

1688 & Canton Fair Cheat Sheet

Essential Chinese Phrases and Sourcing Vocabulary for Importers

1. GREETINGS & RAPPORT BUILDING

ENGLISH BUYER PHRASE	CHINESE CHARACTERS	PINYIN PRONUNCIATION
"Hello, nice to meet you."	你好，很高兴认识你。	Nǐhǎo, hěn gāoxìng rènshi nǐ.
"I am the Purchasing Manager for our company."	我是我们公司的采购经理。	Wǒ shì wǒmen gōngsī de cǎigòu jīnglǐ.
"Here is my business card. Let's add WeChat."	这是我的名片。我们加个微信吧。	Zhè shì wǒ de míngpiàn. Wǒmen jiā gè wēixìn ba.

2. PRICE & MOQ NEGOTIATION

ENGLISH BUYER PHRASE	CHINESE CHARACTERS	PINYIN PRONUNCIATION
"Your price is too high."	你们的价格太高了。	Nǐmen de jiàgé tài gāo le.
"Can you give a better discount?"	能再便宜一点吗？	Néng zài piányi yidiǎn ma?
"What is your MOQ for this item?"	这个产品的起订量是多少？	Zhège chǎnpǐn de qǐdìngliàng shì duōshǎo?
"Can we do a smaller trial order first?"	我们可以先下个小单试水吗？	Wǒmen kěyǐ xiān xià gè xiǎodān shìshuǐ ma?

3. LOGISTICS & SHIPPING TERMS

ENGLISH BUYER PHRASE	CHINESE CHARACTERS	PINYIN PRONUNCIATION
"Is this quote EXW or FOB?"	这个报价是工厂价还是离岸价？	Zhège bàojià shì gōngchǎngjià háishì lí'ànjià?
"How many days for production?"	生产需要多少天？	Shēngchǎn xūyào duōshǎo tiān?
"Can you ship it to my forwarder in Yiwu/Shenzhen?"	你们能发货到我义乌/深圳的货代吗？	Nǐmen néng fāhuò dào wǒ Yīwū/Shēnzhèn de huòdài ma?

4. QUALITY CONTROL & SAMPLES

ENGLISH BUYER PHRASE	CHINESE CHARACTERS	PINYIN PRONUNCIATION
"I need to see a sample first."	我需要先看一下样品。	Wǒ xūyào xiān kànyíxià yàngpǐn.
"We will inspect the goods before shipping."	我们会在出货前验货。	Wǒmen huì zài chūhuò qián yànhuò.
"Is this the quality of the sample or mass production?"	这是样品质量还是大货质量？	Zhè shì yàngpǐn zhìliàng háishì dàhuò zhìliàng?

5. KEY SOURCING GLOSSARY

Factory	工厂 gōngchǎng	Supplier	供应商 gōngyīngshāng
Price	价格 jiàgé	Deposit	定金 dìngjīn
Balance	尾款 wěikuǎn	Contract	合同 hétóng
Quality	质量 zhìliàng	OEM / Custom	定制 dìngzhì
In Stock / RTS	现货 xiànhuò	Packaging	包装 bāozhuāng
Forwarder	货代 huòdài	WeChat	微信 wēixìn

6. ESSENTIAL NUMBERS FOR BARGAINING

1 一 yī	2 二 èr	3 三 sān	4 四 sì	5 五 wǔ
6 六 liù	7 七 qī	8 八 bā	9 九 jiǔ	10 十 shí
100 百 bǎi	1,000 千 qiān	10,000 万 wàn (Base for large prices)		

* Note: Large Chinese numbers are grouped in units of 10,000 (万). E.g., 50,000 RMB is "5 万" (wǔ wàn).

💡 Trade Show & Sourcing Pro-Tips

- **WeChat Format:** Rename your WeChat nickname to [Your Name] | [Your Company] | [Product Focus] so suppliers can instantly recall you.
- **Mass Production Quality:** Always check if a sample is "dàhuò zhìliàng" (mass production quality) or a hand-polished prototype.
- **Deposit Terms:** Never pay 100% upfront. Standard terms are 30% deposit (定金 - dìngjīn) and 70% balance (尾款 - wěikuǎn) after passing inspection.

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