

商务英语专业的培养目标是培养学生具有扎实的英语语言基本功并掌握国际商务基础理论和知识;培养具有较高的人文素养和较强的跨文化交际能力,能适应经济全球化,并具有国际视野和竞争力,能胜任在各类企事业单位从事国际商务活动的高素质复合型商务英语人才。商务英语是在英语专业的基础上发展起来的,它跟英语专业有着必然的联系;但作为一个专业,又有其特殊性。商务英语专业基础阶段的一个重点,是在打好英语语言基本功的同时,为学生提供必需的商务知识和信息,为他们进入高级商务专业课的学习打下基础。而专门供商务英语专业基础阶段使用的教材,目前在市场上可以说基本是一个空白。

2008年夏,在由上海外国语大学、上海外语教育出版社主持举办的“商务英语教材建设研讨会”上,全国多所著名院校的专家学者达成了共识,认为有必要集合全国的人才资源,开发一套“商务英语专业本科系列教材”。教材包含核心课程和专业课程,参加本系列教材编写的有上海外国语大学、对外经济贸易大学、广东外语外贸大学、上海对外贸易学院与湖南大学等。本人有幸主持编写《商务英语口译教程》。虽然也编写过类似教材,但参加编写全国性的系列教材,仍感到诚惶诚恐。所幸参加本书编写的编者均在翻译方面富有实践和教学经验,对口译理论进行过深入研究并都参与过大量商务口译实践,再加上认真的态度和高度的责任心,确保能为广大学习者呈献一本高质量的教材,为商务人才的培养做出一份贡献。

《商务英语口译教程》是上海外国语大学“211工程”子项目成果之一,也是“新世纪商务英语专业本科系列教材(第二版)”之一。其目的在于全面提高学生的英语综合能力,并帮助他们真正具备胜任日常工作中商务口译任务的能力。

本教材注重商务口译实践能力的培养,因此平时的教学与实践都是紧紧围绕这一目标而进行的。本教材的使用者,无论是教师还是学生,在教与学的过程中都不应过分拘泥于课本内容,采用“填鸭式”或是死记硬背等机械的方法,而是要将学习的重点放到实践能力的培养上。教师应当充分利用教材提供的材料,帮助学生进行口译实践,找出他们在实践中还存在的问题,在解决问题的基础上使他们的能力得以提高。我们在教材中专门设置章节,编写了由浅入深的一般口译技巧,供学生自学。如果教师在某些技巧上确实有自己的心得,最好能够结合课文的内容来讲授,以保证紧扣商务的主题。

《商务英语口译教程》共分四个板块：国际贸易、金融市场、商务管理、商务沟通。第一板块由三个单元组成：询价与报盘、价格与付款、装运与交通。第二板块由五个单元组成：股市、银行业、保险、投资、金融工具。第三板块由五个单元组成：人力资源、物流管理、市场与销售、商务行政管理、风险管理。第四板块由三个单元组成：商务谈判、国际商务文化、公共关系。各板块之间没有特定的顺序关系，教师可根据具体情况有选择地进行讲授。每个单元均包括背景知识阅读，听力理解与练习，单句英汉、汉英口译实践，段落英汉、汉英口译实践，篇章英汉、汉英口译实践，口译技巧与实践。另外，贯穿整本教材的还有一系列口译技巧的论述与实践，包括复述训练、数字口译、顺译、视译、长句处理、篇章记录、词语选用、解读图表等。

教师手册包括以上各部分中练习的参考答案以及教学目标、课堂小贴士、补充知识(包括相关背景知识、名词解释和词语扩展)三部分，为教师教学提供方便。

口译学习是建立在坚实的外语基础之上的。没有扎实的语言基础就不可能完成口译训练。学员除必须具备良好的英语听、说、读、写能力外，还应在听力和口语技能方面有突出的表现，听辨能力强、反应快、口语表达清晰明了都是不可缺少的。由于国际商务活动涉及经济、金融、贸易、管理、保险、银行、物流等众多领域，因此要求商务口译学员还必须具备丰富的商务知识。口译同其他语言技能一样，要求学员不断学习、自我完善。只有持之以恒、不断进取，才能持续提高。即使学习完本商务口译教程，对学员来说，还只是刚刚开始，今后的口译道路会很长，还要面对很多困难和挑战，只有努力奋斗，才会有丰硕的成果。在此，我们预祝大家学习进步。

我们衷心希望通过对本教材的学习，学习者能对广义上的商界和商务活动有全面的了解和深刻的认识，培养出过硬的商务口译实践能力，成为对我国的经济发展与改革开放事业有用的人才。

由于编者能力有限，书中难免会有不足之处，我们期待专家学者及使用本书的教师和学生给予批评和指正，使本书在再版时得以完善和提高。

龚龙生
上海外国语大学
2009年10月

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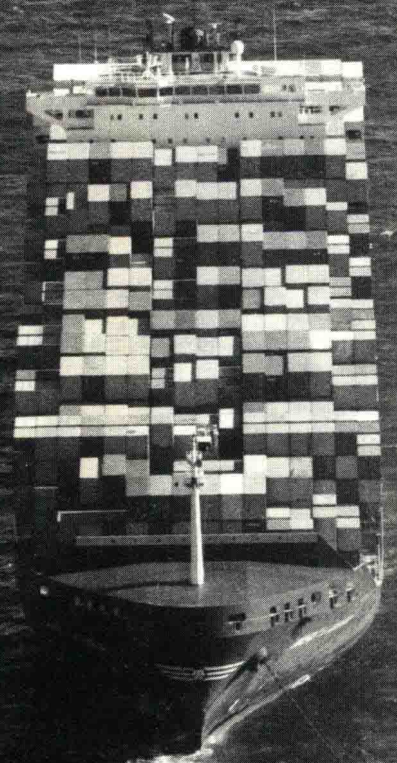
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Unit 1

Inquiry, Offer & Counter-offer

LEARNING OBJECTIVES

1. 掌握询盘、报盘、还盘的相关术语
2. 掌握关于贸易初始阶段的口译常用句型
3. 了解并运用复述手段进行口译训练



Lead-in

Read the following texts, understand the basic knowledge of inquiry, offer and counter-offer as well as remember the words and expressions.

Text 1

Inquiry, Offer and Counter-offer

Words & Expressions

inquiry
询价
quotation
报价单
offer
报价, 报盘, 发盘
counter-offer
还盘
face-to-face talk
面谈
CIF (Cost, Insurance and Freight)
成本、保险加运费, 通常称作“到岸价”
FOB (Free on Board)
装运港船上交货, 通常称作“离岸价”
CFR (Cost and Freight)
成本加运费
terms of payment
支付条款
time of shipment
装运期
L/C (letter of credit)
信用证
packing method
包装方式
pro forma invoice
形式发票
offeror
发盘人
offeree
接盘人
selling offer
卖方报盘
buying offer
买方报盘
firm offer或offer with engagement
实盘
non-firm offer
或offer without engagement
虚盘

Inquiry plays a very important role both in import and export. An inquiry is a request for information. It is usually the importers that make inquiries. They invite a quotation or an offer for the goods they want or just ask for some general information about those goods.

There are quite a few ways to make an inquiry, both orally, such as, by telephone or through face-to-face talk, and in written form, such as letter, telegram or fax.

If it is the first time for the two sides, the importer should inquire of the exporter about the name and price of the commodity, quality, specification, quantity, terms of price (CIF, FOB, CFR, etc.), terms of payment (L/C), terms of shipment, packing method, discount and so on. Besides, the importer can also ask for some catalogues, price lists, pro forma invoices or samples. On the other hand, if they have already established trade relations they may do it in a simpler way.

Inquiry must be brief, specific and to the point, and the answers to it must be quick, modest and helpful. Although inquiry has no legal effect on the two sides, it is often the beginning of trade.

When an exporter receives an inquiry from overseas for the goods that he is in a position to supply, it is proper for him to send an immediate reply to the inquirer providing the requested information. As inquiries often concern the prices of goods, most replies contain a quotation or offer.

Offer is a most important step in negotiating an export transaction. It is a proposal of terms and conditions presented in a potential contract by one party, called the offeror, to another party, called the offeree. The offer made by the seller is customarily called “selling offer”, while the offer made by the buyer is commonly called “buying offer”.

There are two kinds of offers. One is firm offer or offer with engagement. A satisfactory firm offer should be clear, complete and final in its wording. It should include the name of the goods, time of shipment and delivery, discounts and terms of payment. A firm offer mostly provides a period of validity. It remains valid until the validity ends. The acceptance made by the offeree before validity expires is effective legally.

The other kind is non-firm offer or offer without engagement which is unclear, incomplete and with reservations. If the exporter wants to establish business relations with a new customer or explore a potential market, he may send a non-firm offer. Unlike a firm offer, it is not binding on the offeror. Such expressions as “reference price”, “subject to our final confirmation” and “subject to goods being unsold” are often used.

A counter-offer, in fact, is a rejection of the offer. If a buyer doesn't agree with any or some of the transaction terms of a quotation or a firm offer, he makes a counter-offer. In a counter-offer, a new price as well as other new terms is suggested. Hence, it is a new offer and, at the same time, the original offer lapses. No matter how slight the alterations might be, the original offeror now becomes the offeree and he has the right of acceptance and refusal. So, he may make another counter-offer of his own. This process can go on for many rounds till business is finalized.

Words & Expressions

wording
措辞
binding
有约束力的
subject to
以...为有效, 以...为准

Comprehension Questions

1. What are inquiry, offer and counter-offer?

2. What is generally included in an inquiry?

3. What are the two kinds of offers? What is the difference between them?

4. Why do buyers make counter-offers?

Text 2

国际贸易术语解释通则

一、《国际贸易术语解释通则》的宗旨和范围

《国际贸易术语解释通则》(以下称 Incoterms)的宗旨是为国际贸易中最普遍使用的贸易术语提供一套解释的国际规则,以避免因各国不同解释而出现的不确定性,或至少在相当程度上减少这种不确定性。

合同双方当事人互不了解对方国家的贸易习惯的情况时常出现。这就会引起误解、争议和诉讼,从而浪费时间和资金。为了解决这些问题,国际商会(ICC)于1936年首次公布了一套解释贸易术语的国际规则,名为 Incoterms 1936,以后又于1953年、1967年、1976年、1980年、1990年、2000年和2010年做了补充和

修订,以便使这些规则适应当前国际贸易实践的发展。

需要强调的是, Incoterms 涵盖的范围只限于销售合同当事人的权利义务中与已售货物(指“有形的”货物,不包括“无形的”货物,如电脑软件)交货有关的事项。

关于 Incoterms 有两个非常普遍的误解。一个是人们常常认为 Incoterms 适用于运输合同而不是销售合同。第二个是人们有时错误地以为它规定了当事人可能希望包含在销售合同中的所有责任。

首先,正如 ICC 一贯强调的那样, Incoterms 只涉及销售合同中买卖双方的关系,而且只限于一些非常明确的方面。

其次, Incoterms涉及当事方设定的若干特定义务, 如卖方将货物交给买方处置、将货物交运, 或在目的地交货, 以及当事双方之间的风险划分。

另外, Incoterms涉及货物进口和出口清关、货物包装的义务、买方受领货物的义务, 以及证明各项义务得到完整履行的义务。尽管 Incoterms对于销售合同的执行有着极为重要的意义, 但销售合同中可能引起的许多问题却并未涉及, 如货物所有权和其他产权的转移、违约、违约行为的后果以及某些情况下的免责等。需要强调的是, Incoterms无意取代那些完整的销售合同中所需订入的标准条款或商定条款。

通常, Incoterms不涉及违约的后果或由于各种法律阻碍导致的免责事项, 这些问题必须通过销售合同中的其他条款和适用的法律来解决。

二、为什么需要对国际贸易术语解释通则进行修订?

连续修订 Incoterms 的主要目的是使其适应当代商业的实践。1980年修订本引入了货交承运人(现称为FCA)术语, 其目的是为了适应海上运输中经常出现的情况。在1990年的修订本中, 关于卖方提供交货凭证义务的条款, 在当事方同意使用电子方式通讯时, 允许用电子数

据交换(EDI)信息替代纸面单据。毫无疑问, 为了使 Incoterms 更利于实际操作, 其草拟和表述一直都在改进。

三、Incoterms 2010

Incoterms 2010版考虑到了全球范围内免税区的扩展、商业交往中电子通讯运用的增多、货物运输中安保问题关注度的提高以及运输实践中的许多变化, 更新并加强了“交货规则”: 规则的总数从13条降到11条, 并为每一条规则提供了更为简洁和清晰的解释。Incoterms 2010版是第一部做到所有解释对买方与卖方均保持中立的贸易解释版本。之前的版本已经说明了可以用电子数据交换信息替代的文件。然而, Incoterms 2010版的A1和B1条款赋予电子通信和纸质通信相同的效力, 只要缔约双方同意或存在交易惯例即可。这一规定使新的电子程序发展更为顺畅。

四、在销售合同中订入Incoterms

鉴于 Incoterms 不时修订, 合同当事方在销售合同中订入 Incoterms 时, 应清楚地指明所引用的 Incoterms 版本, 这是很重要的。当事方意图在合同中引用新版本还是早期版本, 人们很容易忽略这一点, 这可能会引起纠纷。

词汇表达

国际贸易术语解释 通则	国际商会	销售合同	产权
International Commercial Terms (Incoterms)	International Chamber of Commerce (ICC)	sales contract	property right
争议	有形	清关	违约
dispute	tangible	clearance	breach of contract
诉讼	无形	包装	免责
complaint	intangible	packing	impunity
		所有权	
		ownership	

阅读理解

1. Incoterms的由来是什么? 经历过哪几次修改?

2. Incoterms涵盖的范围包括哪些?

3. 在使用Incoterms时通常存在哪两种误解?

4. 为什么要对Incoterms进行多次修订? 经过多次修改后, 现在在使用Incoterms时应注意什么?

Listening Practice

Passage 1

Listen to the passage and fill in the blanks according to what you have heard.

US, Cuba Sign Deals on Flights and Factory

After restoring diplomatic relations, the United States and Cuba are building stronger economic (1) _____.

President Barack Obama and Cuban President Raul Castro restored diplomatic ties between the two countries in late 2014. They reopened (2) _____ in Havana and Washington. Now the two countries are working to improve (3) _____.

The U.S. still has a (4) _____, or embargo, against Cuba. But President Obama has been making more and more (5) _____ to the embargo.

This week, the U.S. and Cuba have made two important trade agreements.

The first agreement relates to commercial flights. Regular commercial flights between the U.S. and Cuba ended 53 years ago. In recent years, (6) _____

have made it possible for a growing number of Americans to visit Cuba. But these flights are expensive and (7) _____ to book. Another option is for U.S. citizens to fly to Cuba through other countries, like Mexico or Canada. Several U.S. airlines say they plan to add flights to Cuba. Cuban airlines will still have to get their own (8) _____ from U.S. authorities.

Under the airline agreement, U.S. visitors would still have to meet one of the 12 (9) _____ reasons to go to Cuba. For example, an American would have to travel for business, (10) _____, family or educational purposes. However, the difference between legal travel and illegal tourism is not so clear these days.

Last year, about 160,000 Americans made the short trip to Cuba. The island nation is located 145 kilometers off the southeastern U.S. state of Florida. Florida is home to thousands of Cuban-born (11) _____ who left after Fidel Castro took control in 1959.

The agreement calls for 20 flights a day to the Cuban capital. That number is (12) _____ the current 10 to 15 charter flights that already connect the two countries. (13) _____ flights connecting the U.S. to nine other Cuban cities could start later this year.

Anthony Foxx is the U.S. Secretary of Transportation. "Today is a historic day in the relationship between Cuba and the U.S. It represents a critically important (14) _____ in the U.S. effort to (15) _____ with Cuba," he said.

The airline deal comes a day after the U.S. approved the construction of an American factory on the island. The factory will produce farm tractors.

The Cleber company plans to hire Cuban workers to (16) _____ as many as 1,000 small tractors a year. The tractors will be sold to private farmers in Cuba.

Cuban officials have agreed to the \$5 million to \$10 million project. It will be located in an (17) _____ near Havana.

It is the first major American business investment in the communist nation since 1959. In the early 1960s, Cuba's communist government took over U.S. (18) _____ in Cuba. The owners did not receive payment.

American business partners Horace Clemmons and Saul Berenthal own the Cleber company. They plan to open the factory a year from now.

"Everybody wants to go to Cuba to sell something and that's not what we're trying to do," Clemmons said. "We're looking at the problem and how do we help Cuba solve the problems that they consider are the most important problems for them to solve. It's our belief that in the long run we both win if we do things that are (19) _____ to both countries."

In a (20) _____ development, the White House announced yesterday that President Obama will visit Cuba in March. He will be the first U.S. president to visit the island nation in almost 90 years.

Passage 2

Listen to the passage and decide "T" (true) or "F" (false) for each statement according to what you have heard.

1. The Technical Barriers to Trade Agreement (TBT) is formulated to ensure that regulations, standards, testing and certification procedures won't create obstacles for business.
2. TBT agreement rules out the possibility for countries to adopt standards which they consider as appropriate.
3. Member countries are entitled to take measures necessary to ensure their standards are met.
4. TBT agreement sets out a code of good practice for governments only.
5. Over 200 standards-setting bodies apply the code of the agreement.
6. TBT agreement encourages countries to recognize each other's procedures for assessment while disapproving any inclination to give domestic produced goods an unfair advantage.
7. Manufacturers and exporters need to know what the latest standards are in their prospective markets.
8. All WTO member governments are required to establish national enquiry points and to keep each other informed of the latest standards through the WTO.

Interpretation Practice

Section 1 Sentence Interpretation

Words & Expressions Preview

sample 样品

order 订单

discount 折扣

delivery time 发货时间

withdraw 撤销

entertain one's counter-offer

订购 place an order

如果...，不胜感激 We should be obliged/grateful/appreciated, if you ...

冷冻食品 frozen food

试订货 try out a shipment

接受...的还盘

in view of 鉴于

irrevocable 不可撤销的

letter of credit at sight 即期信用证

downward tendency 下降趋势

没有现货 out of stock

报盘 make an offer

最后确认 final confirmation

技术援助 technical assistance

售后服务 after-sale service

最低价 rock-bottom price

Notes

1. document against acceptance 承兑交单

承兑交单是指出口人的交单以进口人在汇票上承兑为条件，即出口人在装运货物后开具远期汇票，连同货运单据，通过银行向进口人提示，进口人承兑汇票后，代收银行即将货运单据交给进口人，在汇票到期时，进口人方履行付款义务。由于承兑交单使进口人只要在承兑汇票之后，即可取得货运单据并提取货物，因此出口人对是否接受这种方式一般采取很慎重的态度。

2. 美国电话电报公司 AT&T

1885年，亚历山大·格雷厄姆·贝尔和托马斯·A·沃森两位电话发明者使长途通信成为现实，贝尔创立了美国电话电报公司。美国电话电报公司的基本使命是把电话普及到每一个美国人，并为公众提供优质的通信服务。目前，美国电话电报公司在世界上100多个国家和地区的雇员总数达31万人。

English-Chinese Interpretation

1. We think your Gree Brand air conditioners will be selling well at this end and we are looking forward to receiving your samples soon.

2. Provided you can offer favorable quotations and guarantee delivery within four weeks from receipt of order, we will place regular orders with you.

3. We would appreciate your sending detailed information on CIF prices, discounts, and delivery time, etc.

4. Please find enclosed our current catalogue and price-list quoting CIF New York.

5. Referring to your inquiry letter dated 29th September, we are offering you the following subject to our final confirmation.

6. This offer must be withdrawn if not accepted within five days.

7. I'm sorry the difference between our price and your counter-offer is too wide, so it's impossible for us to entertain your counter-bid.

8. In view of our long business relations and amicable cooperation, we suggest that you accept confirmed, irrevocable letter of credit at sight.

9. The price of oil will continue its downward tendency in the near future.

10. We would like to point out that we mainly settle our accounts on a documents-against-acceptance basis.

Chinese-English Interpretation

1. 我们正打算订购你方的飞鸽牌自行车。如果你们能给我们购买200台的详细报盘，将不胜感激。

2. 上述询价已于10月10日发往你方，可是我们到现在还没收到你方答复，请早日发盘，不胜感激。

3. 我方的冷冻食品被运往许多国家并受到欢迎。试订货对你方有利。

4. 很抱歉，贵方所需货物目前没有现货，所以我们现在无法报盘。

5. 我方于两个月前寄去第44号报价单，但没收到贵方任何消息。就此早日作出决定将是明智的。

6. 所有报盘都以我方最后确认为准，实盘例外。除非另有规定或协议，所有价格均没有折扣。

7. 许多外国电讯公司希望进入中国市场，比如美国电话电报公司等，竞争非常激烈，我知道一些公司在降低价格，提供技术援助和售后服务。

8. 很高兴我们就价格达成了共识。

9. 我们至多只能再减价30英镑，这可真是最低价了。

10. 我们正在仔细研究你方的报盘，希望此报盘能保留到月底有效。

