



高等院校国际经济与贸易系列规划教材



English for International
Business Communication

外贸英语函电

侯方淼 主 编
白小伟 副主编
冯耀鹏



电子工业出版社
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高等院校国际经济与贸易系列规划教材

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总 序

随着对外开放的扩大，中国经济参与世界经济的程度不断提高，与世界经济的联系日益紧密。作为与世界经济联系重要渠道之一的对外贸易，内容不断丰富，形式日趋多样化。科学技术的飞速进步，一方面大大拓展了国际贸易的领域，增添了新的国际贸易内容；另一方面，新科技成果运用到国际贸易业务中来，大大提高了国际贸易的效率，便利了国际贸易的运营。中国社会主义市场经济体制建设目标的确立，我国对外贸易经营管理体制发生了根本性转变，一大批各种性质的企业获得对外贸易经营权，涌入对外贸易领域。所有这些都促进了对外贸易人才的培养和国际贸易学科的建设，同时也对国际贸易人才培养，对从事国际贸易人才的基本素质和知识结构，进而对国际贸易学科的建设提出了新的要求。

对外贸易事业的发展，国际贸易人才需求的增加，促进了高等院校国际贸易学科的发展。改革开放以来，大专院校加强了国际贸易学科建设，众多高校设立了国际经济与贸易专业。据不完全统计，目前，设有国际经济与贸易专业的高等院校约 380 所，高等职业学校约 490 所。这些国际经济与贸易专业的设立，大批国际贸易专门人才的培养，满足了我国对外贸易事业发展对专业人才的基本需求，为我国对外贸易事业发展提供了人才保障。与此同时，各大专院校在培养对外贸易人才的过程中，十分重视国际贸易学科体系的建设，开辟了许多新的学科领域，引进和开创了许多新的课程和教材，为完善国际贸易学科体系、保障人才知识结构更新、适应我国对外贸易事业发展需要做出了贡献。各相关出版社也出版了不少好的教材和图书。

然而，国际贸易学科建设任重而道远，需要不断根据变化了的形势和新的业务领域补充新的内容，开辟新的领域；需要几代学者的不懈努力；需要不断地继承与发展，推陈与出新。为此，电子工业出版社在广泛深入调查研究的基础上，从当前国际贸易事业发展对人才知识结构的要求出发，根据学科发展和教学实际需要，从偏重国际贸易运作实务角度，策划了这一套教材。本套教材的主要特点是：尽可能全面反映国际贸易实务及其学科的发展，注重知识的创新性和前瞻性，吸取目前学科应用领域的最新知识；注重实务性，突出

可操作性, 兼顾学科理论体系的完整性。

本套教材的所有参编人员均来自教学第一线, 有多年的实际教学经验。具体书目的确定和编写体例均经过全体参编人员的集体讨论, 切合学科发展和教学的实际需要。因此, 本套教材的体例设计基本一致, 同时, 为了便于教学, 我们还增设了一些学习导航、引导案例和前沿话题之类的栏目, 以帮助教师使用, 便于学生记忆, 拓展学生视野。此外, 本套教材还配有教学资料包, 包括教学 PPT、复习题和答案、模拟训练题和答案, 以及一些相关的资料, 使用者可以随时从网上下载。

教材市场上国际贸易类教材很多, 林林总总, 各有千秋。编出既有特色, 又符合广大教师和学生需要的教材, 实属一件不太容易的事情。电子工业出版社和本套教材的编委会组织编写和出版这套教材, 主要目的是想在国际贸易教材建设中探索一条自己的道路, 为国际贸易学科建设贡献自己的力量。但鉴于国际贸易学科的开放性, 以及国际贸易理论、实践和业务内容的不断发展, 囿于编者和组织者的学识和水平, 本套教材肯定会有一些不尽如人意的地方。希望各高等院校国际经济与贸易及相关专业的师生在实际使用中提出宝贵意见和建议, 并及时向出版社反馈。我们将认真组织修订, 不断提高教材质量, 努力完善国际贸易教材体系。

对外经济贸易大学教授

中国国际贸易促进委员会北京分会副会长

前言

随着经济全球化进程的加快,我国国际贸易额的逐年增加,亟需大量既具有国际贸易专业知识,又掌握大量专业英语词汇、可以用英文熟练进行书信沟通的专业人才。在涉外经济活动中,外贸英语函电具有联络业务、沟通交流的作用,对于贸易商进一步开拓国际市场、发展对外贸易更有着重要的促进作用。外贸英语函电课程是一门融国际贸易业务知识与英语知识为一体的高层次的应用语言课程,旨在使学生了解对外经济贸易业务的各个环节,同时学习和掌握英语在各业务环节中的应用。国际贸易实践的发展,尤其是电子商务等贸易方式的兴起,使国际贸易在总量、内容和方式上有了很大的变化。传统的商务信函属于正式文体,体现在格式规范、要素完备、专业特征明显等诸方面。但随着国际商务活动形式不断丰富,交流形式随着网络技术发展的不断更新,外贸函电的范畴也在不断扩大。现代外贸函电词语简明通俗、朴实无华,句子精炼、言简意赅,语气上也有趋于口语表达的趋势。

本教材结合国际贸易实务的各个环节,通过对业务知识的简明介绍,引入相关函电的写作,使学生能够将国际贸易实务的知识和相关专业英语融会贯通,加深对业务的全面了解,从而熟练掌握和运用不同业务背景下的函电写作,将外贸函电作为解决业务问题的有力工具。

本教材的内容主要包括建立业务伙伴关系、国际交易达成的整个过程(发盘、还盘、接受和合同等)、运输、保险及代理等的各类信函。

本教材的特点表现在以下三个方面:

第一,系统性。学习外贸英语函电的学生,已经具有一定的国际贸易专业知识背景,在每章中以本章相关专业及写作知识简介开始,既可以帮助学生温习以往知识,又可以简单介绍贸易实践对于信函的要求。通过学习目标和学习导航,使学生在了解章节内容的同时,重视章节之间的内在联系;信函范例讲解之后有每章的小结,而且还有大量的练习,有助于学生将知识更好地吸收和运用。

第二,实践性。外贸英语函电有着很强的实践性,如果学生仅仅听教师讲解而不去进

一步练习,很难全面掌握函电的写作。本教材设计了大量的练习,帮助学生通过具体操作来熟悉进出口业务各个环节,理解相关的业务知识,训练英语表达的技能。本教材重点介绍合同、信用证及其他常用单证,在附录中有信用证、世界港口、运输标志等补充内容,紧扣贸易实践。

第三,适度性。本教材包括结合贸易实践的各类信函的写作知识,每种信函都辅以范例,从不同角度帮助学生了解写作技巧,难易适度。每章结尾的补充阅读,可以帮助学生掌握与该章内容相关的专业词汇和专业知识。

本教材作为高等院校国际经济与贸易系列规划教材的一部分,不仅适用于本科教学,也适合从事对外贸易工作人员、研究人员的参考与学习。

本教材的编写被列入北京林业大学“2008年度教材编写立项”规划中。为保证本书撰写的质量,在项目评审过程中教务处工作人员和专家给予了无私的支持和大力帮助,尤其各位评审专家的建议对本书的体例设置、内容编排及成稿后的修改都起到了很大的作用,使本教材更具有实用性和参考性。

参加本教材的撰写人员和具体分工是:第1、2、9章由侯方森副教授编写,第3、4、7、8章由白小伟博士编写,第5、6、10章由冯耀鹏博士编写。全书由侯方森负责确定框架并统稿。本书的编写过程中借鉴了许多专家学者的论著和教材,虽然对于先行者的贡献和参考文献尽量详细地列明,但也许会有遗漏;同时本书编写过程中得到了银行业、贸易公司专业人员和相关教师的大力支持和指正,尤其是电子工业出版社王慧丽、张彦凤细致的编辑,使编者收益良多,在此一并表示特别感谢!

由于编者水平有限,书中不足在所难免,敬请广大专家和读者给予批评指正,以利于今后改进。

编者

主编简介

侯方森 副教授,毕业于对外经济贸易大学并获博士学位,曾就职于贸易公司,对国际经济交易有较深入的了解。现任职于北京林业大学经济管理学院,并从事博士后研究工作。主要研究领域为国际贸易实务、国际贸易运输与保险、林产品国际贸易等。在国内外核心刊物上发表学术论文近30篇。主持各级各类课题5项,参与课题8项,并获多项教学和科研奖励。

目 录

Unit One Business Letter Writing: An Introduction	1
1.1 Essentials of Business Letter-writing	3
1.2 The Structure of Business Letters	8
1.3 The Layout of Business Letters	14
1.4 Characteristics of Business Letter-writing	18
1.5 Envelope Addressing	20
本章小结	22
复习思考题	22
补充阅读	24
Unit Two Establishing Business Relations	28
2.1 Channels to Know Potential Customers	30
2.2 Letters of Status Inquiry and Reply	31
2.3 Letters of Establishing Business Relations Letters—First Inquiry	39
2.4 Writing a Reply Letter	43
常用外贸词汇及句型	44
本章小结	47
复习思考题	48
补充阅读	50
Unit Three Enquiries, Quotations, Offers and Counter-offers	54
3.1 Letters about Enquiries	55
3.2 Letters about Quotations and Offers	63
3.3 Letters about Counter-offer and Declining Orders	71
常用外贸词汇及句型	79

本章小结	84
复习思考题	84
补充阅读	87
Unit Four Conclusion of Business	88
4.1 Letters about Acceptance	89
4.2 Letters about Sales Confirmation and Contracts	94
常用外贸词汇及句型	101
本章小结	104
复习思考题	104
补充阅读	107
Unit Five Terms of Payment	110
5.1 Letters about Discussing Terms of Payment	111
5.2 Letters about Usual Terms of Payment	117
常用外贸词汇及句型	125
本章小结	128
复习思考题	129
补充阅读	130
Unit Six Letter of Credit	132
6.1 Letters about Discussing the Issuance of L/C	134
6.2 Letters about Amending the L/C	139
6.3 Letters about Extending the L/C	143
常用外贸词汇及句型	146
本章小结	148
复习思考题	148
补充阅读	150
Unit Seven Packing and Shipment	154
7.1 Letters about Packing	155
7.2 Letters about Discussing Terms of Shipment	160
常用外贸词汇及句型	167
本章小结	173

复习思考题	173
补充阅读	175
Unit Eight Insurance	178
8.1 Letters about Discussing Terms of Insurance	179
8.2 Letters about Effecting Insurance	185
常用外贸词汇及句型	190
本章小结	196
复习思考题	196
补充阅读	199
Unit Nine Agency	201
9.1 Steps of Writing Letters of Agency	203
9.2 Sample Letters of Discussing Agency and Reply	205
9.3 Agency Agreement	210
常用外贸词汇及句型	216
本章小结	217
复习思考题	217
补充阅读	219
Unit Ten Complaints and Claims	224
10.1 Letters about Complaints	226
10.2 Letters about Claims	230
常用外贸词汇及句型	243
本章小结	246
复习思考题	246
Appendix	248
A.1 MT700 L/C	248
A.2 常用外贸英语术语	253
A.3 常用世界港口中英文对照	260
A.4 常用运输标志及其含义	271
参考文献	272

Unit One

01

Business Letter Writing: An Introduction



本章相关专业及写作知识简介

A large part of international business is conducted by means of correspondence, therefore it is of the utmost importance for students to learn how to write good business letters that present ideas interestingly and clearly to enable readers to understand with the least possible effort.

It is a fact that beginners often feel it difficult to express their ideas effectively in English. The main reason is that English is not their mother tongue; Furthermore, as business correspondence always closely relates to particular business in the field of international trades, which requires specialized knowledge and flexibility to handle such correspondence.

However, the ability to write good business letters can be cultivated through constant study and practice. An old saying has it that with time and patience the leaf of mulberry becomes satin. So whenever you get an opportunity, practice writing in terms of various business situations, and then make amendments to the letters written until you find they meet your intended objectives. If you repeatedly do it in this way and exert your best efforts to polish your English writing at all times, you will naturally improve your writing skills. By the time you are out of the school, you will be in a position to work successfully.

In this unit, we will learn the basic structure of business letters. In the course, besides using words in the word lists given by the teacher, the students are encouraged to use their own dictionaries or Internet search engine to find English words for the exercises or other subjects not in the textbook, in order to gain the ability to write letters for establishing good business relations.

The basic objective of this course is to provide a tool to do international business for students in international trade and other relative majors and enable readers to understand easily.

Here are several advices to students who will learn this course:

Whenever you get an opportunity, practice writing in English.

Make amendments to the letters until you find they meet your intended objectives.

Polish your English at all times and with time and patience the leaf of mulberry becomes satin.

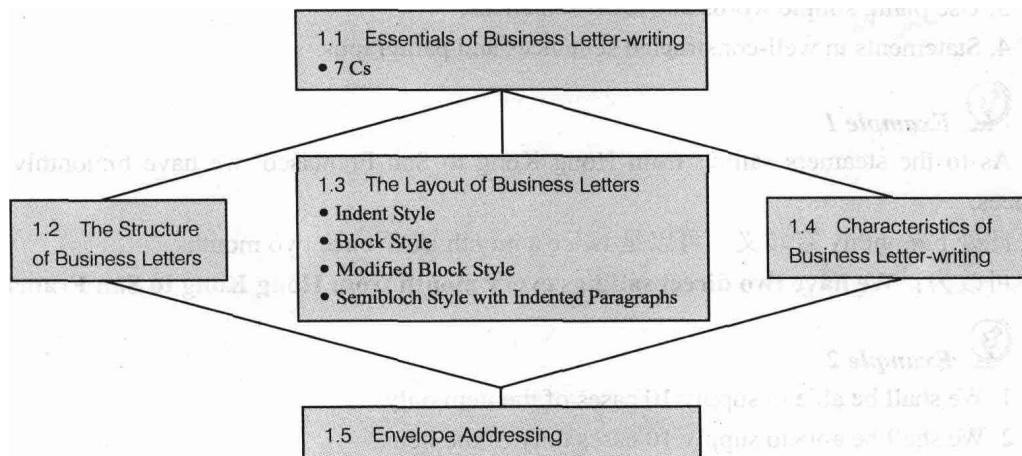
Types of letters we will learn in this course are as follows:

- Establishment of business relations
- Inquiry
- Quotations and offers
- Making counter-offers and declining orders
- Acceptance and orders
- Terms of payment
- Letter of credit
- Packing and shipment
- Insurance
- Complaints and claim
- Agency

本章学习目标

- ◆ Understand the 7C principles of business letter writing;
了解外贸函电写作的 7C 基本原则;
- ◆ Master the basic structure of business letters;
掌握外贸函电的基本结构;
- ◆ Get knowledge of the basic styles of business letters;
熟悉外贸函电格式;
- ◆ Get knowledge of the writing of envelopes.
了解信封写作。

学习导航



本章主要内容

1.1 Essentials of Business Letter-writing

外贸函电是一种重要的商业信函，服务于国际贸易的方方面面，其内容往往是一种业务的安排、交易细节的商讨、协议的达成或者一个合同。一般来说，商业信函的功能是：

① 要求或传递信息 (to ask for or to convey information); ② 发出或接受要约 (to make or to accept an offer); ③ 处理有关业务谈判 (to deal with matters concerning negotiation of business)。此外，也有一些没有上述目的，而只是提醒收件人有关信息的信函。

与其他形式的创作一样，外贸函电的写作没有什么不同，也是写信人的一种创作活动。良好的英文是写好商业信函的重要基础之一。写信人应该尽量避免语法错误及各种词不达意所带来的误解。评判外贸函电及其他很多商业信函的标准，一般可归纳为 7C 基本原则。

1.1.1 Clearness (清楚)

First of all, make sure that your letter is so clear that it cannot be misunderstood. This is primary goal of a business letter. When you are sure about what you want to say, express yourself in plain and simple words. Good, straightforward and simple English is what is needed for business letters. The writer must try to express himself clearly, so that the reader will understand and respond quickly. To achieve this, the writer should follow the following points:

1. Pay attention to sentence structure to convey your meaning;
2. Avoiding ambiguous sentences and needless jargon;
3. Use plain, simple words and short sentences;
4. Statements in well-constructed sentences and paragraphs.



Example 1

As to the steamers sailing from Hong Kong to San Francisco, we have bimonthly direct services.

此处 bimonthly 有歧义，可以是 twice a month 或者 once two months.

可改为: **We have two direct sailings every month from Hong Kong to San Francisco.**



Example 2

1. We shall be able to supply 10 cases of the item only.

2. We shall be able to supply 10 cases only of the item.

注意词语所放的位置，前者则有两种商品以上的含义。

1.1.2 Conciseness (简洁)

Conciseness means writing or saying something in the fewest words. To achieve conciseness try to avoid wordiness or redundancy. Clearness and conciseness often go hand-in-hand and the elimination of wordy business jargon can help to make a letter clearer and at the same time more concise. The author should avoid wordiness and repetition, and use words to replace phrases or clauses. As we know, the purpose of writing a letter is to make yourself understood easily, not to show how long and complicated sentences you can write. But a concise letter is not necessarily a short one. Sometimes a letter dealing perhaps with a multiplicity of matters cannot avoid being long.

- 1. in the fewest possible words;
- 2. briefly but completely.



Example 3

1. in accordance with your request/in compliance with your request

可改为: **as you request**

2. We wish to acknowledge receipt of your letter...

可改为: **We appreciate your letter...**

3. Enclosed herewith please find two copies of...

可改为: **We enclose two copies of...**

4. in regard to
可改为: **regarding**
5. in the amount of
可改为: **for**
6. with respect to
可改为: **on** 或者 **about**
7. I want to take this opportunity to tell you that we are grateful to you.
可改为: **Thank you**



Example 4

1. Enclosed herewith
可改为: **enclosed at this time**
2. due to the fact that
可改为: **because**
3. a draft in the amount of US \$1 000
可改为: **a draft for US \$1 000**
4. attached hereto
可改为: **attached** 或者 **here**



Example 5

Samples will be sent and offers will be made upon receipt of your specific enquiries.

可改为: **Samples will be sent and offers made upon receipt of your specific enquiries.**

1.1.3 Courtesy (礼貌)

Courtesy means polite while not humble. It should hardly be necessary to stress the importance of courtesy in your correspondence. To be polite is a basic principle for business letters. The courteous writer should be sincere and tactful, thoughtful and appreciative. However, courtesy is not mere politeness. One of the most important things is promptness. Punctuality will please your customer who dislikes waiting for days before he gets a reply to his letter. This means you should answer letters promptly, without keeping your recipients waiting. But if conciseness conflicts with courtesy, then make a little sacrifice of conciseness. Generally speaking, you will gain in clearness and conciseness by writing short sentences rather than long ones.

- 1. more than Polite;
- 2. sincere, tactful, thoughtful and appreciative;
- 3. avoid irritating, offensive or belittling statements.



Example 6

1. We have received with many thanks your letter of 20 May, and we take the pleasure of sending you our latest catalog.
2. We wish to draw your attention to a special offer which we have made in it.

1.1.4 Consideration (体谅)

There is one general principle, on which the “you” attitude in our letters we should always keep in mind the person we are writing to. That is, the writer of the letter should put yourself in the position of the recipients. Try to discuss problem in a positive way and avoid discussing problem in a negative way.

- ❑ 1. try to put yourself in HIS place;
- 2. emphasize the YOU attitude;
- 3. emphasize positive pleasant facts.



Example 7

下述表达前者优于后者:

1. **You earn 2 percent discount when you pay cash. We will send you the brochure next month.**

We allow 2 percent discount for cash payment. We won't be able to send you the brochure this month.

2. **We feel sure that our products will meet your requirements.**

We don't believe that you will have reasons for dissatisfaction.

3. **Our chain stores will not close until 5 p.m. every day.**

Our chain stores close 5 p.m. every day.

1.1.5 Completeness (完整)

A business communication should include all the necessary information. It is essential to check the message carefully before it is sent out.

Although formality in business letter-writing is rapidly giving way to a less conventional and more friendly style, completeness is still a basic requirement in order not to bring confusion.

- ❑ 1. provide all necessary information;
- 2. answer all questions asked;
- 3. give something extra, when desirable.