

“汉语 101”



Business Chinese

商务汉语

101



关道雄 (Guan Daoxiong) 著



含MP3光盘一张

外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

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前 言

“汉语101”是一套为在华留学生、外籍工作人员以及汉语初、中级学习者编写的口语系列手册，内容简单实用、针对性强。本系列手册旨在帮助读者于较短时间内学会基本句子，并在相关语境中模仿、使用，以达到迅速消除语言障碍、提高汉语交际能力、轻松融入中国生活的目的。

“汉语101”由《生活汉语101》《商务汉语101》《旅游汉语101》等组成。每一本包含若干主题单元，每个单元下设若干话题，每个话题以一个核心句开头，在其基础上扩展成短小实用的对话。每分册共有101个核心句/话题篇，因此冠名为“汉语101”。

本册《商务汉语101》由10大主题单元构成，即“商务交际”“商务通信”“商务旅行”“商务洽谈”“办公室内外”“参加会议”“人力资源”“市场营销”“货运业务”和“考察与投资”。每个主题单元包含9—11个话题不等。在内容上，同属一个主题单元的话题之间既有联系，又具有自己的独立性和完整性。每个话题篇包括以下6个部分：

核心句：每个话题篇都有一个核心句。例如，话题“一般询盘”篇的核心句是“我想询问一下这种产品的价格”；话题“广告策划”篇的核心句是“这次我们的广告应该突出品牌形象”。使用者应反复练习核心句，以便在实际

交际中熟练应用。

替换：这一部分一般提供3-6个替换词、短语或句子。例如，核心句“这次我们的广告应该突出品牌形象”中的“品牌形象”可以用“产品特点”“时尚潮流”“休闲风格”或“绿色环保主题”等词语替换，从而增加了核心句的使用灵活性，扩大了适用范围。

扩展：这一部分提供4个与话题有关的常用句，读者应反复练习，以便在相关语境中选择使用。如“一般询盘”一篇的扩展句为“您想知道这种产品的零售价是吗？”“这是我们的产品目录和价格表”“我们目前还没有这项服务”等等。

对话实例：对话围绕核心句展开，读者可以借此了解在相关语境中的汉语表达方式以及中国人的说话习惯和逻辑。读者最好把对话实例背诵下来，以便在交际中更好地表达自己，理解对方。

相关词语：这部分列出该单元出现的词汇及与该话题篇相关的若干其他词汇，旨在为读者的实际应用提供更多可供选择的词语。为了节省篇幅，已经在核心句和替换、扩展、对话实例中出现的词汇，一般不再收入“相关词语”。

文化导航：这是“汉语101”系列最具特色的内容之一。《商务汉语101》的“文化导航”着眼于当今中国商务活动、企业管理以及工作环境中反映出的社会、文化现象，甄选因不同的语言、传统和文化背景而易于引起误会的话题，用简洁生动的文字对这些问题加以说明。希望这个部分的内容能够成为读者实用的“导航仪”。

为了方便读者学习，各册附录都列出了读者在紧急情况下可能用到的一些句子。另外，《商务汉语101》的附录部分收有个人简历模板和中英对照的30家重要的中国公司名录，以便使用者查找和参考。

本系列附英文翻译，并配有录音，且携带方便，是在华留学生、外籍工作人员不可多得的汉语日常工具书。本系列亦可用作初、中级汉语口语教材和自学教材。

编者在《商务汉语101》编写过程中得到了外语教学与研究出版社汉语分社资深编辑李彩霞女士的悉心指导和帮助，孟佳文女士在编辑过程中贡献颇多，在此一并表示衷心的感谢。但书中可能还存在不当之处，希求读者、同行在使用过程中及时指出，以便再版时更正，在此先行致谢。

关道雄

2014年2月

Preface

Chinese 101 is a series of handbooks of conversational Chinese designed for non-native speakers of Chinese who study or work in China as well as primary and intermediate learners of Chinese. The content is reasonably simple with a clear aim. It is developed to enable users to learn, imitate and master useful vocabulary and sentences in a meaningful context so that they can quickly improve Chinese skills and easily adapt to Chinese culture in the short term.

Chinese 101 is composed of *Survival Chinese 101*, *Business Chinese 101* and *Travel Chinese 101*. Each book in the series is divided into thematic units that cover major aspects of living, doing business or traveling in China. Thematic units are subdivided into 101 situational topics or chapters, hence the title of the series. And each unit starts with a key sentence followed by short and practical dialogues.

Business Chinese 101 is composed of 10 thematic units, including “Business Social Intercourse,” “Business Communication,” “On a Business Trip,” “Business Negotiation,” “Around the Office,” “Having a Meeting”, “Human Resources”, “Marketing”, “Freight Transport Service”, and “Investigation and Investment”. Each thematic unit includes 9 to 11 topics. The

content of topics under the same thematic unit is interrelated while each is also a unique and complete chapter. Each topic chapter includes the following 6 components:

Key sentence: A sentence that represents the core of the chapter. For example, the key sentence in the chapter of “General Inquiry” is “I would like to inquire about this product’s price” while in the chapter of “Advertisement Planning” is “This time our advertisement should give prominence to brand image.”

Substitution: Generally, three to six substitution phrases are provided for learners. For example, the phrase “brand image” in the key sentence “This time our advertisement should give prominence to brand image” can be substituted with “special feature of the product,” “fashion trend,” “casual style” or “environment-friendly motif,” extending the flexibility of the key sentence and the scope of application.

Extension: Four sentences that relate to the topic of the chapter are provided for readers to choose to use in relevant situations. For example, in the chapter of “General Inquiry,” extension sentences like “Do you want to know the retail price of this product?” “This is our products’ catalogue and price list” and “We do not currently have this service yet” are listed.

Dialogue: A situational dialogue is presented through which users can learn how Chinese people express themselves in this context and their logic of speaking. It is suggested that learners recite the dialogue in order to express their opinions and understand Chinese culture.

Related Words: A list of words closely related to the topic

is provided for readers to choose from in practical applications. Words that have already appeared in Key Sentence, Substitution, Extension, and Dialogue are generally not included in Related Words to avoid redundancy.

Cultural Navigation: This is one of the most unique aspects of the *Chinese 101* series. In *Business Chinese 101*, this section covers social and cultural phenomena related to business activities, management, and work environment in today's China, as well as situations where confusion or misunderstandings can arise due to differences in language, traditions and cultural backgrounds. The section aims to provide a clear and engaging explanation of these issues to help the readers navigate the Chinese business world.

For the convenience of the users, each book also provides a list of sentences in the appendix that may be used in emergency contexts in China. Besides, the appendix of *Business Chinese 101* includes a list of 30 notable Chinese companies as well as a curriculum vitae template for the convenience of the user's reference.

With English translation and CDs, this series of handbooks should be a useful companion and reference book for foreign people living in China. The series can also be used as a textbook for primary and intermediate students' conversational Chinese as well as for self-study.

During the process of material collection, textual preparation and editorial revision, I received constant guidance, support and assistance from Ms. Li Caixia, Senior Editor of Chinese Division at the Foreign Language Teaching and Research Press. I am deeply indebted to her. I would like to thank Editor Meng Jiawen for her contributions to the book. I will appreciate all the suggestions.

Guan Daoxiong
December 2013
Santa Barbara, California

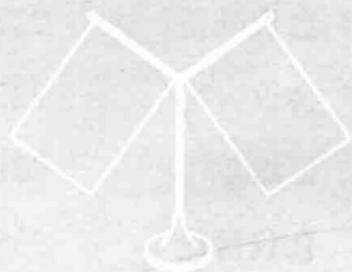
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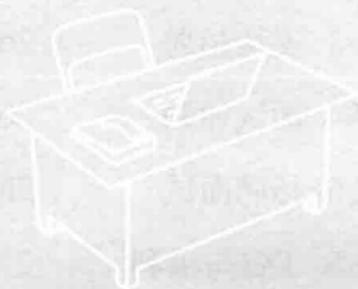


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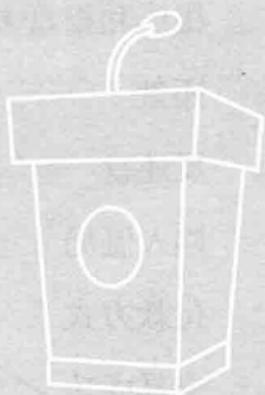


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商务交际

Business Social Intercourse



1

姓名和称呼

Names and Forms of Address

核心句

Key Sentence

Qǐngwèn, nín guìxìng?

请问，您贵姓？

May I ask your last name?

句型
与替换

Substitution

nǐmen liǎng wèi

你们两位

two of you

nǐmen jīnglǐ

你们经理

your manager

nǐmen lǎozǒng

你们老总

your boss



扩展/Extension

Wǒ xìng Wáng, jiào Wáng Zhìyuǎn.

1. 我姓王，叫王志远。

My last name is Wang, and my name is Wang Zhiyuan.

Wǒ de Zhōngwén míngzì jiào

2. 我的中文名字叫

Shǐ Qiángshēng.

史强生。

My Chinese name is Shi Qiangsheng.

Nǐ zhīdào nà wèi nǚshì jiào

3. 你知道那位女士叫

shénme míngzì ma?

什么名字吗？

Do you know that lady's name?

4. Tā shì wǒmen de shìchǎngbù
他是我们的市场部
jīnglǐ.
经理。

He is our Marketing Department
Manager.

对话实例/Dialogue

甲：Qǐngwèn nín guìxìng?
请问您贵姓？

May I ask your last name?

乙：Wǒ xìng Zhāng, jiào Zhāng Rényuǎn. Nín ne?
我姓张，叫张仁远。您呢？

My last name is Zhang, and my name is Zhang Renyuan.
And you?

甲：Wǒ jiào Johnson Smith, wǒ de Zhōngwén míngzì jiào Shǐ Qiángshēng.
我叫Johnson Smith，我的中文名字叫史强生。

My name is Johnson Smith and my Chinese name is Shi
Qiangsheng.

乙：Nǐ hǎo, Shǐ xiānsheng!
你好，史先生！

Hello, Mr. Shi!

甲：Nǐ hǎo! Jiào wǒ Johnson jiù xíng le! Nǐ zhīdào nà wèi xiānsheng
你好！叫我Johnson就行了！你知道那位先生
jiào shénme míngzì ma?
叫什么名字吗？

Hello! Just call me Johnson! Do you know that gentleman's
name?

乙：Tā shì wǒmen de shìchǎngbù jīnglǐ, jiào Huáng Zhìqiáng.
他是我们的市场部经理，叫黄志强。

He is our Marketing Department Manager, and his name is
Huang Zhiqiang.

甲: Wǒ yīnggāi zěnmecānghu tā cái héshì
我应该怎么称呼他才合适?

What is the proper way for me to address him?

乙: Jiào tā Huáng jīnglǐ jiù xíng le.
叫他黄经理就行了。

Just call him Manager Huang.

相关词语/Related Words

1	guìxìng 贵姓	last name; surname (polite form)	7	fūrén 夫人	Mrs.; lady; madam
2	míng míngzi 名/名字	first name; given name	8	nǚshì 女士	Ms.; (educated) woman
3	xìngmíng 姓名	full name (literally: surname and given name)	9	xiǎojiě 小姐	Miss; young lady
4	chēnghu 称呼	to address; to call; form of address	10	lǐmào 礼貌	courtesy; politeness; manners
5	wèi 位	a measure word for person (polite form)	11	zūnjìng 尊敬	respect; to respect
6	xiānsheng 先生	sir; Mr.; gentleman			

文化导航

Cultural Navigation

中国人互相问候的时候，称呼中常常使用对方的姓加上头衔，这是表示尊敬对方的一种方式。在日常生活中，中国人称呼对方时一般使用全名，只有在家人或关系密切的朋友之间才会直接用对方的名。如果你的中国同事、朋友或者商务伙伴也这样称呼你，这表示他们把你看作是好朋友、“自己人”。

When Chinese exchange greetings, they often address people by using one's family name with the title. It is a way to show respect to others. In everyday life, Chinese generally call each other by their full names. Only among family members or close friends will Chinese call each other by their first names. If your Chinese coworkers, friends or business partners address you in this way, it is a sign that they have considered you as a good friend or "one of them."



2 介绍认识 | Introducing Each Other

核心句

Key Sentence

Wǒ lái jièshào yíxià. zhè wèi shì
我来介绍一下，这位是
wǒmen gōngsī de Wáng zǒng jīnglǐ。
我们公司的王总（经理）。
Let me introduce! This is our company's
General Manager Wang.

句型 与替换 Substitution

wǒmen de zhòngyào kèhù
我们的**重要客户**
our important client

wǒmen de yèwù hézuòrén
我们的**业务合作人**
our business partner

wǒ de tóngshì
我的**同事**
my colleague



扩展/Extension

1. Zhè wèi shì Měiguó lái de
这位是**美国来的Johnson**
Smith 先生。
This is Mr. Johnson Smith who
is from the USA.
2. Tā shì wǒmen de zhòngyào kèhù。
他是**我们的重要客户**。
He is our important client.

3. Ràng wǒ lái zìwǒ jièshào yíxià. (让) 我来自我介绍一下。 Allow me to introduce myself.
4. Nín jiànguò wǒmen shìchǎngbù de Lǐ jīnglǐ le ma? 您见过我们市场部的李经理了吗? Have you met Manager Li from our Marketing Department?

对话实例 / Dialogue

甲: Wǒ lái jièshào yíxià. zhè wèi shì wǒmen gōngsī de Wáng zǒngjīnglǐ. 我来介绍一下，这位是我们公司的王总经理。
Let me introduce! This is our company's General Manager Wang.

Wáng zǒng, zhè wèi shì Měiguó lái de Johnson Smith xiānsheng. 王总，这位是美国来的Johnson Smith先生，
wǒmen de zhòngyào kèhù. 我们的重要客户。

General Manager Wang, this is Mr. Johnson Smith from the USA. He is our important client.

乙: Ràng wǒ lái zìwǒ jièshào yíxià. Wǒ de Zhōngwén míngzì jiào Shǐ Qiángshēng. (让) 我来自我介绍一下。我的中文名字叫史强生。

Allow me to introduce myself. My Chinese name is Shi Qiangsheng.

丙: Hěn gāoxìng rènshi nín! 很高兴认识您!
Very happy to know you!

乙: Rènshi nín wǒ yě hěn gāoxìng! 认识您我也很高兴!
I am very happy to know you too!

丙: ^{Nín jiànguo wǒmen shìchǎngbù de Lǐ jīnglǐ le ma?}
您见过我们市场部的李经理了吗?

Have you met Manager Li from our Marketing Department?

乙: ^{Hái méiyǒu. Nín kěyǐ jièshào wǒ hé tā rènshi yíxià ma?}
还没有。您可以介绍我和他认识一下吗?

Not yet. Could you introduce me to him?

相关词语/Related Words

1	^{zhǔguǎn} 主管	person in charge; to be responsible for; to be in charge	6	^{xiāoshòu} 销售 ^{dàibiǎo} 代表	sales representative
2	^{zhùlǐ} 助理	assistant	7	^{fǎrén} 法人 ^{dàibiǎo} 代表	legal representative
3	^{kèhù} 客户	client	8	^{xìnghuì} 幸会	to be honored to meet sb.
4	^{yèwù} 业务 ^{hézuòrén} 合作人/ ^{shāngwù} 商务 ^{huǒbàn} 伙伴	business partner/ associate	9	^{jiǔyǎng} 久仰	a short form of “久仰大名,” which means “I have heard of your illustrious name for a long time.”
5	^{dàilǐshāng} 代理商	agent			

在当今中国的商务场合中，有一个特殊的头衔使用频繁，那就是“总”。“总”在这里有“总管”、“总负责”等意思，是总经理、总监、行政总裁、财务总监、公司总裁、董事会主席等等头衔的简称。“总”应该用在姓的后面。有的时候，即使对方只是一个小部门的负责人，如果你用“某总”的方式称呼他，一般来说，他听到这种称呼应该也是会很高兴的。

There is one special title used broadly in today's Chinese business world, which is "zǒng." In this content, "zǒng" means "chief" or "head." It is a short form for general manager, chief director, CEO, CFO, president of a company, chairman of the board, etc. It is used right after one's last name. Sometimes, although the person is only in charge of a very small section in the company, he/she would probably still be happy if you address him/her with the title of "zǒng."

3

交换名片 | Exchanging Business Cards

核心句

Key Sentence

Wǒmen jiāohuàn yíxià míngpiàn ba.

我们交换一下名片吧。

Let's exchange our business cards.

句型
与替换
Substitution

diànhuà hàomǎ

电话号码

telephone number

shǒujī hàomǎ

手机号码

cell phone number

dìzhǐ

地址

address

diànyóu dìzhǐ

电邮地址

e-mail address



扩展/Extension

1. **Bù hǎoyìsi. wǒ méi dài míngpiàn.** How embarrassing! I didn't bring my business card.
2. **Nín néng gěi wǒ liú gè liánxi fāngshì ma? 方式吗?** Could you give me your contact information?

3. Yǐhòu wǒmen bǎochí liánxi!
以后我们保持联系!

Let's keep in touch in the future!

4. Yǐhòu yíding hái yào xiàng nín
qǐngjiào!
以后一定还要向您
请教!

I'll definitely need to ask for your advice again in the future!

对话实例/Dialogue

甲: Wǒmen jiāohuàn yíxià míngpiàn ba! Zhè shì wǒ de míngpiàn.
我们交换一下名片吧! 这是我的名片。

Let's exchange business cards. Here is my business card.

乙: Xièxiè! Zhēn bù hǎoyìsi. wǒ méi dài míngpiàn.
谢谢! 真不好意思, 我没带名片。

Thanks! How embarrassing! I didn't bring my business card.

甲: Méi guānxi. Fāngbiàn de huà, nín néng liú gè liánxi fāngshì ma?
没关系。方便的话, 您能留个联系方式吗?

It's OK. If it's convenient, could you give me your contact information?

乙: Dāngrán, dāngrán! Zhè shì wǒ de shǒujī hàomǎ hé diànzǐ yóuxiāng.
当然, 当然! 这是我的手机号码和电子邮箱。

Of course! Here are my cell phone number and e-mail address.

甲: Xíng! Yǐhòu wǒmen bǎochí liánxi!
行! 以后我们保持联系!

Good! We'll keep in touch in the future!

乙: Yíding, yíding. Zài yèwù shàng, yǐhòu yíding hái yào xiàng nín
qǐngjiào!
一定, 一定。在业务上, 以后一定还要向您
请教!

Definitely! In terms of business, I'll definitely need to ask for your advice again in the future!

相关词语 / Related Words

1	diànzǐ 电子 yóujiàn 邮件	e-mail	6	chuánzhēn 传 真	fax
2	diànzǐ 电子 yóuxiāng 邮 箱	e-mail box; e-mail address	7	yóubiān 邮 编	zip code
3	wǎngzhǐ 网 址	website	8	qūhào 区 号	area code
4	bàngōngshì 办 公 室 diànhuà 电 话	office phone	9	liánxì 联 系 / liánluò 联 络 fāngshì 方 式	ways to contact; contact information
5	gōngsī 公 司 diànhuà 电 话	company phone	10	yèwù 业 务	professional work; business

文化导航 Cultural Navigation

中国职业人士，包括很多商务人士在内，一般都会在初次见面的时候互相交换名片。当你给别人名片或者是接受名片的时候都应该用双手拿名片以示礼貌。名片可以帮助你记住对方的姓名，了解对方的基本背景，也可以方便今后互相联系。有些人喜欢在自己的名片上

列出很多头衔，你只要记住第一个头衔就足够了，因为一般来说，列在第一位的头衔往往是最重要的。

Many Chinese professionals, including business people, tend to exchange business cards when they first meet each other. When you hand out or receive a business card, you should use both hands as an expression of courtesy. Business cards can help you remember the person's name, get to know his or her background, and also make it easy for people to get in touch with each other later. Some people like to list a lot of official titles on their business cards. It is enough to just remember the first title on the card. Generally speaking, the title listed first is often the most important one.



4 日常问候 | Everyday Greetings

核心句

Key Sentence

Nín hǎo. Wáng jīnglǐ
您好，王经理！
Hello, Manager Wang!

句型 与替换

Substitution

Nín zǎo.
您早。
Good morning.

zhǔrèn
主任
director

dǒngshìzhǎng
董事长
chairman of
the board

Zǎoshang hǎo.
早上好。
Good morning.

chǎngzhǎng
厂长
factory director

xiānsheng
先生
Mr.



扩展/Extension

1. Nín zhè shì qù nǎr a?
您（这是）去哪儿啊？

2. Wǒ chūqu bàn diǎnr shìr.
我出去办点儿事儿。

3. Nín zài máng shénme ne?
您在忙什么呢？

4. Quán dōu tǐng hǎo de.
全都挺好的。

Where are you going?

I'm going out to run some errands.

What are you busy doing?

Everything is going quite well.

对话实例 / Dialogue

- 甲: *Nín hǎo. Wáng jīnglǐ! Nín zhè shì qù nǎr a?*
您好, 王经理! 您这是去哪儿啊?
Hello, Manager Wang! Where are you going?
- 乙: *Nín hǎo. Lǐ zhǔrèn! Wǒ chūqu bàn diǎnr shìr.*
您好, 李主任! 我出去办点儿事儿。
Hello, Director Li! I'm going out to run some errands.
- 甲: *Nín zài máng shénme ne? Zuijìn yíqiè dōu hǎo ba?*
您在忙什么呢? 最近(一切)都好吧?
What are you busy doing? Is everything going well with you recently?
- 乙: *Lǎoyàngzi. Nín zuìjìn zěnmeyàng?*
老样子。您最近怎么样?
Same old same old. How are you doing recently?
- 甲: *Quán dōu tǐng hǎo de. xièxiè!*
(全)都挺好的, 谢谢!
Everything is going quite well. Thank you!
- 乙: *Wǒ děi zǒu le. huítóu jiàn!*
我得走了, 回头见!
I have to go. See you later!

相关词语 / Related Words

1	<i>Zhōumò</i> 周末 <i>yúkuài!</i> 愉快!	Have a nice weekend!	3	<i>Jiéjì</i> 节日 <i>kuàilè!</i> 快乐!	Happy holiday!
2	<i>Xīnnián hǎo</i> 新年好/ <i>Guònián</i> 过年 <i>hǎo!</i> 好!	Happy New Year!	4	<i>dài wǒ</i> 代我 <i>xiàng...</i> 向..... <i>wèn hǎo</i> 问好	to give my regards to ...; to say hello for me to...

5	tǐng hǎo 挺好	quite good	8	duō xiè 多谢	many thanks
6	hái hǎo 还好	still OK; just fine	9	Xièxiè 谢谢 guānxīn! 关心!	Thanks for your concern/care!
7	mǎmǎhūhū 马马虎虎	fair; so-so			

文化导航 Cultural Navigation

在平常的场合，中国同事、朋友或者熟人之间，常常会用“你去哪儿？”“干什么去？”“忙什么呢？”，甚至“吃饭了吗？”这类问题来打招呼。可是外国人常常不知道应该如何回答这样的问题。其实你的中国同事这样问只是想表示他跟你很熟，并不是真的想知道你要去哪儿或者你要去做什么。除非你愿意给出具体的回答，否则的话，你只要用“去办点儿事儿”之类的话含糊地回应一下就足够了。

In daily or informal occasions, questions like “Where are you going?” “What are you going to do?” “What are you busy doing?” and even “Have you eaten?” are often used as a way to say hello among Chinese coworkers, friends or acquaintances. However, foreigners often feel hesitant

about how to respond to these kinds of questions. Actually, the intention behind these questions is that your Chinese coworker wants to show that you two are familiar and close. They do not really want to know where you are going or what you are going to do. Therefore, a vague answer such as “I’m going to run some errands” will be enough unless you are willing to give a specific answer.



5 表示关心 | Showing Concern

核心句

Key Sentence

Zuìjìn gōngsī de yèwù zěnmeyàng?
最近公司的业务怎么样?
How is the company's business recently?

句型 与替换 Substitution

shēngyi

生意

business (semiformal/colloquial speech)

xiāoshòu

销售

sales

gōngzuò

工作

work

qíngkuàng

情况

situation



扩展/Extension

- Zuìjìn nǐ shēngyi máng ma?
1. 最近(你)生意忙吗? Has your business kept you busy recently?
- Jīnnián de shìchǎng yǒu qǐsè.
2. 今年的市场有起色。 This year's market has picked up.
- Xiāoshòu mǎmǎhūhū ba.
3. 销售马马虎虎吧。 Sales are just so-so.
- Yào zhùyì shēntǐ ò.
4. 要注意身体哦。 Please pay attention to your health.

对话实例 / Dialogue

甲: Zuijin shēngyì máng ma?
最近生意忙吗?

Has your business kept you busy recently?

乙: Bǐjiào máng. Nín ne? Zuijin gōngsī de yèwù zěnmeyàng?
比较忙。您呢? 最近公司的业务怎么样?

Quite busy. How about you? How is the company's business recently?

甲: Hái xíng. Jīnnián de shìchǎng yǒu qǐsè.
还行。今年的市场有起色。

It's OK. This year's market has picked up.

乙: Wǒ tīngshuō nǐmen zhège yuè de xiāoshòu hěn búcuò a!
(我) 听说你们这个月的销售很不错啊!

I heard that your sales this month were really not bad!

乙: Mǎmǎhūhū ba!
马马虎虎吧!

Just so-so!

甲: Gōngzuò máng, yào zhùyì shēntǐ ò!
工作忙, 要注意身体哦!

Your work keeps you busy. Please pay attention to (your) health!

相关词语 / Related Words

1	yèwù 业务	business (formal)	3	búcuò 不错	not bad (relatively positive)
2	hái xíng 还行	it's OK; not bad (neutral)	4	yìbān 一般	nothing special; ordinary

5	yǒu qǐsè 有起色	to have picked up	9	hái còuhe 还凑合	barely passable; not too bad
6	shùnlì 顺利	smooth; smoothly	10	yōuzhe 悠着 diǎnr 点儿	not to work too hard; to relax a little bit
7	hái guòdeqù 还过得去	all right; passable	11	bǎozhòng 保重	to take care of oneself
8	hái kěyǐ 还可以	not too bad; passable			

文化导航 Cultural Navigation

在比较随意或者非正式的场合中，人们习惯用“……怎么样”来跟同事、朋友打招呼。比如，在办公楼的走廊里或是公司的聚会上，你常常会听到“生意怎么样？”或者“公司怎么样？”的问候。对这样的问话，中国人通常会用“还行”“不错”“马马虎虎”或者“还可以”这类话来回答，借以表示一种谦虚和不张扬的态度，因为中国人的传统想法是即使一个人有了很大的成绩也不应该到处炫耀自夸。

“...zěnmeyàng” (How is...) is considered a common form of greeting among colleagues and friends in casual or informal occasions. For example, you may often hear the greetings such as “Shēngyì zěnmeyàng?” (How is your business?) or “Gōngsī zěnmeyàng?” (How is the company?) in an office building’s hallway or at a gathering at your company. To respond to these question-like greetings, Chinese often use modest words, such as “hái xíng (it’s OK),” “būcuò (not bad),” “mǎmǎ-hūhū (just so-so)” or “hái kěyǐ (not too bad),” in order to show a humble attitude. Traditionally, Chinese believe that even if one has some great achievements, he still shouldn’t be arrogant and show off all around.



6

联络感情

Promoting Goodwill and Friendship

核心句

Key
Sentence

Zhǎo shíjiān wǒmen jù yí jù!

找时间 我们聚一聚!

Let's find a time to get together!

句型
与替换

Substitution

gǎitiān

改天

some other day

jīntiān wǎnshàng

今天晚上

tonight

zhège zhōumò

这个周末

this weekend

huìyì wán le

会议完了

after the meeting

shìr bànwán le

事儿办完了

after finishing the business

yǒukòng

有空

have free time



扩展/Extension

1. Hǎojiǔ bú jiàn.
好久不见。

We haven't seen each other for a long time.

2. Nín shì dà máng rén!
您是大忙人!

You are the busy man!

3. Wǒ hái méi lái de jí xiè nín ne!
我还没来得及谢谢您呢!

I haven't been able to express my appreciation yet!

4. Wǒmen shì lǎo péng you le, yīng gāi de!
我们是老朋友了，应该的!

We are old friends. That's the way it's supposed to be.



对话实例/Dialogue

甲: Wáng zǒng, hǎojiǔ bú jiàn a!
王总，好久不见(啊)!

Hello, General Manager Wang. We haven't seen each other for quite a while.

乙: Shì a, Lǐ zǒng, nín shì dà máng rén a!
是啊，李总，您是大忙人啊!

Yes, General Manager Li. You are the busy man!

甲: Nǎlǐ nǎlǐ, dàjiā dōu máng. Zhèyàng ba, zhǎo shíjiān wǒmen jù yí jù?
哪里哪里，大家都忙。这样吧，找时间(我们)聚一聚?

That's not true. Everyone is busy. How about finding a time to get together?

Hǎo a. Zhè cì wǒ qǐngkè.

乙：好啊。这次我请客。

Sounds good. This time will be my treat.

Shàng cì nín bāng le wǒ dà máng, wǒ hái méi lái de jí xiè nín ne!

上次您帮了我大忙，我还没来得及谢谢您呢！

Last time you helped me a lot, and I haven't been able to express my appreciation yet!

Zhè shì nǎr de huà, nín tài kèqì le. Lǎopéngyou le, yīnggāi de!

甲：这是哪儿的话，您太客气了。老朋友了，应该的！

What are you talking about? You are too polite! We are old friends. That is the way it's supposed to be.

相关词语/Related Words

1	jùhuì 聚会	gathering; reunion; party	6	dáxiè 答谢	to express appreciation (for sb.'s kindness)
2	qǐngkè 请客	to invite sb. to lunch or dinner; to entertain guests	7	chóuxiè 酬谢	to thank sb. with a gift
3	qǐng... 请…… chīfàn 吃饭	to invite sb. to lunch or dinner	8	Bié kèqì. 别客气。	You are welcome; Please don't be so polite.
4	bāngmáng 帮忙	help; to help; to lend a hand	9	Méi 没 guānxi. 关系。	It's OK; It doesn't matter.
5	qǐng... 请…… bāngmáng 帮忙	to ask sb. for a favor			

文化导航 Cultural Navigation

俗话说：“在家靠父母，出门靠朋友”，“多个朋友多条路”。不难看出，人际关系在中国社会和文化中是非常重要的。所以几乎每个在中国工作或生活过的外国人都知道“关系”这个词，也都懂得建立“关系”的必要性。不过，“关系”绝对不是一把万能钥匙。滥用“关系”不但可能会带来不必要的麻烦，而且有时还可能触犯法律。

As the old saying goes, “Zàijiā kào fùmǔ, chūmén kào péngyou” (When you are at home, you rely on your parents; when you are away from home, you rely on your friends); “Duō gè péngyou duō tiáo lù” (You will get more help and opportunities when you have more friends). It is easy to see how important interpersonal relationships are in Chinese society and culture. Therefore, almost every foreigner who has ever worked or lived in China knows the word “guānxi” and understands the necessity of building up interpersonal relationships (namely “guānxi”). However, “guānxi” is definitely not a magic key. It may not only bring some unnecessary troubles, but sometimes also put you in a position against the law if you abuse your “guānxi.”

7 发出邀请 | Sending out an Invitation

核心句

Key Sentence

Chén zǒng xiǎng qǐng nín Zhōuliù wǎnshàng yìqǐ
陈总想请您周六晚上一起
chī (gè) fàn.
吃(个)饭。
General Manager Chen would like to
invite you to dinner on Saturday night.

句型 与替换 Substitution

míngtiān zhōngwǔ

明天中午

tomorrow noon

jīntiān xiàwǔ

今天下午

this afternoon

xià gè zhōumò

下个周末

next weekend

pǐn chá

品茶

have a tea party

hē kāfēi

喝咖啡

have a cup of coffee

cānjiā

参加(一个)

attend a reception

zhāodàihuì

招待会

cānjiā

参加酒会

attend a cocktail party

cānjiā

参加晚宴

attend an evening banquet



扩展/Extension

1. Xià gè Xīngqī'èr nǐ yǒukòng ma?
下个星期二你有空吗?

Do you have time next Tuesday?

2. Mùqián hái méiyǒu rènhé ānpái.
目前还没有任何安排。

Right now I don't have any plans yet.

3. Xīngqīrì wǎnshàng wǒ gēn jǐ wèi kèhù yǒu yí gè yìngchou.
星期日晚上我跟几位客户有一个应酬。

On Sunday night I'll have a social appointment with several clients.

4. Wǒ yíding zhǔnshí cānjiā.
我一定准时参加。

I'll definitely be there on time.



对话实例/Dialogue

甲: Wēiliánsī xiānsheng. Chén zǒng xiǎng qǐng nín Zhōuliù wǎnshàng yìqǐ
吃(个)饭。
Williams, General Manager Chen would like to invite you to dinner on Saturday night.

乙: Zhēn bù qiǎo! Xīngqīliù wǎnshàng wǒ gēn jǐ wèi kèhù yǒu yí gè yìngchou. Duìbuqǐ!
真不巧! 星期六晚上我跟几位客户有一个应酬。对不起!

It's really a pity! On Saturday night I'll have a social appointment with several clients. I'm sorry!

甲: Méi guānxi. Nà, xià gè Xīngqī'èr nín yǒukòng ma?
没关系。那, 下个星期二您有空吗?

It's OK. Well then, do you have time next Tuesday?

Mùqián hái méiyǒu rènhé ānpái.

乙: 目前还没有任何安排。

Right now I don't have any plans yet.

Wǒmen gōngsī xiǎng yāoqǐng nín hé nín de fūrén zuòwéi guìbīn chūxí kāimùshì.

甲: 我们公司想邀请您和您的夫人作为贵宾出席开幕式。

Our company would like to invite you and your wife as honored guests to attend the opening ceremony.

Qǐng nín wùbì guānglín!

请您务必光临!

Please make sure to attend!

Xièxiè! Wǒ yídìng zhǔnshí cānjiā.

乙: 谢谢! 我一定准时参加。

Thanks! I'll definitely be there on time.

相关词语/Related Words

1 kèrén 客人 guest

6 shǎngguāng 赏光 to honor me with your presence

2 guìbīn 贵宾 honored guest; distinguished guest

7 kāimùshì 开幕式 opening ceremony

3 cānjiā 参加 to attend; to participate

8 huódòng 活动 activity; event

4 chūxí 出席 to attend; to be present

9 ānpái 安排 to arrange; arrangement; plan

5 guānglín 光临 to be present; to be patronized (polite form)

10 yìngchou 应酬 to have social intercourse with; social appointment/engagement; dinner party

就像其他很多国家的商务文化一样，在中国商务场上交际应酬是必不可少的。请客吃饭则是所有商务应酬活动中最常见的形式之一。很多中国生意人常常通过饭局来建立、发展商务上的关系，例如认识其他人、结识新朋友、发现可能的商务合作人或者商业机会等等。还有很多人习惯利用这样的场合来试探对方的意向，或者尝试解决双方的一些问题，甚至借此机会敲定一笔生意。总之，“酒桌也是生意场”这句话是相当正确的。

Just like the business culture in many other countries, social intercourse, or social engagement in the Chinese business world is indispensable. One of the most common forms of business social activity is to invite your business associates to dinner. Many Chinese businessmen often make business connections by having or attending dinner parties, for instance, getting to know people, making new friends and finding potential business partners or opportunities, etc. Many people are accustomed to taking this opportunity to sound out their business counterparty's intentions, try to resolve certain problems on both sides, or even strike a deal. In short, it is very true that "the banquet table is a part of the business world."

8

参加饭局

Attending a Dinner Engagement

核心句

Key Sentence

Nándé néng yǒu zhèyàng de jīhuì,
 难得能有这样的机会，
 ràng wǒ jīng nín yì bēi!
 (让) 我敬您一杯！

It is rare to have such an opportunity, and please allow me to propose a toast to you!

句型
与替换
Substitution

hěn gāoxìng

很高兴

very happy

hǎo bù róngyì

好不容易

not easy

Lái, gānbēi!

来，干杯！

Let's drink a toast!

Wǒmen xiān gān yì bēi!

我们先干一杯！

Let's drink a toast first!

Jīntiān dàjiā yíqǐ yào jìn xìng!

今天(大家)一定要尽兴！

Be sure to have a great time today!



扩展/Extension

1. Qǐng zuò zhèr!
 请坐这儿！

Please have a seat here!

2. Nǐ men yě dōu qǐng zuò!
你(们)也(都)请坐!

Please have a seat too!

3. Tāngmǔ bú tài néng hējiǔ.
汤姆不太能喝酒。

Tom isn't very good at drinking.

4. Wèi wǒmen hézuò chénggōng gānbēi!
为我们合作成功干杯!

Let's drink a toast to our successful collaboration.

对话实例/Dialogue

甲: Jiékèxùn xiānsheng, nín qǐng zuò zhèr!
杰克逊先生, 您请坐这儿!

Mr. Jackson, please have a seat here!

乙: Xièxie. Lǐ jīnglǐ, Zhāng xiānsheng, nǐmen yě dōu qǐng zuò!
谢谢。李经理, 张先生, 你们也都请坐!

Thank you. Manager Li and Mr. Zhang, please have a seat too!

甲: Nándé néng yǒu zhèyàng de jīhuì, ràng wǒ jìng nín yì bēi!
难得能有这样的机会, 让我敬您一杯!

It is rare to have such an opportunity, and allow me to propose a toast to you!

乙: Wǒ bú tài néng hējiǔ, dàjiā yìqǐ gān yì bēi ba!
我不太能喝酒, 大家一起干一杯吧!

I'm not very good at drinking. Let's drink a toast together!

丙: Wèi wǒmen hézuò chénggōng gānbēi!
为我们合作成功干杯!

Let's drink a toast to our successful collaboration.

甲: Gèwèi qǐng suíyì.
各位请随意。

Everyone, please help yourselves.

相关词语 / Related Words

1	fànjú 饭局	dinner party; dinner engagement	6	jìngjiǔ 敬酒	to propose a toast
2	yànhuì 宴会	banquet	7	jìn xìng 尽兴	to enjoy oneself to the full
3	zhāodàihuì 招待会	reception	8	hézuò 合作	to cooperate; to work together; cooperation; collaboration
4	jiǔhuì 酒会	cocktail reception	9	shùnlì 顺利	smooth(ly); without a hitch
5	gānbēi 干杯	to drink a toast; bottoms up; cheers	10	suíyì 随意	to do as one pleases

文化导航 Cultural Navigation

当参加饭局或者出席宴会的时候，你应该对中国人的一些习惯有所了解。在宴会上，贵宾和主人被安排在上座。一般来说，面对着门或者入口的座位是上座。饭局或者宴会当然都少不了酒。“干杯”的意思是喝完杯子里的酒。不过，如果你不想马上就醉，最好不要把酒一口气喝下去。中国人习惯先喝酒、吃菜，再吃饭、喝汤。

所以上菜的次序是先上冷盘，再上热炒和主菜，最后才是米饭、汤和甜点。在饭桌上，对于一个还不太习惯中国宴会上喝酒、吃菜方式的外国人来说，最有用的一个词大概是“随意”，意思是吃你喜欢吃的或者喝你能喝的。“随意”既可以对桌上的每个人说，也可以用作给自己的好借口。

When you are attending a formal dinner party or banquet in China, there are certain customs that you should know. During a banquet, distinguished guests and the host are placed at the seats of honor. Generally speaking, the seats facing the door or entrance are the seats of honor. Of course no banquet is complete without liquor. The meaning of “gān-bēi” is to drink up the wine in your glass. If you don't want to become drunk immediately, however, you had better not finish your drink at one go. Chinese are accustomed to drinking and eating various dishes first and then having rice and soup. Therefore, the sequence of serving courses is: first, hors d'oeuvres; then, the fried dishes and the main dishes; and finally, rice, soup and dessert. For a foreigner who is not yet used to the way that Chinese eat and drink during a dinner party, one of the most useful phrases may be “suíyì.” It means to eat or drink as one pleases or as one is able to. It can either be said to everyone around table, or it can be used as a good excuse for oneself.

9

致谢和送礼

Showing Appreciation & Presenting a Gift

核心句

Key Sentence

Zhè jiàn xiǎo lǐwù shì sònggěi nín
这件 (小) 礼物是送给您de, fēicháng gǎnxiè nín de bāngzhù!
的, (非常) 感谢您的帮助!This (small) present is for you. Thank you
(so much) for your help!句型
与替换

Substitution

dàlì zhīchí
大力支持

full/great support

zhēnchéng hézuò
真诚合作

sincere cooperation

duōfāng guānzhào
多方关照

care and patronization in many ways



扩展/Extension

1. Zhè shì wǒmen zhēnchéng hézuò de
这是我们真诚合作的
jiéguǒ.
结果。

This is the result of our sincere
cooperation.

2. Dōu shì péngyou le. wǒ xīnlǐng le.
都是朋友了, 我心领了。

We are friends now. I appreciate
your kindness but I can't accept
it.

3. Wǒ hái méi lái de jí xièxiè
nín ne!
您呢!

I haven't had a chance to
thank you yet!

4. Gōngjìng bùrú cóngmìng.
恭敬不如从命。

It is better to accept than to
decline courteously.

对话实例/Dialogue

甲: Zhè cì nénggòu shùnlì qiānyuē quán kào nín de dàlì zhīchí!
这次能够顺利签约全靠您的大力支持!

The fact that we were able to sign the contract without
problems this time all depended on your full support!

乙: Nǎlǐ nǎlǐ. zhè shì shuāngfāng zhēnchéng hézuò de jiéguǒ.
哪里哪里, 这是双方真诚合作的结果。

You flatter me. This is the result of sincere cooperation of
both sides.

甲: Zhè jiàn xiǎo lǐwù shì sònggěi nín de, zhēnde fēicháng gǎnxiè nín de
bāngzhù!
这件小礼物是送给您的, 真的非常感谢您的
帮助!

This small present is for you and I truly thank you so much
for your help!

乙: Nín tài kèqì le. Dōu shì péngyou le, wǒ xīnlǐng le. Wǒ hái
méi lái de jí xièxiè nín ne!
您太客气了。都是朋友了, 我心领了。我还
没来得及谢谢您呢!

You are too polite. We are friends now and I appreciate
your kindness but I can't accept it. I haven't had a chance to
thank you yet!

甲: Nín zhè cì yí dìng yào shōu xià. Zhè zhǐ shì dài biǎo wǒ de yí diǎn xīn yì.
您这次一定要收下。这只是代表我的一点心意。
You have to accept it this time. It is just a small token of my appreciation.

乙: Hǎo ba. wǒ xiǎng gōng jìng bù rú cóng mìng. Nà wǒ jiù shōu xià le.
好吧,我想恭敬不如从命。那我就收下了。
Xièxiè!
谢谢!

Well, I guess it is better to accept than to decline courteously. I accept it. Thank you!

相关词语/Related Words

1 guānzhào 关照 to look after; care and help

5 gǎnjī 感激 to feel grateful; to feel indebted (formal)

2 jìniàn 纪念 to commemorate; souvenir

6 xīnlǐng 心领 to appreciate one's kind offer but have to decline gifts

3 jìniànpǐn 纪念品 souvenir; keepsake

7 xīnyì 心意 to thank sb. with a gift

4 zèngsòng 赠送 to present as a gift (formal)

8 xīnyì 心意 feeling; gratitude

9 Gōngjìng bùrú cóngmìng.
恭敬不如从命。

It is better to accept deferentially than to decline courteously (when accepting gifts, etc.).

10 Chīle biérén de zuǐ ruǎn; nále biérén de shǒu duǎn.
吃了别人的嘴软; 拿了别人的手短。

Once you accept a favor from other people, you will owe them. (Literally, once people treat you to a meal, your words become soft; once you accept a present, your hands become short.)

中国人常说：“礼轻情意重”。送礼致谢是中国人交际应酬中一种很普通的行为。习惯上，大多数中国人在接受对方礼物的时候总是先要礼貌地表示谢绝。在收下礼物并表示感谢以后，一般也不会当着送礼人的面马上打开。这样做既代表礼貌也意味着自重。近年来在商务活动中，商务礼品变得非常流行。每逢过年过节，给有业务关系的公司、个人赠送礼品变成了一种联络感情、巩固关系的手段。不过你应该明确区分什么是礼物、什么是贿赂。当你收到过于贵重的礼物的时候，你应该做出明智的判断和决定。你可以委婉地告诉对方，你的公司明确规定“绝不可以接受任何礼品”。你也可以礼貌地拒绝，告诉对方说：“我觉得这样做不合适。”就像俗话说的那样：“吃了别人的嘴软，拿了别人的手短。”目的暧昧的礼物很可能让你陷于意想不到的麻烦之中。

Chinese often say: “Lǐ qīng qíngyì zhòng.” (The gift is trifling, but the feeling is profound.) Giving gifts to show appreciation is a common practice in Chinese social intercourse. Conventionally, when Chinese are receiving a present from others, most of them tend to decline in a polite manner first. After they have accepted the present and have said “thanks,” they usually do not open the present in front

of the giver right way. By doing this, one shows politeness as well as conducts oneself with dignity. In business activities in recent years, business gifts have become very popular. During the Spring Festival or on other holidays, giving gifts to those companies and individuals with whom you have business relationships has developed into a means to promote friendships and strengthen relationships. However, you have to distinguish whether it's a gift or bribery. When the present is too valuable, you should be able to make a sagacious judgment and decision. You may tell the other party tactfully that your company has a clear-cut rule of "never accepting any gifts." You may also politely decline the gift by telling the other party that you "don't feel that is proper." As an old saying goes, "Chīle biérén de zuǐ ruǎn, nǎile biérén de shǒu duǎn." (You owe them once you accept a favor from other people.) A gift with ambiguous and dubious purposes will probably get you into unexpected trouble.

10

告辞和送客

Saying Goodbye and Seeing
Visitors Out核心句
Key
Sentence

Rúguǒ méiyǒu biéde shì dehuà. wǒ
如果没有别的事的话，我
jiù xiān gàocí le.
就先告辞了。
If there is nothing else, I'll say goodbye.

句型
与替换
Substitution

shíjiān bù zǎo le
时间不早了
it's getting late

nín hái yǒu kèrén
您还有客人
you still have another guest

dānwùle nín bù shǎo shíjiān
耽误了您不少时间
I have cost you a lot of time

zǒu le
走了
leave

huíqu le
回去了
go back

huí ... qù le
回……去了
go back to...



扩展/Extension

1. Shíjiān bù zǎo le. wǒ gāi zǒu le.
时间不早了，我该走了。 It's getting late, and I should be leaving now.
2. Nǐ men nándé lái. zài zuòzuò, zài liáoliáo ma.
你(们)难得来，再坐坐、再聊聊嘛。 You rarely come. Let's sit together and chat for another while.
3. Ràng wǒ sòng nín dào ménkǒu.
让我送您到门口。 Allow me to see you out to the doorway.
4. Nín mànzǒu! Yǒukòng cháng lái!
(您)慢走! 有空常来! Watch your step! Come often when you have time!



对话实例/Dialogue

- 甲: Rúguǒ méiyǒu biéde shì dehuà, wǒ jiù xiān gàocí le.
如果没有别的事的话，我就先告辞了。
If there is nothing else, I will say goodbye.
- 乙: Shì a. Shíjiān bù zǎo le. wǒ yě gāi zǒu le.
是啊。时间不早了，我也该走了。
Right. It's getting late, and I should be leaving now.
- 丙: Nǐmen nándé lái. zài zuòzuò. zài liáoliáo ma.
你们难得来，再坐坐、再聊聊嘛。
You rarely come. Let's sit together and chat for another while.
- 甲: Bù le. Nín yíding hái yǒu hěn duō shìqing xūyào chǔlǐ, xià cì zài lái ba!
不了。您一定还有很多事情需要处理，下次再来吧!
No. You must still have many things to do. We will come

again next time!

Nà hǎo ba. ràng wǒ sòng nǐmen dào ménkǒu.

丙: 那好吧, 让我送你们到门口。

Well then, allow me to see you out to the doorway.

Búyòng sòng le. bié kèqì!

乙: 不用送了, 别客气!

There is no need to see us out. Please don't bother!

Hǎo. mànzǒu! Yǒukòng cháng lái!

丙: 好, 慢走! 有空常来!

OK, watch your step! Come often when you have time!

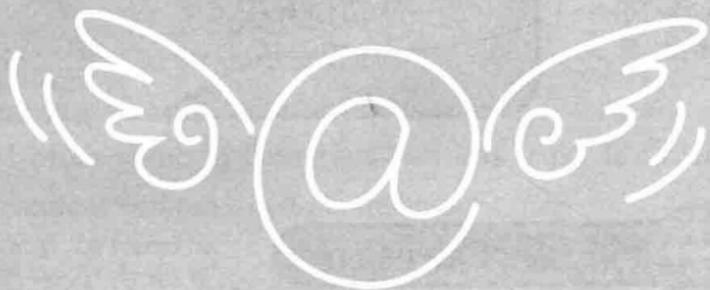
相关词语 / Related Words

- | | | | | | |
|---|--------------------------|--|----|--|---|
| 1 | ^{gào cí}
告辞 | to say goodbye; to take one's leave | 6 | ^{Yíhuìr}
一会儿
^{jiàn!}
见! | See you later;
See you in a little while!
(The tone is casual.) |
| 2 | ^{shī péi}
失陪 | please excuse me (when one wants to leave) | 7 | ^{Huí tóu}
回头
^{jiàn!}
见! | See you later! (The tone is casual.) |
| 3 | ^{sòng kè}
送客 | to see a visitor out | 8 | ^{Gǎi tiān}
改天
^{jiàn!}
见! | See you another day! |
| 4 | ^{màn zǒu}
慢走 | to watch your steps (said by the host to a guest at departure) | 9 | ^{Míng tiān}
明天
^{jiàn!}
见! | See you tomorrow! |
| 5 | ^{liú bù}
留步 | not to bother to see me out (said by the guest to the host at departure) | 10 | ^{Xià cì}
下次
^{jiàn!}
见! | See you next time! |

宾主告别的时候，有很多礼貌的方法。“告辞”和“失陪”都是比较传统的用语。“告辞”的意思是“我得说再见了”；“失陪”本来的意思是“对不起，不能陪您了”。主人送客的时候一般会说“让我送送您”或者“您慢走”，客人则应该回答“请留步”等等。俗话说，“礼多人不怪”。多使用礼貌用语在社会交往中是不可缺少的。

There are many ways to say goodbye between hosts and guests. “Gàocí” and “shīpéi” are both conventional terms. The term “gàocí” means “I have to say goodbye”; and the original meaning of “shīpéi” is “to excuse me for not being able to accompany you.” When the host sees a guest out, he/she will usually say “Ràng wǒ sòngsòng nín” (Let me see you out) or “Nín mǎnzǒu” (Please walk slowly, or watch your step). As a reply, the guest should say something like “Qǐng liúbù” (Please stay inside, or please don’t bother to see me out) and so on. As the old saying goes, “Lǐ duō rén bú guài,” meaning “Nobody will blame you for being too polite.” The usage of courteous language is necessary in social intercourse.

商务通信
Business Communication



11 手机开户 | Opening a Cell Phone Account

核心句 Key Sentence

Zhèr bànlǐ shǒujī kāihù yèwù ma?
这儿办理手机开户业务吗?
Do you handle the business of opening a
cell phone account here?

句型 与替换 Substitution

wúxiàn shàngwǎng
无线上网
wireless Internet

shǒujī chōngzhí
手机充值
purchasing more air time for a cell phone

shǒujī guàishī
手机挂失
reporting the loss of a cell phone



扩展/Extension

1. Nín yào bàn lǐ shǒu jī kāi hù yè wù ma?
您要办理手机开户业务吗?
2. Méi yǒu shǒu jī zhēn bù fāng biàn.
没有手机真不方便。

Do you want to open a cell phone account?

It's really inconvenient without a cell phone.

3. Xiànzài bàn shǒujī kāihù yǒu yōuhuì.
现在办手机开户有优惠。

There is a special discount for opening a cell phone account right now.

4. Wǒmen yǒu duō zhǒng tàocān jìhuà.
我们有多多种“套餐”计划。

We have different kinds of “combo” plans.

对话实例 / Dialogue

甲: Qǐngwèn, zhèr bàn lǐ shǒujī kāihù yèwù ma?
请问，这儿办理手机开户业务吗？

Excuse me. Do you handle the business of opening a cell phone account here?

乙: Méi cuò. Nín yào kāihù ma?
没错。您要开户吗？

Correct. Do you need to open an account?

甲: Shì a. Wǒ cháng lái Zhōngguó chūchāi. Zài zhèr méiyǒu shǒujī zhēn bù fāngbiàn.
是啊。我常来中国出差。在这儿没有手机真不方便。

Yes. I often come to China on business trips. It's really inconvenient without a cell phone here.

乙: Nín xuǎn yí gè hàomǎ ba.
您选一个号码吧。

Please pick a (phone) number.

甲: Xiànzài kāihù yǒu yōuhuì ma?
现在开户有优惠吗？

Is there any special discount for opening an account right now?

乙: Bàoqiàn, méiyǒu. Búguò wǒmen yǒu duō zhǒng tàocān jìhuà.
抱歉，没有。不过我们有多多种“套餐”计划。

Sorry, we don't have any. However, we have several kinds of “combo” plans.

甲: Èng, nǎ zhǒng fúwù jìhuà zuì hǎo?
嗯, 哪种服务计划最好?

Uh, which service plan is the best?

乙: Nà děi kàn nín de xūyào le.
那得看您的需要了。

Well, that depends on what you need.

相关词语/Related Words

1	yíngyètīng 营业厅	business hall	6	cǎixìn 彩信	multimedia messaging service
2	huàfèi 话费	expense for air time; phone bill	7	cǎilíng 彩铃	polyphonic ringtone; customized ringtone
3	mànyóufèi 漫游费	roaming charge	8	chōngzhí 充值	to add more money to an account; to recharge an account (literally means “to fill up the value”)
4	zīfèi 资费	service charge (on telecommunications or postal service)	9	yōuhuì 优惠	special discount; favorable; preferential
5	tàocān 套餐 jìhuà 计划	combo plan; service plan	10	dǎzhé 打折	discount

中国最大的移动通信公司是中国联通和中国移动。在中国使用手机一般采用先签订服务合同，再购买通话时间的方式。用户通常凭身份证或护照等有效证件开户，然后选定需要的服务项目，例如短信、上网、国际长途等功能。接下来是签合同并付费，最后再根据自己所需的通话时间充值。一旦话费不够了，你可以随时通过你的手机充值或上网充值。很多银行、邮局、超市也提供手机的充值服务。

China Unicom and China Mobile are the two biggest mobile communication companies in China. In order to use cellular phone service in China, you need to sign a service contract and purchase the calling time. You usually need to use your valid identification, such as a resident ID or passport, to open an account, and then choose the services that you need, for instance, text messaging, Internet access, international call service, etc. Next, you need to sign a contract, make a payment and buy a certain amount of “air time” that you need. Whenever you find that you do not have enough “air time” to make a phone call, you may recharge your account through your cell phone or online at any time. Many banks, post offices and supermarkets offer the service of recharging cell phone accounts too.

12 联系对方 | Contacting the Other Party

核心句

Key Sentence

Wǒ zěnmē gēn nà jiā gōngsī liánxì?
我怎么跟那家公司联系?
How could I contact that company?

句型 与替换 Substitution

nín
您
you (polite form)

zhè wèi kèhù
这位客户
this client

duìfāng
对方
the other side; the other party



扩展/Extension

- Wǒmen dǎ diànhuà liánxi ba.
1. 我们(打)电话联系吧。
Let's stay in contact by phone.
- Wǒ xiǎng xiān fā gè duǎnxìn.
2. 我想先发个短信。
I want to send a text message first.
- Nǐ yǒu nà jiā gōngsī de diànyóu dìzhǐ ma?
3. 你有那家公司的电邮地址吗?
Do you have the e-mail address of the company?
- Nà wèi kèhù de diànhuà hàomǎ shì duōshǎo?
4. 那位客户的电话号码是多少?
What is that client's phone number?

对话实例 / Dialogue

- 甲: 我怎么跟那家公司联系呢?
How could I contact that company?
- 乙: 你打电话联系吧, 或者先发个短信。
You can make contact by phone, or send a text message first.
- 甲: 你有对方的电邮地址吗?
Do you have the e-mail address of the other party?
- 乙: 那位客户没有留电邮地址。
That client didn't leave an e-mail address.
- 甲: 那位客户的电话(号码)是多少?
What is that client's phone number?
- 乙: 哈, 找到了! 这是那家公司的联系方式。
Ha, (I've) found it! This is the contact information of that company.

相关词语 / Related Words

- | | | | | | |
|---|--------------------------|------------|---|---------------------|------------------------|
| 1 | shǒujī
手机 | cell phone | 3 | fā duǎnxìn
发短信 | to send a text message |
| 2 | zuòjī/
gùdìng
固定电话 | landline | 4 | fā chuánzhēn
发传真 | to send a fax |

5	fā diànzǐ 发电子 yóujiàn 邮件	to send an e-mail	8	diànzǐ 电子 yóuxiāng 邮箱	e-mail box; e-mail account
6	diànyóu 电邮	a short form for “e-mail”	9	shàngwǎng 上网	to access the Internet; to go online
7	diànyóu 电邮 dìzhǐ 地址	e-mail address	10	liánxì 联系/ liánluò fāngshì 联络方式	contact information

文化导航 Cultural Navigation

商务伙伴之间的联系方式多种多样。除了传统的写信、打电话、发传真以外，用手机发短信、上网发电子邮件和即时信息，或者进行视频通话都是今天最常用的方式。在中国，几乎每个人都有手机，通话费用也越来越便宜。苹果、三星、黑莓等智能手机在商务人士和年轻人中都很流行。宽带上网、无线上网也非常普遍。人们不但能在家和办公楼里使用网络，而且可以在街角的网吧和咖啡馆上网。现在在中国，跟全世界各地的客户或者商务伙伴联系都非常方便。

There are many ways to stay in contact with business partners. In addition to the conventional methods of writing letters, making phone calls and faxing, the most commonly

used ways today include sending text messages with cell phones, sending e-mails and instant messages, or conducting video conversations over the Internet. Almost everyone in China has a cell phone, and the cost of making a call is getting cheaper too. Smart phones such as iPhone, Samsung and BlackBerry are very popular among businessmen and young people. Broadband Internet and Wi-Fi are also very common. People can not only go online at home or in an office building, but also access the Internet in an Internet bar or café on a street corner. Indeed, today in China, making contacts with clients or business partners all over the world is very convenient.



13 电话找人 | Calling Someone

核心句

Key Sentence

Wéi. qǐngwèn shì Dōngfāng Huòyùn Fúwù
喂，请问是东方货运服务

Gōngsī ma?
公司吗？

Hello, is this the Eastern Cargo Services Company?

句型 与替换 Substitution

Běijīng Fàndiàn
北京饭店
the Beijing Hotel

Píng'ān Bǎoxiǎn
平安保险
Ping An Insurance

Wáng jīnglǐ
王经理
Manager Wang



扩展/Extension

1. Qǐngwèn nín shì nǎ yí wèi?
请问您是哪一位？
2. Máfán nín qǐng Zhāng zhǔrèn
麻烦（您）请张主任
jiē diànhuà.
接电话。

May I ask who is speaking?

May I speak to Director Zhang,
please?

3. Nín xū yào liúyán ma?
您(需)要留言吗?

Do you need to leave a message?

4. Máfán nín zhuǎngào Zhāng xiānsheng...
麻烦您转告张先生……

Could you please tell Mr. Zhang (that)...?

对话实例/Dialogue

甲: Wéi, qǐngwèn shì Dōngfāng Huòyùn Fúwù Gōngsī ma?
喂, 请问是东方货运服务公司吗?

Hello, is this the Eastern Cargo Services Company?

乙: Shì de. Qǐngwèn nín yǒu shénme shìr?
是的。请问您有什么事(儿)?

Yes. How can I help you?

甲: Máfán qǐng Chén zhǔrèn jiē diànhuà.
麻烦请陈主任接电话。

May I speak to Director Chen, please?

乙: Duibuqǐ, tā xiànzài bú zài.
对不起, 他现在不在。

I am sorry. He is not here right now.

甲: Nàme, qǐngwèn Wáng zǒng zài ma?
那么, 请问王总在吗?

Then, is General Manager Wang available?

乙: Qǐngwèn nín shì nǎ yí wèi?
请问您是哪一位?

May I ask who is speaking?

甲: Wǒ shì Chángchéng Kējì de Liú Jūn.
我是长城科技的刘军。

I am Liu Jun from Great Wall Technology.

乙: Duibuqǐ, tā yě bú zài. Nín xūyào liúyán ma?
对不起, 他也不在。您需要留言吗?

Sorry, he is not in, either. Do you need to leave a message?

甲: Máfán nín zhuǎngào tā, qǐng tā gěi wǒ huí yí gè diànhuà.
麻烦您转告他, 请他给我回(一)个电话。

Could you please tell him to give me a call?

相关词语/Related Words

1	máfan 麻烦	to trouble/bother sb.	6	liúyán 留言	to leave a message
2	jiē diànhuà 接(电话)	to answer (a phone call); to connect	7	zhuǎngào 转告	to transmit (a message); to pass on (a message)
3	guà diànhuà 挂(电话)	to hang up (a phone); to disconnect	8	huí diànhuà 回电话	to call back
4	zhànxiàn 占线	the line (of a telephone) is busy	9	dǎcuò le 打错了	to dial a wrong number
5	xūyào 需要	to need			

文化导航 Cultural Navigation

中国人打电话的时候总是先说“喂”，这就像说“Hello”一样，是用来打招呼并引起对方的注意。如果接电话的一方不知道你是谁，一般会马上问“您是哪一位？”或者“您找谁？”。如果你打的是公务电话，对方可能会首先问“您是哪儿？”或者“您有什么事？”。这样的问题有时候会让外国人觉得不太习惯，其实这只是语言和文化习惯的不同。接电话的人不过是想知道他在

跟谁说话和你需要他做什么。

Chinese always say “wéi” first when they are making a phone call. Just like saying “Hello” on the phone, it serves as a greeting and draws the attention of the other party. If the person who is answering the phone doesn't know you, he/she usually asks “Nín shì nǎ yí wèi?” (Who are you?) or “Nín zhǎo shéi?” (Who are you looking for?). If you are calling an office phone, the other party would probably first ask you “Nín shì nǎr?” (Where are you calling from?) or “Nín yǒu shénme shì?” (literally: What's the matter? or What kind of business do you have?). Sometimes foreigners are not very used to those kinds of questions. Actually, this is just caused by differences in language and culture. The person who answers your phone call just wants to know whom he/she is talking to and what he/she can do for you.

14 对话总机 | Talking to an Operator

核心句

Key Sentence

Nín hǎo. máfan nín bāng wǒ jiē kèfú bù.
您好，麻烦您帮我接客服部。
Hello, would you please connect (me) with
the Customer Service Department?

句型 与替换 Substitution

jīnglǐ bàngōngshì
经理办公室
the manager's office
301 hào fēnjī
301号分机
extension 301



扩展/Extension

- Qǐng shūrù fēnjīhào.
1. 请输入分机号。
Please enter the extension number.
- Qǐng shāoděng.
2. 请稍等。
Please hold.
- Nín bōdǎ de diànhuà zhèngzài tōnghuà zhōng.
3. 您拨打的电话正在通话中。
The number you have dialed is busy.
- Qǐng shāohòu zài bō.
4. 请稍后再拨。
Please dial again later.

对话实例/Dialogue

甲：(语音提示) 你好！这里是长城科技公司。
(Voice prompt) Hello! This is the Great Wall Technology Company.

Qǐng shūrù fēnjīhào. Cháxún qǐng àn 01.
请输入分机号。查询请按01。
Please enter the extension number. For enquiry, please press 01.

乙：(按01)
(Presses 01)

丙(总机)：您好！
(Operator): Hello!

乙：你好，麻烦您接客服部。
Hello! Would you please connect me with the Customer Service Department?

丙(总机)：请稍候。
(Operator): Please hold.

甲：(语音提示) 对不起，您拨打的电话正在通话中，请稍后再拨。
(Voice prompt) Sorry, the number you have dialed is busy. Please try again later.

相关词语 / Related Words

1	zǒngjī 总机	operator	7	bō 拨	to dial
2	fēnjī 分机	(telephone) extension	8	shūrù 输入	to enter (data, such as telephone numbers, a password, etc.)
3	zhànxiàn 占线	the line (of a telephone) is busy	9	shāohòu 稍候 / shāoděng 稍等	to hold on
4	jiē 接	to connect; to answer (a phone call)	10	shāohòu 稍后	later
5	zhuǎn 转	to transfer	11	yǔyīn 语音 xìnxī 信息	voice message
6	àn 按	to press (buttons on the touch pad of a phone)			

文化导航 Cultural Navigation

跟在其他许多国家一样，在中国，当你给一家公司打电话的时候，常常听到的是语音信息。遇上这种情况

的时候，千万不要失去耐心。如果你需要帮助，可以按照语音提示，选择“总机”或者“查询”。一些大公司或机构的语音提示往往可以选择不同的语言。

Just like in many other countries, you often hear a voice message when you call a company in China. Please don't lose your patience when you come across this kind of situation. If you need help, you may choose "operator" or "enquiry" according to the voice prompts. You may be able to choose different languages for the voice prompt when you call some big companies or organizations.



15 邮寄服务 | Mailing and Delivery Services

核心句

Key
Sentence

Zhè fèn wénjiàn wǒ yào jì tèkuài zhuāndī.

这份文件我要寄特快专递。

I want to send this document by express mail.

句型
与替换

Substitution

zhè fēng xìn

这封信

this letter

zhè ge bāoguǒ

这个包裹

this parcel

zhè xiāng huòyàng

这箱货样

this box of merchandise samples

hángkōng yóujiàn

航空邮件

airmail

guàhào yóujiàn

挂号邮件

registered mail

hángkōng guàhào

航空挂号

registered airmail



扩展/Extension

- Nǐ dǎsuàn jì hángkōng jiàn
你打算寄航空(件)
háishi tèkuài zhuāndì jiàn?
还是特快专递(件)?

Do you plan to send it by airmail or express mail?
- Jì hángkōngjiàn jǐ tiān néng dào
寄航空件几天能到
Àodàlià?
澳大利亚?

How long will it take to get to Australia by airmail?
- Zhè jiàn bāoguǒ xūyào bǎojià ma?
这件包裹需要保价吗?

Does this parcel need insurance?
- Yóujiàn kěyǐ suíshí zài wǎngshàng
邮件可以随时在网上
gēnzōng cháxún.
跟踪查询。

The mail can be tracked online anytime.



对话实例/Dialogue

- 甲: Zhè fèn wénjiàn nǐ dǎsuàn jì hángkōng háishi tèkuài zhuāndì?
这份文件你打算寄航空还是特快专递?
Do you plan to send this document by airmail or express mail?
- 乙: Jì hángkōngjiàn jǐ tiān néng dào Měiguó?
寄航空件几天能到美国?
How long will it take to get to the USA by airmail?
- 甲: Yībān shuō, dàgài yí gè xīngqī ba.
一般说,大概一个星期吧。
Generally speaking, it's about one week.
- 乙: Yǒudiǎn màn. Zhè fèn wénjiàn wǒ yào jì tèkuài zhuāndì.
有点慢。这份文件我要寄特快专递。
That's a little bit slow. I want to send this document by express mail.

甲: Zhèxiē huòyàng nǐ xiǎng zěnmē jì?
这些货样你想怎么寄?

How do you want to send these merchandise samples?

乙: Wǒmen jiù yòng Liánbāng Kuàidì jì ba. Kěyǐ suíshí zài wǎngshàng
我们就用联邦快递寄吧。可以随时在网上
gēnzōng cháxún.
跟踪查询。

Let's use FedEx. They can be tracked online anytime.

甲: Zhè jiàn bāoguǒ xūyào bǎojià ma?
(这件)包裹需要保价吗?

Does this parcel need insurance?

乙: Búyòng le.
不用了。

No need.

相关词语 / Related Words

1	píngxìn 平信	ordinary mail; surface mail	6	guójì 国际	international
2	míngxìnpiàn 明信片	postcard	7	yóupiào 邮票	stamp
3	bāoguǒ 包裹	parcel	8	bǎojià 保价 yóujiàn 邮件	insured mail
4	chāozhòng 超重	overweight	9	gēnzōng 跟踪 cháxún 查询	to track (mails parcels, etc.)
5	guónèi 国内	domestic	10	wúfǎ 无法 tóudi 投递	undeliverable

在中国，邮政服务和速递货运服务都非常便捷。中国邮政提供信函、文件、金融票据、商品货样等各类邮件的国内、国际递送服务。中国的全球邮政特快专递业务（EMS）通达世界二百多个国家和地区以及国内近两千个城市。此外，顺丰、申通等民营企业提供的快递服务也很受欢迎。世界著名的速递货运公司，例如联邦快递（FedEx）、联合包裹运输（UPS）以及中外运敦豪（DHL）等，已经在中国数百个城市建立起自己的业务。今天，中国的邮政服务、速递货运服务已经全面与全球接轨。

In China, the postal service and express delivery service are very quick and convenient. China Post provides domestic and international delivery service for all kinds of mails, such as letters, documents, monetary instruments and merchandise samples. EMS is China Post's worldwide express mail service, which reaches more than 200 countries and regions in the world as well as almost 2,000 cities domestically. In addition, the express services provided by privately-run enterprises, such as SF Express and Shentong Express, are very popular too. Some world-famous express delivery companies as FedEx, UPS and DHL, have established their business in several hundred cities of China. Today, China's postal service and express delivery service have become completely connected to the whole world.

16 发送电邮 | Sending E-mails

核心句

Key
Sentence

Wǒ gāng gěi nǐ fāle yì fēng diànzǐ yóujiàn.
我刚给你发了一封电子邮件。
I have just sent you an e-mail.

句型 与替换

Substitution

zuótiān
昨天
yesterday

chuánzhēn
传真
fax

jǐjiàn
急件
urgent document

yì xiǎoshí qián
一小时前
one hour ago

kuàijiàn
快件
express mail



扩展/Extension

1. Wǒ yòng diàn zǐ yóu jiàn
我用电(子)邮(件)
bǎ chǎnpǐn zīliào fāgěi nǐ le.
把产品资料发给你了。

2. Xiángxì nèiróng zài fùjiàn lǐ.
详细内容在附件里。

3. Wǒ fāgěi nà jiā gōngsī de diànyóu
我发给那家公司的电邮
bèi tuì huílai le.
被退回来了。

I have sent you the product information by e-mail.

The details are in the attachment.

The e-mail that I sent to that company bounced.

Kèhù de diànyóu dìzhǐ hǎoxiàng

4. 客户的电邮地址好像

bú duì.

不对。

The e-mail address of the client seems incorrect.

对话实例/Dialogue

甲: Wǒ gāng gěi nǐ fāle yì fēng diànyóu.
我刚给你发了一封电邮。

I have just sent you an e-mail.

乙: Shōudào le. Wǒ yǐjīng yòng diànyóu bǎ chǎnpǐn zīliào fāgěi nǐ le,
收到了。我已经用电邮把产品资料发给你了,
xiángxì nèiróng zài fùjiàn li.
详细内容在附件里。

I have received it. I have already sent you the product information by e-mail. The details are in the attachment.

甲: Hǎo. Nǐ kěyǐ bǎ tā chāosòng Wáng jīnglǐ yí fèn ma?
好。你可以把它抄送王经理一份吗?

Good. Could you send a copy to Manager Wang?

乙: Chāosòng le. kěshì wǒ fāgěi Wáng jīnglǐ de diànyóu bèi tuì huilai le.
抄送了,可是我发给王经理的电邮被退回来了。

I did, but the e-mail that I send to Manager Wang bounced.

甲: Wèi shénme?
为什么?

Why?

乙: Tā de diànyóu dìzhǐ hǎoxiàng bú duì.
他的电邮地址好像不对。

His e-mail address seems incorrect.

相关词语 / Related Words

1	diànyóu 电邮/ diànzǐ yóujiàn 电子邮件	e-mail	7	huífù 回复	to reply
2	yóujiàn 邮件	mail (either regular mail or e-mail)	8	shānchú 删除	to delete
3	zhuǎnfā 转发	to forward (an e-mail)	9	fùjiàn 附件	attachment
4	qúnfā 群发	to send to a group of recipients	10	bǎocún 保存	to save; to keep
5	chóngfā 重发	to resend	11	luànmǎ 乱码	unrecognizable characters; error codes
6	chāosòng 抄送	cc (i.e. "courtesy copy" or "carbon copy" of an e-mail message)			

文化导航 Cultural Navigation

在今天的商务通信中，电子邮件已经成为最常用的工具。不过当你用中文收电子邮件的时候，有时候会遇

到乱码。这可能是因为你的电脑设定的语言不是中文。解决这个问题一个办法是请对方把需要发给你的中文信件作为附件发给你，这样就不会耽误事了。

In today's business communication, e-mail has already become the most commonly used tool. However, when you receive an e-mail written in Chinese, you might sometimes encounter a bunch of unrecognizable characters. This is probably because your computer's default language is not Chinese. One solution to this problem is that you ask the other party to send that Chinese letter as an attachment to you to prevent problems.



17

信件回复 | Replying to a Letter

核心句

Key Sentence

Nǐ gěi nà jiā gōngsī huí gè (diànzǐ)
 你给那家公司回个(电子)
 yóujiàn jiěshì yíxià ba.
 邮件, 解释一下吧。

Could you reply to that company by
 e-mail and explain (to them)?

句型
与替换
Substitution

huí gè chuánzhēn

回个传真

reply by fax

huí fēng xìn

回封信

reply by letter

huí gè diànhuà

回个电话

reply by phone

gōutōng

沟通

communicate with

zīxún

咨询

consult with

gǎnxiè

感谢

thank

quèrèn

确认

confirm with



扩展/Extension

1. 我刚才收到供货商的电邮。
Wǒ gāngcái shōudào gōnghuòshāng de diànyóu.

I have just received an e-mail from the supplier.

2. 我已经给他们回信了。
Wǒ yǐjīng gěi tāmen huíxìn le.

I have already replied to their letter.

3. 我们约个时间当面谈一谈。
Wǒmen yuē gè shíjiān dāngmiàn tán yì tán.

Let's arrange a time for a face-to-face talk.

4. 您亲自给他们回个电话吧。
Nín qīnzì gěi tāmen huí gè diànhuà ba.

Could you return a phone call to them personally?



对话实例/Dialogue

甲：我刚才收到供货商的电邮。
Wǒ gāngcái shōudào gōnghuòshāng de diànyóu.

I have just received an e-mail from the supplier again.

乙：这是他们第三封来信了。
Zhè shì tāmen dì-sān fēng láixìn le.

This is the third letter from them.

甲：你给他们回个邮件，解释一下吧。
Nǐ gěi tāmen huí gè yóujiàn. jiěshì yíxià ba.

Could you reply to them by e-mail and explain (to them)?

乙：上星期我已经给他们回信了。
Shàng xīngqī wǒ yǐjīng gěi tāmen huíxìn le.

I replied to their letter last week.

Zhè cì wǒ gāi zěnmē dáfù tāmen ne?
这次我该怎么答复他们呢?

How should I reply to them this time?

Gēn tāmen yuē gè shíjiān dāngmiàntán yì tán ba.

甲: 跟他们约个时间当面谈一谈吧。

Let's arrange a time for a face-to-face talk with them.

Yàobù nín qīnzì gěi tāmen huí gè diànhuà ba?

乙: 要不您亲自给他们回个电话吧?

Could you please return a phone call to them personally?

相关词语/Related Words

1	láixìn 来信	an incoming letter	7	huífù 回复	to reply (mostly used in written language)
2	huíxìn 回信	a letter in reply; to write back	8	dáfù 答复	to reply; to respond (with an answer)
3	shuōmíng 说明	to make clear; to explain	9	yuē yí gè shíjiān 约(一)个时间	to set up a time
4	jiěshì 解释	to explain; explanation	10	dāngmiàntán 当面谈	to speak to sb. face to face
5	jiāoliú 交流	to communicate; to exchange (information)	11	yàobù 要不	in another way; otherwise; what about
6	gōutōng 沟通	to communicate; to link up			

我们都知道，在商务往来中交流和沟通的技巧是非常重要的。在中文里，“交流”和“沟通”的意思相近，但用法有些不一样。“交流”一般是指交换信息，“沟通”则是指为了消除双方的误会或解决存在的问题而进行的善意互动。中国有句老话：“伸手不打笑脸人。”也就是说，即使有不快和误解，也要尊重对方，和气待人，这样才能找到解决问题的方法。

We all know that communication skills are very important in business correspondence. Although both “jiāoliú” and “gōutōng” refer to “communicate” in Chinese, their usages are different. “Jiāoliú” is to exchange information in general, while “gōutōng” is a well-intentioned interaction that tends to eliminate misunderstandings and solve existing problems between two parties. There is a Chinese old saying, “Shēnshǒu bù dǎ xiàoliǎnrén.” (You can’t slap someone’s face when he smiles at you.) Even if there is unpleasantness and misunderstanding, we should still respect others and treat them politely. Only in this way can solutions to problems be found.

18

即时通信

Instant Messaging

核心句

Key
Sentence

Wǒ yòng jíshí tōngxìn gēn shāngyè huòbàn
我用即时通信跟商业伙伴
bǎochí liánxi.
保持联系。

I keep in contact with business partners
by using instant messenger.

句型
与替换

Substitution

diànzǐ yóujiàn
电子邮件

e-mail

wǎngluò diànhuà
网络电话

Internet phone

wǎngluò shìpín
网络视频

Internet video

kèhù
客户

client

dàilǐshāng
代理商

agent

gōnghuòshāng
供货商

supplier

chǎngjiā
厂家

manufacturer

chéngbāoshāng
承包商

contractor



扩展/Extension

1. Nǐ zěnmē gēn dàilǐshāng suíshí liánxi?
你怎么跟代理商随时联系?

How do you keep in contact with the agent at any time?

2. Yǒu shíhòu tāmen yě yòng shìpín liánxi.
(联系)。

Sometimes they also use Internet video (to keep in touch).

3. Nǐ yòng nǎ zhǒng jíshí tōngxìn ruǎnjiàn?
你用哪种即时通信软件?

Which instant messenger do you use?

4. Wǒ yībān yòng MSN.
我一般用MSN。

I usually use MSN.



对话实例/Dialogue

甲: Nǐ zěnmē gēn dàilǐshāng suíshí liánxi?
你怎么跟代理商随时联系?

How do you keep in contact with the agent at any time?

乙: Wǒ yòng jíshí tōngxìn gēn shāngyè huǒbàn bǎochí liánxi.
我用即时通信跟商业伙伴保持联系。

I keep in contact with business partners by using instant messenger.

Yǒu shíhòu wǒmen yě yòng shìpín liánxi.
有时候我们也用视频 (联系)。

Sometimes we also use Internet video (to keep in touch).

甲: Nǐ cháng yòng nǎ zhǒng jíshí tōngxìn ruǎnjiàn?
你常用哪种即时通信软件?

Which instant messenger do you often use?

乙: Wǒ yībān yòng QQ.
我一般用QQ。

I usually use QQ.

甲: Kěyǐ bǎ wǒ jiājìn nǐ de liánxìrén míngdān ma?
可以把我加进你的联系人名单吗?

Could you add me to your contact list?

乙: Hǎo a, dāngrán xíng!
好啊, 当然行!

Sure, of course!

相关词语/Related Words

1 liánxì liánluò
联系/联络 to contact

5 jíshí
即时 immediate(ly);
instant(ly)

2 liánxìrén
联系人 contact person

6 suíshí
随时 at any time

3 míngdān
名单 name list

7 wēibó
微博 twitter; weibo

4 tōngxìnlù
通信录 address book

文化导航

Cultural Navigation

网络互动已经成为今天的商务活动中主要的通信方式之一。在中国,不少人使用微软、雅虎、谷歌的电子邮件服务。另外,即时通信在公司白领和年轻人中也非常流行。中国人用得最多的是QQ,这是一家叫做“腾

讯”的中国信息科技公司开发的免费即时通信软件，估计目前它有8亿多用户。腾讯近年推出的手机短信语音服务“微信”也拥有数量众多的用户。

Cyber interaction has already become one of the main communication methods in business activities today. In China, many people are using e-mail services provided by Microsoft, Yahoo and Google. IM (instant messaging) is also very popular among the white-collar class and young people. The instant messaging service with the most Chinese users is QQ. It is a free instant messaging software developed by a Chinese information technology company named Tencent. Currently, it has an estimated user base of over 800 million. In recent years, Tencent has developed a mobile text and voice messaging communication service WeChat, which has an enormous number of users too.



19 公司网站 | Company Websites

核心句

Key Sentence

Wǒmen de wǎngzhàn (nèiróng) xūyào
我们的网站 (内容) 需要
gēngxīn le.
更新了。

Our website (contents) needs to be updated.

句型 与替换 Substitution

zhǔyè
主页
homepage

wǎngyè
网页
webpage

bókè
博客
blog

liǎnshū
脸书
facebook



扩展/Extension

1. Wǎngyè shàng hěn duō xīnxi yǐjīng
网页上很多信息已经
guòshí le.
过时了。

A lot of information on the
webpage has already gone out
of date.

2. Qǐng nǐ bǎ zhè jǐ zhāng túpiàn
请 (你) 把这几张图片
shàngchuán shàngqu.
上传上去。

Please upload these pictures.

Jiù de xīnxi xūyào shānchú ma?
3. 旧的信息需要删除吗?

Does the old information need to be deleted?

Zhèxiē nèiróng zànshí bǎoliú ba.
4. 这些内容暂时保留吧。

Let's keep these contents for a while.

对话实例/Dialogue

甲: Wǒmen gōngsī de wǎngzhàn xūyào gēngxīn le.
我们公司的网站需要更新了。

Our company's website needs to be updated.

乙: Shì a, hěn duō xīnxi yǐjīng guòshí le.
是啊, 很多信息已经过时了。

Yes, a lot of information has already gone out of date.

甲: Kèhù fǎnyǐng zàixiàn kèfú de gōngnéng yě yǒu yìxiē wèntí.
客户反映在线客服的功能也有一些问题。

Customers report that the online customer service function has some problems too.

乙: Shì ma? Ràng wǒ lái jiǎnchá yíxià.
是吗? 让我来检查一下。

Is that true? Let me check it.

甲: Jīnglǐ yào nǐ bǎ zhè jǐ zhāng túpiàn shàngchuán shàngqu.
经理要你把这些张图片上传上去。

The manager wants you to upload these pictures.

乙: Hǎo de. Jiù de xūyào shānchú ma?
好的。旧的需要删除吗?

OK. Do the old ones need to be deleted?

甲: Zànshí bǎoliú ba.
暂时保留吧。

Let's keep them for a while.

相关词语 / Related Words

1	shàngchuán 上传	to upload	7	bǎocún 保存	to save
2	xiàzài 下载	to download	8	bǎoliú 保留	to keep
3	shānchú 删除	to delete	9	zīliào 资料	data; information; material
4	gēngxīn 更新	to update	10	ruǎnjiàn 软件	software
5	shēngjí 升级	to upgrade	11	gōngnéng 功能	function
6	tìhuàn 替换	to replace	12	nèibùwǎng 内部网 / nèiliánwǎng 内联网	intranet

文化导航 Cultural Navigation

中国大多数的公司、企业都有自己的网站。这些公司网站不但提供产品、业务的信息，也往往提供相关的在线服务。另外，电子商务在中国也发展得很快。著名的阿里巴巴集团是中国目前最大的电子商务企业。旗下的淘宝网和天猫网在2012年的销售总额为1700亿美元，已经超过了亚马逊和eBay的总和。不过，除了一些大公司的网站有多种语言的版本可供选择以外，很多网站都是用中文写的。所以在中国做生意，应该学会一些中文。

Most Chinese companies and enterprises have their own websites. These companies' websites not only provide information on their products and services, but also offer related online services. In addition, e-commerce has also been developing rapidly in China. The famous Alibaba Group is currently the largest Internet-based e-commerce enterprise in China. In 2012, two of Alibaba's portals, Taobao.com and Tmall.com, had a total sales volume of US \$170 billion, which is more than their competitors Amazon.com and eBay combined. However, except for some big companies' websites that have multi-language versions to choose from, many websites are written in Chinese only. Therefore, in China, Chinese should be learnt if you do business here.



20 网上聊天 | Online Chatting

核心句

Key Sentence

Zuìjìn zài wǎngshàng méi kànjiàn nǐ.
最近在网 上没看见你。
I haven't seen you online recently.

句型 与替换

Substitution

xiànrshàng

线上

online; on the Internet

lùntán

论坛

forum

liáotiānshì

聊天室

chatting room

qún

QQ群

QQ group



扩展/Extension

1. Wǒ de diànnǎo zhòng bìngdú le.
我的电脑中病毒了。
2. Wǒ yǐwéi nǐ bǎ wǒ de xīnxi
我以为你把我的信息
lǎnjié le.
“拦截”了。
3. Shàngbān shíjiān bù zhǔn zài
上班时间不准在
wǎngshàng liáotiān.
网上聊天。
4. Dēng huìr zài liáo!
等会儿再聊!

My computer has a virus.

I thought that you “blocked”
my message.

Online chatting is not allowed
during working hours.

I'll talk to you later!

对话实例 / Dialogue

甲：你好！最近在网 上 没看见你。

Hi! I haven't seen you online recently.

乙：上 星期我的电脑 中 病毒了，没法用。

Last week my computer was infected by a virus, and it didn't work.

甲：我以为你把我的信息“拦截”了。

I thought that you "blocked" my message.

乙：等会儿再（跟你）聊。

I'll talk to you later.

甲：怎么了？

What's wrong?

乙：最近公司有新规定，上班时间不准在网 上 聊天。

The company has a new rule that online chatting is not allowed during working hours.

甲：你们公司管得真严！

Your company is really strict!

乙：是啊。那我开始工作了，再见。

Yes. Then I'll start my work. Bye.

甲：好吧，我也得下线了。

OK, I have to log off too.

相关词语 / Related Words

1	shàngwǎng 上网	to go online; to surf the Internet	7	lánjié 拦截	to block
2	xiàxiàn 下线	to log off; to go offline	8	guīdìng 规定	rule; regulation; to regulate
3	dēngrù 登入	to log in	9	yán gé 严(格)	strict; rigorous
4	tuìchū 退出	to log out	10	kāijī 开机	to turn on a computer
5	zhùcè 注册	to register	11	guānjī 关机	to turn off a computer
6	liáotiān 聊天	to chat			

文化导航 Cultural Navigation

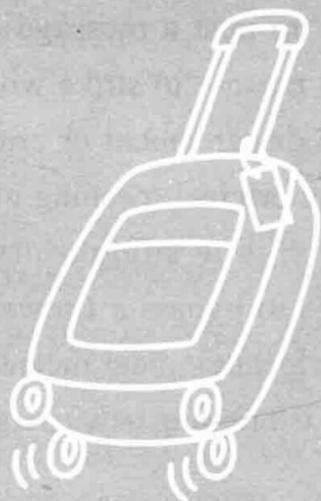
了解一些流行的网络语言是一件既有趣又有用的事。在今天这个网络时代，中国年轻人常常喜欢借用一些汉语原有词汇来表示完全不同的意思。这种新用法一旦得到众多网民的认可，就会很快地流行起来，甚至影响到主流媒体和人们的日常生活会话。例如，“发帖子”的原意是“发出通知”或者“发出邀请”，新的意思则是指在网上发布信息；“拍砖”的原意是“用砖拍打”，

新的意思是指对别人的“帖子”表示不同的意见或批评；“翻墙”原来的意思很直截了当，而在网络语言中它的意思是运用网络技术手段绕过网络防火墙去访问被屏蔽的网站。毫无疑问，网络新语言正在给古老的汉语带来新的活力。

Having an understanding of popular Internet language is both interesting and practical. In today's Internet era, young Chinese like to borrow existing Chinese phrases to express totally different meanings. Once this new usage is accepted by many Internet users, it will quickly become very popular, and even influence mainstream media and everyday conversation. For instance, the original meaning of “fā tiězi” is “to send out a note” or “to send out an invitation,” but its new meaning is “to post a message on the Internet.” “Pāi zhuān” originally means “to strike with a brick,” but now it means to express disagreement or criticize others' opinions posted online. The original meaning of “fān qiáng (to climb over the wall)” is quite straightforward, but in Internet language it means to bypass a firewall and visit a blocked website by using technological means. Without doubt, new Internet language is bringing new energy into the old Chinese language.

商务旅行

On a Business Trip



21 计划行程 | Planning an Itinerary

核心句

Key Sentence

Gōngsī pài wǒ xià gè xīngqī qù Shànghǎi
公司派我下个星期去上海

chūchāi.

出差。

The company has assigned me to Shanghai on a business trip next week.

句型 与替换 Substitution

jīnglǐ
经理
manager

zǒngbù
总部
headquarters

hòutiān
后天
the day after tomorrow

xià gè yuè
下个月
next month

Shēnzhèn
深圳
Shenzhen

Ōuzhōu
欧洲
Europe

lǎobǎn
老板
boss

dānwèi
单位
work unit



扩展/Extension

1. Nǐ de xíngchéng ānpái hǎo le ma?
你的行程安排好了吗?

Have you arranged your itinerary?

2. Wǒ dǎsuàn xiān fēidào Běijīng.
我打算先飞到北京。

I plan to fly to Beijing first.

3. Cóng Hángzhōu zuò huǒchē dào
Nánjīng yào duō cháng shíjiān?
从杭州坐火车到
南京要多长时间?

How long does it take to go from Hangzhou to Nanjing by train?

4. Rúguǒ zuò gāotiě dehuà, yě hái
yào wǔ gè bàn xiǎoshí zuǒyòu.
如果坐高铁的话, 还
要五个半小时左右。

If you are taking a high-speed train, it will still take about five and a half hours.



对话实例/Dialogue

甲: Gōngsī pài wǒ xià gè xīngqī qù Shànghǎi hé Nánjīng chūchāi.
公司派我下个星期去上海和南京出差。

The company has assigned me to Shanghai and Nanjing on a business trip next week.

乙: Nǐ de xíngchéng ānpái hǎo le ma?
(你的)行程安排好了吗?

Have you arranged your itinerary?

甲: Wǒ dǎsuàn xiān fēidào Shànghǎi, zài cóng Shànghǎi zuò huǒchē dào
Nánjīng.
我打算先飞到上海, 再从上海坐火车到
南京。

I plan to fly to Shanghai first, and go from Shanghai to Nanjing by train.

Cóng Shànghǎi zuò huǒchē dào Nánjīng yào duō cháng shíjiān?

乙: 从上海坐火车到南京要多长时间?

How long does it take to go from Shanghai to Nanjing by train?

Rúguǒ zuò gāotiě dehuà, zhǐ yào yí gè bàn xiǎoshí zuǒyòu.

甲: (如果) 坐高铁的话, 只要一个半小时左右。

If you are taking a high-speed train, it will only take about one and a half hours.

Huílai de shíhòu, nǐ xūyào wǒ dào jīchǎng jiē nǐ ma?

乙: 回来的时候, (你) 需要我到机场接你吗?

When you are back, do you need me to pick you up at the airport?

Xièxie, búyòng le. Wǒ zuò jīchǎng dàbā dào shìzhōngxīn, hěn fāngbiàn.

甲: 谢谢, 不用了。我坐机场大巴到市中心, 很方便。

No, thanks. I can take an airport shuttle bus to the downtown area. It's very convenient.

相关词语 / Related Words

1	shāngwù 商务 lǚxíng 旅行	business trip (formal)	6	jiē 接	to pick sb. up
2	chūchāi 出差	business trip (colloquial)	7	sòng 送	to see sb. off
3	jìhuà 计划	plan; to plan (relatively formal)	8	jīchǎng 机场 dàbā 大巴	airport shuttle bus
4	dǎsuàn 打算	plan; to plan (relatively casual)	9	chūnyùn 春运	the Spring Festival travel period
5	gāotiě 高铁	high-speed train	10	huángjīn- 黄金 zhōu 周	golden week (such as a weeklong holiday)

中国幅员辽阔，人口众多，交通繁忙。外国人在中国旅行，不但会有语言障碍，而且会遇到一些意想不到的麻烦。所以如果你计划去中国，一定要事先计划好行程。如果可能的话，尽量避免在节假日旅行，尤其是春节和国庆。春节期间，中国人都要回家过年，铁路、公路和航空的客运量激增，这种情况一般要持续两个星期。国庆节假期是10月的第一个星期，很多中国人喜欢在这个星期出门旅游和度假，所以火车票和飞机票都不太好买，旅馆也常常客满。

China is a big country with a large population and a very busy transportation system. Foreigners traveling in China may not only encounter language barriers, but also run into unforeseen hassles. Therefore, if you plan to go to China, you should plan an itinerary in advance. If possible, you should avoid traveling during holidays, especially during the Spring Festival (the Chinese New Year) and the National Day holiday. During the Spring Festival, most Chinese people go back home to celebrate the New Year, so the passenger transport volume of railways, highways and airways increases sharply. This situation will last for about two weeks. The National Day holiday falls on the first week of October. A lot of Chinese people like to leave home to go vacationing during the week. So it is usually very hard to buy train or airplane tickets, and even hotels will be fully booked.

22

预订机票

Booking Airplane Tickets

核心句

Key Sentence

Wǒ xiǎng dīng yì zhāng qù Shànghǎi de
我想订一张去上海的

(飞) 机票。

I want to book an airplane ticket to Shanghai.

句型
与替换
Substitution

Běijīng

北京

Beijing

dānchéngpiào

单程票

one-way ticket

huǒchēpiào

火车票

train ticket

Luòshānjī

洛杉矶

Los Angeles

wǎngfǎnpiào

往返票

round-trip ticket

gāotiě chēpiào

高铁车票

high-speed train ticket



扩展/Extension

Nín yào nǎ tiān de piào?

1. 您要哪天的票?

Which day do you need a ticket for?

Wǒ xiǎng dīng yì zhāng 17 hào cóng

2. 我想订一张17号从

Běijīng dào Nánjīng de jīpiào,
北京到南京的机票，

jīngjìcāng.
经济舱。

I'd like to book one flight ticket from Beijing to Nanjing on the 17th. Economy class.

Míngtiān de jīpiào màiwán le.
3. 明天的机票卖完了。

Tomorrow's flight tickets are sold out.

Dānchéng háishi wǎngfǎn?
4. 单程还是往返?

Is it one-way or round-trip?



对话实例 / Dialogue

甲: Wǒ xiǎng dìng yì zhāng qù Shànghǎi de wǎngfǎn jīpiào.
我想订一张去上海的往返机票。

I want to book a round-trip flight ticket to Shanghai.

乙: Nín yào dìng nǎ tiān de piào?
您要(订)哪天的票?

Which day do you need to book a ticket for?

甲: Míngtiān de. Huíchéng rìqī shì xià Xīngqī'èr, 6 yuè 25 hào.
明天的。回程(日期)是下星期二, 6月25号。

Tomorrow. The return date is next Tuesday, June 25th.

乙: Duìbuqǐ, míngtiān fēi Shànghǎi de jīpiào màiwán le.
对不起, 明天飞上海的机票卖完了。

I'm sorry. Tomorrow's flight tickets to Shanghai are sold out.

甲: Nà jiù dìng hòutiān de ba.
那就订后天的吧。

Then I'll book a ticket for the day after tomorrow.

乙: Jīngjìcāng háishi gōngwùcāng?
经济舱还是公务舱?

Economy class or business class?

甲: Gōngwùcāng duōshao qián?
公务舱多少钱?

How much is business class?

相关词语 / Related Words

1	tóudēngcāng 头等舱	first class	6	yùdìng 预订	to book in advance
2	ruǎnwò 软卧	soft sleeper	7	dìngpiàofèi 订票费	booking charge
3	yìngwò 硬卧	hard sleeper	8	diànzǐ 电子 kè (客) 票	e-ticket
4	yī dēng zuò 一等座	first-class seat (on the train)	9	liánchéngpiào 联程票	connecting ticket for the flight or train; interline ticket
5	èr dēng zuò 二等座	second-class seat (on the train)	10	fǎnchéngpiào 返程票 / huíchéngpiào 回程票	return ticket
11	shí míng zhì 实名制	<p>a real-name system (i.e. The customer is obliged to present his/her real name and identification when he/she goes through necessary formalities. In China it is used in banking, insurance, traveling, etc.)</p>			

文化导航 Cultural Navigation

在中国出差旅行，订票有几种不同的途径。多数的宾馆和酒店，以及当地的旅行社都提供订票服务。你也可以给当地的票务中心打电话订票。现在在网上预订火车票和

飞机票也非常方便。你可以通过网上银行或者信用卡付款，随后去火车站或者机场打印电子客票或登机牌即可。

“携程”“艺龙”都是中国著名的旅行网站，上面有很多实用的订票和旅行资讯，为你的出行提供便利。

There are several different ways to book a ticket when you travel or go on a business trip in China. Most hotels and local travel agencies provide ticket booking service. You can also call a local ticket center to book a ticket. Now it is very convenient to book train or flight tickets online. You can pay through online bank or by credit card and then print the train ticket or the boarding pass at train stations or airports. “Xiéchéng (Ctrip)” and “Yilóng (eLong)” are both popular travel websites in China, where you can find useful booking and travel information that will bring great convenience to your trips.



23

机场接人

Picking Up Someone at the Airport

核心句

Key Sentence

Nín shì cóng Měiguó lái de Shímìsī
 您是从美国来的史密斯
 xiānsheng ma?
 先生吗?
 Are you Mr. Smith from America?

句型
与替换
Substitution

Yīngguó

英国

Britain

Zhōngguó

中国

China

Rìběn

日本

Japan

Niūyuē

纽约

New York

Shímìsī fūrén

史密斯夫人

Mrs. Smith

Bùlǎng nǚshì

布朗女士

Ms. Brown

Huáitè xiǎojiě

怀特小姐

Miss White

Wēi'ěrsēn zǒngcái

威尔森总裁

CEO/President Wilson



扩展/Extension

1. Liú jīnglǐ pài wǒ lái jiē nín.
刘经理派我来接您。

Manager Liu sent me here to pick you up.

2. Huānyíng nín lái dào Guǎngzhōu!
欢迎您来到广州!

Welcome to Guangzhou!

3. Ràng wǒ bāng nín ná xínglǐ ba.
让我帮您拿行李吧。

Let me help you with your luggage.

4. Wǒ zìjǐ néng xíng.
我自己能行。

I can do it myself.



对话实例/Dialogue

甲: Dǎrǎo yíxià. nín shì cóng Měiguó lái de Shīmìsī xiānsheng ma?
打扰一下,您是从美国来的史密斯先生吗?

Excuse me, are you Mr. Smith from America?

乙: Wǒ shì Yuēhànxiùn Shīmìsī. Nín shì...?
我是约翰逊·史密斯。您是……?

I am Johnson Smith. You are...?

甲: Wǒ shì Dōngfāng Gōngsī de Lǐ Xīnwén. Gōngsī pài wǒ lái jiē nín.
我是东方公司的李信文。公司派我来接您。

I am Li Xinwen from the Eastern Company. The company sent me here to pick you up.

乙: Nín hǎo. Lǐ xiānsheng!
您好,李先生!

How do you do, Mr. Li?

甲: Nín hǎo, huānyíng nín lái dào Běijīng!
您好,欢迎您来到北京!

How do you do? Welcome to Beijing!

乙: Xièxie nín lái jīchǎng jiē wǒ. Gěi nín tiān máfan le.
谢谢您来机场接我。给您添麻烦了。

Thank you for picking me up at the airport. (I'm) sorry for troubling you.

甲: Bú kèqi. Nín yí lù xīnkǔ le! Ràng wǒ bāng nín ná xíngli ba.
不客气。您一路辛苦了! 让我帮您拿行李吧。

You are welcome. You must be tired after the trip. Let me help you with your luggage.

乙: Xièxie. xièxie. Wǒ zìjǐ néng xíng!
谢谢, 谢谢。我自己能行!

Thanks. But I can do it myself!

相关词语/Related Words

1	jiē rén 接人	to pick sb. up	7	dàodá 到达	to arrive
2	děng rén 等人	to wait for sb.	8	wǎndiǎn 晚点	to be late; to delay
3	rèncuò rén 认错人	to mistake sb. for another person	9	zhǔndiǎn 准点	on time
4	lǚxíngxiāng 旅行箱	traveling suitcase/ case	10	hángzhàn- lǚ 航站楼	terminal
5	shǒutuīchē 手推车	handcart	11	chūkǒu 出口	exit
6	dàoǎng 到港	to land (at the airport)			

文化导航 Cultural Navigation

在中国，去飞机场或者火车站接人的时候，人们常用“一路辛苦了”来表示对旅行者的慰问，或者用“路上一切顺利吗？”来表示对对方的关心。孔子说过：“有朋自远方来，不亦乐乎？”接人不但是为了给外地来的客人提供方便，也是借此表达对来访者的期盼和尊重，让客人在到达的第一刻就有“宾至如归”的感觉。在商务活动中，建立和谐合作关系的第一步通常就是从这里开始的。

In China, when people pick up a guest at the airport or train station, they often use a sentence like “Yí lù xīnkǔ le” (You must be exhausted after the trip) to convey greetings to the traveler, or say something like “Lùshang yíqiè shùnlǐ ma?” (Was everything fine during the trip?) to express their care. Confucius once said, “Yǒu péng zì yuǎnfāng lái, bú yì lè hū?” (Isn't it a joy to have friends coming from afar?) To pick up a guest from afar will not only provide convenience to the visitor, but also show your eager expectation and respect for him/her. It will make a guest “feel at home” at the first moment of his/her arrival. This is often the first step to establish a harmonious cooperative relationship in business activities.

24 旅馆入住 | Hotel Check-in

核心句 Key Sentence

Wǒ yù dìng le yì jiān biāo zhǔn jiān.
我(预)订了一间标(准)间。
I have booked a standard room.

句型 与替换 Substitution

dān rén jiān dà chuáng fáng
单(人)间 大床房
single room king-bed room
tào fáng
套房
suite



扩展/Extension

1. Nín yù dìng de shì sān gè wǎn shàng de biāo zhǔn jiān.
您(预)订的是三个晚上的标准间。
2. Qǐng chū shì yí xià nín de hù zhào.
请出示一下您的护照。
3. Nín jiāo xiànjīn hái shì shuā xìnyòngkǎ?
您交现金还是刷信用卡?
4. Nín de fángjiān shì 2018.
您的房间是2018。

You have reserved a standard room for 3 nights.

Please show me your passport.

Will you pay by cash or credit card?

Your room is 2018.

对话实例 / Dialogue

甲: Nǐ hǎo. Wǒ dīng le yì jiān biāozhǔnjiān.
你好。我订了一间标准间。

Hello, I have booked a standard room.

乙: Qǐng wèn nín guìxìng?
请问您贵姓?

May I ask your last name?

甲: Wǒ xìng Shīmìsī, wǒ jiào Yuēhàn Shīmìsī.
我姓史密斯, 我叫约翰·史密斯。

My last name is Smith, and I'm Johnson Smith.

乙: Nín dīng de shì sān gè wǎnshàng de biāozhǔnjiān.
您订的是三个晚上的标准间。

You have reserved a standard room for 3 nights.

Qǐng chūshì yíxià nín de zhèngjiàn.
请出示一下您的证件。

Please show me your ID.

甲: Hǎo de. Zhè shì wǒ de hùzhào.
好的。这是我的护照。

Sure. This is my passport.

乙: Nín jiāo xiànjīn hái shì shuā xìnyòngkǎ?
您交现金还是刷信用卡?

Will you pay by cash or credit card?

甲: Wǒ yòng xìnyòngkǎ ba.
我用信用卡吧。

I will use my credit card.

乙: Xièxiè! Nín de fángjiān shì 907. Zhè shì nín de fángkǎ.
谢谢! 您的房间是907。这是您的房卡。

Thanks! Your room is 907. This is your room card.

相关词语/Related Words

1	rùzhù (入住) dēngjì 登记	check in (for staying at a hotel)	7	hùzhào 护照	passport
2	qiántái/ fúwùtái 前台/ 服务台	front desk (of a hotel); service desk	8	shēnfèn- zhèng 身份证	identity card
3	fúwùyuán 服务员	attendant; waiter	9	yājīn 押金	deposit
4	dàtīng 大厅	(hotel) lobby	10	fángkǎ 房卡	room card
5	zhíbān 值班 jīnglǐ 经理	manager on duty	11	qiānmíng 签名	signature; to sign one's name
6	zhèngjiàn 证件	ID; certificate			

文化导航 Cultural Navigation

在中文里，“旅馆”也叫“宾馆”“饭店”或者“酒店”。你可以通过旅行社预订旅馆，也可以自己上网预订。入住旅馆的时候，需出示身份证件，你也需要用信用卡或现金预付押金。退房的时候，前台会通知服务员去“查房”，确认房间里有没有东西损坏或丢失。如果“查房”发现了什么问题，旅馆和客人可以当面分清是

谁的责任。

In Chinese, a hotel is called “lǚguǎn,” “bīnguǎn,” “fàndiàn” or “jiǔdiàn.” You can make a hotel reservation through travel agencies or on the Internet by yourself. When you check in at a hotel, you need to show an ID. You also need to pay the deposit by cash or credit card. When you check out, the front desk personnel will notify the attendant to check the room, a procedure called “cháfāng,” to make sure that nothing is damaged or lost in the room. If a problem is discovered, the hotel staff and the guest can determine who should be responsible in the presence of both sides.



25 旅馆服务 | Hotel Services

核心句

Key Sentence

Nǐmen lǚguǎn yǒu zūchē fúwù ma?
你们旅馆有租车服务吗?
Does your hotel have car rental service?

句型 与替换

Substitution

jiàoxǐng fúwù
叫醒服务

wake-up call service

xǐyī fúwù
洗衣服务

laundry service

piàowù fúwù
票务服务

ticket service

yóuji fúwù
邮寄服务

postal service

kètáng sòngcān fúwù
(客房) 送餐服务

room service

wàibì duìhuàn fúwù
外币兑换服务

foreign exchange service



扩展/Extension

1. Qǐng nín chéng diàntī shàng èr lóu,
dào kèfú zhōngxīn.
请您乘电梯上二楼，
到客服中心。
Please take the elevator to
the second floor and go to the
Customer Service Center.

2. Zài nàr kěyǐ dīng jīpiào ma? Can flight tickets be booked there too?
 3. Wǎncān shì jǐ diǎn? What time is dinner?
 4. Nín xūyào jiàoxǐng fúwù ma? Do you need a wake-up call service?

对话实例/Dialogue

- 甲: Qǐngwèn, nǐmen yǒu zūchē fúwù ma?
 请问，你们有租车服务吗？
 Excuse me, do you have car rental service?
- 乙: Yǒu. Qǐng nín chéng diàntī shàng èr lóu dào shāngwù zhōngxīn.
 有。请您乘电梯上二楼到商务中心。
 Yes. Please take the elevator to the second floor and go to the Business Center.
- 甲: Zài nàr yě kěyǐ dīngpiào ma?
 在那儿也可以订票吗？
 Can tickets be booked there too?
- 乙: Shì de. Shāngwù zhōngxīn yě tígōng piàowù fúwù.
 是的。商务中心也提供票务服务。
 Yes. The Business Center also provides ticket service.
- 甲: Zǎocān shì jǐ diǎn?
 早餐是几点？
 What time is breakfast?
- 乙: Zǎocān shíjiān shì 6 diǎn bàn dào 9 diǎn bàn. Nín xūyào jiàoxǐng fúwù ma?
 早餐时间是6点半到9点半。您需要叫醒服务吗？
 Breakfast time is from 6:30 to 9:30. Do you need a wake-up call service?
- 甲: Qǐng míngtiān zǎoshang 7 diǎn jiàoxǐng wǒ.
 请明天早上7点叫醒我。
 Please wake me up at 7:00 tomorrow morning.

相关词语 / Related Words

1	jiànshēnfáng 健身房	gym	8	jiǔbā 酒吧	bar
2	yóuyǒngchí 游泳池	swimming pool	9	kǎlā 卡拉OK	karaoke
3	měiróng 美容	beauty salon	10	huìyìshì 会议室	conference room
4	měifā 美发	hair salon	11	duōgōngnéng- 多功能 厅	multifunctional hall
5	àn mó 按摩	massage	12	bǎoxiǎnxiāng 保险箱	safe
6	sāngná 桑拿	sauna	13	lǐpǐndiàn 礼品店	gift shop
7	cāntīng 餐厅	restaurant			

文化导航 Cultural Navigation

中国的旅馆采用星级标准。从经济型旅馆到豪华旅馆，按一星到五星分等。三星或者三星以上的旅馆一般都提供宽带网络，并且设有商务中心。在商务中心，客人可以使用电脑、打印机、复印机、传真机等设备。很多商务中心还提供租车、订票、邮寄、外币兑换以及秘书服务。这对商务旅行的人来说非常有帮助。

Hotels in China have adopted a star-ranking standard.

From economy hotels to luxury hotels, hotels are ranked from one to five stars. Three-star hotels or above usually have broadband networks and business centers. At the business center, hotel guests can use some office equipment, such as computers, printers, copiers and fax machines, etc. Many business centers also provide services like car rental, ticket booking, mailing, foreign currency exchange and secretary services. This is very helpful to people who are on a business trip.

商务中心 BUSINESS CENTER



26 坐出租车 | Taking a Taxi

核心句

Key Sentence

Qǐng bāng wǒ jiào yí liàng chūzūchē. wǒ
请帮我叫一辆出租车，我
yào qù jīchǎng.
要去机场。

Please help me call a taxi. I'll go to the airport.

句型
与替换
Substitution

huǒchēzhàn
火车站
train station

dìtiězhàn
地铁站
subway station

Jiàri Jǐudiàn
假日酒店
Holiday Inn



扩展/Extension

1. Nín qù nǎr?
您去哪儿?
2. Wǒ yào qù zhège dìfang. zhè shì
我要去这个地方，这是
dìzhǐ.
地址。
3. Qiánmiàn yòu dǔchē le!
前面又堵车了!
4. Guòle xià gè hóng-lǜdēng jiù dào le.
过了下个红绿灯就到了。

Where do you want to go?

I want to go to this place, and here is the address.

There are traffic jams ahead again!

We'll get there after the next traffic light.

对话实例 / Dialogue

甲：请帮我叫一辆出租车。

Qǐng bāng wǒ jiào yí liàng chūzūchē.

Could you help me call a taxi?

乙 (前台服务员)：好的，您稍等。

qiántái fúwùyuán Hǎo de. nín shāoděng.

(Front desk clerk): Sure, just one moment.

丙 (出租车司机)：您上哪儿？

chūzūchē sījī Nín shàng nǎr?

(Taxi driver): Where do you want to go?

甲：我要去这个地方，这是地址。

Wǒ yào qù zhège dìfang. zhè shì dìzhǐ.

I want to go to this place, and here is the address.

丙：好嘞！

Hǎo lei!

OK!

.....

丙：前面又堵车了！

Qiánmiàn yòu dǔchē le!

There are traffic jams ahead again!

甲：还远吗？

Hái yuǎn ma?

Is it still far?

丙：过了下个红绿灯就到了。

Guòle xià gè hóng-lǜdēng jiù dào le.

We'll get there after the next traffic light.

甲：那我就在这儿下车吧。请停一下！

Nà wǒ jiù zài zhèr xiàchē ba. Qǐng tíng yíxià!

Then I'll get off the car right here. Please stop.

丙：我要发票。

Wǒ yào fāpiào.

I need a receipt.

相关词语 / Related Words

1	lǐjiāoqiáo 立交桥	overpass; flyover; motorway inter- change	7	ràodào 绕道	to make a detour
2	chéngqū (城区) gāojiālù 高架路	(inner-city) elevated motorway	8	jiàochē 叫车 rèxiǎn 热线	taxi hotline
3	gāosù 高速 gōnglù 公路	expressway	9	hēichē 黑车	unlicensed taxi/ vehicle
4	lùkǒu 路口	intersection; crossroads	10	zǎikè 宰客	to rip off pas- sengers; to cheat customers
5	chūkǒu 出口	exit	11	tóusù 投诉 diànhuà 电话	customer hotline (for reporting unsatisfactory service)
6	dǔchē 堵车	traffic jam			

文化导航 Cultural Navigation

坐出租车又叫“打车”。出租车的费用包括“起步价”和“里程价”。起步价通常包括最初的三公里路程，

超过三公里以后，再按实际行车的公里数收费。在中国坐出租车不用付小费。不过下车的时候，你最好跟司机要发票。如果你有什么不满或者疑问的话，可以打投诉电话。根据发票上的信息，你坐过的那辆出租车和司机都可以被找到。千万不要坐没有出租车标志的“黑车”。

“黑车”司机常常欺骗乘客，多收费。

“Dǎchē” is another way to say “take a taxi” in Chinese. The charge for taking a taxi includes “initial charge” and “mileage charge.” Normally, the initial charge covers the first 3 kilometers of the taxi driving. The mileage charge will be added to the bill when the driving distance is over the initial 3 kilometers. You do not need to leave a tip when you take a taxi in China. However, you’d better ask for a receipt when you get off. If you are unsatisfied or have any doubts, you can call the complaint hotline. You can find the taxi that you took and the driver according to the information on the receipt. Please don’t take “hēichē (literal: black car).” These unlicensed vehicles usually do not bear the sign of “Taxi” and the drivers often rip off passengers and charge more fare.

27

出门问路 | Asking for Directions

核心句
Key
Sentence

Nǐ zhīdào qù Shìjiào Zhōngxīn zěnmē zǒu
你知道去世贸中心怎么走
zui kuài ma?
最快吗?

Do you know the fastest way to get to the
World Trade Center?

句型
与替换
Substitution

jīchǎng
机场
airport

huǒchēzhàn
火车站
train station

Guójì Huìyì Zhōngxīn
国际会议中心
International Conference Center

zui jìn
最近
shortest

zui róngyì
最容易
easiest

zui fāngbiàn
最方便
most convenient



扩展/Extension

1. Cóng Shànghǎi Lù shàng gāojià wǎng
从上海路上高架往
dōng kāi, dào Jiěfàng Lù chūkǒu xià.
东开, 到解放路出口下。

Get on the (inner-city)
elevated motorway at Shang-
hai Road, drive towards the

2. Cóng gāojià xiàlai jiù shì Shimào Zhōngxīn.
从高架下来就是世贸中心。
3. Zài wǎng qián kāi wǔbǎi mǐ jiù dào le.
再往前开五百米就到了。
4. Cóng zhèr dào nàr dàgài duō yuǎn?
(从这儿到那儿) 大概多远?

east, then take the exit at Jiefang Road.

The World Trade Center is right there once you get off the elevated motorway.

Drive on for another 500 meters and you'll be there.

How far is it (from here to there) approximately?



对话实例/Dialogue

甲: Nǐ zhīdào qù Shimào Zhōngxīn zěnmē zǒu zuì kuài ma?
你知道去世贸中心怎么走最快吗?

Do you know the fastest way to get to the World Trade Center?

乙: Rúguǒ kāichē dehuà, cóng Shànghǎi Lù shàng gāojià wǎng dōng kāi, dào Jiěfàng Lù chūkǒu xià.
(如果) 开车的话, 从上海路上高架往东开, 到解放路出口下。

If driving, you should get on the elevated motorway at Shanghai Road, drive towards the east, then take the exit at Jiefang Road.

甲: Cóng gāojià xiàlai jiù shì Shimào Zhōngxīn ma?
(从高架) 下来就是 (世贸中心) 吗?

The World Trade Center is right there once I get off the elevated motorway?

乙: Gāojià xiàlai hòu yòu zhuǎn, kànjiàn dì-yī gè hóng-lǜdēng zài zuǒ zhuǎn,
高架下来后右 转, 看见第一个红绿灯再左 转,

zài wǎng qián kāi sānbǎi mǐ jiù dào le.
再往前开三百米就到了。

Turn right after you get off the elevated motorway, then turn left at the first traffic light. Drive on for another 300 meters and you'll be there.

甲: Cóng zhèr dào nàr dàgài duō yuǎn?
从这儿到那儿大概多远?

How far is it from here to there approximately?

乙: Sì-wǔ gōnglǐ ba. Nǐ yě kěyǐ zuò dìtiě qù.
四五公里吧。你也可以坐地铁去。

It's about 4 to 5 kilometers. You may take the subway too.

相关词语/Related Words

1	wǎng dōng 往东	towards the east	6	wǎng hòu zǒu 往后走	to go back
2	wǎng xī 往西	towards the west	7	wǎng yòu guǎi 往右拐	to turn right
3	wǎng nán 往南	towards the south	8	wǎng zuǒ guǎi 往左拐	to turn left
4	wǎng běi 往北	towards the north	9	dǎohángyí 导航仪	GPS
5	wǎng qián zǒu 往前走	to go straight ahead			

文化导航 Cultural Navigation

北方人和南方人在给人指路的时候，有一点小小的不同。比方说，一个北京人总是喜欢用“东、西、南、

北”给别人指路，而一个南京人则习惯用“前、后、左、右”来告诉你方向。对于问路人来说，分清“前、后、左、右”当然不难，可是如果你已经迷了路，这时候想要分清“东、西、南、北”实在不太容易。用中文问路有时候是一件有意思的事，不但可以考一考你的中文到底怎么样，也能让你感受到普通中国人对陌生人的态度。一般来说，大多数中国人对需要帮助的外国人都相当友好，也乐意帮助他们。

There is a slight difference of giving directions between people in Northern China and in Southern China. For instance, a native resident in Beijing often gives directions using “east, west, south and north,” but a local resident in Nanjing will often tell you directions by saying “straight ahead, going back, turning left and turning right.” It is not difficult for a person who asks for directions to understand “ahead, back, left and right.” However, if you’ve already lost your way, it will be not that easy to get a clear idea of which direction is east, west, south or north. It is an interesting experience to ask for directions in Chinese. It not only tests your Chinese but also lets you feel a Chinese person’s attitude towards a stranger. Generally speaking, most Chinese are quite friendly to foreigners who need help, and are happy to give them a hand.

28

乘公交车 | Taking a Bus

核心句
Key
Sentence

Qù Kējì Zhǎnlǎnguǎn yīnggāi zuò jǐ lù
去 科技展览馆 应该坐 几路
(gōng āo) chē?
(公交) 车?

Which bus should I take to the Science and Technology Exhibition Center?

句型
与替换
Substitution

chūkǒu shāngpǐn jiāoyìhuì
出口商品交易会
Export Commodities Fair

Shìmào Zhōngxīn
世贸中心
World Trade Center

Shìbó Yuán
世博园
World Expo Park

Wàitān
外滩
the Bund (in Shanghai)

Měiguó Dàshǐguǎn
美国大使馆
USA Embassy

dìtiě jǐ hào xiàn qīngguǐ jǐ hào xiàn
地铁几号线 轻轨几号线
which subway line which light railway



扩展/Extension

1. Xiān zuò 103 lù dào Chángjiāng Lù.
再换45路。
Take Bus 103 to Changjiang Road first, then transfer to Bus 45.
2. Yǒu dìtiě dào Shìwàozhōngxīn ma?
地铁站在这条街西头。
Is there a subway going to the World Trade Center?
The subway station is at the west end of the street.
3. Dìtiězhàn zài zhè tiáo jiē xī tóu.
大概得走半小时。
It's about half an hour walk.



对话实例/Dialogue

- 甲: Cóng zhèr qù Kējì Zhǎnlǎnguǎnyīnggāi zuò jǐ lù chē?
Which bus should I take from here to the Science and Technology Exhibition Center?
从这儿去科技展览馆应该坐几路车?
- 乙: Xiān zuò 103 lù dào Chángjiāng Lù. zài huàn 45 lù. Zuò liǎng zhàn jiù dào le.
Take Bus 103 to Changjiang Road first, then transfer to Bus 45. Get off at the second stop and you'll be there.
先坐103路到长江路,再换45路。坐两站就到了。
- 甲: Yǒu dìtiě dào nàr ma?
Is there a subway going there?
有地铁到那儿吗?

乙: 有啊。地铁站在 (这条街) 东头。大概得走十分钟。
 Yǒu a. Dìtiězhàn zài zhè tiáo jiē dōng tóu. Dàgài děi zǒu shí fēnzhōng.

Yes. The subway station is at the east end (of the street). It's about 10 minutes' walk.

甲: 我还是坐公交车吧。
 Wǒ hái shì zuò gōngjiāochē ba.

I guess that I'll take a bus.

乙: 为什么不打车去?
 Wèi shénme bù dǎchē qù?

Why don't you take a taxi?

甲: 高峰时间, 打车太难了!
 Gāofēng shíjiān, dǎchē tài nán le!

During the rush hour, it's too hard to get a taxi!

相关词语 / Related Words

1	gōngjiāo 公交/ gōnggòng 公共 jiāotōng 交通	public transportation	6	shàngchē 上车	to get on (a bus or a train)
2	gōngjiāochē 公交车/ gōnggòng qìchē 公共汽车	bus	7	xiàchē 下车	to get off (a bus or a train)
3	dào zhàn 到站	to arrive at a station	8	huànchē/ zhuǎnchē 换车/ 转车	to transfer (to another bus or train)
4	jìnzhàn 进站	to enter a station	9	zuòcuò chē 坐错车	on a wrong bus
5	chūzhàn 出站	to leave/exit a station	10	Bié jǐ wǒ! 别挤 我!	Don't push me!

在中国的很多地方，公共交通工具都相当方便。一些大城市不但有公共汽车，而且还有地铁和轻轨。尽管如此，早晚的上下班高峰时间，交通堵塞的情况还是相当严重。这个时段，地铁和公交车上也会变得非常拥挤，打车也相当不容易。如果你在中国的时候打算经常利用公共交通工具，你不妨买一张当地的公交卡。无论你乘坐公交车、地铁还是出租车，你都可以使用公交卡，十分方便。

In China, public transportation is convenient in many places. Some big cities not only have buses but also have subway and light railway systems. Nonetheless, traffic jams are still very severe during morning and early evening rush hours. During this period of time, the subway and buses become very crowded and getting a taxi is not easy either. If you plan to use public transportation often when you are in China, you might want to buy a local public transportation card (also called IC card). You can use it when you take a bus, the subway or a taxi. It is really convenient.

29 租车旅行 | Renting a Vehicle for a Trip

核心句

Key Sentence

Wǒ yào zū yí liàng chē, yòng sān tiān.
我要租一辆车，用三天。

I want to rent a car for 3 days.

句型 与替换 Substitution

jiàochē
轿车

passenger car

yuèyěchē
越野车

SUV(sport utility vehicle)

shāngwùchē

商务车

MPV(multi-purpose vehicle)

xiǎoxíng huòchē

小型货车

minivan

yí gè xīngqī
一个星期

one week

yí gè zhōumò
一个周末

the entire weekend



扩展/Extension

1. 您需要哪种车型?
Nín xūyào nǎ zhǒng chēxíng?
2. 我需要一位有经验的代
驾(司机)。
Wǒ xūyào yí wèi yǒu jīngyàn de dài-
jià sījī.

What kind of vehicle do you need?

I need an experienced designated driver.

3. Wǒ míngtiān yòng chē, Xīngqīrì
huán chē.
我明天用车，星期日
还车。

I need the vehicle tomorrow,
and will return it on Sunday.

4. Wǒ kěyǐ gěi nín yí liàng Biéke
shāngwùchē. dài yí wèi dàijià.
我可以给您一辆别克
商务车，带一位代驾。

I can give you a Buick MPV
with a designated driver.

对话实例/Dialogue

甲: Nín hǎo. Wǒ yào zū yí liàng chē, yòng sān tiān.
您好。我要租一辆车，用三天。
Hello, I want to rent a car for 3 days.

乙: Nín xūyào nǎ zhǒng chēxíng?
您需要哪种车型?
What kind of vehicle do you need?

甲: Wǒ yào zū yí liàng shāngwùchē. Wǒ yě xūyào yí wèi dàijià.
我要租一辆商务车。我也需要一位代驾。
I need to rent an MPV. I also need a designated driver.

乙: Qǐngwèn nín nǎ tiān yòng chē?
请问(您)哪天用车?
May I ask when you'll need the vehicle?

甲: Míngtiān yòng chē, Xīngqīwǔ huán chē.
明天用车，星期五还(车)。
I need the vehicle tomorrow, and will return it on Friday.

乙: Wǒ kěyǐ gěi nín yí liàng Biéke shāngwùchē, dài yí wèi dàijià. Rì
zūjīn 750 yuán.
我可以给您一辆别克商务车，带一位代驾。日
租金750元。

I can give you a Buick MPV with a designated driver. The
daily rental is 750 yuan.

甲: Fèiyòng bāokuò bǎoxiǎn ma?
费用包括保险吗?
Does this price include insurance?

乙: Shì de, bāokuò jīběnxiǎn. Nín shì zìjǐ lái qǔ chē háishi xūyào
 是的, 包括基本险。您是自己来取车还是需要
 sòng chē shàngmén?
 送车上门?

Yes, the basic insurance is included. Will you pick up the
 vehicle by yourself, or do you need it to be sent to your place?

甲: Máfán nín sòng chē shàngmén.
 麻烦您送车上门。

Please send it to my place.

相关词语/Related Words

1	chēxíng 车型	the model of a vehicle	7	chāoshí 超时 shōufèi 收费	overtime charge
2	yìdì 异地 huán chē 还车	to return a vehicle to a different location	8	chāolíchéng 超里程 shōufèi 收费	extra mileage charge
3	dàijià 代驾 sījī (司机)	a designated driver	9	guòlùfèi 过路费	road toll
4	jīběnxiǎn 基本险	basic insurance	10	wàiguó- (外国 rén zài 人在 Zhōngguó 中国) chángqī 长期 jūliúzhèng 居留证	permanent residence permit (for foreigners in China)
5	zōnghéxiǎn 综合险	comprehensive insurance	11	dǎohángyí 导航仪	GPS
6	shǒuxùfèi 手续费	service fee/charge			

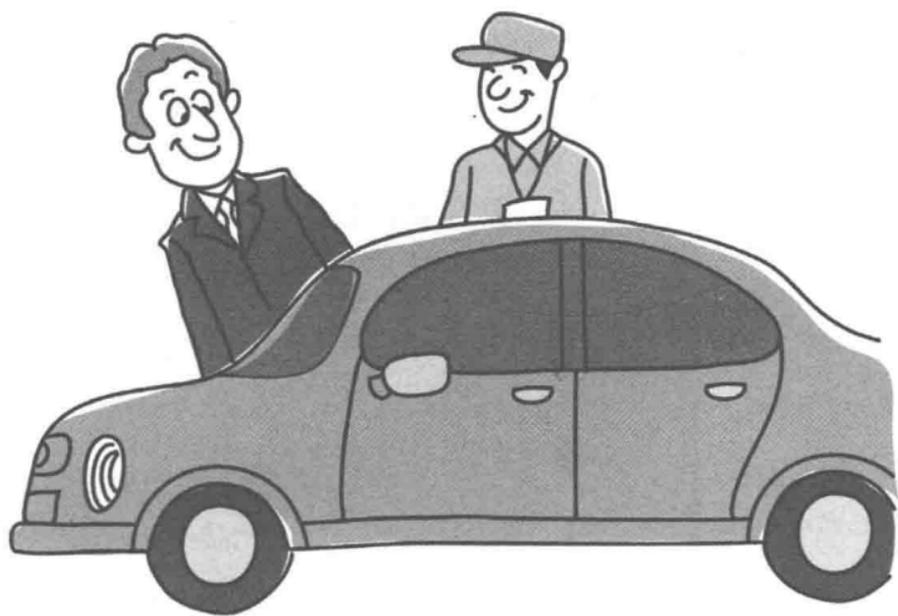
文化导航

Cultural Navigation

外国人在中国租车有两种选择。一种是“代驾租车”，意思是说你租一辆车的同时，还要“租”一位司机。另一种是“自驾租车”，指自己驾驶租来的车。不过，如果你想自己开车的话，必须先到当地的车管所，凭本国的驾驶证或者国际驾驶证以及合法身份证件申请许可，再参加交通法规的笔试。考试通过之后，你可以在中国开车。现在打电话租车，或者上网预订都很方便。目前，除了中国本土的租车公司以外，世界著名的租车公司赫兹（Hertz）、安飞士（Avis）等也已先后进入中国拓展市场。

A foreigner has two choices for renting a vehicle in China. One is “dàijià zūchē (renting a car with a designated driver),” which means that when you rent a vehicle, you also “rent” a driver. Another choice is “zìjìà zūchē (driving the rented car by yourself),” which means that when you rent a car, you drive it. However, if you plan to do so, you must first go to the local vehicle administration office to apply for a permission by using your home country’s driver license or an international driver license along with your identification, and then take a written test of traffic regulations. After passing the test, you can drive a car in China by yourself. It

is very convenient to rent a car over the phone or to make a reservation online. In addition to local Chinese car rental companies, world-famous car rental companies including Hertz, Avis and others have also entered China to expand their market.



30 应对门卫 | Dealing with an Entrance Guard

核心句

Key Sentence

Wǒ zhǎo shìchǎngbù de Zhāng jīnglǐ.

我找市场部的张经理。

I'm looking for Manager Zhang of the Marketing Department.

句型 与替换

Substitution

xiāoshòubù

销售部

Sales Department

yánfābù

研发部

Research & Development Department

rénlì zīyuán bù

人力资源部

Human Resources Department

gōnggòng guānxi bù

公共关系部

Public Relations Department

kèfúbù

客服部

Customer Service Department

Lǐ zhǔrèn

李主任

Director Li

Xiè nǚshì

谢女士

Ms. Xie

zhǔguǎn

主管

person in charge

Chén xiānsheng

陈先生

Mr. Chen

fùzérén

负责人

person in charge



扩展/Extension

1. Zěnme chēnghu nín?
怎么称呼您?
How should I address you?
2. Wǒ jiào Lǐ Dàwèi. Tōngyòng Qìchē Gōngsī de.
我叫李大卫，通用汽车公司的。
I'm David Lee from General Motors.
3. Wáng zhǔrèn zhèngzài děng nín.
王主任正在等您。
Director Wang is waiting for you.
4. Lǐ jīnglǐ de bàngōngshì shì zài sān lóu ma?
李经理的办公室是在三楼吗?
Is Manager Li's office on the third floor?



对话实例/Dialogue

- 甲: Qǐngwèn nín zhǎo nǎ wèi?
请问您找哪位?
May I ask who you are looking for?
- 乙: Ò. wǒ zhǎo shìchǎngbù de Zhāng jīnglǐ.
哦，我找市场部的张经理。
Oh, I'm looking for Manager Zhang of the Marketing Department.
- 甲: Zěnme chēnghu nín?
怎么称呼您?
How should I address you?
- 乙: Wǒ jiào Lǐ Dàwèi. Tōngyòng Qìchē Gōngsī de. Wǒ zuótiān dǎ diànhuà yuēhǎo de.
我叫李大卫，通用汽车公司的。我昨天打电话约好的。

I'm David Lee from General Motors. I called yesterday and set up an appointment.

甲: 请稍等。
Qǐng shāoděng.

One moment please.

dǎ diànhuà...
(打电话.....)

(Making a phone call...)

Tōngyòng Qìchē Gōngsī de Lǐ Dàwèi xiānsheng yào jiàn Zhāng jīnglǐ.
通用汽车公司的李大卫先生要见张经理。

Mr. David Lee from General Motors is here, and he wants to see Manager Zhang.

Hǎo. Nín qǐng jìn. Zhāng jīnglǐ zhèngzài děng nín.
好。您请进。张经理正在等您。

OK. Please come in. Manager Zhang is waiting for you.

乙: 不好意思, 张经理的办公室是在二楼吗?
Bù hǎoyìsi. Zhāng jīnglǐ de bàngōngshì shì zài èr lóu ma?

Excuse me, is Manager Zhang's office on the second floor?

相关词语/Related Words

1	dà mén 大门	(front) gate; entrance	5	jiēdài yuán 接待员	receptionist
2	gēn... 跟..... yuēhǎo le 约好了	to have an appointment with...	6	huì kè 会客	to receive a guest
3	mén wèi 门卫	entrance guard	7	huì kè shì 会客室	reception room
4	bǎo'ān 保安	security guard	8	fǎng kè 访客 dēng jì dān 登记单	visitor registration sheet

中国的很多公司、工厂和事业单位都在大门和建筑的入口处设有门卫或者保安，但是并不是每个单位都有前台接待员。门卫或者保安人员负责询问来访者的身份。来访者应该说明自己的姓名、身份以及来访目的。有些单位和部门还会要求来访者出示证件或者填写访客登记表。

Many companies, factories and public institutions in China have an entrance guard or security guard at the front gate or the entrance of the building. However, not all of these places have a front desk receptionist. The entrance guards or security personnel are in charge of inquiring about a visitor's identity. The visitor should state his/her name, identity and the purpose of the visit. Some places and departments may also require visitors to show his/her ID card or fill out a visitor registration sheet.

31

遇到麻烦

Running into Troubles

核心句

Key Sentence

Wǒ de qiánbāo diū le!

我的钱包丢了!

My wallet is lost!

句型
与替换
Substitution

hùzhào

护照

passport

xìnyòngkǎ

信用卡

credit card

jīpiào

机票

airplane ticket

lǚxíng zhīpiào

旅行支票

traveler's check



扩展/Extension

1. Qiánbāo li yǒu xiànjīn ma?
1. (钱包里) 有现金吗?

Was there any cash (in the wallet)?

2. Qiánbāo li yǒu liǎng zhāng xìnyòngkǎ.
2. 钱包里有两张信用卡。

There were two credit cards in the wallet.

3. Dǎ 110 bàojǐng ba, huòzhě qù
pàichūsuǒ bà'àn.
3. 打110报警吧, 或者去
派出所报案。

Let's call 110 to report to the police, or go to the police station.

4. Qiánbāo yíding jiù shì nàgè rén tōu
de!
4. 钱包一定就是那个人偷
的!

The wallet must be stolen by that man!

对话实例/Dialogue

甲: 不好, 我的钱包丢了!

Oh no, I lost my wallet!

乙: (你) 是不是忘在哪儿了?

Did you leave it somewhere?

甲: 不可能! 我总是随身带着的。

Impossible! I always have it with me.

乙: 有现金吗?

Was there any cash?

甲: 现金倒不多, 可是有两张信用卡。

Not too much, but there were two credit cards.

乙: 打110报警吧, 或者去派出所报案。

Let's call 110 to report to the police, or go to the police station.

甲: 我想起来了! 刚才在地铁站有个人撞了我一下。钱包一定就是他偷的!

I remembered! There was a man who bumped into me at the subway station just now. The wallet must have been stolen by him!

看, 就是他! 站住, 抓住他!

Look, it's him! Stop, catch him!

相关词语/Related Words

1	tōu 偷	to steal	8	sèláng 色狼	lecher
2	qiǎng 抢	to rob	9	jǐngchá 警察	police
3	zhuā 抓	to catch; to get hold of	10	gōng'ānjú 公安局	public security bureau
4	sāorǎo 骚扰	to harass	11	pàichūsuǒ 派出所	local police station
5	xiǎotōu 小偷	thief	12	bàojǐng 报警	to call the police; to report to the police
6	liúmáng 流氓	gangster; hooligan	13	bào'àn 报案	to report a criminal case (to the security authorities)
7	piànzi 骗子	swindler; cheat; cheater	14	Jiùmìng 救命 啊!	Help! (only used in a life- threatening situation)

文化导航 Cultural Navigation

俗话说：“在家千日好，出门一时难。”一个人出门在外，尤其是在一个不熟悉的地方旅行，有时候难免遇到一些不愉快的情况。在中国，如果遇到自己无法解决

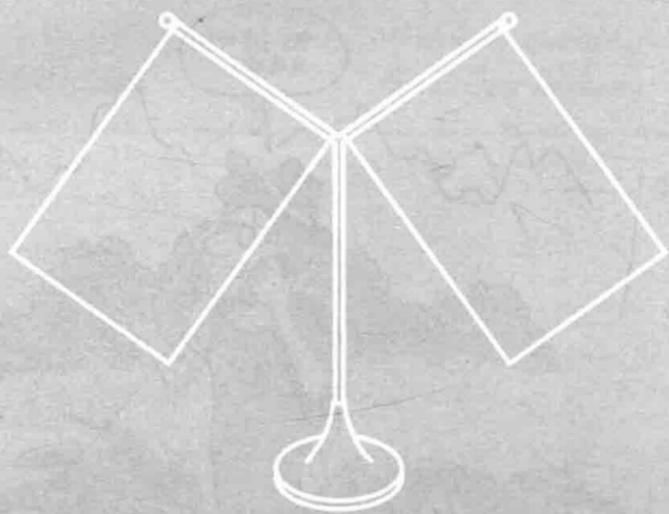
的麻烦或者危险的情况，记住立刻打110报警求助。当然，你也可以去当地的公安局或者派出所报案。

A Chinese old saying says, “Zàijiā qiān rì hǎo, chūmén yì shí nán.” (A thousand days at home go smoothly; a day away is beset with difficulties.) When you are away from home by yourself, especially when traveling in an unfamiliar place, it is unavoidable that you run into some unpleasant situations. In China, if you encounter a problem that you can't solve by yourself, or if you are facing a risky situation, please remember to call 110 for immediate help. Of course, you may go to a local public security bureau or police station to report a criminal case too.



商务洽谈

Business Negotiation



核心句

Key
Sentence

Wǒ xiǎng xúnwèn yíxià zhè zhǒng chǎnpǐn
我想询问一下这种产品
de jiàgé.
的价格。

I would like to inquire about this
product's price.

句型
与替换
Substitution

qǐngwèn
请问

ask

liǎojiě

了解

find out

zhègè xíng hào

这个型号

this model

zhè tào shèbèi

这套设备

this set of equipment

zhè kuǎn diànnǎo

这款电脑

this type of computer

bào jià

报价

quotation; offer

pī fā jià

批发价

wholesale price

zī xún

咨询

consult

dǎ tīng

打听

ask about

zhè xiàng fú wù

这项服务

this service

líng shòu jià

零售价

retail price



扩展/Extension

1. Nín xiǎng zhīdào zhè zhǒng chǎnpǐn de língshòujià shì ma?
您想知道这种产品的
零售价是吗?

Do you want to know the retail price of this product?

2. Zhè jǐ zhǒng chǎnpǐn de jiàgé, wǒ dōu xiǎng liǎojiě yíxià.
这几种产品的价格,
我都想了解一下。

I would like to find out the prices of these types of products.

3. Zhè shì wǒmen de chǎnpǐn mùlù hé jiàgébiǎo.
这是我们的产品目录和
价格表。

This is our products' catalogue and price list.

4. Wǒmen mùqián hái méiyǒu zhè xiàng fúwù.
我们目前还没有这项
服务。

We do not currently have this service yet.



对话实例/Dialogue

甲: Nín hǎo wǒ xiǎng xúnwèn yíxià zhè jǐ zhǒng chǎnpǐn de jiàgé.
您好,我想询问一下这几种产品的价格。

Hi, I would like to inquire about the prices of these types of products.

乙: Nín xiǎng zhīdào língshòujià hái shì pīfājià?
您想知道零售价还是批发价?

Do you want to know the retail prices or the wholesale prices?

甲: Wǒ dōu xiǎng liǎojiě yíxià.
我都想了解一下。

I would like to find out both.

乙: Zhè shì wǒmen de chǎnpǐn mùlù hé jiàgébiǎo, nín kěyǐ kàn yí kàn.
这是我们的产品目录和价格表,您可以看一看。

This is our products' catalogue and price list. You may take a look.

Wǒ kěyǐ zàixiàn xúnjià ma?

甲: 我可以在线询价吗?

May I inquire about a quotation online?

Bù hǎoyisi. Wǒmen mùqián hái méiyǒu zhè xiàng fúwù. Búguò,

乙: 不好意思。我们目前还没有这项服务。不过，

huānyíng nín suíshí dǎ diànhuà huò fā yóujiàn xúnpan.

欢迎您随时打电话或发邮件询盘。

I'm sorry. We do not currently have this service yet. But you are welcome to call or e-mail for inquiry at any time.

相关词语/Related Words

1	xúnwèn 询问	to inquire (formal)	7	cùxiāojià 促销价 格 (格)	promotion price; sale price
2	qǐngwèn 请问	to ask (polite form)	8	yōuhuìjià 优惠价 格 (格)	discount price; preferential price
3	dǎtīng 打听	to ask about (colloquial)	9	qīngcāngjià 清仓价 格 (格)	clearance price
4	xúnpanxìn 询盘信/ xúnjiàxìn 询价信	letter of inquiry	10	shìxiāojià 试销价 格 (格)	trial price
5	jiàgé/ jiàqián 价格/ 价钱	price	11	jiànyì línghòujià 零售价 格 (格)	suggested retail price
6	shìchǎngjià 市场价 格 (格)	market price			

“一般询盘”不涉及任何一笔交易的具体条件，它只是询问产品价格，或者附带索取产品目录或样品，所以在口语中人们也常常说“询价”。“询价”往往是商业洽谈中的第一步。中国人常说，“货比三家不吃亏”。向不同的供货商、制造商询问价格，比较他们的报价是很正常的。不过，在向对方询价的时候，应该表现出诚恳、认真和礼貌的态度。只有这样对方才会用同样的态度对待你。即使是同一个问题，用词不同，给人的感觉也会不太一样。比如，“我想询问一下价格”显得比较正式；“我想问一下价格”显得比较客气；“我想打听一下价格”比较口语化，听起来也就不那么正式了。

“Yìbān xūnpán (general inquiry)” does not deal with specific terms of any given business deal. It is only an inquiry about prices of products and may also include requests for a product catalogue or product samples. Therefore, people also call it “xúnjià (price inquiry)” in spoken language. Inquiring about the price is often the first step in a business negotiation. Chinese often say, “Huò bǐ sān jiā bù chīkuī.” (Compare the merchandise at three shops, and you won't get the short end.) It is a normal practice to ask about the price from different suppliers or manufacturers, then compare their quotations. However, you should inquire about a quotation in a sincere,

serious and polite manner. In return, the other party will treat you in the same manner. Even to the same question, people will get a different impression if you use different words. For instance, “Wǒ xiǎng xúnwèn yíxià jiàgé” (I would like to inquire about the price) appears relatively formal; “Wǒ xiǎng wèn yíxià jiàgé” appears more polite; “Wǒ xiǎng dǎtīng yíxià jiàgé” has a colloquial tone and does not sound formal.



33

具体询盘 | Specific Inquiry

核心句
Key
Sentence

Qǐng gěi wǒ bào yí gè 5000 tái bīngxiāng
请给我报一个5000台冰箱
de Shànghǎi gǎng lí'ànjià.
(的) 上海 (港) 离岸价。

Please quote me an FOB Shanghai (port)
for 5,000 refrigerators.

句型
与替换
Substitution

10 tái fādiànjī
10台发电机

10 units of generators

5 wàn dá máojīn
5万打毛巾

50,000 dozens of towels

Xiānggǎng
香港

Hong Kong

Niǔyuē
纽约

New York



扩展/Extension

1. Gòumǎi jié néng bīngxiāng de nà zhāng
购买节能冰箱的那张
dān xūyào xún pán.
单需要询盘。

The deal for purchasing
energy-efficient refrigerators
needs an inquiry.

2. Nǐ xiàng nà jiā gōngsī (fāchū)
xúnpán le ma?
你向那家公司(发出)
询盘了吗?

Have you made an inquiry to
that company?

3. Wǒmen xūyào chǎngjiā jǐnkùài bào-
pán.
我们需要厂家尽快报
盘。

We need the manufacturer
to make an offer as soon as
possible.

4. Wǒ mǎshàng gěi chǎngjiā dǎ gè
diànhuà xúnpán.
我马上给厂家打个
电话询盘。

I'll call the manufacturer for
inquiry right away.

对话实例/Dialogue

甲: Gòumǎ jiénerg bīngxiāng de nà zhāng dān xūyào xúnpán. Nǐ xiàng
Hǎi'ěr Gōngsī xúnpán le ma?
购买节能冰箱的那张单需要询盘。你向
海尔(公司)询盘了吗?

The deal for purchasing energy-efficient refrigerators needs
an inquiry. Have you made an inquiry to Haier (Company)?

乙: Wǒ qǐng tāmen gěi wǒ bào yí gè 5000 tái bīngxiāng de Shànghǎi
gǎng lí'ǎnjià.
我请他们给我报一个5000台冰箱的上海
(港)离岸价。

I have asked them to quote me an FOB Shanghai (Port) for
5,000 refrigerators.

甲: Zhèlǐ hái yǒu yì fēng xúnpánxìn.
这里还有一封询盘信。

There is another inquiry letter.

乙: Shì shénme
是什么?

What is it about?

甲: Yǒu wèi kèhù xúnwèn 3000 dūn gāngcái Luòshānjī dào'ànjià, xūyào qǐng chǎngjiā jǐnkùài bàopán.
有位客户询问3000吨钢材洛杉矶到岸价, 需要请厂家尽快报盘。

There is a client inquiring about CIF Los Angeles for 3,000 tons of steel, and he wants the manufacturer to make an offer as soon as possible.

乙: Xíng, wǒ mǎshàng gěi chǎngjiā dǎ gè diànhuà xúnpán.
行, 我马上给厂家打个电话询盘。

OK, I'll call the manufacturer for inquiry right away.

相关词语/Related Words

1	dān 单	a piece of paper or any given business document that has specific information such as inquiry (of price), quotation, purchasing, etc.		
2	xúnjiàdān 询价单	letter of inquiry; inquiry sheet	7	tiělù 铁路 jiāohuòjià 交货价 free on rail
3	xúnpán 询盘	inquiry; to make an inquiry	8	cāngù 仓库 jiāohuòjià 交货价 ex-warehouse; Ex Works
4	lí'ànjià 离岸价 jiā yòngjīn 加佣金	free on board and commission; FOB & C	9	chéngběn jiā 成本加 yùnfèi jià 运费价 cost and freight; CFR
5	dào'ànjià 到岸价	cost, insurance and freight; CIF	10	bàopán 报盘 offer; to make an offer
6	chuánbiān jiāo- 船边交 huò jiàgé 货价格	free alongside ship; FAS		

跟“一般询盘”不同，“具体询盘”是指对所有交易条件的详细询问。这些条件通常包括产品的价格、品质、数量、包装、装运和支付方式等等。作为一个商务术语，“询盘”一般用在厂家和商家之间或者批发商和零售商之间，也就是所谓的“B2B”。如果平常去超市或者农贸市场买东西，最常说的还是“这个多少钱？”或者是“那个怎么卖？”。

Different from “general inquiry,” “specific inquiry” is to inquire about details of all trade terms. These terms normally include product price, quality, quantity, packing, shipment, payment method, etc. As a business term, the word “xūnpán (inquiry)” is generally used between a manufacturer and a wholesaler or distributor, or between a wholesale dealer and a retailer, which is so-called “B2B” (business-to-business). If you go to a supermarket or a farmers’ market for everyday shopping, it is most likely that you will say: “Zhège duōshao qián?” (How much is this?) or “Nàge zěnmē mǎi?” (How are you going to sell that?)

34 报价和报盘 (1) | Quotations and Offers (1)

核心句

Key Sentence

Zhè zhǒng chǎnpǐn wǒmen de bàojià shì jiǔ-
这种产品我们的报价是九
 bǎi Měiyuán yì xiāng.
百美元一箱。

Our quoted price for this product is
 US \$900 per box.

句型 与替换

Substitution

jīqì
机器
 machine

shèbèi
设备
 equipment

yíqì
仪器
 instrument

cáiliào
材料
 material

pèijiàn
配件
 part; accessory

tái
台
 unit

tào
套
 set; series

jiàn
件
 piece; item

dá
打
 dozen

gōngjīn
公斤
 kilogram

dūn
吨
 ton



扩展/Extension

1. Nín de bàojià yǒuxiàiqī shì
您的报价有效期是
duō jiǔ?
多久?
How long is your quoted price valid?
2. Wǒmen de bàojià yí gè yuè nèi
我们的报价一个月内
yǒuxiào.
有效。
Our quoted price remains valid for one month.
3. Wǒmen kěyǐ àn quán guó shì chǎng
我们可以按全国市场
jià gé gěi nín bào jià.
价格给您报价。
We can offer you a quotation based upon the national market price.
4. Qǐng bǎ nín de bào pán yòng
请把(您的)报盘用
yóujiàn fā gěi wǒ.
邮件发给我。
Please send me your offer by e-mail.



对话实例/Dialogue

- 甲: Zhè zhǒng chǎnpǐn wǒmen de bàojià shì měi xiāng jiǔbǎi měiyuán.
这种产品我们的报价是每箱九百美元。
Our quoted price for this product is US \$900 per box.
- 乙: Zhège bàojià de yǒuxiàiqī shì duō jiǔ?
这个报价的有效期是多久?
How long is this quoted price valid?
- 甲: Wǒmen de bàojià yí zhōu nèi yǒuxiào.
我们的报价一周内有效。
Our quoted price remains valid for one week.
- 乙: Nà zhǒng xíng hào de bàojià yě yí yàng ma?
那种型号的报价也一样吗?
Is the quoted price of that model the same?

甲: Nà zhǒng xíng hào de chǎn pǐn zàn shí quē huò. Rú guǒ nín gǎn xìng qù de-
 那 种 型 号 的 产 品 暂 时 缺 货。如 果 您 感 兴 趣 的
 huà. wǒ men kě yǐ àn mù qián guó jì shì chǎng jià gé xiān gěi nín
 话, 我 们 可 以 按 目 前 国 际 市 场 价 格 先 给 您
 bào jià.
 报 价。

Products of that model are temporarily out of stock. If you are interested in that, we can offer you a quotation based upon the international market price.

丙: Zhè liǎng zhǒng chǎn pǐn nín gěi (wǒ men) bào gè zuì yōu huì shí pán
 这 两 种 产 品 您 给 (我 们) 报 个 最 优 惠 实 盘
 ba. yòng yóu jiàn fā gěi wǒ.
 吧, 用 邮 件 发 给 我。

Please try your best to give us the most favorable firm offer of these two products and send it to me by e-mail.

相关词语 / Related Words

1	cān kǎo jià 参 考 价 (格)	reference price; indicative price	6	tiáo zhěng 调 整	to adjust
2	zhōng jiān jià 中 间 价 (格)	middle price	7	yǒu xiào 有 效	valid
3	jūn jià 均 价	mean price; average price	8	wú xiào 无 效	invalid
4	xiàn xíng 现 (行) jià gé 价 (格)	current price	9	yǒu xiào qī 有 效 期	validity period; expiry date
5	guó jì shì chǎng 国 际 市 场 jià gé 价 (格)	international market price	10	zuì yōu huì 最 优 惠 shí pán 实 盘	the most favorable firm offer

在中文里，“报价”和“报盘”的区别就像“询价”和“询盘”的区别一样。“报价”一般仅仅说明商品价格，而“报盘”则包括了产品价格和具体的交易条件。换句话说，“报价”通常是一方针对另一方的“一般询盘”或“询价”做出的回答，而“报盘”是对“具体询盘”的答复。需要注意的是报价中提供的价格通常是参考价。除非在报价的时候特别说明了报价的有效期，否则报价一方可以随时根据市场行情和需要调整所报的价格。中国有一句生意人的老话叫“随行就市”，说的就是这样的意思。

In Chinese, the difference between “bàojià (quotation)” and “bàopán (offer)” is similar to the difference between “xúnjià” and “xúnpán.” Usually, “bàojià” only illustrates the commodity price while “bàopán” includes the price of the commodity and specific terms of transaction. In other words, “bàojià” is generally a response made by one side to a “general inquiry” or a “price inquiry” made by another side, while “bàopán” replies to a “specific inquiry.” Please note that the price provided in “bàojià” is usually an indicative price. Unless this price has been offered specifically with an expiry date, the party who provides the price may change it at any time based on market conditions and their own needs. As an old Chinese saying goes among businessmen: “suíháng-jiùshì.” (The price fluctuates in line with market conditions.)

35 报价和报盘 (2) | Quotations and Offers (2)

核心句 Key Sentence

Zhè shì wǒ fāng de zuì xīn bào-
这是**我方**的**最新报**
pán, qǐng nín guò mù.
盘, **请您**过目。

This is our latest offer. Please take a look.

句型 与替换 Substitution

duì fāng

对方

the other side; the other party

Zhōng fāng

中方

Chinese side

Tōng yòng Diàn qì

Gōng sī

通用电气 (公司)

GE (General Electric Corporation)

kàn yí kàn

看一看

take a look

zài kǎo lù kǎo lù

再考虑考虑

reconsider it

kàn kàn shì fǒu hé shì

看看是否合适

see if it is suitable



扩展/Extension

- Shénme shíhòu néng shōudào nǐmen
1. 什么时候能收到你们
Niūyuē dào'ànjia de shípán?
纽约到岸价的实盘?

When can I have your firm
CIF New York offer?
- Qǐng guì gōngsī wùbì zài xià Zhōu-
2. 请贵公司务必在下周
yī zhīqián duì wǒ fāng bàopán zuòchū
一之前对我方报盘做出
dáfu.
答复。

Please make sure that your
company will respond to our
offer by next Monday.
- Wǒmen duì qítā chǎnpǐn de jiàgé
3. 我们对其他产品的价格
yě hěn gǎn xìngqù.
也很感兴趣。

We are also interested in the
prices of other products.
- Rúguǒ nǐ fāngbiàn de huà,
4. (如果)你方便的话,
gěi wǒ yí gè jiǎndān de bàojià jiù
给我一个简单的报价就
xíng le.
行了。

If it's convenient for you,
just give me a simple price
indication.



对话实例/Dialogue

- 甲: Wáng xiānsheng, shénme shíhòu néng shōudào nǐmen dào'ànjia de shípán?
王先生, 什么时候能收到你们到岸价的实盘?
Mr. Wang, when can I have your firm CIF offer?
- 乙: Zài zhèr. Zhè shì wǒ fāng de zuì xīn bàopán, qǐng nín guòmù.
在这儿。这是我方的最新报盘, 请您过目。
It is right here. This is our latest offer. Please take a look.
- 甲: Xièxie. Bàopán de yǒuxiàqī shì yí gè xīngqī ma?
谢谢。(报盘的)有效期是一个星期吗?
Thanks. Is this offer valid for one week?
- 乙: Shì de. Qǐng nín wùbì zài xià Zhōuyī xiàwǔ 5 diǎn yǐqián gěi wǒ dáfu.
是的。请您务必在下周一下午5点以前给我答复。

Yes. Please make sure to respond to me before 5 pm next Monday.

甲: Lìngwài, wǒmen duì (guì gōngsī) qítā chǎnpǐn de jiàgé yě hěn gǎn xìngqù.
另外, 我们对 (贵公司) 其他产品的价格也很感兴趣。

In addition, we are also interested in the prices of (your company's) other products.

乙: Méi wèntí. Wǒ kěyǐ zài 24 xiǎoshí zhīnèi gěi nín bàopán.
没问题。我可以在24小时之内给您报盘。

No problem. I can have the offer ready for you within 24 hours.

甲: Bù jí. wǒ xiànzài hái bù xūyào nimen de bàopán.
不急, 我现在还不需要你们的报盘。

No hurry. I don't need you to make an offer right now.

Nǐ fāngbiàn de huà, gěi wǒ yí gè jiǎndān de bàojià jiù xíng le.
你方便的话, 给我一个简单的报价就行了。

If it's convenient for you, just give me a simple price indication.

相关词语 / Related Words

1	fāpán 发盘	selling offer	6	bǎoliú 保留 tiáojiàn 条件	terms or conditions with reservations
2	dìpán 递盘	bid; buying offer	7	chéngnuò 承诺	commitment; to promise
3	shípán 实盘	firm offer	8	dānbǎo 担保	guarantee; to guarantee
4	xūpán 虚盘	non-firm offer	9	fǎlǜ 法律 xiàolì 效力	force of law; legally binding
5	jiāoyì 交易 tiáojiàn 条件	trade terms; commodity terms; conditions of trade	10	yuēshùlì 约束力	binding force

报盘又分实盘和虚盘。实盘对商品的品质、数量、包装、价格、装运、支付和有效期都有明确、肯定的说明，不带任何保留条件，因此具有法律效力。虚盘则恰恰相反。虽然虚盘也列出价格和相关的交易条件，但是它对所提供的价格和其他交易条件不做承诺和担保，所以虚盘没有任何约束力。另外，如果报盘是由卖方主动提出的，也可以叫“发盘”；由买方主动提供给卖方的叫“递盘”。

There are two types of “bàopán (offer).” They are “shípán (firm offer)” and “xūpán (non-firm offer).” “Shípán” has a clear-cut and affirmative explanation on quality, quantity, packing, price, shipment, payment and validity without any reserved conditions. Therefore, it is legally binding. “Xūpán” is just the opposite. Although “xūpán” also lists the price and related transaction terms, it does not offer any promise or guarantee for the price and other transaction terms. It is an offer without binding force. In addition, if the offer is delivered by a seller initiatively, this offer is also called “fāpán (selling offer).” If the offer is delivered to a seller by a buyer initiatively, the offer is called “dìpán (buying offer or bid).”

36 还盘 | Counter Offers

核心句

Key Sentence

Chúfēi nǐmen jiǎnjià bǎi fēn zhī wǔ.
除非你们减价百分之五，
fǒuzé wǒmen wúfǎ jiēshòu bàopán.
否则我们无法接受报盘。

Unless you reduce the price by 5%, we can't accept your offer.

句型 与替换 Substitution

sì fēn zhī yī
四分之一
one forth

zhìshǎo sānshí yuán
至少三十元
at least 30 yuan

zhǐhǎo fàngqì le
只好放弃了
have to give it up

zhǐhǎo lìng zhǎo huòyuán le
只好另找货源了
have to seek for other sources



扩展/Extension

1. Nín de bàojià bǐ wǒmen yùqī de
您的报价比我们预期的
gāole yìxiē.
高了一些。

Your price is higher than what we expected.

2. Wǒmen de bàojià shì yǐ hélǐ lìrùn wéi yījù de.
我们的报价是以合理利润为依据的。
Our price is based on reasonable profit.
3. Gēn tónglèi chǎnpǐn xiāngbǐ, nín de bàojià gāole bǎi fēn zhī èrshí.
跟同类产品相比，您的报价高了百分之二十。
Compared with similar products, your price is 20% higher.
4. Zài mùqián de shìchǎng shàng, wǒ rèn wéi nín de bàojià méiyǒu jìngzhēng xìng.
在目前的市场上，我认为您的报价没有竞争性。
I don't find your price competitive in the current market.

对话实例 / Dialogue

- 甲: Nín de bàojià bǐ wǒmen yùqī de gāole yìxiē.
您的报价比我们预期的高了一些。
Your price is higher than what we expected.
- 乙: Wǒmen de bàojià shì yǐ hélǐ lìrùn wéi yījù de, bú shì màntiān yàojià.
我们的报价是以合理利润为依据的，不是漫天要价。
Our price is based on reasonable profit and not wild speculation.
- 甲: Kěshì, gēn tónglèi chǎnpǐn xiāngbǐ, nín de bàojià jīhū gāole bǎi fēn zhī shí.
可是，跟同类产品相比，您的报价几乎高了百分之十。
But compared with similar products, your price is almost 10% higher.
- 乙: Wǒ chéngrèn. Búguò qítā tónglèi chǎnpǐn de zhìliàng shì méi fǎ gēn wǒmen bǐ de.
我承认。不过其他同类产品的质量是没法跟我们比的。
I acknowledge that. But the quality of other similar products

can't compare with ours.

甲: Wǒ juéde zài mùqián de shìchǎng shàng nín de bàojià méiyǒu jìngzhēngxìng.
我觉得在目前的市场上您的报价没有竞争性。

I don't find your price competitive in the current market.

乙: Nàme, wǒ xiǎng zhīdào guì gōngsī de huánpán shì duōshǎo.
那么, 我想知道贵公司的还盘是多少。

Well then, I would like to know what your company's counter offer is.

甲: Chúfēi nǐmen jiǎnjià bǎi fēn zhī wǔ, fǒuzé wǒmen wúfǎ jiēshòu bào pán.
除非你们减价百分之五, 否则我们无法接受报盘。

Unless you reduce the price by 5%, we can't accept your offer.

相关词语/Related Words

1	huánpán 还盘	counter offer	6	jiàngjià 降价	to lower price
2	fǎnhuánpán 反还盘	counter-counter offer	7	tíjià 提价	to raise price
3	kǎnjià 砍价	to bargain; to beat down the price (colloquial)	8	lìrùn 利润	profit
4	tǎojià 讨价 -huánjià 还价	to bargain	9	zuò shēngyì 做生意	to do business
5	jiǎnjià 减价	to reduce price	10	jìngzhēngxìng 竞争性	competitiveness

很多中国人在买东西的时候喜欢试着“砍价”。其实商业谈判中所说的“还盘”和“反还盘”就是“讨价还价”的意思。做生意免不了“讨价还价”。过去有句流传的中国俗话说：“漫天要价，就地还钱。”这句话既说明“讨价还价”被中国商人视为一种理所当然的行为，也反映出源自旧时商业文化中的一种投机、侥幸心理。

When going shopping, many Chinese love to try “kǎnjià (beating down the price).” Actually, what “huánpán (counter offer)” and “fǎnhuánpán (counter-counter offer)” mean in business negotiation is the same, which is “tǎojià-huánjià (to bargain).” When doing business, one cannot avoid “tǎojià-huánjià (bargaining).” There is an old Chinese proverb handed down from the past, “Màntiān yàojià, jiùdì huánqián.” (The seller can ask for a sky-high price, and the buyer can make a rock-bottom offer.) It not only indicates that “bargaining” has been considered as a matter of course by Chinese businessmen, but also reflects a sort of mindset based on speculation and fluke that originated from the business culture of old times.

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反还盘

Counter-counter Offers

核心句

Key Sentence

Kǎolǜdào nín shì wǒmen de lǎo kèhù, wǒmen
考虑到您是我们的老客户，我们
yuànyì bǎ jiàgé zài xiàtiáo sān gè bǎifēndiǎn.
愿意把价格再下调三个百分点。

Taking into consideration that you are a long-term client of ours, we are willing to lower the price by another three percent.

句型
与替换
Substitution

xīn kèhù

新客户

new client

chángqī hézuò huǒbàn

长期合作伙伴

long-term (business) partner

bǎi fēn zhī wǔ

百分之五

five percent

èrshí kuài

二十块

20 yuan

yī chéng

一成

ten percent



扩展/Extension

1. Guì gōngsī de huánpán chāochūle wǒ
贵公司的还盘超出了我
gōngsī nénggòu chéngshòu de jiàgé
公司能够承受的价格

Your company's counter offer
has exceeded the price range

fàn wéi.
范围。

2. 我们希望能够找到一个双方都能接受的价格。

3. 这样的价格我们真的没法接受。

4. 如果我们以200元一台的价格拿15000台，这个价格可以接受吗？

that our company can bear.

We hope that we can find an acceptable price for both sides.

We really cannot accept a price like this.

If we purchase 15,000 units at the price of 200 yuan per unit, is this price acceptable?

对话实例/Dialogue

- 甲: 贵公司的还盘超出了我们能够承受的价格范围。

Your company's counter offer has exceeded the price range that we can bear.

- 乙: 我们也希望能够找到一个双方都能接受的价格。

We hope that we can find an acceptable price for both sides too.

- 甲: 可是这样的价格我们真的没法接受。

We really cannot accept a price like this.

乙: Rúguǒ wǒmen yǐ 200 yuán yì tái de jiàgé ná 15000 tái, yě jiùshì duō gòumǎi 5000 tái, zhège jiàgé kěyǐ jiēshòu ma?
如果我们以200元一台的价格拿15000台,也就是多购买5000台,这个价格可以接受吗?

If we purchase 15,000 units at the price of 200 yuan per unit, which means to purchase 5,000 units more, is this price acceptable?

甲: Zhèyàng ba. kǎolǜdào nín shì wǒmen de lǎo kèhù, wǒmen yuànyì bǎ jiàgé zài xiàtiáo sān gè bǎifēndiǎn. Nín juéde zěnmeyàng?
这样吧,考虑到您是我们的老客户,我们愿意把价格再下调三个百分点。您觉得怎么样?

Well, taking into consideration that you are a long-term client of ours, we are willing to lower the price by another three percent. What do you think?

乙: Nín juéde hái yǒu qítā de rànglì kōngjiān ma?
您觉得还有其他的让利空间吗?

Do you think there is any room for lowering the price?

甲: Hěn bàoqiǎn. Zhè shì wǒmen mùqián néng tígōng de zuì yōuhuì bào pán le.
很抱歉。这是我们目前能提供的最优惠报盘了。

I'm sorry. This is the most favorable offer that we are currently able to make.

相关词语/Related Words

1	bǎifēndiǎn 百分点	percentage	4	jiàwèi 价位	price level
2	xiàtiáo 下调	to lower; to adjust downward	5	dà pīliàng 大批量 dìnggòu 订购	to order in bulk
3	jiàgé fànwei 价格范围	price range	6	rànglì 让利 kōngjiān 空间	room for profit slash; room for giving a discount

7	jiàngjià 降价 kōngjiān 空间	room for price reduction	9	shìchǎng 市场 cèlǜ 策略	market strategy
8	xiāoshòuliàng 销售量	sales volume			

文化导航 Cultural Navigation

“薄利多销”是中国的生产商和销售商经常采用的一种市场策略。他们非常善于运用这一策略。通过适当地降低价格，生产商和销售商可以有效地保持产品的市场竞争力，达到吸引买家和客户、提高销售量和市场份额的目的。其实“薄利多销”对于买卖双方来说都有好处，是一种“双赢”的选择。

The idea of “bó lì - duō xiāo (small profits but high volume)” is one of the market strategies that Chinese manufacturers and sellers often exercise. They are very adept at using this strategy. By lowering the price appropriately, manufacturers and sellers may effectively retain the competitiveness of their products and achieve the goal of attracting buyers and clients as well as raising sales volume and market shares. In fact, “bó lì - duō xiāo” is beneficial to both the seller side and buyer side. It is a “win-win” choice.

38 陷入僵局 | Reaching an Impasse

核心句

Key Sentence

Nín de zhège huànpán. ràng wǒmen
 您的这个还盘，让我们
 (huíqu) zài yánjiū yánjiū.
 (回去) 再研究研究。

As for your counter offer, please allow us to (go back and) discuss it again.

句型 与替换

Substitution

yāoqiú
 要求

request

tiáojiàn
 条件

condition

kǎolù kǎolù
 考虑考虑

consider

qǐngshì yíxià
 请示一下

ask for instructions

huìbào yíxià
 汇报一下

report (to the superior)

jiànyì
 建议

suggestion

bàojià
 报价

quote offer

xiǎng yì xiǎng
 想一想

think about



扩展/Extension

1. Zhège jiàgé wǒmen hěn nán jiēshòu.
这个价格我们很难接受。 This price is very difficult for us to accept.
2. Zhè jǐ nián de shìchǎng hángqíng, nín yīnggāi shì qīngchū de.
这几年的市场行情，您应该是清楚的。 You should know well about the market price in recent years.
3. Zhè zhǒng chǎnpǐn de jiàgé yìzhí zài kànzhǎng.
这种产品的价格一直在看涨。 The price of this product is always expected to rise.
4. Wǒmen shì xìn de guò guì gōngsī de chǎnpǐn de.
我们是信得过贵公司的产品的。 We do trust your company's products.



对话实例/Dialogue

- 甲: Shíhuà shuō, zhège jiàgé wǒmen háishi hěn nán jiēshòu.
实话说，这个价格我们还是很难接受。
To tell the truth, this price is still very difficult for us to accept.
- 乙: Zhè jǐ nián de shìchǎng hángqíng, nín yīnggāi shì qīngchū de.
这几年的市场行情，您应该是清楚的。
You should know well about the market price in recent years.
- Zhè zhǒng shāngpǐn de jiàgé yìzhí zài kànzhǎng.
 这种商品的价格一直在看涨。
 The price of this product is always expected to rise.
- 甲: Zhè yì diǎn wǒmen dōu liǎojiě, búguò zuìjìn zhè zhǒng chǎnpǐn de shìchǎng yǐjīng jiējìn bāohé le.
这一点我们都了解，不过最近这种产品的市场已经接近饱和了。
Both of us know that. However, the market of this product has been approaching its saturation point recently.

乙: Huà suīrán zhème shuō, kěshì mùqián wǒmen de chǎnpǐn háishi gōngbú-yìngqiú.
 话虽然这么说, 可是目前我们的产品还是供不应求。
 应求。

Nevertheless, currently the supply of our products still can't meet the demand.

甲: Dāngrán, dāngrán, wǒmen shì xìn de guò guì gōngsī de chǎnpǐn de.
 当然, 当然, 我们是信得过贵公司的产品的。

Of course, we do trust your company's products.

Zhèyàngba. nín de zhège huánpán, ràng wǒmen huíqù zài yánjiū yánjiū.
 这样吧, 您的这个还盘, 让我们回去再研究研究。

Well then, as for your counter offer, please allow us to go back and discuss it again.

相关词语/Related Words

1	gōngbú-yìngqiú 供不 应求	demand exceeds supply	7	zhìxiāo 滞销	unsalable; unmarketable
2	gōngguò-yúqiú 供过 于求	supply exceeds demand	8	chàngxiāo 畅销	to sell well
3	shìchǎng hángqíng 市场 行情	market condition; market quotation; market price	9	hōngtái jiàgé 哄抬 价格	to drive up prices
4	xūqiú qiángjìng 需求 强劲	strong demand	10	qīngxiāo 倾销	to dump (goods)
5	xūqiú pírùo 需求 疲弱	weak demand	11	pāoshòu 抛售	to undersell; underselling
6	quēhuò 缺货	to run out of stock	12	qūshì 趋势	trend

在国际贸易洽谈中,由于各自不同的文化背景,谈判双方有时候会产生一些误会。在这种情况下发生的时候,耐心和谅解是必不可少的。按照中国人传统的思维方式,人们一般不会直接说出伤害对方的自尊或者“面子”的话,而是采用比较委婉的方式表达自己的意见。比如,对方可能不会直截了当地拒绝你,而是说“我们再研究研究”,“我再考虑考虑”或者告诉你“让我请示一下”。这时候你必须弄明白他的真正意思是什么。

During an international trade talk, there may be some misunderstanding due to different cultural backgrounds of two parties. When this happens, patience and understanding are indispensable. According to the traditional Chinese way of thinking, people often express their opinions in a tactful way instead of saying something that hurts one's self-esteem or makes him/her lose face. For instance, the other party would probably not reject you directly. Instead, they would say “Wǒmen zài yánjiū yánjiū” (We'll discuss it again), “Wǒ zài kǎolù kǎolù” (I'll think about it again), or “Ràng wǒ qǐngshì yíxià” (Let me ask for instructions). You have to figure out what he/she truly means.

核心句

Key Sentence

Wǒmen yāoqiú nǐmen yùfù bǎi fēn
 我们要求 (你们) 预付百分
 zhī sānshí de dīngjīn, shèngxià de cǎiyòng
 之三十的定金, 剩下的采用
 fùkuǎn jiāo dān de fāngshì.
 “付款交单”的方式。

We request you to pay 30% as a deposit in advance, and the rest will be paid by D/P.

句型
与替换
Substitution

yībàn
 一半
 a half; 50%

xìnyòngzhèng chéngduì jiāo dān
 信用证 承兑交单
 letter of credit; L/C D/A

yí cì fùqīng
 一次付清
 pay off in one lump sum



扩展/Extension

1. Qǐngwèn guì gōngsī yībān cǎiyòng nǎ zhǒng fùkuǎn fāngshì?
 请问贵公司一般采用哪
 种 付款方式?

May I ask which payment method your company usually uses?

2. Nimen jiēshòu gēn dān tuōshōu
你们接受“跟单托收”
huòzhě xìnyòngzhèng de jiésuàn
或者“信用证”(的结算
fāngshì ma?
方式)吗?
Do you accept “documentary collection” or “letter of credit” (as a method of settling up)?
3. Rúguǒ shì cǎiyòng gēn dān tuōshōu,
如果(是)采用“跟单托收”,
wǒmen zhǐ jiēshòu fùkuǎn
我们只接受“付款
jiāo dān de fāngshì.
交单”的方式。
If using “documentary collection,” we only accept “document against payment.”
4. Wǒ fāng kěyǐ yùfù bùfēn huòkuǎn.
我方可以预付部分货款。
Our side can pay partial payment in advance.

对话实例/Dialogue

- 甲: Qǐngwèn guì gōngsī yībān cǎiyòng nǎ zhǒng fùkuǎn fāngshì?
请问贵公司一般采用哪种付款方式?
May I ask which payment method your company usually uses?
- 乙: Wǒmen qīngxiàngyú cǎiyòng yùfù huòkuǎn de fāngshì.
我们倾向于采用“预付货款”的方式。
We prefer to use the method of “cash before delivery.”
- 甲: Nàme, nimen jiēshòu gēn dān tuōshōu huòzhě xìnyòngzhèng ma?
那么,你们接受“跟单托收”或者信用证吗?
Then, do you accept “documentary collection” or letter of credit?
- 乙: Rúguǒ cǎiyòng gēn dān tuōshōu, wǒmen zhǐ jiēshòu fùkuǎn jiāo dān de fāngshì.
如果采用“跟单托收”,我们只接受“付款交单”的方式。
If using “documentary collection,” we only accept “document against payment.”
- Dāngrán wǒmen yě huānyíng yòng jíqī xìnyòngzhèng jiésuàn.
当然,我们也欢迎用“即期信用证”结算。
Of course, we also welcome the use of “sight letter of

credit" to settle up an account.

甲: Wǒ jiànyì zhézhōng yíxià. Wǒ fāng kěyǐ yùfù bùfēn huòkuǎn.
我建议折中一下。我方可以预付部分货款,
shèngxià de cǎiyòng fùkuǎn jiāo dān huòzhě xìnyòngzhèng
剩下的采用“付款交单”或者信用证。

I suggest to compromise a little bit. Our side can pay partial payment in advance, and the rest will be paid by using "D/P" or letter of credit.

乙: Rúguǒ shì nà yàng de huà. Wǒmen yāoqiú nǐmen yùfù bǎi fēn zhī sānshí
如果是那样的话,我们要求你们预付百分之三十
de dìngjīn. shèngxià de cǎiyòng fùkuǎn jiāo dān de fāngshì.
的定金,剩下的采用“付款交单”的方式。

If it's the case, we request you to pay 30% as a deposit in advance, and the rest will be paid by using "document against payment."

相关词语/Related Words

1	jiésuàn 结算	to settle up; to close an account	7	huò dào fùkuǎn 货到付款	cash on delivery; C.O.D.
2	yùfù 预付	to pay in advance	8	gēn dān tuōshōu 跟单托收	documentary collection
3	dìngjīn 定金/ dìngjīn 订金	deposit	9	fùkuǎn jiāo dān 付款交单	document against payment; D/P
4	huìpiào 汇票	draft; bill of exchange	10	chéngduì jiāo dān 承兑交单	document against acceptance; D/A
5	diànhuì 电汇	telegraphic transfer; T/T	11	jíqī xìnyòngzhèng 即期信用证	sight letter of credit; letter of credit at sight
6	yùfù 预付 huòkuǎn 货款	cash before delivery	12	bù kě chèxiāo 不可撤销 xìnyòngzhèng 信用证	irrevocable letter of credit

在今天的国际贸易中，中国人已经普遍接受了国际通行的付款方式。但是另一方面，很多中国的中小企业依然喜欢采用“国内贸易”的方式进行结算。他们往往要求买方先付50%-60%的定金，等到货物交运以后，再以付款交单的方式，支付剩余的货款。他们这样做可能有两个原因：一是因为资金周转的问题，另一个是他们对另一方还没有建立起信任感。如果你遇到这种情况，千万不要失去耐心。只要你愿意跟对方沟通，了解对方真实的想法，同时也让对方了解你的立场，很多问题最后都是可以解决的。

In today's international trade and business transactions, Chinese have generally adopted those payment methods which are used internationally. However, on the other hand, many small-and-medium-sized businesses still like to settle an account in the way of "domestic trade." They often demand the buyer to pay 50%-60% of the total amount as a deposit in advance, and then when goods are shipped, the buyer will pay the rest by using the "document against payment" method. There might be two reasons why they do this: one is the problem of capital turnover, and the other is that they haven't put their trust in the other side. If you ever come across this type of problem, please do not lose your patience. As long as you are willing to communicate with the other side and try to know what they really think while letting them know your position, many issues can eventually be solved.

40 交易成功 | Reaching a Deal

核心句

Key Sentence

Zhège jiàgé, wǒmen kěyǐ jiēshòu.
这个价格，我们可以接受。
We can accept this price.

句型 与替换 Substitution

jiàwèi
价位
price level

bàopán
报盘
offer

tiáojiàn
条件
condition

qiānyuē
签约
sign (a contract)

tóngyi
同意
agree

xiàdān
下单
place an order



扩展/Extension

1. Rúguǒ guì gōngsī néng kǎolù jìnyí-
如果贵公司能考虑进一步调整报价，我们可以
bù tiáozhěng bàojià, wǒmen kěyǐ
步调整报价，我们可以
duō dīnggòu liǎngwàn tào.
多订购两万套。
If your company may consider adjusting the quoted offer further, we can purchase 20,000 more units.

2. Wèile biǎoshì wǒmen de
为了表示 (我们的)
chéngyì, wǒmen yuànyì zài ràng liǎng
诚意, 我们愿意再让 两
gè diǎn.
个点。

3. Kànlái wǒmen kěyǐ xiàdān qiānyuē
看来 我们可以下单 签约
le.
了。

4. Zhùhè wǒmen shùnlì chéngjiāo!
祝贺 我们顺利成交!

To show (our) sincerity, we are willing to offer another 2% discount.

It seems that we can place an order and sign the contract now.

Congratulations to us on reaching the deal smoothly.

对话实例 / Dialogue

甲: Rúguǒ guì gōngsī néng kǎolù jìnyíbù tiáozhěng bàojià, wǒmen
如果贵公司能考虑进一步调整报价, 我们
kěyǐ duō dīnggòu yíwàn tào.
可以多订购一万套。

If your company may consider adjusting the quoted offer further, we can purchase 10,000 more units.

Bóli-duōxiāo ma. duì bú duì?
薄利多销嘛, 对不对?

It's small profits but high sales volume, isn't it?

乙: Xíng. jìrán nín zhèyàng shuō. wèile biǎoshì chéngyì, wǒmen yuànyì
行, 既然您这样说, 为了表示诚意, 我们愿意
zài ràng liǎng gè diǎn. Nín juéde zěnmeyàng?
再让两个点。您觉得怎么样?

OK, if you say so, we are willing to offer another 2% discount to show our sincerity. What do you think?

甲: Zhège jiàgé wǒmen kěyǐ jiēshòu.
这个价格我们可以接受。

We can accept this price.

Búguò wǒmen yǒu yí gè tiáojiàn, wǒmen yāoqiú suǒyǒu huòwù
不过我们有一个条件, 我们要求所有货物

nénggòu zài xià gè yuè 1 hào zhīqián zhuāngchuán.
能够在下个月1号之前装船。

But we have one condition. We request that all the goods can be loaded on board by the 1st of next month.

Èng. zhège tiáojiàn wǒmen yě kěyǐ jiēshòu.

乙: 嗯, 这个条件我们也可以接受。

Oh, we can accept it too.

Nà hǎo, kànlái wǒmen kěyǐ xiàdān qiānyuē le.

甲: 那好, 看来我们可以下单签约了。

That's good. It seems that we can place an order and sign the contract now.

Lái zhùhè wǒmen shùnlì chéngjiāo!

乙: 来, 祝贺我们顺利成交!

Come on, congratulations to us on reaching the deal smoothly!

相关词语/Related Words

1	chéngjiāo 成交	to make a deal	7	gōngzhāng 公章	official seal
2	hétóng 合同	contract	8	zhèngběn 正本	original (of a document)
3	dìng huò 订(货) dān 单	purchase order	9	fùběn 副本	duplicate (of a document)
4	qiānzi 签字	to sign (on a document)	10	fùyìnjiàn 复印件	Xerox; photocopy
5	qiānmíng 签名	to sign one's name	11	yí shì 一式 liǎng fèn 两份	in duplicate; with a duplicate copy
6	gàizhāng 盖章	to stamp; to seal	12	yǐtūi- 以退 wéijìn 为进	to retreat in order to advance; to make concessions in order to gain advantages

“以退为进”的观念源自中国古代的哲学思想，意思是懂得在适当的时候做出适当的让步，以求达到最终的目的。这句话教给人们要学会必要的容忍与退让。它是一种人生哲学，也是应对困境的一种技巧。不但如此，你还可以在政治、经济、军事和国际关系等方面找到很多运用“以退为进”的例子。在商务谈判中，它也是一种相当有用的策略。

The idea of “yǐtuìwéijìn (to retreat in order to advance)” originates from ancient Chinese philosophy, and means that people should make proper concessions at a proper time in order to achieve the final goal. It teaches us to make compromises and concessions if necessary. It is the philosophy of life as well as a technique to survive a dilemma. Moreover, you may find many examples of using the idea of “retreating in order to advance” in matters of politics, economy, military and international relations too. It is also a useful strategy in a business negotiation.

41 交易失败 | Failed Transactions

核心句

Key Sentence

Rúguǒ nǐmen jiānchí zhège jiàgé,

如果你们坚持这个价格，

wǒmen zhǐhǎo fāngqì zhè bǐ jiāoyì le.

我们只好放弃这笔交易了。

If you insist on this price, we have to give up this deal.

句型 与替换

Substitution

yuánlái de bàopán

原来的报盘

the original offer

zhèxiē tiáojiàn

这些条件

these conditions

zhè dān shēngyì

这单生意

the deal

zhè xiàng cǎigòu

这项采购

the purchase

xiàdān

下单

place an order



扩展/Extension

1. Jīnnián de bàojià bǐ qùnián de jiàgé gāo.
今年的报价比去年的价格高。

This year's quoted price is higher than last year's price.

Jīnnián yuáncáiliào de jiàgé bǐ
2. 今年原材料的价格比
qùnián zhǎngle bǎi fēn zhī sānshí.
去年涨了百分之三十。

The price of raw and semi-finished materials this year has increased by 30% compared to that of last year.

Wǒmen bīxū tiáozhěng (wǒmen
3. 我们必须调整(我们
de) chǎnpǐn jiàgé.
的)产品价格。

We must adjust the price of (our) products.

Wǒmen néng bù néng chéngjiāo,
4. 我们能不能成交,
hěn dà chéngdù shàng yào kàn nín de
很大程度上要看您的
jiàgé.
价格。

Whether we can make a deal or not depends on your price to a great extent.

对话实例 / Dialogue

甲: Wáng xiānsheng, nǐmen jīnnián de bàojià bǐ qùnián de jiàgé gāo a!
王先生, 你们今年的报价比去年的价格高啊!
Mr. Wang, your quoted price this year is higher than last year's price.

乙: Jīnnián yuáncáiliào de jiàgé bǐ qùnián zhǎngle bǎi fēn zhī wǔshí.
今年原材料的价格比去年涨了百分之五十。
Wǒmen bùdé bù tiáozhěng chǎnpǐn jiàgé.
我们不得不调整产品价格。
The price of raw and semi-finished materials this year has increased by 50% compared to that of last year. We have to adjust the price of products.

甲: Búguò wǒmen néng bù néng chéngjiāo, hěn dà chéngdù shàng yào kàn nín
de jiàgé.
不过我们能不能成交, 很大程度上要看您的价格。

But whether we can make a deal or not depends on your

price to a great extent.

乙: 不好意思。这已经是我们能给您的最低价格了。
I'm really sorry. This is already the lowest price that we can offer.

甲: 如果您坚持这个价格, 我们只好放弃这笔交易了。
If you insist on this price, we have to give up this deal.

乙: 太遗憾了。我希望下次能有合作的机会。
What a pity. I hope there will be another opportunity for cooperation next time.

相关词语/Related Words

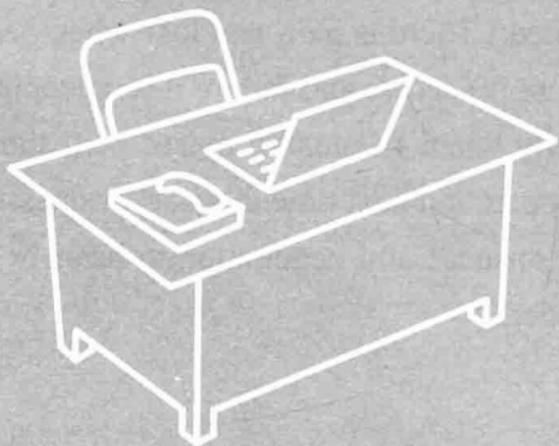
1	取消 qǔxiāo	to cancel	6	被迫 bèipò	to be forced
2	放弃 fàngqì	to give up	7	不得已 bùdéyǐ	to have no alternative but to
3	拒绝 jùjué	to reject; to refuse	8	让价 ràngjià	to make a concession in price
4	撤单 chèdān	to withdraw an order	9	底价 dǐjià	minimum price; base price
5	成交 chéngjiāo	to strike a deal; to close a deal	10	取决于 qǔjuéyú	to be decided by; to depend on

中国古老的商业文化里有一条非常理性又实用的原则，叫做“生意不成情义在”。做买卖总是有赚有赔，谈生意也总是有成功和不成功的时候。有了“情义”，才会有下一次合作的可能。为了一次不成功的谈判而耿耿于怀，甚至恼羞成怒，这是任何一个聪明的商人都不会做的事情。

In ancient Chinese business culture, there is a rational and practical principle: “Shēngyì bù chéng qíngyì zài.” (We are still tied by friendship even though the business deal failed.) There is gain and loss when people do business, and there is success and failure when people negotiate a business. Only when friendship exists, will there be the chance for cooperation next time. A smart businessman would never take an unsuccessful negotiation to heart or even turn shame into anger.

办公室内外

Around the Office



42 上班时间 | Work Hours

核心句 Key Sentence

Yīnwèi lùshàng dǔchē, wǒ chídào-
因为路上堵车，我迟到
le shí fēnzhōng.
了十分钟。

Because of the traffic jam, I was 10
minutes late.

句型 与替换 Substitution

nàozhōng méi xiǎng
闹钟没响

The alarm clock didn't work.

chē huài le
车坏了

The car has broken down.

jiāli yǒushì
家里有事

family business

dàxuě
大雪

heavy snow

bàn gè xiǎoshí
半个小时

half an hour

yíhuìr
一会儿

a little while

jǐ fēnzhōng
几分钟

a few minutes



扩展/Extension

1. Yǐjīng guòle jiǔ diǎn le, nǐ zěnmē
已经过了九点了，你怎么
cái lái a?
才来啊?

It has already passed 9 o'clock.
Why have you just arrived?

2. Xiànzài kāichē de rén duō, zǎo-
现在开车的人多，早
gāofēng chángcháng dǔchē.
高峰常常堵车。

Since many people drive to
work now, there are often
traffic jams during the morning
rush hours.

3. Yǐhòu wǒ bǎozhèng zhǔndiǎn shàngbān.
以后我保证准点上班。

I promise that I'll come to
work on time in the future.

4. Rúguǒ xià cì shàngbān zài chídào,
如果下次上班再迟到，
shì yào kòu nǐ gōngzī de!
是要扣你工资的!

If you are late for work again
next time, your salary will be
reduced!



对话实例/Dialogue

- 甲: Yǐjīng guòle jiǔ diǎn le, nǐ zěnmē cái lái a?
已经过了九点了，你怎么才来啊?

It has already passed 9 o'clock. Why have you just arrived?

- 乙: Bù hǎoyìsi, jīnglǐ! Yīnwèi lùshang dǔchē, wǒ chídào le shí fēnzhōng.
不好意思，经理！因为路上堵车，我迟到了十分钟。

I'm sorry, Manager! Because of the traffic jam, I was 10
minutes late.

- 甲: Xiànzài kāichē de rén duō, zǎo gāofēng chángcháng dǔchē.
现在开车的人多，早高峰常常堵车。

Since many people drive to work now, there are often traffic

jams during morning rush hours.

Xià cì jìde zǎodiǎnr chūmén!

下次记得早点儿出门!

Remember to leave home earlier next time!

Zhīdào le. Yǐhòu wǒ bǎozhèng zhǔndiǎn shàngbān.

乙: 知道了。以后我保证准点上班。

I know. I promise that I'll come to work on time in the future.

甲: Rúguǒ xià cì shàngbān zài chídào, shì yào kòu nǐ jiǎngjīn de!

If you are late for work again next time, your bonus will be reduced!

相关词语/Related Words

1	kǎoqín 考勤	to check on work attendance	7	bānchē 班车	shuttle bus
2	chūqín 出勤	to be on duty; to turn out for work	8	wùchē 误车	to miss the bus
3	kǎoqín 考勤 jìlù 记录	attendance record	9	wǎndiǎn 晚点	late; behind the schedule
4	kǎoqínzhōng 考勤钟	time clock; telltale clock	10	zhǔnshí 准时	on time
5	kǎoqínkǎ 考勤卡/ chūqínkǎ 出勤卡/ jìshíkǎ 记时卡	time card; time sheet	11	jiāotōng shìgù 交通事故	traffic accident
6	gōngjiāochē 公交车	bus			

中国实行八小时工作制,公司和企业的上下班时间通常是“朝九晚五”。政府部门和事业单位的工作时间往往早一点,一般是早上八点或者八点半开始,下午到五点或者五点半下班,中午有一个小时左右的午休。不过每个省市的规定并不完全一样。另外,有时候国有企业和私营企业的上下班时间也不完全相同。不管你在哪个地方工作,有一点是一样的:没有人会喜欢常常迟到的员工。

China has implemented an eight-hour-day working system. Working hours of corporations and enterprises are usually “zhāojiǔ-wǎnwǔ (from 9 o'clock in the morning to 5 o'clock in the afternoon).” Working hours of government departments and public institutions are often a little earlier, normally starting at 8 o'clock or 8:30 in the morning and ending at 5 o'clock or 5:30 in the afternoon. There is a one-hour lunch break at noon. However, the rules of each province and city may not be exactly the same. Besides, state-run corporations and private enterprises may not have the completely same working hours. No matter where you work, there is one thing for certain: no one would like an employee who is often late for work.

43 工间休息 | Coffee Breaks

核心句 Key Sentence

Wǒ qù hē yì bēi kāfēi,
我去喝(一)杯咖啡,
nǐ yě qù ma?
你(也)去吗?

I'm going to have a cup of coffee.

Are you going (too)?

句型 与替换 Substitution

hē yì bēi shuǐ
喝(一)杯水

drink a glass of water

dào yì bēi chá
倒(一)杯茶

pour a cup of tea

mǎi yì diǎnr chī de
买(一)点儿吃的

buy something to eat

chōu yì zhī yān
抽(一)支烟

smoke a cigarette



扩展/Extension

1. Gōngzuò le kuài yì tiān le, wǒmen
工作了快一天了, 我们
xiūxi bàn xiǎoshí ba.
休息半小时吧。

We have been working for almost the whole day. Let's take a break for half an hour.

2. Zài diànnǎo qián zuò de shíjiān cháng le. wǒ de bózi dōu jiāng le.
在电脑前坐的时间长了，我的脖子都僵了。

I have been sitting in front of the computer (screen) for a long time, and my neck is stiff.

3. Nǐ néng bāng wǒ dài yì bēi kāfēi ma?
你能帮我带一杯咖啡吗？

Could you bring me a cup of coffee?

4. Huódòng huódòng shēntǐ néng tígāo gōngzuò xiàolǜ.
活动活动身体能提高工作效率。

Stretching your body can increase work efficiency.

对话实例/Dialogue

- 甲: Gōngzuò le kuài yí gè shàngwǔ le, wǒmen xiūxi shí fēnzhōng ba.
工作了快一个上午了，我们休息十分钟吧。

We have been working for almost the whole morning. Let's take a break for ten minutes.

- 乙: Shì a, zài diànnǎo qián zuò de shíjiān cháng le. wǒ de bózi dōu jiāng le.
是啊，在电脑前坐的时间长了，我的脖子都僵了。

You are right. I have been sitting in front of the computer (screen) for a long time, and my neck is stiff.

- 甲: Wǒ qù hē bēi kāfēi, nǐ yě qù ma?
我去喝一杯咖啡，你（也）去吗？

I'm going to have a cup of coffee. Are you going (too)?

- 乙: Wǒ hái shì zài gàn yíhuìr ba. Nǐ néng bāng wǒ dài yì bēi kāfēi ma?
我还是再干一会儿吧。你能帮我带一杯（咖啡）吗？

I'd better work for a while longer. Could you bring me a cup (of coffee)?

- 甲: Háishi yìqǐ qù ba. Huódòng huódòng shēntǐ néng tígāo gōngzuò
还是一起去吧。活动活动身体能提高工作

xiàolǜ.
效率。

Come on, let's go together. Stretching your body can increase work efficiency.

相关词语 / Related Words

1	kāfēijī 咖啡机	coffee maker; coffee machine	7	pào chá 泡茶	to make tea
2	yǐnshuǐjī 饮水机	water dispenser	8	chōng kāfēi 冲咖啡	to make instant coffee
3	yǐnshuǐ 饮水 pēntóu 喷头	drinking fountain	9	zhǔ kāfēi 煮咖啡	to make coffee
4	zìdòng 自动 shòuhuòjī 售货机	vending machine	10	yǐnliào 饮料	beverage
5	xiūxi shì 休息室	lounge	11	xiǎochī 小吃/ lǐngshí 零食	snack
6	xīyānqū 吸烟区	smoking area	12	gōngzuòcān 工作餐	working meal

文化导航 Cultural Navigation

“工间操”是一种在工间休息时候的集体锻炼活动。在中国，一些工厂、公司、政府机关和事业单位在

每个工作日都有十五到二十分钟的工间操时间。员工们在操场、院子甚至门厅、走廊里排成一行，伴着响亮的音乐一起做操，构成一幅相当生气勃勃的景象。

“Gōngjiāncāo” is a kind of group exercise during a break at work. In China, some factories, companies, government departments and public institutions have a break of 15 to 20 minutes during every workday for this exercise. Employees line up in the playground, the courtyard, or even the porch or the hallway, doing exercises together along with loud music. It makes for quite an energetic spectacle.



44 加班 | Working Overtime

核心句 Key Sentence

Zhè fèn jìhuà hái méi zuòwán.
这份计划还没做完，

jīntiān wǒ zhǐhǎo jiābān le.
今天我只好加班了。

This proposal has not been finished yet and I have to work overtime today.

句型 与替换 Substitution

shǒutóu de gōngzuò
手头的工作

work at hand

yǒu fèn jíjiàn
有份急件

there is an urgent document

zhème duō shìqíng
这么多事情

so many things

lǎobǎn fēnpài de rènwu
老板分派的任务

the work that the boss has assigned



扩展/Extension

1. Yǐjīng dào xiàbān de shíjiān le,
ní hái bù zǒu ma?
已经到下班的时间了，
你还不走吗？

It is already the time to get off work. Aren't you leaving?

2. Nimen bùmén zuìjìn hǎoxiàng
你们部门最近好像
chángcháng jiābān. shì bú shì?
常常加班，是不是？

Your department seems to often work overtime recently, doesn't it?

3. Zhège xiàngmù bìxū zài zhège
这个项目必须在这个
yuèdǐ wánchéng.
月底完成。

The project has to be completed by the end of this month.

4. Nǐ jiābān zhìshǎo yǒu
(你) 加班至少有
jiǎngjīn. zhè yě búcuò a.
奖金，这也不错啊。

You'll have a bonus for working overtime at least. That's not bad.

对话实例 / Dialogue

甲: Yǐjīng dào xiàbān de shíjiān le. nǐ hái bù zǒu ma?
已经到下班的时间了，你还不走吗？

It's already the time to get off work. Aren't you leaving?

乙: Zhè fèn jìhuà méi zuòwán, jīntiān wǒ zhǐhǎo jiābān le.
这份计划没做完，今天(我)只好加班了。

This proposal has not been finished yet and I have to work overtime today.

甲: Nimen bùmén zuìjìn hǎoxiàng chángcháng jiābān. shì bú shì?
你们部门最近好像常常加班，是不是？

Your department seems to often work overtime recently, doesn't it?

乙: Méi bànfa. Zhège xiàngmù kèhù yào de jí. bìxū zài zhège
没办法。这个项目客户要得急，必须在这个
yuèdǐ wánchéng.
月底完成。

We have no choice. The client needs this project to be finished urgently. It has to be completed by the end of this month.

甲: Búguò jiābān zhìshǎo yǒu jiǎngjīn, zhè yě búcuò a.
不过加班至少有奖金, 这也不错啊。

But you'll have a bonus for working overtime at least.
That's not bad.

乙: Nǐ kāi wánxiào ba? Wǒ nìngyuàn dàodiǎn xiàbān huíjiā, búyào jiǎngjīn.
你开玩笑吧? 我宁愿到点下班回家, 不要奖金。

You are kidding me, aren't you? I would rather go home on time than have an overtime bonus.

相关词语/Related Words

1	dàodiǎn 到点	it is time; time is up	7	jiābānfèi 加班费	overtime pay
2	chāoshí 超时	to exceed the time limit	8	jiābān gōngzī 加班工资	overtime wage
3	gǎngōng 赶工	to hurry at work; to hurry to finish a task in time	9	jiābān jiǎngjīn 加班奖金	overtime bonus
4	kāi yèchē 开夜车	to work late until midnight; to burn midnight oil	10	wúcháng jiābān 无偿加班	unpaid overtime
5	dàigōng 怠工	to slow down work; to goof off	11	tiáoxiū 调休	to switch a day off; to exchange a day off (with a fellow worker)
6	jiābān jiādiǎn 加班加点	to work extra shifts and extra hours			

文化导航 Cultural Navigation

《劳动合同法》是《中华人民共和国劳动合同法》的简称，是中国现行的有关劳动法律法规中最重要的法律。《劳动合同法》适用于中国境内包括外资企业在内的所有企业、个体经济组织和民办非企业单位。《劳动合同法》对工作加班有具体的规定，这些规定包括每天或者每个月工作加班时间的限制和加班费的标准。

Labor Contract Law is a short form of Labor Contract Law of the People's Republic of China. It is the most important law among the labor-related laws and regulations in China currently. Labor Contract Law applies to all enterprises, including foreign or foreign-funded enterprises, individual economic organizations and private non-enterprise entities within Chinese territory. It has specific rules regarding working overtime, including the upper limit on overtime work per day or per month, and the standard for overtime pay.

45 要求休假 | Asking for Leave

核心句

Key
Sentence

Xià qē xīngqī wǒ xiǎng qǐng sān tiān jià.
下个星期我想请三天假。

I want to ask for three-day leave next week.

句型 与替换

Substitution

zhègè yuè xiàxún

这个月下旬

the last ten days of this month

Qīyuèfēn

七月份

July

shàngbànnián

上半年

the first half of the year

xiàbànnián

下半年

the second half of the year

qǐng liǎng tiān shìjià

请两天事假

ask for two-day leave of absence

tiáoxiū yì tiān

调休一天

have a day off switched

xiū niánjià

休年假

take one's annual leave



扩展/Extension

1. Nǐ yǒu shénme tèshū yuányīn
你有什么特殊原因
(需要) 请假吗?

Do you have any particular reasons to ask for leave of absence?

2. Wǒ péngyou cóng Měiguó lái kàn
我朋友从美国来看
我, 我想请几天假
陪陪他。

My friend has come to see me from the USA, so I want to take a few days off to accompany him.

3. Bié wàngle bǎ nǐ de qǐngjiàtiáo gěi
别忘了把你的请假条给
我。

Don't forget to give me your written request for leave.

4. Nǐ huíjiā hǎohǎo xiūxi xiūxi ba.
(你) 回家好好休息休息吧。

(You should) go home and take a good rest.



对话实例/Dialogue

- 甲: Jīnglǐ, xià gè xīngqī wǒ xiǎng qǐng sān tiān jià.
经理, 下个星期我想请三天假。

Manager, I want to ask for three-day leave next week.

- 乙: Nǐ yǒu shénme tèshū yuányīn xūyào qǐngjià ma?
你有什么特殊原因需要请假吗?

Do you have any particular reasons to ask for leave of absence?

- 甲: Wǒ fùmǔ cóng Měiguó lái kàn wǒ. Wǒ xiǎng qǐng jǐ tiān jià péipei tāmen.
我父母从美国来看我。我想请几天假陪陪他们。

My parents have come to see me from the USA. I want to take a few days off to accompany them.

乙: Hǎo ba. Bié wàngle bǎ nǐ de qǐngjiàtiáo gěi wǒ.
好吧。别忘了把你的请假条给我。

OK. Don't forget to give me your written request for leave.

丙: Jīnglǐ wǒ juéde bù tài shūfu. Wǒ xiǎng zǎodiǎnr xiàbān,
经理, 我觉得不太舒服。我想早点儿下班,
qǐng yí gè xiǎoshí bìngjià.
请一个小时病假。

Manager, I don't feel very well. I want to get off work earlier and ask for one-hour sick leave.

乙: Nà jiù huíjiā hǎohǎo xiūxi xiūxi ba. Zǒu de shíhou jìzhe dǎkǎ!
那就回家好好休息休息吧。走的时候记着打卡!

If so, you should go home and take a good rest. Please remember to punch the time clock when you leave!

相关词语/Related Words

1	qǐngjià 请假	to ask for leave	6	gōngxiū 工休 (日)	day off (from one's work)
2	xiūjià 休假	vacation leave; to have a holiday/vacation leave	7	niánjià 年假	annual leave
3	shìjià 事假	leave of absence (for personal reasons)	8	dàixīn 带薪 xiūjià 休假	vacation with pay
4	bìngjià 病假	sick leave	9	chǎnjià 产假	maternity leave
5	gōngxiū 公休 (日)	general/official holiday			
10	tàncān- 探亲 jià 假	home visit leave (The vacation enjoyed by employees working in enterprises or non-profit institutions allows them to visit their spouses or relatives living in other places.)			
11	kuàngōng 旷工	to skip work; absence from one's work without permission			

文化导航 Cultural Navigation

中国法律规定, 企业员工和政府工作人员每星期工作五天, 每天工作八个小时。除此以外, 每年中国有11天国家法定节假日, 分别是元旦、春节(三天)、清明节、“五一”国际劳动节、端午节、中秋节和“十一”国庆节(三天)。除此之外, 女性员工可以享有14个星期的产假。

According to Chinese law, employees of enterprises and governmental staff work eight hours per day and five days per week. In addition, there are eleven days of national official holiday in China each year, which are New Year's Day (Yuándàn), a three-day holiday for the Spring Festival (Chūnjié), the Tomb Sweeping Day (Qīngmíngjié), the International Labor Day on May 1st (Láodòngjié), the Dragon Boat Festival (Duānwǔjié), the Mid-autumn Festival (Zhōngqiūjié) and a three-day holiday for the National Day on Oct 1st (Guóqìngjié). Moreover, female employees can enjoy 14-week maternity leave.

46 新手上路 | Newbie on the Road

核心句
Key
Sentence

Wǒ shì **shǒuxīn** , jīnhòu yíding qǐng nín
我是**新手**，今后一定请您
duōduō zhǐjiào。
多多指教。

I'm a new recruit, and definitely need
much advice from you in the future.

句型
与替换
Substitution

shíxíshēng
实习生
intern

dì-yī cì lái Zhōngguó
第一次来中国
the first time someone comes to
China

xué diànnǎo zhuānyè de
学电脑专业的
computer science major

cóng shìchǎngbù diào guolai de
从市场部调过来的
transferred from the Marketing
Department



扩展/Extension

- | | |
|---|--|
| 1. 这位是 (你) 新来的同事。
Zhè wèi shì nǐ xīn lái de tóngshì. | This is your new colleague. |
| 2. 欢迎加入我们的团队!
Huānyíng jiārù wǒmen de tuánduì! | Welcome to join our team! |
| 3. 他是我们这儿的专家。
Tā shì wǒmen zhèr de zhuānjiā. | He is our expert here. |
| 4. 今后大家互相学习。
Jīnhòu dàjiā hùxiāng xuéxí. | We'll learn from each other from now on. |



对话实例/Dialogue

- 甲: Wáng gōng, zhè wèi shì xīn lái de tóngshì, Mài kè.
王工, 这位是新来的同事, 麦克。
Engineer Wang, this is a new colleague, Michael.
- 乙: Ò, huānyíng huānyíng! Huānyíng jiārù wǒmen de tuánduì!
哦, 欢迎欢迎! 欢迎加入我们的团队!
Oh, welcome! Welcome to join our team!
- 甲: Wáng gōng shì wǒmen zhèr de zhuānjiā, nǐ yǒu shénme wèntí dōu kěyǐ wèn tā.
王工是我们这儿的专家, 你有什么问题都可以问他。
Engineer Wang is our expert here. You can ask him if you have any questions.
- 丙: Nà tài hǎo le! Wǒ shì xīnshǒu, jīnhòu yíqǐng qǐng nín duōduō zhǐjiào.
那太好了! 我是新手, 今后一定请您多多指教。
That'll be great! I'm a new recruit, and I definitely need much advice from you in the future.

乙: **Bú kèqì. Jīnhòu dàjiā dōu shì tóngshì, wǒmen hùxiāng xuéxí.**
不客气。今后大家都是同事，我们互相学习。

Not at all. We are colleagues from now on, and we'll learn from each other.

Zhèyàng ba. wǒ xiān lǐng nǐ shúxī shúxī huánjìng.
这样吧，我先领你熟悉熟悉环境。

Then let me show you around first.

相关词语 / Related Words

1	xīnshǒu 新手	new hand; novice; new recruit	7	bùmén 部门	department
2	lǎoshǒu 老手	old hand; veteran; experienced/ skillful person in a field	8	gǎngwèi 岗位	post; station
3	línshí 临时 gōngzuò 工作	temporary job	9	chējiān 车间	workshop
4	duǎnqī 短期 gōngzuò 工作	short-term job	10	xiàngmù 项目	project
5	zhèngshì 正式 yuángōng 员工	regular employee	11	jīngyàn fēngfù 经验丰富	very experienced; skillful
6	hétóngōng 合同工	contract worker	12	quēfá jīngyàn 缺乏经验	lack of experience; inexperience

文化导航 Cultural Navigation

中文里有两个有趣的词：“新手”和“老手”。“新手上路”原本的意思是司机刚学会开车。一位刚被录用或者是刚从别的地方调来的没有经验的人，也叫“新手”。新手对工作不熟悉是很自然的事情。孔子说过：“知之为知之，不知为不知，是知也。”如果你是这样的新手，千万不要不好意思向有经验的“老手”们请教。你会发现绝大多数中国人都很乐意帮助“新手”。

There are two interesting terms in Chinese: “xīnshǒu (new hand or novice)” and “lǎoshǒu (old hand or veteran).” The original meaning of “xīnshǒu shànglù” refers to a fresh driver who has just learned how to drive. If a person who has just been hired or transferred from other places without any needed experience, this person can be called a “new hand” too. It is very normal that a “new hand” is not familiar with his job. Confucius once said: “Zhī zhī wéi zhī zhī, bù zhī wéi bù zhī, shì zhī yě.” (Being aware of what you know and what you don’t know is wisdom.) If you are new to your job, please don’t feel embarrassed to seek advice from those “old hands.” You’ll find that most Chinese are happy to give a hand to a newcomer or “a new hand.”

47

办公设备

Office Equipment

核心句

Key Sentence

Nǐ zhīdào zěnmē yòng zhè tái
你知道怎么用这台

fùyīnjī ma?
复印机吗?

Do you know how to use this copy
machine?

句型
与替换
Substitution

zhègè ruǎnjiàn
这个软件

this software

zhè tái tóuyǐngjī
这台投影机

this projector

zhè tái dǎyīnjī
这台打印机

this printer

nà tái sǎomiáojī
那台扫描机

that scanner



扩展/Extension

1. Zhè tái xīn jīqì yǒudiǎn fùzá.
这台新机器有点复杂。

This new machine is a little bit
complicated.

2. Wǒ zuótiān gāng xuéhuì zěnmē yòng.
我昨天刚学会怎么用。

I just learned how to use it
yesterday.

3. Nǐ gǎnkuài jiāo wǒ yíxià
(你) 赶快教我一下
zěnmē yòng ba.
(怎么用) 吧。

Please teach me (how to use
it) now.

4. Nǐ děi xiān shūrù nǐ de
你得先输入你的
mìmǎ, zài ànzhào tíshì yí bù yí
密码, 再按照提示一步一步
bù zuò.
步做。

You must enter your password first, and then follow the instructions step by step.

对话实例/Dialogue

- 甲: Nǐ zhīdào zěnmē yòng zhè tái fùyìnjī ma?
你知道怎么用这台复印机吗?

Do you know how to use this copy machine?

- 乙: Èng zhè tái xīn jīqì yǒudiǎn fùzá. Wǒ zuótiān gāng xuéhuì le
嗯, 这台新机器有点复杂。我昨天刚学会了
zěnmē yòng tā.
怎么用它。

Yes, this new machine is a little bit complicated. I just learned how to use it yesterday.

- 甲: Shìma? Nà nǐ gǎnkuài jiāo wǒ yíxià zěnmē yòng ba.
是吗? 那你赶快教我一下怎么用吧。

Really? Then teach me how to use it now.

- 乙: Nǐ děi xiān shūrù nǐ de mìmǎ, zài ànzhào tíshì yí bù yí
你得先输入你的密码, 再按照提示一步一步
bù zuò.
步做。

You must enter your password first, and then follow the instructions step by step.

- 甲: Wǒ shì àn nǐ gāngcái shuō de zuò de a! Bú shì jīqì yǒu
我是按你(刚才)说的做的啊! 不是机器有
wèntí ba?
问题吧?

I did exactly what you (just) said! Is it possible that the machine has some problems?

相关词语/Related Words

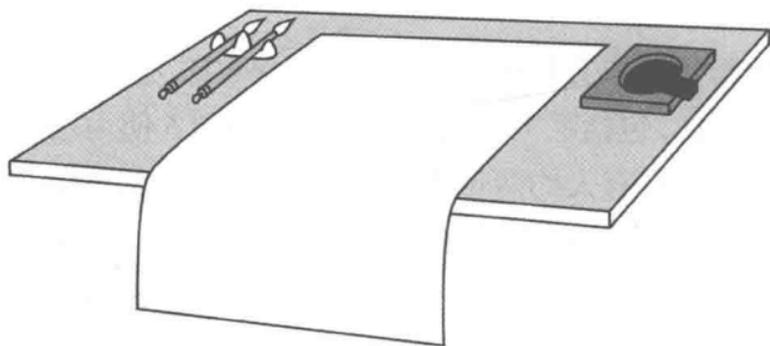
1	dānmiàn 单面	one-sided; single-sided	7	dìngshūjī 订书机	stapler
2	shuāngmiàn 双面	two-sided	8	dìngshūding 订书钉	staple
3	jiāzhǐ 加纸	to load paper	9	huíxíngzhēn 回形针	paper clip
4	dǔzhǐ/ kǎzhǐ 堵纸/ 卡纸	paper jam	10	tòumíng jiāodài 透明 胶带	scotch tape
5	wénjiànjiā 文件夹	folder	11	túgǎiyè/ xiūzhèngyè 涂改液/ 修正液	correction fluid
6	huóyè wénjiàn (文件) jiā 夹	binder	12	mò fēn hé tàn 盒/碳 fēn hé (粉) 盒	toner cartridge

文化导航 Cultural Navigation

你听说过“文房四宝”吗？“文房四宝”是指四种传统的中国文具，包括毛笔、墨、砚台和纸。中国人使用这四种文具的历史已经有大约两千年了。一般来说，历史上质量最好的“文房四宝”是浙江湖州制造的“湖笔”，安徽徽州（现安徽绩溪、屯溪、歙县等地）生产的“徽墨”，广东端州（现广

东肇庆)制造的“端砚”和安徽宣城(现安徽泾县)生产的“宣纸”。其中“宣纸”已经被联合国科教文组织列为非物质文化遗产。

Have you ever heard about “wēnfāng sì bǎo (four treasures of the study)?” They are four kinds of traditional Chinese stationery, including “máobǐ (the writing brush),” “mò (ink stick),” “yàntái (ink slab)” and “zhǐ (paper).” Chinese have been using these “four treasures of the study” for about two thousand years. Generally speaking, in history, “Húbǐ,” writing brushes made in Huzhou of Zhejiang Province, “Huīmò,” ink sticks made in Huizhou (now known as Jixi, Tunxi, Shexian County, etc. of Anhui Province), “Duānyàn,” ink slabs made in Duanzhou (now known as Zhaoqing of Guangdong Province) and “Xuānzhǐ,” high quality paper made in Xuancheng (now known as Jingxian County of Anhui Province) were considered the best in quality. Among them, “Xuānzhǐ” is listed as Intangible Cultural Heritage by UNESCO (United Nations Educational, Scientific and Cultural Organization).



48 分配任务 | Assigning Tasks

核心句 Key Sentence

Qǐng nǐ bǎ zhè fèn xiàng mù shí shī jìn dù
请你把这份项目实进度

biao yòng yóu jiàn fā gěi gè gè bù mén.
表用邮件发给各个部门。

Please send this project implementation schedule to each department by e-mail.

句型 与替换 Substitution

gōng zuò jìn dù bào biǎo
工作进度报表

work progress chart

shēng chǎn tǒng jì bào gào
生产统计报告

production statistical report

xiāo shòu tǒng jì biǎo
销售统计表

statistical table of sales

jì dù zī chǎn fù zhài biǎo
季度资产负债表

quarterly balance sheet

quarterly balance sheet

quarterly balance sheet

quarterly balance sheet



扩展/Extension

1. Xià gè yuè yuē tóu zī fāng jiàn miàn de shì qing nǐ ān pái le ma?
下个月约投资方见面的事情(你)安排了吗?

Have you arranged next month's meeting with the investors?

2. 时间和地点都安排好了。

Time and location have both been settled.

3. 我们需要尽快准备好所有的资料。

We need to have all the information ready as soon as possible.

4. 这个任务就交给你了。

Now this job is yours.

对话实例/Dialogue

甲: Zhāng zǒng, nín zhǎo wǒ ma?
张总,您找我吗?

General Manager Zhang, are you looking for me?

乙: Shì de. Qǐng nǐ bǎ zhè fèn xiàngmù shíshī jìndùbiǎo yòng yóujiàn fāgěi gège bùmén.
是的。请你把这份项目实施进度表用邮件发给各个部门。

Yes. Please send this project implementation schedule to each department by e-mail.

甲: Hǎo. wǒ mǎshàng qù zuò zhè jiàn shì.
好,我马上去做这件事。

OK, I'll do this right away.

乙: Xià xīngqī yuē tóuzīfāng jiànmiàn de shìqing nǐ ānpái le ma?
下星期约投资方见面的事情你安排了吗?

Have you arranged next week's meeting with the investors?

甲: Méi wèntí. shíjiān hé dìdiǎn dōu ānpái hǎo le.
没问题,时间和地点都安排好了。

No problem. Time and location have both been settled.

乙: Nàme wǒmen xūyào jǐnkuài zhǔnbèihǎo suǒyǒu de zīliào.
那么,我们需要尽快准备好所有的资料。

Well then, we need to have all the information ready as

soon as possible.

Zhège rènwu jiù jiāogěi nǐ le.
这个任务就交给你了。

Now this job is yours.

相关词语/Related Words

1	jìhuà 计划	plan; to plan	7	cáiwù bàobiǎo 财务报表	financial statement
2	tiáozhěng 调整	to adjust	8	jìndùbiǎo 进度表	progress chart
3	wánchéng 完成	to accomplish; to complete	9	tǒngjìbiǎo 统计表	statistical table
4	gōngzuòliàng 工作量	workload	10	shíjiānbiǎo 时间表	time table
5	zhǐpài 指派	to appoint; to name; to designate	11	línshí ānpái 临时安排	temporary arrangement
6	rénshǒu 人手 bùgòu / zú 不够/足	to be short of hands	12	gǎngwèi 岗位 zérènzhi 责任制	system of post responsibility

文化导航 Cultural Navigation

“吃大锅饭”是一个独特的中国词语。它的字面意思是说大家一起吃同一大锅饭。中国人用它比喻不论员工的工作好坏、贡献大小，工资和待遇都完全一样。从1979年开始的中国经济改革抛弃了这种绝对平均主义的做法。现在每个员工按照其工作和贡献获得相应的报酬。勤劳致富、知识致富和公平竞争致富的观念已经广泛地被各行各业以及个人所接受。显然，这一变化正是中国经济迅速发展的驱动力之一。

“Chī dàguōfàn” is a term unique to China. Literally, it means “everyone shares the food prepared in a large canteen cauldron.” Chinese use this term as a metaphor when employees receive exactly the same salary and compensation regardless of the quality of their work or level of their contribution. Since the economic reform of 1979, China has abandoned this approach of egalitarianism. Now every employee is paid according to his/her work and contribution. The ideas of getting rich through hard work, getting rich through knowledge and getting rich through fair competition have been widely accepted by every industry and individual. Obviously, this change is one of the driving forces for the booming economy of China.

49

工作纠纷

Disputes at Work

核心句

Key Sentence

Zhè cì shìgù bù yīnggāi guài wǒ.

这次事故不应该怪我。

I'm not to blame for this accident.

句型
与替换
Substitution

gēn wǒ méi guānxi

跟我没关系

have nothing to do with me

bú shì wǒ de zérèn

不是我的责任

not my responsibility

bú shì wǒ zàochéng de

不是我造成的

not caused by me



扩展/Extension

1. Gāngcái jīnglǐ lái diànhuà, tā
刚才经理来电话，他
shuō shàng xīngqī de nà pī huò
说上星期的那批货
wǒmen fācuò le!
(我们)发错了!

The manager just called and
he said that we shipped out the
wrong goods last week!

2. Zhè xià hǎo le, zhègè yuè de
这下好了，这个月的
jiǎngjīn méi le!
奖金没了!

That's too bad! This month's
bonus is gone!

3. Wèi shénme yào kòu dàjiā de
为什么 要扣大家的
jiǎngjīn?
奖金?

Why is everyone's bonus
being deducted?

4. Gǎnkuài kànkàn cǎiqǔ shénme bǔjiù
赶快 看看 采取 什么 补救
cuòshī ba!
措施吧!

Let's see what could be done
to fix it right now!

对话实例 / Dialogue

甲: Gāngcái jīnglǐ lái diànhuà, tā shuōshàngxīngqī de nà pī huò wǒmen
刚才 经理 来电话, 他说 上星期 的那批货 (我们)
fācuò le!
发错了!

The manager just called and he said that we shipped out the
wrong goods last week!

乙: Zhè xià hǎo le. zhège yuè de jiǎngjīn méi le!
这下好了, 这个月的奖金没了!

That's too bad! This month's bonus is gone!

丙: Wèi shénme yào kòu dàjiā de jiǎngjīn? Nà zhāng dān shì shéi jīngshǒu de?
为什么 要扣大家的奖金? 那张单是谁经手的?
Why is everyone's bonus being deducted? Who handled
that order?

丁: Shì wǒ. Kěshì wǒ shì wánquán àn jīnglǐ de fēnfu bàn de. Zhè
是我。可是我是完全按经理的吩咐办的。这
cì shìgù bù yīnggāi guài wǒ.
次事故不应该怪我。

It was me. But I did exactly what the manager told me. I'm
not to blame for this accident.

甲: Hǎo le. bié zhēng le! Gǎnkuài kànkàn cǎiqǔ shénme bǔjiù cuòshī ba!
好了, 别争了! 赶快看看采取什么补救措施吧!
OK, stop arguing! Let's see what could be done to fix it
right now!

相关词语 / Related Words

1	zérèn 责任	responsibility	7	gōngzuòkuáng 工作狂	workaholic; workaholism
2	fùzé 负责	responsible for; in charge of	8	rènzhēn 认真	serious(ly); earnest(ly)
3	chéngdān 承担 zérèn 责任	to take responsibility	9	qínfèn 勤奋	diligent(ly)
4	tuīxiè 推卸 zérèn 责任	to shirk responsibility; to pass the buck	10	mǎhǔ 马虎	careless(ly)
5	tōulǎn 偷懒	lazy	11	zhàn 占 xiǎopiányi 小便宜	to gain petty advantages (at others' expense)
6	móyángōng 磨洋工	loaf on the job	12	zhùrén-wéilè 助人为乐	to find pleasure in helping others

文化导航 Cultural Navigation

工作中总是会发一些意想不到的问题，指望每次都能避免同事之间的争议和纠纷显然是不现实的。当问题发生的时候，你解决问题的态度很重要。中国的传统文化一

向把“严以律己，宽以待人”视为一种美德。如果一个人在工作中能够做到这一点，他/她一定会赢得同事的尊敬和友谊。

Unexpected problems pop up all the time at work. It is unrealistic to expect that disagreements and disputes between colleagues can be avoided every time. When a problem happens, your attitude towards solving the problem is very important. This attitude of “yān yǐ lǜjǐ, kuān yǐ dài rén (being strict with oneself and lenient towards others)” has always been considered as a virtue in traditional Chinese culture. If one can practice this virtue at work, he/she will certainly win respect and friendship of his/her coworkers.



50

报销费用

Submitting an Expense Account
for Reimbursement

核心句

Key
Sentence

Wǒ lái bàoxiāo (wǒ) shàng gè yuè de
我来报销 (我) 上个月的

chānlǚ fèi。
差旅费。

I'm here to get reimbursement for (my)
last month's travel expenses.

句型
与替换

Substitution

jīpiào
机票
airplane ticket

kèhù jiēdàifèi
客户接待费
expense for receiving clients

cānzǎn fèiyòng
参展费用
expense for participating in the
exhibition

bàngōng yòngpǐn cǎigòufèi
办公用品采购费
expense for purchasing office supplies

xīn chǎnpǐn fābùhuì de huāfèi
新产品发布会的花费
expense for the new product release
conference



扩展/Extension

1. 你把发票都带来了吗?
Nǐ bǎ fāpiào dōu dài lái le ma?

Do you bring all receipts with you?

2. 这项开支按规定不能报。
Zhè xiàng kāizhī àn guīdìng bù néng bào.

According to the regulations, this expenditure cannot be reimbursed.

3. 这是王主任批准的。
Zhè shì Wáng zhǔrèn pīzhǔn de.

This was approved by Director Wang.

4. 你需要找经理签个字。
Nǐ xūyào zhǎo jīnglǐ qiān gè zì.

You need to get a signature from the manager.



对话实例/Dialogue

甲: 王会计, 我来报销上个月的差旅费。
Wáng kuàijì, Wǒ lái bàoxiāo shàng gè yuè de chāilǚfèi.

Accountant Wang, I'm here to get reimbursement for last month's travel expenses.

乙: 哦, 你把发票都带来了吗?
Ò, nǐ bǎ fāpiào dōu dài lái le ma?

Oh, do you bring all receipts with you?

甲: 都带了。这是费用清单。您看一看是不是都全了。
Dōu dài le. Zhè shì fèiyòng qīngdān. Nín kàn yí kàn shì bú shì dōu quán le.

Yes. This is the detailed list of expenses. Could you take a look and see if everything needed is here?

乙: 好的, 让我核对一下。
Hǎo de, ràng wǒ héduì yíxià.

Good. Let me check.

Zhè xiàng kāizhī àn guīdìng bù néng bào.
这项开支按规定不能报。

According to the regulations, this expenditure cannot be reimbursed.

甲: kěshì, zhè shì Chén zǒng pīzhǔn de a.
可是, 这是陈总批准的啊。

But this was approved by General Manager Chen.

乙: Nàyàng dehuà, nǐ xūyào zhǎo lǎobǎn qiān gè zì.
那样的话, 你需要找老板签个字。

If so, you need to get a signature from the boss.

相关词语/Related Words

1	zhīchū 支出	to expend; expenditure	7	jīntiē 津贴	subsidy; allowance
2	shōurù 收入	income	8	qiānmíng 签名	signature; to sign (one's name)
3	qīngdān 清单	detailed list	9	gàizhāng 盖章	to stamp; to affix one's seal
4	bàobiào 报表	form to report statistics	10	pīzhǔn 批准	to approve; to ratify
5	cáiwù guīdìng 财务规定	financial regulation	11	báitiáo 白条	unofficial receipt (with little binding force)
6	chāozhī 超支	to overspend	12	záxiàng fèiyòng 杂项费用	miscellaneous expenses

常见的跟收款、付款和购物有关的单据有三种，分别是“发票”、“收据”和“小票”。简单地说，“发票”和“收据”都是销售、购物或者收支款项的原始凭证。不同之处在于“发票”是证明成本、费用或者收入的原始票据，可以用来作为报销和税务的凭证。“收据”则仅仅用来证明往来款项，通常不能用来证明成本、费用或者收入，因此也不能作为报销或税务的凭证。“小票”是购物付款单或购物清单，广泛用于商店、商场和超级市场。

There are three different types of common receipts related to receiving money, making payments or purchasing, which are “fāpiào,” “shōujù” and “xiǎopiào.” To be brief, both “fāpiào” and “shōujù” are original receipts for sales and purchase or transaction of funds. The difference is that “fāpiào” is an original proof that documents cost, expense or income, and can be used to get a reimbursement as well as be a proof for taxation. “Shōujù” is only used to document a transaction of funds. Usually, it cannot be used as a proof of cost, expense or income, and therefore cannot be used for the purpose of reimbursement or taxation. “Xiǎopiào” is a sales check or invoice which is broadly used at stores, shopping centers and supermarkets.

核心句

Key Sentence

Zhēn de, zhè shì kěkào de nèibù xiāoxi.

真的，这是可靠的内部消息。

It's true. This is reliable inside information.

句型
与替换
Substitution

qiānzhēn-wànquè

千真万确

absolutely true

juéduì zhǔnquè

绝对准确

absolutely accurate

xiāngxìn wǒ

相信我

trust me

zuì xīn xiāoxi

最新消息

latest news

dì-yī shǒu qíngbào

第一手情报

first-hand intelligence

xìnxī lái yuán

信息来源

information channel/source



扩展/Extension

- Nǐ tīngshuō le ma? Shìchǎngbù
 (你) 听说了吗? 市场部
 de Xiǎo Lǐ yǒu xīn nán péngyou le!
 的小李有新男朋友了!

Have you heard about it? Xiao Li
 at the Marketing Department has a
 new boyfriend!
- Tīngshuō shì jìshùbù de Wáng gōng.
 听说是技术部的王工。

I've heard that it's Engineer
 Wang from the Technology
 Department.
- Wǒ kàn shì xiǎodào xiāoxi ba.
 我看是小道消息吧。

I think that's hearsay.
- Zhè shì diǎnxíng de bāguà!
 (这是) 典型的八卦!

(This is) typical gossip!



对话实例/Dialogue

- 甲: Tīngshuō le ma? Shìchǎngbù de Xiǎo Lǐ yǒu xīn nán péngyou le!
 听说了吗? 市场部的小李有新男朋友了!
 Have you heard about it? Xiao Li at the Marketing
 Department has a new boyfriend!
- 乙: Nǐ zǒngshì yǒu xīnwén. Shì shéi?
 你总是有新闻。是谁?
 You always have some news. Who is he?
- 甲: Tīngshuō shì jìshùbù de Wáng gōng.
 听说是技术部的王工。
 I've heard that it's Engineer Wang from the Technology
 Department.

乙: Wǒ juéde bù kěnéng.
我觉得不可能。

I don't think that's possible.

甲: Zhēn de. zhè shì kěkào de nèibù xiāoxi.
真的，这是可靠的内部消息。

It's true. This is reliable inside information.

乙: Wǒ kàn shì xiǎodào xiāoxi ba. Diǎnxíng de bāguà!
我看是小道消息吧。典型的八卦!

I think that's hearsay. Typical gossip!

相关词语/Related Words

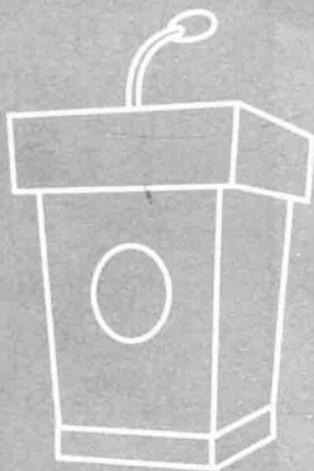
1	guǎn xiánshì 管闲事	to meddle; to poke one's nose into other people's business	7	qiánguīzé 潜规则	hidden rule
2	dǎtàn 打探	to make inquiries discreetly	8	shuōcháng-dào duǎn 说长道短	to criticize others (often irresponsibly); to gossip
3	yǐnsī 隐私	privacy	9	tiānyóu-jīacù 添油加醋	to add spice; to embroider the facts
4	zàoyáo 造谣	to start a rumor	10	liúyán-fēiyǔ 流言蜚语	rumors and slanders
5	kǎnyé 侃爷	a talkative man (colloquial)	11	wúzhōng-shēngyǒu 无中生有	purely fictitious; fabricated
6	chángshé-fù 长舌妇	a nosy/inquisitive woman (colloquial)	12	bānnòng shìfēi 搬弄是非	to sow discord; to tell tales

你和你的中国同事用中文聊过天吗？如果没有的话，你真的应该试一试。当地的天气、饭店和食物、新上映的电影或者最近流行的歌曲，这些都是很好的聊天话题。你会惊奇地发现你原先担心的语言障碍并不是一个大问题。你还会发现今天的中国人相当开放，你们可以聊任何想聊的东西。跟中国人聊天可以交朋友，让你对中国社会和中国人有更好的了解，这些也会对你在中国的工作有好处。不过，有一件事必须记住：任何一个公司都不允许在工作时间串岗聊天，这在中国也是一样的。

Have you ever chatted with your Chinese colleagues or coworkers in Chinese? If the answer is “no,” then you really should give a try. Local weather, restaurants and food, a new movie or a recent popular song, all of these things can be used to start a friendly conversation. You will realize surprisingly that the language barrier is not as a big problem as you thought. You will also find out that today Chinese are very open. You may chat about any topics you want. Chatting with Chinese can help you make friends and know Chinese people and society better. These may also benefit your work in China. However, there is one thing that should not be forgotten: wandering around and chatting at work is not allowed by any companies. There is no exception in China either.

参加会议

Having a Meeting



52

会议通知

Being Notified of a Meeting

核心句

Key
Sentence

Míngtiān xiàwǔ sì diǎn zài sān lóu huìyìshì
 明天下午四点在三楼会议室
 kāihuì
 开会。

There will be a meeting in the conference
 room on the 3rd floor at 4:00 pm tomorrow.

句型
与替换
Substitution

Xīngqīyī
 星期一

Monday

Wǔyuè shí hào
 五月十号

May 10th

jīntiān wǎnshàng
 今天晚上

tonight

jīnglǐ bàngōngshì
 经理办公室

manager's office

gōngsī zǒngbù
 公司总部

company headquarters

shīgōng xiànchǎng
 施工现场

construction site



扩展/Extension

1. 你收到了重要会议的通知没有?
Nǐ shōudào le zhòngyào huìyì de tōngzhī méiyǒu?

Have you received the message about the important meeting?

2. 据说是关于产品质量问题的会。
Jùshuō shì guānyú chǎnpǐn zhìliàng wèntí de huì.

It is said that the meeting is about product quality.

3. 开会通知是今天上午用邮件发出的。
Kāihuì tōngzhī shì jīntiān shàngwǔ yòng yóujiàn fāchū de.

The meeting notice was sent by e-mail this morning.

4. 我得赶紧查一下我的邮件。
Wǒ déi gǎnjǐn chá yíxià wǒ de yóujiàn.

I have to check my e-mail right away.



对话实例/Dialogue

- 甲: 你收到明天会议的通知没有?
Nǐ shōudào míngtiān huìyì de tōngzhī méiyǒu?

Have you received the message about tomorrow's meeting?

- 乙: 没有啊。明天什么时候开会?
Méiyǒu a. Míngtiān shénme shíhòu kāihuì?

I haven't. When will the meeting be held tomorrow?

- 甲: 明天下午四点在三楼会议室(开会)。
Míngtiān xiàwǔ sì diǎn zài sān lóu huìyìshì (kāihuì).

The meeting will be held in the conference room on the 3rd floor at 4:00 pm tomorrow.

- 乙: 你知道开什么会吗?
Nǐ zhīdào kāi shénme huì ma?

Do you know what this meeting is about?

甲: Jùshuō shì guānyú chǎnpǐn zhìliàng wèntí de huì.
据说是关于产品质量问题的会。

It is said that the meeting is about product quality.

Kāihuì tōngzhī shì jīntiān shàngwǔ yòng yóujiàn fāchū de.
开会通知是今天上午用邮件发出的。

The meeting notice was sent by e-mail this morning.

乙: Hǎo ba wǒ děi gǎnjīn chá yíxià wǒ de yóujiàn.
好吧, 我得赶紧查一下我的邮件。

Well, I have to check my e-mail right away.

相关词语/Related Words

1	jǔxíng zhào-kāi huìyì 举行/召开 会议	to hold a meeting	7	zhāodài huì 招待会	reception
2	zhào jí huì yì 召集会议	to call a meeting	8	huānyíng huì 欢迎会	welcoming party/ reception
3	diàn huà huì yì 电话会议	teleconference	9	qìng zhù huì 庆祝会	celebration meeting
4	shì pín huì yì 视频会议	video conference	10	yán tǎo huì 研讨会	seminar; symposium
5	xīn wén fā bù huì 新闻 发布会	news conference	11	yuán gōng dà huì 员工大会/ 职工大会	all employees' general meeting; all staff meeting; workers' assembly
6	jì zhě zhāo dài huì 记者招待会	press conference	12	nián zhōng zǒng jié huì 年终 总结会	year-end summary meeting

在中文里，“邀请信”也可以被称作“邀请函”。在现代汉语里，“信”和“函”的意思基本一样。不过，“函”显得更正式一些。有些人甚至喜欢用“请柬”或者“请帖”这样更为传统的名称以表示礼貌和尊敬。你可以根据具体的需要和不同的对象选择使用电子邀请信或者传统形式的邀请信。前者更方便、迅速，后者更正式、郑重。

In Chinese, an invitation letter is called “yāoqǐngxìn” or “yāoqǐnghán.” The words of “xìn” and “hán” have the same meaning in modern Chinese language, but it will sound more formal if the word “hán” is used. In fact, some people even prefer to use more traditional terms, such as “qǐngjiǎn” or “qǐngtiě,” to show politeness and respect. Based on the specific needs and recipients of your letter, you may choose to use an e-invitation letter or traditional letter of invitation. The former is more convenient and faster while the latter is more formal and serious.

53 参会人员 | Participants of the Meeting

核心句

Key
Sentence

Míngtiān de huì gè bùmén fùzérén
明天的会各部门负责人
dōu bìxū cānjiā
(都) 必须参加。

The person in charge from each department
has to attend tomorrow's meeting.

句型 与替换

Substitution

quántǐ yuángōng

全体员工

all the employees

bùmén jīnglǐ

部门经理

department manager

zhōngcéng jīnglǐ

中层经理

middle manager

zhōngcéng gàn bù

中层干部

middle-level cadre

dǒngshìhuì chéngyuán

董事会成员

member of the board of directors



扩展/Extension

1. Míngtiān de huì měi gè rén dōu bìxū cānjiā ma?
明天的会每个人都必须参加吗?
Does everyone have to attend tomorrow's meeting?
2. Zhǐ yǒu wǒmen lǐngdǎo qù cānjiā.
只有我们领导去参加。
Only our leader is going to attend.
3. Nǐ bù yě shì lǐngdǎo ma?
你不也是领导吗?
Aren't you a leader too?
4. Wǒ nǎr shì shénme lǐngdǎo!
我哪儿是什么领导!
How come I am a leader?



对话实例/Dialogue

- 甲: Míngtiān de huì měi gè rén dōu bìxū cānjiā ma?
明天的会每个人都必须参加吗?
Does everyone have to attend tomorrow's meeting?
- 乙: Míngtiān de huì gè bùmén fùzérén dōu bìxū cānjiā.
明天的会各部门负责人都必须参加。
The person in charge from each department has to attend tomorrow's meeting.
- 甲: Ò, nà yàng de huà, wǒmen lǐngdǎo qù jiù xíng le.
哦, 那样的话, 我们领导去就行了。
Oh, in that case, it will be fine that only our leader attends.
- 乙: Nǐ bù yě shì lǐngdǎo ma?
你不也是领导吗?
Aren't you a leader too?
- 甲: Kāi shénme wánxiào, wǒ nǎr shì shénme lǐngdǎo!
开什么玩笑, 我哪儿是什么领导!
Are you joking? How come I am a leader?

Zàishuō, kuài xiàbān cái kāihuì, shéi zhīdào yào kāi dào shénme shíhou ne!
再说，快下班才开会，谁知道要开到什么时候呢！
Besides, the meeting will start almost at the end of the day.
Who knows how long it will take!

相关词语/Related Words

1	cānjiā 参加	to attend; to participate; to join	6	sànhuì 散会	to end a meeting
2	chūxí 出席	to attend	7	huìyì 会议 dìdiǎn 地点	location of a meeting
3	yīngù 因故	for some reason; due to unforeseen circumstance	8	huìyì 会议 yìtí 议题	theme of a meeting
4	quēxí 缺席	absent	9	nèiróng 内容	content
5	lièxí 列席	to attend as an observer	10	yùhuìzhě 与会者	conferee; participant

文化导航 Cultural Navigation

在中文里，“出席会议”和“参加会议”听起来是一个意思，可是“出席”和“参加”这两个词本身还是有着细微的差别的。“出席”的字面意思是“出现在席位上”。它一般

仅仅用于出席会议或者聚会，尤其是比较正式的会议，所以用“出席”的时候语气更为正式。当它跟“列席”同时使用的时候，“出席”又专指有发言权和表决权的会议代表。

“参加”强调的是“参与”和“互动”。所以“参加”不但可以用在“参加会议”，也可以用在参加各种活动或参加各种团体组织（即成为其中的一员）。另外，“参加”的语气也没有“出席”那么正式，所以用在一般例会的时候，大多还是用“参加”。

In Chinese, “chūxí huìyì” and “cānjiā huìyì” sound the same. However, there are some slight differences between “chūxí” and “cānjiā.” Literally, “chūxí” means “to appear in one’s seat.” It is normally used for attending meetings or gatherings only, especially in attending a formal meeting. Therefore, the tone of “chūxí” tends to be more formal. When it is used with “lièxí (to attend as an observer)” together, “chūxí” especially applies to those representatives who have the right to speak and vote. And “cānjiā” puts the emphasis on “to participate” and “to interact.” Therefore, it can not only be used for attending meetings, but also in participating in all kinds of activities and organizations (i.e. to become a member). Since the tone of “cānjiā” is not as formal as “chūxí,” “cānjiā” is used more frequently when regular meetings are involved.

54 会议准备 | In Preparation for a Meeting

核心句

Key Sentence

Xiàzhōu de chǎnpǐn fābùhuì zhǔnbèi de zěnmeyàng le?
下周的产品发布会准备得怎么样了?

How is the preparation work going for next week's product release conference?

句型与替换

Substitution

chǎnpǐn tuījièhuì
产品推介会

product release and promotion conference

zhāobiāohuì
招标会

competitive bidding; public bidding

gāoxīn jìshù yántǎohuì
高新技术研讨会

new and high-tech symposium

niándù dìnghuòhuì
年度订货会

annual pre-order show



扩展/Extension

1. Yāoqǐngxìn yǐjīng dōu fā chūqu le.
邀请信已经都发出去了。

All the invitation letters are already sent out.

2. Chūgǎo yǐjīng chūlai le, búguò hái xūyào zuò yìxiē xiūgǎi.
初稿已经出来了，不过还需要做一些修改。

The first draft has already come out, but it still needs some revisions.

3. Zhè fèn zīliào xūyào dǎyìn duō shǎo fèn?
这份资料需要打印多少份?

How many copies of this material need to be printed?

4. Hái yǒu yí jiàn shì, (qǐng) tōngzhī chén jīnglǐ dào shíhòu ānpái rén bù zhì huìchǎng.
还有一件事，(请)通知陈经理到时候安排人布置会场。

One more thing. (Please) notify Manager Chen that he should assign someone the job of setting up the meeting place when the time comes.



对话实例/Dialogue

甲: Xiàzhōu de chǎnpǐn fābùhuì zhǔnbèi de zěnmeyàng le?
下周的产品发布会准备得怎么样了?

How is the preparation work going for next week's product release conference?

乙: Yāoqǐngxìn yǐjīng dōu fā chūqu le.
邀请信已经都发出去了。

All the invitation letters are already sent out.

甲: Yǎnshì yòng de huàndēng bàogào zuòhǎo le ma?
演示用的幻灯片报告做好了吗?

Is the PPT for the demonstration ready?

乙: Chūgǎo yǐjīng chūlai le, búguò hái xūyào zuò yìxiē xiūgǎi.
初稿已经出来了, 不过还需要做一些修改。

The first draft has already come out, but it still needs some revisions.

甲: Nà hǎo. dìnggǎo yǐhòu fāgěi wǒ kàn yí kàn.
那好, 定稿以后发给我看一看。

That's good! Once it has been done, please send the final version to me to look at.

乙: Wǒ xiǎng wèn yíxià zhè fèn zīliào xūyào dǎyìn duōshǎo fèn?
我想问一下这份资料需要打印多少份?

Could I ask how many copies of this material need to be printed?

甲: Sānbǎi fèn yīnggāi gòu le. Hái yǒu yí jiàn shì, qǐng tōngzhī Chén
三百份应该够了。还有一件事, 请通知陈

jīnglǐ dào shíhòu ānpái rén bùzhì huìchǎng.
经理到时候安排人布置会场。

300 copies should be enough. One more thing. Please notify Manager Chen that he should assign someone the job of setting up the meeting place when the time comes.

相关词语/Related Words

1 dǎyìn
打印 to print

4 huàndēngjī
幻灯机 slide projector;
overhead projector

2 fùyìn
复印 to copy; to
duplicate

5 jiǎngtái
讲台 platform; rostrum;
dais

3 cǎiyìn
彩印 color printing

6 zhǔxítái
主席台 platform; rostrum
for the chairman and
board

7	huìyì- 会议 zhuō 桌	board room/ conference room table	10	tōngzhī 通知 shū (书)	notice; notification (letter)
8	yuánzhuō 圆桌	round table	11	bàomíng 报名	to enter one's name; to sign up
9	yuánzhuō 圆桌 tǎolùnhuì 讨论会	round table discussion	12	bàodào 报到/ qiāndào 签到	to register; to check in

文化导航 Cultural Navigation

如果你有机会在中国参加研讨会或者其他正式的会议，有三件事应该记住。第一，一定要随身带一盒名片。中国商务人士习惯在互相问好和握手之后交换名片。毫无疑问，参加会议是建立社会人际关系的好机会。第二，衣装合适。俗话说，“人靠衣服马靠鞍”。今天在中国，男性商务人士在这种场合一般都穿西装，女性商务人士则往往穿西装和套裙。第三，记住中国人坐座位的习惯。除非你被事先告知应该坐在什么地方，一般参会者都会避免坐在会议桌中心的位置和会议厅前排的位置。在中国传统文化里，谦虚低调的态度是被认可和称赞的。

If you ever have a chance to participate in a seminar or a formal meeting in China, there are three things to keep

in mind. First of all, make sure to bring a box of business cards with you. After greetings and shaking hands, Chinese businessmen are used to exchanging business cards with each other. There is no doubt that attending a conference is a good opportunity to establish social connections. Second, wear proper attire. Just as the old saying goes, “Rén kào yīfu mǎ kào ān.” (Clothes make the man.) Today in China, businessmen often wear Western-style business suits and businesswomen often wear suits and matching skirts. Moreover, keep Chinese seating rules in your mind. Unless you are told where to sit in advance, most conferees would not tend to sit in the center seats at a meeting table or the front row at a conference hall. The humble and low-key attitude will always be approved and praised in Chinese traditional culture.



核心句

Key Sentence

Wǒ rènwéi yīnggāi bǎ bēntùhuà
我认为应该把“本土化”
wèntí liè wéi huìyì yìchéng de
问题列为（会议议程的）
dì-yī yìtí.
第一议题。

I think that the issue of “localization” should be listed as the first item (on the agenda).

句型
与替换

Substitution

jiànyì
建议
suggest

jiānchí
坚持
insist

yuángōng péixùn
员工培训
employee training

bìnggòu
并购
merger and acquisition

gōngsī shàngshì
公司上市
company goes public

zhǔzhāng
主张
advocate

juéde
觉得
feel; think

zhìliàng guǎnlǐ
质量管理
quality control

xīn gǔ shǒufā
新股首发
IPO



扩展/Extension

1. Zhè shì huìyì de zàndìng yìchéng.
这是会议的暂定议程。

This is a tentative agenda for the meeting.

2. Yìchéng shàng yìgòng yǒu wǔ xiàng yìtí. shì bú shì pái de tài mǎn le?
(议程上)一共有五项议题,是不是排得太满了?

There are five items (on the agenda) in total. Is it too full?

3. Wǒmen shìfǒu kěyǐ bǎ sì wǔ liǎng xiàng bìng wéi yí xiàng?
(我们)是否可以把四、五两项并为一项?

Can we combine Items 4 and 5 into one?

4. Xiūgǎi yǐhòu nǐ zài bǎ yìchéng sòng gěi Zhāng zǒng guò mù.
修改以后你再把议程送给张总过目。

After the modifications have been done, please deliver the agenda to General Manager Zhang for approval.



对话实例/Dialogue

甲: Jīnglǐ. zhè shì huìyì de zàndìng yìchéng. nín kànkàn shìfǒu héshì.
经理,这是会议的暂定议程,您看看是否合适。

Manager, this is a tentative agenda for the meeting. Could you take a look and see if it's appropriate?

乙: Yìgòng yǒu wǔ xiàng yìtí. shì bú shì pái de tài mǎn le?
一共有五项议题,是不是排得太满了?

There are five items in total. Is it too full?

甲: Nàme. wǒmen shìfǒu kěyǐ bǎ sì wǔ liǎng xiàng bìng wéi yí xiàng?
那么,我们是否可以把四、五两项并为一项?

Well then, can we combine Items 4 and 5 into one?

乙: Wǒ juéde kěxíng. Língwài, wǒ rènwei yīnggāi bǎ běntǔhuà
我觉得可行。另外, 我认为应该把“本土化”
wèntí liè wéi dì-yī yìtí.
问题列为第一议题。

I think that will work. In addition, I think that the issue of “localization” should be listed as the first item.

甲: Hǎo de. Wǒ mǎshàng jiù zuò tiáozhèng.
好的。我马上就做调整。

Good. I'll make adjustments immediately.

乙: Xiūgǎi yǐhòu nǐ zài bǎ yìchéng sònggěi Zhāng zǒng guò mù.
修改以后你再把议程送给张总过目。

After the modifications have been done, please deliver the agenda to General Manager Zhang for approval.

相关词语/Related Words

1	liè rù 列入	to be listed/ included in	7	zhǔ chí 主持 huì yì 会议	to preside over a meeting
2	yì shì rì chéng 议事日程	agenda	8	zhǔ chí rén 主持人	host; hostess
3	yì chéng 议程 xiàng mù 项目	agenda item	9	tè yāo 特邀 dài biǎo 代表	specialy invited representative
4	zàn dìng 暂定 yì chéng 议程	tentative agenda	10	guì bīn 贵宾/ jiā bīn 嘉宾	distinguished guest
5	huì yì shì 会议室	meeting/ conference room	11	zhǔ tí 主题 fā yán rén 发言人	keynote speaker
6	huì yì tīng 会议厅	conference/ assembly hall	12	yǎn jiǎng 演讲 jiā bīn 嘉宾	guest speaker

在中国参加会议，常常会有两项议程之外的活动：会议餐会和会后游览。中国人觉得东道主有责任好好待客。会议的组织者利用这个机会展示他们的好客之道，同时也希望借此机会建立双方更好的关系。就像有些人说的那样，“吃得好，玩儿得好，生意做得好”。这句话也许的确有它的道理。

When you attend a conference in China, there will often be two extra activities you can expect: a conference banquet and after-conference sightseeing. Chinese people believe that the host has the responsibility to treat guests well. Conference organizers take this opportunity to show their hospitality, while hoping to establish better relationships at the same time. Just as some people say, “Eat well, have fun and do well in business.” Maybe it does make sense.

56 汇报工作 | Work Briefing

核心句 Key Sentence

Wǒ yào xiān xiàng zài zuò gè wèi huì bào yí-
我要先向在座各位汇报一
xià wǒ men de xiāo shòu yè jì.
下我们的销售业绩。

Firstly, I'll report our sales performance to everyone present.

句型 与替换 Substitution

dà jiā
大家
everyone

gè wèi tóng shì
各位同事
every colleague

gè wèi lǐng dǎo
各位领导
every leader

gè wèi dài biǎo
各位代表
every representative

gè wèi tóng háng
各位同行
everyone of the same profession

shēng chǎn jì huà
生产计划
production plan

tán pàn jié guǒ
谈判结果
negotiation result

wài bāo xiàng mù
外包项目
outsourcing project

gōng chéng jìn zhǎn
工程进展
progress of the construction



扩展/Extension

1. 下面请李经理简单介绍一下公司目前的经营业绩。

Next, we'll ask Manager Li to brief us on the company's current operating performance.

2. 资料还有吗? 这边还缺一份。

Is there an extra copy? There's one copy short here.

3. 请您跟旁边的人合看一份吧。

Could you please share one with the person next to you?

4. 现在屏幕上显示的是我们公司今年的业绩目标。

Now what we see from the screen is our company's performance objectives of this year.



对话实例/Dialogue

- 甲: 下面请李经理简单介绍一下公司目前的经营业绩。

Next, we'll ask Manager Li to brief us on the company's current operating performance.

- 乙: 大家好, 我要先向在座各位汇报一下我们的销售业绩。

Hello, everyone! Firstly, I'll report our sales performance to everyone present.

麻烦您传递一下这份资料。

Would you please pass on this material?

丙: Ziliào hái yǒu ma? Zhè biān hái quē yí fèn.
资料还有吗? 这边还缺一份。

Is there an extra copy? There's one copy short here.

乙: Bù hǎoyìsi. Qǐng nín gēn pángbiān de rén hé kàn yí fèn ba.
不好意思。请您跟旁边的人合看一份吧。

I'm sorry. Could you please share one with the person next to you?

好! Xiànzài píngmù shàng xiǎnshì de shì wǒmen gōngsī jīnnián de yèjì mùbiāo.
现在屏幕上显示的是我们公司今年的业绩目标。

OK! Now what we see from the screen is our company's performance objectives of this year.

相关词语/Related Words

1	zàizuò 在座	present	7	běn qī jīng- 本期经 yíng yèjì 营业绩	operating performance of this period
2	dào chǎng 到场	to show up; present	8	gōngsī 公司 yèjì 业绩	company performance
3	yèjì 业绩	outstanding achievement	9	yèjì 业绩 mùbiāo 目标	performance objective
4	xiàoyì 效益	beneficial result	10	yèjì 业绩 kǎohé 考核	performance assessment
5	jìxiào 绩效	performance and achievement	11	yèjì 业绩 pínggū 评估	performance evaluation
6	jìxiào 绩效 mùbiāo 目标	performance and achievement goal	12	jìxiào 绩效 biāozhǔn 标准	standard of performance and achievement

“汇报”和“请示”一般用在向上级报告情况、请求指示的时候。这不单是为了表示尊敬，也是表示一种严肃认真的态度。在会议上的发言，一般可以用“报告”“通报”这样比较中性的词，也可以用“汇报”来表示谦虚和对听众的尊重。不过，“请示”或者“汇报”这样的词一般不用在平级同事之间。如果你的办公室同事突然用“请示”或者“汇报”这样的词跟你谈事情，那么他不是开玩笑就是对你有意见了。

Generally, the words “huìbào (to summarize and report)” and “qǐngshì (to ask for instructions)” are used when you report something to a higher-level authority or ask for instructions from your boss. They are used not only to show respect but also to express a serious and conscientious attitude. In terms of giving a speech at a meeting, it is common to use neutral words like “bàogào (to report)” or “tōngbào (to notice publicly).” You can also use “huìbào” to show your modesty and respect to the audience. However, words like “qǐngshì” or “huìbào” are often not used among colleagues of the same rank. If your officemate suddenly uses the words like “qǐngshì” or “huìbào” to talk to you, either it is a harmless joke or he/she has a bone to pick with you.

57

会议讨论

Discussion during a Meeting

核心句

Key Sentence

Zhège tiān fēicháng hǎo. wǒ zàncéng.
 这个提案非常好，我赞成。
 This proposal is very good, and I endorse it.

句型
与替换
Substitution

jiànyì
 建议
 suggestion

yìjiàn
 意见
 opinion

zhǔzhāng
 主张
 proposition

wánquán kěxíng
 完全可行
 totally workable

zhídé kǎolǜ
 值得考虑
 worth considering

háo wú xīnyì
 毫无新意
 nothing new; without the least innovation

tóngyì
 同意
 agree

xiǎngfǎ
 想法
 idea

jìhuà
 计划
 plan

hěn yǒu chuàngyì
 很有创意
 very creative

bú qiè shíjì
 不切实际
 unrealistic

zhīchí
 支持
 support

fǎnduì
反对
oppose

yǒu yíwèn
有疑问
have a doubt



扩展/Extension

1. 我支持这个提案。
Wǒ zhīchí zhège tí'àn.
I support this proposal.
2. 我的看法跟你们 (的) 不太一样。
Wǒ de kànfa gēn nǐmen de bú tài yíyàng.
My view is not exactly the same as yours.
3. 我觉得提案的第二部分不太实际。
Wǒ juéde tí'àn de dì-èr bùfēn bú tài shíjì.
I think that the second part of the proposal is not realistic.
4. 这个部分的论证不够, 资料收集也不充分。
Zhège bùfēn de lùnzhèng bùgòu, zīliào shōují yě bù chōngfēn.
The argument and evidence in this part are not enough, and the data collection is not sufficient either.



对话实例/Dialogue

- 甲: Zhège tí'àn fēicháng hǎo, wǒ zàchéng.
这个提案非常好, 我赞成。
This proposal is very good, and I endorse it.
- 乙: Wǒ tóngyi. Wǒ yě zhīchí zhège tí'àn.
我同意。我也支持这个提案。
I agree. I support this proposal too.
- 丙: Wǒ de kànfa gēn nǐmen de bú tài yíyàng.
我的看法跟你们的不太一样。

My view is not exactly the same as yours.

Wǒ juéde tí'àn de dì-èr bùfēn bù tài shíjì.

我觉得提案的第二部分不太实际。

I think that the second part of the proposal is not realistic.

Nǐ néng shuōshuo nǐ de jùtǐ yìjiàn ma?

甲：你能说说你的具体意见吗？

Can you talk about your opinions specifically?

Zhège bùfēn de lùnzhèng búgòu, zīliào shōují yě bù chōngfèn.

丙：这个部分的论证不够，资料收集也不充分。

The argument and evidence in this part are not enough, and the data collection is not sufficient either.

Wǒ néng tí gè jiànyì ma?

乙：我能提个建议吗？

Can I make a suggestion?

相关词语/Related Words

1	tǎolùn 讨论 xiǎozǔ 小组	discussion panel	7	guāndiǎn 观点	point of view; standpoint
2	tíjiāo 提交	to submit	8	quánmiàn 全面	overall; comprehensive
3	fāng'àn 方案	scheme; plan; project	9	piànmiàn 片面	unilateral; one-sided
4	tíyì 提议	to propose; to suggest; motion; proposal; suggestion	10	dàdǎn 大胆	audacious; brave
5	jiànyì 建议	to suggest; suggestion	11	bǎoshǒu 保守	conservative
6	zhǔzhāng 主张	to advocate; to stand for; view; position			

你听说过“文山会海”这个词吗？它形容无穷无尽的文件和会议。在很长一段时间里，中国会议的风格一直被很多人批评。这些会议往往冗长无聊，不仅缺乏与会者的参与互动，会议效率也往往很低。不过，这种情况现在正在逐步改变。很多公司和政府部门的日常例会已经变得相当有效率。与会者的参与互动成为开会的一个必要部分，人们也更乐意提出自己不同的意见，甚至连“头脑风暴”这样的方法也会在很多例会中使用。

Have you ever heard the Chinese phrase “wénshān-huìhǎi”? It means “endless paperwork and meetings.” A more literal translation is “a mountain of paperwork and a sea of meetings.” For quite a long time, the Chinese meeting style has been criticized by many people. These meetings are often long and tedious. They lack interaction among participants and are often inefficient. However, this kind of situation is now gradually improving. Many routine meetings at companies and government departments have become more efficient. Interaction among participants is becoming a necessary part of meetings. People are more willing to offer different opinions. Even “brainstorm” has been brought to many meetings.

58 做出决定 | Making a Decision

核心句

Key Sentence

Rúguǒ méiyǒu biéde wèntí. zhè
如果没有别的问题，这
jiàn shì jiù zhèyàng juéding le.
件事就这样决定了。

If there are no more questions, this is the decision about this matter.

句型 与替换 Substitution

qítā yìjiàn
其他意见
other ideas

bù tóng kànfǎ
不同看法
different opinions

biéde jiànyì yìyì
别的建议 异议
other suggestions objection

zhè xiàng tí'àn zhè xiàng jìhuà
这项提案 这项计划
this proposal this plan

zhè tiáo guīdìng zhège xiàngmù
这条规定 这个项目
this regulation this project



扩展/Extension

1. Zhè jiàn shì bù néng zài tuō le.
这件事不能再拖了。
This issue cannot be delayed any more.
2. Dàjiā tóupiào biǎojié ba.
大家投票表决吧。
Let's decide by taking a vote.
3. Biǎojié de jiéguǒ shì sān piào fǎn-
duì, wǔ piào tóngyì.
表决的结果是三票反对, 五票同意。
The result of the vote is three nays and five yeas.
4. Jìrán duōshù rén zànchéng, wǒ zhí-
xíng zhàobàn jiùshì le.
既然多数人赞成, 我执
行照办就是了。
Since the majority has approved it, I will carry it out accordingly.



对话实例/Dialogue

- 甲: Zhè jiàn shì bù néng zài tuō le, wǒmen bìxū lìkè zuòchū juéding.
这件事不能再拖了, 我们必须立刻做出决定。
This issue cannot be delayed any more. We have to make a decision right now.
- 乙: Dàjiā tóupiào biǎojié ba.
大家投票表决吧。
Let's decide by taking a vote.
- 甲: Biǎojié de jiéguǒ shì sān piào fǎnduì, wǔ piào tóngyì. Tí'àn tōngguò.
表决的结果是三票反对, 五票同意。提案通过。
The result of the vote is three nays and five yeas. The proposal has been approved.
- 乙: Wáng gōng, nín hái yǒu shénme yào bǔchōng de ma?
王工, 您还有什么要补充的吗?

Engineer Wang, is there anything that you would like to add?

Jǐrán duōshù rén zànchéng, wǒ zhíxíng zhàobàn jiùshì le.

丙: 既然多数人赞成, 我执行照办就是了。

Since the majority has approved it, I will carry it out accordingly.

Hǎo! Rúguǒ méiyǒu biéde wèntí, zhè jiàn shì jiù zhèyàng (jué)

甲: 好! 如果没有别的问题, 这件事就这样 (决) 定了!

Good! If there are no more questions, this is the decision about this matter!

相关词语/Related Words

1	jǔshǒu 举手 biǎojié 表决	to vote by raising hands	7	fǎnduìpiào 反对票	dissenting vote
2	bú jì míng 不记名 tóupiào 投票	secret ballot	8	qìquán 弃权	to waive one's rights; to abstain from voting
3	tōngguò 通过	to pass; to carry (a motion/legislation)	9	chí bǎoliú 持保留 yìjiàn 意见	with reservations; to have qualified opinions
4	fǒujié 否决	to veto; to overrule	10	duōshù 多数	majority
5	qǔxiāo 取消	to cancel; to abolish	11	shǎoshù 少数	minority
6	zànchéngpiào 赞成票	affirmative vote	12	huìyì 会议 jìlù 记录	records of a meeting; minutes

如果没有任何计算工具或者机器的话,你知道中国人怎样计票吗?其实相当简单。那就是在黑板上写“正”字。

“正”字一共有五划,所以每一个“正”字代表五票。你只要数一数写了多少个“正”字,就能很容易地知道有多少票。而且,“正”字还有“正直”、“正当”、“正面”、“正派”等等意思。你说是不是很有趣?

If there are no calculating devices or machines, do you know how Chinese count the number of votes? It's quite simple. They write the character “正(zhèng)” on the blackboard. The Chinese character “正(zhèng)” contains five strokes. Therefore, each character “正(zhèng)” represents five votes or ballots. You just count how many “正(zhèng)” that you wrote, and you will easily know how many votes you got. Besides, the character “正(zhèng)” also means “zhèngzhí (honest and upright),” “zhèngdàng (proper and legitimate),” “zhèngmiàn (positive),” “zhèngpài (decent)” and so on. Isn't that interesting?

核心句

Key Sentence

Wǒ hěn huáiyí zhèyàng de fāng'àn
我很怀疑这样的方案

shìfǒu xíng de tōng.
是否行得通。

I really doubt whether this kind of scheme will work.

句型
与替换

Substitution

xiǎng zhīdào
想知道

wonder

bú quèdìng
不确定

not sure

jìhuà
计划

plan

rènwu
任务

assignment

xiànshí
现实

realistic

néng shíxiàn
能实现

can be achieved

xiǎng kànkan
想看看

want to see

hàoqí
好奇

curious

yāoqiú
要求

request

guīdìng
规定

regulation

héilǐ
合理

reasonable

néng shíshī
能实施

can be put into practice

néng wánchéng

能完成

can be accomplished



扩展/Extension

1. Jīntiān de huì nǐ juéde zěnmeyàng?
今天的会你觉得怎么样?
What do you think about today's meeting?
2. Wǒ juéde háishi Wáng gōng de tǎn
bǐjiào hélǐ.
我觉得还是王工的提案
比较合理。
I think that Engineer Wang's
proposal is still relatively
reasonable.
3. Jīnglǐ de yìsi nǐ hái kàn bù chū
lái ma?
经理的意思你还看不出
来吗?
Can't you see what the manager
wants?
4. Shéi yuànyì qù zìtǎo-méiqù!
谁愿意去自讨没趣!
Who would want to court a
rebuff?



对话实例/Dialogue

- 甲: Shuō zhēn de, jīntiān de huì nǐ juéde zěnmeyàng?
说真的,今天的会你觉得怎么样?
Tell me the truth, what do you think about today's meeting?
- 乙: Hái bú shì lǎo yí tào. Shuō de hǎotīng, shíjì shàng shénme dōu zuò bù dào.
还不是老一套。说得好听,实际上什么都做不到。
It's still the same old stuff. It sounds good, but actually
nothing is going to work.
- 丙: Shì a, wǒ yě hěn huáiyí zhèyàng de fāng'àn shìfǒu xíng de tōng.
是啊,我也很怀疑这样的方案是否行得通。

I agree. I also really doubt whether this kind of scheme will work.

Wǒ juéde háishi Wáng gōng de tí'àn bǐjiào hélǐ.

甲: 我觉得还是王工的提案比较合理。

I think that Engineer Wang's proposal is still relatively reasonable.

Jìrán nǐmen yǒu zhème duō yìjiàn, wèi shénme zài huì shàng bù tí chūlai ne?

丁: 既然你们有这么多意见,为什么在会上不提出来呢?

Since you have so many objections, why didn't you propose

them at the meeting?

Hèng, lǎobǎn de yìsi nǐ hái kàn bù chūlai ma? Shéi yuànyì qù zìtǎo-méiqù!

乙: 哼,老板的意思你还看不出来吗?谁愿意去自讨没趣!

Humph, can't you see what the boss wants? Who would

want to court a rebuff?

相关词语/Related Words

1	yǒuyī- 有一 -shuōyī 说一	to tell the whole truth	7.	fēngyán- 风言 -fēngyǔ 风语	groundless talk; slanderous gossip
2	shíshì- 实事 -qiúshì 求是	to seek the truth from facts; practical and realistic	8	shuōcháng- 说长 -dàoduǎn 道短	to criticize others in an annoying way
3	yìlùn- 议论 -fēnfēn 纷纷	all sorts of comments; widespread comments	9	fā láosāo 发牢骚	to complain; to grouse
4	bùmǎn 不满	dissatisfied; resentful	10	fēngliáng- 风凉 huà 话	irresponsible and sarcastic remarks
5	yǒu 有 yìjiàn 意见	to have an objection or a different opinion; to have something to say	11	zhǐsāng- 指桑 -màhuái 骂槐	to make oblique accusations; to scold sb. indirectly
6	yáoyán 谣言	rumor; gossip			

中文里有不少跟表达观点、提出意见有关的成语。有意思的是这类成语有些还跟数字有关。例如，成语“说一不二”有“一”和“二”，它有“说话算话”的意思，另外也有“独断专行”的意思，也就是不听别人的意见，总是按个人的意志办事。第二个成语是“说三道四”。这个成语包含了数字“三”和“四”，它的意思是“随意评论”或者是“不负责任地议论”。第三个成语“七嘴八舌”有“七”和“八”，它的字面意思是“七张嘴和八条舌头”。你能猜到它的真正的意思吗？它的意思是“所有人同时说话或者发表意见”或者“人多嘴杂”。

There are quite a few Chinese idioms that are related to the way of expressing opinions or objections. What's interesting is that some of these idioms involve "numbers." For example, "shuōyī-bú'èr" has the numbers "yī (one)" and "èr (two)." It has a meaning of "what one says." It also means "to act arbitrarily," namely "never to consider the others' opinions and always do things by one's own way." The second idiom is "shuōsān-dàosì." It contains the numbers "sān (three)" and "sì (four)." The meaning of this idiom is "to make irresponsible remarks" or "to gossip." The third idiom "qīzuǐ-bāshé" has the numbers "qī (seven)" and "bā (eight)." The idiom literally means "seven mouths and eight tongues." Can you guess its real meaning? It means "everyone talks at same time." It may also suggest that "when there are many people, opinions differ."

核心句

Key Sentence

Jīntiān de chénhuì wǒ yào xiān shuō yí gè hǎo
今天的晨会我要先说一个好
xiāoxi.
消息。

At today's morning meeting, I would like
to announce a piece of good news first.

句型
与替换
Substitution

xuānbù yí gè juéding
宣布一个决定
announce a decision

jiějué yí gè jùtǐ wèntí
解决一个(具体)问题
solve a (specific) problem

zǒngjié yíxià shàngzhōu de gōngzuò
总结一下上周的工作
summarize last week's work

tōngbào yíxià tánpàn jìnzhǎn
通报一下谈判进展
inform (sb.) of the progress of
negotiation



扩展/Extension

1. Shàng gè xīngqī wǒmen bùmén de yèjì shì quán gōngsī dì-yī míng!
上个星期我们部门的业绩是
全公司第一名!

Last week our department's performance was Number One in the entire company!

2. Dì-yī míng yǒu jiǎngjīn ma?
第一名有奖金吗?

Is there a bonus for (being) Number One?

3. Nà yào kàn wǒmen quán nián de zuìhòu chéngjì zěnmeyàng le.
那要看我们全年的最后成绩怎么样了。

That depends on our final achievement of the whole year.

4. Wǒ juéde xiǎng yào bǎochí dì-yī, wǒmen zhìshǎo yào náxià yībǎi wàn yuán de chǎnpǐn dìngdān.
我觉得想要保持第一, 我们至少要拿下一百万元的(产品)订单。

I think that we need to get at least one million yuan in (product) orders if we want to stay at Number One.



对话实例/Dialogue

甲: Dàjiā zǎo! Jīntiān de chénhuì wǒ yào xiān gàosu dàjiā yí gè hǎo xiāoxi.
大家早! 今天的晨会我要先告诉大家一个好消息。

Good morning, everyone! At today's morning meeting, I would like to announce a piece of good news first.

Shàng gè xīngqī wǒmen bùmén de yèjì shì quán gōngsī dì-yī míng!
上个星期我们部门的业绩是
全公司第一名!

Last week our department's performance was Number One in the entire company!

乙: Tài hǎo le! Jīnglǐ, dì-yī míng yǒu jiǎngjīn ma?
太好了! 经理, 第一名有奖金吗?

Great! Manager, is there a bonus for being Number One?

Nà yào kàn wǒmen quán yuè de zuìhòu chéngjì zěnmeyàng le.

甲: 那要看我们全月的最后成绩怎么样了。

That depends on our final achievement of the whole month.

Wǒ juéde yào xiǎng bǎochí dì-yī wǒmen zhìshǎo yào náxia yībǎi wàn yuán de dìngdān.

丙: 我觉得要想保持第一, 我们至少要拿下一百万元的订单。

I think that we need to get at least one million yuan in (product) orders if we want to stay at Number One.

Méi wèntí! Wǒmen dàjiā yìqǐ jiāyóu!

乙: 没问题! 我们大家一起加油!

No problem! We'll work harder together!

相关词语/Related Words

1	lihui 例会	regular meeting	7	chuándá 传达	to pass on; to convey (instruction, information, etc.)
2	chénhui 晨会	morning meeting	8	dòngyuán 动员	to mobilize; to arouse
3	zhōuhui 周会	weekly meeting	9	tǎolùn 讨论	to discuss; discussion
4	zhōubào 周报	weekly report	10	zhēngqiú 征求 yìjiàn 意见	to seek opinions; to solicit others' views
5	gōngsī 公司 jiǎnbào 简报	company bulletin	11	gèshūjǐjiàn 各抒己见	each airs his own views; everyone speaks his mind
6	nèibù 内部 tōngxùn 通讯	internal newsletter	12	ānpái 安排 gōngzuò 工作	to arrange work

“周会”也叫“例会”，因为一般在周一早上召开，所以也有人称之为“晨会”。另外，在中国还有一种很独特的“晨会”。很多零售行业和服务行业都有这样的制度：每天早上工作以前，商店经理或是部门主管把员工召集到一起，然后用五到十分钟的时间做一些集体活动。比如，集体背诵公司的经营理念，唱公司歌曲，或者做一段热身运动。很多管理者认为，这样的“晨会”活动能够激励员工的士气、振奋精神、加强团队精神。

“Zhōuhuì (weekly meeting)” in Chinese is also called “lǐhuì (regular meeting).” Since it is often held on Monday morning, some people call it “chénhuì (morning meeting).” Besides, there is a very unique kind of “morning meeting” in China. Many retail and service industries have such a system: Every morning before work, the store manager or department manager gathers all the employees and they spend about 5-10 minutes doing certain activities together, such as reciting the operation principle of the company, singing a company song or doing exercises for warm-up. Many managers believe that this kind of “morning meeting” can raise the morale of employees, elevate the energy and strengthen the team spirit.

61 视频会议 | Video Conferences

核心句 Key Sentence

Nǐ nà biān huìchǎng de shēngyīn qīngchū ma?
你那边会场的声音清楚吗?
Is the voice clear in your conference room?

句型 与替换 Substitution

shìpín wěndìng
视频稳定
video image is stable

wǎngsù liúchàng
网速流畅
network speed is fast

túxiàng móhu
图像模糊
image is blurred

liánjiē yǒu wèntí
连接有问题
connection has a problem



扩展/Extension

1. Běijīng hé Guǎngzhōu de tóngshìmen.
北京和广州的同事们,
nǐmen hǎo!
你们好!
Hello, colleagues in Beijing
and Guangzhou!
2. Shēngyīn hěn qīngchū.
声音很清楚。
The voice is clear.

3. Shēngyīn zhìhòu kěnéng shì wǎngluò
de wèntí.
声音滞后可能是网络
的问题。

The lagging of sound is probably due to a problem with the Internet connection.

4. Nǐ kěyǐ shìshì chóngxīn liánjiē
yí cì.
你可以试试重新连接
一次。

You may try to reconnect it one more time.

对话实例/Dialogue

- 甲: Shànghǎi hé Shēnzhèn de tóngshìmen, nǐmen hǎo!
上海和深圳的同事们，你们好！

Hello, colleagues in Shanghai and Shenzhen!

- 乙: Nǐ hǎo! Nǐ nà biān huìchǎng de shēngyīn qīngchū ma?
你好！你那边会场的声音清楚吗？

Hello! Is the voice clear in your conference room?

- 甲: Shēngyīn hěn qīngchū, búguò yǒu yídiǎn zhìhòu.
声音很清楚，不过有一点滞后。

The voice is clear, but it is slightly lagging.

- 乙: Shēngyīn zhìhòu kěnéng shì wǎngluò de wèntí.
声音滞后可能是网络的问题。

The lagging of sound is probably due to a problem with the Internet connection.

Nǐ kěyǐ shìshì chóngxīn liánjiē yí cì.
你可以试试重新连接一次。

You may try to reconnect it one more time.

- 丙: Qǐng děng yíxià. Wǒmen zhè biān zhǐ néng tīngjiàn shēngyīn, kěshì
méiyǒu túxiàng.
请等一下。我们这边只能听见声音，可是
没有图像。

Please wait for a moment. We can only hear (your) voice, but have no image.

Ò xiànzài hǎo le!
哦，现在好了！

OK, now everything is fine!

甲： Hǎo. Nàme. wǒmen xiànzài kāishǐ jīntiān de Shànghǎi, Shēnzhèn,
好。那么，我们现在开始今天的上海、深圳、
Luòshānjī sān fāng shìpín huìyì.
洛杉矶三方视频会议。

Well then, now let's begin today's three parties' video conference of Shanghai, Shenzhen and Los Angeles.

相关词语 / Related Words

1	tōnghuà 通话	to communicate by telephone	6	huàmiàn 画面 tài àn 太暗	the picture is too dim
2	tōnghuà 通话 qǔxiāo 取消	call canceled	7	bèijǐng 背景 tài liàng 太亮	the background is too bright
3	huàtǒng 话筒	microphone	8	wǎngluò 网络 liánjiē 连接	network connection
4	wǎngluò 网络 shèxiàngtóu 摄像头	webcam; web camera	9	wǎngsù 网速	network speed
5	yīnliàng 音量	volume	10	wǎngluò (网络) liúliàng 流量	(network) data flow

文化导航 Cultural Navigation

中国人对Skype并不陌生。2004年, Skype在中国正式登陆。中国用户可以免费下载中文版Skype到电脑、手机或者平板电脑, 这样就能用Skype给世界上任何地方的人打电话或者在网上聊天。Skype也为中国企业提供视频会议等网络语音服务(VoIP)。现在在中国, 越来越多的公司和企业把Skype作为商务通信的手段。

Chinese are familiar with Skype. Skype was officially launched in China in 2004. Chinese users can download a Chinese version of Skype software for free to a computer, cell phone or tablet, and then use it to call someone anywhere in the world or to chat online. Skype also provides VoIP services for Chinese business enterprises, such as video conferences, etc. Now in China more and more companies and enterprises are using Skype as a means of business communication.

【 人力资源 】
Human Resources



核心句

Key
Sentence

Wǒ zhīdào yǒu jiā chuánméi gōngsī xūyào zhāo
我知道有家传媒公司需要招

yì míng xiāoshòu jīnglǐ,
一名销售经理。

I know there is a media company that
needs to recruit a sales manager.

句型
与替换
Substitution

Yíjiā

宜家

IKEA

Ximénzi

西门子

SEIMENS

Fēngtián

丰田

TOYOTA

Wò'ěrmǎ Zhōngguó

沃尔玛(中国)

Wal-Mart China

Huāqí Yínháng Shànghǎi Fēnháng

花旗银行上海分行

Shanghai Branch of Citibank

kuàijìshī

会计师

accountant

gōngchéngshī

工程师

engineer

zǒngcái zhùlǐ

总裁助理

assistant of CEO

diànnǎo chéngxùyuán

电脑程序员

computer programmer

Yīngyǔ hǎo de gōngguān rényuán

英语好的公关人员

PR personnel with good English
ability



扩展/Extension

1. Nǐ zuìjìn zài zhǎo xīn gōngzuò ma?
你最近在找新工作吗?

2. Nǐ yǒu shénme zhāopìn xīnxī ma?
你有什么招聘信息吗?

3. Nǐ shì zài nǎr dédào zhège xiāo-xi de?
你是在哪儿得到这个消息的?

4. Tāmen de zhāopìn guǎnggào jiù zài wǎngshàng.
他们的招聘广告就在网上。

Have you been looking for a new job recently?

Do you have any recruitment information?

Where did you get this information?

Their employment advertisement is right here on the Internet.



对话实例/Dialogue

- 甲: Tīngshuō nǐ zuìjìn zài zhǎo xīn gōngzuò, shì ma?
听说你最近在找新工作, 是吗?
I've heard that you are looking for a new job recently, right?
- 乙: Shì a. Nǐ yǒu shénme zhāopìn xìnxi ma?
是啊。你有什么招聘信息吗?
Yes. Do you have any recruitment information?
- 甲: Wǒ zhīdào yǒu jiā chuánméi gōngsī xūyào zhāo yì míng xiāoshòu jīnglǐ
我知道有家传媒公司需要招一名销售经理。
I know there is a media company that needs to recruit a sales manager.
- 乙: Zhēn de? Nǐ shì zài nǎr dédào zhège xiāoxi de?
真的? 你是在哪儿得到这个消息的?
Really? Where did you get this information?
- 甲: Tāmen de zhāopìn guǎnggào jiù zài wǎngshàng.
他们的招聘广告就在网上。
Their employment advertisement is right here on the Internet.
- Guòlai! Nǐ kěyǐ zìjǐ kànkan duì zhège zhíwèi yǒu méi yǒu xìngqù.
过来! 你可以自己看看对这个职位有没有兴趣。
Come here! You can have a look by yourself and see whether you are interested in this position.

相关词语/Related Words

- | | | | | | |
|---|----------------|--------------------------|---|---------------------------------|-----------------------------|
| 1 | shēnqǐng
申请 | to apply;
application | 3 | zhíwèi kòngquē
职位空缺 | job opening |
| 2 | zhāorén
招人 | to recruit
people | 4 | zhāopìn
招聘
guǎnggào
广告 | employment
advertisement |

5	zhāopìn kǎoshì 招聘考试	recruitment examination	9	zhōngjiè gōngsī 中介公司	agency
6	zhāopínhuì 招聘会	job fair	10	zhōngjièfèi 中介费	agency commission
7	zhāopìn jīgòu 招聘机构	recruitment agency	11	yòng rén dānwèi 用人单位	employer
8	zhōngjiè 中介 (人)	agent; middleman	12	rén cái shì chǎng 人才市场	employment market; job market

文化导航

Cultural Navigation

今天，许多外国公司在中国开展业务并招聘人手。同时，越来越多的中国公司也开始从世界各地招聘专业人才。如果外国公司计划在中国招聘新员工，或者外国人想在中国找工作，可以先上网查看相关信息。在中国有很多网站提供这类信息，例如前程无忧网和中华英才网。这两个网站都分别有中、英文版，提供全国范围内的求职与招聘的专业信息。中华英才网还是全球在线招聘巨头Monster的成员。假如你现在已经在中国，你也不妨看看当地的出版物，比如，你可以在北京、上海、广州和其他一些大城市的高档酒店里拿一份免费的《城市

周报》。这是一份用英文出版的双周刊，里面有很多有趣又有用的当地信息，其中也包括找工作的信息。

Today many foreign companies are recruiting people in China while they do business here. At the same time, more and more Chinese companies are starting to recruit professionals from all over the world. If foreign companies plan to recruit new employees or if foreigners want to find a job in China, they can check related information on the Internet. There are a lot of websites offering such information in China, such as 51job.com and ChinaHR.com. These two websites both have Chinese and English versions, providing professional information in job hunting and recruitment nationwide. ChinaHR is also a member of the premier global online employment solution provider Monster.com. If you are in China now, you may also check some local publications. For example, you can get a free copy of *City Weekend* in many upscale hotels in Beijing, Shanghai, Guangzhou and other big cities. It is published in English biweekly. It has a lot of interesting and useful local information, including job openings.

63 现场招聘 | On-site Recruiting

核心句

Key Sentence

Wǒ xiǎng shēnqǐng guì gōngsī shìchǎng
我想申请 (贵公司) 市场

kāifā fāngmiàn de gōngzuò.
开发方面的工作。

I want to apply for the job in market development (at your company).

句型 与替换

Substitution

shìchǎng cèhuà
市场策划

market planning

shìchǎng diàoyán
市场调研

market research

guǎnggào cèhuà
广告策划

advertisement planning

gōnggòng guānxi
公共关系

public relations

gǎngwèi
岗位

post; job

zhíwèi
职位

position

zhíwù
职务

post; duties



扩展/Extension

- Zhè hǎibào shàng shuō nǐmen zhèngzài
1. 这海报上说你们正在
zhāopìn hǎiwài shìchǎng yíngxiāo rén
招聘海外市场营销人
yuán, shì ma?
员, 是吗?
- Bù zhīdào nǐ duì nǎge zhíwèi
2. 不知道你对哪个职位
gǎn xìngqù?
感兴趣?
- Wǒ jīnniángāng bìyè, xué de shì
3. 我今年刚毕业, 学的是
shìchǎng yíngxiāo.
市场营销。
- Wǒ dāngguo liǎng nián shìchǎng
4. 我当过两年市场
yíngxiāo de shíxíshēng.
营销的实习生。
- The poster says that you are
recruiting salespersons for the
overseas market, right?
- I wonder which position
you are interested in.
- I just graduated this year, and
my major is marketing.
- I have worked as a marketing
intern for two years.



对话实例/Dialogue

- 甲: Nín hǎo! Wǒ jiào Dàiwéi. Hǎibào shàng shuō nǐmen zhèngzài zhāopìn
您好! 我叫戴维。海报上说你们正在招聘
hǎiwài shìchǎng yíngxiāo rényuán, shì ma?
海外市场营销人员, 是吗?
- Hello! My name is David. The poster says that you are
recruiting salespersons for the overseas market, right?
- 乙: Dui! Bù zhīdào nǐ duì nǎge jùtǐ zhíwèi gǎn xìngqù?
对! 不知道你对哪个具体职位感兴趣?
- Right! I wonder which particular position you are interested in.
- 甲: Wǒ xiǎng shēnqǐng shìchǎng kāifā fāngmiàn de gōngzuò.
我想申请市场开发方面的工作。

I want to apply for the job in market development.

Nǐ guòqù yǒu zhè fāngmiàn de gōngzuò jīngyàn ma?

乙: 你过去有这方面的工作经验吗?

Do you have any work experiences in this field?

Wǒ jīnnián gāng bìyè, xué de shì shìchǎng yíngxiāo. Wǒ dāngguo

甲: 我今年刚毕业, 学的是市场营销。我当过

liǎng nián shìchǎng yíngxiāo de shíxíshēng.

两年市场营销的实习生。

I just graduated this year, and my major is marketing. I

have worked as a marketing intern for two years.

Hǎo. Nǐ xiān tián yíxià shēnqǐngbiǎo ba.

乙: 好。你先填一下申请表吧。

Good. Please fill out the application form first.

相关词语 / Related Words

1	rénshì bùmén 人事部门	personnel department	6	yuángōng 员工	staff; personnel
2	rénshì zhǔguǎn 人事主管	personnel director	7	wěituō 委托	to entrust; to commission
3	réncai jiāoliú 人才交流	talent exchange; professional resources exchange	8	liètóu gōngsī 猎头公司	head-hunting company; recruiting firm
4	qiúzhí 求职	to apply for a job	9	zhāopínhuì 招聘会	job fair
5	gùyòng 雇用	to employ; to hire	10	zhǔbàn 主办	to sponsor; to host

招聘会也叫人才市场。在中国，招聘会已经成为人们找工作和公司招聘新员工的热门场所。在经济增长的推动下，中国每年都举行许许多多不同类型和规模的招聘会。很多招聘会都是由各级政府部门主办或支持的。近年来，有相当数量的外国公司也加入了中国人才市场的招聘活动。如果你有这方面的需要，不妨也来试一试。

“Zhāopínhuì (a job fair)” is also called “réncái shìchǎng (a talent market).” In China, job fairs have become the popular places for people to find a job and for companies to recruit new employees. Driven by the growing economy, there are numerous job fairs of different types and scales held in China each year. Many of these job fairs are sponsored or supported by government departments of different levels. A number of foreign companies have also joined the Chinese HR market in recent years. You may give it a try if you need an employment solution in China.

核心句

Key Sentence

Wǒmen xiǎng ānpái nín xià Xīngqī sān xià
我们想安排您下星期三下

wú liǎng diǎn lái miànshì.
午两点来面试。

We want to arrange an interview with
you at 3:00 pm next Wednesday.

句型
与替换

Substitution

tōngzhī
通知

notify

qǐng
请

ask (in polite way); invite

yuē
约

make an appointment with

zhège Xīngqīwǔ
这个星期五

this Friday

Liùyuè qī hào
六月七号

on June 7th

hòutiān zǎoshang jiǔ diǎn
后天早上九点

at 9:00 am the day after tomorrow



扩展/Extension

1. Wéi. wǒ shì Dōngnán Tōngxìn
Gōngsī rénli zīyuán bù.
喂，我是东南通信
公司人力资源部。

Hello, this is the Human Resources
Department of Southeast
Communication Company.

2. Nín de shēnqǐng cáiliào shōudào le.
您的申请材料收到了。

Your application materials
have been received.

3. Nín hái xūyào shénme qítā
bǔchōng zīliào ma?
您还需要什么其他
补充资料吗？

Do you need any supplement-
ary materials?

4. Mùqián bù xūyào shénme le.
目前不需要什么了。

There is no need for that at
present.



对话实例/Dialogue

dǎ diànhuà Mǎ xiānsheng ma? Wǒ shì Dōngnán Tōngxìn Gōngsī rénli
甲(打电话): 马先生吗? 我是东南通信公司人力
zīyuán bù.
资源部。

(On the phone) Is that Mr. Ma? This is the Human Resources
Department of Southeast Communication Company.

Nín hǎo. Wǒ shì Mǎ Zhìwēi. Qǐngwèn yǒu shénme shì?
乙: 您好。我是马志伟。请问有什么事?

Hello. This is Ma Zhiwei. What can I do for you?

Nín de shēnqǐng cáiliào shōudào le. Wǒmen duì nín de shēnqǐng hěn gǎn
甲: 您的申请材料收到了。我们对您的申请很感
xìngqù.
兴趣。

Your application materials have been received. We are very

interested in your application.

Xièxiè! Nín hái xūyào shénme qítā bǔchōng zīliào ma?

乙: 谢谢! 您还需要什么其他补充资料吗?

Thank you! Do you need any supplementary materials?

Ò. mùqián bù xūyào shénme le.

甲: 哦, 目前不需要什么了。

Oh, there is no need for that at present.

Wǒmen xiǎng ānpái nín xià Xīngqī sān xiàwǔ liǎng diǎn lái miànshì.

我们想安排您下星期三(下午)两点来面试。

We want to arrange an interview with you at 3:00 pm next

Wednesday.

Tài hǎo le! wǒ yíding zhǔnshí dào.

乙: 太好了! 我一定准时到。

Great! I'll be there on time.

相关词语/Related Words

1	qiúzhíxìn 求职信	application letter	6	lǚlì 履历	curriculum vitae; CV
2	shēnqǐngbiǎo 申请表	application form	7	jiǎnlì 简历	résumé; brief curriculum vitae
3	tuījiànxin 推荐信	recommendation letter	8	tián biǎo 填表	to fill in a form
4	shēnqǐngrén 申请人	applicant	9	zhùyì 注意 shìxiàng 事项	matters needing attention
5	shēnqǐngfèi 申请费	application fee	10	jiézhǐ 截止 rìqī 日期	deadline

在申请工作的过程中，填写申请表是必不可少的。一份典型的中文申请表与英文申请表的格式大致相同，但内容却有一些差别。除了要填写姓名、年龄、性别和联系方式以外，有时你也需要提供你的出生地或籍贯、婚姻状况、爱好、宗教信仰和政治面貌，甚至你的身高和体重等信息。在中国申请工作的时候，要求提供这类个人信息是很常见的做法。

Filling out an application form is a necessary part of the job application procedure. The format of a typical Chinese application form is quite similar to an English one, but with some differences in content. In addition to your name, age, gender and contact information, information like your birthplace or native place, marital status, hobbies, religious beliefs and political status, and even your height and weight, may need to be provided. In China, it is a very common practice to be asked for this type of personal information when one applies for a job.

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招聘面试

The Job Interview

核心句

Key
Sentence

Wǒ juéde wǒ duì diànzǐ shāngwù bǐjiào
我觉得我对电子商务比较
shúxī.
熟悉。

I think that I'm more familiar with
e-commerce.

句型
与替换
Substitution

hǎiwài shìchǎng
海外市场
overseas market

Měiguó xiāofèizhě
美国消费者
American consumers

wùliú guǎnlǐ
物流管理
logistics management

guójì mào yì
国际贸易
international trade



扩展/Extension

Nǐ néng yòng Zhōngwén gēn wǒmen
1. 你能用中文跟我们

Can you use Chinese to tell us

shuō yíxià nǐ de gèrén qíngkuàng ma?

说一下你的个人情况吗?

about yourself briefly?

Wǒ de zhuānyè shì qǐyè guǎnlǐ.

2. 我的专业是企业管理。

My major is business management.

Zuò zhè fèn gōngzuò, nǐ juéde nǐ

3. 做这份工作, 你觉得你

What strengths do you think you

de qiángxiàng shì shénme?

的强项是什么?

have suited for doing this job?

Wǒ yě liǎojiě niánqīng xiāofèi-

4. 我(也)了解年轻消费

I (also) understand what

zhě xǐhuan shénme.

者喜欢什么。

young consumers like.

对话实例/Dialogue

甲:

Nǐ néng yòng Zhōngwén gēn wǒmen shuō yíxià nǐ de gèrén qíngkuàng ma?
你能用中文跟我们说一下你的个人情况吗?

Can you use Chinese to tell us about yourself briefly?

乙:

Hǎo de. Wǒ jiào Lín Jié. Wǒ de zhuānyè shì qǐyè guǎnlǐ.
好的。我叫林杰。我的专业是企业管理。

OK. I'm Lin Jie. My major is business management.

甲:

Nǐ yǒu nǎxiē gōngzuò jīnglì?
你有哪些工作经历?

What kind of work experiences do you have?

乙:

Wǒ zài Yàmǎxùn gōngzuòguò sān nián.
我在亚马逊工作过三年。

I worked at Amazon for three years.

甲:

Zuò zhè fèn gōngzuò, nǐ juéde nǐ de qiángxiàng shì shénme?
做这份工作, 你觉得你的强项是什么?

What strengths do you think you have suited for doing this job?

乙:

Wǒ juéde wǒ duì diànzǐ shāngwù bǐjiào shúxī, yě liǎojiě niánqīng
我觉得我对电子商务比较熟悉, 也了解年轻

xiāofèizhě xǐhuan shénme.

消费者喜欢什么。

I think that I'm more familiar with e-commerce, and also understand what young consumers like.

Shùbiàn wèn yí jù, nǐ wèi shénme xiǎng zài Zhōngguó gōngzuò?

甲：顺便问一句，你为什么想在中国工作？

By the way, why do you want to work in China?

相关词语/Related Words

1	zhǎo gōngzuò 找工作	to look for a job	6	zhuānyè 专业	academic major; profession
2	miànshì 面试	interview; to interview	7	zhuānyè 专业技能	professional skill
3	xuéshì běn- 学士/本 kē xué lì 科学 学历	Bachelor degree	8	zhuānyè 专业 péixùn 培训	professional/ specialized training
4	shuòshì 硕士	Master degree	9	zhuānyè 专业 zhèngshū 证书	professional certificate
5	bóshì 博士	PhD. degree	10	gèxìng 个性	individuality; personality

文化导航 Cultural Navigation

“工作经历”和“工作经验”在中文里的意思并不完全一样。前者是指一个人的“职业生涯”或者“工作历史”，包括曾经有过的工作和目前的工作以及从事这些工作的时间或年数。后者是指一个人从其工作中获得的知识和技能。不过，如果你弄不清这两个词的话，你不必为此尴尬。事实上，不少中国人自己也常常不太确定这两个词的正确用法。

In Chinese, “gōngzuò jīnglǐ” and “gōngzuò jīngyàn” are not exactly the same. The first one refers to one’s “career history” or “employment history.” It mainly includes the job or jobs this person once had and currently has, and for how long. The second phrase means the knowledge and skills that one has gained from his work. However, you don’t need to feel embarrassed if you got confused by these two phrases. Actually, there are quite a few Chinese who are often unsure about how to use these phrases properly.

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工资与福利 | Salary and Benefits

核心句

Key Sentence

Zhège zhíwèi de qǐxīn shì duōshǎo?
这个职位的起薪是多少?

What is the entry-level salary of this position?

句型
与替换
Substitution

xīnshuǐ
薪水
salary

zuì dī gōngzī
最低工资
minimum wage

gōngzī biāozhǔn
工资标准
wage standard

niánxīn
年薪
annual salary

píngjūn gōngzī
平均工资
average salary

扩展/Extension

1. Qǐxīn shì měiyuè shuì qián 5000 yuán.
起薪是 (每月) 税前5000元。

The entry-level salary (per month) is 5,000 yuan before tax.

2. Yuángōng fúli bāokuò yīliáo bǎoxiǎn hé tuìxiū yǎnglǎojīn.
员工福利包括医疗保险和 (退休) 养老金。

Employee benefits include medical insurance and retirement pension.

3. Gōngzuò mǎn shí'èr gè yuè yǐhòu,
工作满十二个月以后,
yī nián yǒu wǔ tiān dài xīn nián jià.
一年有五天带薪年假。

Once you have worked for 12 months, you will have 5 days of paid vacation each year.

4. Nǐ de gōnglíng yuè cháng, xiūjià
(你的) 工龄越长, 休假
yuè duō.
越多。

The more working years you have, the more vacation days you will have.

对话实例 / Dialogue

- 甲: Wǒ néng wèn yíxià zhège zhíwèi de qǐxīn shì duōshǎo ma?
我能问一下这个职位的起薪是多少吗?

May I ask about the entry-level salary of this position?

- 乙: Qǐxīn shì měi yuè shuì qián 5000 yuán.
起薪是每月税前5000元。

The entry-level salary per month is 5,000 yuan before tax.

- 甲: Gōngsī yǒu nǎxiē fúli ne?
公司有哪些福利呢?

What benefits does the company have?

- 乙: Yuángōng fúli bāokuò yīliáo bǎoxiǎn hé tuìxiū yǎnglǎojīn.
员工福利包括医疗保险和退休养老金。

Employee benefits include medical insurance and retirement pension.

- 甲: Yuángōng de niánjià yǒu shénme guīdìng?
员工的年假有什么规定?

What are the rules for employees' annual vacation?

- 乙: Gōngzuò mǎn shí'èr gè yuè yǐhòu, yī nián yǒu wǔ tiān dài xīn nián jià.
工作满十二个月以后, 一年有五天带薪年假。

Gōnglíng yuè cháng, xiūjià yuè duō.
工龄越长, 休假越多。

Once you have worked for 12 months or more, you will

have 5 days of paid vacation each year. The more working years you have, the more vacation days you will have.

相关词语 / Related Words

1	xīnshuǐ 薪水 / gōngzī 工资	salary; wage	7	zhèngcè 政策	policy
2	hétóng 合同 / héyuē 合约	contract	8	yībǎo 医保 / yīliáo 医疗 bǎoxiǎn 保险	medical insurance
3	shìyòngqī 试用期 jiān (间)	probation period	9	shuì qián 税前	before tax
4	zhuǎnzhèng 转正	(a temporary or probationary worker) to become a regular worker	10	shuì hòu 税后	after tax
5	xùyuē 续约	to renew a contract/ treaty	11	kòushuì 扣税	to deduct tax
6	guīdìng 规定	regulation; rule	12	tuìxiū 退休	to retire

中国法律和政府规定要求所有用人单位必须为员工提供保险和退休福利。这些福利包括养老金保险、医疗保险、失业保险、工伤保险和生育保险以及住房公积金。这些福利统称为“五险一金”。法律规定，用人单位和员工共同承担养老金保险、医疗保险和失业保险的保费，同时用人单位必须承担工伤保险和生育保险的费用。此外，用人单位和员工还按相同的比例每月缴存住房公积金。

Chinese law and government regulations require that all employers must provide insurance and retirement welfare for their employees. The welfare includes endowment insurance, medical insurance, unemployment insurance, worker's compensation injury insurance, and maternity insurance, as well as a housing accumulation fund. These benefits together are called "five insurance and one fund." According to the law, the employer and the employee share the premiums for endowment insurance, medical insurance and unemployment insurance, while the employer is required to pay for worker's compensation injury insurance and maternity insurance. In addition, both the employer and the employee need to make a monthly contribution to the housing accumulation fund at the same percentage.

核心句

Key Sentence

Wǒ rènwéi tā de zhuānyè zhīshì hěn shìhé
我认为他的专业知识很适合
zhège gōngzuò.
这个工作。

I think that his professional knowledge is
very suitable to this job.

句型
与替换

Substitution

gèxìng
个性

personality

zhuānyè xùnlìan

专业训练

professional training

gōngzuò jīngyàn

工作经验

work experience

gè fāngmiàn nénglì

各方面能力

overall capability

Zhōngwén shuǐpíng

中文水平

Chinese language proficiency



扩展/Extension

1. Cóng jiǎnlì hé miànshì kàn, zhè liǎng wèi shēnqǐng rén dōu hěn búcuò.
从简历和面试看, 这两位申请人都很不错。

Based on the résumés and interviews, these two applicants are both good.

2. Zhè cì wǒmen zhǐ néng zhāopìn yí gè rén.
这次我们只能招聘一个人。

This time we can only recruit one person.

3. Tā de biǎodá gōutōng nénglì hěn qiáng.
他的表达沟通能力很强。

He is very good at expression and communication.

4. Rúguǒ méiyǒu fǎnduì yìjiàn, wǒmen jiù zhèngshì juéding lùyòng tā le.
如果没有反对意见, 我们就正式决定录用他了。

If there is no objection, we'll officially decide to hire him.



对话实例/Dialogue

- 甲: Cóng jiǎnlì hé miànshì kàn, zhè liǎng wèi shēnqǐng rén dōu hěn búcuò.
从简历和面试看, 这两位申请人都很不错。
Based on the résumés and interviews, these two applicants are both good.

- 乙: Shì a. Kěxī zhè cì wǒmen zhǐ néng zhāopìn yí gè rén.
是啊。可惜这次我们只能招聘一个人。
Yes. Unfortunately, this time we can only recruit one person.

- 甲: Nàme. nín gèng qīngxiàngyú tiāoxuǎn shéi?
那么, 您更倾向于挑选谁?
In that case, which one do you prefer to choose?

Lín Jié. Wǒ rènwéi tā de zhuānyè zhīshì hěn shìhé zhège gōngzuò.

乙: 林杰。我认为他的专业知识很适合这个工作。

Lin Jie. I think that his professional knowledge is very suitable to this job.

Wǒ tóngyi. Tā de biǎodá gōutōng nénglì hěn qiáng, zhè yì diǎn

甲: 我同意。他的表达沟通能力很强, (这一点)

gěi wǒ de yìnxiàng fēicháng shēn.

给我的印象非常深。

I agree. He's very good at expression and communication, and I was very impressed (by this).

Hǎo. Rúguǒ méiyǒu fǎnduì yìjiàn, wǒmen jiù zhèngshì juédìng lùyòng

乙: 好。如果没有反对意见, 我们就正式决定录用

tā le!

他了!

Good. If there is no objection, we'll officially decide to hire him!

相关词语/Related Words

1	yōudiǎn 优点/ chángchù 长处	merit; strong point	7	kàn hǎo 看好	to have a good prospect of
2	quēdiǎn 缺点/ duǎnchù 短处	defect; shortcoming	8	huáiyí 怀疑	to doubt; to suspect; doubt; suspicion
3	ruòdiǎn 弱点	weakness	9	shāixuǎn 筛选	to select; to screen
4	hége 合格	to qualify; qualified	10	hòuxuǎnrén 候选人	candidate
5	mǎnyì 满意	satisfied	11	lùyòng 录用	to employ; to hire
6	kànzhòng 看中	to settle on; to choose	12	pīnyòng 聘用	to employ; to hire; to appoint to a position

文化导航 Cultural Navigation

怎样才能招聘中找到最合适的人？自古以来，中国人就有自己的一套招聘与用人的理念。首先，中国人坚信，“量才录用”是非常重要的。其次，雇主给员工安排工作岗位的时候，聪明的办法是能让员工“扬长避短”，做自己擅长的的工作。最后，还有很重要的一点是老板必须信任自己的员工。俗话说，“用人不疑，疑人不用”。

How to find the most suitable person through recruitment? Since the ancient times, Chinese have adopted a set of principles about recruitment as well as how to utilize people's talents. First of all, Chinese people believe that it is very important to “liàngcái-lùyòng (give someone a job according to his/her abilities).” Second, when employers assign work to employees, it is wise to make them to “yángcháng-bìduǎn (play up their strengths and avoid their weaknesses),” so they can do what they are good at. Finally, it is crucial for the boss to trust his/her employees. Just as the old saying goes, “Yòng rén bù yí, yí rén bú yòng.” (Don't suspect your employees. If one is suspicious, don't employ him/her.)

核心句

Key
Sentence

Wǒ dǎsuàn qù jìn xiū yì mén diànzǐ
我打算去 (进) 修一门电子
shāngwù kè.
商务课。

I plan to take an e-business class.

句型
与替换

Substitution

guójì màoùyì
国际贸易
international trade

qǐyè guǎnlǐ.
企业管理
enterprise management

qǐyè wénhuà
企业文化
corporate culture

wùliú guǎnlǐ
物流管理
logistics management



扩展/Extension

1. Gōngsī zuìjìn duì yuángōng péixùn
公司最近对员工培训
yǒule xīn guīdìng.
有了新规定。

The company has a new regula-
tion about employee training.

Měi gè jìdù měi rén bìxū cānjiā
2. 每个季度每人必须参加
wǔ tiān de zhuānyè péixùn.
五天的专业培训。

Everyone has to attend five days of professional training each season.

Péixùn hé jìnxiū de jiéguǒ hái yào
3. 培训和进修的结果还要
liè rù niánzhōng kǎohé.
列入年终考核。

The result of the training and advanced studies will be included in the year-end assessment too.

Xiànzài hěn duō lǐngyù de zhīshì
4. 现在很多领域的知识
gēngxīn hěn kuài.
更新很快。

Now knowledge of many fields is updated rapidly.

对话实例/Dialogue

甲: Gōngsī zuìjìn duì yuángōng péixùn yǒule xīn guīdìng.
公司最近对员工培训有了新规定。

The company has a new regulation about employee training.

乙: Wǒ yě tīngshuō le. Měi nián měi rén bìxū cānjiā sān zhōu de zhuānyè péixùn.
我也听说了。每年每人必须参加三周的专业培训。

I've heard it too. Everyone has to attend three weeks of professional training each year.

甲: Bùjǐn rúcǐ, péixùn hé jìnxiū de jiéguǒ hái yào liè rù niánzhōng kǎohé ne!
不仅如此, 培训和进修的结果还要列入年终考核呢!

Not only that. The result of the training and advanced studies will be included in the year-end assessment too!

乙: Dì-yī qī péixùn nǐ dǎsuàn bàomíng ma?
第一期培训你打算报名吗?

Are you going to sign up for the first training session?

甲: Shì a, wǒ dǎsuàn qù xiū yì mén diànzǐ shāngwù kè.
是啊, 我打算去修一门电子商务课。

Yes, I plan to take an e-business class.

乙: Wǒ yě dǎsuàn qù. Xiànzài hěn duō lǐngyù de zhīshì gēngxīn hěn kuài.
我也打算去。现在很多领域的知识更新很快。

Bù gěi zìjǐ chōngdiàn jiù yào luòhòu le.
不给自己充电就要落后了。

I plan to take it too. Now knowledge in many fields is updated rapidly. You will fall behind if you don't "recharge" your knowledge.

相关词语/Related Words

1	xiūkè / shàngkè 修课/ 上课	to take a class; to attend a class	7	jìshù géxīn 技术革新	technological innovation
2	tígāo 提高	to raise; to increase; to improve	8	jìshù géming 技术革命	technological revolution
3	zēngqiáng 增强	to strengthen; to enhance	9	zhīshì bàozhà 知识爆炸	knowledge explosion
4	gēngxīn 更新	to update; to replace	10	zhīshì gēngxīn 知识更新	update of one's knowledge
5	yèwù shuǐpíng 业务水平	professional skill; vocational level	11	jiéyè zhèngshū 结业 证书	course-completion certificate
6	gōngzuò nénglì 工作能力	capacity of work			

近几十年来，成人继续教育在中国一直有着强劲的需求。网络大学、教育频道、夜校、周末学校以及各种各样的职业培训项目几乎遍布全国各地。由于科技更新速度快，经济增长快，以及就业市场和职场的激烈竞争等因素，越来越多的人利用各种机会学习新课程、新知识，以便不断地充实自己。很多企业已经把职业培训与进修作为一种福利和对员工的要求。

In recent decades, demand for adult continuing education has been very strong in China. Online colleges, education channels, evening schools, weekend schools and all kinds of professional training programs are all over China. Due to the factors like rapidly advancing technology, fast economic growth and intense competition in the job market as well as at workplaces, more and more people are taking advantage of every opportunity to take new courses and learn new knowledge, in order to continuously reinforce themselves. Many companies have made professional training and advanced studies as a kind of benefit as well as a requirement for their employees.

69

调动与升迁 | Job Transfer and Promotion

核心句

Key Sentence

Chén gōng xià gè yuè yào diàodào zǒngbù qù le.
 陈工下个月要调到总部去了。

Engineer Chen will transfer to the headquarters next month.

句型
与替换
Substitution

tā
他
he

Lǐ xiānsheng
李先生
Mr. Li

chǎnpǐn yánfābù
产品研发部
department of product development

kèfú bù
客服部
department of customer service

péixùnbù
培训部
department of job training

biéde bùmén
别的部门
another department

wǒ
我
I

wǒmen zhǔguǎn
我们主管
our director



扩展/Extension

1. Xiǎo Wáng shì bú shì yǒu shénme
tèshū guānxi a?
小王是不是有什么
特殊关系啊?

Does Xiao Wang have some
kind of special connections?

2. Tā yíxiàng gōngzuò chéngjì tūchū,
dédao shēngqiān shì yīnggāi de.
他一向工作成绩突出,
得到升迁是应该的。

He always has outstanding
performance in the job and
deserves a promotion.

3. Wáng jīnglǐ yào qù líng yí jiā gōngsī
zuò le.
王经理要去另一家公司
做了。

Manager Wang is going to
work for another company
soon.

4. Zuìjìn tiàocáo de rén bù shǎo a!
最近跳槽的人不少啊!

There are quite a few people
job-hopping recently!



对话实例/Dialogue

- 甲: Tīngshuō Chén gōng xià gè yuè yào diàodào zǒngbù qù le!
听说陈工下个月要调到总部去了!

I've heard that Engineer Chen will transfer to the
headquarters next month!

- 乙: Zhēn de ma? Tā shì bú shì yǒu shénme tèshū guānxi a?
真的吗? 他是不是有什么特殊关系啊?

Really? Does he have some kind of special connections?

- 甲: Tā yíxiàng gōngzuò chéngjì tūchū, dédao shēngqiān shì yīnggāi de.
他一向工作成绩突出, 得到升迁是应该的。

He always has outstanding performance in the job and

deserves a promotion.

Wǒ tīngshuō hái yǒu biéde rén yào zǒu le.

乙: 我听说还有别的人要走了。

I've heard that someone else is going to leave.

Shéi?

甲: 谁?

Who?

Wáng jīnglǐ yào qù líng yì jiā gōngsī zuò le.

乙: 王经理要去另一家公司做了。

Manager Wang is going to work for another company soon.

Wā, zuìjìn tiàocáo de rén bù shǎo a!

甲: 哇, 最近跳槽的人不少啊!

Wow, there are quite a few people job-hopping recently!

相关词语/Related Words

1	tíshēng 提升/ tíbá 提拔	to promote; promotion	6	dàiyù guò dī 待遇过低	underpaid
2	jiàngjí 降级	to demote; demotion	7	jiǎnglì 奖励	to reward; reward
3	tíxīn 提薪	to raise salary	8	jīhuì 机会	opportunity; chance
4	jiàngxīn 降薪	to reduce salary	9	huàn gōngzuò 换工作	to change jobs
5	dàiyù yōuhòu 待遇 优厚	excellent pay and conditions	10	wā zǒu 挖(走) réncái 人才	to skim off the best minds/ people

11	tiàocáo 跳槽	job-hopping; to change to a better job	12	yòng rén 用人 dān wèi 单位	employing unit; employer
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文化导航 Cultural Navigation

“跳槽”与“下海”是很独特的两个词，它们都跟换工作或者改变职业有关系。“跳槽”本来的意思是指马跑去另一处马槽吃更好的草料，现在是指一个人为了更好的职位所吸引而换工作。“下海”本来的意思很直接，就是到海上去（钓鱼或者航行），现在是指放弃原来的职业，转而经商或者自己创业。改变自己的职业当然是需要勇气的，这就像出海一样，既有机会也有风险。中国经济的发展给中国文化和中国人的生活带了多方面的深刻影响，就连日常语言词汇也不例外。“跳槽”和“下海”就是很好的例子。

“Tiàocáo” and “xiàhǎi” are two unique words. Both of them are related to changing jobs or changing careers. Originally, “tiàocáo” means that a horse is lured by better fodder and jumps over to another manger. Now this word means that a person is attracted by a better position and has

decided to change his job. The original meaning of “xiàhǎi” is very straight forward. It means to go out to sea (for fishing or sailing). Now it means that one gives up his original career and engages in business or starts his own business. It certainly needs courage to make a career change. Just like sailing on the ocean, there are both opportunities and risks. The development of China’s economy has many profound impacts on Chinese culture and people’s life. Even the daily language and words are no exception. “Tiàocǎo” and “xiàhǎi” are very good examples.



70

决定辞职

Decision of Resignation

核心句

Key
Sentence

Yīnwèi mǒuxiē yuányīn, wǒ xiǎng cóng xià
 因为某些原因，我想从下
 gè yuè qǐ jù bù lái shàngbān le.
 个月起就不来上班了。

For certain reasons, I won't come to work
 from next month.

句型
与替换
Substitution

gèrén

个人

personal

jiātíng

家庭

family

jiànkāng

健康

health

Liù yuè yī hào

六月一号

June 1st

Yuándàn yǐhòu

元旦以后

after New Year

yuèdǐ

月底

at the end of the month

míngtiān

明天

tomorrow

扩展/Extension

1. 你要辞职吗?
Nǐ yào cízhí ma?
2. 你是我们的业务尖子啊!
Nǐ shì wǒmen de yèwù jiānzi a!
3. 我想休息一段时间,
zài chónghīn kāishǐ.
再重新开始。
4. 谢谢您一直以来对我的
guānzhào!
关照!

Do you want to resign?

You are our top-notch professional person!

I want to take a break for a while, and then start over.

Thank you for always looking after me!

对话实例/Dialogue

- 甲: 经理, 因为某些原因, 我想从下个月起就不
lái shàngbān le.
来上班了。

Manager, for certain reasons, I won't come to work from next month.

- 乙: 怎么? 你要辞职吗?

How come? Do you want to resign?

- 甲: 不好意思。这是我的辞职信。

I'm sorry. This is my resignation letter.

- 乙: 你是我们的业务尖子啊! 是另有高就吗?

You are our top-notch professional person! Did you get a

better offer elsewhere?

甲: **不是。** Wǒxiǎng xiūxi yí duànshíjiān, zài chóngxīn kāishǐ.
我想休息一段时间, 再重新开始。

No. I want to take a break for a while, and then start over.

Xièxiè nín yìzhí yǐlái duì wǒ de guānzhào!
谢谢您一直以来对我的关照!

Thank you for always looking after me!

相关词语/Related Words

1	qǐngcí 请辞	to request \ permission to resign	7	jiěgù 解雇	to discharge; to dismiss
2	cízhí 辞职	to resign; to quit	8	kāichú 开除	to expel; to fire
3	cízhíxìn 辞职信/ bàogào 报告	letter of resignation	9	chǎo 炒 yóuyú 鱿鱼	to dismiss; to fire (literally: to fry a squid)
4	tíngxīn 停薪 liúzhí 留职	to retain the job but suspend the salary; to leave without pay	10	shīyè 失业	to lose one's job; out of work; unemployed
5	tíngzhí 停职	to suspend from duty	11	tuìxiū 退休	to retire
6	xiàgǎng 下岗	to be laid off due to restructuring	12	fǎnpìn 返聘	to rehire after retirement

一个中国古代故事叫做“塞翁失马”。故事中，在北方边塞住着一位老人。有一天他丢了他的马，邻居们都来安慰他。老人说：“你们怎么知道这不是一种福气呢？”几个月以后，老人的马回来了，而且带来了几匹好马。邻居们都来祝贺老人。老人却说：“你们怎么知道这就不是灾祸呢？”一天，老人的儿子骑马摔断了腿。人们又来安慰老人。老人还是说：“你们怎么知道这就不是好事呢？”不久，有敌人入侵，很多年轻人都战死了。因为老人的儿子摔断了腿，不能去打仗，所以老人和他的儿子都幸免于难。这个故事说明了中国古代哲学中的一个观念，就是“福祸相依”。如果你刚辞掉了工作或者丢掉了工作，觉得有些郁闷，你不妨想想这个故事，说不定你会发现这一切其实是人生的一个新开始！

There is an ancient Chinese story called “sàiwēng-shīmǎ (the old frontiersman loses his horse).” There was an old man living at the northern frontier. One day he lost his horse. His neighbors came to comfort him. The old man said, “How do you know that this won’t be good luck?” After a few months, the horse returned with some other good horses. His neighbors came to congratulate him. The old man said, “How do you know this won’t be bad luck?” One day, his son

fell from the horse and broke his leg. Those people came to console him again. The old man said, "How do you know this won't be good luck (again)?" Soon after, enemies invaded the region, and many young men died in battles. Since his son was a cripple and couldn't go into battle, both father and son escaped unharmed. This story represents a thought from ancient Chinese philosophy, namely "fúhuò-xiāngyī (fortune and misfortune are interrelated)." If you just quit your job or lose your job and feel upset, why don't you tell yourself this old Chinese story? You may realize that it might be a new beginning in your life!



71 年终考核 | Year-end Assessment

核心句

Key Sentence

Jīnnián de niánzhōng kǎohé yǒu nǎxiē fāngmiàn
今年的年终考核有哪些方面
a?
(啊)?

What aspects will this year's year-end assessment need to cover?

句型 与替换

Substitution

gōngzuò zǒngjié

工作总结

job performance summary

niándù zǒngjié

年度总结

annual summary

zìwǒ pínggū

自我评估

self-evaluation

jìxiào kǎohé

绩效考核

performance/achievement

assessment

xiàngmù

项目

item

nèiróng

内容

content

yāoqiú

要求

requirement

guīdìng

规定

rule; regulation



扩展/Extension

1. 你说花这么多时间写这些有什么用?
Nǐ shuō huā zhème duō shíjiān xiě zhèxiē yǒu shénme yòng?
- Can you tell me if there is any use in spending so much time writing these?
2. 你明年的升级、提薪全靠它了!
Nǐ míngnián de shēngjí tíxīn quán kào tā le!
- Your promotion and salary raise next year all depend on it!
3. (我觉得)基本上跟去年一样。
Wǒ juéde jīběnshàng gēn qùnián yíyàng.
- (I think that) it is almost the same as last year's.
4. 你的弄好了借给我抄抄得了!
Nǐ de nònghǎole jiègěi wǒ chāochāo dé le!
- Could I borrow and copy yours when you are done?



对话实例/Dialogue

- 甲: 唉, 又该交年终考核报告了。你说花这么多时间写这些有什么用?
Ài, yòu gāi jiāo niánzhōng kǎohé bàogào le. Nǐ shuō huā zhème duō shíjiān xiě zhèxiē yǒu shénme yòng?
- Alas, it's time to turn in the year-end assessment report again. Can you tell me if there is any use in spending so much time writing these?
- 乙: 当然有用! 你明年的升级、提薪全靠它了!
Dāngrán yǒuyòng! Nǐ míngnián de shēngjí tíxīn quán kào tā le!
- Of course it is useful! Your promotion and salary raise next year all depend on it!

甲: Jīnnián de niánzhōng kǎohé yǒu nǎxiē fāngmiàn a?
今年的年终考核有哪些方面啊?

What aspects will this year's year-end assessment need to cover?

乙: Xiāoshòu yèjì chūqínlǜ zhuānyè péixùn, jīběnshàng gēn qùnián de yíyàng.
销售业绩、出勤率、专业培训,基本上跟去年的一样。

Sales performance, attendance rate, professional development. It is about the same as last year's.

甲: Zhēnmáfan! Nǐ de nònghǎole jiègěi wǒ chāochāo dé le!
真麻烦! 你的弄好了借给我抄抄得了!

It's so troublesome! Could I borrow and copy yours when you are done?

乙: Nàyàng zuò zěnmexíng! Nǐ shì kāi wánxiào ba?
那样做怎么行! 你是开玩笑吧?

That's not right! You are joking, right?

相关词语/Related Words

1	gèrén 个人 biǎoxiàn 表现	personal performance	6	yìbān 一般 piān xià 偏下	below average
2	yōuyì 优异	excellent	7	chà 差	poor; bad
3	tūchū 突出	outstanding	8	luòhòu 落后	to fall behind
4	yìbān 一般	average; just so-so	9	rènzhēn 认真 fùzé 负责	serious and responsible
5	yìbān 一般 piān shàng 偏上	above average	10	lèyú 乐于 hézuò 合作	willing to collaborate with

11	yǒngyú 勇于 chuàngxīn 创新	eager to innovate; to have the courage to bring forth new ideas	12	niánzhōngjiǎng 年终奖 (金)	year-end bonus
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文化导航 Cultural Navigation

从上个世纪末开始，绩效考核制度在中国已经被普遍地接受和实行。许多企事业单位建立了自己的考核制度和标准，要求他们的员工定期进行绩效考核和年终考核。员工的升级和奖金完全根据个人的工作表现而定。今天，平均主义已经基本被“奖优罚劣”代替。

Starting from the end of last century, the performance assessment system has been adopted and implemented widely in China. Many enterprises and public institutions have established their own assessment systems and standards, and require their employees to have performance assessments at fixed periods, as well as to make personal year-end assessments. An employee's promotion and bonus all depend on his/her work performance. Today, egalitarianism has mainly been replaced by “jiǎngyōu-fáliè (rewarding the good and punishing the bad).”

核心句

Key Sentence

Nǐ yīnggāi dāngmiàn gàosu tā zhè shì sāo-
你应该当面告诉他这是骚
rǎo xíngwéi!
扰行为!

You should tell him face to face that it is
harassment!

句型
与替换
Substitution

yánsù de
严肃地

seriously

qīngchū de
清楚地

clearly

zhíjié-liǎodàng de
直截了当地

directly

bú kèqì de
不客气地

ruthlessly; unreservedly

xìngsāorǎo
性骚扰

sexual harassment

xìngbié qíshì
性别歧视

sexual discrimination

niánlíng qíshì

年龄歧视

age discrimination

zhǒngzú qíshì

种族歧视

racial discrimination



扩展/Extension

1. 我真受不了了!
Wǒ zhēn shòubuliǎo le!
I really can't stand it anymore!
2. 工作时间他总是讲一些黄色笑话。
Gōngzuò shíjiān tā zǒngshì jiǎng yìxiē huángsè xiàohuà.
He always tells dirty jokes during work hours.
3. 他常常看不起女同事。
Tā chángcháng kànbuqǐ nǚtóngshì.
He often looks down on female co-workers.
4. 我们不能容忍在工作场所的这种骚扰行为!
Wǒmen bù néng róngrěn zài gōngzuò chǎngsuǒ de zhè zhǒng sāorǎo xíngwéi!
We cannot tolerate this kind of harassment in the workplace!



对话实例/Dialogue

- 甲: Wǒ zhēn shòubuliǎo le! Gōngzuò shíjiān tā zǒngshì jiǎng yìxiē huángsè xiàohuà.
我真受不了了! 工作时间他总是讲一些黄色笑话。

I really can't stand it anymore! He always tells dirty jokes during work hours.

乙: 我也讨厌这个人! 他常常看不起女同事, 说她们没能力。

I dislike this person too! He often looks down on female co-workers and says they are incapable.

我认为你应该当面告诉他这是骚扰行为!

I think you should tell him face to face that it's harassment!

甲: 我说了, 可是他根本不当一回事。

I did, but he didn't take it seriously at all.

乙: 那(你)就直接向有关部门投诉!

Then you should file a complaint directly to the department concerned!

甲: 我倒觉得他应该去看心理医生!

Instead, I think that he should go to see a psychologist!

乙: 不管怎么样, 我们不能容忍在工作场所的这种骚扰行为!

Anyway, we cannot tolerate this kind of harassment in the workplace!

相关词语/Related Words

1	jùjué 拒绝	to refuse; to say no	3	pīpíng 批评	to criticize
2	zhìzhǐ 制止	to prevent; to stop	4	zhǐzé 指责	to censure; to accuse; to criticize

5	huángsè 黄色	pornography	9	tiáoqíng 调情	to flirt
6	huángduànzi 黄段子	dirty jokes; ribaldry	10	tiáoxi 调戏	to harass a woman with obscenities
7	xiàliú 下流	obscene; dirty	11	liǎnpí hòu 脸皮厚	thick-skinned; shameless
8	sèqíng 色情	erotic; porno- graphic; sexy	12	wúchǐ 无耻	shameless

文化导航 Cultural Navigation

文化的不同很容易造成误解。比如，如果你在中国的马路上看见两个同性年轻人勾肩拉手，千万不要以为一定是同性恋。同样，如何区分性骚扰和粗俗的笑话、歧视和不友善的态度，对于来自不同文化背景的外国人来说也相当不容易。如果你对某个人的言行觉得不舒服或者有疑问，最好的办法还是当面告诉他你的感受，或者报告给你的主管。

It is very easy to cause misunderstandings due to cultural differences. For instance, in China if you see two young people of the same sex are walking arm in arm or hand in hand on a street, it doesn't necessarily mean that

they are a homosexual couple. Similarly, it is not easy for a foreigner with a different cultural background to distinguish between sexual harassment and off-color jokes, as well as the difference between discrimination and an unfriendly attitude. If you have doubts or feel uncomfortable with someone's words and actions, the best way is to tell him your feelings directly, or you can report the evidence to your supervisor.



市场营销

Marketing



73 营销策略 | Marketing Strategies

核心句 Key Sentence

Tuīchū shēngjí chǎnpǐn shì yí gè yǒuxiǎo
推出升级产品是一个有效
de cèlùè.
的策略。

Bringing out an upgraded product is an effective strategy.

句型 与替换 Substitution

jiàngdī jiàgé
降低价格
lower the price

fāzhǎn jiāméngdiàn
发展加盟店
expand franchise stores

tuīdòng wǎngluò yíngxiāo
推动网络营销
promote Internet marketing

kuòdà jīngyíng fànwei
扩大经营范围
expand business scope

jìnjūn èr, sān xiàn chéngshì
进军二、三线城市
advance to second-tier and third-tier cities

kāituò hǎiwài shìchǎng
开拓海外市场
open up overseas market

tuìchū dīduān chǎnpǐn shìchǎng

退出低端产品市场

withdraw from low-end product market

búcuò

不错

not bad

míngzhì

明智

wise

zhèngquè

正确

correct

zhòngyào

重要

important

cuòwù

错误

wrong

kě gōng xuǎnzé

可供选择

alternative

zhídé kǎolù

值得考虑

worth considering



扩展/Extension

1. Yóuyú yíngxiāo cèlùè shīwù, gōngsī de lìrùn xiàhuále 30%.
由于营销策略失误,公司的利润下滑了30%。

Due to a mistake in marketing strategy, the company's profit has dropped by 30%.

2. Jīngjì zēngzhǎng huǎnmàn shì lìng yí gè yuányīn.
经济增长缓慢是另一个原因。

A sluggish economy is another reason.

3. Wǒmen bìxū gēnjù shìchǎng xūqiú, tiáozhěng gōngsī de yíngxiāo cèlùè.
我们必须根据市场需求,调整公司的营销策略。

We must adjust the company's marketing strategy according to the market demand.

4. Wǒmen yìqǐ lái yánjiū yánjiū xià yí bù de yíngxiāo cèlùè.
我们一起来研究研究下一步的营销策略。

Let's come together and discuss our marketing strategy for the next step.

对话实例 / Dialogue

甲: Yóuyú yíngxiāo cèlùè shīwù, shàng gè jìdù gōngsī de lìrùn xiàhuá-
由于营销策略失误, 上个季度公司的利润下滑
le 30%.
了30%。

Due to a mistake in marketing strategy, the company's profit has dropped by 30% last season.

乙: Dìquè rúcǐ, wǒmen duì jìngzhēng duìshǒu liǎojiě búgòu.
的确如此, 我们对竞争对手了解不够。

Indeed, we didn't know enough about our competitor.

甲: Wǒ juéde jīngjì zēngzhǎng huǎnmàn yě shì yí gè yuányīn.
我觉得经济增长缓慢也是一个原因。

I think that a sluggish economy is another reason too.

乙: Wǒmen bìxū gēnjù shìchǎng xūqiú, tiáozhěng gōngsī de yíngxiāo cèlùè.
我们必须根据市场需求, 调整公司的营销策略。

We must adjust the company's marketing strategy according to the market demand.

甲: Tuīchū shēngjí chǎnpǐn yěxǔ shì yí gè yǒuxiào de cèlùè.
推出升级产品也许是一个有效的策略。

Bringing out upgraded products may be an effective strategy.

乙: Wèile qǔdé gèng duō de shìchǎng fèn'é, wǒmen yě yīnggāi shǐ
为了取得更多的市场份额, 我们也应该使
chǎnpǐn jiàgé gèng yǒu jìngzhēnglì.
产品价格更有竞争力。

In order to take more market shares, we should also make the product's price more competitive.

甲: Hǎo, wǒmen yìqǐ lái yánjiū yánjiū xià yí bù de yíngxiāo cèlùè.
好, 我们一起来研究研究下一步的营销策略。

Good, let's come together and discuss our marketing strategy for the next step.

相关词语/Related Words

1	xiāoshòu 销售 quǎodào 渠道	distribution channel	7	jiàgé 价格 cèlüè 策略	pricing strategy
2	xiāoshòu 销售 wǎngluò 网络	sales network; distribution network	8	língshòu 零售 jiàgé 价格	retail price
3	liánsuǒdiàn 连锁店	chain store	9	pīfā jiàgé 批发价格	wholesale price
4	shítiǎn 实体店	physical shop/store; actual shop/store	10	gāoduān 高端 chǎnpǐn 产品	high-end product
5	wǎng luò 网(络) diàn pù 店(铺)	online shop/store; Internet shop/store; virtual shop/store	11	shìchǎng 市场 bǎohé 饱和	market saturation
6	Táobǎowǎng 淘宝网	Taobao.com (the biggest e-commerce and e-auction website in China)			

文化导航 Cultural Navigation

经济的快速发展、生活方式的改变、随处可见的“西化”影响，这一切正在使中国从一个传统的节俭型社会转变成为一个消费型的社会。中国人的消费观念也在

变得多样化：从众心理和展示个性并存，注重物美价廉的老习惯与追求时尚或者热衷名牌的爱好相安无事。其实，不管你采用哪种营销策略，最重要的是了解中国国情、了解中国消费者、了解在中国市场上的竞争对手。就像两千多年前《孙子兵法》中说的那样，只有知己知彼，才能百战不败。

A booming economy, changes in lifestyle and Western influences everywhere have all been transforming China from a society with a tradition of thrift into a consumer society. Consumption concepts among the Chinese have also become diversified. Following the crowd and showing personality exist side by side, and the old custom of always laying stress on excellent goods at modest prices has no problems coexisting with the new fondness for fashion and name brands. In fact, no matter what kind of marketing strategies you adopt, it is always important to understand the conditions in China, and to know Chinese consumers and your competitors in the Chinese market. It is just like what Sun Tzu said in his book *The Art of War* more than two thousand years ago: only if you know yourself and know your opponent, will you never lose a battle.

核心句

Key Sentence

Zhè cì wǒmen de guǎnggào yīnggāi tūchū
这次我们的广告应该突出
pǐnpái xíngxiàng.
品牌形象。

This time our advertisement should give prominence to brand image.

句型
与替换
Substitution

chǎnpǐn tèsè
产品特色

special feature of the product

shíshàng cháoliú
时尚潮流

xiūxián fēnggé
休闲风格

fashion trend

casual style

lǜsè huánbǎo zhǔtí
绿色环保主题

environment-friendly motif/theme



扩展/Extension

1. Wǒmen jìhuà zài jīnqī tuīchū xīn yī
我们计划在近期推出新一
lún guǎnggào xuānchuán huódòng.
轮广告宣传活动。

We plan to push out a new round of advertisement promotions in the near future.

Wǒ jiànyì yāoqǐng yí wèi zhùmíng yǐng-
2. 我建议邀请一位著名影
xing dānrèn wǒmen de chǎnpǐn xíngxiàng
星担任我们的产品形象
dàiyánrén.
代言人。

I suggest inviting a famous
movie star to be the image
spokesperson for our product.

Lìyòng míngren xiàoyìng shì yí gè
3. 利用名人效应是一个
búcuò de fāngfǎ.
不错的方法。

Using the celebrity effect is
probably not a bad idea.

Ràng wǒmen zhǎo yí jiā yǒu jīngyàn de
4. 让我们找一家有经验的
guǎnggào gōngsī zīxún yíxià.
广告公司咨询一下。

Let's find an experienced
advertisement company for a
consultation.

对话实例/Dialogue

甲: Gōngsī jìhuà zài xià gè jìdù tuīchū xīn yì lún guǎnggào xuānchuán huódòng.
公司计划在下一个季度推出新一轮广告宣传活动。

The company plans to push out a new round of advertisement
promotion next season.

乙: Zhè cì de guǎnggào cèhuà yǒu shénme jùtǐ yāoqiú ma?
这次的广告策划有什么具体要求吗?

Is there any specific requirement for this advertisement scheme?

甲: Zhè cì de guǎnggào yīnggāi tūchū pǐnpái xíngxiàng.
这次的广告应该突出品牌形象。

This time the advertisement should give prominence to
brand image.

乙: Wǒ jiànyì yāoqǐng yí wèi zhùmíng yǐngxīng dānrèn wǒmen de chǎnpǐn
我建议邀请一位著名影星担任我们的产品
xíngxiàng dàiyánrén.
形象代言人。

I suggest inviting a famous movie star to be the image
spokesperson for our product.

甲: Lìyòng míngrén xiàoyìng dàgài shì yí gè búcuò de fāngfǎ, yóuqí
 利用名人效应大概是一个不错的方法, 尤其
 shì wǒmen chǎnpǐn de gùkè zhǔyào shì niánqīng rén.
 是我们产品的顾客主要是年轻人。

Using the celebrity effect is probably not a bad idea, especially
 since our product's customers are mainly young people.

乙: Ràng wǒmen xiān zhǎo yí jiā yǒu jīngyàn de guǎnggào gōngsī zīxún yíxià.
 让我们先找一家有经验的广告公司咨询一下。

Let's first find an experienced advertisement company for a
 consultation.

相关词语/Related Words

1	pǐnpái 品牌 yìshì 意识	brand awareness	7	gōngyì 公益 guǎnggào 广告	advertisement for public interests; charity ads
2	pǐnpái 品牌 tuīguǎng 推广	brand promotion	8	guǎnggào 广告 shèjì 设计	advertising design
3	shìchǎng 市场 tuīguǎng 推广	market promotion	9	guǎnggào 广告 chuàngyì 创意	advertising creativity
4	pǐnpái 品牌 zhīmíngdù 知名度	brand popularity	10	guǎnggào 广告 yùsuàn 预算	budget for advertising
5	píngmiàn 平面 guǎnggào 广告	graphic advertisement	11	guǎnggào 广告 duìxiàng 对象	object of advertisement
6	diànshì 电视 guǎnggào 广告	television advertisement; TV commercial	12	mùbiāo 目标 shìchǎng 市场	target market

尽管在我们的生活中广告几乎无处不在，但是让你的广告打动中国消费者的心并不是一件容易的事。中国人常对夸张不实的广告嗤之以鼻。如果中国人用“那是做广告”来表达对某件事情的评价，那就是说他完全不相信。另外，在中国市场做广告策划，一定要了解中国人的文化传统和价值观。长城、黄河、中国龙、孔子、天安门等被视为中国和中国文化的象征。中国人往往不能接受一个外国产品广告里使用这些形象开玩笑、玩滑稽或者搞怪。

Although advertisements and commercials are ubiquitous in our life, it is still not easy to let your advertisement win Chinese consumers' hearts. Chinese often give a snort of contempt to an exaggerated and untrue advertisement. If a Chinese expresses his/her opinion about something by saying "that is advertising," that means he/she totally doesn't believe it. In addition, if you are doing an advertisement scheme for Chinese market, you must understand Chinese cultural traditions and value system. The Great Wall, Yellow River, Chinese dragon, Confucius, Tian'anmen and so on are considered symbols of China and Chinese culture. Chinese usually cannot accept a foreign product advertisement that uses these images to make funny jokes, play zany tricks or do weird things.

75 促销活动 | Sales Promotion

核心句

Key Sentence

Wèile dǎkāi shìchǎng. wǒmen jìhuà gǎo
为了打开市场，我们计划搞
yí cì dàxíng de cùxiāo huódòng.
一次大型（的）促销活动。
In order to open up the market, we plan to
have a large-scale sales promotion.

句型 与替换

Substitution

kāifā xīn shìchǎng
开发新市场
develop a new market

tígāo xiāoshòu'é
提高销售额
boost sales volume

tígāo zhīmíngdù
提高知名度
increase one's popularity

xīnpǐn shàngshì
新品上市
place new products into the market

kuòdà yǐngxiǎng
扩大影响
extend influence

tuīdòng wǎnggòu
推动网购
push online shopping

xīyǐn gùkè
吸引顾客

attract customers

mǎiyī-sòngyī
买一送一

buy one and get one free

quánguó fànwéi

全国范围

nationwide

jié rì
节日

holiday

wǎngshàng

网上

online



扩展/Extension

1. Wǒmen de xīnchǎnpǐn jiù kuài yào shàngshì le.
我们的新产品就快要上市了。

Our new product will be on the market soon.

2. Zhè cì de cùxiāo huódòng fànwéi yǒu duō dà?
这次的促销活动范围有多大?

What is the scope of this sales promotion?

3. Zhè cì de cùxiāo huódòng jiāng zài quánguó gè dà chéngshì de mén diàn tóngbù jìnxíng.
这次的促销活动将在全国各大城市的门店同步进行。

This sales promotion will be carried out in step with stores in all big cities nationwide.

4. Wǎngshàng de cùxiāo yīnggāi zuò de gèng yōuhuì yìxiē.
网上的促销应该做得更优惠一些。

The online sales promotion should offer more discounts.

对话实例 / Dialogue

甲: Xià gè yuè wǒmen de xīn chǎnpǐn jiù yào shàngshì le.
下个月我们的新产品就要上市了。

Our new product will be on the market next month.

乙: Gōngsī yǒu shénme xuānchuán zào shì de jìhuà ma?
公司有什么宣传造势的计划吗?

Does the company have any plans to build up publicity and promote sales?

甲: Wèile dǎkāi shìchǎng, wǒmen jìhuà gāo yí cì dàxíng cùxiāo huódòng.
为了打开市场, 我们计划搞一次大型促销活动。

In order to open up the market, we plan to have a large-scale sales promotion.

乙: Zhè cì de cùxiāo huódòng fānwéi yǒu duō dà?
这次的促销活动范围有多大?

What is the scope of this sales promotion?

甲: Zhè cì de cùxiāo huódòng jiāng zài quán guó gè dà chéngshì de mén diàn tóngbù jìnxíng.
这次的促销活动将在全国各大城市的门店同步进行。

This sales promotion will be carried out in step with stores in all big cities nationwide.

乙: Língwài, gōngsī de guānwǎng yě huì tóngshí tuīchū cùxiāo huódòng.
另外, 公司的官网也会同时推出促销活动。

In addition, the company's official website will also bring out the sales promotion at the same time.

乙: Wǒ jiànyì wǎngshàng de cùxiāo yīnggāi zuò de gēng yōuhuì yìxiē,
我建议网上的促销应该做得更优惠一些,
bǐrú mǎiyī-sòngyī.
比如买一送一。

I suggest that the online sales promotion should offer more discounts. For example, buy one and get one free.

相关词语 / Related Words

1	wǎngluò 网络 cùxiāo 促销	sales promotion on the Internet	7	qīngcāng chǔ- 清仓处 lǐ qīngcāng 理/清仓 dàjiǎnjià 大减价	clearance sale; inventory sale
2	shìchǎng 市场 dìngwèi 定位	market positioning	8	zhíxiāo 直销	direct distribution (i.e. selling products to customers without distributors)
3	xiāofèi- 消费 qún tǐ 群(体)	consumer group; consumer base	9	jīngpǐn 精品	top quality goods
4	dǎzhé 打折	to make a discount	10	wùměi- 物美 -jiàlián 价廉	excellent quality and reasonable price
5	jiǎnjià 减价	to reduce the price; to mark down	11	dǎogòu 导购 fúwù 服务	shopping guide service
6	rànglì 让利	to give up a share of the profits and offer a discount			

文化导航 Cultural Navigation

导购员和和推销员是两种性质不同的销售工作。在中国的很多大商场、购物中心或者专卖店里，都设有导

购员。导购员多以年轻的女性为主，所以也叫“导购小姐”。她们的工作是为顾客提供商品信息、购物建议甚至可以陪同顾客购物。推销员则是为生产厂家或企业服务，向相关的客户和可能的消费者做产品推销。推销员推销产品的方式多种多样，像电话推销、短信推销、邮件或电子邮件推销，甚至上门推销等等在今天的中国都很常见。

A shopping guide or shopping consultant and a salesperson are two different kinds of sales job. In China, many big department stores, shopping centers and specialty stores hire shopping guides. Since many of these shopping guides are young women, they are also called “dǎogòu xiǎojiě (Miss Shopping Guide).” Their job is to provide product information and purchase suggestions, and they can even accompany customers as they shop. A salesperson works for the manufacturer or the enterprise, and promotes sales of their products to relevant clients and possible consumers. There are many different kinds of ways in which a salesperson may promote the products. For instance, telephone sales, text message sales, mail sales or e-mail sales, and even door-to-door sales, etc. are all quite common in today's China.

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市场调查 | The Market Survey

核心句

Key Sentence

Wèile liǎojiě xiāofèizhě yìjiàn, wǒmen
为了了解消费者意见，我们

jìhuà gāo yí gè shìchǎng diàochá.
计划搞一个市场调查。

In order to find out consumer opinions,
we plan to have a market survey.

句型
与替换
Substitution

shìchǎng xūqiú

市场需求

market demand

shìchǎng dòngxiàng

市场动向

market trend

xiāofèi qīngxiàng

消费倾向

propensity to consume

xiāofèi xíguàn

消费习惯

habit of consumption

xiāofèizhě xǐhào

消费者喜好

consumer preference

jìngzhēng duìshǒu

竞争对手

competitor



扩展/Extension

1. Xiànzài jìngzhēng hěn jīliè, zhǎngwò
现在竞争很激烈，掌握 The competition right now

shìchǎng xīnxī fēicháng zhòngyào.
市场信息非常重要。

is very intense, so it is very important to have the market information.

2. Wènjuǎn de shèjì yuè jiǎnjié yuè hǎo.
问卷的设计越简洁越好。

The format and design of the questionnaire would be better if it is more succinct.

3. Shàng cì qǐng diàoyán gōngsī zuò de wènjuǎn tài fùzá le.
上次请调研公司做的问卷太复杂了。

The previous questionnaire that we had a market research firm make was too complicated.

4. Wènjuǎn chúle suí chǎnpǐn fēnfā yǐwài, yě yào fàng zài wǎngshàng.
问卷除了随产品分发以外,也要放在网上。

In addition to being distributed with the product, the questionnaire will be placed online too.

对话实例/Dialogue

甲: Wèile liǎojiě xiāofèizhě yìjiàn, wǒmen jìhuà gāo yí gè shìchǎng diàochá.
为了了解消费者意见,我们计划搞一个市场调查。

In order to find out consumer opinions, we plan to have a market survey.

乙: Shì a, xiànzài jìngzhēng hěn jīliè, zhǎngwò shìchǎng xīnxī fēicháng zhòngyào.
是啊,现在竞争很激烈,掌握市场信息非常重要。

Yes, the competition now is very intense, so it is very important to have the market information.

甲: Nǐ juéde zhè fèn diàochá wènjuǎn yào bāokuò nǎxiē fāngmiàn de wèntí?
你觉得这份调查问卷要包括哪些方面的问题?

What kinds of questions do you think should be included in this questionnaire?

乙: Wǒ jiànyì wènjuàn zhǔyào bāokuò sān gè fāngmiàn: pǐnpái xìngjiàbǐ
我建议问卷主要包括三个方面: 品牌、性价比
hé shòuhòu fúwù.
和售后服务。

I suggest that the questionnaire mainly include three aspects:
brand, performance-price ratio and after-sale service.

甲: Wǒ tóngyi. Wènjuàn de shèjì yuè jiǎnjié yuè hǎo.
我同意。问卷的设计越简洁越好。

I agree. The format and design of the questionnaire would
be better if it is more succinct.

乙: Dìquè rúcǐ. Shàng cì qǐng diàoyán gōngsī zuò de wènjuàn tài fùzá le.
的确如此。上次请调研公司做的问卷太复杂了。

Yes, indeed. The previous questionnaire that we had a
market research firm make was too complicated.

甲: Zhè cì wènjuàn chúle suíchǎnpǐn fēnfā yǐwài. yě yào fàng zài wǎngshàng.
这次问卷除了随产品分发以外,也要放在网上。

This time, in addition to being distributed with the product,
the questionnaire will be placed online too.

相关词语/Related Words

1	tiwèn 提问	to question	5	xuǎnzétí 选择题	multiple-choice question
2	dá'àn 答案	answer	6	suíjī 随机 chōuyàng 抽样	random sampling
3	shāngyè 商业 zixún 咨询	business consulting	7	xiāofèi 消费 móshì 模式	consumption pattern
4	shìfēití 是非题	yes-no question	8	tèdìng 特定 xiāofèi 消费 qúntǐ 群体	specific group of consumers

9	shìchǎng dòng-xiàng biāozhì 市场动向标志	market indicator	11	rénqì 人气	popularity
10	shìchǎng qūshì 市场趋势	market tendency	12	rénqì chǎnpǐn 人气产品	popular product

文化导航

Cultural Navigation

尽管市场调查已经成为掌握市场信息、了解消费者需求的常见方式，中国的消费者似乎对参与这类调查活动并不十分感兴趣。尤其是那种现场提问式的市场调查活动，往往会遭到对方的拒绝。如果你遇到这样的情况，千万不要失去耐心。你不妨试着先微笑着跟对方打招呼，说“您好”，甚至可以先送上准备分发的小礼品或样品，然后再礼貌地询问，“我能麻烦您帮个忙吗？”“能问您几个小问题吗？”或者“能占用您几分钟时间吗？”一般在这种情况下，中国人往往会同意回答你的提问。

Although the market survey has become a common way to get market information and find out about consumer demands, Chinese consumers don't seem to be very interested in this kind of survey activities. Especially when market

surveys take place on the spot, people often refuse to answer questions. If you come across a situation like this, you should not lose your patience. You might as well greet that person by saying “nín hǎo (hello)” with a smile, even handing over a small gift or sample that you have prepared to distribute, and then ask in a polite manner: “Wǒ néng máfan nín bāng gè māng ma?” (May I trouble you for a bit of help?) or “Néng wèn nín jǐ gè xiǎowèntí ma?” (May I ask you a couple of small questions?) or “Néng zhānyòng nín jǐ fēnzhōng shíjiān ma?” (Can I have a few minutes with you?) Normally in this kind of situation, a Chinese will be willing to answer your questions.



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销售代理 | Sale Agency

核心句

Key Sentence

Wǒmen yìzhí shì Lántiān Shǒujī de dájīa dàilǐ.

我们一直是蓝天手机的独家代理。

We have always been Blue Sky Mobile Phone's sole agent.

句型
与替换
Substitution

Fēngtián Qìchē

丰田汽车

Toyota Motor Corp.

zhè zhǒng chǎnpǐn

这种产品

this product

zǒngdàilǐ.

总代理

general agency/agent

qūyù dàilǐ

区域代理

regional agency/agent

fēnxiāoshāng

分销商

distributor

zhège pǐnpái

这个品牌

this brand

zhè jiā gōngsī

这家公司

this company

jīngxiāoshāng

经销商

dealer

jīngxiāoshāng

经销商

dealer



扩展/Extension

Wǒmen xīwàng néng chéngwéi guì

1. 我们希望能成为贵

We hope to become a

gōngsī chǎnpǐn de zhǐdìng dàilishāng.
公司产品的指定代理商。

designated agent of your
company's products.

2. Wǒmen de yòngjīn biāozhǔn shì gēnjù
我们的佣金标准是根据
shíjì xiāoshòu'é fēnwéi liǎng dǎng de.
实际销售额分为两档的。

Our commission standard is
divided into 2 scales based on
the actual volume of sales.

3. Wǒmen huì yòng shíjì de xiāoshòu
我们会用实际的销 售
chéngjì zhèngmíng wǒmen de jiàzhí.
成绩证明我们的价值。

We'll prove our value by
actual sales results.

4. Wǒmen lái tán tán jùtǐ de tiáojiàn
我们来谈谈具体的条件
hé yāoqiú.
和要求。

Let's talk about conditions and
requirements in detail.

对话实例 / Dialogue

- 甲: Wǒmen Nánfāng Tōngxìn xīwàng néng chéngwéi guì gōngsī chǎnpǐn de
我们南方通信希望能成为贵公司产品的
zhǐdìng dàilishāng.
指定代理商。

South Communication hopes to become a designated agent
of your company's products.

- 乙: Nimen zài xiāoshòu dài lǐ fāngmiàn yǒu nǎxiē jīngyàn ne?
你们在销售代理方面有哪些经验呢?

What kind of experience do you have in the field of sales agency?

- 甲: Guòqù jǐ nián, wǒmen yìzhí shì Lántiān Shǒujī de dújiā dài lǐ.
过去几年,我们一直是蓝天手机的独家代理。

During the past several years, we have always been Blue
Sky Mobile Phone's sole agent.

- 乙: Nín duì yòngjīn yǒu shénme yāoqiú ma?
您对佣金有什么要求吗?

Do you have any expectations for the commission?

Wǒmen de yòngjīn biāozhǔn shì gēnjù shíjì xiāoshòu'é fēnwéi liǎng dǎng de.
我们的佣金标准是根据实际销售额分为两档的。

Our commission standard is divided into 2 scales based on

the actual volume of sales.

甲: Méi wèntí. Wǒmen huì yòng shíjì de xiāoshòu chéngjì zhèngmíng wǒmen de jiàzhí.
没问题。我们会用实际的销售成绩证明我们的价值。

This is not a problem. We'll prove our value by actual sales results.

乙: Hǎo. Rúguǒ shì zhèyàng dehuà, wǒmen xiànzài lái tán tán jùtǐ de tiáojiàn hé yāoqiú.
好。如果是这样的话,我们现在来谈谈具体的条件和要求。

Good. If you say so, now let's talk about conditions and requirements in detail.

相关词语/Related Words

1	quánquán 全权 dàilǐ 代理	universal agent/ agency	7	bǎifēnbǐ 百分比	percentage
2	fēndàilǐ 分代理	sub-agent; sub- agency	8	shòuquán 授权	to authorize
3	dàilǐquán 代理权	agency authority/right	9	tíchéng 提成	commission; to deduct a percentage from a sum of money; to draw a percentage
4	dàilǐ 代理 xiéyì 协议	agency agreement	10	yòngjīn 佣金 bǐlǜ 比率	commission ratio/rate
5	tèyuē jīng- 特约经 xiāo tèxǔ 销/特许 jīngxiāoshāng 经销商	franchiser; franchised dealer	11	fēnhóng 分红	to get a bonus; to share profits
6	liánsuǒ 连锁 jīngxiāo 经销	chain of distribution	12	lìrùn 利润	profit

说到跟“销售”有关的中文词汇，有不少词的意思很容易混淆。比如，“一般代理”是用来区别于“独家代理”的；而“指定代理”是说厂家挑选并指定该代理销售其产品；“分代理”的意思是在“总代理”下面一级的代理，又可以进一步分为“一级代理”“二级代理”甚至“三级代理”。划分这些分级代理的标准是区域的大小，或者是销售额的多少。毫无疑问，了解这些词的含义，可以帮助你你知道你究竟在跟谁打交道。

With regard to “sales,” there are quite a few terms in Chinese that are easily confused. For instance, the term “yìbān dàiǐlǐ (ordinary/commission agent)” is used to distinguish from “dújiā dàiǐlǐ (sole agent)” while “zhǐdìng dàiǐlǐ (designated agent)” means that the manufacturer has chosen and designated this agent to sell their products. The term “fēndàiǐlǐ (sub-agent)” means sub-agents that are under “zǒngdàiǐlǐ (general agent),” and it may also be further divided into “yī jí dàiǐlǐ (Class A sub-agent),” “èr jí dàiǐlǐ (Class B sub-agent)” and even “sān jí dàiǐlǐ (Class C sub-agent).” The standard used to divide those sub-agents depends on either the size of the region or the volume of sales. Without doubt, it will help you to know who you are actually dealing with if you know what those terms mean.

78 公益赞助 | Public Welfare and Charity Support

核心句 Key Sentence

Wǒmen gōngsī juéding juānzèng gěi běndì
我们公司决定捐赠给本地
xiǎoxué yīqiān tāi diànnǎo,
小学一千台电脑。

Our company has decided to donate 1,000 computers to local elementary schools.

句型 与替换 Substitution

pínkùn dìqū shòuzāi dìqū
贫困地区 受灾地区
impooverished region disaster area

císhàn jīgòu
慈善机构
charity organization

xīwàng jiàoyù jījīn
希望教育基金
the Hope Education Foundation

yīliáo qìcái
医疗器材
medical equipment

yībǎiwàn yuán rénmínbì
一百万元人民币
one million yuan RMB

yíding shù mù de qǐdòng jījīn
一定数目的启动基金
certain amount of startup fund

ruògān gè quán'é jiǎngxuéjīn
若干个全额奖学金
several full scholarships



扩展/Extension

1. Wǒmen kěyǐ jièzhù zhège jīhuì
ràng gōngzhòng duì wǒmen qǐyè hé
让公众对我们企业和
chǎnpǐn yǒu gèng duō de liǎojiě.
产品有更多的了解。

We can use this opportunity to make the general public know more about our corporation and products.

2. Huíkùì shèhuì shì wǒmen yīnggāi zuò
de shì.
回馈社会是我们应该做
的事。

It is our duty to repay society.

3. Gōngyì zànzù duì qǐyè hé shèhuì
shì yí jiàn shuāngyíng de hǎoshì.
公益赞助对企业和
社会是一件双赢的好事。

Supporting public welfare is a win-win matter for both the enterprise and society.

4. Zuòhǎo zhè jiàn shì yíding yào yǒu yí
gè qièshí kěxíng de cāozuò fāng'àn.
做好这件事一定要有一个
切实可行的操作方案。

In order to do this well, we definitely need a practical operating plan.



对话实例/Dialogue

甲: Jīnnián wǒmen gōngsī juéding juānzèng gěi běndì xiǎoxué yīqiān tái diànnǎo.
今年我们公司决定捐赠给本地小学一千台电脑。
This year our company has decided to donate 1,000 computers to local elementary schools.

乙: Hěn hǎo. Wǒmen kěyǐ jièzhù zhège jīhuì ràng gōngzhòng duì wǒmen
很好。我们可以借助这个机会让公众对我们
qǐyè hé chǎnpǐn yǒu gèng duō de liǎojiě.
企业和产品有更多的了解。

That's very good. We can use this opportunity to make

the general public know more about our corporation and products.

甲: Huíkui shèhuì shì wǒmen yīnggāi zuò de shì.
回馈社会是我们应该做的事。

It is our duty to repay society.

乙: Wǒ tóngyi. Gōngyì zànzù duì qǐyè hé shèhuì shì yí jiàn shuāngyíng de hǎoshì.
我同意。公益赞助对企业和社会是一件双赢的好事。

I agree. Supporting public welfare is a win-win matter for both the enterprise and society.

甲: Búguò, zuòhǎo zhè jiàn shì yí dìng yào yǒu yí gè qièshí kěxíng de cāozuò fāng'àn.
不过, 做好这件事一定要有一个切实可行的操作方案。

However, in order to do this well, we definitely need a practical operating plan.

乙: Wǒ jiànyì wǒmen de gōngguānbù yīnggāi jièrù zhè cì huódòng de xuānchuán hé zhíxíng guòchéng.
我建议我们的公关部应该介入这次活动的宣传和执行过程。

I suggest that our Public Relations Department should get involved in the process of publicizing and operating this campaign.

相关词语/Related Words

1 捐款	juānkǎn to contribute money; contribution; donation	4 物资	wùzī material; goods
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2 捐赠	juānzèng to contribute (as a gift); to donate	5 资金	zījīn fund
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3 资助	zīzhù to aid financially; to subsidize	6 善款	shànkǎn money for charity
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7	gōngguān 公 关 cèlüè 策 略	public relations strategy	9	gōngyì 公 益 guǎnggào 广 告	advertisement for public interests; charity ads
8	chǎngshāng 厂 商 zànzù 赞 助	supported or sponsored by manufacturers or business corporations	10	gōngyì xìn- 公 益 信 tuō jījīn 托 基 金	public trust fund; charitable trust fund

文化导航 Cultural Navigation

越来越多的中国企业已经学会把公益赞助作为一种公关活动。这种活动不但可以使社会公众受益，也是帮助企业赢得公众信赖和树立良好形象的有效方法。不过，如何参与公益赞助活动还是企业需要仔细考虑的问题。中国有句老话：“勿以善小而不为。”赞助公益不在于捐款的多少而在于有真心和爱心。另外，在中国人的传统思维中，做好事不留名是最为人们称赞的。所以如果一个企业过于高调地进行公益赞助活动，也可能会受到公众的质疑。显然，如何使企业形象在这类活动中受益需要细心地策划。

More and more Chinese businesses have learned to make charity or public welfare support projects as a campaign for their public relations. This kind of activity not only benefits the general public but also helps the business to win trust from the

general public as well as to build up a good image. However, how a business takes part in a charity activity still needs careful consideration. There is an old saying in China: “Wū yǐ shàn xiǎo ér bù wéi.” (Don't give up doing a good deed just because it is too small.) Supporting public welfare is about whether you have good faith and compassion instead of how much money you contribute. Additionally, in the traditional way of Chinese thinking, what should be praised most is to do good deeds anonymously. Because of this, if a business does charity work or public welfare support work in an overly high-profile way, it will often be questioned by the general public. Obviously, careful planning is needed to let corporate image benefit from this type of activity.



核心句

Key Sentence

Wǒmen gōngsī **jué** **dìng** cānjiā jīnnián de
我们公司**决定**参加今年的

jiāyòng qiānqì zhǎnlǎnhuì.
家用电器**展览会**。

Our company has decided to participate in this year's household appliance exhibition.

句型
与替换
Substitution

jìhuà
计划

plan

shēnqǐng

申请

apply for

fúzhuāng fúshì
服装服饰

clothing and accessories

nóngchǎnpǐn

农产品

agricultural product

jīdiàn chǎnpǐn
机电产品

mechanical and electrical product

yīliáo qìcái yòngpǐn

医疗器材用品

medical devices & supplies

gāokējì chǎnpǐn
高科技产品

high-tech product

zhǔnbèi
准备

prepare

bàomíng

报名

sign up



扩展/Extension

1. Zhè cì yùjì yǒu guónèi-wài jǐ qiān
这次预计有国内外几千
jiā qǐyè cānzǎn.
家企业参展。

By estimation, there will be several thousand enterprises from home and abroad participating in the exhibition this time.

2. Wǒmen bìxū jǐnkùài gǎo yí gè
我们必须尽快搞一个
xiángxì de cānzǎn fāng'àn.
详细的参展方案。

We have to make a plan with details about participating in the exhibition as soon as possible.

3. Zhǎnhuì bàomíng de jiézhǐ rìqī shì
展会报名的截止日期是
Wǔyuè dǐ.
五月底。

The registration deadline for the exhibition is the end of May.

4. Wǒ jiànyì xià xīngqī kāihuì tāolùn
我建议下星期开会讨论
yíxià wǒmen chǎnpǐn zhǎntái de
一下我们产品展台的
fāng'àn.
方案。

I suggest having a meeting next week and discussing the proposal about our products' booth.



对话实例/Dialogue

甲: Wǒmen gōngsī juéding cānjiā jīnnián de jiāyòng diànnqì zhǎnlǎnhuì.
(我们) 公司决定参加今年的家用电器展览会。

Our company has decided to participate in this year's household appliance exhibition.

乙: Wǒ tīngshuō zhè cì yǒu guónèi-wài jǐ qiān jiā qǐyè cānzǎn.
我听说这次有国内外几千家企业参展。

I hear that there will be several thousand enterprises from home and abroad participating in the exhibition this time.

Wǒmen bìxū jǐnkuài gǎo yí gè xiángxì de cānzhǎn fāng'àn.

甲: 我们必须尽快搞一个详细的参展方案。

We have to make a plan with details about participating in the exhibition as soon as possible.

Shì a, wǒ jìde zhǎnhuì bàomíng de jiézhǐ rìqī shì Sānyuè dǐ.

乙: 是啊, 我记得展会报名的截止日期是三月底。

Yes, I remember that the registration deadline for the exhibition is the end of March.

Nǐ néng shàngwǎng zài chá yíxià cānzhǎn fèiyòng ma?

甲: 你能上网再查一下参展费用吗?

Could you go online and double-check the cost for participating in the exhibition?

Xíng. Wǒ jiànyì xià xīngqī kāihuì tāolùn yíxià wǒmen zhǎntái de fāng'àn.

乙: 行。我建议下星期开会讨论一下我们展台的方案。

Sure. I suggest having a meeting next week and discussing the proposal about our products' booth.

相关词语 / Related Words

1	bólanhuì 博览会	exposition; expo	5	zhǎnlǎnguǎn 展览馆	exhibition hall
2	zhǎnxiāohuì 展销会	trade fair	6	huìzhǎn 会展 zhōngxīn 中心	convention and exhibition center
3	shāngpǐn 商品 jiāoyìhuì 交易会	commodities fair; trade fair	7	zhǎnqū 展区	exhibition area
4	tóuzī 投资 màoyì 贸易 qiātánhuì 洽谈会	investment and trade fair	8	zhǎnwèi 展位	a site that is used to display items at the exhibition

9	zhǎnshì 展示	to demonstrate; to show; to display	11	zhǎnqī 展期	exhibition period
10	zhǎnpǐn 展品	exhibit; item on display			

文化导航 Cultural Navigation

每年在中国举办的各类会展多达数千个。这些会展涵盖了从传统农业、传统工业到高新科技的各个领域。不少会展已经产生了广泛的国际影响，吸引了全世界众多的厂商和贸易商。例如，中国进出口商品交易会（广交会）、中国（北京）国际服务贸易交易会（京交会）、中国国际投资贸易洽谈会（厦门）和中国国际高新技术成果交易会（深圳）等等。经过几十年的发展和积累，今天会展业已经成为中国经济的一种推动力。

Every year, several thousand conventions and exhibitions take place in China. These conventions and exhibitions cover a broad range of fields from traditional agriculture, traditional industries to new advanced technologies. Many of these conventions and exhibitions, such as China Import and Export Fair (Canton Fair), China Beijing International

Fair for Trade in Services (Beijing Fair), China International Fair for Investment and Trade (Xiamen) and China High-Tech Fair (Shenzhen), have exerted significant international impact and have attracted many manufacturers and merchants worldwide. After decades of development and accumulation, today the industry of conventions and exhibitions has already become one of the driving forces of China's economy.



核心句

Key
SentenceZhè shì wǒmen jīnnián shēngchǎn de
这是我们 (今年) 生产的

xīn chǎnpǐn.

新产品。

This is the new product that we produced
(this year).句型
与替换
Substitution

zhìzào

制造

make

kāifā

开发

develop

yánfā

研发

invent

diànjì chǎnpǐn

电器产品

appliances

shēngjí chǎnpǐn

升级产品

upgraded product

zhuānlì chǎnpǐn

专利产品

patented product

chàngxiāo chǎnpǐn

畅销产品

top-selling product



扩展/Extension

1. Gēn qùnián de xíng hào xiāng bǐ, xīn chǎnpǐn yǒu nǎxiē bù tóng?
跟去年的型号相比, 新产品有哪些不同?

Compared to last year's model, what differences does the new product have?

2. Xīn chǎnpǐn zài gōngnéng hé zhìliàng
新产品在功能和质量

The new product has enhanced

shàng dōu yǒu tígāo.
上 都 有 提 高。

3. Zhèxiē shì chǎnpǐn de yǒuguān zīliào.
3. 这 些 是 产 品 的 有 关 资 料。

4. Wǒmen hái yǒu yí gè chǎnpǐn de
shìpín, wǒ xiǎng fànggěi nín kàn
视 频, (我) 想 放 给 您 看
yí kàn.
一 看。

its function and quality.

This is the related information of the product.

We also have a video of this product that I would like to show you.

对话实例 / Dialogue

甲: Qǐng kàn yí kàn. zhè shì wǒmen jīnnián shēngchǎn de xīn chǎnpǐn.
请 看 一 看, 这 是 我 们 今 年 生 产 的 新 产 品。
Please take a look: this is the new product that we've produced this year.

乙: Gēn qùnián de xíng hào xiāng bǐ, xīn chǎnpǐn yǒu nǎxiē bù tóng?
跟 去 年 的 型 号 相 比, 新 产 品 有 哪 些 不 同?
Compared to last year's model, what differences does the new product have?

甲: Xīn chǎnpǐn zài gōngnéng hé zhìliàng shàng dōu yǒu tígāo, chǎnpǐn de
wàiguān shèjì yě yǒu gǎijìn.
新 产 品 在 功 能 和 质 量 上 都 有 提 高, 产 品 的
外 观 设 计 也 有 改 进。

The new product has enhanced its function and quality, and the product's exterior design has been improved too.

Zhèxiē shì chǎnpǐn de yǒuguān zīliào.
这 些 是 产 品 的 有 关 资 料。

This is the related information of the product.

乙: Cóng jiàgé kàn, zhège chǎnpǐn de xìngjiàbǐ díquè búcuò!
从 价 格 看, 这 个 产 品 的 性 价 比 的 确 不 错!
Judging by the price, the performance-price ratio of this product is really not bad!

甲: Xièxiè! Wǒmen hái yǒu yí gè chǎnpǐn de shìpín. wǒ xiǎng
 谢谢! 我们还有一个产品的视频, 我想
 fànggěi nín kàn yí kàn.
 放给您看一看。

Thanks! We also have a video of this product. I would like to play it for you.

相关词语/Related Words

1	zhǔdǎ chǎnpǐn 主打 产品	featured product; main product	6	jūnyòng chǎnpǐn 军用 产品	product for military use
2	héxīn chǎnpǐn 核心 产品	core product	7	rénqì chǎnpǐn 人气 产品	popular product
3	jiānduān chǎnpǐn 尖端 产品	cutting-edge product	8	fēizhuānli chǎnpǐn 非专利 产品	unpatented product
4	gāokējì chǎnpǐn 高科技 产品	high-tech product	9	mínyòng diànzǐ chǎnpǐn 民用电子 产品	civil electronic product
5	mínyòng chǎnpǐn 民用 产品	product for civilian use	10	huòjiǎng chǎnpǐn 获奖 产品	award-winning product

文化导航 Cultural Navigation

这是两千多年前的一个故事, 叫做“自相矛盾”。有一个人市场上卖矛和盾。他先举起盾对人们说: “我的

盾是最坚固的盾，世界上任何东西都不能刺穿它！”接着，他又拿起他的矛夸耀说：“我的矛是最锋利的矛，无论什么东西都能刺穿！”人群中有人问他：“如果用你的矛来刺你的盾，结果会怎么样？”卖兵器的人愣住了，一句话也说不出，只好拿着矛和盾走了。从这个故事看，中国商人很早就意识到推销、展示商品的重要性。同时，它也告诉我们一个简单的道理：以夸大不实之词推销产品，不但可能犯可笑的错误，而且会失去顾客的信任。

This is a story from more than 2,000 years ago. It is called “zìxiāng-máodùn (his spear against his shield or being self-contradictory).” A man was selling his spear and shield at a marketplace. He first held up his shield and said to people, “My shield is the strongest shield and nothing in this world can pierce it through!” Then he picked up his spear and bragged, “My spear is the sharpest spear and it can pierce through anything!” Someone in the crowd asked, “What would happen if your spear is used to pierce your shield?” The man was dumbfounded and couldn’t find a word to say in reply. He could only take his spear and shield and walk away. From this story, you can see that Chinese merchants have long understood the importance of advertising and exhibiting one’s goods. At the same time, the story gives us a simple lesson: by using exaggerated and unbelievable terms to promote your products, not only may you make a laughable mistake, but you will lose the trust of your customers.

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售后服务 | After-sale Services

核心句

Key
Sentence

Chǎnpǐn shòuchū sānshí tiān zhīnèi, wǒmen
产品售出三十天之内，我们
tígōng miǎnfèi ānzhuāng hé tiáoshì fúwù.
提供免费安装和调试服务。
Within 30 days after the product is sold, we
provide free installation and testing services.

句型
与替换
Substitution

bǎozhèngqī nèi
保证期内
within warranty period

bǎozhìqī nèi
保质期内
within quality guarantee period

jīnkǎ huìyuán
金卡会员
gold card members

shāngpǐn wánhǎo de qíngkuàng xià
商品完好的情况下
the merchandise in sound condition

wéixiū fúwù
维修服务
maintenance service

24 xiǎoshí de jìshù zhīchí
24小时的技术支持
24 hours technical support

zhōngshēng miǎnfèi fúwù
终生免费服务
lifetime free service

tuihuàn fúwù

退换服务

return and exchange services



扩展/Extension

1. 我想了解一下你们有哪些售后服务。
Wǒ xiǎng liǎojiě yíxià nǐmen yǒu nǎxiē shòuhòu fúwù.
I would like to know what after-sale services you have.
2. 客户可以预约上门维修服务。
Kèhù kěyǐ yùyuē shàngmén wéixiū fúwù.
Clients may make an appointment for an on-site maintenance service.
3. 售出的产品可以退换吗?
Shòuchū de chǎnpǐn kěyǐ tuihuàn ma?
Can a sold product get refunded or exchanged?
4. 在规定时间内和商品完好的情况下可以退换。
Zài guīdìng shíjiān nèi hé shāngpǐn wánhǎo de qíngkuàng xià kěyǐ tuihuàn.
Within the scheduled time and in sound condition, the item can be returned for refund or exchange.



对话实例/Dialogue

- 甲: 你好。我想了解一下你们有哪些售后服务。
Nǐ hǎo. Wǒ xiǎng liǎojiě yíxià nǐmen yǒu nǎxiē shòuhòu fúwù.
Hello. I would like to know what after-sale services you have.
- 乙: 产品售出三十天之内, 我们提供免费的安装和调试服务。
Chǎnpǐn shòuchū sānshí tiān zhīnèi, wǒmen tígōng miǎnfèi de ānzhuāng hé tiáoshì fúwù.
Products sold within 30 days, we provide free installation and debugging services.

Within 30 days after the product is sold, we provide free installation and testing services.

Lìngwài, kèhù yě kěyǐ yùyuē shàngmén wéixiū fúwù.
另外, 客户也可以预约上门维修服务。

Additionally, the client can also make an appointment for an on-site maintenance service.

甲: Nǐmen yǒu sòng huò shàngmén fúwù ma?
你们有送货上门服务吗?

Do you have a home delivery service?

乙: Zài wǒmen zhèlǐ gòumǎi de dà jiàn shāngpǐn, wǒmen kěyǐ miǎnfèi sòng huò.
在我们这里购买的大件商品, 我们可以免费送货。

For the large item bought from us, we can deliver it for free.

甲: Shòuchū de chǎnpǐn kěyǐ tuìhuàn ma?
售出的产品可以退换吗?

Can a sold product get refunded or exchanged?

乙: Yìbān shuō, zài guīdìng shíjiān nèi hé shāngpǐn wánhǎo de qíngkuàng xià kěyǐ tuìhuàn.
一般说, 在规定时间内和商品完好的情况下可以退换。

Generally speaking, within the scheduled time and in sound condition, the item can be returned for refund or exchange.

相关词语/Related Words

1	shàngmén fúwù 服务	door-to-door service	5	kèfú rèxiàn 客服热线	customer service hotline
2	dìngqī bǎoyǎng 定期 保养	periodic maintenance	6	miǎnfèi shòu- hòu fúwù 免费售 后服务	free after-sale service
3	kèfú gù- kè fúwù 客服/顾 客服务	customer service	7	shòuhuò fāpiào 售货 发票	sales invoice; receipt
4	kèfú dàibiǎo 客服 代表	customer service representative	8	bāotui- bāohuàn 包退 包换	a guarantee of refund or exchange

9	chǎnpǐn 产品 zhèngshū 证书	product certification	11	chǎnpǐn 产品 shǒucè 手册	product brochure
10	chǎnpǐn zhì- 产品质 liàng bǎozhèng- 量保证 shū chǎnpǐn 书/产品 bǎodān 保单	quality certificate of the product; product warranty	12	shǐyòng 使用 shuōmíngshū 说明书	user's manual

文化导航 Cultural Navigation

有人说，中国的消费者正在变得“挑剔”。他们在选购产品的时候，不仅注意产品的质量、性能、外观和价格，也更加重视产品的售后服务。越来越多的中国企业意识到售后服务是市场营销的一个重要部分。今天在中国的市场上，生产企业和经销商提供的售后服务已经包括送货、安装、调试、维修、技术咨询和技术培训等一系列项目。人性化的售后服务已经成为对生产商和经销商的普遍要求。

Some people say that Chinese consumers have become “hard to please.” When they choose and purchase a product, they not only pay attention to the product’s quality, function, appearance and price, but also pay more attention to after-sale services of the product. More and more Chinese enterprises

have realized that after-sale services are an important part of marketing. In today's Chinese market, the after-sale services that manufactures and dealers provide have already covered a series of aspects including product delivery, setting up, testing, maintenance, technical consultation and training, etc. Humanized after-sale services have become a common demand for manufacturers and dealers.



核心句

Key Sentence

Zhè cì shìgù sǔnhàile wǒmen gōngsī
这次事故损害了我们公司

de shēngyù.

的声誉。

This accident has damaged our company's reputation.

句型
与替换

Substitution

shìjiàn
事件

incident

zhìliàng wèntí.
质量问题

quality problem

wūrǎn wèntí
污染问题

pollution problem

guǎnggào nèiróng
广告内容

advertisement content

cùxiāo huódòng
促销活动

sales promotion

qǐyè
企业

enterprise

pǐnpái
品牌

brand

chǎnpǐn
产品

product

jítuán
集团

group; conglomerate



扩展/Extension

1. Jīntiān wǒmen jiēdào shù qǐ xiāofèi-zhě tóusù.
今天我们接到数起消费者投诉。

We have received several complaints from our consumers today.

2. Shìchǎngbù zhèngzài jiù shìgù yuányīn jìnxíng diào chá.
市场部正在就事故原因进行调查。

The Marketing Department is conducting an investigation on the cause of the accident.

3. Wǒmen bìxū lìkè cǎiqǔ xíngdòng yìngduì gōngguān wēijī.
我们必须立刻采取行动应对公关危机。

We must take an immediate action to cope with the public relations crisis.

4. Wǒ huì dàibiǎo gōngsī gōngkāi dàoqiàn, zhēngqǔ xiāofèizhě de liàngjiě.
我会代表公司公开道歉，争取消费者的谅解。

I'll make an apology to the public on behalf of the company, and make every effort to gain back our consumers' understanding and forgiveness.



对话实例/Dialogue

- 甲: Wáng zǒng, jīntiān wǒmen yòu jiēdào shù qǐ xiāofèizhě tóusù.
王总，今天我们又接到数起消费者投诉。

General Manager Wang, we have received several complaints from our consumers again today.

- 乙: Zhè cì shìgù yǐjīng sǔnhài le wǒmen gōngsī de shēngyù.
这次事故已经损害了我们公司的声誉。

This accident has already damaged our company's reputation.

甲: Shìchǎngbù zhèngzài jiù shìgù yuányīn jìnxíng diàochá.
市场部正在就事故原因进行调查。
The Marketing Department is conducting an investigation on the cause of the accident.

乙: Zhè hái yuǎnyuǎn búgòu. Wǒmen bìxū lìkè cǎiqǔ xíngdòng yìngduì gōngguān wēijī.
这还远远不够。我们必须立刻采取行动应对公关危机。

This is far from enough. We must take an immediate action to cope with the public relations crisis.

甲: Shì, wǒmen zhèngzài nǐng quánmiàn jiějué fāng'àn.
是, 我们正在拟定全面解决方案。
Yes, we are in the middle of drafting a comprehensive solution.

乙: Yīdìng yào zhuājǐn. Jīntiān xiàwǔ gōngsī zhàokāi xīnwén fābùhuì.
一定要抓紧。今天下午公司召开新闻发布会。
You have to speed up. This afternoon the company will hold a news conference.

Wǒ huì dàibiǎo gōngsī gōngkāi dàoqiàn, zhēngqǔ xiāofèizhě de liàngjiě.
我会代表公司公开道歉, 争取消费者的谅解。
I'll make an apology to the public on behalf of the company, and make every effort to gain back our consumers' understanding and forgiveness.

相关词语/Related Words

1 xīnyù 信誉 credit and reputation

3 yìwài 意外 accident; unexpected

2 tūfā 突发事件 an incident that occurs suddenly

4 shàn'hòu 善后 to deal with the aftermath

5	shòulǐ 受理	to accept and hear a case	8	yìngjí 应急 cuòshī 措施	emergency measure
6	péicháng 赔偿	to compensate; compensation	9	zérènfāng 责任方	responsible party
7	bǔjiù 补救 cuòshī 措施	remedy; remedial measure	10	xiāofèizhě 消费者 xiéhuì 协会	consumers' association

文化导航 Cultural Navigation

在中国的商业文化中，“诚信经营”一直被视为一项美德。诚信是一个企业的生命。如何处理危机则是对企业诚信的考验。其实很多时候坏事可能产生好的结果，好事也可能产生坏的结果。这是中国古代哲学思想中“福祸相依”的观点。中文“危机”一词恰恰是“危险”和“机遇”的组合，准确地揭示了危机的两面性。危机管理的最终目标就是要把危机转变成前进的机遇。

In Chinese business culture, “chéngxìn jīngshāng (doing business honestly)” has always been considered a virtue. Honesty is the life of an enterprise. How to deal with crises is a test for an enterprise’s honesty. Actually, sometimes a bad

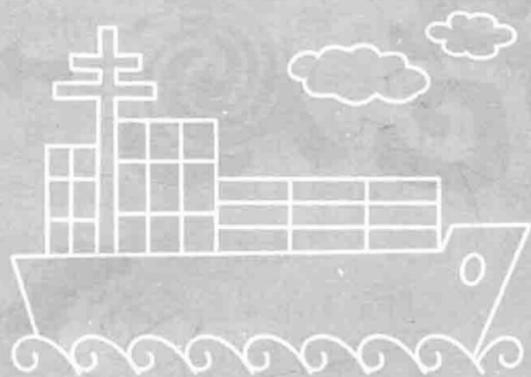
thing could lead to a good result and a good thing might also draw forth a bad result. This is a concept of “fúhuò-xiāngyī (fortune and misfortune are interrelated)” in ancient Chinese philosophy. The Chinese term “wēijī (crisis)” is a compound word containing “wēixiǎn (danger)” and “jīyù (opportunity).” It precisely reveals the dual characters of a crisis. The ultimate objective of crisis management is to transform a crisis into an opportunity to make progress.

危 愈 → 机



货运业务

Freight Transport Services



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货运日期 | Date of Shipment

核心句

Key Sentence

Wǒmen yāoqiú zài Shíyue shíwǔ hào yǐqián
 我们要求 在十月十五号以前
 quánbù jiāohuò zhuāngyùn.
 (全部) 交货装运。

We request to have (all) the goods ready for shipment before October 15th.

句型
与替换
Substitution

zài niándǐ qián
 在年底前
 before the end of this year

zài liǎng gè yuè zhīnèi
 在两个月之内
 within 2 months

bù chí yú xià Zhōu'èr
 不迟于下周二
 no later than next Tuesday

jǐnkùài
 尽快
 as soon as possible



扩展/Extension

1. 我们公司一向严格按照
 hétóng guīdìng rìqī jiāohuò.
 合同规定日期交货。
 Our company always delivers goods strictly in accordance with the contracted date.
2. 交货时间对我们很重要。
 jiāohuò shíjiān duì wǒmen hěn zhòngyào.
 The delivery time is very important to us.

3. Zhèxiē shāngpǐn wǒmen bìxū zài
这些商品我们必须

Shíyiyuè zhōngxún tóufàng shìchǎng.
十一月中旬投放市场。

We have to put these merchandises into market by the middle of November.

4. Zhè zhāng dìngdān de shùliàng bǐjiào dà, fēn liǎng cì jiāohuò kěnéng gèng kuài yìxiē.
这张订单的数量比较大, 分两次交货可能更快一些。

The quantities on this purchasing list are quite huge. We could handle them faster if we divide them into two shipments.

对话实例 / Dialogue

甲: Nín néng bǎozhèng ànshí jiāohuò ma?
您能保证按时交货吗?

Can you guarantee delivery of the goods on time?

乙: Zhè yì diǎn nín kěyǐ fàngxīn. Wǒmen gōngsī yíxiàng yángé ànzhào héttóng guīdìng rìqī jiāohuò.
这一点您可以放心。我们公司一向严格按照合同规定日期交货。

You can trust us on this. Our company always delivers goods strictly in accordance with the contracted date.

甲: Nín zhīdào jiāohuò shíjiān duì wǒmen hěn zhòngyào.
您知道交货时间对我们很重要。

You know that the delivery time is very important to us.

Zhèxiē shāngpǐn wǒmen bìxū zài Shíyiyuè zhōngxún tóufàng shìchǎng.
这些商品我们必须

在十一月中旬投放市场。
We have to put these merchandises into market by the middle of November.

乙: Zhè yīnggāi méi wèntí. Búguò zhè zhāng dìngdān de shùliàng bǐjiào dà, fēn liǎng cì jiāohuò kěnéng gèng kuài yìxiē.
这应该没问题。不过这张订单的数量比较大, 分两次交货可能更快一些。

This shouldn't be a problem. But the quantities on this purchasing list are quite huge. We could handle them faster if we divide them into two shipments.

甲: Kěyǐ. Búguò wǒmen yāoqiú zài Shíyuè shíwǔ hào yǐqián quánbù jiāohuò zhuāngyùn.
可以。不过我们要求在十月十五号以前全部
交货装运。

That'll be fine. But we request to have all the goods ready for shipment before October 15th.

相关词语/Related Words

1	tíqián jiāohuò 提前交货	to advance the delivery; to advance the shipment		
2	fēnpī 分批 jiāohuò 交货	delivery spread; delivery by installments; partial delivery		
3	yánqī 延期 jiāohuò 交货	delayed delivery; back order	7	jiāohuò- dān 交货单 delivery order; D/O
4	lìjì 立即 zhuāngyùn 装运	immediate shipment	8	jiāohuò shíjiān- biǎo 交货时间 表 delivery schedule
5	jǐnkùài 尽快 zhuāngyùn 装运	shipment as soon as possible	9	yùjì jiāohuò shíjiān 预计 交货 时间 expected time of delivery
6	jīqī 即期 zhuāngyùn 装运	prompt shipment	10	guīdìng jiāohuò shíjiān 规定 交货 时间 specified time of delivery

在中文里，“交货”“交货期”和“装运期”的意思很容易引起误会。“交货”的原意是指卖方把货物直接交给买方。但是在实际商贸活动中，“交货期”并不是买方可以收到货物的日期，而是指卖方将货物装上运往目的地（或目的港）的运输工具或者交付承运人的日期。换句话说，当中国人告诉你“按期交货”的时候，它仅仅指的是按照合同规定的日期装运货物，所以习惯上“交货期”也称为“装运期”。

In Chinese, the meanings of “jiāohuò,” “jiāohuòqī” and “zhuāngyùnqī” are easily confusing. The original meaning of “jiāohuò” in Chinese is that the seller delivers the goods to the buyer directly. However, in a real business transaction, “jiāohuòqī” is not the date that the buyer will receive the goods, but the date that the seller either loads the goods on a conveyance that will head to the destination (or the port of destination) or hand over the goods to the carrier. In other words, when a Chinese tells you “ān qī jiāohuò (delivery of the goods on time),” it only means to load the goods on the date that the contract requires. Therefore, “jiāohuòqī (the date of delivery)” is also called “zhuāngyùnqī (the date of loading).”

核心句

Key
Sentence

Wǒ xiǎng gēn nín jiēqǐ yíxià yǒuguān dàilǐ
我想跟您接洽一下有关代理
chūkǒu huòyùn de shìyí.
出口货运的事宜。

I want to consult with you about the
matter of acting as an agent to handle
export freight transport.

句型
与替换

Substitution

dìngcāng

订舱

booking of shipping space

zūchuán

租船

chartering a ship

kōngyùn

空运

aerial transportation; airlift

bàoguān

报关

customs clearance

shāngjiǎn

商检

commodity inspection

chāi xiāng

拆箱

devanning



扩展/Extension

1. Wǒmen gōngsī shì běn dìqū zuì dà
de yī jí huòdài.
我们公司是本地区最大
的一级货代。

Our company is the biggest Class
A Forwarder in this region.

2. Wǒmen kěyǐ bāng nín ānpái
yǒuguān jìn-chūkǒu huòyùn de yíqiè
有关进出口货运的一切
yèwù.
业务。

We can help you to arrange
all kinds of business related
to import and export freight
transport.

3. Wǒmen yǒu yì pī huòwù chūkǒu dào
Měiguó.
我们有一批货物出口到
美国。

We have a batch of goods to
be exported to the USA.

4. Wǒmen xiǎng qǐng nǐmen dài wéi
bànlǐ dìngcāng hé bàoguān.
我们想请你们代为
办理订舱和报关。

We would like to ask you
to handle the booking of
shipping space and customs
clearance for us.



对话实例/Dialogue

甲: Qǐngwèn shì Tàipíngyáng Huòdài ma?
请问是太平洋货代吗?
Is that Pacific Forwarder?

乙: Shì de. Nín shì nǎ wèi?
是的。您是哪位?
Yes. May I ask who is calling?

甲: Wǒ shì Shìjì Màoyì de Paul Wilson.
我是世纪贸易的Paul Wilson。
yǒuguān dàilǐ chūkǒu huòyùn de shìyí.
我想跟您接洽一下
有关代理出口货运的事宜。

Wǒ xiǎng gēn nín jiēqià yíxià

I'm Paul Wilson from Century Trading (Company). I want to consult with you about the matter of acting as an agent to handle export freight transport.

乙: Wǒmen shì běn dìqū zuì dà de yī jí huòdài, kěyǐ bāngzhù nín
我们是本地区最大的一级货代, 可以帮助您
ānpái yǒuguān jìn-chūkǒu huòyùn de yíqiè yèwù.
安排有关进出口货运的一切业务。

We are the biggest Class A Forwarder in this region, and (we) can help you to arrange all kinds of business related to import and export transport.

甲: Shì zhèyàng de. Wǒmen yǒu yì pī huòwù chūkǒu dào Měiguó,
是这样的。我们有一批货物出口到美国,
xiǎng qǐng nǐmen dàilǐ bànli dǐngcāng hé bàoguān.
想请你们代理办理订舱和报关。

Here is the situation. We have a batch of goods for exporting to the USA, and would like to ask you to handle the booking of shipping space and customs clearance for us.

乙: Xíng, méi wèntí.
行, 没问题。

Sure, no problem.

相关词语/Related Words

1	huòdài 货代/ huòyùn dàilǐ 货运代理	forwarder; freight agency	5	huòzhǔ 货主	owner of cargo
2	chuándài 船代/ chuánbó dàilǐ 船舶代理	ship agency	6	gǎngkǒu 港口	port
3	bānlún 班轮	regular cargo ship; liner ship	7	kōnggǎng 空港	airport
4	jiēqì 接洽	to consult with; to arrange sth. with	8	cāngkù 仓库	warehouse; storehouse

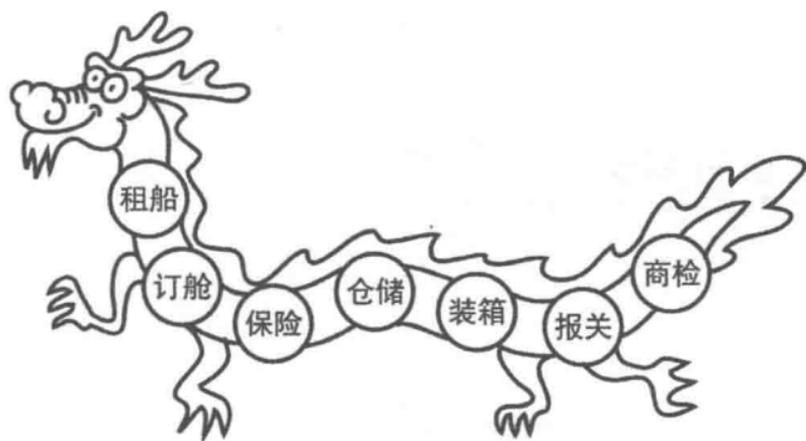
9	dàilǐ 代理	to act as an agent (to handle sth.)	11	jìnkǒu 进口 bàoguān 报关	customs declaration for/of imports
10	bànlǐ 办理	to handle; to conduct; to transact	12	chūkǒu 出口 bàoguān 报关	customs declaration for/of exports

文化导航 Cultural Navigation

“龙”在中国传统文化中是一个非常特别的符号，可是你听说过“一条龙服务”吗？它指的是一系列紧密联系和互相配合的服务，就像一条长龙。货代公司提供的“一条龙服务”通常包括制表、租船、订舱、保险、仓储、集装箱装箱与拆箱、报关、商检、提货和相关的短途运输等。中国的货代分为一级、二级和三级。一级货代代理国际货运业务，二、三级货代主要经营国内货运业务。

“Lóng (dragon)” is a very special symbol in Chinese traditional culture. But have you ever heard “yìtiáolóng fúwù (one dragon service)?” It refers to a series of services that tightly relate to and interact with each other, just like a long dragon. Normally, “yìtiáolóng fúwù” provided by a forwarder company includes tabulating, chartering ship, booking shipping space, insurance, storing, loading or devanning,

customs clearance, commodity inspection, taking delivery of goods and related short haul transports, etc. Freightier agencies in China are divided into Class A, Class B and Class C. Class A freighter agencies provide services of international freight transport, and Class B or C agencies mainly deal with domestic freight transport.



核心句

Key
Sentence

Zhè pī huòwù xūyào yí gè 20 yīngchǐ de
 这批货物需要一个20英尺的
 pūtōng jízhūāngxiāng.
 普通集装箱。

This batch of goods needs a 20' GP
 (general product) container.

句型
与替换
Substitution

nóngchǎnpǐn

农产品

agricultural product

huàgōng yuánliào

化工原料

industrial chemical

kuàngchǎnpǐn

矿产品

mineral

gāngcái

钢材

steel product

chāo gāo jízhūāngxiāng

超高集装箱

HP(higher product) container

gānhuò jízhūāngxiāng

干货集装箱

dry cargo container

kāidǐng jízhūāngxiāng

开顶集装箱

open top container

táijiàshì jízuāngxiāng
台架式集装箱
platform based container

píngtáishì jízuāngxiāng
平台式集装箱
platform container

tōngfēng jízuāngxiāng
通风集装箱
ventilated container

lěngcáng jízuāngxiāng
冷藏集装箱
reefer container

sǎnhuò jízuāngxiāng
散货集装箱
bulk container

guànrúshì jízuāngxiāng
罐式集装箱
tank container



扩展/Extension

1. Nín xūyào tuōpán, jízuāngxiāng
您需要托盘、集装箱
háishì pīnxiāng?
还是拼箱?
Do you need pallets, containers
or LCL cargo?
2. Língwài yǒu yì dān huòwù xūyào pīn-
另外有一单货物需要拼
xiāng.
箱。
There is another order of
goods that needs LCL cargo.
3. Qǐng nǐ bǎ huòwù shuōmíng hé
请你把货物说明和
huòyùn yāoqiú gàosu wǒ.
货运要求告诉我。
Would you please give me
the description of goods and
shipping instructions?

4. 收到后我会给您打电话。 Once I receive it, I'll call you.

对话实例/Dialogue

甲: Nín zhè cì xūyào yòng tuōpán, jízuāngxiāng hái shì pīnxiāng?
您这次需要用托盘、集装箱还是拼箱?

This time do you need pallets, containers or LCL cargo?

乙: Jízuāngxiāng. Wǒ gūjì zhè pī huòwù xūyào yí gè 20 yīngchǐ de
集装箱。我估计这批货物需要一个20英尺的
pǔtōng jízuāngxiāng
普通集装箱。

Containers. I estimate that this batch of goods needs a 20' GP container.

Búguò lìngwài yǒu yì dān huòwù xūyào pīnxiāng.
不过另外有一单货物需要拼箱。

But there is another order that needs LCL cargo.

甲: Qǐng nǐ bǎ huòwù shuōmíng hé huòyùn yāoqiú gàosu wǒ.
请你把货物说明和货运要求告诉我。

Would you please give me the description of goods and shipping instructions?

乙: Hǎo de, hǎo de wǒ mǎshàng bǎ xiángxì zīliào gěi nín fā guoqu.
好的,好的,我马上把详细资料给您发过去。

Okey-doke, I'll send you details right away.

甲: Xíng. Shōudào hòu wǒ huì gěi nín dǎ diànhuà, huòzhě yuē shíjiān
行。收到后我会给您打电话,或者约时间
jiànmiàn tán.
见面谈。

All right. Once I receive it, I'll call you or arrange a time to meet.

相关词语/Related Words

1	dìngcāng 订舱 qīngdān 清单	booking list	7	pīnxiāng 拼箱	Less than Container Load; LCL
2	yuánchǎndì 原产地 míngchēng 名称	appellation of origin	8	pīnxiāng 拼箱 huòdài 货代	forwarder
3	yuánchǎn- 原产 dìzhèng 地证	certificate of origin	9	xiǎo zōng 小宗 huòwù 货物	goods of small scale; parcel
4	yùn huò 运(货) dān 单	shipping ticket; waybill; bill of freight	10	dà zōng 大宗 huòwù 货物	large quantity of goods; bulk commodities
5	huòwù 货物 zhuǎnkǒu 转口	cargo transshipment	11	hángkōng 航空 xiǎojiàn 小件	air express parcel
6	zhěng xiāng 整箱	Full Container Load; FCL	12	guójì 国际 huòyùn 货运	international freight transport

文化导航 Cultural Navigation

“集装箱”又叫“货柜”。在有关货运的中文“行话”里，有不少跟“货柜”有关的说法。比如，20英尺的集装箱叫“小柜”，40英尺的集装箱叫“大柜”。装了货物的集装箱叫“重柜”，没装货的叫“吉柜”。“拖柜”就是派拖车拖着集

装箱去工厂装货，然后拉货到港口。“查柜”是指海关对集装箱随机抽查。“甩柜”是指因为港口拥挤，清关后未能及时放行装船而被滞留下来的集装箱。你在中文词典里也许找不到这些词，不过当你跟中方货代打交道的时候，了解这些常用的“行话”是非常有用的。

“Jízhuāngxiāng (container)” is also called “huòguì.” Of Chinese “professional jargons” in freight transport, there are quite a few expressions associated with “huòguì.” For instance, a 20’ container is called “xiǎoguì,” and a 40’ container is called “dàguì.” A loaded container is called “zhòngguì,” while an empty container is called “jìguì.” “Tuōguì” means dispatching a trailer towing a container to a factory to load goods, and then delivering them to the port. “Cháguì” means that customs conduct a random spot check with containers. “Shuǎiguì” means that the container has not been loaded on the ship in time or has been left at a port after it has gone through customs since the port is over-crowded. You may not be able to find these words in your Chinese dictionary, but when you are dealing with your Chinese forwarder, it will be very useful if you know these often used “professional jargons.”

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货运包装

Packing for Shipment

核心句
Key
Sentence

Zhè dān huò cǎiyòng biāozhǔn chūkǒu bāozhuāng
这单货采用标准出口包装
ma?

吗?

Will the goods on this list be packed
with the standard export packing?

句型
与替换
Substitution

zhè pī huòwù zhèxiē cáiliào
这批货物 这些材料
this batch of goods these materials

mù xiāng bāo zhuāng
木箱 (包) 装
wooden case packing

mùtuōpán zhǐxiāng bāo zhuāng
木托盘纸箱 (包) 装
carton packing with wooden pallet

chūkǒu hǎiyùn zhǐxiāng bāozhuāng
出口海运纸箱包装
seaworthy carton packing for export



扩展/Extension

1. Wǒ dānxīn chángtú yùnsū, huòwù
我担心长途运输, 货物
huì shòucháo.
会受潮。

I'm worried the goods will be
affected by damp during long-
distance transport.

2. Huòwù bǐxū yòng fángshuǐ zhǐxiāng
bāozhuāng.
货物必须用防水纸箱
包装。

The goods must be packed
with waterproof cartons.

3. Xiāng nèi chèn yì céng fángzhèn gé-
cháo pàomò sùliào. xiāng wài zhā sì
dào sùliào yāodài.
箱内衬一层防震隔
潮泡沫塑料, 箱外扎四
道塑料腰带。

The inside of the case is lined
with a single layer of anti-
shock waterproof foam, and
the case is bound with four
plastic belts externally.

4. Qǐng zài xiāng shàng biāomíng xiǎoxīn
qīngfàng hé zhùyì fángcháo.
请在箱上标明“小心
轻放”和“注意防潮”。

Please mark the case with
“Handle with Care” and “Keep
away from Moisture.”

对话实例/Dialogue

甲: Zhè dān huò (cǎi) yòng biāozhǔn chūkǒu bāozhuāng ma?
这单货(采)用标准出口包装吗?

Will the goods on this list be packed with the standard
export packing?

乙: Xiànzài shì méiyǔ jìjié, wǒ dānxīn chángtú yùntū, huòwù huì shòucháo.
现在是梅雨季节, 我担心长途运输, 货物会受潮。

It's the rainy season right now. I'm worried the goods will
be affected by damp during long-distance transport.

甲: Nàme, nín duì bāozhuāng yǒu shénme jùtǐ yāoqiú ma?
那么, 您对包装有什么具体要求吗?

Well then, do you have any specific requirements for the
packing?

乙: Bìxū yòng fángshuǐ zhǐxiāng bāozhuāng, shí zhuāng yì xiāng.
必须用防水纸箱包装, 十装一箱。

The goods must be packed in waterproof cartons, and 10

units packed in 1 case.

Xiāng nèi chèn yì céng fángzhèn gécháo pàomò sùliào, xiāng wài zhā sì dào sùliào yāodài.
箱内衬一层防震隔潮泡沫塑料, 箱外扎四道塑料腰带。
道塑料腰带。

The inside of the case is lined with a single layer of anti-shock waterproof foam, and the case is bound with four plastic belts externally.

甲: Wǒmen kěyǐ zài xiāng shàng biāomíng “xiǎoxīn qīngfàng” hé zhùyì fángcháo.
我们可以在箱上标明“小心轻放”和“注意防潮”。

We can mark the case with “Handle with Care” and “Keep away from Moisture.”

乙: Tài hǎo le.
太好了。
Excellent.

相关词语/Related Words

1	jíhuāngxiāng 集装箱	container	6	yírán 易燃 wùpǐn 物品	inflammable goods
2	wǎleng 瓦楞 zhǐxiāng 纸箱	corrugated carton	7	qǐng wù 请勿 dǎozhì 倒置	keep upright
3	shuāngcéng 双层 zhǐxiāng 纸箱	2 plies of carton	8	màitóu 唛头	shipping mark
4	bǎntiáoxiāng 板条箱	crate	9	shuāmài 刷唛	marking; to mark
5	yìsuì 易碎 shāngpǐn 商品	fragile commodity	10	zhuāngxiāng 装箱 shuōmíngshū 说明书	packing instruction

季节变化和不同地区的气候特点是货物运输时必须考虑的因素。中国幅员辽阔，气候多样。和世界同纬度的其他地区相比，中国冬季气温偏低，而夏季气温又偏高。中国北方的冬季常常受来自西伯利亚寒流的影响，出现有大风大雪的寒冷天气。春季多风沙，有时候甚至有沙尘暴。北方的降雨主要集中在夏季的七月到八月。由于夏季气温高，一些城市很可能出现“桑拿天”，即闷热潮湿的天气。中国南方的冬季一般比北方暖和一些，很少有大风大雪的天气。南方的雨季时间比较长，从五、六月开始，江南就进入雨季了。尤其是初夏时的黄梅雨，常常能连续几个星期一直下。这时候空气湿度大，气温高，物品很容易发霉，所以很多人把这种雨叫做“霉雨”。南方的夏季一般比北方热。在夏、秋季节，中国东南沿海常常受到热带风暴——台风的侵袭。

Changes in season and the distinctive climate features of different regions are factors that must be considered when goods are shipped. China is a country with a vast territory and a variety of climates. Compared with other regions located at the same latitude, the winter temperature in China is on the low side while the summer temperature is relatively higher. During the winter season, Northern China is often influenced

by the Siberian cold currents and has very cold weather with strong winds and heavy snow. Dusty winds are common in the spring season, and sometimes there are even sandstorms. The rains mainly come during July and August in the north. Due to the high temperature in summer, it is quite possible in some cities to have muggy weather that is just like having a “sauna.” Winter in Southern China is relatively warmer than in the north, and there is rarely any severe weather with strong winds and heavy snow. The rainy season in the south lasts for a longer period, beginning in May or June in areas south of the Yangtze River. Especially during “huāngméiyǔ (yellow plum rains)” period in early summer, it may rain for several weeks continuously, when it is very humid and warm, and it’s very easy for articles to go moldy. Therefore, many people call the rains as “mould rains.” Summer in the south is normally hotter than in the north. During the summer and autumn seasons, the southeast coast areas of China are often struck by tropical storms—typhoons.

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货运保险

Cargo Insurance

核心句

Key Sentence

Wǒmen jìhuà wèi zhè dān huòwù

我们计划为这单货物

tóubǎo hǎiyùnxiǎn.

投保海运险。

We plan to take out marine cargo insurance for the freight listed on this waybill.

句型
与替换
Substitution

píng'ānxiǎn

平安险

free from particular average; F.P.A.

shuǐzìxiǎn

水渍险

with particular average; W.P.A.

yíqièxiǎn

一切险

all risks; A.R.

fùjiāxiǎn

附加险

additional risk

yìbān fùjiāxiǎn

一般附加险

general additional risk

tèshū fùjiāxiǎn

特殊附加险

special additional risk

zhànzhēngxiǎn

战争险

war risk

kōngyùnxǎn

空运险

air risk; air transportation cargo

insurance

lùyùnxǎn

陆运险

land risk; overland transportation

insurance



扩展/Extension

1. Zhè běn shǒucè yǒu wǒmen gōngsī de zhǔyào xiǎnbé, tiáokuǎn hé fèilǜ de jièshào.
这本手册有我们公司的主要险别、条款和费率的介绍。

2. Nín kěyǐ tóubǎo píng'ānxiǎn hé shuǐzìxiǎn.
您可以投保平安险和水渍险。

3. Rúguǒ tóubǎo yíqièxiǎn dehuà, shì bú shì yě bāokuòle zhànzhēngxiǎn ne?
如果投保一切险的话, 是不是也包括了战争险呢?

4. Zuì zhòngyào de shì yào zhǎo yì jiā xìnyù hǎo de gōngsī tóubǎo.
最重要的是要找一家信誉好的公司投保。

This brochure has information about our company's primary categories of risk, clauses and rates.

You may want to be insured with F.P.A. and W.P.A.

If we are insured with All Risks, does it include War Risk?

The most important thing is that you are insured with a company that has a good reputation.

- 甲: Wǒ xiǎng zīxún yíxià jìn-chūkǒu huòwù de yùnsū bǎoxiǎn wèntí.
我想咨询一下进出口货物的运输保险问题。
I'd like to consult (you) about cargo insurance of import & export.
- 乙: Zhè běn shǒucè yǒu wǒmen gōngsī de zhǔyào xiǎnbié, tiáokuǎn hé fèilǜ de jièshào.
这本手册有我们公司的主要险别、条款和费率的介绍。
This brochure has information about our company's primary categories of risk, clauses and rates.
- 甲: Wǒmen jìhuà wèi zhè dān huòwù tóubǎo hǎiyùn jīběnxiǎn.
我们计划为这单货物投保海运基本险。
We plan to take out basic marine cargo insurance for the freight listed on this waybill.
- 乙: Nín yǒu shénme jiànyì ma?
您有什么建议吗?
Do you have any suggestions?
- 甲: Rúguǒ wèile jiéshěng fèiyòng, nín kěyǐ tóubǎo píng'ānxiǎn hé shuǐzìxiǎn.
如果为了节省费用, 您可以投保平安险和水渍险。
If it's for reducing expense, you may want to be insured with F.P.A. and W.P.A.
- 甲: Háiyǒu yí gè wèntí: rúguǒ tóubǎo yíqièxiǎn dehuà, shì bú shì yě bāokuòle zhànzhēngxiǎn ne?
还有一个问题: 如果投保一切险的话, 是不是也包括了战争险呢?
Another question: if we are insured with All Risks, does it include War Risk?
- 乙: Bù bāokuò. Zhànzhēngxiǎn shǔyú tèshū fùjiāxiǎn.
不包括。战争险属于特殊附加险。
No, it doesn't. War Risk policy belongs to special additional risk.
- 甲: Èng, nà wǒmen hái yào zài kǎolù yíxià.
嗯, 那我们还要再考虑一下。

OK, in that case, we need to think it over again.

乙: 不管买哪种保险, 最重要的是要找一家信誉好的公司投保。

No matter which policy you are going to take out, the most important thing is that you are insured with a company that has a good reputation.

相关词语/Related Words

1	tóubǎo 投保 shēnqǐngdān 申请单	insurance application	7	huòwù 货物 bǎoxiǎnfèi 保险费	cargo premium
2	huòwù 货物 bǎoxiǎnrén 保险人	cargo underwriter; cargo insurer	8	huòwù bǎoxiǎn 货物保险 fèilǜ 费率	cargo insurance rate
3	tóubǎorén 投保人	policyholder	9	bǎoxiǎn 保险 jīn é 金额/ bǎo é 保额	insured amount
4	bǎodān 保单	insurance policy	10	huòwù bǎoxiǎn 货物保险 tiáokuǎn 条款	cargo clause
5	huòwù 货物 bǎoxiǎndān 保险单	cargo insurance policy	11	xiéhuì huòwù 协会货物 bǎoxiǎn tiáokuǎn 保险条款	Institute Cargo Clauses; I.C.C
6	bǎofèi 保费	insurance premium			

中国的保险业在最近几十年中有了很大的发展。除了中国人保、中国人寿、中国平安、中国太平洋保险、中国再保险、中国出口信用保险公司等全国大型保险公司以外，美国友邦、中德安联、中英人寿等一批中外合资保险公司也已经先后进入中国市场开展业务。不过因为各国的市场情况不尽相同，对进出口贸易的管理规定也不完全一样，所以你在投保的时候，一定要弄清楚具体的条款和相关细节，避免误保或漏保。另外，中国保险公司一般也接受客户按伦敦国际保险协会制定的《协会货物保险条款》投保的要求。

China's insurance industry has made great developments in recent decades. In addition to nationwide giant insurance companies, such as PICC (Property and Casualty Company, Ltd.), China life (China Life Insurance Company), Ping An Insurance (Group) Company of China, Ltd., CPIC (China Pacific Insurance Co., Ltd.), China Reinsurance Company, and China Export & Credit Insurance Corporation, a group of joint venture insurance companies with Chinese and foreign investment, such as the AIA Group, Allianz China Life Insurance Co., Ltd., AVIVA-COFCO, have also entered China's market and established their business. However,

since every nation has a different market situation and does not have complete unified regulations on import and export management, you should definitely be very clear about specific clauses and related details and avoid having the wrong policy or not being covered when you take out insurance. Additionally, Chinese insurance companies usually accept the request from their clients if they want to take out insurance in accordance with the Institute Cargo Clauses formulated by International Underwriting Association of London (IUA).



核心句

Key Sentence

Zhè shì huòwù de bàoguāndān hé qítā
这是货物的报关单和其他
xiāngguān dānzhèng.
相关单证。

These are the goods' customs declaration
and other related documents and certificates.

句型
与替换
Substitution

jìnkǒu bàoguāndān
进口报关单

import declaration

chūkǒu bàoguāndān
出口报关单

export declaration

jìnkǒu xǔkězhèng
进口许可证

import license

tíhuòdān
提货单

bill of lading

huòyùndān
货运单

shipping list

shāngjiǎn zhèngshū
商检证书

commodity inspection certificate

chūkǒu xǔkězhèng

出口许可证

export license

zhuāngxiāngdān

装箱单

packing list



扩展/Extension

1. Zhèxiē shǔyú guójiā guīdìng de jìnkǒu pèi'é shāngpǐn.
这些属于国家规定的进口配额商品。
These belong to the goods subject to import quota according to the state regulations.
2. Nín yǒu wàizī qǐyè jìnkǒu pèi'é zhèngmíng ma?
您有外资企业进口配额证明吗?
Do you have a certificate of import quota for foreign-funded enterprises?
3. Qǐng nín guòlái pèihé cháchǎn yíxià.
请您过来配合查验一下。
Would you please come over to cooperate with me for an inspection?
4. Zhèshì nín de shāngjiǎn zhèngshū.
这是您的商检证书。
This is your commodity inspection certificate.



对话实例/Dialogue

- 甲: Nín hǎo! Zhè shì huòwù de bàoguāndān hé qítā xiāngguān dānzhèng.
您好! 这是货物的报关单和其他相关单证。
Hello! These are the goods' customs declaration and other related documents and certificates.
- 乙: Nín de zhèxiē huòwù shǔyú guójiā guīdìng de tèdìng jìnkǒu pèi'é shāngpǐn.
您的这些货物属于国家规定的特定进口配额商品。
Your goods here belong to goods subject to import quota according to the state regulations.
- Nín yǒu wàizī qǐyè jìnkǒu pèi'é zhèngmíng ma?
您有外资企业进口配额证明吗?

Do you have a certificate of import quota for foreign-funded enterprises?

甲: Zhè shì wǒmen gōngsī de zìdòng jìnkǒu xǔkězhèng.
这是我们公司的自动进口许可证。

This is our company's automatic import license.

乙: Èng, qǐng nín guòlai pèihé cháchǎn yíxià.
嗯, 请您过来配合查验一下。

OK, would you please come over to cooperate with me for an inspection?

甲: Hǎo de.
好的。

Sure.

乙: Zhè shì nín de shāngjiǎn zhèngshū.
这是您的商检证书。

This is your commodity inspection certificate.

甲: Kěyǐ fàngxíng le ma?
可以放行了吗?

Does it have the customs clearance?

乙: Shì de.
是的。

Yes.

相关词语/Related Words

1	hǎiguān 海关 jiǎnchá 检查	customs inspection	4	bàoguān 报关	to declare sth. at customs; to apply to customs
2	hǎiguān 海关 shǒuxù 手续	customs formality	5	jìnkǒu pèi'é 进口配额 zhèngmíng 证明	import quota
3	tōngguān 通关	to go through customs	6	zìdòng jìnkǒu 自动进口 xǔkězhèng 许可证	automatic import license

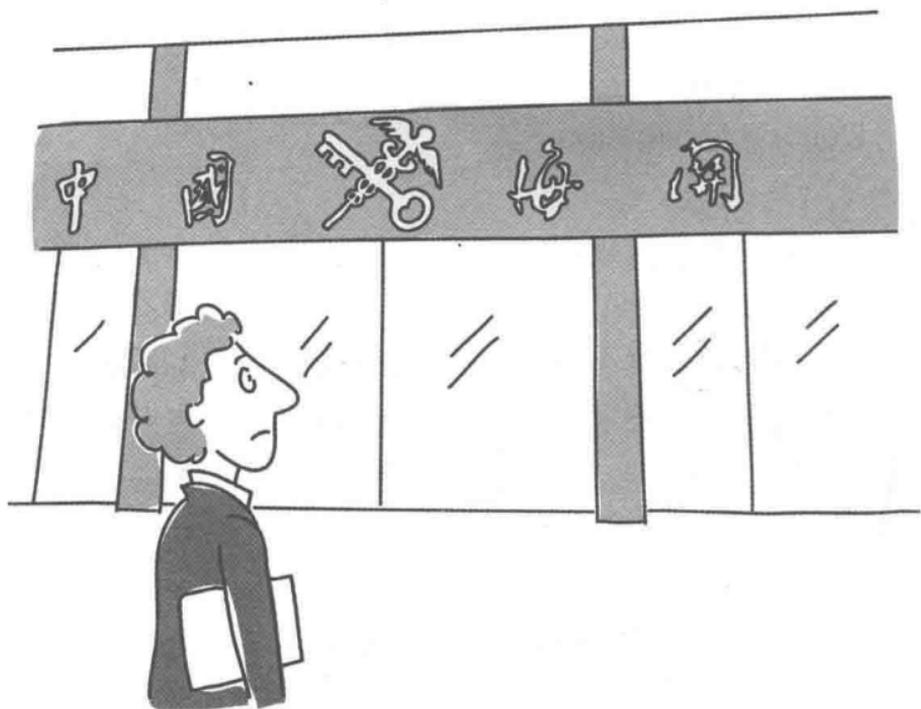
7	huòwù 货物 fàngxíngdān 放行单	cargo release (form)	10	fàngxíng 放行	to let sb./sth. go or pass
8	jiéguān 结关 zhèngshū 证书	bill of clearance	11	jìnkǒu 进口 guānshuì 关税	import duty; import tariff
9	qīngguān 清关 jiéguān 结关	customs clearance; to clear sth. through customs			

文化导航 Cultural Navigation

中国海关是国家进出境监督管理机关。中国海关总署下设广东分署和42个直属海关，覆盖全国所有主要的口岸城市，为各类各项进出口业务提供全面的服务。为了适应当今电子商务的趋势，中国海关总署也开通了中国海关网上服务大厅以及中国电子口岸，提供海关申报、关税支付、物流信息等一站式的电子服务。

China Customs is a government agency that supervises and manages all arrivals in and departures from the customs territory of the mainland of the People's Republic of China. Under the General Administration of Customs, there are Guangdong Sub-administration and 42 customs districts, which cover all major port cities nationwide, and provide

services for all types of import and export business. In order to adapt to the trends of today's e-business, China's General Administration of Customs has also set up China's Customs Online Service Center as well as China's E-Port to provide "one-stop" e-service for customs declaration, tariff payment and logistics information, etc.



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通知发货

Notifying Someone of a Shipment

核心句
Key Sentence

Gui gōngsī de huòwù yǐjīng zài jīntiān shàngwǔ
 贵公司的货物已经在今天上午
 zhuāngchuán lí gǎng le.
 装船离港了。
 Your company's goods have been loaded onto
 the ship and left the port this morning.

句型
与替换
Substitution

zhuāngjī
 装机
 loaded onto the plane
 zhuāngchē fāhuò
 装车发货
 loaded on the truck/train
 and shipped out
 ànshí fāhuò
 按时发货
 shipped out on time



扩展/Extension

1. Wǒmen yìzhí zài děng nín de fāhuò
 我们一直在等您的发货
 xiāoxi ne!
 消息呢!

We have been waiting for the
 shipment news from you!

2. Wǒ huì bǎ tídān hé qítā zhuāng-
我会把提单和其他装
chuán wénjiàn yìqǐ sǎomiáo yǐhòu
船文件一起扫描以后
fāgěi nín.
发给您。

I'll scan the bill of lading and other shipping documents and send them to you.

3. Huòwù nǎ tiān néng dào gǎng?
货物哪天能到港?

When will the shipment arrive at the port?

4. Wǒmen shōudào tídān hòu huì jǐnkuài
我们收到提单后会尽快
bǎ yúkuǎn fùqīng.
把余款付清。

Once we receive the bill of lading, we will pay off the balance as soon as possible.

对话实例 / Dialogue

甲: Wǒ xiǎng tōngzhī nín yíxià, guì gōngsī de huòwù yǐjīng zài jīntiān
我想通知您一下, 贵公司的货物已经在今天
shàngwǔ zhuāngchúan lí gǎng le.
上午装船离港了。

I would like to notify you that your company's goods have been loaded onto the ship and left the port this morning.

乙: Tài hǎo le. Wǒmen yízhí zài děng nín de fāhuò xiāoxi ne!
太好了。我们一直在等您的发货消息呢!

Great. We have been waiting for the shipment news from you!

甲: Wǒ huì bǎ tídān hé qítā zhuāngchúan wénjiàn yìqǐ sǎomiáo yǐhòu
我会把提单和其他装船文件一起扫描以后
fāgěi nín.
发给您。

I will scan the bill of lading and other shipping documents and send them to you.

乙: Nín gūjì huòwù nǎ tiān néng dào gǎng?
您估计货物哪天能到港?

When do you expect that the shipment will arrive at the port?

甲: Zhèngcháng dehuà, zài liǎng xīngqī zhīnèi dàodá ba.
正 常 的 话, 在 两 星 期 之 内 到 达 吧。

Normally, it will arrive within 2 weeks.

乙: Hǎo de. Rúguǒ méiyǒu qítā wèntí, wǒmen shōudào tídān hòu huì jǐnkuài bǎ yúkuǎn fùqīng.
好 的。如 果 没 有 其 他 问 题, 我 们 收 到 提 单 后 会 尽 快 把 余 款 付 清。

Good. If there are no more questions, we will pay off the balance as soon as possible once we receive the bill of lading.

甲: Nà jiù xiān xièxie la. Rúguǒ yǒu shénme qíngkuàng, wǒmen suíshí liánxì!
那 就 先 谢 谢 啦。如 果 有 什 么 情 况, 我 们 随 时 联 系!
Then I should say thank you in advance. If any situation pops up, we will get in touch immediately!

相关词语/Related Words

1	fāhuòrén 发 货 人	consignor; shipper	7	fùběn / fùyìnjiàn 副 本 / 复 印 件	duplicated copy
2	shōuhuòrén 收 货 人	consignee	8	zhuāngchē 装 车	to load goods onto a truck
3	zhuāngchuán- dān 装 船 单	shipping order	9	zhuāngchuán 装 船	to load goods onto a ship
4	zhuāngchuán wénjiàn 装 船 文 件	shipping document	10	yùjì lí- gǎng shíjiān 预 计 离 港 时 间	estimated time of departure; ETD
5	zhèngběn / yuánjiàn 正 本 / 原 件	original document	11	yùjì dàodá shíjiān 预 计 到 达 时 间	estimated time of arrival; expected time of arrival; ETA
6	sǎomiáojiàn 扫 描 件	scanned document			

中国电子口岸是一个公众数据中心和数据交换平台。它依托国家电信公网，实现工商、税务、海关、外汇、外贸、质检、检疫、银行等部门以及进出口企业、加工贸易企业、外贸中介服务企业和外贸货主单位的各方联网。它将进出口管理信息、货物流信息、资金流信息存放在中心数据库中，供用户随时查核。同时它也提供报关、结汇、退税、支付等实时在线服务。凡是得到工商、税务部门批准并持有有效的营业执照的企业都能够成为中国电子口岸的用户，使用有关的服务。

China E-Port is a public data center and data interchange platform. It is based on the national public Internet and is networked with Administration for Industry and Commerce, Administration of Taxation, Customs, Administration of Foreign Exchange, Ministry of Foreign Trade, Administration of Quality Supervision, Inspection and Quarantine, banks, import and export enterprises, processing trade enterprises, intermediary companies of foreign trade and consignor companies of foreign trade. It stores the data of import and export management, goods flow and funds flow in a centralized database and allows its users to search and check those data. Meanwhile it provides real-time online services

such as customs clearance, settlement of foreign exchange or remittance, export drawback, payment and so on. Companies that have been approved by the administrative departments of industry and commerce as well as tax bureaus and have a valid license can become a user of China E-Port and use related services.



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装运延误 | Shipment Delayed

核心句

Key Sentence

Yīnwèi qiáng táifēng, huòwù de
 因为强台风，货物的
 zhuāngyùn bùdébù tuīchí jǐ tiān.
 装运不得不推迟几天。
 Because of a strong typhoon, the
 shipping of the goods has to be
 postponed for several days.

句型
与替换
Substitution

dìzhèn
 地震
 earthquake

tiānqì èliè
 天气恶劣
 bad weather

bānlún qǔxiāo
 班轮取消
 cancellation of the cargo liner

shēngchǎnxiàn gùzhàng
 生产线故障
 breakdown of the production line

sān dào wǔ tiān
 三到五天
 about 3 to 5 days

yì xīngqī zuǒyòu
 一星期左右
 about a week

dào yuèdǐ
 到月底
 until the end of this month



扩展/Extension

1. 我想确认一下货物是不是已经装船了。

I would like to confirm whether the goods have been loaded on the ship.

2. 我正要打电话通知你装船的情况。

I was just going to call you and notify you of the situation about loading and shipping.

3. 我担心的就是这个情况!

This is the situation that I am worried about!

4. 恐怕要等到下周运输才能恢复正常。

I'm afraid that the transportation (system) won't go back to normal until next week.



对话实例/Dialogue

甲: Wéi. Wáng jīnglǐ ma? Wǒ shì Mài kè. Wǒ xiǎng quèrèn yíxià huòwù shì bú shì yǐjīng zhuāngchuán le. 喂, 王经理吗? 我是迈克。我想确认一下货物是不是已经装船了。

Hello, is this Manager Wang? I'm Michael. I would like to confirm whether the goods have been loaded on the ship.

乙: Ò. Mài kè a. Wǒ zhèngyào dǎ diànhuà tōngzhī nǐ zhuāngchuán de qíngkuàng. 哦, 迈克啊。我正要打电话通知你装船的情况。

Hi, Michael. I was just going to call you and notify you of the situation about loading and shipping.

Yīnwèiqiáng táifēng, huòwù de zhuāngyùn bùdébù tuīchí jǐ tiān.
 因为强台风，货物的装运不得不推迟几天。
 Because of a strong typhoon, the shipping of the goods has
 to be postponed for several days.

甲: Zhēn zāogāo! Wǒ dānxīn de jiùshì zhège qíngkuàng!
 真糟糕! 我担心的就是这个(情况)!
 That's really bad! This is the situation that I am worried about!
 Nà nǐ gūjì zuì zǎo jǐ hào kěyǐ zhuāngchuán fāhuò ne?
 那你估计最早几号可以装船发货呢?
 Well then, when is the earliest possible date that you expect
 to make shipment?

乙: Hěn nánshuō. Kǒngpà yào děngdào xiàzhōu yùnsū cáinéng huīfù
 很难说。恐怕要等到下周运输才能恢复
 zhèngcháng ba.
 正常吧。
 It is hard to say. I'm afraid that the transportation (system)
 won't go back to normal until next week.

相关词语/Related Words

1	bèipò 被迫	forced; compelled	6	tèshū 特殊 yuányīn 原因	exceptional cause
2	zhìliú 滞留	held up; detained	7	tiānzāi 天灾 -rénhuò 人祸	natural and man-made calamities
3	jǐnkuài 尽快	as soon as possible	8	bǔjiù 补救 cuòshī 措施	corrective measure; remedy
4	yōuxiān 优先	to have priority	9	zhìqīfèi 滞期费	demurrage
5	yìwài 意外 qíngkuàng 情况	unexpected situation; unforeseen situation	10	yúqī 逾期 jiāohuò 交货	delayed in delivery

中国人把“守时”看作是一种良好的个人习惯。“守时”也意味着“守信”。所以“守时”既代表着对别人的尊重，也是赢得对方信任的因素之一。在形形色色的商务活动中，“守时”尤其重要。人们常说，“时间就是金钱”。从准时赴约到按时付款、按时交货，所有这些都考验着一个人或一个公司对“守时”和“诚信”的态度。

Chinese consider “shǒushí (being on time)” as a good personal habit. “shǒushí” also means “shǒuxìn (keeping promises).” Therefore, “shǒushí” not only shows your respect to others, but also is one of the factors that make you gain trust from others. In various business activities, “being on time” is especially important. People often say “time is money.” All these matters, including keeping an appointment punctually, making a payment on time and delivering goods on time, test one’s attitude or a company’s attitude toward “punctuality” and “integrity.”

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通知提货

Cargo Delivery Notice

核心句

Key Sentence

Qǐng píng tíhuòdān zài yì xīngqī nèi tíhuò.

请凭提货单在一星期内提货。

Please take the delivery of goods by providing the bill of lading within one week.

句型
与替换
Substitutiontíhuò tōngzhī
提货通知

cargo delivery notice

huòwù fàngxíngdān
货物放行单

cargo release form

xiāngguān dānjù
相关单据

relevant documents

yuèdǐ qián
月底前

before the end of the month

Liùyuè jiǔ hào zhīqián
六月九号之前

before June 9th



扩展/Extension

1. 贵公司的货柜已经到港。
Guì gōngsī de huòguì yǐjīng dàogǎng.

Your company's container has arrived at the port.

2. 我已经收到了提货通知。
Wǒ yǐjīng shōudàole tíhuò tōngzhī.

I have received the cargo delivery notice.

3. 逾期未提必须交纳滞港费。
Yúqī wèi tí bixū jiāonà zhì-gǎngfèi.

A demurrage charge must be paid for overdue pickup of goods.

4. 我们会尽快安排提货。
Wǒmen huì jǐnkuài ānpái tíhuò.

We will make arrangements for taking the goods as soon as possible.



对话实例/Dialogue

甲: 长城科技公司吗? 贵公司的货柜已经到港了。
Chángchéng kējī gōngsī ma? Guì gōngsī de huòguì yǐjīng dàogǎng le.
Is this Great Wall Technology Company? Your company's container has arrived at the port.

乙: 谢谢! 我们已经收到提货通知了。
Xièxie! Wǒmen yǐjīng shōudào tíhuò tōngzhī le.
Thanks! We have received the cargo delivery notice.

甲: 请您凭提货单在一个星期内提货。
Qǐng nín píng tíhuòdān zài yí gè xīngqī nèi tíhuò.
Please take the delivery of goods by providing the bill of lading within one week.

乙: 我想请问一下, 我们可以延迟一个星期提货吗?
 Wǒxiǎng qǐngwèn yíxià, wǒmen kěyǐ yánchí yí gè xīngqī tíhuò ma?
 May I ask if it is possible for us to postpone taking the delivery of goods for one week?

甲: 逾期末提必须交纳滞港费。
 Yúqī wèi tí bìxū jiāonà zhìgǎngfèi.
 A demurrage charge must be paid for overdue pickup of goods.

乙: 好吧, 我们会尽快安排提货。
 Hǎo ba, wǒmen huì jǐnkuài ānpái tíhuò.
 Well then, we will make arrangements for taking the goods as soon as possible.

相关词语 / Related Words

1	shōuhuòrén 收货人	consignee	7	huòguì 货柜 tidān 提单	container bill of lading
2	yùndān 运单/ huòyùndān 货运单	waybill	8	píngdān 凭单 jiāohuò 交货	delivery against B/L; surrender of B/L
3	tí huò 提(货) dān 单	bill of lading; B/L	9	zhuāng (装) xiāngdān 箱单	packing list
4	jiāohuò dān 交货单/ huàndān xiǎo 换单/小 tidān 提单	delivery order; D/O	10	xièhuò 卸货	to unload goods
5	diànfàng 电放 tidān (提单)	telex release; TLX	11	zhìgǎng- 滞港 fèi 费	demurrage charge
6	hǎiyùn 海运 tidān 提单	ocean bill of lading; marine bill of lading			

提货的时候必须备齐所需要的单据。不同商品的海关监管要求是不同的。一般说，装箱单、发票和提单是提货所需要的最基本的单据。有的货物可能还会需要产地证、商检证、进口许可证等等。另外，进口清关完成以后才能提货。

When you are going to pick up delivered goods at a port, you must have every document needed in hand. There are different requirements of customs supervision for different types of commodities. Generally, the packing list, the receipt and the bill of lading are the most essential documents needed for taking the delivery of goods. Certain commodities may need a certificate of origin, a certificate of inspection and a certificate of import license, etc. when you take delivery of them. Additionally, you cannot take the delivery of goods until customs clearance has been completed.

核心句
Key
Sentence

Yīnwèi huòwù pòsǔn, wǒ fāng wúfǎ
因为货物破损，我方无法
qiānshōu tíhuò。
签收提货。
Due to damage to the goods, we can't
sign for acceptance and take the delivery.

句型
与替换
Substitution

duǎn zhòng

短重

short weight

míngchēng bù fú

名称不符

inconformity

shòucháo zhì sǔn

受潮致损

damaged by damp

yǒu zhìliàng wèntí

有质量问题

quality problem



扩展/Extension

1. Wǒ xiǎng tōngzhī nín yíxià yǒuguān 103
我想通知您一下有关103号
hào dìngdān huòwù de yànshōu
订单货物的验收
qíngkuàng.
情况。
I want to notify you about the
inspection result of the goods
of Order 103.
2. Huòwù zài jiāofù huòdài gōngsī de
货物在交付货代公司的
shíhòu shì jīngguò jiǎnyàn de.
时候是经过检验的。
When the goods were delivered
to the forwarder company,
they went through inspection.

3. Wǒmen yǐjīng liánxile fùzé
yùnsū de huòdài gōngsī.
我们已经联系了负责
运输的货代公司。

We have already contacted the forwarder who was in charge of transportation.

4. Wǒmen xīwàng néng jǐnkùai chámíng
yuányīn, fēnqīng zérèn.
我们希望 能 尽快 查明
原因, 分清责任。

We hope that we will be able to ascertain the cause and determine who is responsible as soon as possible.

对话实例/Dialogue

甲: Wǒ xiǎng tōngzhī nín yíxià yǒuguān 103 hào dìngdān huòwù de yànshōu
情况。
我想通知您一下有关103号订单货物的验收
情况。

I want to notify you of the inspection result of the goods of Order 103.

乙: Huòwù yǒu shénme wèntí ma?
货物有什么问题吗?

Is there a problem with the goods?

甲: Shì zhèyàng de. yīnwèi bùfēn huòwù pòsǔn, wǒ fāng bù néng
签收提货。
是这样的, 因为部分货物破损, 我方不能
签收提货。

This is the situation: because of damage to some of the goods, we can't sign for acceptance and take the delivery.

乙: Wǒxiǎng wèntí kěnéng shì chū zài yùnsū guòchéng zhōng.
我想问题可能是出在运输过程中。

I think that the problem probably happened during transportation.

Huòwù zài jiāofù huòdài gōngsī de shíhòu shì jīngguò jiǎnyàn de.
货物在交付货代公司的时候是经过检验的。

When the goods were delivered to the forwarder company, they went through inspection.

甲: Wǒmen yǐjīng liánxile fùzé yùnsū de huòdài gōngsī.
我们已经联系了负责运输的货代公司。

We have already contacted the forwarder who was in charge of transportation.

Wǒmen xīwàng néng jǐnkuài chá míng yuányīn, fēnqīng zérèn.
我们希望 能尽快查明原因, 分清责任。

We hope that we will be able to ascertain the cause and determine who is responsible as soon as possible.

乙: Wǒ fāng yí dìng huì jìn lì pèi hé diào chá.
我方一定会尽力配合调查。

We will definitely do our best to cooperate with the investigation.

相关词语/Related Words

1	suǒ péi 索赔	to claim damage	6	biàn zhì 变质	to go bad; to deteriorate; deterioration
2	tuì kuǎn 退款	refund; to refund	7	pèng suì 破碎 pò sǔn 破损	clashing & breakage
3	tuì huò 退货	to return merchandise; to return the shipment	8	duǎn liàng 短量	shortage; loss of quantity
4	shuǐ zī 水渍	water damage	9	huò wù yì 货物溢 duǎn dān 短单	over-landed and short- landed cargo list
5	fā méi 发霉	to become moldy; to mold	10	lǐ péi 理赔	to settle a claim; settlement of a claim

“不怕一万，就怕万一，”这是中国人在应对不确定的情形时常说的一句话。买保险的目的就是为了在意外事件发生时，尽可能地减少损失。如果收货人在提货的时候，发现被保险的货物有短少或残损的情况，应该立即联系承运人并通报具体情形。收货人也必须尽快向保险公司指定的理赔代理人申请检验，确定损失程度，取得货损或者货差证明，以便向承运人或有关责任方提出索赔。索赔应当在保险有效期内提出并办理，否则保险公司可以不予办理。

“Bú pà yīwàn, jiù pà wànyī.” (Don't be afraid of “what”; be afraid of “what if.”) This is what Chinese often say when they are dealing with uncertain circumstances. The purpose of taking out an insurance policy is to reduce the loss as much as possible when an accident happens. If the consignee has found shortage or damage of his insured goods when he takes the delivery, he should contact the forwarder immediately and inform them of the specific details. At the same time, the consignee must request an inspection from a claim settling agent appointed by the insurance company as soon as possible and determine the percentage of the loss, and get a damage certificate or a shortage certificate in order to file a

claim with the forwarder or related responsible parties. The claim should be submitted within the valid time period of the insurance policy. Otherwise, the insurance company may reject the claim.



考察与投资

Investigation and Investment



93 介绍项目 | Introducing a Project

核心句

Key
Sentence

Wǒmen zhè cì dài lái le yí gè tài yǎng néng
我们这次带来了一个太阳能
xiàng mù.
项目。
We have brought a solar power project
this time.

句型
与替换
Substitution

yí dòng tōng xìn
移动通信
mobile communication

nóng yè jì shù
农业技术
agricultural technology

wū shuǐ chǔ lǐ
污水处理
sewage disposal

qīng jié néng yuán
清洁能源
clean energy

扩展/Extension

1. Tīngshuō guì gōngsī zhèng dàlì
发展新能源项目。

We have heard that your company is making great efforts toward developing new energy projects.

2. Gōngsī zhèngzài jījí xúnzhǎo hézuò
huǒbàn.
伙伴。

The company is seeking partners actively.

3. Zhège xiàngmù hěn yǒu xīyǐnlì.
这个项目很有吸引力。

This project is very attractive.

4. Zhè shì mùqián zuì xiānjìn de dì-sān
dài jìshù.
代技术。

This is the most advanced third-generation technology currently available.

对话实例/Dialogue

- 甲: Wǒmen tīngshuō guì gōngsī zhèng dàlì fāzhǎn xīnéngyuán xiàngmù.
我们听说贵公司正大力发展新能源项目。

We have heard that your company is making great efforts toward developing new energy projects.

- 乙: Shì de. Gōngsī zhèngzài jījí xúnzhǎo hézuò huǒbàn.
是的。公司正在积极寻找合作伙伴。

Yes. The company is seeking partners actively.

- 甲: Wǒmen zhè cì dàiláile yí gè tàiyángnéng xiàngmù. Wǒ xiǎng nín kěnéng
huì yǒu xìngqù.
会有兴趣。

We have brought a solar power project this time. I think that you might be interested.

乙: Èng. cóng zhè fèn jièshào cáiliào shàng kàn, zhège xiàngmù hěn yǒu xīyīnlì.
 嗯, 从这份介绍材料上看, 这个项目很有吸引力。

Yes, based on this introductory brochure, this project is very attractive.

甲: Méi cuò. Zhè shì mùqián zuì xiānjìn de dì-sān dài jìshù.
 没错。这是目前最先进的第三代技术。

You are right. This is the most advanced third-generation technology currently available.

乙: Hǎo. Ràng wǒmen ānpái yí gè shíjiān, shēnrù tàntǎo yíxià hézuò de kěnéngxìng.
 好。让我们安排一个时间, 深入探讨一下合作的可能性。

Good. Let's arrange a time so that we can further explore the possibility of partnership.

相关词语 / Related Words

1	zhāoshāng 招商	to attract business; to invite outside investment	7	gāokējī 高科技	high-technology
2	yǐnjìn 引进	to bring in; to introduce from elsewhere	8	jìshù 技术 luòhòu 落后	to lag in technology
3	wàizī 外资	foreign capital; foreign investment	9	zhīchí 支持	to support
4	xiānjìn 先进	advanced	10	gǔlì 鼓励	to encourage; encouragement
5	jiānduān 尖端	cutting-edge	11	jíxū 急需	badly in need of; urgent need
6	xīn yí dài 新一代	new generation	12	yōuhuì 优惠 zhèngcè 政策	preferential policy

目前中国已经建立了六个经济特区。广东省的深圳、珠海、汕头经济特区和福建省的厦门经济特区均建立于20世纪80年代中国改革开放的初期。1988年，海南全省成为全国最大的经济特区。2010年新疆维吾尔自治区的喀什成为中国最新的经济特区。中国政府给予经济特区特殊的经济政策和灵活的管理措施，包括更为自由的市场经济定位体系和特殊的税收优惠，以及更独立的国际贸易活动。这些有利条件使经济特区对外国投资者更具吸引力。

Currently, China has established six special economic zones (SEZs). Shenzhen SEZ, Zhuhai SEZ, Shantou SEZ in Guangdong Province and Xiamen SEZ in Fujian Province were established in the early 1980s when China began to implement the Reform and Opening-up policy. In 1988, the entire province of Hainan was designated as the biggest SEZ in China. In 2010, Kashgar in Xinjiang Uygur Autonomous Region became the newest SEZ in China. The government of China gives SEZs special economic policies and flexible government measures, including a more free market economy orientated system, special tax incentives and more independent international trade activities. These advantages make SEZs more attractive to foreign investors.

核心句

Key Sentence

Kànle yǎnshì yǐhòu, wǒmen duì zhège
看了演示以后，我们对这个
xiàngmù hěn gǎn xìngqù.
项目很感兴趣。

After watching the presentation, we are very interested in this project.

句型
与替换
Substitution

tīngle jièshào
听了介绍

have listened to the introduction

tīngle shuōmíng
听了说明

have listened to the explanation

kànle jìhuàshū
看了计划书

have read the proposal

kànle yǒuguān cáiliào
看了有关材料

have read the related materials

zhè xiàng jìhuà zhè xiàng zhāobiāo
这项计划 这项招标

this plan this bid

nín de tíyì
您的提议

your proposal

nín de bàojià
您的报价

your offer/quoted price

扩展/Extension

1. 刚才是关于这个项目的视频演示。
Gāngcái shì guānyú zhège xiàngmù de shìpín yǎnshì.
That was a video presentation about this project just now.
2. 请问您有什么具体问题吗?
Qǐngwèn nín yǒu shénme jùtǐ wèntí ma?
May I ask if you have any specific questions?
3. 您可以为我们安排一次实地考察吗?
Nín kěyǐ wèi wǒmen ānpái yí cì shídì kǎochá ma?
Could you arrange an on-site trip for us?
4. 如果您现在有时间的话, 我们可以马上安排。
Rúguǒ nín xiànzài yǒushíjiān dehuà, wǒmen kěyǐ mǎshàng ānpái.
If you have time now, we can make an arrangement right away.

对话实例/Dialogue

- 甲: 刚才是关于这个项目的视频演示。欢迎各位提问。
Gāngcái shì guānyú zhège xiàngmù de shìpín yǎnshì. Huānyíng gèwèi tíwèn.
That was a video presentation about this project just now. You are welcome to ask questions.
- 乙: 看了演示以后, 我们对这个项目很感兴趣。
Kànle yǎnshì yǐhòu, wǒmen duì zhège xiàngmù hěn gǎnxìngqù.
After watching the presentation, we are very interested in this project.

- 甲: Nà tài hǎo le. Qǐngwèn nín yǒu shénme jùtǐ wèntí ma?
那太好了。请问您有什么具体问题吗?
That is great. May I ask if you have any specific questions?
- 乙: Nín kěyǐ wèi wǒmen ānpái yí cì shídì kǎochá ma?
您可以(为我们)安排一次实地考察吗?
Could you arrange an on-site trip for us?
- 甲: Dāngrán! Rúguǒ nín xiànzài yǒu shíjiān dehuà. wǒmen kěyǐ mǎshàng ānpái.
当然!如果您现在有时间的话,我们可以马上安排。
Of course! If you have time now, we can make an arrangement right away.

相关词语/Related Words

1	qīngxiàng 倾向	inclined to; to prefer; tendency	6	qiánjǐng 前景	prospect; future
2	xuǎnzé 选择	to choose; choice	7	yìyuàn 意愿	wish; desire
3	huáiyí 怀疑	to doubt; to suspect; doubt	8	tóuzī 投资 yìyuàn 意愿	willingness to invest
4	yǒu zhēngyì 有争议	in dispute; controversial	9	xiāngxìn 相信	to believe
5	yǒu qiánlì 有潜力	to have potential	10	xìnxīn 信心	confidence

除了经济特区以外，中国到目前为止还在全国各地建立了一百多个国家级高新技术产业开发区，简称“国家高新区”。国家高新区是专门以知识密集型和技术密集型为定位的工业园区。园区内的高新技术企业享有一系列优惠政策，例如，税收优惠、关税优惠、资金资助和当地政府提供的许多便捷服务。为了进一步推动经济改革，2013年8月中国政府批准成立了中国境内第一个自由贸易区——中国（上海）自由贸易试验区。上海自贸区将享有更大的贸易自由和金融、投资便利，后者包括宽松的利率政策和人民币自由兑换。

In addition to Special Economic Zones (SEZs), China has also established more than 100 National High-Tech Industrial Development Zones, or “NHIDZ” for short, nationwide so far. NHIDZ are unique industrial parks designated as knowledge-intensive and technology-intensive. The high-tech enterprises located in NHIDZ will enjoy a series of preferential policies, for instance, tax preference, tariff preference, subsidy or fund support and many other convenient services provided by local government departments. In order to further promote economic reform,

the first free trade zone within China's borders, China (Shanghai) Pilot Free Trade Zone, was established with the approval from the Chinese government in August of 2013. The China (Shanghai) Pilot Free Trade Zone will be given much greater freedom in trade and enjoy more convenience in banking and investment, with the latter one including loosened regulation of interest rates and free convertibility of China's currency, the RMB.



核心句

Key Sentence

Jīchǔ shèshī jiànshè dōu yǐjīng wánchéng
基础设施建设都已经完成

le ma?
了吗?

Has infrastructure construction been
completed?

句型
与替换

Substitution

tōngxìn shèshī
通信设施

communication facility

jiāotōng shèshī
交通设施

traffic facility

gōnggòng shèshī
公共设施

public utility

pèitào shèshī
配套设施

auxiliary/supporting facility



扩展/Extension

1. Huānyíng gèwèi guānglín wǒmen
 1. 欢迎各位光临我们
 gōngyè yuánqū.
 (工业) 园区。
 Welcome to our (industrial) park!
2. Zhège gōngyè yuánqū shèlì le duō
 2. 这个工业园区设立了多少
 jiǔ le?
 久了?
 How long has this industrial park been established?
3. Xiànzài yǐjīng yǒu duō jiā qǐyè
 3. 现在已经有几家企业
 qiānyuē rùzhù le.
 签约入驻了。
 Now several enterprises have signed contracts and moved in already.
4. Dāngdì zhèngfǔ jiāng zài tǔdì zūlín
 4. 当地政府将在土地租赁
 hé shuìshōu fāngmiàn tígōng yōuhuì
 和税收方面提供优惠
 dàiyù.
 待遇。
 The local government will offer preferential terms in the lease of land and taxation.



对话实例/Dialogue

- 甲: Huānyíng gèwèi guānglín!
 甲: 欢迎各位光临!
 Welcome, everyone!
- 乙: Qǐngwèn zhège gōngyè yuánqū shèlì duō jiǔ le?
 乙: 请问这个工业园区设立多久了?
 May I ask how long this industrial park has been established?
- 甲: Zhè shì qùnián gāngāng kāifā de xīn yuánqū.
 甲: 这是去年刚刚开发的新园区。
 This is a new (industrial) park that was started last year.
- 乙: Jīchǔ shèshī jiànshè dōu yǐjīng wánchéng le ma?
 乙: 基础设施建设都已经完成了吗?
 Has infrastructure construction been completed?

甲: Shì de. Xiànzài yǐjīng yǒu duō jiā qǐyè qiānyuē rùzhù le.
是的。现在已经有 多家企业签约入驻了。

Yes. Now several enterprises have signed contracts and moved in already.

乙: Qǐngwèn rùzhù yuánqū de qǐyè kěyǐ xiǎngyǒu nǎxiē yōuhuì zhèngcè?
请问入驻园区的企业可以享有 哪些优惠政策?

May I ask what preferential policies can be expected when an enterprise moves into the park?

甲: Dāngdì zhèngfǔ jiāng zài tǔdì zūlín hé shuìshōu fāngmiàn tígōng yōuhuì dàiyù.
当地 政府 将在 土地 租赁 和 税收 方面 提供 优惠 待遇。

The local government will offer preferential terms in the lease of land and taxation.

相关词语/Related Words

1	tóuzī 投资 huánjīng 环境	investment environment	7	jiāotōng 交通 yùnshū 运输	communication and transportation
2	tóuzī 投资 chéngběn 成本	investment cost	8	shìzhèng 市政 shèshī 设施	municipal facility
3	dāngdì 当地 zhèngfǔ 政府	local government	9	shèqū 社区 fúwù 服务	community service
4	jīchǔ 基础 shèshī 设施	infrastructure	10	chāiqiān 拆迁	to demolish old buildings and relocate the inhabitants
5	tǔdì 土地 gōngyīng 供应	supply of land	11	xiūjiàn 修建	to construct; to build
6	rénlì 人力 zīyuán 资源	human resources	12	chóngjiàn 重建	to rebuild; to reconstruct

对于任何一家企业来说，进行新的投资都是一次挑战。在做出决定以前，很多中国公司通常都会派出自己的商务考察团进行实地考察。这类考察活动一般包括现场调研、观察对方的经营管理情况以及试图建立初步的了解和信任。中国人常说，“耳听为虚，眼见为实”；“百闻不如一见”。你不得不承认，即使在今天，这些流传已久的老话依然有它们的意义。

Making a new investment is a challenge for any enterprise. Before the decision is made, many Chinese companies usually send off their business delegations to carry out some on-site investigations. The activities of this kind of investigation normally include field study, observing the business management situation of the other party, as well as trying to establish the preliminary understanding and trust between the two sides. Chinese often say, “ěr tīng wéi xū, yǎn jiàn wéi shí” (What you hear may be false and what you see through your eyes is true); “bǎi wén bù rú yī jiàn” (It is better to see once than to hear a hundred times). You have to admit that even today these old sayings which have been floating around for a very long time still make sense.

核心句

Key Sentence

Zhège xiàngmù de fēngxiǎn kěnéng bǐjiào gāo.
 这个项目的风险可能比较高。
 The risk of this project will possibly be relatively high.

句型
与替换
Substitution

bǐjiào xiǎo
 比较小
 relatively small

hěn nán yùgū
 很难预估
 very difficult to predict

bìxū kǎolǜ
 必须考虑
 must reconsider

xūyào chóngxīn pínggū
 需要重新评估
 need to reevaluate



扩展/Extension

1. Dìfāng xīwàng wǒmen jiù xiàngmù hézuò wèntí jǐnkuài zuòchū juéding.
 对方希望我们就项目合作问题尽快做出决定。

The other side wants us to make a decision on the cooperative project as soon as possible.

2. Wǒmen de kěxíngxìng bàogào zhège xīngqī jiù kěyǐ chūlai le.
我们的可行性报告这个星期就可以出来了。

Our feasibility study report will be coming out this week.

3. Wǒmen huì zài bàogào li tígōng fēngxiǎn yīnsù hé huíbàolǜ de bǐjiào hé pínggū.
我们会在报告里提供风险因素和回报率的比较和评估。

We will provide the comparison and estimation on risk factors and the rate of return in our report.

4. Zài fēngxiǎn pínggū wánchéng yǐqián, wǒmen bù kěnéng zuòchū rènhé chéngnuò.
在风险评估完成以前, 我们不可能做出任何承诺。

We cannot make any promises before the risk assessment has been completed.

对话实例/Dialogue

- 甲: Duìfāng xīwàng wǒmen jiù xiàngmù hézuò wèntí jǐnkuài zuòchū juéding.
对方希望我们就项目合作问题尽快做出决定。
The other side wants us to make a decision on the cooperative project as soon as possible.
- 乙: Kěshì wǒmen duì zhège dìqū de tóuzī huánjīng hái bù tài liǎojiě.
可是我们对这个地区的投资环境还不太了解。
But we still do not know the investment environment in this area well.
- 甲: Wǒmen de kěxíngxìng bàogào zhège xīngqī jiù kěyǐ chūlai le.
我们的可行性报告这个星期就可以出来了。
Our feasibility study report will be coming out this week.
- 乙: Wǒ gèrén juéde zhège xiàngmù de fēngxiǎn kěnéng bǐjiào gāo.
我个人觉得这个项目的风险可能比较高。
I personally feel that the risk of this project will possibly be relatively high.
- 甲: Wǒmen huì zài bàogào li tígōng fēngxiǎn yīnsù hé huíbàolǜ de bǐjiào
我们会在报告里提供风险因素和回报率的比较

hé pínggū.
和评估。

We will provide the comparison and estimation on risk factors and the rate of return in our report.

Zǒngzhī, zài fēngxiǎn pínggū wánchéng yǐqián, wǒmen bù kěnéng zuòchū
乙: 总之, 在风险评估完成以前, 我们不可能做出
rènhé chéngnuò.
任何承诺。

In short, we cannot make any promises before the risk assessment has been completed.

相关词语/Related Words

1	tóuzī 投资 fēngxiǎn 风险	investment risk	8	jīnróng 金融 wēijī 危机	financial crisis
2	fēngxiǎn 风险 tóuzī 投资	venture capital	9	jīngjì 经济 guòrè 过热	economic overheating
3	shìchǎng 市场 xūqiú 需求	market demand	10	pàomò 泡沫 jīngjì 经济	bubble economy
4	xūqiú 需求 wàngshèng 旺盛	thriving demand; demand is strong	11	shāngyè 商业 tóujī 投机	business speculation
5	xūqiú 需求 píruǎn 疲软	weak demand; demand is soft	12	jīngjì (经济) yìngzhuólù 硬着陆	hard landing (of economy)
6	jīngjì 经济 xiāotiáo 萧条	economic depression	13	jīngjì (经济) ruǎnzhuólù 软着陆	soft landing (of economy)
7	jīngjì 经济 wēijī 危机	economic crisis			

由于文化不同，很多外国公司在中国展开业务之初，都有过或多或少的痛苦经验。中国人大概会开玩笑地说，这是“水土不服”。如今，跨国公司的本土化策略被证明是进入海外市场、利用当地资源的有效措施。中国有句有名的成语，叫做“入乡随俗”。无论你在中国工作还是做生意，都应该记住这句成语。

Due to cultural differences, many foreign companies once had some experiences of suffering when they first started their businesses in China. Chinese would make a joke about this as “shuǐtǔ-bùfú (to fail to acclimate oneself in a new natural environment).” Today, the localization strategy of multinationals has been proved as an effective way to enter the overseas market and utilize local resources. There is a well-known Chinese idiom and it says, “rùxiāng-suísú (when in a different country, do as the natives do).” Whether you work in China or do business in China, you always should remember this idiom.

核心句

Key Sentence

Wǒmen qīngxiàngyú cǎiyòng dúzī de fāngshì.
我们倾向于采用独资的方式。
We prefer to choose the method of single proprietorship.

句型
与替换
Substitution

kǎolǜ
考虑
consider

dǎsuàn
打算
plan

hézi
合资
joint venture

hézuò jīngyíng
合作经营
cooperative business operation

jìshù zhuǎnràng
技术转让
technology transfer

tèxǔ jīngyíng
特许经营
franchising

jìhuà
计划
plan

xīwàng
希望
hope

dài jiāgōng
代加工
OEM



扩展/Extension

1. Zhège xiàngmù de tí'àn yǐjīng
tōngguò le ma?
通过了吗?

Has the proposal of this project been approved?

2. Dǒngshìhuì rènwéi zhège xiàngmù hěn
yǒu qiánli.
有潜力。

The board of directors believes that this project has great potential.

3. Rúguǒ dúzī dehuà, wǒmen yào
tóuru de zījīn bùshǎo a.
投入的资金不少(啊)。

If it's single proprietorship, we will need large funds to put into it.

4. Gōngsī yě zài quánhéng qítā de
xuǎnzé.
选择。

The company is also weighing up other options.



对话实例/Dialogue

甲: Zhège xiàngmù de tí'àn yǐjīng tōngguò le ma?
这个项目的提案已经通过了吗?

Has the proposal of this project been approved?

乙: Shì de. Dǒngshìhuì rènwéi zhège xiàngmù hěn yǒu qiánli.
是的。董事会认为这个项目很有潜力。

Yes. The board of directors believes that this project has great potential.

甲: Nàme, tóuzī fāngshì juédìng le méiyǒu?
那么, 投资方式决定了没有?

In that case, has the investment approach been decided yet?

乙: Hái méiyǒu. Zǒng de lái shuō, wǒmen qīngxiàngyú cǎiyòng dúzī de
还没有。总的来说, 我们倾向于采用独资的

fāngshì.

方式。

Not yet. Overall, we prefer to choose the method of single proprietorship.

甲: Rúguǒ dúzī dehuà, wǒmen yào tóuru de zījīn bù shǎo a.
如果独资的话, 我们要投入的资金不少啊。

If it's single proprietorship, we will need large funds to put into it.

乙: Shì a. Gōngsī yě zài quánhéng qítā de xuǎnzé.
是啊。公司也在权衡其他的选择。

It's true. The company is also weighing up other options.

相关词语/Related Words

1	zūlìn 租赁	to lease; to rent	7	wěituō 委托 jiāgōng 加工	consigned processing
2	jiānbīng 兼并	merger; to merger	8	dìngdān 订单 jiāgōng 加工	processing on order
3	bìnggòu 并购	to merger and acquire; acquisition	9	jiāgōng 加工 chūkǒu 出口	export processing
4	wàibāo 外包	outsourcing	10	tiē pái/ dài jiāgōng 贴牌/ 代加工	original equipment manufacturer; OEM
5	hézuò kāifā 合作 开发	joint exploitation	11	gǔfèn yǒu- xiàn gōngsī 股份有 限公司	join-stock company; limited company
6	bǔcháng màoyì 补偿 贸易	compensatory trade	12	yǒuxiàn zé- rèn gōngsī 有限责 任公司	limited liability company; LLC.

文化导航 Cultural Navigation

外商在中国投资可以有多种选择。其中三种最主要形式的是中外合资经营企业、中外合作经营企业和外商独资经营企业，合称“三资企业”。合资经营企业也叫股权式合营企业。它是外国公司、企业同中国的公司、企业在中国境内共同投资创办的企业。其特点是双方共同投资、共同经营、按各自的出资比例共担风险、共负盈亏。合作经营企业也叫契约式合营企业。举办中外合作经营企业一般由外国合作者提供全部或大部分资金，中方提供土地、厂房、可利用的设备、设施，有的也提供一定量的资金。双方的权利和义务在签订的合同中确定。外商独资企业是指根据《中华人民共和国外资企业法》的规定，全部资本由外国投资者投资的企业。外资企业的组织形式一般为有限责任公司。

There are a few investment options in China for a foreign investor to choose. Among them, three major means are Sino-foreign joint ventures, cooperative businesses and exclusively foreign-owned enterprises, which are also called “sānzī qǐyè (three types of foreign-invested enterprises).” Sino-foreign joint ventures are also known as equity joint ventures. They are founded in China with joint investments by foreign companies or enterprises and Chinese companies or enterprises. Their main feature is that the joint parties

invest together, operate together, and take risks according to the ratio of their capitals, as well as share losses and profits. Cooperative businesses are also called contractual joint ventures. To establish a cooperative business, the foreign party usually supplies all or most of the capital while the Chinese party supplies land, factory buildings and usable facilities, and some supply a certain amount of capital, too. The rights and obligations of different parties are embedded in the contract. Exclusively foreign-owned enterprises are totally invested by the foreign party in accordance with *Law of the People's Republic of China on Foreign Capital Enterprises*. The foreign-owned enterprises often take the form of limited liability.



核心句

Key Sentence

Wǒmen zhǔnbèi liyòng xiàngmù dàikuǎn lái
我们准备利用项目贷款来
jiějué zījīn bùzú de wèntí.
解决资金不足的问题。

We plan to utilize a project loan to solve
the problem of money shortage.

句型
与替换
Substitution

xiàngmù róngzī
项目融资
project financing

fēngxiǎn tóuzī
风险投资
venture capital

qǐyè dàikuǎn
企业贷款
enterprise loan

sī mù zījīn
私募基金
private financing



扩展/Extension

- Zhège xiàngmù de zījīn chóucuò
1. 这个项目的资金筹措
wǒmen jìnxíng de zěnmeyàngle?
我们进行得怎么样了?

How are we doing in the
financing of this project?

- Chūbù gūsuàn wǒmen kěyǐ tóurù
2. 初步估算我们可以投入
de zījīn dàgài shì wǔbǎi wàn
的资金大概是五百万
Měiyuán zuǒyòu.
美元左右。

By preliminary estimation, the
money that we can put in is
about five million US dollars.

3. Zhège xiàngmù de zǒng tóuzī xūyào
liǎngqiān wàn Měiyuán.
这个项目的总投资需要
两千万美元。

This project requires a total investment of twenty million US dollars.

4. Xiànzài yíngēn hěn jǐn. dà'é dài-
kuǎn kǒngpà bú tài róngyì.
现在银根很紧，大额贷
款恐怕不太容易。

Now the money market is tight, so a large sum of loan might not be easy (to get).

对话实例/Dialogue

甲: Zhège xiàngmù de zījīn chóucuò wǒmen jìnxíng de zěnmeyàng le?
这个项目的资金筹措我们进行得怎么样了?
How are we doing in the financing of this project?

乙: Chūbù gūsuàn wǒmen kěyǐ tóurù de zījīn dàgài shì wǔbǎi wàn
Měiyuán zuǒyòu.
初步估算我们可以投入的资金大概是五百万
美元左右。

By preliminary estimation, the money that we can put in is about five million US dollars.

甲: Kěshì zhège xiàngmù de zǒng tóuzī xūyào liǎngqiān wàn Měiyuán.
可是这个项目的总投资需要两千万美元。

But this project requires a total investment of twenty million US dollars.

乙: Shì de. Wǒmen zhǔnbèi lìyòng xiàngmù dàikuǎn lái jiějué zījīn bùzú
de wèntí.
是的。我们准备利用项目贷款来解决资金不足
的问题。

It's true. We plan to utilize a project loan to solve the problem of money shortage.

甲: Xiànzài yíngēn hěn jǐn. dà'é dàikuǎn kǒngpà bú tài róngyì.
现在银根很紧，大额贷款恐怕不太容易。

Now the money market is tight, so a large sum of loan might be not easy (to get).

Wǒmen duō jiēqǐ jǐ jiā tóuháng ba.

乙: 我们多接洽几家投行吧。

Let's contact a few more investment banks.

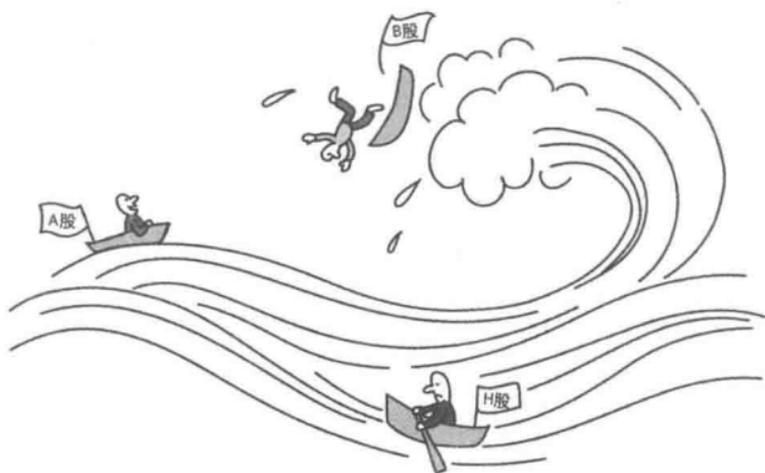
相关词语/Related Words

1	tóuzī yínháng 投资银行/ 投行	investment bank	7	gǔfèn 股份	share (of stock)
2	fēngtóu 风投	venture capital	8	fēnqī fùkuǎn 分期付款	payment by installments
3	gèrén róngzī 个人融资	private financing	9	zījīn zhōuzhuǎn 资金周转	turnover of capital; circulation of funds
4	fāxíng zhàiquàn 发行债券	issuing bonds	10	zījīn bùzú 资金不足	lack of capital
5	dàikuǎn 贷款	loan	11	zī bù dī zhài 资不抵债	one's possessions are insufficient to cover his debts
6	lìxī 利息	interest (of a loan)	12	qīyè fǎrén 企业法人	business legal person/entity

中国上市股票分为五种，这一区分主要依据股票的上市地点和所面对的投资者而定。这些股票是A股、B股、H股、N股和S股。A股是由在中国大陆注册的上市公司发行的人民币普通股票。A股只能在上海证券交易所和深圳证券交易所用人民币进行交易。B股则是由在中国大陆注册的上市公司发行的人民币特种股票。虽然它仍旧用人民币标明面值，但是只能以外币在上海和深圳证交所交易。H股是在中国大陆注册的公司在香港证券交易所上市交易的股票。因为这些上市公司的主要持股人是中国政府 and 地方政府，所以H股也被叫做“国企股”。N股是在中国大陆注册的公司在新加坡证券交易所上市交易的股票。S股是指在新加坡证券交易所上市交易的股票。发行S股的上市公司都是在新加坡或者其他国家、地区注册的，可是它们的主要业务都在中国大陆。

Chinese stocks are divided into five categories, which are based on where the stocks are listed and what investors that the stocks target. They are A-shares, B-shares, H-shares, N-shares and S-shares. A-shares are RMB common stocks which are issued by public companies registered in the mainland of China. A-shares are traded at Shanghai Stock Exchange and Shenzhen Stock Exchange in RMB only. B-shares are RMB Special Stocks which are issued by public

companies registered in the mainland of China. Although RMB are still used as the denomination for B-shares, B-shares can only be traded in foreign currency at Shanghai and Shenzhen Stock Exchanges. H-shares are issued by companies registered in the mainland of China but the stocks are listed and traded at the Hong Kong Exchanges. The shareholders of these kinds of public companies are mainly the Chinese government and local governments. Therefore, H-shares are also called “state-owned enterprises stocks.” N-shares are issued by companies registered in the mainland of China with their stocks listed in the New York Stock Exchange. S-shares are issued by companies that mainly conduct their business in China, but the companies have registered in Singapore or elsewhere and their stocks are listed in the Singapore Exchange.



核心句

Key Sentence

Wǒmen yǒu xīnxīn zhōngbiāo.

我们有信心中标。

We have confidence in winning the bid.

句型
与替换
Substitution

tóubiāo chénggōng

投标成功

bid successfully

jībài jìngzhēng duìshǒu

击败竞争对手

beat competitors

zuìhòu shèngchū

最后胜出

be a winner at the end

náxià zhège xiàngmù

拿下这个项目

get this project



扩展/Extension

1. Zhège xiàngmù, wǒmen juéding cǎiqǔ gōngkāi zhāobiāo.
这个项目，我们决定采取公开招标。

We have decided to have an open bidding for this project.

2. Wǒmen duì zhè cì zhāobiāo hěn gǎn
我们对这次招标很感

We are interested in this

xìngqù.
兴趣。

bidding.

3. Jùtǐ yāoqiú dōu liè zài zhāobiāo shuōmíngshū li le.
具体要求都列在招标说明书里了。

All the specific requirements are listed in the bid specification.

4. Tóubiāoshū qǐng wùbì zài Qīyuè yī hào qián sòngdá.
投标书请务必在七月一号前送达。

The tender must be delivered by July 1st.

对话实例 / Dialogue

甲: Zhège xiàngmù, wǒmen juéding cǎiqǔ gōngkāi zhāobiāo.
这个项目，我们决定采取公开招标。

We have decided to have an open bidding for this project.

乙: Wǒmen duì zhè cì zhāobiāo hěn gǎn xìngqù. Qǐngwèn yǒu nǎxiē jùtǐ yāoqiú?
我们对这次招标很感兴趣。请问有哪些具体要求？

We are interested in this bidding. May I ask what the specific requirements are?

甲: Jùtǐ yāoqiú dōu liè zài zhāobiāo shuōmíngshū li le.
具体要求都列在招标说明书里了。

All the specific requirements are listed in the bid specification.

乙: Tóubiāo de jiézhǐ rìqī shì nǎ tiān?
投标的截止日期是哪天？

When is the deadline for the bidding?

甲: Tóubiāoshū qǐng wùbì zài Qīyuè yī hào qián sòngdá.
投标书请务必在七月一号前送达。

The tender must be delivered by July 1st.

乙: Méi wèntí. Wǒmen yǒu xìnxīn zhòngbiāo!
没问题。我们有信心中标！

No problem. We have confidence in winning this bid!

相关词语 / Related Words

1	zhāobiāo 招标	to invite tenders/ bids	7	tóubiāorén 投标人	bidder; tenderer
2	yāoqǐng 邀请 zhāobiāo 招标	selective bidding; restricted bidding; invitational tender	8	tóubiāo 投标 hétóng 合同	bidding contract
3	tóubiāo 投标	to enter a bid	9	zhāobiāo 招标/ tóubiāo 投标 shuōmíngshū 说明书	bid specification
4	jìngbiāo 竞标	to compete in bidding	10	tóubiāo 投标 bǎozhèngshū 保证书	tender guarantee
5	tóubiāo 投标 jiàgé 价格	tender price	11	liúbiāo 流标	a bid-invitation or auction that fails due to lack of response
6	tóubiāojīn 投标保证金	bid bond			

文化导航

Cultural Navigation

在中国，“招标投标”可以追溯到上个世纪初。例如，著名的南京中山陵的设计与建设就采用了招投标的方法。不

过,招标投标被广泛使用还是在中国经济改革以后。20世纪80年代中期,一些建筑项目开始采用招标、投标的方式来选定承包商并与其签订合同。2000年《中华人民共和国招标投标法》正式实施。这一法律将招标分为公开招标和邀请招标两类,并第一次规范了中国的招标、投标程序。2011年11月,国务院又通过了《中华人民共和国招标投标法实施条例》,对招标、投标中的每个具体环节做出了进一步的说明和详细规定。目前在中国,招标投标主要用于大型工程和政府采购等。

In China, “bidding” can be traced back to the early years of the last century. For instance, bidding was adopted for the design and construction of the renowned Sun Yat-sen’s Mausoleum in Nanjing. However, bidding was not widely used until China’s economic reforms began. During the mid-1980s, some construction projects began to use bidding as a way of choosing contractors and signing contracts. In the year of 2000, *Law of the People’s Republic of China on Tenders and Bids* was officially put into effect. This law divides bidding into two categories, i.e. “Public Invitation to Bid” and “Invitation to Bid by Request,” and has also standardized the bidding procedure in China for the first time. In addition, the State Council has passed *Regulation on the Implementation of the Law of the People’s Republic of China on Tenders and Bids* in November of 2011, which has made further explanations and detailed regulations toward each specific segment of bidding. Currently in China, bidding is mainly used for large projects and government purchases, etc.

核心句

Key Sentence

Rúguǒ guì gōngsī rènkě dehuà.
如果贵公司认可的话，
hétong jiù zhèyàng dìng le.
合同就这样定了。

If your company has approved it, the contract will be settled just like this.

句型
与替换
Substitution

nín méiyǒu wèntí
您没有问题

you have no questions about

nín tóngyì
您同意

you have agreed with

guì gōngsī jiēshòu
贵公司接受

your company has accepted

bù xūyào zài zuò xiūgǎi
不需要再做修改

no needs to make further changes



扩展/Extension

1. Zhè shì xiàngmù de Zhōng-Yīngwén
这是项目的中英文
hétong.
合同。

This is the project's contract
in Chinese and English.

2. Qǐng nín zài kàn yí biàn yǒu méi yǒu shénme wèntí.
请(您)再看一遍有没有什么问题。
Please take one more look and see if there are any questions.
3. Wǒ juéde zhè fèn héntóng zuò de fēicháng zìxì.
我觉得这份合同做得非常仔细。
I think that this contract was drawn up very carefully.
4. Měi xiàng tiáokuǎn dōu xiě de fēicháng qīngchū.
每项条款都写得非常清楚。
Every single article is stated very clearly.

对话实例 / Dialogue

甲: Lǐ xiānsheng, zhè shì xiàngmù de Zhōng-Yīngwén héntóng. Qǐng nín zài kàn yí biàn yǒu méi yǒu shénme wèntí.
李先生, 这是项目的中英文合同。请(您)再看一遍有没有什么问题。

Mr. Li, this is the project's contract in Chinese and English. Please take one more look and see if there are any questions.

乙: Èng wǒ juéde zhè fèn héntóng zuò de fēicháng zìxì. Měi xiàng tiáokuǎn dōu xiě de fēicháng qīngchū.
嗯, 我觉得这份合同做得非常仔细。每项条款都写得非常清楚。

Yes, I think that this contract was drawn up very carefully. Every single article is stated very clearly.

甲: Nín guòjiǎng le. Rúguǒ guì gōngsī rènkě dehuà, héntóng jiù zhèyàng dìng le.
您过奖了。如果贵公司认可的话, 合同就这样定了。

You have over-praised me. If your company has approved it, the contract will be settled just like this.

乙: Méi wèntí. Wǒmen xiànzài jiù kěyǐ qiānyuē!
没问题。我们现在就可以签约!

No problem. We can sign the contract right now!

相关词语/Related Words

1	qiānmíng 签名/ qiānzi 签字	to sign (one's name); signature	7	xìmù 细目	specific item; detail; detailed catalogue
2	qiāndìng 签订	to conclude and sign (a contract, a treaty, etc.)	8	fùběn 副本	duplicate; transcript; copy
3	qiānyuē 签约	to sign a contract	9	cǎoqiān 草签	to initial (a contract, a treaty, etc.)
4	hétóng 合同/ héyuē 合约	contract; agreement	10	yìxiàng- 意向 shū 书	letter of intent
5	tiáokuǎn 条款	clause; article; provision	11	xiéyi- 协议 shū 书	agreement
6	tiáojiàn 条件	condition; term; prerequisite	12	bèiwàng- 备忘 lù 录	memorandum

文化导航

Cultural Navigation

在中国, 公司成立、商店开业都会有一些庆祝活动。比如, 放爆竹、剪彩、招待会等等。受邀参加活动的嘉宾、朋友和同行也会借此机会送上礼物, 表示祝贺。适合于这种场合的传统礼物有花篮、锦旗和牌匾等。送礼的时候要注意礼品的颜色。因为在中国人眼里, 红色代表喜庆和福气, 金

色和黄色代表财富,所以在这种场合这些颜色最受欢迎。

When a company or a store sets up its business in China, there will be certain celebrative activities. For instance, setting off firecrackers, cutting a ribbon, having a reception and so on. The invited guests, friends and people of the same trade will take the opportunity to present gifts and express their congratulations. The traditional presents for this kind of event include gaily decorated baskets, silk banners or inscribed boards with congratulations written or carved on it. When giving a present, please be careful about the colors of the gift. In the Chinese view, red color represents joy and good luck, and golden and yellow colors symbolize wealth. Those colors are particularly welcomed at this kind of occasions.



核心句

Key
Sentence

Wǒ gāng shōudàole wàizī qiyè
我刚收到了外资企业
pīzhǔn zhèngshū.
批准证书。

I have just received the foreign
enterprise approval certificate.

句型
与替换
Substitution

qiyè míngchēng hézhǔn zhèngshū
企业名称核准证书
enterprise name approval certificate

qiyè dàimǎzhèng
企业代码证
certificate of organization code

zhèngshì pīfù
正式批复
official written reply

yíngyè zhízhào
营业执照
business license



扩展/Extension

1. Wǒxiǎng gàosu nǐ yí gè hǎo
我想告诉你一个好
xiāoxi.
消息。

I want to tell you a piece of
good news.

2. Wǒmen kěyǐ shēnlǐng yíngyè zhízhào le.
我们可以申领营业执照了。

3. Ànzhào wàizī qiyè zhùcè zhǐnán, hái yǒu hěn duō shǒuxù yào bàn.
按照外资企业注册指南, 还有很多手续要办。

4. Wǒmen hái xūyào bàn lǐ qiyè dàimǎ, yínháng kāihù hé shuìwù dēngjì děng shǒuxù.
我们还需要办理企业代码、银行开户和税务登记等手续。

We can apply for the business license now.

According to the Guide for Foreign Enterprises Registration, there are still many procedures to go through.

We still need to get an organization code, open a bank account, handle the tax registration, etc.

对话实例 / Dialogue

甲: Wáng jīnglǐ! Gàosu nǐ yí gè hǎo xiāoxi. Wǒ gāng shōudàole wàizī qiyè pīzhǔn zhèngshū.
王经理! 告诉你一个好消息。我刚收到了
外资企业批准证书。

Manager Wang! I want to tell you a piece of good news. I have just received the foreign enterprise approval certificate.

乙: Gōngxǐ, gōngxǐ! Xià yí bù wǒmen kěyǐ shēnlǐng yíngyè zhízhào le.
恭喜、恭喜! 下一步我们可以申领营业执照了。

Congratulations! For the next step we can apply for the business license.

甲: Búguò ànzhào wàizī qiyè zhùcè zhǐnán, hái yǒu hěn duō shǒuxù yào bàn.
不过按照外资企业注册指南, 还有很多手续要办。

But according to the Guide for Foreign Enterprises Registration, there are still many procedures to go through.

乙: Shì de. Wǒmen hái xūyào bàn lǐ qiyè dàimǎ, yínháng kāihù hé
是的。我们还需要办理企业代码、银行开户和

shuìwù dēngjì děng shǒuxù.
税务登记等手续。

Yes. We still need to get an organization code, open a bank account, handle the tax registration, etc.

甲: Tiān a! Wǒ de tóudōu yào dà le! Wǒ xiǎng zhèxiē dōu děi máfan nǐ bàn le.
天啊! 我的头都要大了! 我想这些都得麻烦你办了。

Oh, my god! I'm overwhelmed! I guess that I will have to trouble you to handle all of these.

相关词语/Related Words

1	shēnqǐng 申请/ shēnlǐng 申领	to apply for	7	zhùcè zhèngshū 注册证书	registration certificate
2	shòuquán 授权	to authorize	8	gōngsī zhùcèdì 公司注册地	place of incorporation
3	wěituō 委托	to entrust	9	gōngsī fǎdìng 公司法定 dàibǎorén 代表人	a legal person/ representative for the company
4	yànzī 验资	registered capital verification	10	Duìwài Jīngjì 对外经济 Màoyì Wēiyuánhui 贸易委员会	Foreign Economic & Trade Commission
5	zhàngù 账户	bank account	11	Duìwài Mào yì 对外贸易 Jīngjì Hézuòjú 经济合作局	Bureau of Foreign Trade and Economic Cooperation
6	zhùcè 注册 gōngsī 公司	registered company	12	Zhōnghuá Rénmín 《中华人民 Gònghéguó Gōngsī 共和国公司 Fǎ 法》	Company Law of the People's Republic of China

办理各种手续永远是一桩令人头痛欲裂的麻烦事。这种情况在中国也不例外。拿公司注册来说,设立一家外资公司的过程大概包括十几道手续。例如,公司名称登记,取得官方批准证书,申请营业执照和企业代码,进行统计登记、海关登记、外汇登记、税务登记,领取银行开户许可证并开立账户,以及进行验资。完成所有这些手续一般大概需要两个月的时间。最好的办法是在当地的注册服务公司请一位代理去办这些事情。当然,天下没有免费的午餐。你得为这些服务付费。

Handling various kinds of procedures is always a big headache. There is no exception in China either. Take registering a company as an example. The process of setting up a foreign-funded enterprise may contain a dozen of different procedures. For instance, having the enterprise's name registered, getting an official approval certificate, applying for a business license and the certificate of organization code, processing statistics registration, customs registration, foreign exchange registration, tax registration, receiving the permit of opening a bank account as well as setting up the account, and having the registered capital verification. All of these procedures normally take two

months to be completed. The best way to handle these is to hire an agent from local registration service firms. Of course, there is no free lunch in the world. You have to pay for the services that you are getting.



附录 Appendixes

紧急情况用句

Sentences Used under Emergency Circumstances

- | | |
|-----------------------|--|
| 1. 卫生间在哪儿? | Where is the rest room? |
| 2. 我现在遇到大麻烦了。 | I'm in big trouble now. |
| 3. 我该怎么办呢? | What should I do? |
| 4. 小心! | Watch out! |
| 5. ——你要干什么? | What do you want? |
| 6. ——好的, 别伤害我。 | Okay. Don't hurt me. |
| 7. ——你是谁? | Who are you? |
| 8. 别碰我! | Don't touch me! |
| 9. 离我远点儿! | Leave me alone! |
| 10. 我叫警察啦! | I'll call the police! |
| 11. 救命呀! | Help! |
| 12. 来人呀! | Somebody! |
| 13. 警察! | Police! |
| 14. 你能帮我叫警察吗? | Can you call the police for me? |
| 15. 抓住他! | Get him! |
| 16. 着火啦! | Fire! |
| 17. 开门! | Open the door! |
| 18. 站住! 小偷! | Stop! Thief! |
| 19. 我的护照丢了。 | I lost my passport. |
| 20. 您能马上注销我的
信用卡吗? | Will you cancel my credit card
immediately? |
| 21. 我的行李找不到了。 | I can't find my baggage. |
| 22. 警察局在哪儿? | Where is the police station? |
| 23. 我遇到交通事故了。 | I am in a car accident. |
| 24. 请叫救护车! | Please call an ambulance! |
| 25. 我什么也不知道。 | I don't know anything about it. |
| 26. 我是受害者。 | I'm the victim. |
| 27. 这是哪儿呀? | Where am I? |
| 28. 我迷路了。 | I'm lost. |
| 29. 我找不到我的朋友了。 | I can't find my friend. |
| 30. 我的汽车坏了。 | My car broke down. |
| 31. 请叫医生来。 | Please call a doctor. |

个人简历模板 Résumé Template

个人简历 Résumé

姓名Full name: _____

性别Gender: _____

出生年月Date of birth: _____

婚姻状况Marital status: _____

国籍Nationality: _____

身份证/护照号码 ID/Passport #: _____

家庭地址Residential address: _____

通信地址Mailing address: _____

联系电话Contact phone: _____

电子邮件Email address: _____

教育背景Educational background:

_____年(Y)_____月(M) — _____年(Y)_____月(M)

_____年(Y)_____月(M) — _____年(Y)_____月(M)

_____年(Y)_____月(M) — _____年(Y)_____月(M)

工作经历 Work experiences:

_____年(Y)_____月(M) — _____年(Y)_____月(M)

_____年(Y)_____月(M) — _____年(Y)_____月(M)

_____年(Y)_____月(M) — _____年(Y)_____月(M)

技能与专长 Skills & Specialties:

获奖与荣誉 Awards & Honors:

30家重要中国公司名录
30 China's Notable Corporations

1. 中国石油化工股份有限公司
China Petroleum & Chemical Corporation
2. 中国石油天然气股份有限公司
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3. 中国建筑股份有限公司
China State Construction Engineering Corporation Limited
4. 中国移动有限公司
China Mobile Limited
5. 中国工商银行股份有限公司
Industrial and Commercial Bank of China Limited
6. 中国铁建股份有限公司
China Railway Construction Corporation Limited
7. 中国中铁股份有限公司
China Railway Group Limited
8. 上海汽车集团股份有限公司
SAIC Motor Corporation Limited
9. 中国建设银行股份有限公司
China Construction Bank Limited
10. 中国农业银行股份有限公司
Agricultural Bank of China Limited
11. 中国人寿保险股份有限公司
China Life Insurance Company Limited
12. 中国银行股份有限公司
Bank of China Limited
13. 中国平安保险(集团)股份有限公司
Ping An Insurance (Group) Company of China, Ltd.

14. 中国交通建设股份有限公司
China Communications Construction Company Limited
15. 中国电信股份有限公司
China Telecom Corporation Limited
16. 中国人民保险集团股份有限公司
The People's Insurance Company (Group) of China Limited
17. 中国联合网络通信股份有限公司
China United Network Communications Limited
18. 中国神华能源股份有限公司
China Shenhua Energy Company Limited
19. 中国海洋石油有限公司
CNOOC Limited
20. 中国冶金科工股份有限公司
Metallurgical Corporation of China Limited
21. 联想集团有限公司
Lenovo Group Limited
22. 宝山钢铁股份有限公司
Baoshan Iron & Steel Co.,Ltd.
23. 中国太平洋保险(集团)股份有限公司
China Pacific Insurance (Group) Co., Ltd.
24. 中国人民财产保险股份有限公司
PICC Property and Casualty Company Limited
25. 江西铜业股份有限公司
Jiangxi Copper Company Limited
26. 中国铝业股份有限公司
Aluminum Corporation of China Limited
27. 五矿发展股份有限公司
Minmetals Development Co.,Ltd.

28. 交通银行股份有限公司
Bank of Communications Co.,Ltd.
29. 国药控股股份有限公司
Sinopharm Group Co. Ltd.
30. 华能国际电力股份有限公司
Huaneng Power International,Inc.

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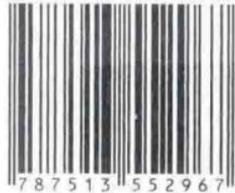
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