

CHAPTER 11

Attending Clothing Trading Show
(参加服装交易会)



1. Dialogue



Place:

The Canton Fair

Person:

Mark, Sales Representative

Gary, Foreign Customer

Mark: Hello! May I help you?

Gary: Hello! May I have a look at your product first?

Mark: Sure. This is our catalogue for our products. You can have a look.

Gary: OK. Thanks!

(Gary has a good look about the products shown.)

Mark: Is it ok to have a seat and talk? This is my name card. I am Mark, sales representative of our company. May I know your name? And can I have your name card please?

Gary: OK. This is my name card. I am the buyer from a trading company in America.

Mark: Nice to meet you. Have you got anything from the show? And may I know what product are you sourcing?

Gary: We are one of the 10 largest garment trading companies in America. This time, we are trying to find an ideal supplier in China. Credit of the supplier, reliable products and competitive prices are the premises.

Mark: I am not sure whether you know our company or not. Please kindly allow me to have a general introduction. Our company is in Guangzhou. We have our own brand, and in the meantime, we do OEM, ODM and CMT. We can ensure you that we have good quality as other suppliers, but price is not that high as theirs. By the way, how are our products? Do you feel interested in it?

Gary: Not bad. It reaches our requirement. Do you have your own design team?

Mark: Yes. All our products are our designs. We can ensure originality as well as fashion. We are always improving our designing level to meet the needs of the market.

Gary: What is your MOQ (Minimum Order Quantity)?

Mark: 1000 pieces.

Gary: For example, this dress, how much is it?

Mark: 12USD, FOB price. If to order bigger quantity, the price can be lower. There are many inquiries about this dress. I think it sells good in the market. This is the price list of our products for your reference.

Gary: I see. I think your price is higher on the end.

Mark: We quote based on reasonable profit, not exorbitantly. What's more, the price has been around the edge of our cost. We have high-quality fabric and accessories. Our design is not usual as well. As for the quality, not other suppliers can compare with ours.

Gary: All right. I think I will contact you.

Mark: If you have time, I would introduce you to our marketing manager Peter for further details.

1. 对话内容

地点:

广交会

人物:

马克 (Mark), 销售代表

加里 (Gary), 某外商

马克: 您好! 需要帮助吗?

加里: 你好! 我想先看看你们的产品。

马克: 好的, 这是我们的产品目录, 请浏览。

加里: 好的。谢谢!

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(加里仔细看了展出的产品后)

马克: 是否方便坐下来谈一谈呢? 这是我的名片, 我是公司的业务代表, 叫马克。请问您怎么称呼? 能否赐名片?

加里: 好的。这是我的名片。我是美国一家贸易公司的买手。

马克: 很高兴认识你。你在这次展会上有什么收获吗? 是否方便透露一下贵公司的采购目标?

加里: 我们公司是美国十大服装贸易公司之一。这次想物色一个理想的中国供应商。前提是要信誉良好, 产品质量可靠, 价格要有竞争力。

马克: 不知道您是否了解我们公司, 请允许我对我们公司的情况进行个大概的介绍。我们公司在广州, 我们有自己的品牌, 同时也承接来料来样加工和贴牌生产。请相信, 我们的产品质量与其他生产商一样好, 而价格却不像他们的那样高。对了, 你认为我们公司的产品怎么样? 是否感兴趣?

加里: 还不错, 能达到我们的要求。你们有自己的设计团队吗?

马克: 是的。我们的产品都是自己设计的。完全能保证原创性和时尚性。我们也一直在提高我们产品的设计水平, 以满足市场的要求。

加里: 你们的最小起订量是多少?

马克: 1000 件。

加里: 以这件连衣裙为例, 你们报价多少?

马克: 离岸价为 12 美元, 如果订货量大的话, 价格还可以再商量。这件连衣裙询盘的人很多, 我想它会在市场上畅销的。这是我们公司的价格表, 请您参考。

加里: 噢, 我觉得你们的价格还是比较高的。

马克: 我们的报价以合理利润为依据, 不是漫天要价。再说, 这个报价格已经到生产成本的边缘了。我们的面料和辅料质量都是一流的, 设计水平也绝非一般。就质量而言, 没有任何厂家能和我们相比。

加里: 那好吧, 我想我会跟你们联系的。

马克: 如果您有空, 可以为您介绍我们的市场部经理皮特, 您可以和他做进一步的详谈。

2. Words and Expression

- catalogue** ['kætələʊg] 产品目录
name card 名片
sales representative 销售代表
buyer ['baɪə] 买手
source [sɔ:s] 从特定来源获得商品, 零件等
ODM (original design manufacture) 贴牌生产
CMT (cutting, making, trimming) 来料来样加工
design team 设计团队
originality [ə'ɹɪdʒi 'næliiti] 原创性
MOQ (minimum order quantity) 最小起订量
FOB (free on board) 离岸价
inquiry [in 'kwaiəri] 询价, 询盘
price list 价格单
quote [kwəʊt] 报价

3. Useful Short Sentences of Tradeshow

What's the size?

多大尺寸?

This is the size chart. This is the price list. This is the catalog.

这是尺寸表/这是价格表/这是产品目录。

What's the best/last price?

最低价是多少?

How many designs?

有几个款式?

How many colors?

有J
3 cc
3 种
How
一箱
12 d
12 打
When
什么
When
货送到
30%
付 30%
Only o
这里只
Too exp
太贵了
Any dis
有折扣
Cheaper
可以便
Show me
这个拿
Good qu
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