



新世纪高职高专

商务英语专业系列规划教材

世纪商务英语

谈判口语

第三版

主 编 吴思乐



大连理工大学出版社有限公司
DALIAN UNIVERSITY OF TECHNOLOGY PRESS CO.,LTD

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Q1

Why should some people say that show room is the “face” of a company?

Some people believe that showroom is the “face” of a company since a showroom shows the company and its products to the customers. The main functions of showrooms are to display the new products of our companies, to show the customers how the products work and function well, or to give detailed information about our products and our companies.



Q2

Is there any other functions of a show room in addition to showing our company and products to our customers?

There are other functions of a showroom. For example, many transactions are negotiated and concluded in the showrooms of our foreign trade companies.



Q3

What are the other places than showrooms where our companies can show the companies and their products?

In addition to show rooms, commodity fairs and exhibitions are places where we can display our products and meet potential buyers of our products. There are various kinds of fairs and exhibitions that we can show our companies and products.



Q4

What are the other places than showrooms where our companies can show the companies and their products?

The clients usually go to have a close look at the samples, collect the catalogues of our products.

We need to talk with the clients, introducing the functions and features of the items the clients are interested in, answering questions raised by the clients, handling the clients' demand for free samples, arranging the delivery of catalogues and/or samples to the clients, introducing other products of our companies that may interest the clients. Sometimes we negotiate with the clients about the terms and conditions of a deal, and at the right time we may propose to conclude the deal.





A: Good morning. May I help you?

B: This is my name card and this is a letter of introduction from GFTD as well as an invitation to the Fair.

A: Thank you, Sirs.

B: This is Mr. Pan from GFTD.

A: Yes, your names are on my list. Let me give you these ribbons. Wear them and they will get you into the exhibit halls.

C: (Mr. Pan, inside the hall) Guangzhou Fair has been held twice a year ever since it came into existence in 1957. Thousands of visitors come here every year from all over the world. Businessmen should like to get together here and have a good time.

B: You call them visitors, but they are also sellers and buyers.

C: Yes, you can sit down with the seller in his booth and buy something you like. And you can meet suppliers from all over China to discuss trading issues.

Notes:

“ribbons”指的是“配着绶带的来宾证”；“Guangzhou Fair”的全称是“Chinese Import and Export Commodities Fair in Guangzhou”，翻译成中文是“中国 进出口商品广州交易会”，简称“广交会”；“came into existence”意思是“成立；建立”；“booth”这里指的是“展位”。

Drill 1

翻 译



A: 早安。能为您效劳吗？

B: 这是我的名片。这是广州对外贸易发展公司的介绍信和交易会的邀请函。

A: 谢谢您，先生。

B: 这是广州对外贸易发展公司的潘先生。

A: 你们好！对，名单上有你们的名字。这是你们的来宾证。带上来宾证你们就可以出入展品陈列馆了。

C: (潘先生，在展馆内)：广交会自 1957 年创办以来，每年举办两次。每年都有成千上万的来宾从世界各地来到这里。商人们一定都喜欢到这儿来欢聚。

B: 你把他们称为来宾，但他们同时也是买主和卖主。

C: 是啊！你可以和卖主一起坐在展位里，买你喜欢的东西。你还可以同来自全国各地的供货商们讨论商事。





- A: Where can I see your complete line?
B: We have a showroom in this city.
A: I'm hoping to get to your showroom. And I'd like to have a close look at your products.
B: Drop by anytime. But do you know where it is?
A: No, I don't.
B: I'll have the office send you a map. When might you go?
A: I was thinking about next Tuesday.
B: I'll meet you there. Shall we say about eleven o'clock?
A: OK ! No problem.

Notes:

“complete line”有“全部产品的样品”之意；“drop by”指“突然拜访，顺便拜访”；“the office”，这里指的是“公司或办公室里的职员”。

Drill 2

翻 译



A: 什么地方可以看你们全部产品的样品呢？

B: 我们在本市设有一个展示中心。

A: 我希望到你们的展示中心看看。我想好好参观一下你们的产品。

B: 随时欢迎来参观。不过，您知道展示室在那里吗？

A: 不知道。

B: 我叫公司里的人送张地图给您好了。您打算什么时候去呢？

A: 我打算下个星期二去。

B: 我会在那儿等您。您看十一点左右如何？

A: 行！没问题。





A: Good morning. Welcome to our showroom. Is there anything I can do for you?

B: Thank you. I think I'd like to just look around.

A: Is this your first visit to our showroom?

B: Yes, it is. I'm glad to be here.

A: Can I show you around?

B: That would be nice of you.

A: This is our latest product.

B: When is it going to be on the market?

A: It will be out next month.

B: Very nice. Well, by the way, where are your smaller computers?

A: Over there, just near the back.

B: Thanks. I see them now.

A: Be sure to call me anytime if you need anything.

B: I will.

Drill 3

翻 译



Notes:

“Can I show you around?” 的说法常用于口语中，表示征求许可之意。在措辞上不若 “May I show you around?” 那么正式。如果强调带到某个特定的地方，要用 “Can I show you to ...?” ；

“be out” 指 “向外发布，推出” ； “back” 这里作 “里面；后面” 解。

Drill 3



A: 早上好！欢迎莅临参观我们的展示室。有什么需要我帮忙的吗？

B: 谢谢。我只是来随便看看而已。

A: 您是第一次到我们展示室来的吧？

B: 是的。我很高兴到这里来。

A: 我来带您四处看看好吗？

B: 那太好了！

A: 这是我们的最新产品。

B: 什么时候上市啊？

A: 下个月即可推出。

B: 真不错。对了，你们的小型电脑在那里？

A: 就在那边，靠后头的地方。

B: 谢谢，我现在看到了。

A: 如有什么需要，请随时叫我。

B: 好的。





A: How is the product selling?

B: It's selling well.

A: What are the selling points of your product?

B: Compared with competing products, ours is smaller and lighter.

A: I'd like to take these catalogs with me. And I want these price lists as well. May I?

B: Sure. Go right ahead. Please take whatever you like.

A: Well, may I have this sample free of charge? You know, we won't order until we see the sample.

A: I'm sorry we can't give you this one as a sample now since it will be showed here for another few days.

Shall I send you a sample later if you leave me your address and number?

B: Sure. Thank you.

Notes:

如果产品销售情况不佳，可以用“poorly”取代“well”，说成“It's selling poorly”。
如果是“畅销”得近乎抢购，就说“It's selling like hotcakes.”；“selling point”即“卖

Drill 4

翻 译



A: 这产品卖得怎样？

B: 卖得很好啊！

A: 你们的卖点是什么呢？

B: 与其他竞争产品相比，我们的产品比较轻巧。

A: 我想把这些目录带走，还有这些价目表我也想要。可以吗？

B: 可以的，请便。请随意拿取吧。

A: 呃，这个样品可以免费送我吗？你知道，我们一般要看过样品才能下订单。

B: 很抱歉，这个现在不能给您，因为这个样品我们还得在这里展示几天。您是否能留个地址改天我给您寄一个好吗？

A: 好的，谢谢。





A: Good morning, Miss. What particular kind of products are you interested in?

B: I'm interested in the hairdryers you're showing.

A: Well, we have a full range of items in this line.

B: I'm not sure how this works.

A: Would you like me to demonstrate it for you?

B: Can you?

A: I'd be glad to help. Look at me please. See, that's it.

B: Thank you. But I still wonder if you can give me more information about this product you're showing?

A: Sure. No problem at all. I'll go and get a catalogue for you. See, this is our latest catalogue. Would you like a packet of our promotional literature?

B: Yes, I think that would be useful. Thank you for your help.

A: You are welcome.

Drill 5

翻 译



Notes:

第一句也可以说成 “What would you like to see most?” 或 “Anything particular you’re interested in?” ; “full range of” 这里是 “各种款式” 之意。同义或近义的表达还有 “large assortment of” 、 “good assortment of” 、 “large variety of” 等等; “work” 这里指 “发挥功能, 运作, 操作” 之意, 所以本句里的 how this works 可以理解为 “这个东西怎么用” ; “that’s it” 这个表达是口语中出现频率很高的一句短话, 意思类似于中文的 “就这样”, “就这么回事” 等; “literature” 这里是 “(关于某一学科或专题的) 文献, 印刷品” 之意。故 “promotional literature” 指 “促销、宣传材料” 。

Drill 5



A: 早上好，小姐。您对什么产品特别感兴趣呢？

B: 我对你们展出的吹风机有兴趣。

A: 很好。这种产品我们有各种各样的款式。

B: 我不懂这是如何操作的。

A: 要不要我来为您示范一下？

B: 可以吗？

A: 很高兴为您服务。请看着我操作。您看，就这样。

B: 谢谢！不过，不知您是否能够多给我一些关于你们展出的这种产品的资料呢？

A: 当然，没问题。我去给您拿一份目录。喏，这就是我们最新的产品目录。您要不要一整套的促销宣传材料呢？

B: 好啊，我想那会很有用的。感谢您的帮忙。

A: 不客气。





A: We hope you enjoyed the visit to the showroom.

B: Yes, the exhibits are quite spectacular. It helped me out a lot.

A: Would you be kind enough to sign our visitors' book?

B: I'd be happy to.

A: Moreover, we're having a special showing next week in our showroom. Would you like to come ?

B: What do you mean by special?

A: It will be by special invitation only.

B: In that case, please make sure I get an invitation.

Notes:

“exhibits” 是指展品，而 “visitors' book” 则是指 “来宾报到册” 或 “来宾签名册”

Drill 6

翻 译



A: 希望您还喜欢我们的展示室。

B: 喜欢，展品相当可观，收获不少。

A: 请在来宾簿上签个名好吗？

B: 很乐意。

A: 哦，对了，下星期我们将在展示室举办一个特别的展示会。您愿意来吗？

B: 怎么特别呢？

A: 我们只邀请特别的客户。

B: 那样的话，请记得给我一张请贴哦。





English for Chinese Typical Business Expressions

1. 请看看我们的产品（展品）。 / 我们开发了一款新产品。 / 我们向您大力推荐这种产品。 / 这些是我们的主要产品。这是我们最新的款式，是我们自行设计的。 / 我们的产品所使用的所有原材料都是无毒的。 / 最近我们开发了更优异的技术。

I'd like to show you our products./ Please have a look at our display products.

We've now developed a new product.

We highly (strongly) recommend this product.

These are our main products. This is our latest design and it's our own design.

All materials used in our products are non-toxic.

Recently we've developed better technology.





English for Chinese Typical Business Expressions

2. 这里是您要的产品目录，这目录上列出了我们大部分的产品。 / 我会把产品目录寄给您的。 / 我们有英文的小册子。 / 你们有没有关于这种产品的说明书？ / 有没有这种产品的目录？ / 产品附有宣传材料。

Here is the catalog you asked for. This catalog shows most of our products.

Let me send you our catalog./ I'll send you our catalog.

We have a pamphlet in English.

Do you have any printed material on this product?

Is there a catalog for this product?

Advertising materials are included.





English for Chinese Typical Business Expressions

3. 能让我看看商品目录吗？ / 能给我一份价格单吗？ / 您可以把这份商品目录和价格单给我吗？ / 我可以留下这份价格单吗？ / 能允许我带走这份商品目录仔细研究研究吗？ / 有新产品的模型吗？ / 如能每种样品都能给我们一个，那对我们会有很大帮助。 / 你们能否免费给我们提供些产品的实样呢？

Will you show me the catalogue ?

May I have a copy of your price list?

Can you leave me this catalogue and price list?

Could I keep this price list?

May I take this catalogue back with me so that I may look into it more closely?

Do you have a prototype of your new product?

It would be very helpful if you could give us one sample each.

Could you provide some actual samples free of charge?





English for Chinese Typical Business Expressions

4. 这个请带去做样品。 / 很抱歉，我们不能赠送样品，不过样品可以打八折。 / 任何成本超过 5 美元的样品，依照本公司规定都是需要收费的。 / 希望您别介意，我们是要收样品费的，这也是本公司的规定。 / 我们得要您付样品费。

Please take this as a sample.

I'm sorry we can't give this as a sample but we'll make a sample discount of twenty percent.

It's our company's policy to charge for any samples over five U.S. dollars.

I hope you don't mind, but it is our company's policy to request our sample charge.

We'll have to ask you to pay the sample charge.





English for Chinese Typical Business Expressions

5. 机械设备交易团在5 号馆。 / 我带您到我们的产品展室看看。 / 请走这边，我很乐意带你们参观这里所有的展品。 / 我们公司所有的产品几乎都可以在这个陈列室里看到。

The Trading Delegation for Machinery and Equipment is in Hall 5.

I'd like to show you to see our showroom.

This way, please. I'd be glad to show you around all the exhibits here.

Almost all of our company's products can be seen here in this showroom.





English for Chinese Typical Business Expressions

6. 哪一个牌子比较畅销？ / DC-200 是在同类产品中销路最好的。 / 这种产品最近很抢手。 / 这种型号的机器销路十分旺。

Which brand sells better?

The DC-200 is the best selling product of its kind.

There's been a big rush for this product lately.

This type of machine is in great demand (is much in demand).





English for Chinese Typical Business Expressions

7. 我们的新产品市场需求很大。 / 这种商品市场需求不大。 / 这种产品已经不再有市场了。 / 据我所知，这项产品今年会很畅销。 / 今年我们这类产品的出口量很大。 / 我们国内现在对陶瓷的需求量愈来愈大。

There's a great demand for our new product.

There's little demand for the goods.

There's no more demand for this product.

As far as I know, this item will be very popular this year.

We have exported this item in very large quantity this year.

The demand for ceramics is increasing in my country.





English for Chinese Typical Business Expressions

8. 这种产品有三种不同颜色：黑色、红色、褐色。 / 这种产品有三种不同尺寸：大、中、小。 / 如果这套机器可以用于三班制运作，那么一年就可以收回成本了。 / 一年之内你就可以赚回成本。

This product comes in three different colors: black, red and brown.

It comes in three different sizes: large, medium and small.

If the equipment can work three shifts per day, it can easily pay for itself in a year.

You'll get your money's worth in a year.





1. (Miss Xiao arranged a visit to Guangzhou Fair for Mr. Presley. It is the first time for Mr. Presley to visit such a big fair. He hasn't done any business with Chinese before. He is here to make business contacts and familiarize himself with the Fair.)

X: Mr. Presley, if you are free this afternoon, I intend to take you to the Chinese Import and Export Commodities Fair in Guangzhou, if you like. There are various new industrial products on display. The Fair will give you some idea of Chinese import and export industries.

P: That's wonderful! Could you be more specific about the Guangzhou Fair?

X: Well, the Guangzhou Fair plays a very important role in China's foreign trade. There are all ranges of items on display. Visitors can see samples of what they are to buy. All the trading delegations represent the various Chinese manufactures and foreign trade corporations. They do both import and export business here.

P: That's interesting. I definitely want to visit the Fair.

X: Fine. How about starting at 2:30 this afternoon? And I'll come to your hotel to pick you up.

P: Good. I'll be expecting you at 2:30 pm.

(at the Guangzhou Fair)

X: You haven't been to the Chinese Import and Export Commodities Fair in Guangzhou before, have you, Mr. Presley?

P: No, never. This is my first visit to the Fair. Everything is new to me.

X: The Fair is a big gathering. Tens of thousands of foreign businessmen from more than 150 countries and regions are here to trade with China.

翻译





1. (Miss Xiao arranged a visit to Guangzhou Fair for Mr. Presley. It is the first time for Mr. Presley to visit such a big fair. He hasn't done any business with Chinese before. He is here to make business contacts and familiarize himself with the Fair.)

P: I hope to join this rank.

X: I'm sure you will be part of this. There are exhibition halls in the Fair, where new products are on display.

P: Yes, when I entered the main hall, I saw many beautiful textiles and light industrial products on show. They were very attractive.

X: That's just one of them. There are many more.

P: That's fine. I've heard so much about your achievements that I wanted to come and see them with my own eyes. But my main purpose in coming here is to establish business relations with you.

X: I'll be glad to do what I can for you.

P: Thank you. I'm sure a mutually beneficial trade can be developed between us. Our house has wide connections with many factories in my country and has been importing raw materials from abroad for them. Now I'm thinking of getting some from China.

X: We will be glad to cooperate with you. Maybe I can't promise anything now but we'll do our best to meet your requirements.

P: Thank you. I hope we'll have an opportunity to do business together.

翻译



Notes

1. on display 陈列，展览，展示。相同意思的英文表达还有 on exhibition , on show 等。
。
2. all ranges of 各种各样的。
3. The Fair is a big gathering. 可以翻译为 “广交会是一个盛会” 。
4. join this rank 加入这个行列。
5. mutually beneficial trade 互利的贸易
6. house 这里指公司。



X: 普瑞西里先生，如果你今天下午有空并且又愿意的话，我打算带您去参观一下中国进出口商品广州交易会。那里面有各种各样的工业品在展出。这个交易会能让您对中国的进出口业有所了解。

P: 太好了！您能不能更具体地谈一下广交会？

X: 好的。广交会在中国的对外贸易中充当着一个非常重要的角色。有各种各样的商品在这里展出。来宾们可以看样选购。所有的代表团都代表着中国各类厂商和外贸公司。人们在这里进出口业务都做。

P: 太有趣了。我肯定愿意参观这个会展。

X: 那好。今天下午 2 点半开始怎么样？我到您宾馆去接您。

P: 好！两点半我等您。

(在广交会)

X: 普瑞西里先生，您以前没有参加过广交会吧？

P: 没有。这是我第一次来这儿。对于我来说，一切都是新的。

X: 这是一个巨大的盛会。成千上万个来自 150 多个国家和地区的外商，聚集在这里和中国进行贸易。



P: 我希望可以加入这一行列。

X: 相信您可以成为其中一员的。交易会设有展览厅, 新产品可以在展厅里陈列。

P: 是的。刚才进入大厅时, 我看到陈列着许多漂亮的纺织品和轻工产品。他们的确很吸引人。

X: 那只是其中的一个展厅, 还有许多其他的。

P: 好啊! 我听到许多有关你们取得成就的消息, 我想亲眼瞧瞧。但我来这儿的主要目的是和你们建立业务联系。

X: 我将十分乐意为您效劳。

P: 谢谢。相信我们之间的互利贸易能够得到发展。我们公司和我国的许多工厂有着广泛的联系, 我们为他们从国外进口远材料, 现在我想从中国进口一些。

X: 我们将非常乐意与你们合作。也许我现在不能向您承诺什么, 但我们会尽力满足你们的要求。

P: 谢谢您。希望我们有机会一起做生意。



2. (Before negotiation, Mr. Simpson wants to see some samples. Miss Chen shows him into the showroom. They have a brief talk about the canned food on display.)

C: Here is our sample room.

S: You certainly have a large collection of sample foods here.

C: Yes. We are exporting a wide range of food products to many countries. And demand is getting greater and greater.

S: So it is. Though we haven't done business with you, as you know your exports of foods to our country have considerably increased during the last few years. It appears that Chinese foods are very attractive.

C: You said it. The quality of ours is as good as that of many other suppliers. By the way, which items are you interested in?

S: Canned foods are of special interest to me, particularly the canned fruit and meat. As your canned fruit is among the most popular ones in our market, I'm going to place an order in a day or two.

C: Good. How about our canned meat?

S: I think it will also find a good market in our country. Will you show me some samples?

C: Yes. This way, please. Our canned meat is in various weights. The largest one weights three and a half pounds net, and the smallest is seven ounces net.

S: The small sizes are more saleable in our market than the large ones. I wonder if your canned meat tastes better.

C: You are welcome to have a try. Here it is. Ours is of prime quality.

S: Wow, it's delicious. Mm ... I'm not sure about the pesticide residues in your foods, though. I'm sure you must have given much thought to the matter. But you know, our governmental restrictions have been increasing, so we are not allowed to import any polluted goods.

翻译





2. (Before negotiation, Mr. Simpson wants to see some samples. Miss Chen shows him into the showroom. They have a brief talk about the canned food on display.)

C: You can rest assured. Our foods are guaranteed to conform to the WHO standards.

S: Good. I'd like to order meat of this kind in seven-ounce tins if the price is competitive.

C: What about other canned goods, such as canned mushrooms and vegetables?

S: They are not as saleable as canned fruit, I suppose.

C: Mm, no, I really don't think so. They are also among our major exports and have found a favorable reception in many other countries.

S: Then, may I have a look at the samples first?

C: Certainly. Here you are.

S: Ah, very nice indeed. But I am not sure whether they are to the taste of our people. What would you say to my taking some samples home before I make a decision?

C: That's all right.

S: Thank you. Well, I have an appointment at 4:00, so I must leave. Shall we talk the details over tomorrow morning?

C: OK. See you tomorrow.

S: Goodbye.

翻译



Notes

1. a collection of 许多，一大批
2. So it is. 意思同 You said it. 用来表示完全同意对方的意见。
3. considerably 显著地，明显地
4. canned foods 罐装食品
5. find a good market 畅销
6. pound 磅。与后面出现的 ounce（盎司）一样都是重量单位。
7. pesticide residues 农药残留物
8. given much thought to ... 对……给予充分重视
9. governmental restrictions 政府管制
10. rest assured 是动词短语“rest assured of...”的简写，意指“对……放心”。这里可以翻译为“（对此）尽管放心”。
11. conform to 符合，与……一致。该词还可以作及物动词使用，用“conform A to B”这样的结构，表达“使 A 与 B 一致”的意思。
12. WHO 世界卫生组织，World Health Organization 的缩略语
13. tin 锡，马口铁，罐。包装名称，也按英语的读音称为“听，听装”。
14. found a favorable reception in ... 在……中深受欢迎。
15. to the taste of sb. 合某人的口味，适销某地，受某人欢迎。



C: 这是我们的样品间。

S: 你们这儿的食品真是应有尽有。

C: 是的。我们出口食品到许多国家，出口种类多，范围广。而且需求量是越来越大。

S: 不错。尽管过去我们没有做过生意，但你知道，在过去的几年里，你们出口到我国的食物增加了许多。看来中国的食物很吸引人。

C: 是的。我们的质量同其他供应商的一样好。顺便问一下，你们对哪种产品感兴趣呢？

S: 我对罐装食物特别感兴趣，尤其是水果罐头、肉罐头。你们的水果罐头在我国市场深受欢迎，我打算一两天内订货。

C: 好的。肉罐头呢？

S: 我认为它也会在我国畅销。我看一下样品好吗？

C: 好的。请这边走。我们肉罐头的规格有多种，最大的净重 3.5 磅，最小的为 7 盎司。

S: 在我国小规格的比大规格的销路要好一些。不知道你们的肉罐头味道是不是好一些。

C: 欢迎品尝。来，给您试试。我们的质量是一流的。

S: 哇，真好吃。嗯……不知道你们的食品中是否有农药残留物，尽管我相信对这个问题你们已予以重视，但你们知道，我国政府的限制越来越紧，不允许我们进口被污染的食品。

C: 您尽管放心。我们的食品保证符合世界卫生组织的标准。

S: 好的。如果价格优惠,我想订这种 7 盎司重的肉罐头。

C: 其他罐头呢? 如蘑菇和蔬菜罐头?

S: 我想它们没有水果罐头销路好。

C: 嗯,我可不这么认为。它们也是我们主要的出口产品,在其他国家深受欢迎。

S: 那么,我可以先看看样品吗?

C: 当然可以。给你。

S: 哦,的确不错。但我不知道它们是否合我国人民的口味。在我做决定之前,可不可以让我先带一些样品回家?

C: 可以。

S: 谢谢! 哦,我 4 点还有个约会,我得走了。我们明天早上再讨论一些细节的问题好吗?

C: 好的。明天见。

S: 再见。



Situational Information:

We learned from the previous units that Mr. Parker was invited to a dinner held in his honour, to visit the GFTD and to visit one of the factories of GFTD. After that, as one of the items in the agenda, accompanied by Ms. Liu, he is going to the Guangzhou Fair. At the Fair, he will be shown around and meet Miss Deng, the sales representative of one of the Chinese electrical product manufacturers. Being interested in some of the electrical products, he is going to their showroom the next day to see their complete line.

翻译



我们从前面的单元里知道，帕克先生应邀参加了专门为他安排的接风宴。拜访了广州对外贸易发展公司并参观了公司的一个工厂。之后，作为他们日程表里的一项内容，帕克先生在刘女士的陪同下参观了广州出口商品交易会。在交易会上，他会到处参观并认识一家中国电子产品生产商的销售代表邓小姐。因为对一些电子产品感兴趣，第二天他又打算去该生产商的展示室看看齐全的产品样品。



Role 1. Suppose you are Ms. Liu. You are going to show Mr. Parker around at the Guangzhou Fair. Try to complete the following dialogue with some of the drills and expressions in Part II and III. The Chinese in the brackets are for your reference only.

P: Good morning. This is my name card and this is a letter of introduction from GFTD as well as an invitation to the Fair.

R: Thank you, Sirs.

L: I'm Liu from GFTD.

R: Yes, your names are on my list. Let me give you these ribbons. Wear them please.

L: (带上来宾证我们就可以出入展品陈列馆了吗?)

R: Yes, that's right.

&: Thank you.

L: Let's go. (广交会自 1957 年创办以来, 每年举办两次。每年都有成千上万的来宾从世界各地来到这里。)

P: You call them visitors, but they are also sellers and buyers.

L: You are right. (有各种各样的产品在这里展出。来宾们可以看样选购。所有的代表团都代表着中国各类厂商或外贸公司。人们在这里进出口业务都做。)

P: Businessmen should like to get together here and have a good time.

L: Yes. (你可以和卖主一起坐在展位里, 买你喜欢的东西。你还可以同来自全国各地的供货商们讨论商事。)

P: Well, the exhibits are quite spectacular. Can you show me to the electrical exhibits?

L: (电子产品设备交易团在 5 号馆。) Do you want to go there now?

P: Is it possible?

L: Of course. (就在那边, 靠后头的地方。) Follow me please.

翻译



P: Good morning. This is my name card and this is a letter of introduction from GFTD as well as an invitation to the Fair.

R: Thank you, Sirs.

L: I'm Liu from GFTD.

R: Yes, your names are on my list. Let me give you these ribbons. Wear them please.

L: (Will they get us into the exhibit halls?)

R: Yes, that's right.

&: Thank you.

L: Let's go. (Guangzhou Fair has been held twice a year ever since it came into existence in 1957. Thousands of visitors come here every year from all over the world.)

P: You call them visitors, but they are also sellers and buyers.

L: You are right. (There are all ranges of items in display. Visitors can see samples of what there is to buy. All the trading delegations represent the various Chinese manufactures and foreign trade corporations. They do both import and export business here.)

P: Businessmen should like to get together here and have a good time.

L: Yes. (You can sit down with the seller in his booth and buy something you like. And you can meet suppliers from all over China to discuss trading issues.)

P: Well, the exhibits are quite spectacular. Can you show me to the electrical exhibits?

L: (The Trading Delegation for Electronic Product and Equipment is in Hall 5.) Do you want to go there now?

P: Is it possible?

L: Of course. (Over there, near the back) . Follow me please.



Role 2. Suppose you are Miss Deng, the sales representative of one of the Chinese electrical product manufacturers. You will meet Mr. Parker at the Fair. Try to read aloud and practice the underlined sentences in the following dialogue.

D: Good morning. May I help you?

P: I think I'd like to just look around.

D: Please have a look at our display products.

P: Do you have a prototype of your new product?

D: What particular kind of products are you interested in?

P: I'm interested in the hairdryers you're showing.

D: Well, we have a full range of items in this line. I'll go and get a catalogue for you. Here it is. This is our latest catalogue.

P: How is the product selling?

D: It's selling well.

P: What are the selling points of your product?

D: Compared with competing products, ours is smaller and lighter.

P: Thank you. We'll order after we see the sample. Would it be possible for me to take a sample back with me?

D: I'm sorry we can't give this as a sample but we'll make a sample discount of twenty percent.

P: Where can I see your complete line?

D: We have a showroom in this city.

P: I'm hoping to get to your showroom.

D: Drop by anytime.



Role 3. Being interested in some of the electrical products, Mr. Parker went to the showroom of the manufacture the next day to see their complete line. In the show room, he was received by a receptionist. Suppose you are an interpreter and try to interpret for them.

R: 欢迎来到我们展示室参观。

P: Thank you. I'm glad to be here.

R: 有什么要我拿给您看的吗？我想您是第一次到我们展示室来吧。我来带您四处看看好吗？

P: That would be nice of you. I saw some of your products at the Guangzhou Fair. But I like to see more. I wonder if you can give me more information about this product you're showing.

R: 很高兴为您服务。您要不要一整套的促销宣传材料呢？

P: Yes, I think that would be useful. Thank you for your help.

R: 最近我们开发了一种新的技术更优异的产品。看，这就是我们最新的产品。这是我们最新的款式，是我们自己设计的。

P: When is it going to be on the market?

R: 下个月即可推出。由于其质量上乘，设计新颖，我们向您大力推荐这种产品。我们的新产品市场需求很大。

P: I'm not sure how this works. Would you please demonstrate it for me?

R: 当然，没问题。

翻译



Role 3. Being interested in some of the electrical products, Mr. Parker went to the showroom of the manufacture the next day to see their complete line. In the show room, he was received by a receptionist. Suppose you are an interpreter and try to interpret for them.

P: Do you have any printed material on this product, such as the literature or catalogs?

R: 这里是您要的产品目录。我们也有英文的小册子。

P: I'd like to take these catalogs with me. And I want these price lists as well.

R: 好啊，请便。请随意拿取吧。

P: Could I have this sample free of charge?

R: 希望您别介意，但是当样品成本超过 5 美元的时候，依照本公司规定是需要收费的。

P: I see. I'll pay for it. By the way, are all the components made here in China?

R: 是的。这种产品有三种不同颜色：黑色、红色、褐色。并且我们产品所使用的所有原材料都是无毒的。据我了解，这种产品今年将会很流行。

P: I was so impressed by the designs and the good quality of your pieces. Thank you. You are so helpful.

R: We hope you enjoyed the visit to our showroom. Would you be kind enough to sign our visitors' book? 希望您还喜欢我们的展示室。劳驾您在来宾簿上签个名好吗？

P: I'd be happy to.

翻译



R: Welcome to our showroom.

P: 谢谢，我很高兴到这里来。

R: Is there anything I can show you? I'm sure this is your first visit to our showroom. Can I show you around?

P: 那太好了！我在广交会上看到你们的一些产品，但我还想多看一些。不知您是否能够多给我一些关于你们展出的这些产品的资料呢？

R: I'd be glad to help. Would you like a packet of our promotional literature?

P: 好啊，我想那会很有帮助的。谢谢您的帮忙。

R: Recently we've developed a new product with better technology. See, this is our latest product. This is our latest design and it's our own design.

P: 这个产品什么时候上市呢？

R: It will be out next month. We are highly (strongly) recommending this product for its good quality and latest design. There's a great demand for our new product.

P: 我不懂这是如何操作的。您可以为我示范一下吗？

R: Sure. No problem at all.



P: 你们有没有关于这种产品的说明书或目录什么的?

R: There is the catalog you asked for. And we have a pamphlet in English too.

P: 我想把这些目录带走。还有这些价目表我也想要。

R: Go right ahead. Please take whatever you like.

P: 这样品可以免费送我吗?

R: I hope you don't mind, but it's our company's policy to charge for any samples over five U.S. dollars.

P: 我明白。我来付钱好了。顺便问一下, 你们产品所有的部件都是在中国产的吗?

R: Yes. It comes in three different colors: black, red and brown. And all materials used are non- toxic. As far as I know, this item will be very popular this year.

P: 你们的设计和高品质让我印象深刻。谢谢您。您帮了我很大的忙。

R: We hope you enjoyed the visit to our showroom. Would you be kind enough to sign our visitors' book?

P: 我很乐意。



Role 4. Form a group of 2 to 4, try to work out a dialogue related to the theme of this unit and then perform it in class.

