Abstract

Since China's accession to the WTO and ASEAN (full name of the "Association of Southeast Asian Nations") in 2001 and 2002 respectively, a relationship between China and Thailand continue to strengthen and have to been increasing, they continuous to development of economic and trade. And the realization of trade cannot be separated from the effective communication between the two sides of the transaction.

The effective of communication is based on common languages (Thai and Chinese languages). So in the case of language barrier, we need to have a “middle man” who is the master or intelligent to communication in two or more languages, for the both parties to convey in their ideas. The effective of communication bring about the “Chinese fever” So the most people in Thailand have to be interesting Chinese language and start to learn about Chinese language and Chinese culture to be a middle man or make a business in international trade more and more.

Follow up this case, I have to interesting about Thai and China International trade, so I was to studies Chinese language for business communication since 2013 in Sripatum University for 1 year, and went to China for studies Chinese language in Guizhou University for 2 years, At the same time in 4 grade Had the honor to internship in the international trading company,(ATCEC).Engaged in responsibility is Chinese-Thai or Chinese-English translate.

Through internships, I found that Chinese has an important role in China-Thai trade and customer service communication. This article focuses on how to apply to explore the Chinese-Thai trade.

SPU CHONBURI

提要

自中国 2001 年和 2002 年分别加入 WTO 和东盟（全称“东南亚国家联盟”）以来，中泰两国之间的联系不断增强、经济贸易不断发展，而贸易的实现离不开交易双方的有效沟通。有效的沟通则需要以共通的语言为基础。所以在语言不通的情况下，就需要一个同时掌握两种或多种语言的“中间人”，为双方传达各自的想法。伴随着学汉语的热潮，越来越多的泰国人开始学习汉语，为了方便与中国游客和中国企业交流，或者跟中国人做生意。

我从 2013 年至今已经学习了 4 年的汉语，先在泰国斯巴顿大学学习了一年，之后到中国贵州大学留学了两年，回泰国后有幸在一家国际贸易公司实习，从事中、泰语的翻译工作。在实习期间，我发现在中泰贸易过程中，客户服务沟通方面存在着很多问题。本文着力于这些问题，重在探讨中文如何应用于中泰贸易。

SPU CHONBURI