



高等院校网络教育系列教材

I nternational B usiness C ommunication

# 外贸函电

蔡惠伟 编著

- ★ 例文实用，语言地道
- ★ 体例适合网络教育



 华东理工大学出版社  
EAST CHINA UNIVERSITY OF SCIENCE AND TECHNOLOGY PRESS

高等院校网络教育系列教材

# 外贸函电

蔡惠伟 编著

 华东理工大学出版社  
EAST CHINA UNIVERSITY OF SCIENCE AND TECHNOLOGY PRESS  
· 上海 ·

**图书在版编目(CIP)数据**

外贸函电/蔡惠伟编著. —上海:华东理工大学出版社,2012.8

ISBN 978-7-5628-3360-4

I.外... II.蔡... III.对外贸易-英语-电报信函-高等学校-教材 IV.H315

中国版本图书馆 CIP 数据核字(2012)第 185684 号

## 外贸函电

---

编 著 / 蔡惠伟

责任编辑 / 李清奇

责任校对 / 陈孟昀

封面设计 / 陆丽君 裘幼华

出版发行 / 华东理工大学出版社有限公司

地 址:上海市梅陇路 130 号,200237

电 话:(021)64250306(营销部)

(021)64252735(编辑室)

传 真:(021)64252707

网 址:press.ecust.edu.cn

印 刷 / 上海展强印刷有限公司

开 本 / 787mm×1092mm 1/16

印 张 / 15

字 数 / 360 千字

版 次 / 2012 年 8 月第 1 版

印 次 / 2012 年 8 月第 1 次

书 号 / ISBN 978-7-5628-3360-4

定 价 / 34.00 元

联系我们:电子邮箱 [press@ecust.edu.cn](mailto:press@ecust.edu.cn)  
官方微博 [e.weibo.com/ecustpress](http://e.weibo.com/ecustpress)

## 序

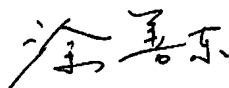
网络教育是依托现代信息技术进行教育资源传播、组织教学的一种崭新形式,它突破了传统教育传递媒介上的局限性,实现了时空有限分离条件下的教与学,拓展了教育活动发生的时空范围。从1998年9月教育部正式批准清华大学等4所高校为国家现代远程教育第一批试点学校以来,我国网络教育历经了若干年发展期,目前全国已有68所普通高等学校和中央广播电视大学开展现代远程教育。网络教育的实施大大加快了我国高等教育的大众化进程,使之成为高等教育的一个重要组成部分;随着它的不断发展,也必将对我国终身教育体系的形成和学习型社会的构建起到极其重要的作用。

华东理工大学是国家“211工程”重点建设高校,是教育部批准成立的现代远程教育试点院校之一。华东理工大学网络教育学院凭借其优质的教育教学资源、良好的师资条件和社会声望,自创建以来得到了迅速的发展。但网络教育作为一种不同于传统教育的新型教育组织形式,如何有效地实现教育资源的传递,进一步提高教育教学效果,认真探索其内在的规律,是摆在我们面前的一个新的、亟待解决的课题。为此,我们与华东理工大学出版社合作,组织了一批多年来从事网络教育课程教学的教师,结合网络教育学习方式,陆续编撰出版一批包括图书、课程光盘等在内的远程教育系列教材,以期逐步建立以学科为先导的、适合网络教育学生使用的教材结构体系。

掌握学科领域的基本知识和技能,把握学科的基本知识结构,培养学生在实践中独立地发现问题和解决问题的能力是我们组织教材编写的一个主要目的。系列教材包括了计算机应用基础、大学英语等全国统考科目,也涉及了管理、法学、国际贸易、机械、化工等多学科领域。

根据网络教育学习方式的特点编写教材,既是网络教育得以持续健康发展的基础,也是一次全新的尝试。本套教材的编写凝聚了华东理工大学众多在学科研究和网络教育领域中有丰富实践经验的教师、教学策划人员的心血,希望它的出版能对广大网络教育学习者进一步提高学习效率予以帮助和启迪。

华东理工大学副校长



## 前 言

当前网络教育在国内迎来良好的发展时期,网络教育不同于全日制教育,学生特点不同,学习手段和方式等不同,课程设计必然也应该不同。然而,过去的十多年中,国内几十所高校网络教育绝大多数的课程沿用了全日制教育的教材。最近几年才陆续出现了一些专门为网络教育编写的教材。

笔者有幸多次聆听了著名网络教育专家丁新教授的讲课,犹如醍醐灌顶深受启发。笔者从事国际经济与贸易专业的《外贸函电》课程教学工作已 20 余载,为网络学院授课也已经到了第十个年头,深感网络教育应该有适合自己学生的专用教材,简单拿来全日制学生的教材并不合适,丁新教授的讲课成为本人编写网院版《外贸函电》教材的契机。

本教材吸取了多种有关成人的学习理论精华,包括英国开放大学前校长 John Daniel 提出的独立学习与交互学习平衡论思想。与普通高等教育的教材相比,本教材区分了自主学习、协作学习、互动学习、在线学习和离线学习;内容精练,活动与练习呈组块化、阶梯型分布,适合在职学生零散时间学习;做到教学大纲、考纲、教材、课件、网上练习、阶段练习、考前辅导和期末考试的一体化。

本书体现了远程教育的特色,结合网络学院学生的特点,整合了学习资源、学习方式,以提高教学效率和学生满意度。每个单元都有教学目标,不同内容都注明了学习方式和重点或难点等。

本教材对应于国际经济与贸易专业的《外贸函电》课程,该课程向学生提供的知识与技能能让学生应聘时变得底气十足,上班第一天就能用上,而且天天要用,一直到退休;不做外贸的同学毕业以后只要与外方沟通,不管从事何种工作,也能极大地受益于本课程所提供的知识与技能。

本书内容覆盖面适当,取材真实,能真切反映交易的实际过程,注重培养学生的应用能力,更加贴近学生的就业需求。本书体例设计符合远程教育的教学需要。

需要特别提醒读者诸君:把它作为一门专业课来学,而不是当作一般的英语课来学!

为了便于学员学习,每个单元都采用了篇幅较长的邮件或案例。实际工作中,有大量篇幅短小的往来函电,且行文有随意化的倾向,有的甚至可以被称之为“简陋”,而不是“简洁”了。笔者主张还是以相对严谨为好,这样既能体现作者的语言水准和个人修养,又能避免误解;篇幅倒是宜长则长,宜短则短。

衷心祝愿有缘的读者能发现本书的价值!若有建议敬请拨冗惠告! 邮箱地址:hwcai@ecust.edu.cn。

编 者

2012 年 8 月 于上海

# 目 录

## Contents

<b>Unit One</b>	<b>Job Requirements and the Forms of Business Letters</b>	
	Job Requirements .....	2
	The Forms of Business Letters .....	5
	Summary .....	10
	Exercises .....	10
<b>Unit Two</b>	<b>Establish Business Relations</b>	
	Introduction .....	16
	Business Letters .....	16
	Pattern A of Business Letters .....	20
	Relevant Terms .....	20
	Useful Phrases .....	21
	Summary .....	21
	Exercises .....	21
<b>Unit Three</b>	<b>Credit Inquiry</b>	
	Introduction .....	28
	Business Letters .....	30
	Pattern B of Business Letters .....	35
	Relevant Terms .....	35
	Useful Phrases .....	35
	Summary .....	35
	Exercises .....	36
<b>Unit Four</b>	<b>Enquiries and Replies</b>	
	Introduction .....	42
	Business Letters .....	43
	Pattern C of Business Letters .....	48
	Relevant Terms .....	48
	Useful Phrases .....	48
	Summary .....	49
	Exercises .....	49

**Unit Five Quotations and Pro forma Invoices**

Introduction ..... 54  
 Business Letters ..... 54  
 Pattern D of Business Letters ..... 60  
 Relevant Terms ..... 60  
 Useful Phrases ..... 60  
 Summary ..... 61  
 Exercises ..... 61

**Unit Six Offers, Counter-offers and Re-counter Offers**

Introduction ..... 66  
 Business Letters ..... 67  
 Pattern E of Business Letters ..... 72  
 Relevant Terms ..... 72  
 Useful Phrases ..... 72  
 Summary ..... 73  
 Exercises ..... 73

**Unit Seven Orders and Their Fulfillment**

Introduction ..... 80  
 Business Letters ..... 81  
 Pattern F of Business Letters ..... 86  
 Relevant Terms ..... 86  
 Useful Phrases ..... 86  
 Summary ..... 87  
 Exercises ..... 87

**Unit Eight Sales Confirmations**

Introduction ..... 92  
 Business Letters ..... 93  
 Pattern G of Business Letters ..... 99  
 Relevant Terms ..... 99  
 Useful Phrases ..... 100  
 Summary ..... 100  
 Exercises ..... 100

**Unit Nine Terms of Payment**

Introduction ..... 118

Business Letters .....	120
Pattern H of Business Letters .....	125
Relevant Terms .....	125
Useful Phrases .....	126
Summary .....	126
Exercises .....	126

**Unit Ten    Packing**

Introduction .....	134
Business Letters .....	135
Pattern I of Business Letters .....	139
Relevant Terms .....	140
Useful Phrases .....	140
Summary .....	140
Exercises .....	140

**Unit Eleven    Insurance**

Introduction .....	146
Business Letters .....	147
Pattern J of Business Letters .....	152
Relevant Terms .....	152
Useful Phrases .....	152
Summary .....	153
Exercises .....	153

**Unit Twelve    Shipping Instructions and Shipping Advice**

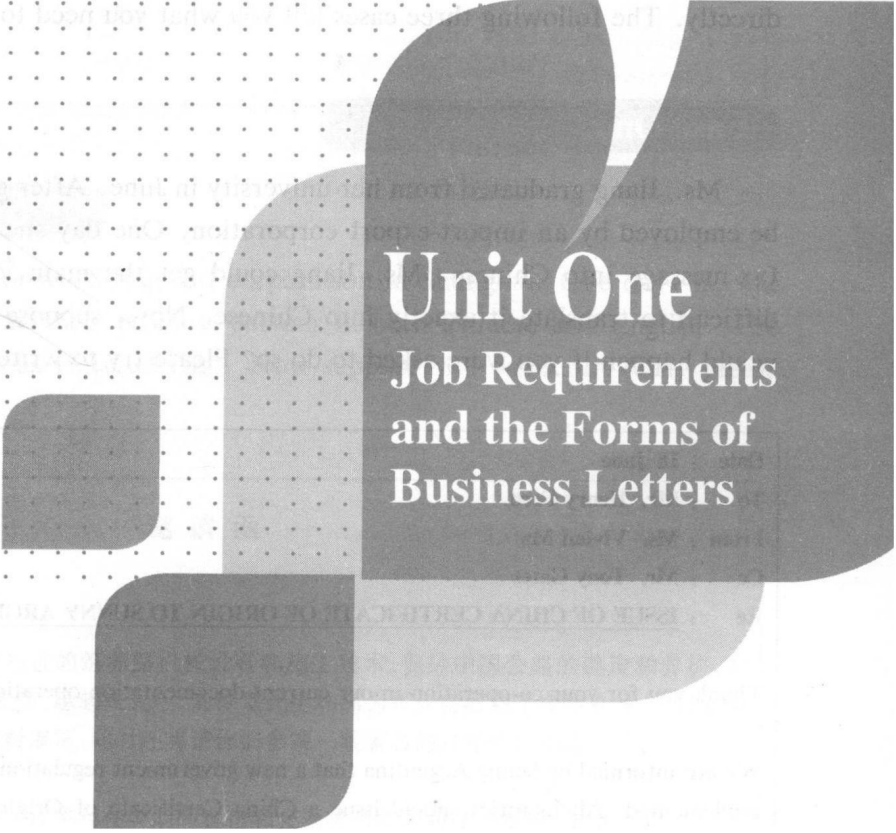
Introduction .....	158
Business Letters .....	159
Pattern K of Business Letters .....	163
Relevant Terms .....	164
Useful Phrases .....	164
Summary .....	164
Exercises .....	165

**Unit Thirteen    Trade Disputes and Settlement**

Introduction .....	172
Business Letters .....	173
Pattern L of Business Letters .....	178



	Relevant Terms .....	178
	Useful Phrases .....	178
	Summary .....	179
	Exercises .....	179
<b>Unit Fourteen</b>	<b>Sales Promotion</b>	
	Introduction .....	186
	Business Letters .....	187
	Pattern M of Business Letters .....	192
	Relevant Terms .....	192
	Useful Phrases .....	193
	Summary .....	193
	Exercises .....	193
<b>Unit Fifteen</b>	<b>Expos</b>	
	Introduction .....	200
	Business Letters .....	201
	Pattern N of Business Letters .....	206
	Relevant Terms .....	206
	Useful Phrases .....	206
	Summary .....	206
	Exercises .....	207
<b>Appendix I</b>	网络教育《外贸函电》教学周历 .....	211
<b>Appendix II</b>	网络教育《外贸函电》(本)课程教学大纲 .....	212
<b>Appendix III</b>	网络教育《外贸函电》(本)课程考试大纲 .....	215
<b>Appendix IV</b>	Commercial Acronyms and Abbreviations .....	218
<b>Appendix V</b>	Key to Exercises .....	220

The title 'Unit One' and its subtitle are set against a dark grey background with a white dotted pattern. The background is composed of several overlapping rounded rectangular shapes of varying shades of grey, creating a layered effect. The text is in a white, serif font.

# Unit One

## Job Requirements and the Forms of Business Letters

### 本单元学习目标

※ 了解本课程三个学习要求：

看懂所有英文来函来电

学会将业务文件准确翻译成英文

学会直接用英文回复外方来函来电

※ 掌握外贸函电的三种格式：

信函

传真

电子邮件

## Job Requirements

When you work for an import-export corporation, you are always required to be able do a lot of things, such as understanding the exact meaning of the incoming letters, translating Chinese version letters into English and replying your customers in English directly. The following three cases tell you what you need to do in your corporation.

### Case One

Ms. Jiang graduated from her university in June. After graduation, she was lucky to be employed by an import-export corporation. One day she was required to translate a fax message into Chinese. Ms. Jiang could get the main idea of it, but she found it difficult to translate it exactly into Chinese. Now, suppose you were Ms. Jiang, what would happen if you were asked to do so? Please try to write down in proper Chinese.

**Date** : 18 June  
**To** : Mr. Henry Ford  
**From** : Ms. Vivian Ma  
**Cc** : Mr. Tony Gates  
**Re** : ISSUE OF CHINA CERTIFICATE OF ORIGIN TO SUNNY ARGENTINA

Thank you for your co-operation in our current documentation operation.

We are informed by Sunny Argentina that a new government regulation for customs clearance has been implemented. All factories should issue a China Certificate of Origin for all the products made in China, starting for shipments which will arrive in MONTEVEDEO and BUENOS AIRES on/after 11 Aug. For details, please see as follows:

Document type: Certificate of Origin issued by China Authority of Import and Export **MUST BE WITH A STAMP IN THE OVERLEAF BY ARGENTINIAN CONSULATE (BEIJING BRANCH)**.

Effective Date: FCL shipment—starting from vessel ETD HK/China on /after 22 June.

Application: Please apply for the C/O before ETD and should send the C/O to WEM within 20 days after ETD.

C/O charges: We are now discussing the C/O charges matter and will inform you later.

Remarks: It is very important to state the invoice no. and date on the C/O (please find the attached C/O sample for your reference).

Air shipment: If you have air shipment, please inform us first.

Please find the attached revised shipping information and C/O sample. Should you have any questions, please do not hesitate to contact Vivian at 6732 \*\*\*\*.

Thank you very much for your attention.

Best Regards,

Vivian

Encl.

## Case Two

Mr. Cai once worked for a US-founded corporation in Shanghai. One day, he was asked to send an invitation to their business partner in both Chinese and English. The Chinese version invitation was finished first. Now suppose you were Mr. Cai, please translate it into English.

### 邀请函

朱嘉音处长雅鉴：

为了更好地使贵方了解国外先进的筑养路机械设备和施工技术、促进中国公路的建设和养护，本公司拟邀请朱嘉音女士、马同闻先生、赵起安先生、刘许富先生和高为军先生参观于今年9月20日在美国迈阿密市举行的国际筑养路机械展览，同时还将请你们参观一些著名的筑路机械制造工厂。

预计在美逗留20天，往返国际机票和在美期间食宿和交通将由本公司统一安排，费用自理。

请贵方惠予考虑，并及时答复为盼！

顺致

商安！

凯利机械贸易有限公司

总经理 江业成

201 \* 年 7 月 22 日

### Case Three

Edward, Mr. Cai's boss, received a fax message from his Australian friend, Mr. Dawson. Edward asked Mr. Cai to send a reply to Mr. Dawson in English directly after Mr. Cai's reading the following fax. Now suppose you were Mr. Cai, please reply to Mr. Dawson by fax according to the following Fax.

**Date :** 16 May, 201 \*

**To :** Lihua Imp. & Exp. Co. , Ltd

**Fax :** 86-21-642486 \*\*

**From:** Johan Dawson

**Fax :** (613) 9876 \*\*\*\*

**Re :** Freight

Dear Edward,

Apologies for not contacting you earlier, but things have been pretty hectic here.

Christina and I send our warmest regards to you, Julia, Mitchell, Brian and your extended family.

We have visited most of our friends, Frank (the naughty boy) rang yesterday from Tasmania and was asking—when is Edward coming?

I will be contacting you more frequently soon as I will be installing a PC (talking to a supplier this morning). It will be good to keep in touch more often.

Edward, can you do me a small favor? I hope our shipment has arrived in Melbourne but the shipping company is saying to me that the goods have been cost port to port only—not door to door? The Melbourne Company has contacted the Shanghai forwarding agent who confirms this.

The thing is whether it has been paid in full in Shanghai. I don't want to pay the charges twice. (The port charges, handling & transport charges are considerable).

Please respond to me by E-Mail or fax numbers above-mentioned.

I appreciate your helping me again, and look forward to hearing from you ASAP.

Both Christina and I are missing you and look forward to seeing you once again very soon.

Best regards,

Johan Dawson

The above-mentioned three cases tell you that you will be required to be able to do three things, that is, to translate incoming English version letters into proper Chinese, translate Chinese version letters into proper English and reply to your foreign customers directly in English after reading English version letters, faxes or E-Mails.

↓【自主学习】【在线学习】【重点】

## The Forms of Business Letters.....

### I. Traditional Business Letter

Normally, a traditional business letter consists of seven standard parts and some optional parts. Here is a sample:

NEW EXHIBITIONS CO. , LTD  
 P. O. BOX 699 \*\*  
 DUBAI-UNITED ARAB EMIRATES  
 MOBILE: +971-83-6883 \*\*\*  
 TEL: +971-5-1816 \*\*\*  
 FAX: +971-5-1816 \*\*\*  
 E-Mail: salesmanager@emirates.net.ae  
 88aa@alibaba.com.cn  
 WEB: www.abb.ae

Date: 21 Feb. 201 \*

Sandy Han Stationery Co. , Ltd.

Address: 13 \* Zhongshan Road, Shanghai

Tel : 0086-21-6234 \*\*\* Mobile : 1366789 \*\*\*\*\*

Fax : 0086-21-6234 \*\*\* Zip Code : 200013

E-Mail: sandy66@alibaba.com.cn

Dear Sirs,

#### INVITATION TO 3rd AFRICA, ASIA & MIDDLE EAST EXPO IN NAIROBI

It is indeed our great pleasure to invite your company to participate in the most important event of the year to be held in Nairobi. As you know, Kenya serves as the gateway to a vast East-African market of over 400 million consumers.

3rd Africa, Asia & Middle East Expo is divided into 6 specialized segments under one roof, such as:

#### 1—CONSUMEX

Computers, IT, Peripherals, Consumer Electronics, Home Appliances, Office Automation, Satellite & Broadcasting, Wireless & Telecommunications, Stationery, Toys, Gift Items, etc.

2—FOOD-PAK

Food & Beverages, Agricultural & Dairy Products, Fast Foods, Hotel Products, Fresh Frozen & Canned Foods, Kitchen Appliances, Packaging & Labeling Machines, Flexible Packaging, Disposable & Paper Products, etc.

3—BUILTECH

Building & Construction Materials, Tools & Hardware, Safety & Security, Sanitary Ware & Bathroom Fittings, Ceramics, Marble, Electrical & Lighting products, Cables, Generators, Paints, Plastic & Rubber Products, etc.

4—AUTO & PARTS

Automotives, Auto Spare Parts & Accessories (New & Used), Car Care Products, Tyres, Bearings, Aviation & Transportation Equipments, Oils, Lubricants, Greases, Auto Paints, etc.

5—MEDI+ PHARMA

Healthcare & Medical Supplies, Pharmaceuticals & Drugs, Dental & Surgical Instruments, Skin Care, Hospital Equipments, Soaps, Detergents, Hygienic & Disposable Products, etc.

6—INTERTEKSIL

Textiles and Garments, Fabrics, Men & Women wears, Garments, Leather & Leather Products, Fashion Accessories, Perfumery, Cosmetics, Bags, Watches, Imitation Jewelry, etc.

PARTICIPATION OPTIONS:

OPTION # 01 (EXHIBITING):

US\$ 225 per sq. m. SHELL stand with basic furniture (Minimum 9sq. m).

OPTION # 02 (ADVERTISING IN THE BUSINESS CATALOGUE):

9000 copies will be distributed to all major trade visitors during the exhibition.

QUARTER PAGE	4-COLOR	US\$	400
HALF PAGE	4-COLOR	US\$	750
FULL PAGE	4-COLOR	US\$	1100

The first two Expos were very successful! Enclosed please find the brochure about these expos. If your esteemed corporation is interested in entering the biggest export market in East Africa, please do not hesitate to contact us. We are looking forward to your favorable reply.

Yours Sincerely,

*Henry Smith*

Project Director

NEW EXHIBITIONS CO. , LTD

Encl.

These different parts are listed as follows:

1. the letter-head;
2. the date;
3. the inside name and address;
4. the salutation;
5. the subject heading;
6. the body of the letter;
7. the complimentary close;
8. the writer's signature and designation;
9. the enclosure.

Of which, No. 5 and No. 9 belong to optional parts of a business letter, which you can choose to use or not. A typical business letter shall consist of all the remaining seven parts.

The layout of the above-mentioned letter is called blocked letter style. The following style is called semi-indented letter style.

**Exhibition Group**

**6 \*\* -Matao-SP-BRAZIL**

**ZIP Code: 15990-8 \*\***

**Phone & Fax: +55-16-283-8 \*\***

**E-Mail: export@exh. com. br**

**sales@export. com. br**

**Website: www. export. com. br**

**Date: 22 Jan. 201 \***

**Sandy Han Stationery Co. ,Ltd.**

**Address: 13 \* Zhongshan Road, Shanghai**

**Tel: 0086-21-6234 \*\*\*\* Mobile: 1366789 \*\*\*\***

**Fax: 0086-21-6234 \*\*\*\* Zip Code: 200013**

**E-Mail: sandy66@alibaba. com. cn**

Dear Sir/Madam,

We from Exhibition Group are having the pleasure to invite you to visit us at the most important metal working branch trade show in Latin America:

**MECANICA 201 \***

This fair will be in Sao Paulo city, Brazil, between the days 18 and 22, May, 201 \* , at the Anhembi park.



To receive further information and your invitation, please send us an E-Mail with your complete address for the confirmation: sales@brexport.com.br.

We hope to have your esteemed company during these days at this important event.

Best regards,  
Henry Smith

↓【自主学习】【在线学习】【重点】

## II. Fax

A fax machine enables you to send or receive any documents immediately, including signature, table, chart or other information. It can work for you 24 hours automatically everyday. In this way, we can keep in touch with our customers closely.

Different companies prefer to use different patterns of fax message. Generally speaking, the following particulars should be mentioned when you fax to your customer: names of the parties concerned, including the names of the sender and receiver, names of their companies, telephone numbers, fax numbers, date and pages. For example:

上海利华进出口有限公司  
Shanghai Lihua Imp. & Exp. Co., Ltd.

Rm. 9012 Union Building,  
1202 Zhongshan Road (N),  
Shanghai, 20026 \* China

Fax: 86-21-645378 \*\*  
Tel: 86-21-645378 \*\*  
E-Mail: lihua88@yahoo.com

**Date:** Aug 29, 201 \*  
**To:** Mr. Roland Klein  
Klein Underwood Company  
**Fax:** 49-40-6378 \*\*\*\*  
**From:** Shanghai Lihua Imp. & Exp. Co., Ltd.  
**Fax:** 86-21-645378 \*\*  
**Re:** Brochure sent for your reference

Dear Mr. Klein,

In compliance with your request in your Fax dated Aug. 28, we have sent you our latest brochure, by separate airmail, for your reference.