

International Trade Negotiation

国际贸易英语谈判

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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,我们编写了《国际贸易英语谈判》一书。

本书共分为十二单元,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。各单元内容主要包括我国对外经济贸易谈判中的各个重要环节,涉及询价、报价、还盘、商品规格、装运、付款、包装、保险、代理、索赔等内容;此外,还包括迎送外国客商、外贸交易会、建立合资企业、技术转让等相关内容。

本教程提供了不同情景下的范例会话二十八篇,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。

本教程结构新颖,内容详实,贴近实际,实用性强。在本教程编写过程中,我们参照了原上海对外贸易学院外语系编著的《外贸英语会话》一书,该书于20世纪80年代出版,一直是外贸学院商务英语专业的教学用书,深受广大师生的欢迎。但随着时间的迁移,有些内容需要修改更新,以适合时代要求,这是我们编写本教程的初衷。在编写过程中,我们采用了原书中一些精彩对话。在此,我们向该书作者王兴孙、范松鹤、凌华倍等教授表示衷心感谢。

本教程的编写分工如下:李名峰负责第1、12单元和附录七的编写;徐雅琴负责第2、3、4、5、6单元和附录四、五、六的编写以及全书的审阅;朱慧萍负责第7、8、9、10、11单元以及附录三的编写。此外,上海对外贸易学院国际商务外语学院的硕士研究生李国华、王敬斐参加了本书的部分编写工作,刘素蓉、黄慧、苗杰、王静等硕士研究生对本书的编写也给予了很大帮助。

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国际商务外语学院陈洁院长的支持和指导,中国银行国际金融研修院(上海)的韩晔辉老师也为本书的编写提供了一些最新资料,我们对此表示由衷的谢意。

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

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Unit One Arrival 到达

Conversations

1. At the Airport

(Flight Supervisor: Ladies and Gentlemen, we shall soon be landing at Shanghai Pudong International Airport. Local time is 10:20 in the morning. And local weather conditions are slightly cloudy. The temperature outside is 18 degrees Celsius...) After the plane touches down, Mr. Cooper, a US businessman and his assistant, Ms. Laurence, find themselves in Shanghai. They disembark from the plane and approach Ms. Li Xia, from Shanghai Rui Feng Import & Export Corporation, while seeing their names on the placard she raises.

- Li: Excuse me, but are you Mr. Cooper from the US?
- Cooper: Yes, I'm John Cooper. Good morning.
- Li: Good morning, Mr. Cooper. I'm Li Xia, from Shanghai Rui Feng Import & Export Corporation. And this is Mr. Wang Pin, the sales manager of our company. He has come to meet you.
- Cooper: How do you do, Mr. Wang? I'm very glad to meet you.
- Wang: Glad to meet you, too, Mr. Cooper.
- Cooper: This is Ms. Dora Laurence, my assistant.
- Laurence: How do you do, Mr. Wang and Ms. Li?

Wang & Li: How do you do? Welcome to Shanghai.

- Cooper: It's very kind of you to invite us to Shanghai and come and meet us at the airport.
- Wang: Did you have a good flight?
- Cooper: It was a little bit bumpy as we landed. I think there were some low clouds.
- Wang: Is this your first visit to Shanghai, Mr. Cooper?
- Cooper: Yes, the very first. But Dora is here for the second time. She was here last year, initiating an investment plan and attending a trade affair.
- Wang: I hope you'll have a nice stay in Shanghai.
- Cooper: Thank you. I'm sure we will.
- Li: Our car is waiting outside. I think you'd like to take a rest to overcome the jet lag. Shall we go to the hotel first?
- Cooper: Oh, it's very considerate of you. Let's go.

2. On the Way to the Hotel

- Wang: Look, that's the New Century Building, where many foreign corporations have their offices and branches.
- Cooper: It seems to me there're more hotels and new buildings being built all around here.
- Wang: Quite right. Shanghai is expecting more foreigners as more and more overseas companies are going to set up their offices here.
- Laurence: I heard many big banks and companies have established their offices and even their headquarters in Shanghai, such as HSBC, Citibank, GM, Philips, etc. They all rank among the Fortune Top 500. Shanghai is growing

so rapidly that no wonder they come here in a continuous stream.

Wang: Right. Ms. Laurence knows a lot about Shanghai. Our Shanghai Municipal Government has drawn up preferential policies to attract foreign investment. The entire investment environment has been improved a great deal. Thanks to China's entry into the WTO and the deepening of its reform and opening up, Shanghai's economy has been developing at an unprecedented speed. Shanghai is now the window on China to the outside world.

Cooper: I see, Mr. Wang, during our stay here, we'll first negotiate an agreement with you and hope to find out if we can set up an office in Shanghai, aside from participating in the Shanghai Trade Fair. An American friend told me that Shanghai is doing well with its joint venture enterprises.

Wang: Quite so. Probably you've heard about quite a few joint ventures like Shanghai GM, a Sino-American joint venture, and Shanghai Sharp, a Sino-Japanese one. These businesses have made a profit much bigger than their investment, as they have got a large market share. So, more and more overseas businesses are coming here. In 2003 alone, Shanghai approved the establishment of 3783 joint ventures and cooperative enterprises with investments of 17.84 billion US dollars.

Laurence: So we hope we'll sign an investment contract with Shanghai as well.

Wang: Yes, it sounds encouraging.

Li: Well, here we are at the hotel. Let's be off.

3. In the Hotel Lobby

Li: Now Mr. Cooper and Ms. Laurence, won't you just have a seat here in the lobby for a few minutes? (*They all sit down.*)

Wang: I think you've told us what you'll want to do this time in Shanghai. You are going to the opening of the Shanghai Trade Fair tomorrow, aren't you? So we'll pick you up here at eight o'clock tomorrow morning. The day after tomorrow, we'll introduce you to the gentleman in charge of Shanghai Jin Jiang Foreign Service Company, so that you can talk to him about setting up an office in Shanghai. OK?

Cooper: Just great. Additionally, we'd like to go to Ningbo if possible.

Wang: That's fine. Ningbo is really one of the cities where many favorable terms are offered to foreign investors. Anyway we would be very glad if we can be of any help to you.

Cooper: Well, the Shanghai Trade Fair will open tomorrow according to the schedule, won't it, Mr. Wang?

Wang: Oh, yeah! As usual, the Fair is held in Shanghai from March 1st until 10th each year. You've come here just in time for the Fair.

Laurence: I heard that, unlike some other trade fairs, the Shanghai Fair brings manufacturers there, doesn't it?

- Wang: Yes. They are representatives from factories that produce goods for foreign buyers and they will invite you to see their factories if you like.
- Cooper: Mr. Wang, would you please book two train tickets to Ningbo for us. We want to leave next Monday.
- Wang: Sure. So the schedule of your stay is settled. Well, if there's nothing else you want, we'll be leaving. I'm sure you need a good rest after your long journey.
- Cooper: I don't think there's anything else. What about you, Dora?
- Laurence: That's fine with me, too. You've been very considerate. Thank you very much.
- Wang & Li: You're welcome. Good-bye.
- Cooper & Laurence: Good-bye.

Words & Expressions

- touch down (飞机)降落
- disembark /,disim'ba:k / vi. 下来
- initiate / i'niʃiət, -eit / vt. 着手, 开始, 传授
to initiate business with 开始同……做交易
to initiate sb. into business management 向……传授管理知识
- investment / in'vestmənt / n. 投资
investment intent 投资意向
investment partner 投资伙伴
an investment of a billion US dollars 10 亿美元投资
a long-term investment 长期投资
a profitable investment 有利可图的投资

- a safe and sure investment 安全可靠的投资
- a heavy investment 巨额投资
5. enterprise / 'entəpraiz / n. 企业
joint venture enterprise 合资企业
cooperative enterprise 合作企业
exclusively foreign-owned enterprise 外商独资企业
state-owned enterprise 国营企业
collectively-owned enterprise 集体企业
individually-owned enterprise 私营企业
6. headquarters / ,hed'kwɔ:təz / n. 公司总部, 总公司
7. aside from 除了……以外
8. bellhop / 'belhop / n. 旅馆服务员
9. pick up 接……

Useful Sentences

1. 问候

Basic:

- How are you?
- How do you do?
- Are you well?
- How are you doing?
- How are you keeping?
- How are things going with you?
- Hi, are you keeping busy?
- Hello, how are things going?
- Good morning, glad/pleased/nice to meet/see you.

Informal:

Anything new?
How is it going?
How is everything?
What's up?
What's new?
How goes it?
What's with you?

2. 回答问题

Basic:

How do you do?
All right, thank you.
Fine, thank you, and you.
I'm doing fine.
Quite well, thank you.
Wonderful. Things couldn't be better.
Good morning, glad/pleased/nice to meet/see you, too.

Informal:

Fine, just fine.
Just so so, thanks.
Bearing up, bearing up. (=Just so so.)
Can't complain.
I'm just great.
I'm on top of the world, thanks.
Not too bad, thanks.
Not too much.
Same as ever.

About the same.

3. 祝愿

Basic:

All the best.
Every success with you.
I hope everything goes well.
I hope you enjoy your visit to the Grand Canyon.
I hope you'll have a nice trip here.
The very best of luck with you.

Informal:

Enjoy your flight.
Good luck.
Happy journey.
Have a nice weekend.
Have fun.
Regards to your family.

Formal:

I wish you a pleasant journey.
I wish you all the happiness in the world.
May I wish you every success.
Please convey my best wishes to Doctor Li.
Please give Miss Hunt my best regards.
Would you give President Xu my best wishes?

4. 致谢

Basic:

Many thanks.

It's so sweet of you.
Many thanks for your coming here.
Thank you so much.
Thank you very much indeed.
You're just wonderful.

Informal:

Thanks.
Thanks a lot.
Thanks a million.
Thanks very much.

Formal:

I can never thank you enough.
I do appreciate your timely help.
I really don't know how I can thank you enough.
I should like to express my appreciation.
I'm extremely grateful to you.
I'm much obliged to you.
I'm very much indebted to you.

5. 回应感谢

Basic:

It's a pleasure.
Not at all.
You are welcome.
My pleasure.
At your service.
No bother at all.
Don't mention it.

I'm glad you enjoyed it.

Informal:

Good thing.
No problem.
Sure.
That's all right.
That's OK.
You bet.
Any time.
Think nothing of it.
It's nothing.

Formal:

I'm delighted I was able to help.
I was glad to be of some assistance.
It was the least I could do.
It's a pleasure to have been of some assistance.

6. 道别

Basic:

Good-bye.
Don't forget to give me a ring.
Good-bye and see you again next time you're here.
Good-bye and thank you for all you've done for me.
Good-bye. Nice seeing you. Be sure to call me before you come to Beijing again.
Good-bye. Remember to look me up if you're ever in New York again.
I hope to see you again. Have a good trip.

Remember to drop me a line.

Informal:

Bye.

Be in touch.

Bye for now.

Catch you later.

See you later.

See you around.

So long.

Take care. Bye.

Until tomorrow, then.

I'll be seeing you.

Good luck.

Additional Words & Expressions

1. Airport

international flight 国际班机

flight number 航班号

round-trip ticket 来回机票

business class 商务客舱

domestic flight 国内班机

one-way ticket 单程机票

first class 头等舱

economy class/tourist class 经济座, 经济舱

lavatory 盥洗室

occupied 使用中

vacant 无人

stewardess 女空服员, 空中小姐

steward 男空服员

Customs service area 海关申报处

currency declaration 货币申报

duty-free items 免税商品

dutiable goods 需课税商品

baggage/luggage 行李

checked baggage 托运的行李

baggage claim area 行李领取处

carry-on baggage 随身行李

baggage tag 行李牌

luggage cart 行李推车

currency exchange shop 外币兑换店

exchange rate 汇率

traveler's check 旅行支票

flight 1524 第 1524 次航班

departure time 起飞时间

arrival time 到达时间

local time 本地时间

boarding pass/ boarding check 登机牌

destination 目的地

transit passenger 中转旅客

stand-by passenger 等票旅客

smoking(non-smoking) area 吸烟(禁止吸烟)区

booking office 售票处

reservation 预定

to check in at the front desk 在前台办理登机手续

lounge(=waiting room) 候机室

information desk 问讯处
 limo(=limousine) 机场接送旅客的专线班车
 radio operator 报务员
 passenger plane 客机
 hatch 舱口
 ground crew 地勤人员
 airport 航空港, 民航机场
 main airport building/ terminal building 机场主楼
 runway 跑道
 tarmac 停机坪
 plane ticket 飞机票
 air route/ air line 航线
 non-stop flight 连续飞行
 forced landing 迫降
 airsick 晕机
 direct flight/ straight flight 直飞
 landing 着陆
 to take off 起飞
 to board a plane/get into a plane 上飞机
 to get off a plane/ alight from a plane 下飞机
 airbus 空中客车
 Boeing 波音
 Concord 协和
 McDonald-Douglas 麦道
 Air China 中国国际航空公司
 CAAC (Civil Aviation Administration of China) 中国民航
 China Eastern Airlines 中国东方航空公司
 China Southern Airlines 中国南方航空公司

Shanghai Airlines 上海航空公司

2. Hotel

doorman (看大门的)服务员
 bellboy(=bellhop) 旅馆服务员
 housekeeper (room waiter / room waitress) 客房服务员
 receptionist 接待员
 hotel manager 旅馆经理
 hotel register 旅馆登记簿
 registration form 登记卡
 a suite 一间套间
 air-conditioning 空调
 heating 暖气
 a single (double) bed 单人(双人)床
 a single(double) room with bath 带浴室的单人(双人)房间
 a balcony 阳台
 service bell panel 唤服务员用的按钮板
 clothes compartment 挂衣服的分隔板
 a closet 壁橱
 a night-stand 床头柜
 a telephone directory 电话簿
 sauna 桑拿
 laundry 洗衣房

Supplementary Reading

Business greetings usually begin with a handshake. Social hand-shaking codes are relaxed in business situations where it is

assumed that people meeting for the first time or after not seeing one another for a while will shake hands as a natural part of their greeting, no matter what their rank in relationship to one another and no matter what their gender. When you are introduced to someone, either one of you may extend your hand first. Your handshake should be relaxed but firm, never limp, and you should look the other person in the eyes, smile and say “I am very glad to meet you” or give another cordial greeting. Do not hold on to the other person’s hand or pump his or her arm. If someone you are meeting seems to back off, do not force a handshake. If he does not respond to your offer to shake hands, simply drop your hand back to your side, smile and say, “Hello.”

Besides handshaking, kissing is another way of saying hello, but it’s fairly personal, so you have to be careful about using it in business situations. Don’t kiss someone you don’t know well. They might recoil in surprise or embarrassment, which is awkward for both of you. Generally speaking, the longer you have known a person and the more established your social and business relationships, the more appropriate a friendly peck on the cheek is likely to be for both parties. Take into consideration the occasion and the setting. Kisses exchanged in the context of business meetings that are social in nature, such as banquets and conventions, may be acceptable. Those exchanged in pure business settings such as conference rooms or offices should be replaced with a handshake. Avoid kissing up or down the ranks. A junior person kissing a senior executive appears to be currying favor. The opposite can suggest that you’re taking advantage of your higher position to make inappropriate advances toward a subordinate.

After greeting each other, people can then make an introduction if they haven’t met before. In general, there are three basic rules in social introductions:

1. A man is always introduced to a woman.
2. A young person is always introduced to an older person.
3. A less important person is always introduced to a more important person. Socially this can be difficult, since it is sometimes hard to determine who is most important.

But in business introductions, the third rule always applies. A less important person is introduced to a more important person, whether male or female. If the executive vice president, Allan Palmer, and the new product vice president, Jennifer Cato, have not met, you would introduce them by saying, “Allan, this is Jennifer Cato, Jennifer, Allan Palmer.” When introducing the new office manager, Valerie Adams, to the company president, Loretta Polhill, you would say, “Mrs. Polhill, I would like you to meet Valerie Adams, our new office manager. Valerie, this is Mrs. Polhill, our company president.” When introducing people of equal rank in business situations, social rules apply—a man is introduced to a woman, and a younger person to an older person.

Do not use first names in business introductions, unless it is the office custom, or with a business client or customer until requested to do so.

Finally, there is a difference between the rules for social introduction and the rules for business introductions, i.e. women are not treated as women but are introduced according to their business rank.

Exercises

I. Comprehension questions

1. At the Airport

- (1) Who have arrived at Shanghai Pudong International Airport?
- (2) Who have been there to meet them?
- (3) Is Mr. Cooper the first time in Shanghai?
- (4) Is Ms. Laurence the first time in Shanghai, too?

2. On the Way to the Hotel

- (1) Does Mr. Cooper expect to set up an office in Shanghai?
- (2) Do Mr. Cooper and Ms. Laurence plan to participate in the Shanghai Trade Fair?
- (3) What businesses have already made a profit much bigger than their investment?
- (4) Does Mr. Cooper want to be one of the foreign corporations to sign an investment contract with Shanghai?

3. In the Hotel Lobby

- (1) When will Mr. Cooper talk to the gentleman from Jin Jiang Foreign Service Company about setting up an office in Shanghai?
- (2) Where would Mr. Cooper and Ms. Laurence like to go after their stay in Shanghai?
- (3) What does Mr. Wang say about the place they are going to?
- (4) Why does the Shanghai Fair bring representatives there?
- (5) What do Mr. Cooper and Ms. Laurence say when they are leaving Mr. Wang and Ms. Li?

II. Sentence translation

1. 麦克米伦先生，很高兴见到你。这是你第一次来上海吗？
2. 请允许我介绍一下上海服装进出口公司经理王女士。
3. 希望你们在这儿过得愉快。
4. 上海市政府出台了許多优惠政策，鼓励外资投资上海。
5. 泛美世界航空公司在上海希尔顿设有办事处。
6. 上海联合毛纺有限公司与不少外国公司建立了业务关系。
7. 上海闵行区除了向外国投资者提供基础工程设施外，还提供良好的生产服务设施。
8. 最近，上海市政府又设立了外国投资促进中心。
9. 目前在中国的外国投资企业主要有三种形式：中外合资企业、合作企业和外国独资企业。
10. 我们欢迎海外商人来中国参加经济贸易合作。

III. Dialogue translation

- A: 下午好。你有什么事吗？
- B: Yes, I've made a reservation here. My name is Robert Cohen. I'm from the US.
- A: 科恩先生，请稍等，我查一下。
- B: I suppose the United Trading Corp. has reserved the room for me.
- A: 对。一间单人客房，住三个晚上。房间是在楼顶。
- B: Do you have anything on a lower floor?
- A: 对不起，科恩先生，单人客房只剩这一间了。别的所有单人间都客满了。不过正好有一个套间，带起居室和小厨房。在三楼，面向公园。
- B: What's the rate?
- A: 那得要 150 元一夜。

B: That's pretty high. And I don't think I need a living room or a kitchenette.

A: 你要不要有两张单铺的双人房间？在四楼，只要 70 元一夜。

B: That sounds fine. I'll take the double then.

A: 好。请给我看一下护照，填一下这张表格，国籍、年龄、职业、护照号码……请在这里签名。

B: By the way, what's the check-out time?

A: 中午 12 点之前任何时间都可以办理。这是房间钥匙，418 室。服务员会替你行李送上去的。

B: Fine. Thank you.

IV. Situational dialogue practice

Li meets Hayes at the airport. Hayes has come to take part in the East China Export Commodities Fair and he wants to find out if he can set up an office in Shanghai. On their way to the hotel, Li gives Hayes a brief account of the development of overseas businesses in the big city, especially in the Pudong New Area.