



高职高专经管类核心课教改项目成果系列规划教材

外贸函电实操

朱佩珍 徐腾飞 主 编



科学出版社
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- 高职高专经管类核心课教改项目成果系列规划教材
- 全国财经类高职高专院校联协会推荐教材

外贸函电实操

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内 容 简 介

本书共分五个单元,主要内容如下:第一单元为寻找客户,包括建交、询盘和报盘;第二单元为签订合同,涉及建交、询盘和报盘、还盘和接受、签订销售合同;第三单元为出口产品,涵盖询盘和报盘、接受、付款、装运、寄装船单据;第四单元为处理争端,涉及包装、装运、保险、索赔和仲裁;第五单元为指定代理,包括交易回顾、代理、总代理协议。书后附录汇集了常用外贸词汇、世界主要港口、常见合同协议、相关单证等。

每一单元开头均设置了情境案例,单元内容围绕此案例展开,目的是把英语函电教学融入具体的外贸业务之中,藉以培养学生的实务操作能力。单元后有注释、重点词汇和短语、句型和练习。

本书可作为高职高专国际经济与贸易、国际商务、商务英语等专业的教材,也可供社会相关人士自学及外贸从业人员参阅。

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序

改革开放以来,我国经济快速发展,经济总量不断增加,对从事经济活动的相关人才的需求空前高涨。社会对经济管理类人才的需求大体上可以划分为两大类。一类是从事理论研究,从宏观和微观角度研究社会经济发展和运行的总体规律,研究社会资源的最优配置及个人满足最大化等问题的学者。另一类是在各种经济领域中从事具体经济活动的职业人,是整个经济活动得以有效运行的基本元素,是在各自不同的领域发挥着使经济和各项业务活动稳定有序运行、规避风险、实现价值最大化的社会群体。从社会经济发展的实际情况来看,后一类人群应该是社会发展中需求数量最大的经济管理类人才。在上述两类人才的培养上,前者主要由普通本科以上的高等院校进行培养,后一类人才的培养工作从我国高等教育的现状来看,培养的主体主要为高等职业教育。

高等职业教育经过近年来的迅猛发展,已经占据了我国高等教育的半壁江山。特别是自2006年教育部、财政部启动的国家示范性高等职业院校建设工作和教育部《关于全面提高高等职业教育教学质量的若干意见》(教高[2006]16号)文件的颁布以来,我国的高等职业教育迸发出前所未有的激情和能量,开放式办学、校企合作、工学结合、生产性实训、顶岗实习等各项改革措施深入开展,人才培养模式改革、课程改革、教材改革、双师结构教学团队的组建、模拟仿真的实验实训环境的进入课堂等项教育教学改革不断推进,使我国高等职业教育得到了长足的发展,取得了令人瞩目的成绩,充分显示出高等职业教育在我国经济发展中举足轻重的作用和不可替代的地位。

我们依托上述大背景,同时根据技术领域和职业岗位的任职要求,以学生的职业能力培养为核心,组织了全国在相关领域资深的专家和一线的教育工作者,并与行业企业联手,共同开发了这套《高职高专经管类核心课教改项目成果系列规划教材》。这套丛书覆盖了经管类的核心课程,以职业能力为根本,以工作过程为主线,以工作项目为载体进行了教材整体设计,突出学生学习的主体地位是本系列教材的突出特点。

当然,我们也应该看到,高等职业教育的改革有一个过程,今天我们所组织出版的这套教材,仅仅是这一过程中阶段性成果的总结和推广。我们坚信,随着课程改革的不断深入,这套教材也将以此为台阶,不断提升和改进,我们衷心地希望通过高质量教材的及时出版来推动教学,同时使本套教材在实际教学使用过程中不断完善和超越。

本套教材为全国财经类高职高专院校联协会会和科学出版社的首次合作成果，是全国财经类高职高专院校联协会的推荐教材，适合全国各高职高专经济管理类专业使用。

周建松

2008年6月9日

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前 言

本书在编写思路上较同类教材有较大的突破,按照外贸业务的寻常过程进行单元的编排,开篇即引入企业实际案例,旨在培养学生把外贸英语函电写作融入常见业务案例的实践操作能力。全书共分为五个单元,分别为寻找客户、签订合同、出口产品、处理争端和指定代理。五大单元学习的内容呈递进关系,难度逐步增加,涉及的外贸业务从初级到高端。不同学习单元采用不同企业的业务案例,使学生在接触不同企业业务操作方法的同时,熟悉更多的产品知识,训练不同的写作风格,实现书本知识与外贸实际业务的零距离对接,强化外贸英语函电的实践过程,更加适合高职高专学生 and 外贸工作从事者学习和使用。

本书由朱佩珍、徐腾飞主编,杨艳教授担任主审,各单元编写分工如下:第一单元由朱佩珍、张康编写;第二单元由徐腾飞、董兵编写;第三单元由朱佩珍、姚娜、张燕编写;第四单元由朱佩珍、吴亚琴、胡艳艳编写;第五单元由应纯艳、潘百翔编写。朱佩珍、应纯艳、杨艳进行了全书的统稿和审定。

本书编写过程中,得到了许多热心人士的支持,尤其是合作企业外贸人员的鼎力协助,在此向他们表示衷心的感谢!

限于编者水平和时间,书中阙误之处在所难免,殷切希望广大读者不吝赐教,以便再版时进一步修订与完善。

Contents

Unit 1 Finding Business Partners	1
Section 1 Establishing Business Relations	2
Section 2 Inquiry and Offer	11
Specimen E-mails	15
Notes	22
Important Words and Phrases	23
Useful Expressions	25
Exercises	26
Unit 2 Signing Contract	28
Section 1 Establishing Business Relations	29
Section 2 Inquiry and Offer	30
Section 3 Counter-offer and Acceptance	31
Section 4 Sales Contract	35
Specimen E-mails	40
Notes	46
Important Words and Phrases	48
Useful Expressions	49
Exercises	50
Unit 3 Exporting Products	53
Section 1 Inquiry and Offer	54
Section 2 Acceptance	55
Section 3 Payment	57
Section 4 Shipment	60
Section 5 Sending Shipping Documents	62
Specimen E-mails	63
Notes	70
Important Words and Phrases	70
Useful Expressions	72
Exercises	73

Unit 4 Dealing with Disputes	76
Section 1 Packing.....	77
Section 2 Shipment.....	80
Section 3 Insurance.....	81
Section 4 Claims and Arbitration.....	83
Specimen E-mails.....	87
Notes.....	92
Important Words and Phrases.....	93
Useful Expressions.....	94
Exercises.....	95
Unit 5 Appointing an Agent	97
Section 1 Transaction Review.....	98
Section 2 Agency.....	100
Section 3 General Agency Agreement.....	102
Specimen E-mails.....	105
Notes.....	108
Important Words and Phrases.....	109
Useful Expressions.....	109
Exercises.....	111
Appendix A Commonly Used Vocabulary in International Trade	112
Appendix B Major Ports of the World	118
Appendix C Commonly Used Contracts and Agreements	124
Appendix D Relative Documents and Credits	143
参考文献	154

Unit

1

Finding Business Partners

● **Company Profile** *****➡

浙江家乐灯具有限公司外贸业务员马林通过网络搜索找到加拿大的 Sun Trading Co., Ltd., 得知该公司正在求购节能灯, 于是给对方发去了要求建立业务关系的邮件。Sun Trading Co., Ltd.对其中的四款节能灯有兴趣, 要求报盘。浙江家乐灯具有限公司发盘后, 对方没有回复。

Our enterprise, namely Zhejiang Jiale Lighting Co., Ltd., is a professional lighting source and solar product manufacturer and supplier under ISO 9001 : 2000 and RoHS¹ Systems. It is composed of R&D, Production, Marketing and Service Departments.

Our products involve three fields: Energy Saving Lamps, LED² Lights, Solar Lighting and Solar Panels. Our factory covers an area of about 30,000 square meters, among which 8,000 square meters is for R&D and general office, and 18,000 square meters is for workshops. We have very strong R&D teams who specialize in lighting, electronics, illumination, structure and technical design.

Most of our lighting products have gained CE³, UL⁴, RoHS, EMC⁵ certifications, and our solar panel products have CE, TUV⁶, and IEC⁷ certifications.

We do our international business on OEM & ODM⁸ basis. There are specialized engineer teams for product research. New product development, customer-oriented items, timely delivery and technical service are all handled by professionals. Prompt response will be guaranteed.

Our 25 years' production experience, strong R&D capability and comprehensive after sales service will be of great help to you both in marketing and consultation. You are warmly welcome anytime to visit our company.

Your satisfaction is our greatest success.

Section 1 Establishing Business Relations

● Writing Background -----➔

浙江家乐灯具有限公司外贸业务员马林通过网络搜索找到加拿大的 Sun Trading Co., Ltd., 得知该公司正在求购节能灯。Sun Trading Co., Ltd. 的联络方式是:

Mr. Johnson
Purchasing Division
Sun Trading Co., Ltd.
309-320 Jalan Street, Toronto, Canada
Tel No.: 001-416-2780990
Fax No.: 001-416-2780110
E-mail: Suntrading@hotmail.com

● Writing Task -----➔

请根据上述背景资料, 以浙江家乐灯具有限公司外贸部业务员的名义, 给 Sun Trading Co., Ltd. 去函, 表达与之建立业务关系的热切愿望, 并告之公司网站, 以便对方浏览。

● Writing Guide -----➔

The written mode of communication has always been popular as it generally provides a more permanent record of the messages transmitted. This mode of communication consists of a variety of media. They include letters, e-mails, faxes, memos, reports, notices and others. Among them, letters and e-mails are the most frequently used media.

Business letters and e-mails are mostly correspondent among business organizations or between such organizations and individuals. They are of crucial importance in the conduct of business activities. They play an essential role in a company's correspondence with the outside world.

1. The Structure of Business Letter-writing

The business letter consists of seven necessary parts: the letter-head, the date, the inside name and address, the salutation, the body, the complimentary close and the

signature. When appropriate, any of the following optional parts can be included: reference number, subject line, enclosure, carbon copy, postscript and Attention Line.

I. Necessary Parts

(1) Letter Head (信头)

The letter-head expresses a firm's personality. It helps to form the impression of the writer's firm. Usually printed, a letter-head may include the firm's name, address, post code, telephone numbers, telex number, fax number, e-mail address and even a symbol of the firm.

(2) Date (日期)

Always type the date in full. The following is 4 forms of expression:

24th July, 2010

July 24th, 2010

24 July, 2010

July 24, 2010

To give the day in figures (e.g. 11/9/20××) is in bad taste, and it may easily cause confusion because in Britain this date would mean 11th September, 20××, but in the United States and some other countries it would mean 9th November 20××.

(3) Inside Name and Address (信内名称和地址)

The inside name and address is typed below the date, next to the left-hand margin. Its major function is to provide the writer with a record of to whom and where the letter will be sent. The inside name and address of a letter to an individual consists of the person's courtesy title, name, business or executive title and address, while the letter is to a group, the inside name and address includes the full group name and address.

The courtesy title used in correspondence are Mr., Mrs., Miss, Messrs. Mrs. is used for a married woman and Miss for an unmarried woman. In recent years it has become customary to use Ms. as the courtesy title for all women, including married or unmarried. Messrs., as the plural form of Mr., is used only for companies or firms, the name of which includes a personal element.

e.g. Messrs. G. Johnson & Co.

(4) Salutation (称呼)

The salutation is the greeting with which every letter begins. The customary greeting in business letter is Dear Sir or Dear Sirs. But the Americans usually use Gentlemen instead of Dear Sirs. If the writer is not sure whether the letter will be read by a man or a woman, please use the greeting: Dear Madam or Sir. If the writer knows the name of the reader, please use the greeting: Dear Mr. ×××, or Dear ×××.

(5) Body (正文)

A body, where all the information is to be given, is the part that really matters. Before you begin to write, you must first of all consider the following points:

- 1) What is your aim in writing this letter?
- 2) What is the best way to go about it?

The body must express the aim of the letter, so it should be written in language that is easily understood. The following serves as reminders:

- 1) Write simply, clearly, courteously, grammatically, and to the point;
- 2) Paragraph correctly, confining each paragraph to one topic;
- 3) Avoid stereotyped phrases and commercial jargons.

(6) Complimentary Close (信尾敬语)

The complimentary close, like the salutation, is purely a matter of custom and a polite way of bringing a letter to a close. The expression used must suit the occasion. It must also match the salutation.

Dear Sir (s) /Dear Madam	→	Yours faithfully/truly, Faithfully yours,
Gentlemen	→	Yours truly, Truly yours, Yours sincerely
Dear Mr. Wang	→	Yours sincerely
Dear Helen	→	Best Wishes/Best Regards

(7) Signature (签名)

The signature is the signed name or mark of the person writing the letter or that of the firm he or she represents. It is written in ink immediately below the complimentary close. To "sign" with a rubber stamp is a form of discourtesy. If the writer is on the behalf of his company, it includes the following points:

- 1) The name of the company;
- 2) The name of the signer;
- 3) The position of the signer.

II. Optional Parts

(1) Reference number (参考号)

The function of a reference number is to designate the numbers of the relevant letters when writing for the purpose of consulting and filing.

Frequently used expressions: Your ref./Our ref.

(2) Subject line (主题行)

The subject line is regarded as a part of the body of a business letter. Usually it is in the upper case or initial capitals/underline and placed between the salutation and the body of a letter to call attention to what content the letter is about.

Frequently used expressions: Re:/Subject:/Sub:

e.g. Subject: Our Quotation Sheet No. 123

(3) Enclosure (附件)

An enclosure can be anything in the envelope in addition to the message itself.

It is typed two line spaces after the signature when something is sent along with the letter.

If the enclosed are more than one, the number should be marked.

Frequently used abbreviations: Enc., Encs.

e.g. Enc.: a price list.

(4) Carbon Copy (C.C.) (抄送)

If you want to make a copy for other persons besides the addressee, you should type the names of these persons after Carbon Copy (C.C.) below everything else typed on the page.

e.g. C.C.: Mr. Franklin

(5) Postscript (P.S.) (附言)

When you find something forgotten to be included in the letter body before the envelope is to be sealed up, you may state it after the signature in a postscript with a simple signature again. The adding of a P.S. should, however, be avoided as far as possible.

e.g. P.S.: The shipping advice concerning the said goods will be sent to you by fax on July 7.

(6) Attention Line (经办人提示行)

An attention line is considered a part of the inside address and it leads the letter to a particular person or department when the letter is addressed to a company. It is usually between the inside address and the salutation or above the inside address.

e.g. For the attention of Mr. Rawls; Attention: Export Department.

A sample of the layout of a business letter:

Letter Head		Date
Inside Name & Address		
Attention Line		
Salutation		
Subject Line		
Body _____		

Complimentary Close		
Signature		
Enc.		

2. Styles of Business Letters

Generally speaking, there are four styles in business letter writing, namely, "Indented style", "Block style", "Semi-block style" and "Simplified Style".

Please study the four styles by reading the samples of business letters as follows.

(1) A sample of a business letter in Indented style (缩进式样本)

Casio & Pomponia Co., Ltd.

Ulucanlar Caddesi 36/B, Samanpazari, Ankara

Tel: (0312)3104109-07 Fax: (0312)3102106-17

E-mail: onbirller@ttbet.net.tr

November 10, 2008

Si Fang Holding Group
No.234, Chouzhou Road, Yiwu City,
Zhejiang Province, China

Dear Sirs,

We are glad to inform you that we are interested in hand-made gloves in a variety of genuine leather. There is a steady demand here for gloves of high quality and, although sales are not particularly high, good prices can be obtained.

Will you please send us a copy of your catalogue for gloves, with details of your prices and terms of payment? We should find it most helpful if you could also supply samples of the various leather of which the gloves are made.

Yours faithfully,
Casio & Pomponia Co., Ltd.
Mr. Smith
General Manager

(2) A sample of a business letter in Block style (平头式样本)

Casio & Pomponia Co., Ltd.

Ulucanlar Caddesi 36/B, Samanpazari, Ankara

Tel: (0312)3104109-07 Fax: (0312)3102106-17

E-mail: onbirller@ttbet.net.tr

November 10, 2008

Si Fang Holding Group
No.234, Chouzhou Road, Yiwu City,

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Will you please send us a copy of your catalogue for gloves, with details of your prices and terms of payment? We should find it most helpful if you could also supply samples of the various leather of which the gloves are made.

Yours faithfully,

Casio & Pomponia Co., Ltd.

Mr. Smith

General Manager

(3) A sample of a business letter in Semi-block style (混合式样本)

Casio & Pomponia Co., Ltd.

Ulucanlar Caddesi 36/B, Samanpazari, Ankara

Tel: (0312)3104109-07 Fax: (0312)3102106-17

E-mail: onbirller@ttbet.net.tr

November 10, 2008

Si Fang Holding Group

No.234, Chouzhou Road, Yiwu City,

Zhejiang Province, China

Dear Sirs,

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Will you please send us a copy of your catalogue for gloves, with details of your prices and terms of payment? We should find it most helpful if you could also supply samples of the various leather of which the gloves are made.

Yours faithfully,

Casio & Pomponia Co., Ltd.

Mr. Smith

General Manager

(4) Simplified style: Fax style and E-mail style (传真和邮件一般采用简式文体)

1) A sample of Fax style (传真样本)

Heading (Sender's information)	
From:	Date:
To:	Pages:
Attn.:	
Salutation	
Body _____	
Complimentary Close	
Signature	

2) A sample of E-mail style (邮件样本)

From: (发件人)	t-white@abc.com
Date: (日期)	31December, 2009, 11:24:30
To: (收件人)	b-smith@benton.com
Subject: (主题)	Order No. 456
Bob Smith, (称呼)	
Body _____	
Yours, White	

3. Writing Principles

When you write a business letter, you should follow the 7 "CS": completeness, concreteness, clearness, conciseness, courtesy, consideration and correctness.

(1) Completeness (完整)

A business letter should include all the necessary information. It is essential to check the message carefully before it is sent out. Completeness means that all the matters are discussed and all the questions are answered.

(2) Concreteness (具体)

Make the message specific and definite.

e.g. Our oranges are of top quality. ———> Our oranges are juicy and sweet.

e.g. It is our big client. ———> It did more than two million worth of business with us last year.