

高职高专商务英语系列教材

Foreign Trade Letters

英文外贸函电



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主 编：樊红霞 汪莫才



外语教学与研究出版社

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主 编：樊红霞 汪莫才

副主编：祝文英 曾美华

编 者 (按姓氏笔画顺序)：

朱 琰 杨美文 汪莫才 张 艳 陆 阳 范莹莹 胡 巍
祝文英 徐 静 郭 敏 曾美华 熊秀琼 廖新佳 樊红霞

编 审：Dorothy Sherman (美)

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前言

近年来,随着我国对外贸易的空前发展,外贸行业亟需大量精通外语、能够熟练处理国际贸易业务的复合型、应用型人才。外贸函电作为联络对外业务、进行业务磋商、参与国际竞争的重要手段,是外贸行业从业者必备的基本技能之一。为了增强高等院校外贸人才培养的针对性和实效性,提高人才对行业发展的适应性,我们编写了这本教材。

本教材共分12个单元,第一单元简要介绍外贸信函的基本要素、格式和写作技巧,2—12单元讲授外贸进出口流程的主要环节:建立业务关系、资信查询、询盘与回复、促销、发盘与还盘、订购与确认订购、支付、包装、装运、保险、索赔与理赔等。每一单元侧重于对该外贸环节中最常用的一类信函的介绍。

每个单元由概述、信函实例、写作技巧、实训指南、课后习题五部分组成。概述部分介绍信函的类别、写信的目的及相关的业务背景知识,旨在使学生了解专业术语,运用相关知识得体地处理往来信函。信函实例部分提供六至八个典型范例,每例各有侧重,信后附有中英文注释,解决语言和业务知识上的难点。写作技巧部分是对此类信函的特点、写作注意事项及常用语句的归纳与示例。实训指南由讨论和实际操练项目组成,供师生结合实际,进一步探讨业务中应注意的问题,通过实践提高信函写作与业务操作技能。课后习题以专业词汇、习惯表达、情景写作等练习内容为主,提供形式多样的练习,巩固课堂所学知识。

书后附有商务英语常用语句。

本教材建议教学时数为72学时,每单元6学时:理论2学时,实践4学时。教师可结合实际情况灵活安排教学模式,可采用背景知识讲解、信例分析示范、写作技巧与常用句型归纳总结、案例分析讨论、模拟操作训练、学生作业点评、个别辅

导答疑等方式开展教学。要注意精讲多练，遵循写作技能与外贸业务操作技能教学相结合的原则，遵循知识、能力和素质培养相互协调的原则。

笔者在本教材编写之前进行了充分的调研，力求使教学内容与目前外贸行业职业能力要求一致，与职业资格标准相衔接，贴近国际贸易活动的工作实际，突出实用性、实践性、时效性，以求在最短的时间内，最大限度地扩充行业知识，提高行业能力。本教材行文简明扼要，语言地道流畅。

本书既可供外经外贸类专业学生作为教材使用，也可供自学者选用。希望本书的面世能够为外贸行业专门性人才的培养作出贡献。

在编写过程中，外语教学与研究出版社朱书义女士给予了很大帮助，在此致以诚挚谢意。

由于编写时间有限，疏漏之处在所难免，敬请专家和读者不吝赐教。

编者

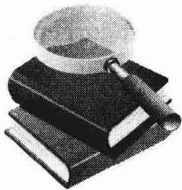
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Unit 1



General Introduction

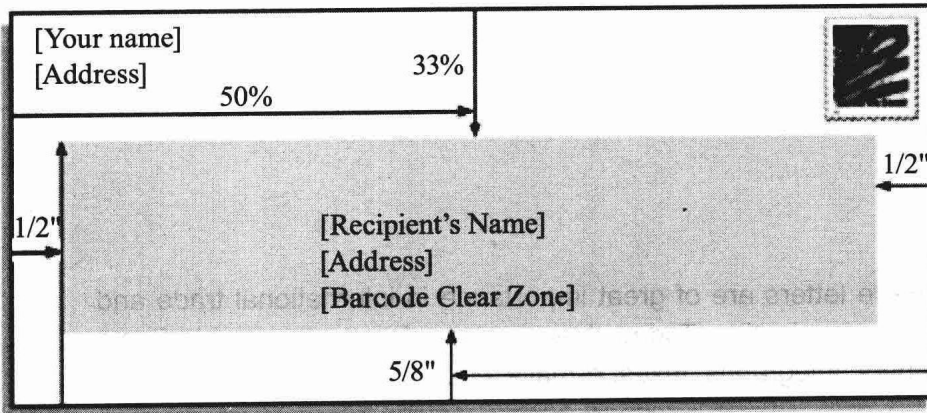
Foreign trade letters are of great importance in international trade and business communication. Today, they are more frequently used in forms of notepapers, telegraphs, faxes, e-mails, etc.

This book mainly dwells on 11 types of foreign trade letters widely used in foreign trade, which are about:

- establishing business relations;
- credit and status inquiries;
- inquiries and replies;
- sales;
- offers and counter-offers;
- orders and confirmations;
- payment;
- packing;
- shipping;
- marine insurance;
- claims and adjustments.

Layout of Envelopes

When you write an envelope, you should put your name and address at the upper left corner of the envelope and the recipient's name and address in the center of the envelope. The following is an example of a standard English envelope.



Generally, the information about the recipient is laid out in the following order:

- recipient's name (if known);
- company name;
- address or post office box;
- city, state, and postal code;
- country (if it is an international mail).

For example:

<p><i>Susan Jones</i> <i>ABC Company</i> <i>1234 Main Street</i> <i>Newtown, NY 20022</i> <i>USA</i></p>

L

Layout of Letters

Generally, a foreign trade letter can be divided into three parts: the pre-message, the message, and the post-message. It can be further divided into 16 segments.

The structure of a letter is demonstrated in the tables below illustrating the position of each part in a letter. After that, all segments will be introduced one by one with more details and examples.

Pre-message	
Modern Truck 234 First Street Newtown, NY 20022 Tel: 01-2-555-1212 Fax: 01-2-555-4545	Letterhead (信头)
September 11, 2006	Date (日期)
Joe Martin First Trucking 5656 North Willow Road Middleton, NY 20088	Inside Address (信内地址)
Att: General Manager	Attention Line (指明收信人)
Ref: 12-5-56A	Reference Number (编号)
Sub: Replacement parts	Subject Line (事由 / 主题行)
Dear Mr. Martin,	Salutation (尊称)

Message (Body)

Valley Truck Supply is now in a position to reduce the cost of your truck spare parts. This is due to our growing number of satisfied customers over the past few years.

Opening Sentences (开头语)

Volume discounts are available to customers buying as few as six of an item with, however, a dollar minimum per order.

Main Body (主旨段落)

Please refer to the enclosed sheet for a list of widely purchased parts and the discount rates.

We hope this program will help you provide faster service to your customers. We look forward to continuing to serve you in the future.

Closing Sentences (结尾语)

Post-message

Sincerely,

Complimentary Close (结尾敬词)

John Smith

Signature (签名)

John Smith

Manager

Sales Department

JS/aw

Identification Initials (作者姓名缩写 / 打字员姓名缩写)

Encl.: List of Available Parts

Enclosure (附件)

CC: Bob Wood

Copy Notation (抄送)

P.S.

Postscript (附笔)

■ Layout of the pre-message

1) Letterhead

Companies normally have their own letterhead templates customized with the logo, company name and address. The address includes street, city, state or province, postal code, and country (if necessary). Many companies also add a phone number, fax number, e-mail address or website to the letterhead. The letterhead can be on the left side of the page, in the middle, on the right, and it can also be put in long lines, e.g.:

Total Communications
1234 NE Central Road
Camas, WA 98607
Phone: 360-555-1212, Fax: 360-555-1515
Totalcom@communication.com

2) Date

All foreign trade letters should be dated. The date includes the day, month and year. There are two basic forms of dates. The American form is as follows:

September 2, 2006

The British form is different:

2 September 2006

3) Inside address

The order of the inside address includes the recipient's name, title, the company, then the street, city, state or province, postal code, and country (if necessary), e.g.:

*Charles Staples
General Manager
7 Studios
11943 Montana Avenue
Los Angeles, CA 90049
USA*

4) Attention line

The attention line is optional. It is used when the inside address includes only a company name. Its function is to tell to whom the letter should go. We can use such abbreviations as "Att" or "ATT" to indicate the attention line, e.g.:

*Att: Charles Staples, Game Designer
ATT: Mr. George Williams
Att: Sales Manager
ATT: President*

5) Reference number

A reference number may be an order number, invoice number, part number or date. "Re" and "Ref" are the most common abbreviations, e.g.:

*Re: Order No. 789
Ref: PO No. 345
Re: Invoice No. 456*

Sometimes, we use "Your ref" to indicate to which letter we reply; "Our ref" is used as the reply letter's reference number, e.g.:

*Your ref: CNN/255
Our ref: 1234/BD*

6) Subject line

The subject line shows the general idea or the purpose of the letter. It features a word or two, or a short phrase. The subject lines appear as follows:

Sub: Thursday's meeting
Sub: Sales conference
Sub: DELAY OF DELIVERY
Sub: Request for price lists

Usually, reference numbers and subject information are combined together to facilitate understanding, e.g.:

Re: Account No. FG 1234
Billing Dated 10-4-04
Error in Billing
Sub: Order No. 1234
Price Reduction

7) Salutation

A salutation is a way of greeting the reader or addressee. The name is usually combined with "Mr.", "Mrs.", "Miss", "Ms.", or an official title like "President" or "Doctor", etc. In American style, a salutation ends with a comma, e.g.:

Dear Mr. Smith,
Dear Mrs. Jones,
Dear Peter,
Dear President Jones,
Dear Professor Qin,

If the addressee's name is not known, you may use his title, or address the letter to his department, e.g.:

*Dear Sales Manager,
Accounting Department,*

If the letter is addressed to a company or organization, you may say:

Dear Sirs,

Sometimes letters are addressed in a more general way:

*Gentlemen,
Ladies and Gentlemen,*

■ Layout of the message

The main part of the letter is divided into three sections: opening sentences, body, closing sentences.

1) Opening sentences

The opening sentences give the reader a general idea about what your letter is going to say, e.g.:

*In response to your letter of May 15...
Your letter has been received and we are pleased to say that...
After reading your advertisement...
Our Sales Manager, John Jones, suggested that I contact you regarding...*

2) Body

The body gives more details, asks questions, presents points of view, etc. Usually, a good foreign trade letter is not very long. Extra information other than the subject the letter deals with is kept out.

3) Closing sentences

The closing sentences of a letter can be an expression of gratitude, a suggestion or a request, e.g.:

Thank you for your attention.

Your assistance in this matter is appreciated.

I would appreciate your mailing this information today.

Please call me.

Our supply is limited. Act now!

■ Layout of the post-message

There are six parts in the post-message.

1) Complimentary close

The complimentary close is always followed by a comma and only the first letter is capitalized. The close can be formal or informal, depending on whether you are familiar with the addressee. Formal complimentary closes are like:

Very truly yours,

Yours cordially,

Respectfully yours,

Less formal ones are as follows:

Best regards,
Cordially,
Yours truly,

Examples for informal close include:

Best wishes,
Warmest regards,
See you in the near future,

2) Signature

The signature is put at the left margin, leaving three lines' space for the handwritten signature before the typed name, title and/or department. It usually looks like this:

Sincerely,

John Smith

John Smith

Sales Department