

BUSINESS ENGLISH TALKS
外 贸 英 语 会 话

尹小莹 编著
郭黎光 审校

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内 容 提 要

《外贸英语会话》共分 11 个单元,包括外贸业务磋商过程中各个主要环节的洽谈实例,列举了不同情景下的会话 25 篇——从迎接外商开始,进而询价、磋商价格、商谈付款方式和装运条件,再进一步洽谈保险、商品检验和仲裁等各项合同条款,直到最后签署合同和送别外商。另外还列举了代理、补偿贸易和合资企业以及在交货后可能会发生的索赔会话实例。

每个单元的会话部分之后,还附有常用的会话表达方式及句型,有的还附有术语注释、参考资料等。全部英语会话的汉语译文都附在书后,以便学习者参阅。

本书可作为各类外经、外贸专业学生和工作人员以及其他自学者的学习用书。

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郭黎光 审校

责任编辑 陈丽 郭继荣

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前 言

为了适应外经、外贸专业学生和工作人员以及其他自学者学习外贸谈判口语的需要,特编写了这本《外贸英语会话》。本书共分 11 个单元,列举了有关迎接外商、询价、磋商价格、付款、装运、包装、保险、检验、索赔、仲裁、代理、补偿贸易、合资企业以及签署合同和送别外商等外贸业务各个环节中的洽谈、磋商实例 25 篇。每个单元的会话部分之后,都附有常用的表达方式及句型,有的还附有术语注释和参考资料,并都安排有练习。全部英语会话部分在书后附有汉语译文。

本书可作为外贸英语会话的普及性教材,通过理论与实务两方面的有机结合,给读者展现了外贸谈判会话的实例及语言的具体运用,使读者在学习、阅读过程中,充分理解、掌握谈判各个环节运作的程序、要点及语言表达方式。本书可作为各类外经、外贸专业学生和外贸工作人员以及其他自学者的学习用书。

本书在编写过程中,得到了西安交通大学管理学院国际贸易与金融系陈金贤教授、系领导冯宗宪副教授和高山行老师的积极鼓励和支持。另外,丁建华老师、杨海珍老师热情提供资料,在此一并表示衷心的感谢。

由于水平所限,如书中有疏漏、不妥之处,恳请专家及读者批评指正。

尹 小 莹

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UNIT ONE

MEETING A FOREIGN BUSINESS FRIEND

I . Talks

1. At the Airport

(Mr. Michel Jefferson, a British entrepreneur arrives at Xi'an Xianyang Airport. He approaches Ms. Qiao Zhen and Mr. Zhong Qiang from Xi' an Textiles Import and Export Corporation, while seeing his name on a placard they raise.)

Qiao: Excuse me” but aren't you Mr. Michael Jefferson from Britain?

Jefferson: Yes, I am Michael Jefferson.

Qiao: Nice to meet you, Mr. Jefferson. I'm Qiao Zhen from Xi' an Textiles Import and Export Corporation, and this is Mr. Zhong Qiang, the deputy manager of our corporation. We've come to meet you.

Jefferson: Nice to meet you, too, (They shake hands.) Thank you very much for you to meet me here.

Qiao: No thanks.

Zhong: Is this all your luggage?

Jefferson: Yes, a travelling bag and a briefcase, that's all I have.

Zhong: Please let me take this travelling bag for you.

Jefferson: Oh, thank you.

Qiao: Mr. Jefferson, is this your first trip to Xian?

Jefferson: Yes, But I've been to Guangzhou and Shanghai once. I came to China last year.

Qiao: That's wonderful. You must know a lot about China.

Jefferson: Only a little. I hope I will know more.

Qiao: I'm sure you will. This way, please.

2. On the Way to the Hotel

Qiao: Here is our car, Mr. Jefferson. Please get in. (They get into the car.)

Jefferson: Is Xian Xianyang Airport newly built?

Zhong: Yes, It's built in 1990. It is the largest modern civil airport in the northwest and also one of the important hubs of air communications in China. It has established nearly 50 domestic scheduled flight lines and opened air lines to Japan, Singapore and Hongkong.

Jefferson: Mm... Good. Is it close to Xian?

Zhong: Not very close. It is situated to the Northeast of Xianyang. Xianyang City is 28 kilometers away from Xian.

Jefferson: Is Xianyang an old city as Xian?

Zhong: Yes, Xianyang used to be the capital of the Qin kingdom during the warring states period in Chinese history. Qin Shihuang, the emperor of the Qin dynasty, had built

himself up here and finally established the first centralized feudal unitary multi-national empire.

Jefferson: I know a little about Chinese history. I'm very interested in that. Thank you very much for your introduction.

Zhong: You are welcome.

Qiao: Look at those high buildings over there. That is Xi'an City.

Jefferson: I'm very glad to hear we are approaching the city now. I was told there are many historical cultural sites around Xi'an.

Qiao: Yes, Xi'an had been the capitals of eleven dynasties for 1068 years in Chinese history, including the Western Zhou, the Zhou, the Qin, the Western Han, the Sui and the Tang, etc. and there are some remains of those dynasties. For example, Emperor Qin Shihuang's Mausoleum and the Terracotta Warriors and Horses were the remains of the Qin Dynasty, the Da Yan Pagoda was the remains of the Tang Dynasty, etc.

Jefferson: That's good. Maybe I will have time to visit some sites. I heard Xi'an is now developing very fast, especially in industry. Could you tell me something about that?

Qiao: Certainly. Xi'an is one of the national industrial hubs with a comprehensive system of machine manufacturing, textiles, electronics and national defence industries, etc. The Electric Engineering, in the western suburb is one of the three largest national production bases of high-voltage power transmission and transformation.

equipment. In the east suburb, "The Textile Town", is one of the important textile industry bases in our country. In the southwest suburb, "The Electronic Town", is newly established and it mainly develops high science and technology. Some of the products are exported to many countries and areas, such as machinery and textiles, etc. In addition, many joint ventures and cooperative enterprises have been set up in this city and they are doing well. Quite a few of those enterprises have made a profit much bigger than their investment, so more and more overseas businesses are coming here.

Jefferson: Do you have any special policies for foreigners investing in Xinan?

Qiao: We have a pamphlet called "Guidebook for Investment in Xi'an". There are some policies concerned for foreign investors in it. But it is not at hand. Shall I give it to you tomorrow?

Jefferson: Good. I'm expecting it.

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

3. In the Hotel

(AT THE RECEPTION DESK)

Attendant: Good afternoon, Sir. What can I do for you?

Jefferson: Good afternoon.

Qiao: Excuse me. I've booked a suite for my guest, Mr. Michael Jefferson, from Britain.

Attendant: Let me see. Yes it is. It's Room 10915. It's on the tenth floor. Welcome to our hotel, Mr. Jefferson.

Jefferson: Thank you.

Attendant: Now, Mr. Jefferson, here is the guest registration form⁶ Would you mind giving me your passport and filling in this form^N

Jefferson: O. K ^RAfter filling in the form^CHere you are⁶ Is it all right^N

Attendant: Well, let me see—nationality, age, profession...yes. But please put the room number at the top right— this place. That's right.

Jefferson^u What^{ns} my room number"eh^NI've forgot it.

Attendant: Room 10915.

Jefferson: Yes, Room No. 10915, O. ^HN

Attendant: Yes, that'll do. Now, here are your passport and the key to your room, Mr. Jefferson. The western restaurant and Chinese restaurant and the bar are all on this floor at the right and left corners respectively. They serve all day long from 7 : 00 am till 11 : 00pm. Over that counter you may do currency exchange. And at the back corner there is a post office.

Jefferson: Thank you for your briefing.

Attendant: You are welcome. Now I'll take you to your room. Let me help you with your luggage. This way, please. The elevator is at the end of the hallway on the left.

(Getting out from the elevator)

Attendant: Turn to the left, please. Here you are. Hoping you have a pleasant stay here. Byebye.

Jefferson^u Byebye⁶ Ah⁶ What a lovely room[»]

(Towards Ms. Qiao and Mr. Zhong) Thank you very much

for your arrangements and kind help.

Qiao: It's our pleasure. I'm afraid we have to say goodbye to you now.

Zhong: Well, tomorrow morning will be for our first business talk. In the afternoon, we'll invite you to visit one of our factories. And in the evening, at 6 : 00, the general manager of our corporation will give you a dinner in your honour.

Jefferson: Very nice. When shall we meet again tomorrow morning?

Qiao: What about 9 : 00 o'clock?

Jefferson: Fine. See you tomorrow then.

Qiao: See you.

Zhong:

Words and Expressions

1. entrepreneur n. 企业家;创业者.
entrepreneurship n. 企业家的身份(或地位、职权、能力)
2. approach v. t. 向……靠近;接近
3. textile n. 纺织品;纺织原料 a. 纺织的
textile fibres 纺织纤维
a textile fabric 纺织品,织物
textile machinery 纺织机器
the textile industry 纺织工业
4. corporation n. 公司,企业
a trading corporation 贸易公司
5. placard n. 小牌子,标语牌;招贴,布告
6. luggage n. [总称]行李(美国一般用 baggage)

- three pieces (或 articles) of luggage 三件行李
 check one's luggage 寄存行李
 registered luggage 托运的行李
7. get in 进入; 抵达
 Let's get in the car. 让我们上车吧。
 The train got in on time. 火车准时到站。
8. civil adj. 民用的
9. hub n. (兴趣、重要性、活动等的) 中心
 a hub of commerce 商业中心
10. the warring states period 战国时期
11. situated adj. 位于……的, 坐落在……的
12. dynasty n. 朝代
13. feudal adj. 封建的; 封建制度的
 the feudal age 封建时代
 the feudal system 封建制度
14. unitary adj. 单一的; 单元的; 一元的
 a unitary government 中央集权制的政府
15. multi-national adj. 多民族的
16. empire n. 帝国
17. remains n. 遗迹; 遗物
18. Emperor Qin Shihuang's Mausoleum 秦始皇陵
19. the Terra-cotta Warriors and Horses 兵马俑
20. Da Yan Pagoda 大雁塔
21. comprehensive adj. 综合的; 包含内容多的
 comprehensive planning 全面规划
22. high-voltage 高压
23. transmission n. 传输; 运输, 运送.
24. transformation n. 变压; 转换
25. joint venture 合资企业