



business
mandarin chinese



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sarah carroll and
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Launched in 1938, the **teach yourself** series grew rapidly in response to the world's wartime needs. Loved and trusted by over 50 million readers, the series has continued to respond to society's changing interests and passions and now, 70 years on, includes over 500 titles, from Arabic and Beekeeping to Yoga and Zulu. What would you like to learn?

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Introduction

Who is this course for?

This course is for anybody who is doing business with Chinese Mandarin-speaking colleagues, customers and business partners anywhere in the world. There is a potential consumer market of 1 billion people who speak Mandarin, so it is an important business skill to have so that you can make the most of the business opportunities open to you.

What level of Mandarin Chinese do I need?

This course is about improving your vocabulary of business words and phrases. It will help you to learn relevant and modern business language that you will need in your everyday business conversations. You need to have a good grip of the Mandarin Chinese language before you start this course and you will not be taught any grammar. If you need a refresher, you may like to try *Teach Yourself Mandarin Chinese Conversation* or another Mandarin Chinese course in the *Teach Yourself* range first. If you would also like to learn the script, then take a look at *Teach Yourself Beginner's Chinese Script*.

What is included in the course?

There are three products in this course:

- an audio course with three recordings,
- an accompanying booklet,
- a culture book.

How to use this course

How is the audio course structured?

You will learn important business words and phrases across **ten zones** covering all parts of your business. In each zone, there are two parts. In the **first part** you will listen to a realistic **business conversation** between two people. You will have the chance to improve your listening and speaking skills. In the **second part** you will listen to an

extract from a **real article** from a Chinese business website, the Hong Kong Trade Development Council. You will have the chance to improve your listening and reading skills by using the accompanying booklet which contains the transcripts and a glossary.

Each of the parts is broken down into four sections:

- In the first section you get the chance to **listen to and repeat the words and phrases** to familiarize yourself with them before you start listening. You don't need to memorize everything – just absorb as much as you can and see if you can recognize the words and phrases as you go through the conversations and articles.
- In the second section you will listen to these words and phrases being used in the **business conversation** or **business article**.
- In the third section, you can listen to the conversation or article again, trying to find the answers to three key questions to check your **understanding**.
- Finally, you will get the chance to **practise** what you have learnt. In the conversation, you will play the role of one person in the conversation. You will get prompts in English and then you will get time to think out and then repeat the phrases out loud in Mandarin Chinese in the pauses. You will then hear the correct version in Mandarin Chinese once again. For the article, you will be encouraged to listen to the audio again, this time reading along with the conversation in the accompanying booklet.

Replay and **repeat** sections as many times as you wish – you are in control of your learning and you set the pace! Use the **pause** and **play** buttons frequently to give yourself time to practise your Mandarin. Try to speak out loud as much as possible – this is the best way to learn and to build your confidence to speak the language.

What is in the booklet?

You will find a transcript in *pinyin* of all the Mandarin Chinese conversations and the articles, as a guide to pronunciation. You also have the English equivalent, meant as an aid to learning rather than a technical translation. On occasions, a Mandarin Chinese phrase may

be said in a different way to the English, so take a look at the literal **meaning** of the phrase, given to you in italics in English, to help your **understanding**.

At the end, you can look through the glossary of all new business **words** and phrases introduced on the recordings which are listed in **both Chinese *pinyin* and English**. These have been highlighted in bold throughout this booklet.

However, you don't need the booklet with you when you are listening to the recordings – in fact, listen whenever you can – while you are **travelling**, exercising, taking lunch or relaxing at home at the weekend! **The more** you listen, speak and read, the better you'll get.

What is in the culture book?

You need to know about China and other Mandarin-speaking countries, and about how business works there. In the first part of the **culture book**, you can get facts and figures about China and other **Mandarin-speaking countries** so that you have something to talk about with your potential business colleagues. In the second part of the **book**, you will start to understand why the Chinese culture is the way it **is** – and how to work successfully in a Chinese business environment. **Finally**, in the reference section you can find out more, including a **toolkit** to help you write letters and emails in Chinese. This book is **short** and sweet, as we know you don't have much time, but it is **packed** full of the minimum you need to know before you go and do **business** in China. It should take you less than a day to read.

At the end of the course you will have a toolkit to help you do business **more** effectively with your Mandarin-Chinese speaking colleagues, customers and business partners and have the confidence to go and **do more** business in China and Chinese-speaking countries.

We hope you enjoy learning Business Mandarin Chinese with Teach Yourself and that you end up being where you want to be – doing more **business** in China!

Zone 1: Business relationships

Part 1: Arranging to meet at a conference

The phone rings...

Receptionist	Good afternoon, China Bank.	Xiàwǔ hǎo. Zhōngguó yínháng.
Clare	I'm Clare Smith from the Finance Department of the London office. Is Mr Wu, Director of Finance, there, please?	Wǒ shì Lúndūn bànschìchù cáiwùbù de Clare Smith. Qǐng wèn cáiwùbù zhǔrèn wú xiānsheng zài ma?
Receptionist	Thank you. Please hold the line (literally: Please wait a second).	Xièxiè. Qǐng shāodēng.

The phone goes on hold and then rings again...

Wu Li	Good afternoon.	Xiàwǔ hǎo.
Clare	Good afternoon, is that Mr Wu?	Xiàwǔ hǎo. Shì wú xiānsheng ma?
Wu Li	Yes, speaking.	Shì.
Clare	It's Clare Smith here, calling from the London office. I've taken over from Amanda.	Wǒ shì Lúndūn bànschìchù de Clare Smith. Wǒ jiēti le Amanda de gōngzuò.
Wu Li	Yes (literally: I know). Hello, Clare.	Wǒ zhīdào. Nǐ hǎo, Clare.
Clare	I know we've exchanged a few emails, but I just wanted to call to introduce myself over the phone.	Wǒmen yóujiàn jiāoliú guò jǐ cì, dàn wǒ hái xiǎng dǎdiànhuà zìwǒ jièshào yí xià.
Wu Li	OK (literally: thank you).	Xièxiè.

Clare	Is now a good time to speak?	Xiànzài jiānghuà fāngbiàn ma?
Wu Li	Actually, would you call me back as I have a presentation to make in 15 minutes? .	Nǐ guò yìhuìr zài dǎ hǎo ma? Wǒ15 fēnzhōng hòu yǒu yí gè fāyán.
Clare	Sorry to bother you. But what time is convenient for you?	Duìbùqǐ, dǎrǎole. Nín shénme shíhou fāngbiàn?
Wu Li	Well, around 4 o'clock would be good. Call me on my mobile.	Dàyuē sì diǎn kényǐ. Dǎ wǒ de shǒujī ba.
Clare	Yes, I will. (What is) your mobile number, please?	Hǎo de. Nín de shǒujī hào?
Wu Li	Are you ready? It's 138 1234 5678.	Zhǔnbèi hǎo le ma? Shì 138 1234 5678.
Clare	Thank you. Let me repeat the number – 138 1234 5678. I will speak to you later. Good luck with your presentation.	Xièxiè. Wǒ chóngfù yí biàn hàomǎ, 138 1234 5678. Guò huìr zài tán. Zhù nín fāyán shùnlì.
Wu Li	Thank you. Talk to you later.	Xièxiè. Guò huìr zài tán.
One hour later, the phone rings again...		
Wu Li	Hello, is that Clare?	Nǐ hǎo, shì Clare ma?
Clare	Yes, Mr Wu.	Shì, Wú xiānsheng.
Wu Li	Thanks for calling back.	Xièxiè nǐ yòu dǎ huí lái.
Clare	Are you going to the 'Global Banking' conference in Beijing next month?	Xià gè yuè nín cānjiā zài Běijīng jǔxíng de 'Quánqiú Jīnróng' huìyì ma?

Wu Li	(Yes) I am going. I am giving a presentation.	Cānjiā, wǒ hái yào fāyán.
Clare	I'm also attending . I was wondering if we could meet up if you are free?	Wǒ yě cānjiā. Wǒ xiǎng, rúguǒ nín yǒu kōng, wǒmen néng jiànmiàn ma
Wu Li	Yes, that sounds like a good idea. We could go for a tea after my presentation.	Hǎo zhǔyi, kéyǐ. Wǒ fāyán hòu, wǒmen kéyǐ qù hēchá.
Clare	Thank you. I'll come and see your seminar and then wait for you after that.	Xièxiè. Wǒ huì lái kàn nín de yántǎohuì de, ránhòu děng nín.
Wu Li	Perfect. I'll see you then.	Tài hǎo le. Zàijiàn.
Clare	Yes (literally: thank you), I'll see you then.	Xièxiè. Zàijiàn.

The following month at the conference...

Clare	Mr Wu. Pleased to meet you. I'm Clare Smith.	Wú xiānsheng, hěn gāoxìng jiàn dào nín. Wǒ shì Clare Smith.
Wu Li	Pleased to meet you (too).	Hěn gāoxìng jiàn dào nǐ.
Clare	Your presentation was very useful...	Nín de fāyán hěn yǒu jiàzhí...

Zone 1: Business relationships

Part 2: Culture and values

Extract from 'Practical Guide to Brand Promotion in China – How to Promote Your Brand?'

Original article © Hong Kong Trade Development Council www.tdctrade.com

Culture and values

With a **population** of nearly 1.3 billion at the end of 2004, **China** is indeed a **huge market**.

Today, the **economic developments** of the mainland and **Hong Kong** are **interdependent**. However, due to **disparities** in history, **culture**, **values** and **politics**, **Hong Kong** companies should address these differences.

Despite the fact that **Hong Kong** and the **Chinese mainland** are adjacent to each other geographically, the **values** of the people in the two **places** differ significantly due to **different cultural backgrounds** and **socio-economic factors**. Hill & Knowlton, a **public relations** firm, and Sinomonitor International jointly **conducted a study** on the **self-perception** of young people in **China** in 2004. The majority of the 1,200 university students aged between 18 and 20 **interviewed** (male and female each making up half) describe themselves as 'honest', 'friendly' and 'easy going'. These **perceptions** are

Wénhuà jí jiàzhíguān

2004 nián mò, **Zhōngguó Nèidì** yǐ yǒu jìn 13 yì **rénkǒu**, **shìchǎng** pángdà. **Xiānggǎng** yǔ **Nèidì** de **jīngjì fāzhǎn** kě suàn shì chūnchǐxiāngyī, dàn jīyú lishǐ, **wénhuà**, **jiàzhíguān** jí zhèngzhì děng chāyì, **gǎngshāng** zài jīnjūn **Nèidì** shìchǎng shí, yīng zhùyì zhèxiē chāyì.

Suǐrán **Nèidì** hé **Xiānggǎng** dìlǐ shàng xiānglián, dàn yīn gèbié de **wénhuàbèijīng** hé **shèhuì jīngjì yīnsù**, liǎngdì rénmín de **jiàzhíguān** yì yǒu míngxiǎn chāyì. Wéidá (Zhōngguó) **gōngguān** yǒuxiàn gōngsī liántóng xīnshēngdài shìchǎng jiāncè jīgòu yú 2004 nián zuò le **yìxiàng** yǒuguān **Nèidì** niánqīngrén **xíngróng zìjī** de **diàochá**, diàochá fā āngwèn le 1,200 wèi 18 zhì 20 suì de **dàxuésheng**, qízhōng nǎnnǚ bīli xiāngtóng. Dàbùfèn xuésheng xíngróng zìjī wéi 'chéngshí', 'yǒushàn' jí 'suǐhé', zhè dōushì **rújíā sīxiǎng** suǒ yīnshēn de **guānniàn**. Kěshì dāngzhōng yì yǒu 26% xíngróng zìjī

considered to originate from **Confucius teaching**. While 26% of the respondents consider themselves **'individualistic'**, 76% think they have an **'entrepreneurial spirit'**, both of which are **western concepts**. Over 40% of the **respondents** consider **'individualism'** and **'innovativeness'** the dominating **trends** and therefore have a **preference** for **brands** that **highlight individuality**.

wéi 'gèréngzhūyìzhě', 76% rěnwéi zì shì yǒu 'qīyèjīngshēn', suīrán zhè dōu shì jiào xīhuà de guānniàn. Yǒu sìchéng yī shàng shòufāngzhě rěnwéi 'gèréngzhūyì' jí 'chuàngxīnyìniàn' shì cháoliú de zhībīāo, suóyǐ tāmen duì tuīchóng gèrén tèxìng de pǐnpái tèbié xǐ'ài.

Zone 2: Marketing

Part 1: Preparing a brochure

1. A

Good morning, Mr Li,
thanks for calling.

Zǎoshang hǎo, Lǐ xiānsheng, xièxiè nín dǎdiànhuà.

1. B

Thank you for taking time to talk to me.

Xièxiè nín chōu shíjiān hé wǒ tánhuà.

1. A

Not at all.

Búkèqǐ.

1. B

Shall we look at the new brochure designs?

Xiànzài wǒmen kàn yí kàn xīn xuānchuáncè shèjì ba?

1. A

Yes, go ahead.

Hǎo. Kāishǐ ba.

1. B

Firstly, you are going to use the brochure at the exhibition in China, aren't you?

Shǒuxiān, nín xiǎng zài Zhōngguó jǔxíng de zhǎnlǎn shàng yòng zhè ge xuānchuáncè, shì ma?

1. A

Yes, this exhibition is an important part of our marketing campaign in the Asia region.

Shì. Zhè cì zhǎnlǎn shì wǒmen zài Yàzhōu dìqū yíngxiāo zhànlüè de yí ge zhòngyào bùfēn.

1. B

Well, you can have this brochure as a paper document or as a PDF to email to contacts after the show.

Nàme, nín keyǐ bǎ xuānchuáncè zuò chéng shūmiàn zīliào, huò PDF diànzǐ wéndàng, zhǎnlǎn hòu fā diànzǐyóujiàn gěi kèhù.

1. A

Great, that will save time.

Tài hǎo le, zhèyàng jiéshēng shíjiān.

1. B

We have made your unique selling points clear.

Wǒmen tūchū le chǎnpǐn tèshè.

Lisa	Yes, <i>that is really good</i> (literally: very good).	Hěnhǎo.
Li Bin	We have emphasized your product has low prices , as well as cutting edge technology .	Wǒmen hái qiángdiào le chánpǐn búdàn yǒngyǒu gāoduān jìshù , erqiě jiàgé dī.
Lisa	Good, and we have shown them we have a track record so that they will have confidence in us.	Hǎo. Erqiě wǒmen yǐjīng zhǎnshì wǒmen yǒu gēnzōng fúwù jìlù , zhèyàng tāmen jiù huì hěn fàngxīn .
Li Bin	And are you happy with the text?	Nín duì nèiróng mǎnyì ma?
Lisa	I think it is fine. I'll show it to the rest of the team before we sign it off .	Wǒ rènwéi kěyǐ. Zài zuìhòu quèdìng zhī qián, wǒ yào nà gēi bù lǐ qīta rén kànkàn.
Li Bin	When will you be able to do that?	Nín shénme shíhou néng dīnggǎo?
Lisa	I'll do that this week and then we'll get it translated .	Zhè zhōu, ránhòu fānyì .
Li Bin	We can speak again next Friday then.	Nàme, wǒmen xià zhōu wǔ zài tán.
Lisa	Great. I really appreciate your help with this.	Tài hǎo le. Fēicháng gǎnxiè nín de bāngzhù .

Zone 2: Marketing

Part 2: Brand promotion channels

Extract from 'Practical Guide to Brand Promotion in China – How to Promote your Brand?'

(Original article © Hong Kong Trade Development Council www.tdctrade.com)

Brand promotion channels

Nowadays, companies promote their brands in different ways. Advertising, public relations, point-of-sale promotion, word-of-mouth and promotion through distributors are the most widely used methods.

Among these, advertising has long been the primary means of promotion as it can reach a large number of consumers over a short period of time. Compared with advertising which takes a hard sell approach, public relations activities are less direct as they help build up a company's brand image through organizing or sponsoring events for the community. However, public relations are just as effective as advertising. Point-of-sale promotion is targeted at new customers or customers wishing to change brands. Point-of-sale promotion can often achieve short-term sales effect, but may not be very successful in convincing customers to switch their brand loyalty.

Tuīguǎng pǐnpái fāngfǎ

Qīyè xiànyǒu hěnduō céngchūbùqióng de tuīguǎng pǐnpái fāngfǎ, zuì chángyòng de shì guǎnggào, gōngguān, xiāoshòu, kǒubēi hé fēnxiāo. Guǎnggào lìlái dōushì zuì zhǔyào de tuīguǎng chuánbō fāngshì, kényī zài zuìduǎn shíjiān jiēchù dàliàng xiāofēizhě. Gōngguān xuānchuán shóufǎ jiào wéi jiànjiē, zhǔyào shì yǐ tōngguò jǔbàn huò zhīchí yìxiē yǔ shèhuì gōngzhòng xiāngguān de xiàngmù lái shùlì qīyè pǐnpái xíngxiàng, méiyǒu guǎnggào de yìngxiāo shóufǎ, dàn xiàoyòng tóngyàng xiǎnzhù. Xiāoshòu zhǔyào zhēnduì yìxiē xīn jiā rù huò yǒuyì zhuǎnhuàn pǐnpái de xiāofēizhě, xiāoshòu néng zài duǎn shíjiān nèi dádao cùxiāo zhī xiào, dàn cǐ fāngshì wèi néng bǎozhèng kényī gǎibiàn gùkè duì qīta pǐnpái de zhōngchéngdù.

As for **word-of-mouth**, many people have the misconception that it only works for **long established brands**. In fact, **word-of-mouth** hinges very much on **brand quality** and **service level**. Relatively new **brands** can also generate **word-of-mouth** provided that they meet these two **criteria**. **Professionals**, **senior company executives** and **celebrities** are the most effective **personalities** for **word-of-mouth promotion**.

Many **Hong Kong companies** prefer to choose **promotion** through **distributors** when they first enter the **mainland market** because **distributors understand the local market conditions** better. Besides, **local distributors** have already established **extensive networks** and can directly and effectively **promote products** and **brands** to **consumers** and other **retailers**.

Zhiyú **kǒubēi xuānchuán**, hēnduō rén cuòwùyíwéi cǐ xuānchuán zhī shìyú **lìshǐ yǒujiù de pǐnpái**, qíshí **kǒubēi** de chéngxīndù qǐjué yú **pǐnpái zhìliàng jí fúwù shuǐzhǔn**, niánzī jiàoduǎn de pǐnpái ruò néng bǎozhèng yǐ shàng liǎngxiàng **tiáojiàn**, **pǐnpái** de **kǒubēi** yì huì jiànjiàn xíngchéng. **Zhuānyè rényuán**, **qīyè zhǔyào rényuán**, **quánwēi rénshì** děng dōushì **jiànli kǒubēi** zuì yǒu wēixīnlì de **chuánbōzhě**.

Fēnxiāo tuǐguāng shì hēnduō **gǎngshāng jīnrù Nèidì shìchǎng** suǒ xuānyòng de yíngxiāo fāngfǎ, yóuyú **fēnxiāoshāng duì gāi dì shìchǎng** gèng shúxī, yì yǐ jiànli **wánshàn de wǎngluò**, kě zhíjīē jí gèng yǒuxiào dì jiāng **chánpǐn** huò **pǐnpái tuǐguāng** zhì gùkè huò qítā **língshòushāng**.

Zone 3: Sales

Part 1: Preparing a sales plan

Gao Xiang	<i>I am very happy to see that our actual sales for this year have exceeded our target sales.</i>	Wǒ hěn gāoxìng, jīnnián de shǐjī xiāoshòu é chāoguò le xiāoshòu mùbiāo .
Xue Jiangbin	<i>Yes, it means we are on track for our three-year sales plan.</i>	Shì, jiù shì shuō, wǒmen de sānnián xiāoshòu jìhuà de sīlù shì zhèngquè de.
Gao Xiang	<i>We reached the RMB 60 million revenue mark last year.</i>	Qūnián wǒmen dádao le rénmínbì liù qiān wàn yuán de shōurù .
Xue Jiangbin	<i>And we are aiming for a turnover of RMB 90,000,000 this year.</i>	Jīnnián wǒmen miáozhǔn mùbiāo rénmínbì jiù qiān wàn xiāoshòu é .
Gao Xiang	<i>That is 50 % growth. That's quite ambitious.</i>	Jiù shì shuō, zēngzhǎng le báifēnzhī wǔshí . Zhè shì hěn dà de chéngjì.
Xue Jiangbin	<i>We now need to see if our estimates for next year are achievable.</i>	Wǒmen xiànzài xūyào kànkan míngnián de yùjì mùbiāo néngfǒu wánchéng .
Gao Xiang	<i>Let's take a look at a list of our existing clients.</i>	Xiān kànkan xiànyǒu de kèhù dān ba.
Xue Jiangbin	<i>Most of our current leads come from clients that are referred to us.</i>	Dàbùfen zhǔyào kèhù shì tōngguò jièshào de.
Gao Xiang	<i>Word-of-mouth is a powerful thing!</i>	Kǒutóu xuānchuán de xiàoguǒ zhēn hǎo ā!
Xue Jiangbin	<i>Yes, it is an important sales channel for us.</i>	Shì. Zhè shì wǒmen yì gè zhòngyào xiāoshòu qúdào .

Gao Xiang	Another important sales channel is to get repeat business from our existing clients .	Lìng yí gè zhòngyào xiāoshòu qúdào shì hé xiànyǒu kèhù jìxù zuò shēngyì.
Xue Jiangbin	Our aim next year should be to get 75% repeat business .	Míngnián de mùbiāo yīnggāi shì bǎifēnzhī qīshíwù shì hé lǎo kèhù de shēng
Gao Xiang	We can segment our market and target our clients more efficiently.	Wǒmen kényī huàfēn shìchǎng, gèng yǒuxiào de fúwù kèhù.
Xue Jiangbin	Yes, we should aim to have a series of projects with an average value of at least RMB 50,000 .	Shì. Wǒmen yào yǒu yí xiè xiàngmù, mùbiāo shì píngjūn měi bǐ shēngyì zhìshǎo rénminbi 50,000 yuán.
Gao Xiang	In this case, we should hit our sales target again next year.	Zhèyàng, míngnián wǒmen yīnggāi yě néng wánchéng xiāoshòu mùbiāo.
Xue Jiangbin	That's a relief! But to deal with the increased volume of sales , we need to make our sales process more formal .	Nà jiù fāngxīn le! Nàme, wèile yǒuxiào guānlǐ búduàn zēngzhǎng de xiāoshòuliàng, wǒmen de xiāoshòu chéngxù xūyào gèng guāifàn.
Gao Xiang	We need to monitor our leads and maintain our customer database .	Wǒmen xūyào gēnzōng zhǔyào kèhù, bìng bǎocù wǒmen de kèhù shùjùkù
Xue Jiangbin	We may need a sales manager to help us.	Wǒmen xūyào yí gè xiāoshòu jīnglǐ bāngmán
Gao Xiang	Yes, he could do client research and help us to prepare proposals .	Shì. Tā kényī zuò kèhù diàochá, bìng bāngzhù wǒmen tíngōng jiànyì.

Zone 3: Sales

Part 2: Retail systems

Extract from 'Practical Guide to Distribution in China – How to Launch Product Sales?'

(Original article © Hong Kong Trade Development Council www.tdctrade.com)

Retail systems

As the Chinese economy continues to surge ahead, the consumption power of the cities is rising steadily and retail is making up an increasingly larger share of the commercial distribution sector. In particular, the rapid expansion of large-scale supermarkets and hypermarkets in recent years underlines the growing importance of the retail sector.

China is a vast country with an unbalanced development of regional economies and diverse consumer preferences. Its retail markets in different regions differ significantly from one another. The hierarchy of retailers differs from city to city depending on its level of economic development.

In economically more developed cities that command greater reach, the retail market can be divided into four tiers:

Lingshòu tǐxì

Suízhe Nèidì jīngjì fāzhǎn chéngdù de búduàn tíshēng, chéngshì xiāofèi nénglì de tígāo, língshòuyè zhàn shāngyè liútōng zǒngliàng de bǐlì búduàn tígāo, yóuqí shì jìnnián dà chāoshì jí dà mǎichǎng de xùnsù juéqǐ, shǐ língshòu tǐxì de dīwèi rìyì zhōngyào.

Nèidì diyù liáokuò, dìqū jīngjì fāzhǎn bù pínghéng, xiāofèi xíguān chāyì hěndà, língshòu zài Nèidì chéngxiàn chū míngxiǎn de qūyù xíng tèdiǎn, língshòu de céngcì yīn chéngshì de jīngjì fāzhǎn shuǐpíng bù tóng ér yǒu chābié.

Zài jīngjì fādà fúshè nénglì qiáng de dà chéngshì língshòu de céngcì yǒu sì gè:

- **National commercial districts** – featuring large **department stores, supermarkets and specialized stores**;
- **Regional commercial districts** – mostly located near residential areas featuring large general **merchandise stores**;
- **Community commercial districts** – featuring **supermarkets** offering primarily **food products** and daily necessities;
- Residential districts – featuring **convenience stores** and small **retail outlets**.
- Quánguóxing shāngyè qū, yōngyǒu dà xíng bǎihuò diàn, chāoshì, zhuānyèdiàn;
- Qūyùxíng shāngyèqū, duōshù zài jūmínqū fùjìn yǐ dàxíng zōnghé shìchāng wéi zhǔtǐ;
- Shèqū xíng shāngyèqū, yǐ shípǐn rìyòngpǐn wéi zhǔ de chāoshì wéi zhǔtǐ;
- Jūmínqū nèi shèlì de biànlidiàn hé xiǎoxíng língshòu wǎngdiǎn

In medium-sized cities, the **retail market** is mainly made up of small- and medium-sized **commercial outlets** in addition to several large-scale **commercial facilities**. In small towns and county-level townships, the **retail market** has only one tier comprising primarily of small **commercial outlets** such as **supermarkets and convenience stores**.

Zhōngděng chéngshì de língshòu chū jiànli jǐgè dàxíng shāngyè shè wài, zhǔyào yǐ zhōng, xiǎoxíng shāngyè wǎngdiǎn wéi zhǔ. Zài xiǎo chéngzhèn hé xiànjí shìzhèn de língshòu de céngcì dānyī, zhǔyào yǐ chāoshì, biànlidiàn děng xiǎoxíng shāngyè wǎngdiǎn wéizhǔ.

Zone 4: Customer service

Part 1: Reviewing customer service

Guo Tong

I am really disappointed that we haven't met our **customer service target** this month. Wǒ hěn shīwàng bēnyuè wǒmen méiyǒu dá dào kèhù fúwù mùbiāo.

Hong Yibin

Me too. Let's have a look at the latest **monthly reports** and find out why. Wǒ yě shì. Wǒmen kànkan zuìjīn de měiyuè bàobiào, zhǎo chū yuányīn.

Guo Tong

The last **customer survey** shows that **customer satisfaction** is low. Shàngcì kèhù diàochá xiǎnshì kèhù mǎnyìdù dī.

Hong Yibin

Yes. The **level of complaints** is rising month on month. Shì. Kèhù tóusù liàng zhúyuè shàngshēng.

Guo Tong

And it is taking too long for us **to respond to customer enquiries**. Duì kèhù zīxún fānyìng shíjiān tài cháng.

Hong Yibin

There does seem to be some **improvement on the phones**. Diànhuà jiětīng sìhú yǒuxiē gǎishàn.

Guo Tong

Yes, we are **answering 85 % of calls** within 10 seconds. Shì. Bǎifēnzhī bāshíwǔ de diànhuà wǒmen dōu néng zài shímiǎo zhīnèi jiětīng.

Hong Yibin

Let's see if we can find some **short-term fixes** that might improve our **customer service** over the **next quarter**. Wǒmen kànkan néngfǒu zhǎo dào yìngjí cuòshī, gǎishàn xiàjìdù de kèhù fúwù.

Guo Tong	<i>The important thing is that the staff are doing their best.</i>	Zhōngyào de shì yuángōng dōu zài nǚlì.	Dong Yibin	<i>And improve staff morale too.</i>	Bīngqiě gúwǔ yuángōng shìqì.
Dong Yibin	<i>Yes, I agree. It is the customer service process that may be flawed.</i>	Shì, Wǒ tóngyì. Kěnéng sù kèhù fúwù chéngxù bù wánshàn.	Guo Tong	<i>We have to be responsive to our customers.</i>	Wǒmen bìxū duì kèhù fǎnyīng xùnsù.
Guo Tong	<i>We need to look at what the customer needs end-to-end.</i>	Wǒmen xūyào cóngtóudàowěi kàn yí xià kèhù xūqiú.	Dong Yibin	<i>This is a win-win situation for us and our customers.</i>	Zhè duì wǒmen hé kèhù shì shuāngyíng júshì.
Dong Yibin	<i>And the technology infrastructure needs a lot of investment.</i>	Erqiě jìshù shèshī xūyào dàiliàng tóuzī.			
Guo Tong	<i>But if you look at the reports again, the customer satisfaction rate is improving in a couple of departments.</i>	Dànshì, rúguǒ nǐ zài kàn bàobiào, yǒu jǐ gè bùméi de kèhù mǎnyìliǔ zài tígāo.			
Dong Yibin	<i>I think our pilot customer care training sessions were worthwhile.</i>	Wǒ rènwéi wǒmen zuò de guānzhù kèhù shìyàn péixùn huódòng shì zhídéde.			
Guo Tong	<i>I think we should roll them out across the whole company.</i>	Wǒ rènwéi wǒmen yīnggāi bǎ huódòng tuīguāng dàiquán gōngsī.			
Dong Yibin	<i>It empowers our employees to sort out the whole problem and meet customer expectations.</i>	Tā néng zēngqiáng yuángōng jiějué wèntí hé mǎnzú kèhù yāoqiú de nénglì.			
Guo Tong	<i>That should improve customer service.</i>	Yě néng gǎishàn kèhù fúwù.			

Zone 4: Customer service

Part 2: Consumers' rights and manufacturers' obligations

Extract from 'Practical Guide to Distribution in China – How to Launch Products in China?'

Original article © Hong Kong Trade Development Council www.tdctrade.com

Consumers' rights and manufacturers' obligations

Under **China's Consumer Rights Protection Law**, consumers have the right to know the truth about the products and services they use. Depending on the nature of the products or services, consumers have the right to ask for information from the business operator on the price, place of manufacture, manufacturer's name, usage, functions, specifications, grade, major ingredients, production date, expiry date, inspection certificate, instruction manual and after-sales service of the product; or in the case of service provision, the content, specifications and fees of the service. Consumers who suffer personal injury or property loss as a result of buying or using a product or service have the right to seek compensation in accordance with the law.

Xiāofèizhě quán yì jǐ shēngchǎnzhě zérèn

Zhōngguó 'xiāofèizhě quán yì bǎohùfǎ' guīdìng, xiāofèizhě xiángyǒu zhīxī qí gòumǎi, shīyòng de shāngpǐn huòzhě jiēshòu de fúwù, zhēnshí qíngkuàng de quánlì. Gēnjù shāngpǐn huòzhě fúwù de bùtóng qíngkuàng, xiāofèizhě yǒu quán yāoqiú jīngyíngzhě tígōng shāngpǐn de jiàgé, chāndì, shēngchǎnzhě, yòngtú, xìngnéng, guīgé, dēngjī, zhǔyào chéngfèn, shēngchǎn rìqī, yòuxiào qīxiàn, jiǎnyàn hégé zhèngmíng, shīyòng fāngfǎ shuōmíngshū, shòuhòu fúwù; huòzhě fúwù de nèiróng, guīgé, fèiyòng děng yǒuguān qíngkuàng. Xiāofèizhě yīn gòumǎi, shīyòng shāngpǐn huòzhě jiēshòu fúwù shòudào rénsēn, cáichǎn sūnhài de, xiáng yǒu yīfǎ huòdé péicháng de quánlì.

Consumers whose legal rights have been harmed in the course of buying or using a product can seek compensation from the seller. The seller can in turn seek compensation from the manufacturer or other sellers in the supply chain if these parties are liable for causing the harm.

Under **China's Product Quality Law**, manufacturers are accountable for the quality of their products. They may not produce goods banned by the state, forge or pass off a verification mark or quality mark, make false claims with regard to the place of origin and manufacturer's name and address, make adulterated, fake or inferior products. If the defects in a product cause harm to the human body or damages to property, the manufacturer will be held responsible for compensating the harmed parties.

Xiāofèizhě gòumǎi, shīyòng shāngpǐn shí héfǎ quán yì shòudào sūnhài, kényī xiàng xiāoshòuzhě yāoqiú péicháng. Xiāoshòuzhě péicháng hòu, shūyú shēngchǎnzhě de zérèn huòzhě shūyú xiàng xiāoshòuzhě tígōng shāngpǐn de qītā xiāoshòuzhě de zérèn de, xiāoshòuzhě yǒuquán xiàng shēngchǎnzhě huòzhě qītā xiāoshòuzhě zhuīcháng.

Gēnjù zhōngguó 'chǎnpǐn zhìliàngfǎ', shēngchǎnzhě yīngdāng duì qí shēngchǎn de chǎnpǐn zhìliàng fúzé. Shēngchǎnzhě jīnzhǐ shēngchǎn guōjiǎ míng líng táotài de chǎnpǐn; jīnzhǐ wěizào huòzhě màoyòng rèn zhēng biāozhì, míngyōu biāozhì děng zhìliàng biāozhì; jīnzhǐ wěizào chǎnpǐn de chāndì, wěizào huòzhě màoyòng tārén de chǎngmíng, chǎngzhǐ; jīnzhǐ zài shēngchǎn, xiāoshòu de chǎnpǐn zhōng chǎnzà, chānjiǎ, yǐ jiǎ chōngzhēn, yǐ cǐ chōng hǎo. Yīn chǎnpǐn cúnzài quēxiàn zào chéng rénsēn, cáichǎn sūnhài de, shēngchǎnzhě yīngdāng chéngdān péicháng zérèn.

Zone 5: International trade

Part 1: Preparing an export strategy

Robert	<i>We've done well in our domestic market, so we now want exporting to become an important part of our business.</i>	Guónèi shìchǎng wǒmen yǐjīng zuò dé hěnhǎo, xiànzài xiǎng shǐ chūkǒu màoyì chéng wéi wǒmen shēngyì de zhòngyào bùfen.	Wang Qin
Wang Qin	<i>Which markets are you thinking about targeting?</i>	Nín xiǎng miáozhūn nǎ shìchǎng?	Robert Wang Qin
Robert	<i>Well, we were thinking of China as one potential market, as well as Japan and Singapore.</i>	En, wǒmen zhèng zài kǎi bǎ Zhōngguó zuòwéi qiánzài shìchǎng, jí Ribēn hé Xīnjiāpō.	Robert Wang Qin
Wang Qin	<i>It would be better if you target one main market to start with.</i>	Rúguǒ néng cóng yí gè zhǔyào shìchǎng kāishǐ huì gèng hǎo.	Robert
Robert	<i>OK then, it would have to be China.</i>	Hǎo de. Nàme, yīnggāi shì Zhōngguó.	Robert
Wang Qin	<i>You should put together an export strategy.</i>	Nín yīnggāi zhìdìng yí gè chūkǒu cèlüè.	Wang Qin
Robert	<i>Absolutely, I agree with you.</i>	Wǒ fēicháng tóngyì nín de guāndiǎn.	Robert
Wang Qin	<i>It is important to know what your customers want. Have you done any market research yet?</i>	Liáojiě kèhù xūyào hěn zhòngyào. Nín zuò guò shìchǎng diàochá ma?	Robert
Robert	<i>Not really. We've searched on the Google website, which is one of the most</i>	Méi zuò duōshǎo. Wǒmen zài Google wǎngzhàn shàng sōusuǒ le yí xià,	Wang Qin

kānkān wǒmen yóuméiyǒu zhījiē de jìngzhēng duìshǒu. Zhè shì Zhōngguó shìyòngliú zuì gāo de yí gè sōusuǒyīnqíng zhīyī.

*used **search engines** in **China**, to see if we can find any direct **competitors**.*

<i>That's a good start. But it is best to do full market research.</i>	Kāiduān hěn hǎo, dàn zuìhǎo zuò quánmiàn de shìchǎng diàochá.
<i>I can see the benefit of that.</i>	Wǒ míngbai tā de hǎochu.
<i>It would be better if you can make a market visit to China.</i>	Rúguǒ nín néng qù kǎochá Zhōngguó shìchǎng, huì gèng hǎo.
<i>Yes, I'll think about that.</i>	Shì. Wǒ huì kǎolǜ de.
<i>It can help you to decide if you will need to adapt your product for the local market.</i>	Zhèyàng yóuzhùyú nín juédìng shìfǒu xūyào tiáozhēng chǎnpǐn, shìyìng dāngdì shìchǎng.
<i>I'm a bit concerned about how we'll get paid.</i>	Wǒ hěn guānxīn rúhé dédào fùkuǎn.
<i>You'll have to set up your terms of trade for your export markets. They are very different from your domestic market.</i>	Nín bìxū zhìdìng hǎiwài shìchǎng màoyì tiáokuǎn. Tā hé guónèi shìchǎng hěn bù yíyàng.
<i>I suppose we'll have to think about exchange rate fluctuations.</i>	Wǒ xiǎng hái bìxū kǎolǜ huìlǜ qǐfú.
<i>Yes, and think about your payment terms and payment methods too.</i>	Shì, yě yào kǎolǜ fùkuǎn tiáokuǎn hé fùkuǎn fāngshì.

Robert	We need to maintain a good profit margin .	Wǒmen xūyào bǎochí qiǎo lìrùnlǚ.	Zone 5: International trade	
Wang Qin	A lot of this will be simpler if you use an agent or distributor .	Rúguǒ nín xuǎnzé dàilǐshāng, huò fēnxiāoshāng, zhèxiē wèntí jiù bǐjiào jiǎndān.	Part 2: Distribution of imported goods	
Robert	It seems an attractive option (literally: this option seems very good).	Zhè ge xuǎnzé sìhū hěn hǎo.	Extract from 'Practical Guide to Distribution in China – How to Launch Product Sales?' <i>(Original article © Hong Kong Trade Development Council www.tdctrade.com)</i>	
			Distribution of imported goods <i>After to China's accession to the WTO, the mainland had maintained tight control over import-export trade. Foreign companies generally were not permitted to import goods for sale in the mainland. In 2003, with the merger of the State Economic and Trade Commission and the Ministry of Foreign Trade and Economic Cooperation (MOFTEC) into the Ministry of Commerce (MOFCOM), domestic and foreign trade began to come under unified management. In 2004, China fully liberalized foreign trade. At the end of 2004, foreign commercial enterprises were allowed to be established, making it possible for foreign companies to import goods for sale in China. Firms can now freely engage in import-export business in China. Under the new 'Measures for the Administration of Commercial Enterprises with Foreign Investment'</i>	Jinkǒu shāngpǐn de fēnxiāo Rùshì qián, Nèidì duì jīnchūkǒu màoyì guǎnlǐ jiàowéi yángé, yībān wàishāng bùnéng jīnkǒu shāngpǐn zài Nèidì xiāoshòu. 2003 nián Nèidì chèxiāo guójiā jīngmàowēi, wàijīngmàobù, zǔ jiàn shāngwùbù, shíxíng nèiwài màoyì guǎnlǐ yītíhuà. 2004 nián Nèidì quánmiàn fàngkāi wài mào jīngyíngquán, tóngniándǐ, quánmiàn yúnxǔ shèlì wàishāng qǐyè, yīncǐ wàishāng keyǐ jīnkǒu shāngpǐn zài Nèidì xiāoshòu.
				2004 nián 6 yuè Nèidì shìshī xīn de 'wàishāng tóuzī shāngyè língyù guǎnlǐ bànfǎ' guīdìng wàishāng tóuzī qǐyè

implemented since June 2004, **foreign-invested wholesalers** may **import and export goods**, and **foreign-invested retailers** may **import goods** that they deal in (with the exception of those **goods** under the **management of state trading**).

Foreign trade operators engaging in the **import and export of goods** or **technologies** must **file and register** with the **local foreign trade department** designated by **MOFCOM** after **registering** with the **industry and commerce administration**. Upon completion of the **filing and registration procedure**, the **operator** can then proceed to complete other **formalities** for conducting **foreign trade** with the **customs, inspection and quarantine, foreign exchange and tax departments**.

kě cóngshì shāngpǐn jìn chū kǒu
Yóu cí kě jiàn, wàizì pífāshāng kényī
cóngshì shāngpǐn jìnchūkǒu. Yī
wàishāng tóuzī xíngshì chénglǐ de
fēnxiāo huò wàimào gōngsī, kényī
cóngshì jìnkǒu shāngpǐn de fēnxiū
yèwù (shíxíng guóyíng màoyì guān
de shāngpǐn chūwài).

Cóngshì huòwù, jìshù jìnchūkǒu de
jīngyíngzhě dōu bìxū zài bànlǐ
gōngshāng zhùcè dēngjì hòu dào
shāngwùbù wěituō de dìfāng duì
wài màoyì zhǔguān bùmén bànlǐ
bèi'àn dēngjì. Bèi'àn dēngjì hòu,
kényī dào hǎiguān, jiǎnyàn jiǎnyì,
wàihuì guǎnlǐ, shuǐwù dēng bùmén
bànlikāizhǎn jìnchūkǒu yèwù de
yǒuguān shòuxù.

Zone 6: Project management

Part 1: Reporting on a global project

David

*I'm glad that we've got the **scope** of the **project** signed off.*

Hěn gāoxíng zhè ge
xiàngmù nèiróng
wánchéng le.

Wei Jianghai

*That is a major **milestone**. The **project sponsor** was key in driving that through.*

Zhè shì gè zhòngyào
shìjiàn. Xiàngmù fúzerén
qī le zhòngyào de tuīdòng
zuòyòng.

David

*And the **project processes** are working.*

Xiàngmù chéngxù zhèng
zài yúnzuò.

Wei Jianghai

*It was a good idea of yours to do the **project management training** for the **team**.*

Nǐ de nà gè gěi tuándui
zuò xiàngmù guǎnlǐ
péixùn de zhǔyì hěn hǎo.

David

*Everybody seems to understand that you need **project initiation statements, change control** and **quality control**.*

Dàijiā sīhū dōu líjiě nǐ xūyào
xiàngmù qǐdòngbiāo,
biàngēng kòngzhì hé
zhiliàng kòngzhì.

Wei Jianghai

*And we seem to have started **most phases** of work.*

Zhèyàng, wǒmen sīhū
yǐjīng kāishǐ le zuì
zhòngyào de gōngzuò
jiēduàn.

David

*Yes, we are about 15% of the way through the **whole project**.*

Shì. Wǒmen yǐjīng
wánchéng zhèng gè
xiàngmù de 15%.

Wei Jianghai

*How are the **pilot projects** going? I was worried that some of them had late **start dates**.*

Shìyàn xiàngmù jìnzhǎn
rúhé? Wǒ dānxīn yǒuxiē
xiàngmù kāishǐ rìqī wǎn.

David	<i>The one in South Korea is on schedule now.</i>	Hánguó de shìyàn xiàngmù yǐ zhǔnshí qǐdòng	David
Wei Jianghai	<i>That's good news.</i>	Hǎo xiāoxi.	
David	<i>The project in Japan is important as it is the biggest.</i>	Rìběn de xiàngmù hěn zhòngyào, yīnwèi tā shì zuì dà de.	
Wei Jianghai	<i>Do we need to put more resources on that project?</i>	Wǒmen xūyào zài zhè ge xiàngmù shàng tóurù gè duō zīyuán ma?	
David	<i>Yes, we definitely should because it is on the critical path. If we do that, it will keep us on schedule.</i>	Shì, juéduì yīnggāi, yīnwèi zhè ge xiàngmù zhèng zài guānjiàn shíkè. Rúguó wǒmen tóurù gèng duō zīyuán, jiù néng àn jìhuà jìnxíng.	
Wei Jianghai	<i>How is the overall schedule looking?</i>	Zhèngtǐ jìhuà rúhé?	
David	<i>Most of the key deliverables have been produced.</i>	Dàbùfen de zhǔyào suǒ gōngzuò yǐjīng wánchéng	
Wei Jianghai	<i>And projects in most countries have control of their project costs.</i>	Dàbùfen guójiā de xiàngmù dōu yǒu xiàngmù chéngběn kòngzhì.	
David	<i>So we are on budget and on target for our completion date next March.</i>	Yě jiù shì shuō, zài míngnián sānyuè wánchéng rìqī qián, wǒmen de kāizhǐ zài yùsuàn nèi, bìngqiě chā zhe mùbiāo qiánjìn.	
Wei Jianghai	<i>We still have a long way to go and we need to keep everyone on board.</i>	Wǒmen hái yǒu hěnduō yào zuò, xūyào dàjiā jìxù nǔlì.	

Talking about that, when are we meant to start the **internal communications project**?
 Shuō dào zhèdiǎn, wǒmen shénme shíhòu kāishǐ nèibù gōutōng xiàngmù?

Zone 6: Project management

Part 2: How to manage an international project

Original article © Sarah Carroll, founder of Grow Global www.growglobal.com

How to manage an international project

The **challenges of managing a project** are well-known with 60% of projects either failing to **meet their objectives** or **being delivered late**. Working on **multicultural and multilingual international projects** just adds to this **complexity**, so there are a number of factors to consider to make sure that **they are a success**.

Allow more time

Most **projects overrun**, so you must include additional **contingency** in your **project plans**. You would be wise to allow extra time for **project induction**, so that you can do some **team building** exercises to help the **team** work more effectively together. If your **project** is truly **international** and you need to produce **documentation** and **systems** in other languages, then build in time for **translation**.

Make sure objectives are clear

It is important that **objectives** are **well-defined** for any **project** and it is

Rúhé guánlǐ guójiā xiàngmù

Xiàngmù guánlǐ de tiāozhàn zhòngsuǒzhōuzhī, bǎi fēn zhī liùshí xiàngmù yàome dá bù dào mùbiāo yàome bùnéng ànqī wánchéng; shèjì duōzhōng wénhuà, duōzhōng yǔyán de guójiā xiàngmù gèng shì fúzǎ. Yīncǐ, yào quèbǎo chénggōng yǒu rú xià jǐgè yīnsù yào kǎolǜ.

Chōngzú de shíjiān

Dà bùfēn xiàngmù dōu huì chāoguo guīdìng shíjiān. Suóyǐ guīhuà shì yíding yào bǎ búcé shíjiān bāokuò zàinèi. Míngzhì de zuǒfā shì, xiàngmù chūqǐ yào yǒu chōngzú de shíjiān, yībiàn tuánduì jiànshè, yǒuzhǔ yú tuánduì gèng yǒu xiào xiézuò. Rúguǒ nǐ de xiàngmù shì chún guójìxíng de, nǐ hái xūyào zuò qítā yǔzhǒng de wénxiàn zǐliào hé xītǒng, ránhòu liúchū fānyì shíjiān

Quèbǎo mùbiāo míngquè

Zhòngyào de shì, rènhé xiàngmù mùbiāo dōu yào jièdìng qīngxǐ,

absolutely crucial for a project that is international in nature. Every person **will interpret the aims of the project** in the context of both their **role and their cultural background**. You may **like to offer a day's workshop** to your **project team** to focus solely on the **project objectives and scope** and to **answer their questions**.

Play to the strengths of the project team

In every project team, some **members will have specific technical skills** that you will need to utilize. **People from different cultures** also **have different innate tendencies and ways of thinking** and if you are astute, **you can harness this talent** and play **it to the advantage of your project**. **Not everyone does things in the same way**, so be tolerant of different ways **of getting to the same end point**. **Sometimes you may even be surprised** at the creativity that **emerges** and you end up with a result **much better than you could have ever imagined**.

guójiā xiàngmù yǒuqǐ rúci. Měiwèi yuángōng dōu yào jiéhé zìjǐ de zhízhé hé wénhuà bèijǐng, chōngfēn lǐjiě mùbiāo. Nǐ hái kényǐ jǔbàn yītiān de tuánduì yántāohuì, zhuāntī tāolùn xiàngmù mùbiāo hé fānwéi, jiědá yíwèn.

Fāhuī tuánduì lìliàng

Tuánduì zhōng, yǒuxiē yuángōng yǒu nǐ xūyào de tèshù jì'néng. Bùtóng wénhuà bèijǐng de rén yǒu bùtóng de tiānshēng xǐhào, siwéi fāngshì yě bùtóng. Míngzhì zhī jǔ, shì fāhuī zhèzhǒng tiānfù, lìyòng dào xiàngmù zhōng. Bǐngfēi suǒyǒu rén dōu yī tóng yì fāngshì zuòshì. Suóyǐ duì bùtóng fāngshì dádao tóng yí mùbiāo yào kuānróng. Zuìzhōng, yǒushì nǐ shènzhì huì chījīng yú tuánduì biǎoxiàn chū de chuàngzàoli, jièguǒ yìxiāngbúdào de hào!

Zone 7: Legal services

Part 1: Visiting a commercial lawyer

Ben	<i>Thank you for making time to see me at short notice.</i>	Xièxiè nín yì jiē dào tōngzhī jiù ānpái shíjiān jiàn wǒ.	Liǎng Xiǎohuì
Liang Xiaohui	<i>Not at all. Thank you for coming today.</i>	Búkèqǐ. Xièxiè nín jīntiān lái.	Liǎng Xiǎohuì
Ben	<i>My friend, Mr Li, from Hongtai Trading Company recommended you to me.</i>	Wǒ de péng you, Hóngtái mào yì gōngsī de Lǐ xiānsheng, xiàng wǒ jièshào nín.	Liǎng Xiǎohuì
Liang Xiaohui	<i>Yes, I have been working with them too. And what can I do to help you today?</i>	Shì. Wǒ yě wéi tāmen gōngzuò. Wǒ jīntiān néng bāng shénme máng?	Liǎng Xiǎohuì
Ben	<i>I understand what you told me on the phone, that traditionally in China, you don't have Western-style contracts.</i>	Nín zài diànhuà zhōng gào su wǒ, zài Zhōngguó chuántǒng shàng méiyǒu xīshì de hétóng.	Liǎng Xiǎohuì
Liang Xiaohui	<i>Yes, that's right. Everything tends to work on trust here, especially within a working unit, between staff and the working unit.</i>	Shì. Zài Zhōngguó, yìqiè dōu jiànlì zài xīnyòng shàng, yóuqǐ dānwèi nèi yuángōng hé dānwèi zhījiān.	Liǎng Xiǎohuì
Ben	<i>I've heard that it is rare for things to go so wrong that they end up in the hands of lawyers or are brought to court.</i>	Wǒ tīngshuō, fāshēng máodùn shí, hěnshǎo zài lǚshī, huò shàng fāting.	Liǎng Xiǎohuì

Yes, that is true within China, although things are changing with more **international companies operating here**.

I am concerned about **selling our new product** here though, as I feel we need some **safeguards**.

Are you worried about **issues such as confidentiality and intellectual property rights**?

Yes! And whether we should **register our trademark** here.

We can talk about all of these **issues**.

And do you have the same **data protection laws in China**?

There is a lot to think about. We can talk about what **steps you can take first**.

What do you think we should do as a **minimum**?

Shì, zài Zhōngguó zhè shì zhēn de, jīnguǎn suízhe yuèlái yuèduō de **guóji gōngsī zài Zhōngguó yùnzhuò**, qíngkuàng zài gǎibiàn.

Jīnguǎn wǒ hěn guānxīn wǒmen de xīn chǎnpǐn zài zhèlǐ de xiāoshòu, dàn wǒ gǎnjué réngrán xūyào yìxiē fángfàn cuòshī.

Nín shì dānxīn jīmi hé zhīshí chǎnquán zhīlèi de wèntí ma?

Shìde! Háiyǒu, wǒmen shìfǒu yīnggāi zài zhèlǐ zhùcè shāngbiāo.

Wǒmen keyì tāolùn suǒyǒu zhèxiē wèntí.

Zhōngguó yǒu shùjù bǎohù fǎ ma?

Yào kǎolǜ de wèntí hěnduō. Wǒmen keyì xiān tántán nín kāishì keyì zuò shénme.

Nín rènwéi, wǒmen zhìshǎo yīnggāi zuò shénme?

Liang Xiaohui	<p><i>Well, let's start with the trademark. You have a well-recognized brand in Europe and your trademark is already registered there. I would recommend that you register it here in China too.</i></p>	<p>En, wǒmen cóng shāngbiāo kāishǐ ba. Nǐ de pǐnpái zài ōuzhōu yǐjīng bèi guǎngfàn rèntóng, bǐngqiě zhùcè shāngbiāo. Wǒ tíyì nǐn yě zài Zhōngguó zhùcè</p>
Ben	<p><i>OK, but where should we start? I've heard that there is a lot of red tape in China and it could take a long time.</i></p>	<p>Hǎoba. Dàn cóng nǎlǐ kāishǐ ne? Wǒ tīngshuō Zhōngguó yǒu hěnduō fúzá chéngxù, kěnéng hǎ hěrcháng shíjiān.</p>
Liang Xiaohui	<p><i>Well, it is not too difficult. Trademark registration is administered by The Patent Office. I am going into The Patent Office tomorrow. I will pick up the relevant documents for you and send them to you.</i></p>	<p>En, méi nàme nán. Shāngbiāo zhùcè yóu zhuānlǐjú guǎnlǐ. Wǒ míngtiān jiù qù zhuānlǐjú ná yǒuguān wénjiàn, jì qǐ nín.</p>
Ben	<p><i>Thank you so much. That would be very helpful.</i></p>	<p>Fēicháng gǎnxiè. Zhè hěn yǒu yòng.</p>

Zone 7: Legal services

Part 2: Protection against intellectual property rights infringement

Extract from 'Guide to Doing Business in China'

Original article © Hong Kong Trade Development Council www.tdctrade.com

Protection against intellectual property rights infringement

China's intellectual property legislation stipulates that infringement of intellectual property rights (IPRs) are dealt with by administrative procedures and legal proceedings. In terms of civil liabilities, the infringer may be ordered to stop the infringing act, eradicate the damage done, make public apologies or compensate for damages. In terms of administrative measures and criminal liabilities, they include warnings, orders to stop the infringing act, confiscation of unlawful gains, fines, and compensation for damages.

When an IPR infringement dispute arises, the interested parties may resort to mediation. If mediation is not a preferred option, or mediation has failed, or one of the interested parties refuses to abide by the outcome of mediation, legal proceedings may be instituted with

Wàiqǐ zài Zhōngguó bèi qīnquán shí de chūlǐ fāngfǎ

Zhōngguó de zhīshí chǎnquán fǎ guīdìng duì qīnfān zhīshí chǎnquán de xíngwéi yìng chéngdān xiāngyīn de tíngzhǐ qīnhài, xiāochú yíngxiǎn gōngkāi péilìdàoqiàn, péicháng sūnshī dēng mínsì zérèn; jīnggào zéling tíngzhǐ qīnquán xíngwéi, mòshōu fěifǎ suǒdé, fákǔǎn, péicháng sūnshī dēng xíngzhèng zérèn yìjī xíngshì zérèn.

Fāshēng zhīshí chǎnquán qīnquán jiūfēn, dāngshìrén kényī tiáojiě. Bù yuàn tiáojiě, tiáojiě bùchéng huòzhī tiáojiě dàchéng xiédìng hòu yīfāng fánhuī de, kényī xiàng rénmín fǎyuàn qīsù. Dāngshìrén yě kényī zhījiē yāoqiú xiāngguān xíngzhèng guǎn bùmén chūlǐ.

the People's Court. The interested parties may also request the relevant administrative authorities for actions.

When an IPR infringement dispute arises, the infringed party may institute legal proceedings directly with the People's Court at the place of the infringer's domicile or where the infringing act takes place.

Under China's current judicial system, Intermediate People's Courts are courts of first instance for patent infringement cases. Civil cases involving copyright are dealt with by the People's Courts at above intermediate level. High People's Courts can, based on the actual circumstances in the districts under their respective jurisdiction, assign People's Courts at lower levels to handle first hearings of civil cases involving copyright disputes.

Duìyú zhīshí chǎnquán qīnquán jiūfēn, bèi qīnquánrén kényī zhījiē xiàng qīnquán xíngwéi dihuò bèigào zhùsùdì rénmínfǎyuàn qīsù.

Gēnjù Zhōngguó xiànxíng shēnlǐ guīdìng, zhuānlì qīnquán ànjiàn, yì shēn bìxū shì zhōngjírénmínfǎyuàn. Zhùzuòquán mínsì ànjiàn, yóu zhōngjíyìshàngrénmínfǎyuàn chūlǐ. Gè gāojírénmínfǎyuàn gēnjù běn xiàqū de shìjì qīngkuàng, kényī quèdìng ruògān jícéng rénmínfǎyuàn chūlǐ dìyī shēn zhùzuòquán mínsì ànjiàn.

Zone 8: Finance

Part 1: Reviewing an annual report

- Christopher *I've got a **good feeling** about this **company**.* Wǒ duì zhè ge gōngsī de yìxiàng hěn hǎo.
- Sun Haili *Yes, the **annual report** and **annual accounts** look very **professional**.* Shì. Niándù bàogào hé niándù zhàngmù kàn qǐ hěn zhuānyè.
- Christopher *It makes me think that the **company is well run**.* Zhè shǐ wǒ rènwei gōngsī jīngyíng liánghǎo.
- Sun Haili *They have **grown** significantly over the past **three years**.* Sānnián lái gōngsī fāzhǎn xùnsù.
- Christopher *Their **financial results** are very good.* Tāmen de cáiwù yèjì hěn hǎo.
- Sun Haili *They have increased its **users** by over 25,000 during the **last quarter**.* Shàngjìdù, tāmen de yònghù zēngjiā le 25,000 ge.
- Christopher *They had 3 million **customers** at the end of last year.* Qùnián dǐ, yǒu 3 bǎiwàn kèhù.
- Sun Haili *And the **market is still far from saturated**.* Erqiě, shìchǎng hái yǒu hěn dà qiánli.
- Christopher *They've also got 1 million **users** in countries like **Japan** and **South Korea**.* Zài zhōuwéi guójiā, xiàng Riběn hé Hánguó, hái yǒu yì bǎiwàn yònghù.
- Sun Haili *That led to a 40% increase in **turnover** last year, and a big **growth** in **profit** before taxation.* Zhè shǐ qùnián de yíngyù é zēngzhǎng le 40%, shuān qián lìrùn yě yǒu hěn dà zēng zhǎng.

Christopher

It is clear that they have done well for a number of years.

Hěn míngxiǎn, jīnián lái tāmen zuò de hěn hǎo.

Sun Haili

*And the **economy is** relatively **stable** in that country too.*

Zhè ge guójiā de jīngjì yě xiāngduì wěndìng.

Christopher

*Yes, their **cash flow** is positive and they are managing to reduce their **debt**.*

Shì. Xiànjīn liúdòng lèguān, erqiě zhèng shèfǎ jiǎnshǎo zhàiwù.

Sun Haili

*What I don't understand, though, is that although they seem to be doing everything right, their **share price** is really low.*

Dànshì wǒ bù míngbai de shì, suīrán tāmen sìhū yìqiè dōu zuò de hěn hǎo, gōngsī de gǔpiào jiàgé què hěn dī.

Christopher

*The **stock market** is sensitive about **uncertainty**. **Implementing new technology** in an **emerging market** is risky.*

Gǔpiào shìchǎng duìyú shìchǎng bù wěndìng hěn míngǎn. Zài yí ge xīn shìchǎng cǎiyòng xīn jìshù hěn mào xiǎn.

Sun Haili

*Yes, I know it's not all about the **balance sheet** and the **profit and loss account**.*

Shì. Wǒ zhīdào, zhè bùjīnjīn shì zīchǎn fùzhài biāo, hé sūnyìbiāo de wèntí.

Christopher

*What worries me is the **scale of restructuring** that they are thinking about doing.*

Wǒ dānxīn de shì tāmen zhèng zài kǎolǜ de chónghù biāozhǔn.

Sun Haili

*Yes, they have a **three-year plan** for **investment** which will significantly reduce any **profit margins**.*

Shì. Tāmen yǒu yí ge sānnián tóuzī jìhuà, huì dàdà jiàngdī lìrùnlǜ.

My view is that the company is suitable for our investment as it has a strong financial base and a large share of its domestic market.

Wǒ de guāndiǎn shì, zhè ge gōngsī shìhé wǒmen tóuzī, yīnwèi tā yǒu qiángdà de jīnróng jīchǔ. hé hěn dà de guónèi shìchǎng fèn'è.

Zone 8: Finance

Part 2: Enterprise financial systems and standards

Extract from 'Guide to Doing Business in China'

Original article © Hong Kong Trade Development Council www.tdctrade.com

Enterprise financial systems and standards

China's Ministry of Finance (MOF) has formulated and promulgated the 'Financial Principles for Enterprises' as well as financial systems to be adopted by different trades. The rules also apply to foreign-invested enterprises (FIEs). Financial systems cover the following aspects: revenue and expenditure, asset management, cost management, criteria and approval procedures for expenditure, foreign currency management, internal control, and audit.

An FIE should apply to the financial authority for financial registration within 30 days after submission of application for business registration or change of registration details. To apply for financial registration, an enterprise should complete the Financial Registration Form for Foreign-invested Enterprises', supported by the following

Qiyè cáiwù zhìdù hé zhǔnzé

Zhōngguó cáizhèngbù zhìdìng bìng fābù le 'qiyè cáiwù tōngzé' hé fēn hángyè de qiyè cáiwù zhìdù, bìngqǐ shìyòng yú wàishāng tóuzī qiyè. Cáiwù zhìdù de nèiróng bāokuò cáiwù shōuzhī, cáichǎn guǎnlǐ, chéngběn fèiyong guǎnlǐ, kāizhī biāozhǔn yǔ shēnpī chéngxù, wàibì zījīn guǎnlǐ yījī nèibù kòngzhì, jīhé dèng xiàng zhìdù.

Wàishāng tóuzī qiyè yīngdāng zì bànlǐ gōngshāng dēngjì huòzhě biàngēng dēngjì zhī rì qǐ sānshí rì nèi, xiàng zhǔguǎn cáizhèng jīguān bànlǐ cáizhèng dēngjì. Bànlǐ dēngjì yīng tiánxiě 'wàishāng tóuzī qiyè cáizhèng dēngjìbiāo', bìng tíjiāo qiyè shèlì pīzhǔn zhèngshū; kǎoxíng xìng yánjiū bàogào jí qí pīzhǔn wénjiàn; qiyè hétóng (xiéyì) , zhāngchéng

documents: **approval certificate** for establishment of an **enterprise**; **feasibility study report** and its **approval document**; **FIE contract (agreement)**, **articles of association (copy)** and their respective **approval documents**; **business licence (copy)**; and information on the **FIE's financial management system** and related rules formulated in accordance with the relevant **state regulations**.

An **FIE** should **submit** its **financial accounting statements** and **status report** of its **financial position** to the competent **financial** or **administrative authority** and **local tax office** on a **regular basis**. The **format**, **content** and **schedule** for **submission** should follow the relevant **stipulations** by **MOF**. **Annual financial statements** and **liquidation reports** should be accompanied by an **auditor's report** prepared by **Chinese certified public accountants (CPAs)**.

(fùběn) jí qí pīzhǔn wénjiàn; yíngyè zhízhào fùběn; gēnjù guójiā fāguī hē běn qīyè shíjī qīngkuàng zhìdìng de běn qīyè cáiwù guǎnlǐ zhìdù jí qí yōnguān guǐdìng.

Wàishāng tóuzī qīyè àn cáizhèngbù guǐdìng degéshì, nèiróng hé shíxiàn dīngqǐ xiàng zhǔguǎn cáizhèng jīguān huò qīyè zhǔguǎn bùmén, dāngdì shuǐwù jīguān bào sòng cáiwù kuàijì bàobiào hé cáiwù qīngkuàng shuōmíngshū. Qīzhōng niándù bàobiào hé qīngsuàn bàobiào fù yǒu Zhōngguó zhùcè kuàijìshī chā zhàng bàogào.

Zone 9: Human resources

Part 1: Conducting an interview

None

Mr Zhao, nice to meet you. Thank you for coming today. Zhào xiānsheng, hěn gāoxìng jiàn dào nín. Xièxiè nín jīntiān lái.

Shao Lun

Thank you for inviting me. Xièxiè nín de yāoqǐng.

None

Please sit down. Qǐng zuò.

Shao Lun

Thank you. Xièxiè.

None

Thank you for your CV. You have done very well. Xièxiè nín de jiǎnlǐ. Nín zuò dé hěn hǎo.

Shao Lun

I'm very relieved to hear that! Nín zhème shuō, wǒ hěn kuānwèi.

None

How did you hear about our job? Nín shì zěnmé tīngshuō wǒmen de gōngzuò de?

Shao Lun

I saw your advert in China Daily. Wǒ zài Zhōngguórìbào shàng kàndào le nín de guǎnggào.

None

You seem to have lots of experience in the software industry in China. Nín sīhū zài Zhōngguó de ruǎnjiàn hángyè jīngyàn fēngfú.

Shao Lun

Yes, after graduating from university, I got a job with a software company. Shì. Dàxué bìyè hòu wǒ zài yì jiā ruǎnjiàn gōngsī zhǎo dào yí gè gōngzuò.

None

Can you talk me through your career so far? Nín néng jiǎngjiǎng nín dào xiànzài wéizhǐ de zhíyè ma?

Shao Lun

I was involved in various projects in a technical role. After that I was employed as a systems analyst. Wǒ zài gèzhǒng xiàngmù zhōng cānyù guò jìshù gōngzuò. Hòulái, wǒ bèi pìn wéi xìtǒng fēnxīshī.

Jane *I see. Can you tell me more about your current **job**?* Wǒ míngbai le. Nín néng jiǎngjiǎng nín mùqián de gōngzuò ma?

Zhao Lun *For the last three years, I was involved in **setting up overseas offices in England and Italy.*** Sānnián lái, wǒ cānyù le Yīngguó hé Yìdàlì jiānlì hǎiwài bànshìchù.

Jane *You have had a very interesting **career.*** Nín de zhíyèshēngyá hé yǒu yìsi.

Zhao Lun *Yes, it has been very **rewarding.*** Shì. Hěn yǒu jiàzhí.

Jane *I'm interested to know your **motivations** and why you would like to **work with our company.*** Wǒ xiǎng zhīdào nín de dòngjī, hé nín wèishénme xiǎng wǒmen gōngsī gōngzuò.

Zhao Lun *I would like to use my **experience and expertise** in a company like yours, which **is expanding its business in China.*** Wǒ xiǎng bǎ wǒ de jīngyù hé jī'néng yòng zài yí ge xiàng nín zhèyàng de zhèng zài Zhōngguó kuòdà jīngyíng de gōngsī lì.

Jane *Yes, I can understand that. You sound well **qualified** to do that. So **what are your strengths at work?** Can you give me three examples?* Shì, wǒ lǐjiě. Kànlái nín yǒu zīgé zuò zhège. Nàme, nín de gōngzuò yōushì shì shénme? Néng jǔ sāngè lìzi ma?

Zhao Lun *Well, first of all, I am very good at **networking.*** Hǎo de. Shǒuxiān, wǒ shàncháng jiāoji.

Zhao Lun continues to elaborate on his strengths...

Jane *And **what are your weaknesses at work?** Can you give me three examples?*

Zhao Lun *Well, I always set my **objectives** very high and expect others to do the same. I think it could be seen as a **weakness.** It is a very typically **Chinese style** of working.*

Zhao Lun continues to elaborate on his weaknesses...

Jane *I think you have excellent **technical knowledge.** And you have good **leadership skills** too. This is exactly what we need.*

Zhao Lun *I'm glad to hear it.*

Jane *Let's talk about the **vacancy** we have here. I'd like to do the rest of the **interview in English,** if that is OK with you?*

Zhao Lun *Great, no problem at all!*

Nín gōngzuò zhōng dì quēdiǎn shì shénme? Néng jǔ sāngè lìzi ma?

En, wǒ zǒng shì bǎ mùbiāo dīng dé hěn gāo, erqiě xīwàng biérén yě zhèyàng. Wǒ xiǎng zhè kěnéng shì yíge quēdiǎn. Fēicháng diǎnxíng de Zhōngguó gōngzuò fāngshì.

Wǒ rènwéi nín jìshù zhīshì fēngfù, háiyǒu hěn hǎo de língdǎo cáinéng. Zhè zhèng shì wǒmen xūyào de.

Tīng dào zhè diǎn, wǒ hěn gāoxìng.

Wǒmen tántán wǒmen mùqián de kòngquē. Xiàmian de miànshì wǒ xiǎng yòng Yīngyǔ jìnxíng, kényǐ ma?

Great, no problem at all!

Zone 9: Human resources

Part 2: Ways of staff recruitment

Extract from 'Guide to Doing Business in China'

Original article © Hong Kong Trade Development Council www.tdctrade.com

Ways of staff recruitment

Under **China's Labour Law**, **enterprises** can decide for themselves the timing and means of **recruiting staff** as well as the relevant requirements and number. At present, **enterprises may hire staff** through various **channels**.

1 Employment agencies

At present, the majority of **employment agencies in China** are **organizations under labour and social security departments** as well as **personnel departments**. There are also **agencies** run by **enterprises, organizations** and **individuals**. These **agencies** are usually called '**employment centre**', '**human resources market**' and the like. In recent years, **head-hunting companies** have also emerged.

2 Mass media

With the prior approval of the local **labour and social security department**, an **enterprise** may place **recruitment ads** in the **mass**

Yuángōng zhāopin de tújìng

'Láodòngfǎ' guīdìng, guānyú **zhāopin yuángōng** de shíjiān, fāngshì, tiáojiàn hé shùliàng, qiyè yǔ zìzhǔ juédìng de quánlì. Mùqián, qiyè kǔxuǎnzé duōzhǒng **tújìng** qù **tiāoxuǎn suǒ xū réncái**.

1 Wěituō zhíyè jièshào jīgòu

Mùqián, dàduōshù de zhíyè jièshào **jīgòu** xī **láodòng bǎozhàng jí réncái dēng bùmén** de shùxià jīgòu. Lìngwài, yě yǒu yì xiē shì yóu qiyè qítā zúzhǐ hé sīrén kāibàn de. Zhèzhǒng jīgòu de míngchēng tōngcháng wéi 'xx **zhíyè jièshào zhōngxīn**', 'xx **réncái shìchǎng**' dēng. Jìnniánlái hái chūxiàn le yìpī **liètóu gōngsī**.

2 Lìyòng dàzhòng chuánméi

Qiyè kényī tōngguò bàokān, guǎngbō, diànshì dēng méijiè fābù **zhāoyòng rényuán guǎnggào**, dàn shìxiān xī jīng dāngdì **láodòng bǎozhàng**

media such as newspapers, **magazines**, and radio/TV stations.

Human resources fairs

Currently, **human resources fairs** are a popular way to recruit **employees in China**. These events are specifically organized for **enterprises to recruit staff**, such as **senior executives recruitment fairs**, **staff recruitment fairs**, and **dedicated interview sessions with university graduates**. These events are usually organized by **employment agencies** with **participating enterprises** setting up **recruitment booths** and **job seekers** admitted for a fee.

xíngzhèng bùmén hézhūn.

3 Cānjiā réncái jiāoliú qiàtánhui

Réncái jiāoliú qiàtánhui shì Zhōngguó mùqián chángyòng de yìzhǒng fāngfǎ. Zhuān wéi qiyè **zhāopin yuángōng** ér jǔbàn, rú **gāojí zhíyuán zhāopinhuì**, wàiqǐ réncái **zhāopinhuì**, dàxué biyèshēng gōngxū jiànmiàn huì dēng. Qiàtánhui yìbān yǒu zhíyè jièshào jīgòu **zúzhǐ**, cǎiqiú xūqiú qiyè shè tānwèi, **qiúzhízhě** gòumǎi ménpiào jìnchǎng de xíngshì.

Zone 10: Technology

Part 1: Designing a website

- Helen Can you get our **website** up? Do you know the **website address**?
- Liu Gang Yes, I've already **visited** (literally: got on) it. I've also had a look at some of the **competitor websites**.
- Helen Great, that will really help us today.
- Liu Gang We've got to think about our **Chinese website visitors**.
- Helen How should we **adapt** it for them?
- Liu Gang Well, the **English website** has just four main **pages**. The **navigation** works, so we should follow the same format.
- Helen Yes, I agree.
- Liu Gang It is important to have a strong **marketing message** on the first page.
- Helen Yes, that is important.
- Liu Gang Then on the second page, they can see **technical information** about the
- Néng dǎkāi wǒmen de **wǎngzhàn** ma? Nǐ zhīdào **wǎngzhǐ** ba?
- Zhīdào. Wǒ yǐjīng shàng **wǒmen de wǎngzhàn**, hái kàn le **jìngzhēng duìshǒu** de yìxiē **wǎngzhàn**.
- Tài hǎo le. Zhè yǒuzhūyǔ wǒmen jīntiān de gōngzuò
- Wǒmen bǐxū wéi **Zhōngwén wǎngzhàn de yònghù kǎolǚ**.
- Wǒmen yīnggāi zěnyàng **tiáozhěng** ne?
- Èn, **Yīngwén wǎngzhàn** yǒu sìgè **zhǔyè**. **Dǎoháng** néng yòng, suǒyǐ wǒmen yīnggāi cǎiyòng tóngyī géshì.
- Shì, wǒ tóngyì.
- Zhōngyào de shì dìyíyè yǒu yǒu qiángliè de **yíngxiāo xīnxī**.
- Shì, fēicháng zhòngyào.
- Dìèryè kèhù néng kàn dào **chǎnpǐn jìshù xīnxī**; disānyè shì zài **Zhōngguó**

Helen

Liu Gang

Helen

Liu Gang

Helen

Liu Gang

Helen

Liu Gang

product. On the third page, they will have our **contact details** in **China**. They can **order** from the fourth page.

OK. But do you think we need to make a few changes for the **Chinese market**?

Yes, you will need to let your **customers place orders** in **RMB**.

I'll have to talk to our **bank** and our **webmaster** about **processing transactions** in **RMB**.

We've got to change some of the **photos** on the **website**.

Yes, we will include photos of **Chinese families**.

And one more thing. I wonder if we should **register** the **.com.cn domain name**?

And then it will probably be easier to **get the website listed** by the **Chinese search engines**.

I will look into whether you can **register the**

de **liánxifāngshì**; disiyè kényī **dìnghuò**.

Hǎode. Dàn nǐ rènwéi wǒmen shìfǒu yīnggāi wéi **Zhōngguó shìchǎng** zuò jǐchū gǎidòng?

Shì. Yǐbiàn kèhù néng yòng **rénmínbì** **dìnghuò**.

Wǒ yào hé **yínháng** hé **wǎngluò guǎnlǐyuán** tányítán **chúlǐ rénminbì jiāoyì wèntí**.

Wǒmen hái yào gǎidòng **wǎngzhàn shàng** de yìxiē **zhàopiàn**.

Shì, yào bāokuò yǒuguān **Zhōngguó jiāting** de **zhàopiàn**.

Háiyǒu yǐjiàn shì. Wǒ xiǎng wǒmen shìfǒu yīnggāi **zhùcè .com.cn yù míng**?

Zhèyàng kěnéng gèng róngyì **bèi Zhōngguó sōusuóyǐnqíng dēngjī**.

Yīnwèi nǐmen **gōngsī** shì zài **Yīngguó zhùcè** de, wǒ

domain name as your company is registered in England.

yào chá yí chā nǐ mēn
néng fǒu zhù cè yù míng.

Helen

Can you also look into whether we need to set up a Chinese representative office?

Nǐ néng bù néng yě
chá yí chā wǒ mēn shì fǒu
xū yào chéng lì Zhōng guó
bàn shì chù?

Liu Gang

OK. And of course, we'll need all the standard web links like 'home', 'help', 'top of page', 'search', 'contact us' and so on.

Hǎo de. Dāng rán, wǒ mēn
xū yào suǒ yǒu wǎng luò
lián jiē dōu shì biāo zhǔn
de, bǐ rú 'shǒu yè',
'bāng zhù', 'yè dǐng',
'sōu suǒ', 'lián xi wǒ mēn
dēng dēng.

Helen

Sure. It's all coming together. Right, shall we go to lunch? What's your favourite food, Mr Liu?

Dāng rán. Zhè xiē dōu yào
yǒu de. Hǎo le, wǒ mēn qǐ
chī wǔ cān ba? Liú xiān shēng
zuì xǐ huan chī shén me?

As they leave the office...

Liu Gang

You can call me Liu Gang! I love fish. How about you, Helen?

Jiào wǒ Liú Gang ba. Wǒ
xǐ huan yú. Nǐ ne, Helen?

Zone 10: Technology

Part 2: Living for the China net

Extract from 'News and Information' from special correspondent Wang Yongji, Beijing

Original article © Hong Kong Trade Development Council www.tdctrade.com

Living for the China net: a surge in demand for IT skills

China first opened the Internet for commercial use in 1995 and the first online marketing company was incorporated in 2000. Times have

changed on: according to the China Internet Network Information Centre (CNNIC), there are now hundreds of thousands of business websites on the Chinese mainland and more than ten are joining the list every day.

Foreign trade enterprises began making extensive use of the Internet in their global business promotions a few years ago. Today, online sales have become a major part of their operation. Other sectors keen to exploit the benefits of online sales include manufacturing, tourism, medical insurance, education, banking and franchising.

Nèi dì wǎng luò rén cái qiǎng shòu

Zhōng guó yú 1995 nián tuī chū shāng yòng huì lián wǎng, 2000 nián chū xiàn le zhuān mén cóng shì wǎng luò yíng xiāo de gōng sī, jù Zhōng guó huì lián wǎng zhōng xīn tōng jì, mù qián quán guó yǐ yǒu shù shí wàn jì de shāng yè wǎng zhàn, èr qiè zhèng yǐ měi tiān shí jǐ jiā sù dù dī zēng.

Cóng jǐ nián qián kāi shǐ, Nèi dì de wài mào qǐ yè biàn guāng fān lì yòng huì lián wǎng jìn xíng quán qiú yè wù tuī guāng, mù qián hēn duō wài mào qǐ yè yǐ jīng jiāng wǎng luò yíng xiāo zuò wéi yè wù kāi zhǎn de yí gè zhòng yào huán jié, qī tā rú zhì zào yè, lǚ yóu yè, yī liáo bǎo jiàn, jiào yù péi xùn, jiā méng lián suǒ dēng. jūn wéi zuì rè zhōng wǎng luò yíng xiāo de háng yè

Online marketing consists of several elements: **building the website**, **visitor flow**, **inquiry volumes** and **business volumes**. The **hit rate** determines **visitor flow** and **business volumes**. According to **unofficial estimates**, there are about 5,000 **online marketing service providers** of different sizes and capabilities on the **mainland**, employing over 100,000 people. The **development potential of online marketing** is huge, as it gains wider recognition.

Small **online personal stores** and **malls** have contributed to a growing **trend** that is attractive to young people on the **mainland**. Many individuals are using the **Internet** as a platform **to start their businesses**.

Wāngluò yíngxiāo kēyǐ jiǎndān de guījī wéi sì gè bùzhǒu, jí: wǎngzhàn jiànshè—liúliàng—zìxúnliàng—yèwùliàng. Wǎngzhàn diǎnjǐlǚ juédìng liúliàng hé yèwùliàng. Jù fēi zhèngshì gūjì, Nèidì xiàn yǒu bùtóng guīmó de wāngluò yíngxiāo fúwùshāng 5,000 jiā zuǒ yòu, cóngshì xiǎoshòu de gōngzuò rényuán chāoguò 10 wàn rén. Suǐzhī wǎng lù yíngxiāo de gàinián yuē là yuè wéi rénmen suǒ zhòngshì, rìhòu qí fāzhǎn jiāng bùkě gūliàng.

Mùqián zài **wǎng shàng** kāi shè gèrén xiǎodiàn, yǐjīng chéngwéi Nèidì yìxiē shíshàng qīngnián de **cháo**liú bùshǎo gèrén zài wǎng shàng kāidiàn, lìyòng **hùliánwǎng** zuò wéi móu shēng hé **chuàngyè** de píngtái.

English–Mandarin Chinese glossary

The words, verbs and phrases in this glossary are listed as they first appear in the business conversations and business articles. They may have different meanings when used in different contexts. Please consult an English–Mandarin Chinese business dictionary for more information.

English–Mandarin Chinese keywords

annual sales	shìjī xiǎoshòu è	zone 3
administration	zhùcè dēngjì	zone 5
administrative authorities	xíngzhèng guǎnlǐ bùmén	zone 7
administrative authority	zhǔguǎn bùmén	zone 8
administrative measures	xíngzhèng zérèn	zone 7
administrative procedures	xíngzhèng zérèn	zone 7
advantage	lìyòng	zone 6
advert, advertising	guǎnggào	zone 2
after-sales service	shòuhòu fúwù	zone 4
agent	dàilǐshāng	zone 5
agreement	xiéyì	zone 8
air	mùbiāo	zone 6
annual accounts	niándù zhàngmù	zone 8
annual financial statement	niándù bàobiāo	zone 8
annual report	niándù bàogào	zone 8
approval certificate	pīzhǔn zhèngshū	zone 8
approval document	pīzhǔn wénjiàn	zone 8
approval procedure	shēnpī chéngxù	zone 8
articles of association	zhāngchéng	zone 8
at a minimum	zhìshǎo	zone 7
back region	Yàzhōu dìqū	zone 2
asset management	cáichǎn guǎnlǐ	zone 8
at work	gōngzuò zhōng	zone 9
audit	jīhé	zone 8
auditor's report	chá zhàng bàogào	zone 8
average value	píngjūn měi bǐ shēngyì	zone 3
balance sheet	zīchǎn fùzhài biāo	zone 8
bank	yínháng	zone 1

benefit	hǎochu	zone 5
brand	pǐnpái	zone 1
brand loyalty	duì pǐnpái de zhōngchéngdù	zone 2
brand quality	pǐnpái zhìliàng	zone 2
brochure	xuānchuanàncè	zone 2
business	jīngyíng, shēngyì	zone 5
business licence	yíngyè zhǐzhào	zone 8
business operator	jīngyíngzhě	zone 4
business promotion	yèwù tuīguǎng	zone 10
business registration	gōngshāng dēngjì	zone 8
business volume	yèwùliàng	zone 10
business website	shāngyè wǎngzhàn	zone 10
call	diànhuà	zone 4
career	zhíyè	zone 9
case	ànjiàn	zone 7
cash flow	xànjīn liúdòng	zone 8
celebrity	quánwēi rénshì	zone 2
certification mark	rèn zhèng biāozhì	zone 4
certified public accountant (CPA)	Zhōngguó zhùcè kuàijìshī	zone 8
challenge	tiǎozhàn	zone 6
change control	biàngēng kòngzhì	zone 6
channel	tújīng	zone 9
China	Zhōngguó	zone 1
China's accession	rùshì	zone 5
Chinese	Zhōngwén	zone 10
Chinese economy	Nèidì jīngjì	zone 3
Chinese mainland	Nèidì, quánguó	zone 1
Chinese-style	Zhōngguó fāngshì	zone 9
civil case	mínshì ànjiàn	zone 7
civil liabilities	mínshì zérèn	zone 7
client	kèhù	zone 3
client research	kèhù diàochá	zone 3
commerce	shāng	zone 5
commercial distribution	shāngyè liútōng	zone 3
commercial facility	shāngyè shèshì	zone 3
commercial outlet	shāngyè wǎngdiǎn	zone 3
commercial use	shāngyòng	zone 10
community	shèhuì gōngzhòng	zone 2

community commercial district	shèqū xíng shāngyèqū	zone 3
company	gōngsī, qīyè	zone 4
compensation	péicháng	zone 7
competitor	jìngzhēng duìshǒu	zone 5
completion date	wánchéng rìqī	zone 6
complexity	fùzá	zone 6
confidence	fàngxīn	zone 2
confidentiality	jīmi	zone 7
confiscation	mòshōu	zone 7
Confucius teaching	rújiā sīxiǎng	zone 1
consumer	xiāofèizhě	zone 2
consumer preference	xiāofèi xíguān	zone 3
consumer rights	xiāofèizhě quánys	zone 4
consumer rights protection law	xiāofèizhě quánys bǎohùfǎ	zone 4
consumption power	xiāofèi nénglì	zone 3
contact details	liánxifāngshì	zone 10
contact us	liánxiwǒmen	zone 10
contacts	kèhù	zone 2
content	nèiróng	zone 4
contingency	búcè shìjiàn	zone 6
contract	hétóng	zone 7
convenience store	biànlìdiàn	zone 3
copyright	zhǔzuòquán	zone 7
cost management	chéngběn fèiyong guǎnlǐ	zone 8
Court of First Instance	yì shěn	zone 7
criminal liability	xíngshì zérèn	zone 7
curia	biāozhǔn, tiáojiàn	zone 2
cultural background	wénhuàbèijīng	zone 1
culture	wénhuà, wénhuà bèijīng	zone 1
customer, customers	kèhù, xiāofèizhě	zone 2
customer care	guānzhù kèhù	zone 4
customer database	kèhù shùjùkù	zone 3
customer enquiry	kèhù zīxún	zone 4
customer expectations	kèhù yāoqiú	zone 4
customer needs	kèhù xūqiú	zone 4
customer satisfaction	kèhù mǎnyìdù	zone 4
customer satisfaction rate	kèhù mǎnyìlǜ	zone 4
customer service	kèhù fúwù	zone 4
customer survey	kèhù diàochá	zone 4

customs	hǎiguān	zone 5
cutting edge technology	gāoduān jìshù	zone 2
CV	jiǎnlì	zone 9
damage	yíngxiǎng	zone 7
damages	sǔnhài	zone 4
data protection law	shùjù bǎohù fǎ	zone 7
debt	zhàiwù	zone 8
defect	quēxiàn	zone 4
deliverable	suǒxū gōngzuò	zone 6
demand	qiǎngshòu	zone 10
department	bùmén	zone 4
department store	bǎihuò diàn	zone 3
design	shèjì	zone 2
development	fāzhǎn	zone 3
Director of Finance	cáiwùbù zhǔrén	zone 1
dispute	jiūfēn	zone 7
distribution	fēnxiāo	zone 5
distributor	fēnxiāoshāng	zone 2
district	xiáqū	zone 7
document	wénjiàn	zone 7
documentation	wénxiàn zīliào	zone 6
domestic and foreign trade	nèiwài màoyì	zone 5
domestic market	guónèi shìchǎng	zone 5
domicile	zhùsuǒdì	zone 7
economic development	jīngjì fāzhǎn	zone 1
economy	jīngjì	zone 8
education	jiàoyù	zone 10
effective	xiàoyòng xiǎnzhù	zone 2
emerging market	xīn shìchǎng	zone 8
employee	yuángōng	zone 4
employment agency	zhíyè jièshào jīgòu	zone 9
employment centre	zhíyè jièshào zhōngxīn	zone 9
end-to-end	cóngtóudàowěi	zone 4
England	Yīngguó	zone 9
English	Yīngyǔ	zone 9
enterprise	qiyè	zone 8
entrepreneurial spirit	qiyèjīngshen	zone 1

climate	yùjì	zone 3
cooperate	Óuzhōu	zone 7
contracts	xiàngmù	zone 2
exchange rate fluctuation	huìlǜ qǐfú	zone 5
inhibition	zhánlǎn	zone 2
marketing client	xiànyǒu de kèhù	zone 3
expansion	juéqǐ	zone 3
experience	jīngyàn	zone 9
expertise	jì'néng	zone 9
expiry date	yǒuxiào qīxiàn	zone 4
export market	hǎiwài shìchǎng	zone 5
export strategy	chūkǒu cèlüè	zone 5
exporting	chūkǒu màoyì	zone 5
extensive network	wánshàn de wǎngluò	zone 2
feasibility study report	kěxíngxìng yánjiū bàogào	zone 8
feiyong	fèiyong	zone 4
financing procedure	bèi'ǎn	zone 5
Finance Department	cáiwùbù	zone 1
financial accounting	cáiwù kuàijì	zone 8
financial authority	cáizhèng jīguān	zone 8
financial base	jīnróng jīchǔ	zone 8
financial management system	cáiwù guǎnlǐ zhìdù	zone 8
financial position	cáiwù qíngkuàng	zone 8
financial principle	cáiwù tǒngzé	zone 8
financial registration	cáizhèng dēngjì	zone 8
financial results	cáiwù yèjì	zone 8
financial standard	cáiwù zhǔnzé	zone 8
financial system	cáiwù zhìdù	zone 8
finished product	fákuǎn	zone 7
foreign commercial enterprise	shípǐn	zone 3
(FCE)	wàishāng	zone 5
foreign company	wàishāng	zone 5
foreign currency management	wàibi zījīn guǎnlǐ	zone 8
foreign exchange	wàihui guǎnlǐ	zone 5
foreign trade enterprise	wàimào qiyè	zone 10
foreign-invested	wàishāng tóuzī	zone 5
formalities	shǒuxù	zone 5

franchising	jiāméng liánsuǒ	zone 10
function	xíngnéng	zone 4
global banking	quánqiú jīnróng	zone 1
good feeling	yínxàng hěn hǎo	zone 8
goods	chánpǐn, shāngpǐn	zone 4
goods for sale	shāngpǐn xiāoshòu	zone 5
grade	dēngjí	zone 4
growth	zēngzhǎng	zone 3
hard-sell approach	yíngxiāo shóufǎ	zone 2
harness	fāhuī	zone 6
head-hunting company	liètóu gōngsī	zone 9
hearing	shénlǐ	zone 7
help	bāngzhù	zone 10
hierarchy	chéngshì	zone 3
High People's Court	gāojírénmínfǎyuàn	zone 7
hit rate	diǎnjǐù	zone 10
home	shǒuyè	zone 10
Hong Kong	Xiānggǎng	zone 1
human resources fair	réncai jiāoliú qiàtánhuì	zone 9
human resources market	réncai shìchǎng	zone 9
hypermarket	dà mǎichǎng	zone 3
imported goods	jìnkǒu shāngpǐn	zone 5
import-export	jìncūkǒu	zone 5
improvement	gǎishàn	zone 4
individualism	gérénzhūyì	zone 1
individualistic	gérénzhūyìzhě	zone 1
individuality	gérén tèxìng	zone 1
industry	gōng	zone 5
information	qìngkuàng	zone 4
infringed party	bèi qīnquánrén	zone 7
infringement	qīnfàn	zone 7
infringing act	qīnhài	zone 7
ingredient	zhǔyào chéngfèn	zone 4
innovativeness	chuàngxīnyìniàn	zone 1
inquiry volume	zìxúnliàng	zone 10
inspection	jiǎnyàn	zone 5

inspection certificate	jiǎnyàn hégé zhèngmíng	zone 4
instruction manual	shìyòng fāngfǎ shuōmíngshū	zone 4
intellectual property, intellectual property rights (IPRs)	zhīshí chǎnquán	zone 7
interested party	dāngshìrén	zone 7
Intermediate People's Court	zhōngjírénmínfǎyuàn	zone 7
internal communication	nèibù gōutōng	zone 6
internal control	nèibù kòngzhì	zone 8
international company	guójí gōngsī	zone 7
international project	guójí xiàngmù	zone 6
internet	hùliánwǎng	zone 10
interview	jiànmiàn, miànshì	zone 9
investment	tóuzī	zone 4
issue	wéntí	zone 7
skill	wǎngluò réncái	zone 10
style	Yídài	zone 9
span	Ribēn	zone 5
seeker	qiúzhízhě	zone 9
social system	shénlǐ guǐdìng	zone 7
labor and social security	láo dòng bǎozhàng bùmén	zone 9
department		
labor law	láo dòngfǎ	zone 9
labor quarter	shàngjìdù	zone 8
labor year	qùnián	zone 3
law	fǎ	zone 4
lawyer	lǚshī	zone 7
lead	zhǔyào kèhù	zone 3
leadership skills	língdǎo cáinéng	zone 9
legal proceedings	xíngshì zérén	zone 7
legal right	héfǎ quán yì	zone 4
relation	fā	zone 7
level of complaints	kèhù tóusù liàng	zone 4
liquidation report	qīngsuàn bàobiào	zone 8
local distributor	gāi dì fēnxiāoshāng	zone 2
local foreign trade department	dìfāng duì wài mào yì zhǔguǎn bùmén	zone 5
local market	dāngdì shìchǎng	zone 5
local tax office	dāngdì shuìwù jūguān	zone 8

<i>London office</i>	Lúndūn bànsìchù	zone 1
<i>long-established</i>	lìshǐ yǒujiǔ de	zone 2
<i>management</i>	guǎnlǐ	zone 5
<i>manufacturer</i>	shēngchǎnzhě	zone 4
<i>manufacturer obligations</i>	shēngchǎnzhě zérèn	zone 4
<i>manufacturing</i>	zhìzào yè	zone 10
<i>market</i>	shìchǎng	zone 1
<i>market research</i>	shìchǎng diào chá	zone 5
<i>market visit</i>	shìchǎng kǎochá	zone 5
<i>marketing campaign</i>	yíngxiāo zhàn lüè	zone 2
<i>marketing company</i>	yíngxiāo gōngsī	zone 10
<i>marketing message</i>	yíngxiāo xīn xī	zone 10
<i>mass media</i>	dàzhòng chuánméi	zone 9
<i>mediation</i>	tiáojiě	zone 7
<i>medical insurance</i>	yīliáo bǎojiàn	zone 10
<i>merchandise store</i>	zōnghé shìchǎng	zone 3
<i>merger</i>	yītìhuà	zone 5
<i>method</i>	fāngshì	zone 2
<i>milestone</i>	zhòngyào shìjiàn	zone 6
<i>Ministry of Commerce</i>	shāngwùbù	zone 5
<i>(MOFCOM)</i>		
<i>Ministry of Finance (MOF)</i>	cáizhèngbù	zone 8
<i>Ministry of Foreign Trade and</i>	wàijīngmàobù	zone 5
<i>Economic Cooperation</i>		
<i>(MOFTEC)</i>		
<i>mobile</i>	shǒujī	zone 1
<i>mobile number</i>	shǒujī hào	zone 1
<i>monthly report</i>	měiyuè bàobiào	zone 4
<i>motivation</i>	dòngjī	zone 9
<i>multicultural</i>	duōzhǒng wénhuà	zone 6
<i>multilingual</i>	duōzhǒng yǔyán	zone 6
<i>national commercial district</i>	quánguóxìng shāngyè qū	zone 3
<i>navigation</i>	dǎoháng	zone 11
<i>net</i>	wǎngluò	zone 11
<i>networking</i>	jiāojī	zone 9
<i>new customer</i>	xīn jiā rù xiāofèizhě	zone 2
<i>new product</i>	xīn chǎnpǐn	zone 2

<i>new technology</i>	xīn jìshù	zone 8
<i>next quarter</i>	xiàjìdù	zone 4
<i>number</i>	hàomǎ	zone 1
<i>objective</i>	mùbiāo	zone 6
<i>online</i>	wǎngluò	zone 10
<i>online marketing</i>	wǎngluò yíngxiāo	zone 10
<i>online sale</i>	wǎngluò yíngxiāo	zone 10
<i>operator</i>	jīngyíngzhě	zone 5
<i>option</i>	xuǎnzé	zone 5
<i>order</i>	zélìng	zone 7
<i>organization</i>	jīgòu	zone 9
<i>overseas office</i>	hǎiwài bànsìchù	zone 9
<i>page</i>	zhǔyè	zone 10
<i>per document</i>	shùmiàn zìliào	zone 2
<i>party</i>	qítā xiāoshòuzhě	zone 4
<i>patent infringement</i>	zhuānlǐ qīnquán	zone 7
<i>Patent Office</i>	zhuānlǐjú	zone 7
<i>payment method</i>	fùkuǎn fāngshì	zone 5
<i>payment term</i>	fùkuǎn tiáokuǎn	zone 5
<i>PDF</i>	PDF diǎnzì wéndàng	zone 2
<i>People's Court</i>	rénmín fāyuàn	zone 7
<i>perception</i>	guānniàn	zone 1
<i>personal injury</i>	rénshēn	zone 4
<i>personality</i>	chuánbōzhě	zone 2
<i>personnel department</i>	rénshì bùmén	zone 9
<i>piece</i>	jiēduàn	zone 6
<i>plane</i>	diànhuà	zone 1
<i>plot</i>	zhào piàn	zone 10
<i>point</i>	shìyàn	zone 4
<i>project</i>	shìyàn xiàngmù	zone 6
<i>place of origin</i>	chǎndì	zone 4
<i>point-of-sale</i>	xiāoshòu	zone 2
<i>pollution</i>	rénkǒu	zone 1
<i>potential market</i>	qiánzài shìchǎng	zone 5
<i>preference</i>	tèbié xǐ'ài	zone 1
<i>presentation</i>	fāyán	zone 1
<i>price</i>	jiàgé	zone 2

<i>process</i>	chéngxù	zone 4
<i>product</i>	chǎnpǐn, shāngpǐn	zone 2
<i>product quality law</i>	chǎnpǐn zhìliàng fǎ	zone 4
<i>production date</i>	shēngchǎn rìqī	zone 4
<i>professional</i>	zhuānyè	zone 8
<i>profit and loss account</i>	sūnyìbiāo	zone 8
<i>profit before taxation</i>	shuǐ qián lǐrùn	zone 8
<i>profit margin</i>	lǐrùnlǜ	zone 5
<i>project</i>	xiàngmù	zone 3
<i>project induction</i>	xiàngmù chūqǐ	zone 6
<i>project initiation statement</i>	xiàngmù qǐdòngbiāo	zone 6
<i>project management</i>	xiàngmù guǎnlǐ	zone 6
<i>project objective</i>	xiàngmù mùbiāo	zone 6
<i>project plan</i>	xiàngmù guīhuà	zone 6
<i>project process</i>	xiàngmù chéngxù	zone 6
<i>project sponsor</i>	xiàngmù fùzérén	zone 6
<i>project team</i>	tuánduì	zone 6
<i>promotion</i>	tūiguǎng	zone 2
<i>property loss</i>	cáichǎn sǔnhài	zone 4
<i>protection</i>	chúfǎ fāngfǎ	zone 1
<i>public relations</i>	gōngguān	zone 1
<i>quality</i>	zhìliàng	zone 4
<i>quality control</i>	zhìliàng kòngzhì	zone 6
<i>quality mark</i>	míngyǒu biāozhì	zone 4
<i>quarantine</i>	jiǎnyì	zone 5
<i>recruitment ads</i>	zhāoyòng rényuán guǎnggào	zone 9
<i>recruitment fair</i>	zhāopínhuì	zone 9
<i>red tape</i>	fúzá chéngxù	zone 1
<i>regional commercial district</i>	qūyùxìng shāngyèqū	zone 3
<i>regional economy</i>	dìqū jīngjì	zone 3
<i>registration procedure</i>	dēngjì	zone 5
<i>repeat business</i>	jìxù zuò shēngyì	zone 3
<i>report</i>	bàobiào	zone 4
<i>representative office</i>	bànsīchù	zone 11
<i>resource</i>	zīyuán	zone 6
<i>respondent</i>	shòufāngzhě	zone 1
<i>restructuring</i>	chóngzǔ	zone 8

<i>retail</i>	língshòuyè	zone 3
<i>retail market</i>	língshòu	zone 3
<i>retail outlet</i>	língshòu wǎngdiǎn	zone 3
<i>retail sector</i>	língshòu tǐxì	zone 3
<i>retail system</i>	língshòu tǐxì	zone 3
<i>retailer</i>	língshòushāng	zone 2
<i>revenue</i>	shōurù	zone 3
<i>revenue and expenditure</i>	cáiwù shòuzhǐ	zone 8
<i>RMB</i>	rénmínbì	zone 3
<i>rice</i>	zhízé	zone 6
<i>rig guard</i>	fángfàn cuòshī	zone 7
<i>risks channel</i>	xiāoshòu qúdào	zone 3
<i>risks effect</i>	cùxiāo zhǐ xiào	zone 2
<i>risks manager</i>	xiāoshòu jīnglǐ	zone 3
<i>risks plan</i>	xiāoshòu jihuà	zone 3
<i>risks process</i>	xiāoshòu chéngxù	zone 3
<i>risks target</i>	xiāoshòu mùbiāo	zone 3
<i>role</i>	biāozhǔn	zone 8
<i>roster</i>	jihuà	zone 6
<i>rope</i>	fǎnwéi, nèiróng	zone 6
<i>rope arch</i>	sōusuǒ	zone 10
<i>rope engine</i>	sōusuǒyīnqíng	zone 5
<i>rotor</i>	hángyè, zǒngliàng	zone 10
<i>rough perception</i>	xíngróng zīyǐ	zone 1
<i>rough</i>	xiāoshòuzhě	zone 4
<i>rough liner</i>	yántāohuì	zone 1
<i>rough company executive</i>	qiyè zhǔyào rényuán	zone 2
<i>rough executive</i>	gāojí zhíyuán	zone 9
<i>rough vice</i>	fúwù	zone 4
<i>rough vice level</i>	fúwù shuǐzhǔn	zone 2
<i>rough vice provider</i>	fúwùshāng	zone 10
<i>rough vice provision</i>	fúwù de nèiróng	zone 4
<i>rough vice</i>	bǐlì, fèn'è	zone 3
<i>rough price</i>	gǔpiào jiàgé	zone 8
<i>rough notice</i>	yì jiē dào tǒngzhì	zone 7
<i>rough term</i>	duǎn shíjiān nèi	zone 2
<i>rough term fixes</i>	yíngjī cuòshī	zone 4
<i>rough</i>	zhánlǎn	zone 2

Singapore	Xīnjiāpō	zone 5
socio-economic factors	shèhuì jīngjì yīnsù	zone 1
software company	ruǎnjiàn gōngsī	zone 9
software industry	ruǎnjiàn hángyè	zone 9
South Korea	Hánguó	zone 6
specialized store	zhuānyèdiàn	zone 3
specification	guīgé	zone 4
staff	yuángōng	zone 4
staff morale	yuángōng shìqì	zone 4
staff recruitment	yuángōng zhāopìn	zone 9
start date	kāishǐ rìqī	zone 6
State	guójiā	zone 4
State Economic and Trade Commission	guójiā jīngmàowēi	zone 5
state regulation	guójiā fǎguī	zone 8
state trading	guóyíng màoyì	zone 5
statement	bàobiào	zone 8
status report	shuōmíngshū	zone 8
stock market	gǔpiào shìchǎng	zone 8
submission	dēngjì	zone 8
successful	bǎozhèng	zone 2
supermarket	dà chāoshì	zone 3
supply chain	tígōng shāngpǐn	zone 4
system	xìtǒng	zone 6
systems analyst	xìtǒng fēnxīshī	zone 9
talent	tiānfù	zone 6
target	mùbiāo	zone 4
target sales	xiāoshòu mùbiāo	zone 3
tax department	shuìwù bùmén	zone 5
team	bù, tuánduì	zone 2
team building	tuánduì jiànshè	zone 6
technical information	jìshù xīnxi	zone 10
technical knowledge	jìshù zhīshí	zone 9
technical role	jìshù gōngzuò	zone 9
technical skill	jì'néng	zone 6
technology	jìshù	zone 5
technology infrastructure	jìshù shèshī	zone 4
terms of trade	màoyì tiáokuān	zone 5

two-year plan	sānnián jìhuà	zone 8
top of page	yèdǐng	zone 10
tourism	lǚyóuyè	zone 10
track record	gēnzōng fúwù jìlù	zone 2
trade	màoyì	zone 5
trademark	shāngbiāo	zone 7
trademark registration	shāngbiāo zhùcè	zone 7
trading company	màoyì gōngsī	zone 7
training	péixùn	zone 6
training session	péixùn huódòng	zone 4
translation	fānyì	zone 6
transfer	cháoiliú	zone 1
transfer	xìnyòng	zone 7
transfer	xiāoshòu é, yíngyè é	zone 3
uncertainty	bù wěndìng	zone 8
unique selling point	chánpǐn tèsè	zone 2
university	dàxué	zone 9
university graduate	dàxué bìyèshēng	zone 9
unlawful gain	fěifǎ suǒdé	zone 7
official estimate	fēi zhèngshì gūjī	zone 10
usage	yòngtǔ	zone 4
users	yònghù	zone 8
vacancy	kòngquē	zone 9
sales	jiàzhíguān	zone 1
volume of sales	xiāoshòuliàng	zone 3
winning	jǐnggào	zone 7
win-win links	wǎngluò liánjiē	zone 10
winning master	wǎngluò guǎnlǐyuán	zone 10
win-win site	wǎngzhàn	zone 5
win-win site address	wǎngzhǐ	zone 10
win-win site visitor	wǎngzhàn yònghù	zone 10
well-defined	jièdìng qīngxī	zone 6
win-win term concepts	xīhuà de guǎnniàn	zone 1
win-win term-style	xīshì de	zone 7
win-win sales	pǐfāshāng	zone 5
win-win win situation	shuāngyíng júshì	zone 4

word-of-mouth
working unit
workshop

kǒubēi, kǒutóu xuānchuán
dānwèi
yántǎohuì

zone 2
zone 7
zone 6

English-Mandarin Chinese key verbs

adapt	tiáozhěng	zone 10
adapt a product	tiáozhěng chǎnpǐn	zone 5
aim	miáozhǔn	zone 3
aim for	miáozhǔn mùbiāo	zone 3
aim to	mùbiāo shì	zone 3
answer	jiětíng	zone 4
apply	bànlǐ	zone 8
attend	cānjiā	zone 1
be a success	chénggōng	zone 6
be accountable for	fùzé	zone 4
be achievable	wánchéng	zone 3
be administered	guǎnlǐ	zone 7
be delivered late	bùnéng ànqī wánchéng	zone 6
be held responsible	chéngdān zérèn	zone 4
be liable for	yǒu zérèn	zone 4
be on budget	zài yùsuàn nèi	zone 6
be on schedule	zhǔnshí qǐdòng	zone 6
be on target	cháo zhe mùbiāo qiánjìn	zone 6
be on the critical path	zhèng zài guānjiàn shíkè	zone 6
be on track	sīlù zhèngquè	zone 3
be ordered	yìng chéngdān	zone 7
be qualified	yǒu zīgé	zone 9
be recommended	jièshào	zone 7
be registered	zhùcè	zone 7
be responsive to	duì kèhù fǎnyìng xùnsù	zone 4
customers		
be rewarding	yǒu jiàzhí	zone 9
be risky	màoxiǎn	zone 8
be saturated	yǒu qiánli	zone 8
be stable	wéndìng	zone 8
be suitable	shìhé	zone 8
be well run	jīngyíng liánghǎo	zone 8
be working	wìth wéi ... gōngzuò	zone 7
bring to court	shàng fǎtíng	zone 7
build a website	wǎngzhàn jiànshè	zone 10
build up a company's	shùlǐ qǐyè pǐnpái xíngxiàng	zone 2
brand image		

to buy	gòumǎi	zone 4
to call	dǎdiànhuà	zone 1
to call back	guò yihúer zài dǎ	zone 1
to compensate	péicháng	zone 4
to conduct a study	zuò yíxiàng diàochá	zone 1
to control costs	kòngzhì chéngběn	zone 6
to designate	wèitūō	zone 5
to email	fā diànzìyóujiàn	zone 2
to emphasize	qiángdiào	zone 2
to empower	zēngqiáng	zone 4
to exceed	chāoguò	zone 3
to exchange an email	yóujiàn jiāoliú	zone 1
to expand	kuòdà	zone 9
to export	jìnkǒu	zone 5
to file	bèiàn	zone 5
to forge	wěizào	zone 4
to formulate	zhìdìng	zone 8
to get a job	zhǎo dào yí gè gōngzuò	zone 9
to get a website listed	wǎngzhàn bèi dēngjì	zone 10
to get paid	dédào fùkuǎn	zone 5
to give a presentation	fāyán	zone 1
to go for a tea	qù hēchá	zone 1
to go to a conference	cānjiā huìyì	zone 1
to graduate	biyè	zone 9
to grow	fāzhǎn	zone 8
to highlight	tuīchóng	zone 1
to hire	tiāoxuǎn	zone 9
to hit a target	wánchéng mùbiāo	zone 3
to implement	cǎiyòng, guīding	zone 5
to import	jìnkǒu	zone 5
to improve	gáishàn	zone 4
to incorporate	chūxiàn	zone 10
to infringe	qīnhài	zone 7
to interview	diàochá	zone 1
to introduce myself	ziwǒ jièshào	zone 1
to keep everyone on board	dàijiā jìxù nǚlì	zone 6
to keep on schedule	àn jìhuà jìnxíng	zone 6
to liberalize	fàngkǎi	zone 5
to make a false claim	mào yòng	zone 4

make a presentation	fāyán	zone 1
make a public apology	gōngkāi péilíidàoqiàn	zone 7
make formal	xūyào guīfǎn	zone 3
manage	guánlǐ	zone 6
manufacture	shéngchǎn	zone 4
meet an objective	dá dào mùbiāo	zone 6
meet up	jiànmiàn	zone 1
monitor a lead	gēnzōng zhǔyào kèhù	zone 3
operate	yùnzuo	zone 7
order	dìnghuò	zone 10
organize	jǔbàn, zǔzhī	zone 2
overrun	chāoguò guīding shíjiān	zone 6
place an order	dìnghuò	zone 10
prepare a proposal	tígōng jiànyì	zone 3
process a transaction	chúlí jiāoyì	zone 10
promote	tuīguǎng	zone 2
promulgate	fābù	zone 8
recommend	tīyì	zone 7
recruit	zhāopin	zone 9
refer	jièshào	zone 3
register	dēngjì	zone 5
register a company	zhùcè gōngsī	zone 10
register a domain name	zhùcè yù míng	zone 10
register a trademark	zhùcè shāngbiāo	zone 7
respond	fǎnyìng	zone 4
roll out	tuīguǎng	zone 4
search on Google	zài Google shàng sōusuǒ	zone 5
seek compensation	huòdé péicháng	zone 4
segment a market	huáfēn shìchǎng	zone 3
sell	xiāoshòu	zone 7
set up	chénglì, jiànli	zone 9
sign off	wánchéng, zuihòu quèdìng	zone 2
sponsor	zhīchí	zone 2
start a business	chuàngyè	zone 10
start a project	kāishǐ xiàngmù	zone 6
stipulate	guīding	zone 7
submit	bào sòng	zone 8
switch	gǎibiàn	zone 2
take over from	jìtì ... de gōngzuò	zone 1

to target	zhēnduì	zone 2
to target a client	fúwù kèhù	zone 3
to target a market	miáozhǔn shìchǎng	zone 5
to translate	fānyì	zone 2
to understand the local market conditions	duì gāi dì shìchǎng gèng shúxī	zone 2
to visit a (web)site (literally: to get on it)	shàng wǎngzhàn	zone 10
to work with	wèi ... gōngzuò	zone 9

English-Mandarin Chinese key phrases

China Internet Network Information Centre (CNNIC)	Zhōngguó huàliánwǎng zhōngxīn	zone 10
How did you hear about the job?	Nín shì zěnmé tīngshuō wǒmen de gōngzuò de?	zone 9
I really appreciate your help.	Fēicháng gǎnxiè nín de bāngzhù.	zone 2
It's Clare Smith.	Wǒ shì Clare Smith.	zone 1
Are you free...	Rúguǒ nín yǒu kòng...	zone 1
Is now a good time to speak?	Xiànzài jiǎnghuà fāngbiàn ma?	zone 1
It's Clare Smith here.	Wǒ shì Clare Smith.	zone 1
Would you like to meet you.	Hěn gāoxìng jiàn dào nín.	zone 9
Please hold the line. (literally: please wait a second)	Qǐng shāodēng.	zone 1
I've been pleased to meet you.	Hěn gāoxìng jiàn dào nín.	zone 1
I'm sorry to bother you.	Duìbùqǐ, dǎrǎole.	zone 1
Thank you for coming today.	Xièxiè nín jīntiān lái.	zone 7
Thank you for inviting me.	Xièxiè nín de yāoqǐng.	zone 9
Thanks for calling.	Xièxiè nín dǎdiànhuà.	zone 2
Thanks for calling back.	Xièxiè nǐ yòu dǎ huí lái.	zone 1
What are your strengths?	Nín de yōushì shì shénme?	zone 9
What are your weaknesses?	Nín de quēdiǎn shì shénme?	zone 9
What time is convenient for you?	Nín shénme shíhou fāngbiàn?	zone 1

Mandarin Chinese–English glossary

The words, verbs and phrases in this glossary are listed as they first appear in the business conversations and business articles. They may have different meanings when used in different contexts. Please consult a Mandarin Chinese–English business dictionary for more information.

Mandarin Chinese–English keywords

ànjiàn	case	zone 7
bǎihuò diàn	department store	zone 3
bāngzhù	help	zone 10
bànsīchù	representative office	zone 10
bàobiào	report, statement	zone 4
bào zhèng	successful	zone 2
bèi qīnquánrén	infringed party	zone 7
bèi'àn	filing procedure	zone 5
biàngēng kòngzhì	change control	zone 6
biànlǐdiàn	convenience store	zone 3
biāozhǔn	criteria, scale	zone 11
bīli	share	zone 3
bù	team	zone 2
bù wēndìng	uncertainty	zone 11
búcè shìjiàn	contingency	zone 6
bùmén	department	zone 4
cáichǎn guǎnlǐ	asset management	zone 11
cáichǎn sǔnhài	property loss	zone 4
cáiwù guǎnlǐ zhìdù	financial management system	zone 11
cáiwù kuàijì	financial accounting	zone 11
cáiwù qíngkuàng	financial position	zone 11
cáiwù shōuzhī	revenue and expenditure	zone 11
cáiwù tōngzé	financial principle	zone 11
cáiwù yèjì	financial results	zone 11
cáiwù zhìdù	financial system	zone 11
cáiwù zhǔnbǎo	financial standard	zone 11
cáiwùbù	Finance Department	zone 11

caiwùbù zhǔrèn	Director of Finance	zone 1
cáizhèng dēngjì	financial registration	zone 8
cáizhèng jīguān	financial authority	zone 8
cáizhèngbù	Ministry of Finance (MOF)	zone 8
chá zhàng bàogào	auditor's report	zone 8
chāndì	place of origin	zone 4
hánpǐn	goods, product	zone 2
hánpǐn tèsè	unique selling point	zone 2
hánpǐn zhìliàng fǎ	product quality law	zone 4
hǎoliú	trend	zone 1
héngběn fàiyòng guǎnlǐ	cost management	zone 8
héngshì	hierarchy	zone 3
héngxù	process	zone 4
hōngzǔ	restructuring	zone 8
huánbōzhě	personality	zone 2
huàngxīnyiniàn	innovativeness	zone 1
kǒu cèlüè	export strategy	zone 5
kǒu màoyì	exporting	zone 5
kù fāngfǎ	protection	zone 7
kuàngtòudàowéi	end-to-end	zone 4
xiāo zhī xiào	sales effect	zone 2
chāoshì	supermarket	zone 3
mǎichāng	hypermarket	zone 3
shíháng	agent	zone 5
ngdì shìchǎng	local market	zone 5
ngdì shuìwù jīguān	local tax office	zone 8
ngshìrén	interested party	zone 7
ngwéi	working unit	zone 7
ngzhǎng	navigation	zone 10
ngwéi	university	zone 9
ngwéi bìyèshēng	university graduate	zone 9
ngzhōng chuánméi	mass media	zone 9
ngjí	grade	zone 4
ngjì	registration procedure, submission	zone 5
nghuà	phone, call	zone 1
ngshù	hit rate	zone 10
ng duì wài màoyì	local foreign trade department	zone 5
ngguǎn bùmén		

diqū jīngjì	regional economy	zone 3	rénzhūyì	individualism	zone 1
dòngjī	motivation	zone 9	rénzhūyìzhě	individualistic	zone 1
duǎn shíjiān nèi	short-term	zone 2	ng	industry	zone 5
duì pǐnpái de zhōngchéngdù	brand loyalty	zone 2	ngguān	public relations	zone 1
duōzhōng wénhuà	multicultural	zone 6	ngshāng dēngjì	business registration	zone 8
duōzhōng yǔyán	multilingual	zone 6	ngsī	company	zone 4
fǎ	law, legislation	zone 4	ngzuò zhōng	at work	zone 9
fǎhǔ	harness	zone 6	nggào	advert, advertising	zone 2
fákǎn	fine	zone 1	nǎnlǐ	management	zone 5
fángfàn cuòshī	safeguard	zone 1	nǎnniàn	perception	zone 1
fāngshì	method	zone 2	nǎnzhū kèhù	customer care	zone 4
fàngxīn	confidence	zone 2	ngé	specification	zone 4
fànwéi	scope	zone 6	ngjī gōngsī	international company	zone 7
fānyì	translation	zone 6	ngjī xiàngmù	international project	zone 6
fāyán	presentation	zone 1	ngjī	State	zone 4
fāzhǎn	development	zone 3	ngjī fǎguī	state regulation	zone 8
fēi zhèngshì gūjì	unofficial estimate	zone 10	ngjī jīngmàowěi	State Economic and Trade Commission	zone 5
fēifǎ suǒdé	unlawful gain	zone 7	ngnèi shìchǎng	domestic market	zone 5
fèiyong	fee	zone 4	ngyíng màoùyì	state trading	zone 5
fèn'è	share	zone 8	ngpiào jiàgé	share price	zone 8
fēnxiāo	distribution	zone 5	ngpiào shìchǎng	stock market	zone 8
fēnxiāoshāng	distributor	zone 2	ngguān	customs	zone 5
fùkuǎn fāngshì	payment method	zone 5	ngwài bànshìchù	overseas office	zone 9
fùkuǎn tiáokuǎn	payment term	zone 5	ngwài shìchǎng	export market	zone 5
fúwù	service	zone 4	ngguó	South Korea	zone 6
fúwù de nèiróng	service provision	zone 4	ngyè	sector	zone 10
fúwù shuǐzhǔn	service level	zone 2	ngochu	benefit	zone 5
fúwùshāng	service provider	zone 10	ngomǎ	number	zone 1
fùzá	complexity	zone 6	ngfǎ quán'yì	legal right	zone 4
fùzá chéngxù	red tape	zone 7	ngtóng	contract	zone 7
gāi dì fēnxiāoshāng	local distributor	zone 2	nglǜ qiǎn	exchange rate fluctuation	zone 5
gǎishàn	improvement	zone 4	nglǜnǎnwǎng	internet	zone 10
gāoduān jìshù	cutting edge technology	zone 2	ngnéng	technical skill, expertise	zone 6
gāojiǔ zhīyùán	senior executive	zone 9	ngé	price	zone 2
gāojiǔrénmínfǎyuà	High People's Court	zone 7	ngméng liánsuǒ	franchising	zone 10
gēnzōng fúwù jìlù	track record	zone 2	ngnǐ	CV	zone 9
gèrén tèxìng	individuality	zone 1	ngniàn	interview	zone 9

<i>jiǎnyàn</i>	inspection	zone 5
<i>jiǎnyàn hégé zhèngmíng</i>	inspection certificate	zone 4
<i>jiǎnyì</i>	quarantine	zone 5
<i>jiāoji</i>	networking	zone 9
<i>jiàoyù</i>	education	zone 10
<i>jiàzhíguān</i>	values	zone 1
<i>jièdìng qīngxī</i>	well-defined	zone 6
<i>jiēduàn</i>	phase	zone 6
<i>jīgòu</i>	organization	zone 9
<i>jīhé</i>	audit	zone 8
<i>jìhuà</i>	schedule	zone 6
<i>jìmi</i>	confidentiality	zone 7
<i>jìnchūkǒu</i>	import-export	zone 5
<i>jǐnggào</i>	warning	zone 7
<i>jīngjì</i>	economy	zone 8
<i>jīngjì fāzhǎn</i>	economic development	zone 1
<i>jīngyàn</i>	experience	zone 9
<i>jīngyíng</i>	business	zone 9
<i>jīngyíngzhě</i>	business operator	zone 4
<i>jìngzhēng duìshǒu</i>	competitor	zone 5
<i>jìnkǒu shāngpǐn</i>	imported goods	zone 5
<i>jīnróng jīchǔ</i>	financial base	zone 8
<i>jìshù</i>	technology	zone 5
<i>jìshù gōngzuò</i>	technical role	zone 9
<i>jìshù shèshī</i>	technology infrastructure	zone 4
<i>jìshù xīnxī</i>	technical information	zone 10
<i>jìshù zhīshí</i>	technical knowledge	zone 9
<i>jiūfēn</i>	dispute	zone 7
<i>jìxù zuò shēngyì</i>	repeat business	zone 3
<i>juéqī</i>	expansion	zone 3
<i>kāishǐ rìqī</i>	start date	zone 6
<i>kèhù</i>	client, contacts, customer, customers	zone 2
<i>kèhù diàochá</i>	client research, customer survey	zone 3
<i>kèhù fúwù</i>	customer service	zone 4
<i>kèhù mǎnyìdù</i>	customer satisfaction, customer satisfaction rate	zone 4
<i>kèhù shùjùkù</i>	customer database	zone 3
<i>kèhù tóusù liàng</i>	level of complaints	zone 4

<i>tèhù xūqiú</i>	customer needs	zone 4
<i>tèhù yāoqiú</i>	customer expectations	zone 4
<i>tèhù zīxún</i>	customer enquiry	zone 4
<i>tèxíngxíng yánjiū bàogào</i>	feasibility study report	zone 8
<i>tóngquē</i>	vacancy	zone 9
<i>tóubēi</i>	word-of-mouth	zone 2
<i>tóutóu xuānchuán</i>	word-of-mouth	zone 3
<i>lúdòng bǎozhàng bùmén</i>	labour and social security department	zone 9
<i>lúdòngfǎ</i>	labour law	zone 9
<i>lǎnxìfāngshì</i>	contact details	zone 10
<i>lǎnxiwōmen</i>	contact us	zone 10
<i>lǎntóu gōngsī</i>	head-hunting company	zone 9
<i>lǐngdǎo cáinéng</i>	leadership skills	zone 9
<i>lǐngshòu</i>	retail market	zone 3
<i>lǐngshòu tìxì</i>	retail sector, retail system	zone 3
<i>lǐngshòu wǎngdiǎn</i>	retail outlet	zone 3
<i>lǐngshòushāng</i>	retailer	zone 2
<i>lǐngshòuyè</i>	retail	zone 3
<i>lǚnìlǜ</i>	profit margin	zone 5
<i>lǚshǐ yōujiǔ de</i>	long-established	zone 2
<i>lǚyòng</i>	advantage	zone 6
<i>lúndūn bànshìchù</i>	London office	zone 1
<i>lǚshī</i>	lawyer	zone 7
<i>lǚyóuyè</i>	tourism	zone 10
<i>màoyì</i>	trade	zone 5
<i>màoyì gōngsī</i>	trading company	zone 7
<i>màoyì tiáokuǎn</i>	terms of trade	zone 5
<i>màoyuè bàobiào</i>	monthly report	zone 4
<i>mànshì</i>	interview	zone 9
<i>míngyōu biāozhì</i>	quality mark	zone 4
<i>mínshì ànjiàn</i>	civil case	zone 7
<i>mínshì zérèn</i>	civil liabilities	zone 7
<i>mòshōu</i>	confiscation	zone 7
<i>mùbiāo</i>	aim, objective, target	zone 4
<i>nèibù gōutōng</i>	internal communication	zone 6
<i>nèibù kòngzhì</i>	internal control	zone 8

<i>Nèidi</i>	Chinese mainland	zone 1
<i>Nèidi jīngjì</i>	Chinese economy	zone 3
<i>nèiróng</i>	content, scope	zone 4
<i>nèiwàimàoyì</i>	domestic and foreign trade	zone 5
<i>niándù bàobào</i>	annual financial statement	zone 8
<i>niándù bàogào</i>	annual report	zone 8
<i>niándù zhàngmù</i>	annual accounts	zone 8
<i>Ōuzhōu</i>	Europe	zone 7
<i>PDF diànzì wéndàng</i>	PDF	zone 2
<i>péicháng</i>	compensation	zone 7
<i>péixùn</i>	training	zone 6
<i>péixùn huódòng</i>	training session	zone 4
<i>pīfāshāng</i>	wholesaler	zone 5
<i>píngjūn měi bǐ shēngyì</i>	average value	zone 3
<i>pǐnpái</i>	brand	zone 1
<i>pǐnpái zhìliàng</i>	brand quality	zone 2
<i>pīzhǔn wénjiàn</i>	approval document	zone 8
<i>pīzhǔn zhèngshū</i>	approval certificate	zone 8
<i>qiǎngshǒu</i>	demand	zone 10
<i>qiánzài shìchǎng</i>	potential market	zone 5
<i>qīnfàn</i>	infringement	zone 7
<i>qíngkuàng</i>	information	zone 4
<i>qīngsuàn bàobiào</i>	liquidation report	zone 8
<i>qīnhài</i>	infringing act	zone 7
<i>qítā xiāoshòuhùzhě</i>	party	zone 4
<i>qiúzhízhě</i>	job seeker	zone 9
<i>qīyè</i>	company, enterprise	zone 2
<i>qīyè zhǔyào rényuán</i>	senior company executive	zone 2
<i>qīyèjīngshen</i>	entrepreneurial spirit	zone 1
<i>quánguó</i>	Chinese mainland	zone 10
<i>quánguóxìng shāngyè qū</i>	national commercial district	zone 3
<i>quánqiú jīnróng</i>	global banking	zone 1
<i>quánwēi rénshì</i>	celebrity	zone 2
<i>quēxiàn</i>	defect	zone 4
<i>qùnián</i>	last year	zone 3
<i>qūyùxìng shāngyèqū</i>	regional commercial district	zone 3

<i>zhèng biāozhì</i>	certification mark	zone 4
<i>zhéncái jiāoliú qiàntánhuì</i>	human resources fair	zone 9
<i>zhéncái shìchǎng</i>	human resources market	zone 9
<i>zhènkǒu</i>	population	zone 1
<i>zhènmín fǎyuàn</i>	People's Court	zone 7
<i>zhènmínbi</i>	RMB	zone 3
<i>zhènsēn</i>	personal injury	zone 4
<i>zhènrshì bùmén</i>	personnel department	zone 9
<i>zhènbēn</i>	Japan	zone 5
<i>zhènjìàn gōngsī</i>	software company	zone 9
<i>zhènjìàn hángyè</i>	software industry	zone 9
<i>zhūjiā sīxiǎng</i>	Confucius teaching	zone 1
<i>zhūshì</i>	China's accession	zone 5
<i>zhēnnián jìhuà</i>	three-year plan	zone 8
<i>zhāng</i>	commerce	zone 5
<i>zhāngbiāo</i>	trademark	zone 7
<i>zhāngbiāo zhùcè</i>	trademark registration	zone 7
<i>zhāngjìdù</i>	last quarter	zone 8
<i>zhāngpǐn</i>	product, goods	zone 4
<i>zhāngpǐn xiāoshòu</i>	goods for sale	zone 5
<i>zhāngwùbù</i>	Ministry of Commerce (MOFCOM)	zone 5
<i>zhāngyè liútōng</i>	commercial distribution	zone 3
<i>zhāngyè shèshī</i>	commercial facility	zone 3
<i>zhāngyè wǎngdiǎn</i>	commercial outlet	zone 3
<i>zhāngyè wǎngzhàn</i>	business website	zone 10
<i>zhāngyòng</i>	commercial use	zone 10
<i>zhènhuì gōngzhòng</i>	community	zone 2
<i>zhènhuì jīngjì yīnsù</i>	socio-economic factors	zone 1
<i>zhèjì</i>	design	zone 2
<i>zhèngchǎn rìqī</i>	production date	zone 4
<i>zhèngchǎnzhě</i>	manufacturer	zone 4
<i>zhèngchǎnzhě zérèn</i>	manufacturer obligations	zone 4
<i>zhèngyì</i>	business	zone 5
<i>zhènlī</i>	hearing	zone 7
<i>zhènlī guǐdìng</i>	judicial system	zone 7
<i>zhènpī chéngxù</i>	approval procedure	zone 8
<i>zhèqū xíng shāngyèqū</i>	community commercial district	zone 3
<i>zhìchǎng</i>	market	zone 1

<i>shìchǎng diàochá</i>	market research	zone 5
<i>shìchǎng kǎochá</i>	market visit	zone 5
<i>shíjì xiāoshòu é</i>	actual sales	zone 3
<i>shípǐn</i>	food product	zone 3
<i>shìyàn</i>	pilot	zone 4
<i>shìyàn xiàngmù</i>	pilot project	zone 6
<i>shìyòng fāngfǎ shuōmíngshū</i>	instruction manual	zone 4
<i>shòufāngzhě</i>	respondent	zone 1
<i>shòuhòu fúwù</i>	after-sales service	zone 4
<i>shǒujī</i>	mobile	zone 1
<i>shǒujī hào</i>	mobile number	zone 1
<i>shōurù</i>	revenue	zone 3
<i>shǒuxù</i>	formalities	zone 5
<i>shǒuyè</i>	home (page)	zone 10
<i>shuāngyíng júshì</i>	win-win situation	zone 4
<i>shuì qián lǐrùn</i>	profit before taxation	zone 8
<i>shuìwù bùmén</i>	tax department	zone 5
<i>shùjù bǎohù fǎ</i>	data protection law	zone 7
<i>shūmiàn zìliào</i>	paper document	zone 2
<i>shuōmíngshū</i>	status report	zone 8
<i>sōusuo</i>	search	zone 10
<i>sōusuo yǐnqíng</i>	search engine	zone 5
<i>sǔnhài</i>	damages	zone 4
<i>sūnyìbiǎo</i>	profit and loss account	zone 8
<i>suǒxù gōngzuò</i>	deliverable	zone 6
<i>tèbié xǐ'ài</i>	preference	zone 1
<i>tiānfù</i>	talent	zone 6
<i>tiáojiàn</i>	criteria	zone 2
<i>tiáojiě</i>	mediation	zone 7
<i>tiàozhàn</i>	challenge	zone 6
<i>tígōng shāngpǐn</i>	supply chain	zone 4
<i>tóuzī</i>	investment	zone 4
<i>tuánduì</i>	project team, team	zone 6
<i>tuánduì jiànshè</i>	team building	zone 6
<i>tuiguǎng</i>	promotion	zone 2
<i>tújīng</i>	channel	zone 9
<i>wàibì zǐjīn guǎnlǐ</i>	foreign currency management	zone 8

<i>wàihuì guǎnlǐ</i>	foreign exchange	zone 5
<i>wàijīngmàobù</i>	Ministry of Foreign Trade and Economic Cooperation (MOFTEC)	zone 5
<i>wàimào qīyè</i>	foreign trade enterprise	zone 10
<i>wàishāng</i>	foreign company, foreign commercial enterprise (FIE)	zone 5
<i>wàishāng tóuzī</i>	foreign-invested	zone 5
<i>wánchéng rìqī</i>	completion date	zone 6
<i>wǎngluò</i>	net, online	zone 10
<i>wǎngluò guǎnlǐyuán</i>	webmaster	zone 10
<i>wǎngluò liánjiē</i>	web links	zone 10
<i>wǎngluò réncái</i>	IT skill	zone 10
<i>wǎngluò yíngxiāo</i>	online marketing, online sale	zone 10
<i>wǎngzhàn</i>	website	zone 5
<i>wǎngzhàn yònghù</i>	website visitor	zone 10
<i>wǎngzhǐ</i>	website address	zone 10
<i>wǎnshàn de wǎngluò</i>	extensive network	zone 2
<i>wénhuà</i>	culture	zone 1
<i>wénhuà bèijīng</i>	culture, cultural background	zone 1
<i>wénjiàn</i>	document	zone 7
<i>wéntí</i>	issue	zone 7
<i>wénxiàn zìliào</i>	documentation	zone 6
<i>wànjīn liúdòng</i>	cash flow	zone 8
<i>wànjìdù</i>	next quarter	zone 4
<i>wǎnggǎng</i>	Hong Kong	zone 1
<i>wǎngmù</i>	events, project	zone 2
<i>wǎngmù chéngxù</i>	project process	zone 6
<i>wǎngmù chūqī</i>	project induction	zone 6
<i>wǎngmù fùzérén</i>	project sponsor	zone 6
<i>wǎngmù guǎnlǐ</i>	project management	zone 6
<i>wǎngmù guīhuà</i>	project plan	zone 6
<i>wǎngmù mùbiāo</i>	project objective	zone 6
<i>wǎngmù qǐdòngbiǎo</i>	project initiation statement	zone 6
<i>wǎnyǒu de kèhù</i>	existing client	zone 3
<i>wǎnfèi nénglì</i>	consumption power	zone 3
<i>wǎnfèi xǐguān</i>	consumer preference	zone 3
<i>wǎnfèizhě</i>	consumer, customer	zone 2
<i>wǎnfèizhě quán yì</i>	consumer rights	zone 4

<i>xiāofēizhě quán'yi bǎohùfǎ</i>	consumer rights protection law	zone 4
<i>xiāoshòu</i>	point-of-sale	zone 2
<i>xiāoshòu chéngxù</i>	sales process	zone 3
<i>xiāoshòu é</i>	turnover	zone 3
<i>xiāoshòu jihuà</i>	sales plan	zone 3
<i>xiāoshòu jīnglǐ</i>	sales manager	zone 3
<i>xiāoshòu mùbiāo</i>	sales target, target sales	zone 3
<i>xiāoshòu qúdào</i>	sales channel	zone 3
<i>xiāoshòuliàng</i>	volume of sales	zone 3
<i>xiāoshòuzhě</i>	seller	zone 4
<i>xiàoyòng xiǎnzhù</i>	effective	zone 2
<i>xiáqū</i>	district	zone 7
<i>xiéyì</i>	agreement	zone 8
<i>xīhuà de guānniàn</i>	Western concepts	zone 1
<i>xīn chǎnpǐn</i>	new product	zone 7
<i>xīn jiā rù xiāofēizhě</i>	new customer	zone 2
<i>xīn jìshù</i>	new technology	zone 8
<i>xīn shìchǎng</i>	emerging market	zone 8
<i>xìngnéng</i>	function	zone 4
<i>xíngróng zīyì</i>	Western-style	zone 7
<i>xíngshì zérèn</i>	criminal liability, legal proceedings	zone 7
<i>xíngzhèng guǎnlǐ bùmén</i>	administrative authorities	zone 7
<i>xíngzhèng zérèn</i>	administrative measures, administrative procedures	zone 7
<i>Xīnjiāpō</i>	Singapore	zone 5
<i>xīntài</i>	self-perception	zone 1
<i>xìnyòng</i>	trust	zone 7
<i>xìtǒng</i>	system	zone 6
<i>xìtǒng fēnxīshī</i>	systems analyst	zone 9
<i>xuānchuícǎ</i>	brochure	zone 2
<i>xuǎnzé</i>	option	zone 5
<i>yántǎohuì</i>	seminar, workshop	zone 1
<i>Yàzhōu dìqū</i>	Asia region	zone 2
<i>yèdǐng</i>	top of page	zone 10
<i>yèwù tuīguǎng</i>	business promotion	zone 10
<i>yèwùliàng</i>	business volume	zone 10
<i>yì jiē dào tǒngzhī</i>	short notice	zone 7
<i>yì shěn</i>	Court of First Instance	zone 7

<i>Yidàlì</i>	Italy	zone 9
<i>yīliáo bǎojiàn</i>	medical insurance	zone 10
<i>Yīngguó</i>	England	zone 9
<i>yīngjī cuòshī</i>	short-term fixes	zone 4
<i>yīngxiàng</i>	damage	zone 7
<i>yīngxiāo gōngsī</i>	marketing company	zone 10
<i>yīngxiāo shòufǎ</i>	hard-sell approach	zone 2
<i>yīngxiāo xīnxī</i>	marketing message	zone 10
<i>yīngxiāo zhànlüè</i>	marketing campaign	zone 2
<i>yíngyè é</i>	turnover	zone 8
<i>yíngyè zhǐzhào</i>	business licence	zone 8
<i>Yīngyǔ</i>	English	zone 9
<i>yínháng</i>	bank	zone 1
<i>yīnxiàng hěn hǎo</i>	good feeling	zone 8
<i>yītǐhuà</i>	merger	zone 5
<i>yònghù</i>	users	zone 8
<i>yòngtú</i>	usage	zone 4
<i>yǒuxiào qīxiàn</i>	expiry date	zone 4
<i>yuángōng</i>	employee, staff	zone 4
<i>yuángōng shìqì</i>	staff morale	zone 4
<i>yuángōng zhāopin</i>	staff recruitment	zone 9
<i>yùjì</i>	estimate	zone 3
zélíng	order	zone 7
zēngzhǎng	growth	zone 3
zhàiwù	debt	zone 8
zhāngchéng	articles of association	zone 8
zhǎnlǎn	exhibition, show	zone 2
zhàopiàn	photo	zone 10
zhāopinhuì	recruitment fair	zone 9
zhāoyòng rényuán guǎnggào	recruitment ads	zone 9
zhiliàng	quality	zone 4
zhiliàng kòngzhì	quality control	zone 6
zhìshǎo	as a minimum	zone 7
zhìshí chǎnquán	intellectual property, intellectual property rights (IPRs)	zone 7
zhìyè	career	zone 9
zhìyè jièshào jīgòu	employment agency	zone 9
zhìyè jièshào zhōngxīn	employment centre	zone 9

zhìzàoyè	manufacturing	zone 10
zhízé	role	zone 6
Zhōngguó	China	zone 1
Zhōngguó fāngshi	Chinese-style	zone 9
Zhōngguó zhùcè kuàijìshī	certified public accountant (CPA)	zone 8
zhōngjīrénmínfāyuàn	Intermediate People's Court	zone 7
Zhōngwén	Chinese	zone 10
zhòngyào shìjiàn	milestone	zone 6
zhuānlǐ qīnquán	patent infringement	zone 7
zhuānlǐjú	patent office	zone 7
zhuānyè	professional	zone 8
zhuānyèdiàn	specialized store	zone 3
zhùcè dēngjì	administration	zone 5
zhúguǎn bùmén	administrative authority	zone 8
zhùsuǒdì	domicile	zone 7
zhǔyào chéngfèn	ingredient	zone 4
zhǔyào kèhù	lead	zone 3
zhǔyè	page	zone 10
zhùzuòquán	copyright	zone 7
zīchǎn fùzhàibiào	balance sheet	zone 8
zīxúnliàng	inquiry volume	zone 10
zīyuán	resource	zone 6
zōnghé shìchǎng	merchandise store	zone 3
zōngliàng	sector	zone 3

Mandarin Chinese-English key verbs

àn jìhuà jìnxíng	to keep on schedule	zone 6
bānlǐ	to apply	zone 8
bào sòng	to submit	zone 8
bèiàn	to file	zone 5
bìyè	to graduate	zone 9
bùnéng ànqī wánchéng	to be delivered late	zone 6
cǎiyòng	to implement	zone 8
cānjiā	to attend	zone 1
cānjiā huìyì	to go to a conference	zone 1
cháo zhe mùbiāo qiánjìn	to be on target	zone 6
chāoguò	to exceed	zone 3
chāoguò guǐdìng shìjiàn	to overrun	zone 6
chéngdān zérèn	to be held responsible	zone 4
chénggōng	to be a success	zone 6
chénglì	to set up	zone 10
chuàngyè	to start a business	zone 10
chúfǎ jiāoyì	to process a transaction	zone 10
chǔxiàn	to incorporate	zone 10
dá dào mùbiāo	to meet an objective	zone 6
dǎodiànhuà	to call	zone 1
dàjiā jìxù nǚlì	to keep everyone on board	zone 6
dédào fùkuǎn	to get paid	zone 5
dēngjì	to register	zone 5
diàochá	to interview	zone 1
dìnghuò	to order, to place an order	zone 10
duì gāi dǐ shìchǎng gèng shúxī	to understand the local market conditions	zone 2
duì kèhù fǎnyìng xùnsù	to be responsive to customers	zone 4
fā diànzìyóujiàn	to email	zone 2
fābù	to promulgate	zone 8
fàngkāi	to liberalize	zone 5
fānyì	to translate	zone 2
fǎnyìng	to respond	zone 4
fāyán	to give a presentation	zone 1
fāzhǎn	to grow	zone 8
fúwù kèhù	to target a client	zone 3
gǎibiàn	to switch	zone 2
gǎishàn	to improve	zone 4

gēnzōng zhǔyào kèhù	to monitor a lead	zone 3
gōngkāi péilìdàoqiàn	to make a public apology	zone 7
gòumǎi	to buy	zone 4
guǎnlǐ	to manage, to be administered	zone 7
guǐdìng	to implement, to stipulate	zone 5
guò yíhuier zài dǎ	to call back	zone 1
huáfēn shíchǎng	to segment a market	zone 3
huòdé péicháng	to seek compensation	zone 4
jiànli	to set up	zone 9
jiànmiàn	to meet up	zone 1
jièshào	to refer, to be recommended	zone 7
jiēti ... de gōngzuò	to take over from	zone 1
jiětīng	to answer	zone 4
jīngyíng liánghǎo	to be well run	zone 8
jìnkǒu	to import, to export	zone 5
jǔbàn	to organize	zone 2
kāishǐ xiàngmà	to start a project	zone 6
kòngzhì chéngběn	to control costs	zone 6
kuòdà	to expand	zone 9
màoxiǎn	to be risky	zone 8
mào yòng	to make a false claim	zone 4
miáozhǔn	to aim	zone 3
miáozhǔn mùbiāo	to aim for	zone 3
miáozhǔn shíchǎng	to target a market	zone 5
mùbiāo shì	to aim to	zone 3
péicháng	to compensate	zone 4
qiángdiào	to emphasize	zone 2
qīnhài	to infringe	zone 7
qù hēchá	to go for a tea	zone 1
shàng fǎtīng	to bring to court	zone 7
shàng wǎngzhàn	to visit a (web)site (<i>literally: to get on it</i>)	zone 10
shēngchǎn	to manufacture	zone 4
shìhé	to be suitable	zone 8
shùlì qiyè pǐnpái xíngxiàng	to build up a company's brand image	zone 2
sīlǚ zhèngquè	to be on track	zone 3
tiāoxuǎn	to hire	zone 9
tiáozhěng	to adapt	zone 10
tiáozhěng chǎnpǐn	to adapt a product	zone 5
tígōng jiànyì	to prepare a proposal	zone 3
tíyì	to recommend	zone 7

tuīchóng	to highlight	zone 1
tuīguāng	to promote, to roll out	zone 2
wánchéng	to be achievable, to sign off	zone 3
wánchéng mùbiāo	to hit a target	zone 3
wǎngzhàn bèi dēngjì	to get a website listed	zone 10
wǎngzhàn jiànshè	to build a website	zone 10
wéi ... gōngzuò	to work with	zone 7
wéituō	to designate	zone 5
wéizào	to forge	zone 4
wéndìng	to be stable	zone 8
xīlǚshòu	to sell	zone 7
xūyào guīfàn	to make formal	zone 3
yīng chéngdǎn	to be ordered	zone 7
yōu jiàzhí	to be rewarding	zone 9
yōu qiánlì	to be saturated	zone 8
yōu zérèn	to be liable for	zone 4
yōu zīgé	to be qualified	zone 9
yóujiàn jiāoliú	to exchange an email	zone 1
yùnzuò	to operate	zone 7
bāi Google shàng sōusuǒ	to search on Google	zone 5
bāi yùsuàn nèi	to be on budget	zone 6
bāngqiáng	to empower	zone 4
bùzé	to be accountable for	zone 4
bùáo dào yí gè gōngzuò	to get a job	zone 9
bùhōopin	to recruit	zone 9
bùhòndui	to target	zone 2
bùhóng zài guānjiàn shíkè	to be on the critical path	zone 6
bùhí	to sponsor	zone 2
bùhìding	to formulate	zone 8
bùhùcé	to be registered	zone 7
bùhùcé gōngsī	to register a company	zone 10
bùhùcé shāngbiāo	to register a trademark	zone 7
bùhùcé yùming	to register a domain name	zone 10
bùhùnsí qíjdòng	to be on schedule	zone 6
bùwǒ jièshào	to introduce myself	zone 1
bùwúhóu quèdìng	to sign off	zone 2
bùwú yíxiàng diàochá	to conduct a study	zone 1
bùwúzhí	to organize	zone 9

Mandarin Chinese–English key phrases

Duìbùqǐ, dǎrǎole.	Sorry to bother you.	zone 1
Fēicháng gǎnxiè nín de bāngzhù.	I really appreciate your help.	zone 2
Hěn gāoxìng jiàn dào nín.	Nice to meet you.	zone 9
Hěn gāoxìng jiàn dào nín.	Pleased to meet you.	zone 1
Nín de yǒushì shì shénme?	What are your strengths?	zone 9
Nín dì quēdiǎn shì shénme?	What are your weaknesses?	zone 9
Nín shénme shíhòu fāngbiàn?	What time is convenient for you?	zone 1
Nín shì zěnmé tīngshuō wǒmen de gōngzuò de?	How did you hear about the job?	zone 9
Qǐng shāodēng.	Please hold the line. <i>(literally: please wait a second)</i>	zone 1
rúguǒ nín yǒu kòng...	If you are free...	zone 1
Wǒ shì Clare Smith.	I'm Clare Smith.	zone 1
Wǒ shì Clare Smith.	It's Clare Smith here.	zone 1
Xiànzài jiǎnghuà fāngbiàn ma?	Is now a good time to speak?	zone 1
Xièxiè nǐ yòu dǎ huí lái.	Thanks for calling back.	zone 1
Xièxiè nín dǎdiànhuà.	Thanks for calling.	zone 2
Xièxiè nín de yāoqǐng.	Thank you for inviting me.	zone 9
Xièxiè nín jīntiān lái.	Thank you for coming today.	zone 7
Zhōngguó hùliánwǎng zhōngxīn	China Internet Network Information Centre (CNNIC)	zone 10