

第一单元

Unit One

建立业务关系

Establishing Business Relations

一、业务概述

任何企业、单位或个人要想维持或拓展业务量，都毫无例外地在巩固和发展已有的业务关系的同时，需要不断寻觅新的交易对象。因此，建立业务关系便成为国际商贸工作中周而复始的起点。

通常，建立业务关系的方式有三种：访问、自我介绍和请求银行 (Banks) 或商会 (Chambers of Commerce) 等第三者介绍。在交易双方初步沟通之后，就进入信用调查 (Credit Inquiry) 阶段。

二、情景对话和应用文

(C: Chinese 指代中方 F: Foreigner , 指代外方)

1. 访问 (外商访问我贸易公司以建立贸易关系)

F: Good morning. My name is Brown. I'm from the United States. Here is my card.

C: Thank you. I'm pleased to meet you, Mr. Brown. My name is Mo Shaomin, the representative of Guangzhou Textiles Import and Export Corporation.

F: Pleased to meet you, too, Mr. Mo. I travel a lot every year on business, but this is my first visit to your country. I must say I have

- been much impressed by your friendly people.
- C: Thank you for you saying so. Have you seen the exhibition halls? On display are most of our products, such as silks and garments.
- F: Oh, yes, I had a look yesterday. I found some of the exhibits fine in quality and beautiful in design. The exhibition has successfully displayed to me what your corporation handles. I've gone over the catalogue and the pamphlets enclosed in your last letter. I have got some idea of your exports. I'm interested in your silk blouses.
- C: Our silks are known for their good quality. They are one of our traditional exports. Silk blouses are brightly coloured and beautifully designed. They're met with great favour overseas and are always in great demand.
- F: Some of them seem to be of the latest style. Now I've a feeling that we can do a lot of trade in this line. We wish to establish relations with you.
- C: Your desire coincides with ours.
- F: Concerning our financial position, credit standing and trade reputation, you may refer to our bank, or to our local chamber of commerce or inquiry agencies.
- C: Thank you for your information. As you know, our corporation is state-operated one. We always trade with foreign countries on the basis of equality and mutual benefit. Establishing business relations between us will be to our mutual benefit. I have no doubt that it will bring about closer ties between us.
- F: That sounds interesting. I'll send a telex home. As soon as I receive the definite answer, I'll give you a specific enquiry.
- C: We'll then make an offer the soonest possible. I hope a lot of

business will be put through between us.

F: So do I.

F: 早上好。我叫布朗，来自美国。这是我的名片。

C: 谢谢。布朗先生，见到你真高兴。我叫莫少民，是广州纺织品进出口公司的代表。

F: 莫先生，见到你我也很高兴。每年由于工作关系我去过很多国家。不过，这是我第一次到中国。你们友好的人民给我留下了深刻的印象。

C: 感谢您这样说。您参观展示厅了吗？陈列品大都是我们自己的产品，比如丝绸和服装。

F: 昨天我看过了。我发现一些展品质量优良并且设计精美。该展览已经成功地向我展示了贵公司的经营项目。我仔细看过您上封信里附寄的产品目录和简介。对贵公司的出口商口，我已有所了解。我对你们的丝织女衬衫感兴趣。

C: 我们的丝绸以质地优良而闻名，是我们的一项传统出口商品。丝织女衬衫色彩鲜艳、图案精美，颇受国际市场欢迎，总是供不应求。

F: 有些丝织女衬衫好象是最新款式。现在我觉得这方面我们有很多生意可做。我方希望同你方建立贸易关系。

C: 我们双方的愿望是一致的。

F: 至于我们的财务状况、信誉和贸易声誉，您可以向我们的银行、商会或代理机构查询。

C: 非常感谢您提供的信息。您知道 我司是国有企业。我们一向在平等互利的基础上同外国进行贸易往来。建立贸易关系对我们双方都是有利的。我相信这必将使我们的联系更加紧密。

F: 听起来让人很感兴趣。我会发电传回国。一收到明确的答复，我将向贵方具体询盘。

C: 到时我方会尽快发盘。希望我们能够完成大笔生意。

F: 我也同样希望。

2. 自我介绍

Dear Sirs,

We have learned from the China Daily that you are a leading importer of household electric appliances, and at present you are in the market for electric fans. We, therefore, take pleasure in informing you that we are an enterprise manufacturing various electric fans and have recently produced a new model of gentle breeze electric fan entitled "Dong Feng" whose quality as well as functions has been proved by a scrupulous test, and the designs and colours have been clearly explained in our illustrated catalog enclosed.

Considering the improvements it offers, we believe you will find our "Dong Feng" a very good seller in your market.

If you have interest in dealing with us in "Dong Feng" or other types of the goods shown in our catalog, please inform us of your requirements together with your banker's name and address.

For our credit standing, please refer to the following bank:

The Bank of China, Guangzhou Branch (address) . . .

Your immediate reply would be greatly appreciated.

Yours faithfully,

敬启者：

我们从《中国日报》获悉，你们是家用电器的主要进口商，你们正想购买电扇。

因此，我们愉快地通知你们，我们是制造各种电扇的企

业。最近，我们生产了“东风”牌微风型电扇，其质量和功能已经通过了严格的检测，它的款式和颜色请详见我们附寄的产品目录。

鉴于“东风”牌电扇的改良，我们相信它将是你们市场上的抢手货。

如果你们有意与我方交易“东风”牌电扇或产品目录中的其它产商品，请告知你们的要求及开户行的名称和地址。

至于我们的信用状况，请咨询下述银行：

中国银行广州分行(地址).....

盼望你们早日回信。

3. 请求银行介绍

Dear Sirs,

We thank you for your co-operation for our business.

Now we are keenly desirous of enlarging our trade in various kinds of light industrial products, but unfortunately have had no good connection in California of U.S.A..

Therefore we shall be obliged if you will kindly introduce us to some of the most capable and reliable importers in the district who are interested in these lines of goods.

Your favourable information will be appreciated.

Yours faithfully,

敬启者：

首先感谢你们业务上的合作。

当前，我们渴望在美国加州扩大各种轻工产品的贸易。遗憾的是，我们没有良好的贸易关系。

因此，恳请你们介绍几位在加州地区对上述商品感兴趣、且能力最强、最可信赖的进口商。

如蒙垂函，将不胜感激。

4. 初步沟通

Dear Sirs,

The name of your esteemed firm has been given us by the Chamber of Commerce of Hongkong.

We wish to obtain a supply of fine tea cups and saucers, coffee cups and saucers. The type we require is of good quality china and of different shapes, fully decorated with nice flowers or other designs.

We are also interested in good quality cut-glass ware. For your information, the Chinese Government's Import Regulations require that the cutting (that is the cut design) must be equal in value to 10% of the total value of the glass ware, and such must be stated in your invoices.

If you can supply this type of merchandise, kindly reply by air mail enclosing your price-list C. I. F. Hong Kong, and as many illustrations as possible. To facilitate our purchasing, it would be best for you to send us a sample cup by air mail so that we may examine the quality. In the event of us placing an order, we shall open an irrevocable letter of credit in your favour for the full C. I. F. value of the goods. For your reference, our bankers are Bank of Hong Kong.

We await your offers with interest.

Yours faithfully,

敬启者：

承蒙香港商会的介绍，我们得知了贵司。

我方有意购买精美的茶杯、茶托，咖啡杯和咖啡托。我方要求款式是雕满鲜花或其它纹饰且造型各异的上等陶瓷器皿。

我方也有意于优质雕花玻璃器皿。请注意，中国政府进口条例规定，雕花（即雕刻出的纹饰）的价值必须为玻璃器皿总价值的 10%。贵公司的发票须注明此点。

若能供应此类商品，敬请用航空邮件回复，并附寄香港到岸价的价目表以及尽可能详细的图解说明。为便利成交，最好空邮样品以供检验质量。

若我方订货，则按到岸价开立以你方为受益人的不可撤销信用证。我方的开户行是香港银行，以供咨信。

我方恭候你方发盘。

5. 信用调查

Dear Sirs,

Your name was referred to us as an important trade reference by the PBC Company which is seeking capable dealers in our area.

It is reported that they are one of the famous electronic products manufacturers working under a close engineering agreement with your company.

We shall be much obliged if you will give us such information as your actual relations with them, and your candid opinion on their business prospects in the future.

We will be very glad to reciprocate your assistance at any time.

Yours faithfully,

敬启者：

贵司经在我地区寻求有能力商家的 PBC 公司介绍作为其

重要的贸易证明人。

据介绍，该公司是与贵司有技术协议的一家著名的电子产品制造商。

若能提供诸如贵方同他们实际关系以及贵方对他们业务前景的坦率意见等信息，我们将不胜感激。

我们会很乐意随时回报你们的协助。

三、核心词语

- | | |
|---|----------------------------------|
| 1. representative n. 代表 | 2. textile n. 纺织品 |
| 3. garment n. 服装 | |
| 4. catalogue = catalog n. 目录，目录册 | |
| 5. pamphlet n. 小册子 | 6. blouse n. 宽松的短外套；上衣 |
| 7. coincide vi. 一致 | 8. chamber of commerce 商会 |
| 9. equality n. 平等 | 10. mutual a. 相互的 |
| 11. definite a. 明确的 | 12. specific a. 明确的 |
| 13. enquiry = inquiry n. 询盘 | 14. offer n. 发盘 |
| 15. household a. 家庭的 | 16. appliance n. 器具 器械 |
| 17. enterprise n. 企业单位 | 18. manufacture vt. 制造 加工 |
| 19. breeze n. 微风 | 20. scrupulous a. 严格认真的 |
| 21. illustrate vt. (用图或例子等) 说明 | |
| 22. credit n. 信用 信誉 | 23. keenly ad. 渴望的 |
| 24. obliged vt. 使感激 | 25. reliable a. 可靠的 可信赖的 |
| 26. esteem vt. 尊重 尊敬 | 27. saucer n. 茶托 浅碟 |
| 28. decorate vt. 装饰 | 29. ware n. 器皿 |
| 30. merchandise n. 商品 货物 | 31. facilitate vt. 使便利 |

32. **irrevocable** a. 不可取消的, 不可废止的
33. **reference** n. (关于品行 能力等的) 证明 查询
34. **await** v. 等候 期待 35. **dealer** n. 商人
36. **candid** a. 坦率的 直言相告的
37. **prospect** n. 前景 前途 38. **reciprocate** vt. 报答 酬答

四、语言指南

1. go over 仔细查看 检查

The foreign visitor went over the sample with great interest.
外宾很感兴趣地仔细查看了样品。

2. be known for 因...而闻名

He is known internationally for a score of books.
他因有 20 部左右的著作而在国际上享有盛誉。

3. meet with... (person's) great favour 大受某人欢迎。

We are rather sure that our products will meet with your customers
great favour.
我们坚信我们的产品会受到你们顾客的极大欢迎。

4. coincide with 相符 相一致

Our interests coincide with our clients.
我们的利益与客户是一致的。

5. on the basis of equality and mutual benefit 以平等互利为基础

All men should trade with each other on the basis of equality and
mutual benefit.
人人应以平等互利为基础进行交易。

6. put through 做成(工作等)完成

I'm glad we have put through this agreement
很高兴我们能达成该项协议。

7. be in the market for 想要购买

One of my friends is in the market for fancy silks.
我的一位朋友想买各色花绸。

8. have interest in dealing with sb in sth. 有意与某人做某种买卖。

We have interest in dealing with this company in printed cotton piece goods.
我方有意与该公司交易印花棉布。

9. refer to sb. for sth. 向某人查询某事

You can refer to my former employer for my character.
您可以向我以前的雇主查询我的品行。

Please refer to the Bank of China, Guangzhou Branch for our credit standing.

请向中国银行广州支行咨询我方信用状况。

10. be keenly desirous of doing sth. 渴望做某事

He is keenly of obtaining a position in this company.
他渴望在这家公司指找到一个职位。

11. *introduce sb. to sb. 把某人介绍或引荐给某人

It's my great pleasure to introduce Miss Brown to you.
我很高兴能把布朗小姐介绍给您。

*introduce sb. to sth. 带领 引导

Mr. Cheng will introduce you to your new job.

陈先生会引导你进行新的工作。

12. C. I. F. Hong Kong 香港到岸价

C. I. F. = cost, Insurance, Freight...port of Destination.

到岸价 = 成本 + 保险费 + 运费 (目的港)

13. in the event of 如果...发生 万一
 In the event of rain, the party will be held indoors.
 如果天下雨，聚会就在室内进行。
14. Irrevocable letter of credit 不可撤销信用证
 2 revocable letter of credit 可撤销信用证
 revolving letter of credit 循环信用证

五、句型范例

1. Hello. I represent the Guangzhou Textiles Import and Export Corporation, and welcome you to Guangzhou.
 您好。我代表广州纺织品进出口公司，欢迎您到广州来。
2. Mr. Liu, the Chairman of the Board of Directors has assigned me to be your host here in Guangzhou.
 董事会主席刘先生指派我在广州款待你。
3. Mr. Brown, I'd like you to meet our company's vice president, Mr. Wu.
 布朗先生，这是我们的副总吴先生。
4. Have you met our Project Adviser Mr. Trumen?
 您认识我们的项目顾问，杜鲁门先生了吗？
5. Let me introduce our chamber's executive director, Miss Anne.
 这是我商会的执行总裁，安妮小姐。
6. One thing is obvious. You can see imported commodities everywhere.
 有件是显而易见的，进口商品随处可见。
7. In fact, this restaurant is considered one of the best in Guangzhou.

实际上,这家饭店是广州最好的之一。

8. I hope you don't mind my asking, but could you give me a copy of your catalogue?

如不介意,请给我一份贵方产品目录的复印件好吗?

9. I'd like to visit your factory, if possible.

如有可能,我想参观贵厂。

10. I was wondering if you could send us a sample of your latest product.

我想知道贵方能否把最新产品的样本寄给我们。

11. Can I speak to Mr. Brown, please?

布朗先生在吗?(电话用语)

12. Hold on a second. I'll see if he's in.

等一下,我看看他在不在。(电话用语)

13. I'm afraid Brown is not here, would you like to leave a message?

布朗不在,您愿意留下口信吗?

14. Yes, would you tell him Mo shaomin phoned?

噢,麻烦您告诉他莫少明打来电话。

15. I really appreciate your solving the problem for us.

感谢您为我们解决了这一难题。

16. How's business?

生意怎么样?

17. I look forward to working with you.

我盼望和您一起工作。

18. Miss Chen will be your day - to - day contact.

陈小姐会经常与您联系。

19. Through the courtesy of our commercial Attache, Embassy in Beirut, we have your name as a firm who is intersted in doing

business with us.

承蒙我驻贝鲁特商务专员介绍，我们获悉贵公司愿与我进行贸易。

20. We always trade with foreign countries on the basis of equality, mutual benefit and exchanging needed goods.

我们总是与外国在平等、互外、互通有无的基础上进行贸易往来。

21. We have come to know your name and address from the commercial counsellor's office of the Chinese Embassy in Washington.

我们从中国驻华盛顿大使馆商务参赞处得知您的大名和地址。

22. We are indebted to Mr. Brown for your name and address.

承蒙布朗先生介绍，我们得知您的大名和地址。

23. Being specialized in the export of Chinese light industrial products, we express our desire to trade with you in this line.

鉴于我方专营中国轻工业品出口业务，我方愿与你方在这方面开展贸易。

24. We are now writing to you for the establishment of business relations with you.

我们特此致函与贵公司建立贸易关系。

25. We shall be pleased to enter into direct business relations with you.

我们很高兴与贵公司建立直接的贸易关系。

26. Since this is the first time we plan to deal in Chinese handicrafts and since we know nothing about the quality of them, it is, therefore, absolutely necessary for you to submit samples of all the items you are to quote us for our inspection. Orders will be

placed only after we have approved the samples received.

鉴于我公司首次计划购买中国的手工艺品，而对它们的质量一无所知。因此，务请贵公司将所有报价货物的样品寄来我处检验。若我公司对收到的样品满意，将会订货。

27. We have heard from China Council for the Promotion of International Trade that you are in the market for Electric Fans.

我们从中国国际贸易促进委员会获悉，你们有意购买电扇。

28. We are given to understand that you are potential buyers of Chinese porcelain, which comes within the frame of our business activities. 据了解，你们是中国瓷器的潜在买家，而该商品正属于我们的业务经营范围。

29. We learn from your senior commissioner in Tokyo that you are looking for new ideas in toys.

从你方在东京的高级商务代表处获悉，你方正在寻求新式玩具。

30. In compliance with your request, today we forwarded to you by parcel post some samples of our Chinese toys, together with a revised price - list, in which you will see our best possible terms of them.

遵照你方要求，今日我方已将中国玩具的样品连同修改过的价目表用包裹寄出，这已是我方最优惠的条件。

31. We have seen your advertisement in the Textile Journal and should be glad if you would send us by return samples and prices of good and medium quality cottons available from stock.

从《纺织月刊》上看到贵公司广告，恳请寄来备有存货的上等和中等品质的棉纱样品及价目表。

32. We have a long experience in the import and export trade and a

wide knowledge of commodities as well as the best sources of supply of these materials.

本公司进出口贸易经验丰富，且对商品及其货源了如指掌。

33. We have the pleasure to introduce ourselves to you with a view to building up business relations with your firm.

我公司自荐与贵公司建立业务关系。

34. Being closely connected with reliable wholesalers here, we shall be able to do considerable import business with you.

鉴于与本地可靠的批发商关系密切，我公司能与贵公司进行大笔的进口贸易。

35. Owing to our exclusive distribution arrangements with leading Chinese manufacturers, we are always in a position to quote you the most advantageous prices for highest quality merchandise.

因独家供销中国各大制造商的产品，故我公司能一贯就名优商品向你方报出最优惠价格。

36. Our competitive prices, experience, efficiency, and reliability have won confidence and goodwill among our many clients across the seven seas.

本公司产品以价格低廉、经验、效率和信用赢得了世界各地客户的信赖。

37. In order to give you some idea of different kinds of Handcrafts we carry, we have pleasure in forwarding you by air one catalogue and a few sample books for perusal.

为使你方对我公司经营的各种手工艺品有所了解，特空邮一份目录和样品书供参阅。

38. Our bankers are the Hongkong & Shanghai Banking Corporation in Hong Kong, they can provide you with the information about our

business and finances.

我公司的开户行是香港汇丰银行，他们会向你方提供我方的业务和财务信息。

39. We should be highly appreciated if you would respond to our request at your earliest convenience.

若你方尽早答复，我方将不胜感激。

六、话题词库

AI 品质最好的、信誉最佳的

acceptance sampling 抽样认可

access to market 进入市场（的机会）

active demand 畅销

active improvement trade(= improvement trade for export)

出口加工贸易

active trade balance 贸易顺差

actual price 实价

advance sample 预寄货样

advance sheet 样本

advantage 利益 好处

adverse balance of trade 贸易逆差

aerial transport 空运

aerogram 航空邮件

aggregation （公司 集团；（货物）集中

aids to trade 贸易的辅助行业 指 transport 运输 banking 银行，
insurance 保险 accounting 会计或 advertising 广告）