

目 录

Contents

前言

Chapter 1 Meeting and Seeing Off 外宾接待

- | | | |
|---------------|---------------------------|-------------|
| <i>Unit 1</i> | Meeting Foreign Guests | 迎接外宾 / 2 |
| <i>Unit 2</i> | Introducing Each Other | 互相介绍 / 8 |
| <i>Unit 3</i> | Visiting a Factory | 参观生产车间 / 13 |
| <i>Unit 4</i> | Having Business Dinner | 商务会餐 / 20 |
| <i>Unit 5</i> | Accompanying Shopping | 陪同购物 / 26 |
| <i>Unit 6</i> | Sightseeing | 带客观光 / 34 |
| <i>Unit 7</i> | Arranging Hotels | 安排住宿 / 43 |
| <i>Unit 8</i> | Seeing Foreign Guests Off | 送别外宾 / 49 |

Chapter 2 Business Travel 外贸出差

- | | | |
|---------------|------------------|------------|
| <i>Unit 1</i> | In the Plane | 在飞机上 / 56 |
| <i>Unit 2</i> | Checking Luggage | 行李托运 / 63 |
| <i>Unit 3</i> | Exchanging Money | 货币兑换 / 69 |
| <i>Unit 4</i> | Visiting Clients | 拜访客户 / 75 |
| <i>Unit 5</i> | Transportation | 交通出行 / 81 |
| <i>Unit 6</i> | Western Food | 品味西餐 / 87 |
| <i>Unit 7</i> | At the Hotel | 入住酒店 / 92 |
| <i>Unit 8</i> | Checking Out | 离店付款 / 100 |

Chapter 3 Trade Marketing 外贸营销

- | | | |
|---------------|--------------------------|------------|
| <i>Unit 1</i> | Booth Booking | 预订展位 / 108 |
| <i>Unit 2</i> | Show Preparation | 展会准备 / 114 |
| <i>Unit 3</i> | Advertising | 广告宣传 / 121 |
| <i>Unit 4</i> | Introduction to Products | 产品介绍 / 130 |

<i>Unit 5</i>	Promotional Events	促销活动 / 139
<i>Unit 6</i>	Market Survey	考察市场 / 146
<i>Unit 7</i>	Quality and Pricing	质量和定价 / 153
<i>Unit 8</i>	Customer Services	客服 / 161

Chapter 4 Forms of Trade 贸易形式

<i>Unit 1</i>	Compensation Trade	补偿贸易 / 168
<i>Unit 2</i>	Barter Trade	易货贸易 / 175
<i>Unit 3</i>	Consignment Sales	寄售贸易 / 181
<i>Unit 4</i>	Agents	代理 / 187
<i>Unit 5</i>	Technology Transfer	技术转让 / 199
<i>Unit 6</i>	Joint Venture	合资企业 / 206
<i>Unit 7</i>	Bid	招标 / 215
<i>Unit 8</i>	Tender	投标 / 222

Chapter 5 Trade Office 外贸办公

<i>Unit 1</i>	Office Facilities	办公设备 / 232
<i>Unit 2</i>	Conference Preparations	会议筹备 / 240
<i>Unit 3</i>	Business Correspondence	商业信函 / 248
<i>Unit 4</i>	Typing and Photocopying	打字复印 / 254
<i>Unit 5</i>	Sending a Fax	发传真 / 258
<i>Unit 6</i>	Using a Computer	电脑使用 / 264
<i>Unit 7</i>	Emails	电子邮件 / 273
<i>Unit 8</i>	Managing Documents	档案管理 / 279

Chapter 6 Declaration of Goods 商品报关

<i>Unit 1</i>	Commodity Inspection	商品检验 / 288
<i>Unit 2</i>	Inspections at Customs	海关检查 / 296
<i>Unit 3</i>	Customs Clearance	海关通关 / 301
<i>Unit 4</i>	Business Visa	商务签证 / 309
<i>Unit 5</i>	International Taxation	国际税收 / 316
<i>Unit 6</i>	Packing	包装 / 323
<i>Unit 7</i>	Shipment	装运 / 332
<i>Unit 8</i>	Departure and Entry	出入境 / 338

Chapter 7 Practical Operations 贸易实务

<i>Unit 1</i>	Inquiry	询盘 / 346
<i>Unit 2</i>	Offer	发盘 / 352
<i>Unit 3</i>	Counteroffer	还盘 / 359
<i>Unit 4</i>	Order and Delivery	订货与交货 / 366
<i>Unit 5</i>	Online Sales	网上销售 / 373
<i>Unit 6</i>	Discount and Commission	折扣和佣金 / 382
<i>Unit 7</i>	Terms of Payment	付款方式 / 389
<i>Unit 8</i>	Insurance and Compensation	保险与赔偿 / 397