

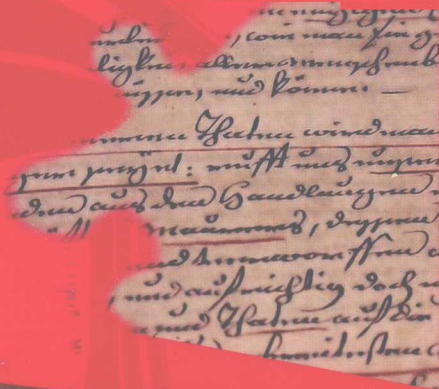
新世纪双语系列
New Century Bilingual Series



外贸英语函电

International Trade English Correspondence

主编/郭琛



HEUP 哈尔滨工程大学出版社
Harbin Engineering University Press



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International Trade English Correspondence

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内 容 简 介

本书依据国际贸易通行惯例,共分10章,内容包括商务英语书信格式、外贸业务关系的建立、询盘、发盘与还盘、接受、包装、运输、支付方式、保险、索赔与仲裁。每章包括函电的写作要求、知识和技巧,以及相关业务知识的简介;每封信后面还有针对该样信中的难点进行的解释;常用短语部分主要有相关专业术语和写作中经常用到的专业表达;常用句子部分提供了数十个句子,帮助学习者掌握更多的英文表达句子,有利于写出更多更好更标准的外贸函电;练习部分提供了大量灵活多样的训练题,有利于学习效果的强化和进一步检验。

本书可作为高等院校有关专业学生的教材,还可供企业经营管理有关人员的外贸业务培训使用,对参加国际商务师、外销员、报关员以及其他相关资格考试的人员也大有裨益。

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前言

随着全球经济一体化时代的来临,以及对外开放的不断扩大和深入,中国对外经济发展也越来越快,中国贸易国际化程度将进一步加深,各行各业对外贸易业务往来将更加频繁,更多的企业和部门将直接参与对外经济贸易活动中去,这毫无疑问地需要大量既懂外语又懂外贸业务的专业人才。外贸英语函电作为对外经济贸易往来中常用的联系方式,是开展对外经济贸易业务和相关国际商务活动最主要的工具。如何适应国内外经济贸易发展的需要,促进中国市场经济与国际的进一步接轨,推广外贸业务英语的实际应用,正确掌握商务英语信函的基本知识并熟练地加以运用,写出地道、纯正、规范的国际商务信函,准确地表达经营意图和决策,是外贸工作者必须具备的专业技能和素质。

目前国内高等院校非常重视对外经贸人才的培养,社会对这方面人才也有旺盛的需求,越来越多的人关注商务英语、外贸英语方面的知识,不断提升专业英语水平和技能。为使本书更能符合教学要求,满足学习者适应对外经济贸易业务活动中各种函电的写作需要,帮助学习者系统地、完整地学习和掌握对外经济贸易业务信函的格式、专业用语、行文方法以及问题特点,提高学习者正确使用英语的能力,增加其对外进行各项业务联系活动的能力,编者结合多年的教学经验,通过与外贸进出口公司相关人员的直接合作,并参考在国外学习期间所获得的相关资料,经多年努力编写了此书。

在选材方面,本书注重实用性与知识性并重。每章配有多篇业务信函,通过大量的技能训练把基础英语知识、外贸英语知识与相关的外贸业务知识有机地结合起来,使学习者具备较强的撰写国际商务英语书信的能力。

本书由郭琛担任主编并负责各章练习题、答案和全书的统稿。具体编写分工为:第1、2章由张颖编写;第3、4章由曹磊编写;第6、8章由李知渊编写;第9、10章由蔡野编写;第5、7章由郭琛编写。

由于编者水平和学识有限,书中难免出现差错,敬请读者不吝指正。

编者
2010年1月

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Chapter One Business Letters (商务信函)

【学习要点及目标】

1. Help students know about the significance of learning the course.
2. Help students learn the structure of business letters.
3. Help students learn and master the often – used words, phrases and sentence patterns in the business letters.

【引导案例】

Through the courtesy of the Chamber of Commerce in Tokyo, Japan, we have learned that you have been supplying the best quality foods all over the world, and we are sure that there is a large demand for various foreign foods in our country. We are writing to you in the hope of establishing business relations with you.

We are the largest food trade company in Japan, and have offices or representatives in all major cities and towns in Japan. We are already importing a number of foods from Europe and the U. S. A. and consider, therefore, that we have considerable experience in this field.

We foresee a bright prospect for your products in our market. We look forward to hearing from you and assure you of our close cooperation at all the times.

Yours faithfully,

1.1 Introduction

How to write a business correspondence, you need to pay more attention to 5Cs, which is conciseness, clarity, correctness, completeness and courtesy and embody them in business letter writing. You also have to pay more attention to the structure and components of a business correspondence.

A business correspondence is generally made up of stationery and letter/return address, date line, inside address, salutation, subject line, body, complimentary closings, signature, reference initials, enclosure and postscript.

1.1.1 Envelope Addressing

写信人信息在上,收信人信息在下。信封格式不统一,根据收信人名称地址的写法通常分两种格式:

- (1) 缩格式: 收信人名称地址逐行右缩。
- (2) 齐头式: 收信人名称地址左端对齐。

1. 缩格式举例

<p>MESSRS WILLIAM & SONS 76 Lancaster House Manchester England</p>	<p style="text-align: center;">写信人名称和地址</p> <p style="text-align: right;">[stamp]</p> <p style="text-align: center;">Mr. Wang Kai-ming CHINA NATIONAL TRANSPORT CO. 120 Nanjing Road Shanghai, China</p>
<p style="text-align: center;">收信人名称地址: 逐行右缩</p> <p>Registered</p>	

2. 齐头式举例

<p>CHINA NATIONAL CEREALS, OILS AND FOODSTUFFS IMP & EXP CORP. 11th Floor, Jingxin Bldg. 2A Dong San Huan Beilu Beijing, People's Republic of China</p>	<p style="text-align: center;">写信人名称和地址</p> <p style="text-align: right;">[stamp]</p> <p style="text-align: center;">EL MAR PACKING COMPANY 12 MAIN STREET, FRESNO CALIFORNIA, USA</p>
<p style="text-align: center;">收信人名称地址: 左端对齐</p> <p>Confidential</p>	

1.1.2 Structure of Business Letters

1. Date line is the date you send the letter, not the date when you type or write it.
2. Body is just on one side of stationery, seldom on both sides. If one page is not enough for your writing, then there are three lines on the second page at least. It is not allowed that just a signature is on the second page without body. Letterhead is not necessary on the second page, but the quality of it is the same as the first one. The first line on the second page should be made up of name of receiver, page numbers and date, for example: The Oversea Trading Co., Ltd., —2— February 23, 2000. On the right bottom of the first page, "to be continued" should be written and better another paragraph will be started.

1. 信函组成部分示例

<p>10. Our Ref. Your Ref.</p> <p>2. Date: 15th November, 20—</p> <p>3. Messrs H. Ronald & Co. 556 Eastcheap</p> <p>London, E. C. 3, England</p> <p>4. Dear Sirs,</p>	<p>1. China National Cereals, Oils and Foodstuffs Imp & Exp Corp. 8 Janguomen Nei Dajie Beijing 100005, China Telephone: 86 - 10 - 6526 - 8888 Fax: 86 - 10 - 6527 - 6028 E-mail: carl@cofco.com.cn</p> <p>8. <u>Attention: Import Dept.</u></p> <p>9. <u>Aquatic Products</u></p> <p>5. We thank you for your enquiry of 5 November. In compliance with your request, we are sending you herewith a copy of our illustrated catalogue and a quotation sheet for your reference. All prices are subject to our confirmation for our aquatic products, which have being sold well this season. Therefore, We await your early favorable reply.</p> <p>6. Yours truly,</p> <p>7. China National Cereals, Oils and Foodstuffs Imp & Exp Corp.</p>
--	--



Sig. _____

(Manager)

10. QS/AN

11. Enclosures

12. cc our Shanghai Branch Office

13. P.S. We require payment by L/C for a total value not exceeding USD50,000.

2. 信函组成部分分项示例

1. China National Cereals, Oils & Foodstuffs Imp & Exp Corp.

8 Jianguomen Nei Dajie

Beijing 100005, China

Telephone: 86 - 10 - 6526 - 8888

Fax: 86 - 10 - 6527 - 6028

E-mail: carl@cofco.com.cn

Our Ref.

Your Ref.

2. Date: 15th November, 20—

3. Messrs H. Ronald & Co.
556 Eastcheap
London, E.C.3, England

收信人名称和地址

称呼

8. Attention: Import Dept

具体收信人

4. Dear Sirs,

事由

9. Aquatic Products

5. We thank you for your enquiry of 5 November.

In compliance with your request, we are sending you herewith a copy of our illustrated catalogue and a quotation sheet for your reference.

All prices are subject to our confirmation for our aquatic products, which have being sold well this season. Therefore, we would suggest that you advise us by a fax in case of interest.

We await your early favorable reply.

6. Yours truly,

7. China National Cereals, Oils and
Foodstuffs Imp & Exp Corp.

Sig. _____

(Manager)

QS/AN	案号
Enclosures	附件
cc our Shanghai Branch Office	抄送
P.S. We require payment by L/C for a total value not exceeding USD50,000.	
附言	



1.2 Letters for Example

1.2.1 Letter One



The Electrolux Group

St Gangsgatan 143 S tockholm, 10 45 Sweden

Telex: 53892 SHELEC SS

Our Reference No. H/W—T008

Tel: 46 – 8 – 738 – 6000

Your Reference No.

E-mail: hwlee@electrolux.com

Date: 30th March, 20—

Messrs. William & Warner
105 Roller Road
Sydney, Australia

Attention: Mr. Donnason, Marketing Dept.

Dear Sir,

Re: Shipping Advice of Freezers

With reference to your order No. F256 of February 5 for 1,000 sets of Freezers, we're pleased to inform you that the goods have been loaded on board the s/s "Peace", which is sailing for your port on April 1st.

We've sent a telex to the above effect this morning. Please insure the goods as contracted and make preparation for taking the delivery. We are now making out the necessary documents for negotiation.

We assure you that our goods will be found satisfactory upon arrival at your port. We also hope that we can close more business with you in the future.

Yours faithfully,
The Electrolux Corp.
Horis De Wolley

Hor is De Wolley
(Manager)



1.2.2 Letter Two

Johnson & Johnson

1 J&J Plaza New Brunswick,

NJ 089333 U. S. A.

Tel: 732 - 524 - 0400

Fax: 732 - 525 - 0622

E-mail: carrie@jnj.com

Date: 22nd July, 20—

Soft Health Care Product Corp.

Room 2301 Yili BLD,

35 Naojing Road,

Shanghai, China

Attention: Mr. Wang, Import Dept.

Dear Sir,

Re: SHAMPOO

We've received your letter of July 10th enquiring about our JOHNSON'S® Baby Shampoo with Natural Lavender, but unfortunately, the stock of this product is running low due to the heavy demand. But we will inform you as soon as the new supplies come up.

We sell a wide variety of Baby's Shampoo. All of them are made of the NO MORE TEARS formula. For your reference, we enclose an illustrated catalogue of our shampoos and we hope you will find it interesting.

We hope that we can close business to our mutual advantage in the future.

Yours faithfully,

Johnson & Johnson

Doris Ferguson

Doris Ferguson

(Manager)



1.2.3 Letter Three



ELECTRONICS

SAMSUNG ELECTRONICS

310 Taepyung-ro 2-ga, Chung-gu
Seoul, 100 - 102, Korea

Tel: 82 - 2 - 3706 - 1114

E-mail: qsl@samsungacorp.com

Our Reference No. ODL-11

Your Reference No.

Date: 23rd December, 20—

Shandong Science & Technology Co. Ltd.
21/F Bright Plaza
138 Jinni Road, Jinan
Shandong, China

Attention: Mr. Zhou Jun, Import Dept.

Dear Sir,

Re: Our Offer for PDA Type III -H

Thank you for your interest in our latest Personal Digital Assistant Type III -H.

As requested, we offer you 500 sets of PDA at USD140 per set FOB Inchon for shipment in February, 20—. We require payment by L/C.

Because there is an increasing demand for this product, our price is non-negotiable. We look forward to your reply.

Yours truly,

Samsung Electronics

Lavis Kim

Lavis Kim

(Manager)



1.2.4 Letter Four

Dear Manager:

You were recommended to our company by the Bank of China, New York Branch, which told us that you export Chinese textiles and cotton piece goods.

Our company imports general merchandise. We have been in business since 1935, and therefore have wide experience in all the lines we handle.

Our bankers are Chase Manhattan Bank and the Hong Kong & Shanghai Banking Corporation of Hong Kong. They can provide you information about our business and finances.

Please inform us of your trade terms and forward samples and product brochures. We look forward to a productive trade.

Sincerely,

Michael S. Barnwell

Manager

MSB/sh

1.3 Notes

1.3.1 Essential Parts of a Business Letter

- | | |
|--------------------------------|----------|
| 1. The letterhead | 信头 |
| 2. The date line | 日期 |
| 3. The inside name and address | 收信人名称和地址 |
| 4. The salutation | 称呼 |
| 5. The body of the letter | 信文 |
| 6. The complimentary close | 结尾敬语 |
| 7. The signature | 落款签字 |

1.3.2 Optional Parts of a Business Letter

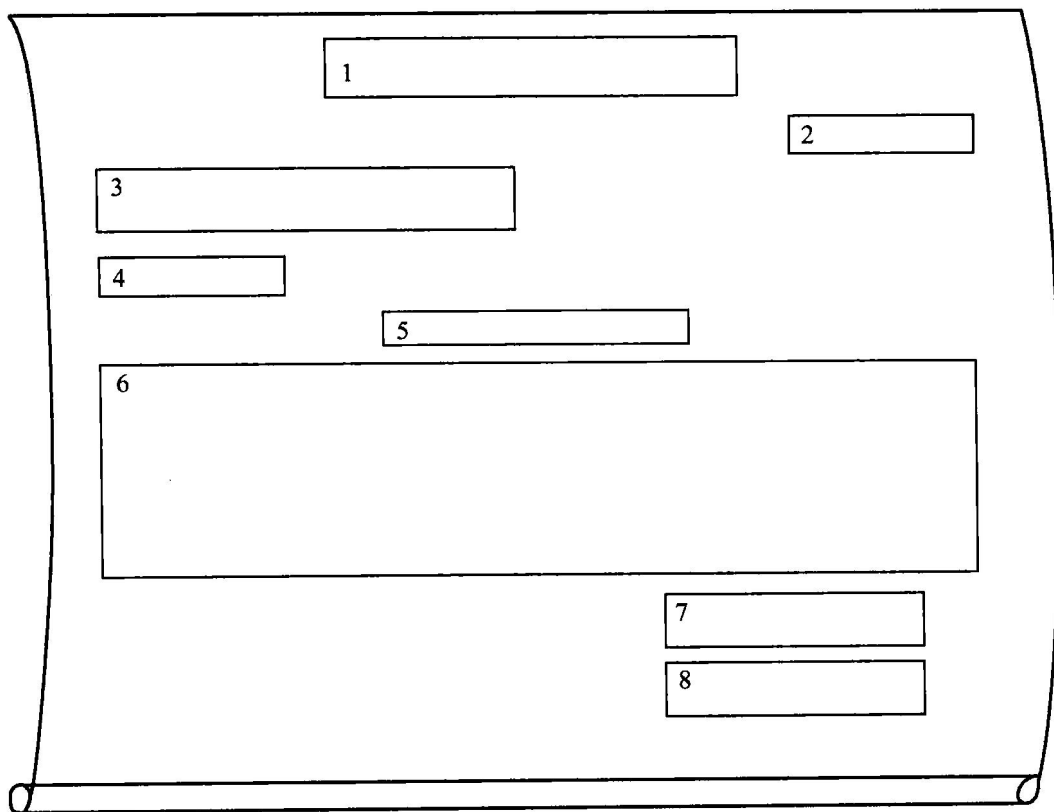
- | | |
|-----------------------|-------|
| 1. The attention line | 具体收信人 |
| 2. The subject line | 事由 |



- | | |
|-----------------------------|----|
| 3. The reference notation | 案号 |
| 4. The enclosure | 附件 |
| 5. The carbon copy notation | 抄送 |
| 6. The postscript | 附言 |

【Exercises】

1. In the following picture, each numbered section represents a part of an English letter in indented form. Can you write beside the number what this part is?



2. Can you draw a picture like the one above but showing a letter in blocked form?

3. The following are different parts that form an English business letter. Please lay them out into a letter in modified indented form.

写信人:五龙国际玩具公司(Five Dragons International Toys Company)

地址:江苏省扬州市扬子江北路8号

邮编:225008



收信人: A & A 4Kidz Inc

地址: Beursplein 37, 3001 DD Rotterdam, Netherlands

事由: Children Toys

日期: 20—年 8 月 5 日

写信人姓名: 王新

职务: 出口部经理 (Export Manager)

信的内容:

We learn your name and address from International Business Daily, and know that you would like to import Chinese toys.

We are a toy company with customers from both China and abroad. We not only supply to a number of big chain stores across China, but also receive substantial orders from many major global retailers such as Wal-Mart, Carrefour and Sears.

Enclosed is an illustrated catalogue of our products. We are confident that they will be appealing to you.

If you are interested in any of them, we would be glad to send you some samples for your consideration.

Your early reply will be appreciated.

另外, 该信件要交由收信人公司的进口部 (Import Department) 处理。

4. Find out what is not acceptable in terms of format (格式) from the following letter and make corrections.

Network Foods Limited

42 - 44 Sheehan Road Heidelberg West Victoria, 3081

Australia

ATTN: Mr. Michael Fox

Tianjin Tanggu Foodstuff Company Limited

China, Tianjin, Tanggu District, Hubei Road No. 17

Subject: Soy Source

Dear Sirs,

We are very glad to hear from you so soon and learn that you are interested in our soy source.