



海关高等教育教材
HAIGUAN GAODENG JIAOYU JIAOCAI

GUOJI SHANGWU YINGYU HANDIAN JIAOCHENG

国际商务英语函电教程

吴宝康 李芳兰◎编著

 中国对外出版社



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国际商务英语口语教程

主编：王 颖

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Business Correspondence for International Trade

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我国古代海关的起源，一般认为是在西周，至今已有三千多年的历史。其名称几经变迁，经历过关、塞、关楼、津、市、市舶司、月港督饷馆、钞关、户关、工关、榷关、常关等，直到清代康熙二十四年（1685年），中国历史上才第一次出现了正式的、以海关命名的进出境关口。1840年鸦片战争以后，中国沦为半殖民地半封建国家，丧失了关税自主权和海关行政管理权。为收回海关主权，培养我国自己的海关人才，清政府于1908年在北京创办了税务学堂，开创了我国海关高等教育的先河。1913年，北洋政府教育部批准改名为税务专门学校。在四十余年的办学中，该校为中国海关培养了两千余名专业人才。

新中国的海关专业教育起步于1953年，以上海海关学校的设立为标志。1980年经国务院批准，上海海关学校升格为上海海关专科学校。1996年更名为上海海关高等专科学校。2007年3月，教育部批准在上海海关高等专科学校的基础上设立上海海关学院。上海海关学院作为全国唯一系列设置海关类课程和专业的本科院校，承担着传播海关专业知识、培养海关专门人才、进行海关学术研究、开展海关国际交流与合作的重任。

上海海关学院的发展，事关人才培养重任，事关国家的海关大业，需要我们冷静思考，科学规划，抓住机遇，真抓实干，在新的起点上以新的办学思路、新的办学举措、新的办学业绩来适应海关和社会经济贸易发展的变化。为此，学院确立了走专业化、精品化、特色化的发展之路，分别设置了分属管理学、经济学、法学和文学等学科门类的若干个本科和专科专业。为实现立足海关、服务社会、面向国际，把学院建设成为教育、培训协调发展，具有鲜明海关特色的高等学府的办学目标，学院将坚持党和国家的教育方针，遵循教育教学规律，科学界定办学定位，努力发挥办学优势，逐步形成办学特色，不断提高教育培训质量，全面提升学院的综合实力和办学水平，真正将上海海关学院办成名副其实的海关人才培养基地。

在海关总署的领导和全国海关的支持下，升本后的上海海关学院在严格按照教育教学规律组织教学工作，夯实教学管理的基础工作，切实加强教学监控，狠抓人才培养质量的同时，积极探索构建以海关学为核心的学科群，探讨海关学基础理论，明确海关学的研究对象，建立包括海关管理学、海关法学、关税学等在内的二级学科理论体系，努力使中国海关拥有与自身地位相匹配的学科地位。为满足迅速发展的海关高等教育的实际需要，学院根据教学需要和学院实际，着手组织编写了这套“海关高等教育教材”（以下简称教材）。该套教材涵盖了海关法律、关税、商品归类、海关估价、海关稽查、海关管理、海

关统计、风险管理、海关专业英语和海关公文写作等诸多内容，具有涉及海关专业诸多领域、专业性强、偏重原理、强调理论和实践相结合等特点。该套教材不仅能满足海关高等教育的需要，同时也是对海关实践的理论总结，对丰富和发展海关学科专业，构建以海关学为核心的学科群具有重要的意义。

对新升本的上海海关学院而言，一方面教学的实际对教材的需要极为迫切，另一方面也深知编写高水平教材之不易。教材的编写过程是一个需要我们不断深入研究和反复论证的过程，同时也是一个需要我们勇于创新、迎难而上的过程。令人欣喜的是，海关总署“将上海海关学院办成名副其实的海关人才培养基地”的宏伟目标和“倾全国海关之力办好上海海关学院”的坚定态度，以及中国海关事业的繁荣和发展，为海关理论研究和海关高等教育的发展提供了源源不断的动力和良好的学术氛围，同时也强化了我们对海关事业的责任感。我们相信，本着科学、务实的精神编写的这套教材，不仅能够为学院的教学提供适用的教材，而且也将为海关学科建设和人才培养作出积极的贡献。

肖建国

2009年1月



当前,经济一体化的浪潮席卷全球。中国一直在加快改革开放,发展外向型经济,这就要求我国高等院校培养出既有扎实的国际商务知识,又有过硬的英语运用能力的国际商务专才,而写好英文商务信函,是其开展业务、交流信息和从事涉外商务活动所必需的一项基本技能。

本书以培养实用型、复合型的高技能国际商务人才为目标,紧密结合国际贸易进出口业务实际环节而编写,可供商务英语专业、国际货代及报关专业、国际商务专业、国际贸易专业等相关课程的本科教学使用,也可供欲从事国际商务工作者学习参考。

本书具有以下特点:

首先,在简明扼要地介绍进出口业务相关知识的基础上,结合具体业务环节,教授英语函电的撰写和介绍重要单证。全书分为4个部分,16个单元。第一部分介绍了国际商务英语函电的撰写原则和结构特点;第二部分介绍英语函电写作,涉及开始业务、询价、报价、接受或拒绝报价、还盘等交易过程,以及资信查询、促销、订购和确认订购等业务环节;第三部分注重介绍买卖双方就国际贸易合同一些重要内容磋商时往来的英语函电撰写,包括付款、包装、运输、保险、投诉、争议、索赔等方面业务内容;第四部分则特别介绍了进出口业务、报关业务和国际货代业务常用的重要单证及其内容。

其次,全书内容尽量使用比较简明的英语进行讲述,便于学生熟悉国际贸易业务惯用的英语表达。但同时又辅之以必要的中文注释,以帮助学生理解教学内容。

最后,每单元均附有丰富多样的练习题,能有针对性地帮助学生熟悉、掌握和运用所学的专业术语和专业写作技能。本书后配有“参考答案”,提供所有习题的参考答案,个别可由授课教师自行灵活掌握的情景写信题除外。

本书编著者和参编人员大都具有商务英语专业背景,均长期从事外贸英语函电的教学。为此,本书在结构编排和内容设置以及练习的安排上尽可能地考虑教学的实际需求,力求使本教材更具操作性和实用性。

本书编写具体分工如下:

吴宝康:主编,负责编写全书主要内容;负责全书的最终修改、审阅、定稿。

李芳兰:副主编,负责编写第3、5、8、9、11单元中的注释和情景写信练习,第15单元练习中的单证填写、情景写信练习;参编修改第3、5、8、9、11、15单元的业务介绍、课文,第9、15单元练习,第15单元注释;参加全书最终核对修改。

郑继正:负责编写第4、13、14单元中的注释和情景写信练习;参编修改第4、13、

张丽莉：负责编写第6、7、10、12单元中的情景写信练习；参编修改第6、7、10、12单元的业务介绍、课文及注释；参与全书初审。

管小繁：负责参编修改第3、4、5、6、7、8单元的练习；参与全书初审。

王婷婷：负责参编修改第1、2、10、11、12、13、14单元的练习；参与全书初审。

由于编者水平有限，书中疏漏之处在所难免，敬请同仁、读者不吝赐教，批评指正。

吴宝康

2009年12月于

上海海关学院



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~ Part I ~

Writing Basics



Unit 1

**Writing Effectively—An Introduction to
*Business Correspondence for International Trade***

I . Text

The course *Business Correspondence for International Trade* aims at improving students' ability of communication with prospective^[1] business partners in such aspects as reading, writing, and translating business letters so as to acquire necessary information, discuss business, negotiate trade terms and finally conclude a transaction^[2].

Strictly speaking, however, business correspondence falls into the category of business writing which includes letters, reports, contracts, forms, in-house correspondence^[3] employment correspondence and so forth. Therefore, naturally, what we are discussing here is mainly about business letter writing equally applicable in most cases to other forms of business writing unless otherwise indicated.

Business writing, as we know, is nonfiction writing about a business related subject, addressed to a particular audience to achieve a particular purpose^[4]. It usually relies on facts without, of course, disclosing^[5] the commercial secret of a company. The audience to be addressed to could be one person, several people, or even thousands, depending on what particular purpose the document intends to achieve. A corporate annual report, for example, communicates to the public what happened in the corporation that year. It is meant^[6] to suggest the good management of the corporation so as to inspire confidence among the stockholders^[7]. Anything false or fake is against the law.

Likewise, business correspondence is also nonfiction writing concentrating chiefly on trade discussions among concerned parties^[8] for the conclusion of business. Each business letter is



meant for a particular recipient^[9]. A letter from a bank about the financial standing^[10] of a certain company is, for instance, a confidential^[11] report to the inquirer^[12], usually a company intending to start business with the company under investigation^[13]. Therefore, it is not to be disclosed^[14] to any third party.

When you write a letter, you will have to consider how to write effectively. A persuasive letter of sales promotion will certainly help increase business opportunity for your company while an ambiguous letter of acceptance is but a waste of time^[15]. To make your writing effective, you may follow some generally accepted principles. They can be summed up as six Cs, namely “Clearness”, “Comprehensiveness”, “Conciseness”, “Correctness”, “Consideration” and “Courtesy”^[16].

Clearness is the most important characteristic of good business writing. It means conveying your message to the recipient without being misunderstood. Ambiguity, vagueness, clichés^[17] and so forth are likely to make it difficult for people to understand what you want to express. The wordy jargon^[18] “at this point in time” is certainly more difficult to understand than the simple word “now” and the word “because” is a more direct word than the old expression “inasmuch as”. It is always necessary to write in direct, plain and simple language.

Comprehensiveness requires complete information the readers will need. Be sure to include all the necessary information so as to avoid the trouble of busy exchange of correspondence which sometimes results in the loss of time and, what is worse, loss of opportunity. It is understandable that a company cannot make a correct decision based on incomplete information.

Conciseness helps a lot to make business letters clear and effective. One simple way to shorten a document is to get rid of the unnecessary long words and phrases. Instead of writing, “A product with reasonable price and good quality will be more than welcomed at this market of ours (18 words)”, just say, “A reasonably-priced good-quality product will sell fast at our market (10 words)”. When writing “He made the statement that he agreed that a price cut was necessary (13 words)”, just ask yourself if it would be better to say “He agreed that a price cut was necessary (8 words)”. Please remember, in business letter writing, it is a wrong idea that long documents are better than short ones. Most readers, just like you, prefer short ones as they are busy dealing with a pile of business letters daily.

Correctness means observing^[19] the rules of spelling, grammar, punctuation, usage and so forth. If you write “While breaking into the computer’s memory, the investigators captured the hackers”, the readers will be confused by the question: who broke into the computer’s memory, the investigators or the hackers? If your document is full of careless writing errors, your readers will get impatient to read it and doubt the accuracy of your information or even the authenticity of your writing.

Consideration, or in another term, the “you-attitude”^[20], becomes more and more important in business writing. Good business writing can and should promote good relations between you and your reader. This means you should share your reader’s point of view and keep

your reader's needs in mind. If you ask a customer who has requested a refund to return a sales slip, the following sentence will not build good will^[21]: "We require that you sign and return the sales slip before we can process a refund." The emphasis here is that the writer and the company need to process a refund but the reader's needs are not mentioned. The revised sentence concerns more about the reader's benefit—to receive a quick refund: "Please sign and return the sales slip so that you can receive your refund quickly." For another example, if you write "Please accept our apologies for the delay", it is perfectly polite. But you may let your reader know what you care by saying "We hope you have not been seriously inconvenienced by the delay".

Effective business writing should always be courteous. The success of your business depends largely on how you treat people. An English proverb says, "All doors are open to courtesy." If you treat people politely, they would like to do more business with you. They are willing to read a sentence like "Thank you for your recent order" instead of a cold statement "We have received your order". In this way, courtesy increases the effect of business writing.

In short, the above-mentioned principles are ways to ensure good business writing so as to convey information and influence readers effectively.

Notes:

- [1] prospective: 预期的;未来的。如:
a prospective lawyer 未来的律师
achieve the prospective results 取得预期的成果
文中 prospective business partners 相当于 potential business partners 潜在的生意伙伴。
- [2] conclude a transaction: 达成交易;成交
达成交易还表述为: close business, close a deal, close a transaction, close a bargain, strike a bargain 等。
- [3] in-house correspondence: (公司、企业等的)内部文函
in-house: 公司内部的,在公司内部进行的。如:
in-house information security advisor 公司信息安全顾问
- [4] ...addressed to a particular audience to achieve a particular purpose ……针对特定的读者以实现特定的目地
address to 在此解释为使(口头或书面言词)针对……而发。如:
This easy-to-read guide is addressed to those who are new here.
这本易读的指南是给那些新来人员的。
- [5] disclose: 泄露;透露;使公开。如:
disclose the truth to the press 向新闻界透露真相
- [6] mean: 意欲,打算,怀有。如:
This shipment was meant to be sent to a client in China / This shipment was meant for a client in China, but actually it was wrongly sent to Japan.



- 这批货物原先应该发送到中国的一个客户,但实际上却错运到了日本。
- [7] inspire confidence among the stockholders: 激发持股者信心
stockholder 股票持有人, 股东
- [8] concerned parties: 当事人, 有关方
party 这里意为“一方, 当事人”。如:
two parties 双方
a party to the action 诉讼当事人
contracting party 缔约方
- [9] recipient: 接受者; 收信人
- [10] financial standing: 财务, 经济状况。standing 在此解释为“地位, 状况”。也可说“financial position”, “financial status”。如:
In respect of financial standing, this firm is reliable.
在财务状况方面, 这家商行很可靠。
- [11] confidential: 秘密的; 机密的。如:
confidential report 机密报告
confidential information 机密情报
- [12] inquirer: 询问者。inquire 为其动词。
- [13] under investigation: 在调查中。如:
The short shipment is under investigation.
这起货物短装事件正在调查中。
- [14] ...be disclosed to any third party: ……透露给任何第三方
third party 第三方
- [15] ...while an ambiguous letter of acceptance is but a waste of time. ……而一封模棱两可的接受信纯粹是浪费时间。
but 在这里是“only”的意思。
ambiguous 模棱两可的; 含糊不清的。如:
an ambiguous answer 模棱两可的答案
an ambiguous position 暧昧的立场
ambiguity 为“ambiguous”的名词
- [16] courtesy: 谦恭有礼; 有礼的举止或言词。courteous 为其形容词。
- [17] clichés: 原为法语, 意为“陈词滥调”。如:
It was not the lecture itself but the clichés in it that bored her.
使她感到无聊的不是讲座本身而是充斥其中的陈词滥调。
- [18] wordy jargon: 啰嗦的行话。jargon: 行话。如:
The article is full of jargon and it's beyond me.
这篇文章满是行话, 我看不懂。
- [19] observe: 遵守, 奉行。如:
observe rules 遵守规定

observe the terms of a contract 遵守合同中的各项条款

[20] you-attitude: “对方立场”, 即多站在对方立场思考。

[21] If you were asking a customer who had requested a refund to return a sales slip, the following sentence would not build good will.

如果你请一位要求退款的顾客返还其购物单据, 下列句子将不会让人产生好感。

refund 退款

sales slip 购物单据

good will 或 goodwill 好意, 善意; 友好。如:

ambassadors of good will 亲善大使

II. Exercises

I. Please change the wordy expressions into concise ones:

Wordy	Concise
a majority of	1.
in the very near future	2.
in the present	3.
have the capability to	4.
It is our understanding that	5.
of the opinion that	6.
prior to	7.
subsequent to	8.
take into consideration that	9.
whether or not	10.
despite the fact that	11.
on one occasion	12.
in the event that	13.
for the reason that	14.
under no circumstances	15.