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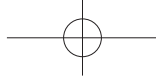
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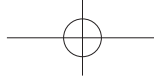
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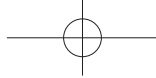
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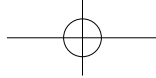
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# About the Book

*Business Chinese 20 Essential Topics* is designed for business professionals and students who have no prior knowledge or have little knowledge of Mandarin Chinese, but wish to learn to communicate with Chinese native speakers in business settings. It is an ideal textbook to use for intensive in-company trainings, for business school students keen to lay a foundation in modern business Chinese, or for people who are interested in Chinese language with a business orientation. It can be effectively used for classroom teaching, company staff training or self-study.

## Main Features

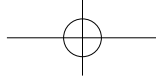
This new edition has been revised and updated to include these main features:

- *20 of the most essential topics for conducting business in China*
- *Each topic focuses on language for a specific business situation or context*
- *Key cultural information and first hand business tips for business people*
- *New chapter on introducing Chinese characters*
- *Dialogues and vocabulary sections are given in Pinyin Romanization with characters throughout*
- *Essential grammar and language points are simply explained for practical and easy use*
- *Chinese-English and English-Chinese glossaries*
- *English translations of all dialogues*

## Topic Layout

### Key Business Communication

Each topic unit starts with key business expressions in order to highlight the general



learning objectives of the topic.

## **Situational Dialogue**

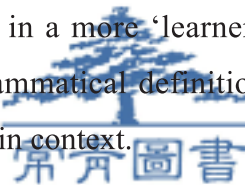
Each dialogue is connected and follows representatives of two companies working out a business deal together. The dialogues lead learners through the whole process, from initial meetings to negotiating the deal.

## **New Words and Expressions**

Each word or phrase is defined and explained according to the particular context where used. Abbreviations are added to indicate parts of speech that help learners to understand words' grammatical functions.

## **Language Notes**

Key language points from each topic unit are not only explained clearly and concisely, but also dealt with in a more 'learner-friendly' way. This is done by limiting the linguistic and grammatical definitions where possible, in favour of providing additional examples in context.

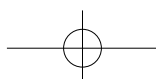


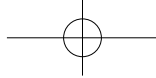
## **Business Cultural Tips**

The book provides an insight into the Chinese business world and gives friendly and useful advices on “dos” and “don'ts” in Chinese business settings.

## ***Recommended Learning Hours***

Each topic is designed for 2-3 hours instructed learning or 3-4 hours self-learning. It takes approximately 60-80 hours to study the book, which include pre-study of Pinyin and characters. By completion, learners could achieve Elementary level (Level A2) of the Common European Framework and Level A of the Business Chinese Test.





## **Workbook**

The workbook is designed for learners to consolidate the knowledge and skills that are learned in the textbook. It provides extensive and comprehensive exercises covering speaking, listening, reading and writing. It has a unique approach to business communication. Accompanying audio material is included.

### **Listening**

Distinguish different tones; repeat sounds and phrases; mimic real-life dialogues

### **Speaking**

Use photo or picture illustrations to create situational dialogues; pair work and group work for speaking activities and games

### **Reading**

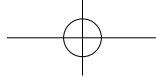
Recognise characters; understand business written communications

### **Writing**

Practice common radicals and characters; write business correspondences with correct style and format

Each unit starts with clear learning objectives that correspond with each topic in the textbook. Not only the essential grammar and vocabulary in the textbook are revised and consolidated through wide range of exercises, additional words and expressions in different situations are also provided to enhance learners' understanding, increase language usability and functionality.



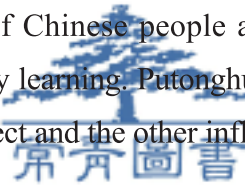


# Pinyin - The Chinese Phonetic System

## *Putonghua and Pinyin*

It is not difficult to imagine that China has numerous dialects within its vast geographical area. In order to improve communication between different regions, Putonghua was introduced with Pinyin in the 1950's by the Chinese Communist government.

The Chinese language we refer to in this book is Putonghua, also known as Mandarin. It is spoken by the majority of Chinese people and is the Chinese language that foreign students are increasingly learning. Putonghua, or Mandarin was born out of a combination of the Beijing dialect and the other influential northern Chinese dialects.



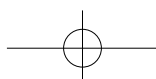
Chinese is not an alphabetical language, but there have been various romanised writing systems developed with the aim of standardising and aiding the correct pronunciation of Putonghua. Pinyin is the official alphabetised system corresponding to Chinese pronunciation. It is relatively easy to learn and offers great assistance for those wishing to study Mandarin. It consists of 21 initials and 36 finals as well as 4 different tones. Each syllable in Pinyin represents one Chinese character.

## *Initials*

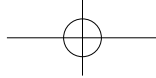
An *initial* is a consonant that begins the syllable.

 00-01

b	p	m	f
d	t	n	l







g	k	h	
j	q	x	
zh	ch	sh	r
z	c	s	

b p m f d t n l g k h s sh

The above consonants are broadly pronounced the same as in English, except that 'g' is only pronounced as in 'girl', never as in 'giraffe'.

j q x zh ch r z c

The 8 consonants listed above (especially j, q, x, r) need more attention and practice.

- j as in genius
- q as in chease
- x as in sheep
- zh as in job
- ch as in teach
- r as in rot
- z as in beds
- c as in cats

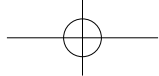


## Finals

A *final* can be a single vowel, compound vowel or a nasal vowel. A few *finals* can exist on their own as a syllable (ie. *di*: love). Each syllable always ends with vowel, except for two nasal vowels ending with -n, -ng.

00-02

	i	u	ü
a	ia	ua	

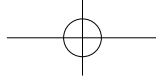


o		uo	
e	ie		üe
ai		uai	
ei		uei	
er			
ao	iao		
ou	iou		
an	ian	uan	üan
en	in	uen	ün
ang	iang	uang	
eng	ing	ueng	
ong	iong		

Compound vowels do not present great difficulty once you have a grasp of pronouncing single vowels correctly:

- a as in father
- o as in or
- e as in her
- i as in bee
- u as in shoe
- ü as in pneumonia
- er as in sister (American pronunciation)

- When “z” “c” “s” “zh” “ch” “sh” or “r” is followed by the vowel “i”, the “i” (-ee) is silent, only the consonant is pronounced.
- When “j” “q” “x” or “i” is followed by üe, üan and ün, the umlaut is omitted.



- When “i” “üe” “üan” and “ün” appear as a syllable on its own without an initial preceding them, each is written with a “y” of the beginning.
- When syllables ending with the nasal sound “-n” or “-ng”, “-n” is not stressed and “-g” is not pronounced respectively.

## Tones

Spoken Mandarin uses 4 different tones within our normal speaking voice range. Tone is very important in Chinese, because there are only about 400 different sounds/syllables in Chinese. Using different tones for the same syllable therefore serves to distinguish between different words. However, there are still many words that share the same sound and the same tone and therefore must be understood in context.

There are 4 tones in Chinese:



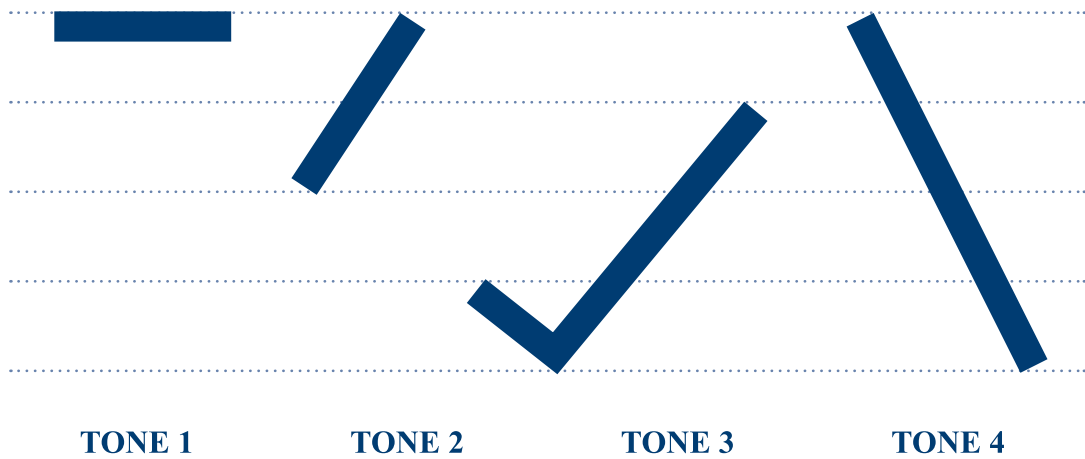
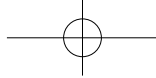
First tone - ā: a higher flat tone which you linger on or extend slightly.

Second tone - á: a rising tone ascending from a low to high pitch and then cut short. It sounds like people saying ‘Eh?’ in English when they signal you to repeat something.

Third tone - ǎ: starting low, dropping slightly and then rising.

Fourth tone - à: starting from a high pitch and dropping very sharply and quickly, like an affirmative ‘yes’.

Using the correct tones is the key to speak Chinese well. For example, you don’t want to confuse Chinese people with words like: tāng (soup), táng (sugar); mǎi (to buy), mài (to sell).



## *Tone Variations*

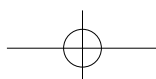
The neutral tone is a syllable not stressed or emphasised in any way, very much like pronouncing an unstressed English syllable. Many modal and verbal particles in Chinese are pronounced neutral, E.g. *ma*, *ne*, *ba*, *mángzhe*, *kànguo*. In many two syllables words, the second syllable has a neutral tone, E.g. *xiānsheng* (Mr, Sir); *xièxie* (thanks); *māmā* (mum).

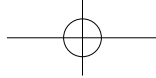


A tone can also be changed to a different tone. For example, when two Third Tone syllables are pronounced together, the first Third Tone changes to a Second Tone, E.g. *nǐ hǎo* → *ní hǎo* (hello).

The word *yī* (number 1) often has its original First Tone changed when combined with other syllables. It changes to a Second Tone if followed by a Fourth Tone syllable, E.g. *yíxià* (once, briefly); if followed by a First, Second or Third Tone syllable, it changes to Fourth Tone, E.g. *yìqǐ* (together).

Once mastered, Pinyin gives the Mandarin learners a key to pronouncing any Chinese word correctly. Use this chapter to refer to and check the sounds you hear against their written (Pinyin) form and in no time at all you will be pronouncing words clearly and accurately.



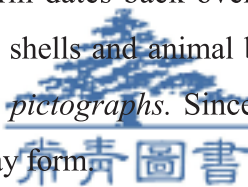


# Characters - The Chinese Writing System

## *Pinyin and Characters*

Unlike most alphabetic languages in the world and in which each letter has no inherent meaning, Chinese employs phonetic system Pinyin to learn to pronounce words, but requires a completely different system of characters for writing. Each character represents an inherent meaning as well as an associated sound.

The earliest Chinese written form dates back over 3,500 years, and appeared as markings scratched onto tortoise shells and animal bones. This ancient writing was the earliest characters known as *pictographs*. Since then, characters have evolved through time into their modern day form.

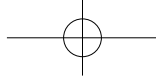


## *Characters in Simplified and Traditional Form*

There are two Chinese writing forms used today. The simplified character were introduced after the founding of People's Republic of China in 1949. After amending certain frequently occurring character components and some individual characters, more than 2,000 simplified characters came into general use. Simplified characters are used mainly in Chinese Mainland, Singapore and Malaysia. In contrast, traditional characters have more complicated strokes and do not contain newly created characters. They are most commonly used in Taiwan, Hongkong and Macau, as well as in Overseas Chinese communities.

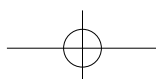
## *The Structure of Characters*

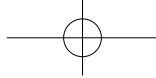
A Chinese character is normally learned and practiced within a square frame to



keep good balance between its components and radicals. Radicals are graphical components of Chinese characters, some of which were originally pictographs in ancient times. There were 214 radicals in older dictionaries but the number has been reduced to about 189 in the modern ones. Every Chinese character can be identified and referenced in a dictionary by its primary radical. However, while some characters are composed entirely of radicals, some have both radical and non-radical components. The most commonly used 40 radicals are shown below with their Pinyin, alternate forms and meaning.

	Radical	Pinyin	Alternate Forms	Meaning		Radical	Pinyin	Alternate Forms	Meaning
1	人	rén	亻	person	2	刀	dāo	刂	knife
3	力	lì		power, strength	4	又	yòu		again
5	大	dà		big, large	6	糸	mì	纟	silk
7	工	gōng		work	8	子	zǐ		son
9	口	kǒu		mouth	10	小	xiǎo	丩	small
11	土	tǔ		earth, soil	12	弓	gōng		bow
13	囗	wéi		surround	14	马	mǎ		horse
15	女	nǚ		woman	16	门	mén		door
17	夕	xī		sunset	18	木	mù		wood, tree
19	日	rì		sun, day	20	月	yuè		moon, month
21	火	huǒ	灬	fire	22	水	shuǐ	氵	water
23	贝	bèi		shellfish, shell	24	戈	gē		dagger-axe
25	心	xīn	忄	heart	26	目	mù		eye
27	田	tián		field	28	示	shì	礻	to show, indicate





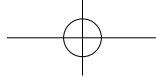
29	耳	ěr	阝	ear	30	羊	yáng		sheep
31	衣	yī	衤	clothes	32	走	zǒu		walk, go
33	言	yán	讠	speech	34	足	zú		foot
35	金	jīn	钅	gold, metal	36	雨	yǔ		sain
37	食	shí	饣	food	38	隹	zhuī		small bird
39	幺	yāo		one, small	40	手	shǒu	扌	hand

## The Strokes of Characters

Chinese characters are formed by individual strokes such as lines and dots. There are about 30 types of strokes in common use that combine to form any given character. Each stroke must be written in the correct direction and each character must be written according to correct stroke order. The most commonly used strokes are demonstrated below with their name and pronunciation.



	Stroke	Name in Pinyin	English	Stroke in character
1	一	héng	horizontal	二
2	丨	shù	vertical	十
3	丿	piě	down-left	千
4	㇇	nà	down-right	八
5	丶	diǎn	dot	六
6	㇇	tí	upward	北
7	㇇	hénggōu	horizontal with hook	字
8	丨	shùgōu	vertical with hook	小
9	㇇	wāngōu	bending stroke with hook	猫
10	㇇	xiégōu	slant stroke with hook	我



11	㇇	shùzhé	vertical stroke with horizontal turn to the right	区
12	㇈	héngzhé	horizontal stroke with vertical turn	五
13	㇉	shùwāngōu	vertical stroke combined level bending stroke with hook	七
14	㇊	piědiǎn	down stroke to the left combined with dot	女
15	㇋	shùzhézhéngōu	vertical stroke with double turn and a hook	写

## The Character Sentence

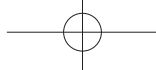
Unlike in English sentences where a space is needed between each word, sentences written in Chinese characters should not have a space between each character. It is simply a number of characters written one after another. As a word in Chinese usually contains two or more characters, it is often difficult at beginning to identify the correct words. The best way is to learn full words rather than individual characters.

When using word processing software to type characters on a computer, Pinyin is used to get access to a list of characters that share the same sound. Then the recognition of characters plays an important role for selecting the right character. One by one, the characters are recognised and selected to form a sentence. Comparing to traditional method of writing which recalling the complex structure of characters is essential, typing makes it much easier for learners of Chinese as a second language to write and communicate.





# Present Yourself and Your Business



Topic

1

# Greeting People

## Key Business Communication 01-01

### Asking someone's name

Nín shì Qióngsī xiānsheng ma?  
您是琼斯先生吗?  
Are you Mr. Jones?

### Introducing yourself

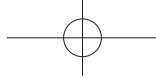
Wǒ shì Liú Lán.  
我是刘岚。  
I am Liu Lan.

### Greeting people

Nǐ hǎo / Nín hǎo!  
你好 / 您好!  
Hello!

### Greeting people throughout the day

Nǐ hǎo ma?  
你好吗?  
How are you?



## Dialogues

*Adam Jones (J) is the head of a department working at the JFY Group. He has just arrived at the office of one of his clients in Shanghai. Liu Lan (L) is an office secretary and she is expecting Adam.*



01-02

**L** : Nín shì Qióngsī xiānsheng ma?

**J** : Wǒ shì Adam Jones, nín ne?

**L** : Wǒ shì Liú Lán.

**J** : Nín hǎo, Liú xiǎojiě.

**L** : Nín hǎo, Qióngsī xiānsheng.

**L** : 您是琼斯先生吗?

**J** : 我是 Adam Jones, 您呢?

**L** : 我是刘岚。

**J** : 您好, 刘小姐。

**L** : 您好, 琼斯先生。

*At that moment, Liu Lan's colleague Huang Ling (H) rushes into the office, apparently late for work.*

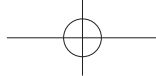
01-03

**H** : Zǎoshang hǎo! Liú Lán.

**L** : Zǎoshang hǎo!

**H** : 早上好! 刘岚。

**L** : 早上好!



**H:** Zǎoshang hǎo, Shǐmìsī jīnglǐ.

**J :** Duìbuqǐ, wǒ bú shì Shǐmìsī jīnglǐ, wǒ shì Adam Jones.

**H:** Duìbuqǐ, Qióngsī xiānsheng, nǐ hǎo ma?

**J :** Wǒ hěn hǎo, xièxie!

**H:** 早上好，史密斯经理。

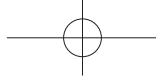
**J :** 对不起，我不是史密斯经理，我是 Adam Jones。

**H:** 对不起，琼斯先生，你好吗？

**J :** 我很好，谢谢！

## ***New Words and Expressions*** 01-04

1	你 / 您	nǐ/nín	<i>Pron</i>	you (see language notes)
2	我	wǒ	<i>Pron</i>	I, me
3	是	shì	<i>V</i>	is, am, are (see language notes)
4	好	hǎo	<i>Adj</i>	good
5	呢	ne	<i>P</i>	(modal particle, see language notes)
6	刘岚	Liú Lán	<i>Pn</i>	Liu Lan (person's name)
7	小姐	xiǎojiě	<i>N</i>	Miss, young lady
8	琼斯	Qióngsī	<i>Pn</i>	Jones
9	先生	xiānsheng	<i>N</i>	Mr.
10	吗	ma	<i>P</i>	modal particle (see language notes)
11	早上	zǎoshang	<i>Tw</i>	morning
12	黄玲	Huáng Líng	<i>Pn</i>	Huang Ling (person's name)
13	史密斯	Shǐmìsī	<i>Pn</i>	Smith



14	对不起	duìbuqǐ	Ue	sorry
15	不	bù	Adv	no, not (see language notes)
16	经理	jīnglǐ	N	manager
17	很	hěn	Adv	very
18	谢谢	xièxie	Ue	thanks, thank you

## Language Reminder

### ① 你<sup>nǐ</sup> and 您<sup>nín</sup>

“您 (nín)” is the respectful form of “你 (nǐ)”. It is normally used for addressing people senior to you (in age or position) and it is how customers should be addressed in a service environment.

常青圖書

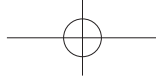
### ② 是<sup>shì</sup>

“是 (shì)” is the verb “to be”, meaning “is/am/are” etc. The negative form is “不是 (bú shì)”. However, “是 (shì)” is not used as much in Chinese as in English. For example, “是 (shì)” can’t be used in Chinese for:

- ▶ Wǒ hěn hǎo.  
我很好。 I am very well.
- ▶ Wǒ hěn máng.  
我很忙。 I am very busy.
- ▶ Wǒ èrshí suì.  
我二十岁。 I am 20 years old.

### ③ 呢<sup>ne</sup>

“呢 (ne)” is a modal particle that can be added to a noun, noun phrase or



pronoun to form an elliptical question.

- |                                       |                                 |
|---------------------------------------|---------------------------------|
| ▶ Wǒ hěn hǎo, nǐ ne?<br>我很好，你呢？       | I am very well, how about you?  |
| ▶ Wǒ shì Liú Lán, nín ne?<br>我是刘岚，您呢？ | I am Liu Lan, and you?          |
| ▶ Wǒ shì jīnglǐ, nǐ ne?<br>我是经理，你呢？   | I am a manager, what about you? |

#### 4 吗 ma

Any declarative statement can be changed to a closed question (i.e. a question you can answer with “yes” or “no”) by adding “吗 (ma)” at the end of the sentence. However in spoken Chinese, people often use the affirmative and negative “to be or not to be” together (is it or isn’t it...) to ask questions, instead of “吗 (ma)”. Generally the “吗 (ma)” type question is more polite and a somewhat softer form of speech.



### **Business Cultural Tips**

Chinese names follow the opposite order of English names, such that the surname comes before the given name. Surnames are more commonly shared than given names. Most Chinese surnames are a one-syllable word. It is not appropriate to address Chinese people by their given names, especially at first business meetings. Saying the title or profession with a person’s surname is a common practice for addressing people on formal occasions, i.e.: Miss Liu (Liú xiǎojiě), Manager Smith (Smith jīnglǐ). The informal way to address someone is to use lǎo (old, senior) and xiǎo (young, junior) in front of a person’s surname, i.e.: Lǎo Liú (Old Liu), Xiǎo Huáng (Little Huang). This is favoured among colleagues and friends.