



浙江省高校系列教材建设项目 ● 商贸英语系列
高职高专商务英语实训系列教材

总主编◎沈银珍

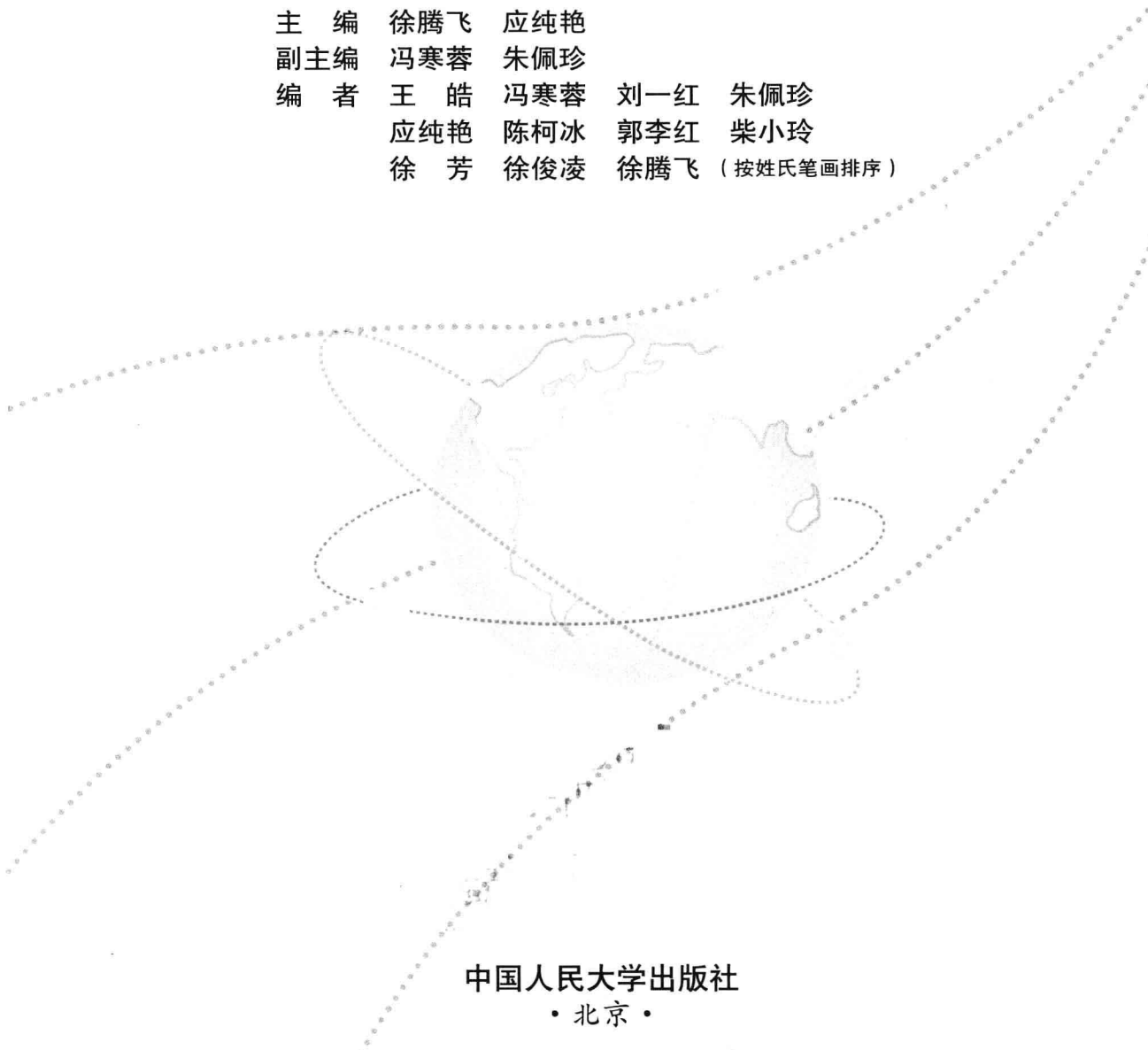
• 外贸英语函电

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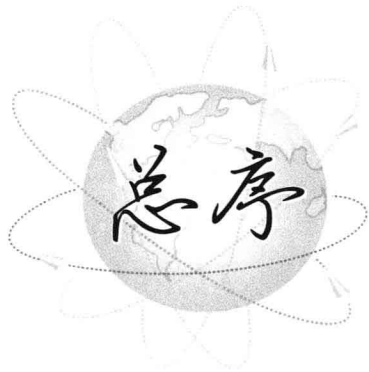
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改革开放以来的 30 余年中，随着我国对外开放力度的不断加大，尤其是中国加入世界贸易组织以后，越来越多的企业急需商务英语人才以应对来自国际、国内的竞争压力。正是在这一形势下，商务英语才得以迅猛发展、商务英语专业人才也备受青睐。

在我国融入世界经济一体化的背景下，几十年前的国际贸易英语和英语函电等课程的教学模式已经远不能适应时代的要求。同时，商务英语的内涵和外延意义与过去相比也发生了根本性的变化，全国范围内国际商务英语教学规模也日渐扩大。据不完全统计，全国近 800 所大学已经开设了商务英语专业或方向。而且更多的大学将获得教育部批准开设商务英语专业，商务英语专业将像星星之火遍布我国各大专院校。

作为专业，商务英语的重要性毋庸置疑。专业的进一步发展需要教材的支撑。然而，目前商务英语教材，尤其是针对高职院校商务英语专业的教材建设还不能尽如人意，系统、实用的商务英语教材更是凤毛麟角。正是针对这一需求，作为“浙江省高校系列教材建设项目：商务英语系列”的“高职高专商务英语系列教材”应运而生。该系列教材主要针对高职高专国际贸易实务、商务英语、应用英语及相关专业而设计，以“工学结合、能力本位”的职业教育理念为指导，力求解决高职高专商科类专业学生在职场环境下的英语应用能力。

本套教材具有以下特点：

1. 单元主题内容突出，中心明确，脉络清晰，反映商务、旅游及日常生活中的主要话题；
2. 行业知识和职业技能互相渗透，编写原则以就业为导向，以职业能力为本位，以岗位要求和职业标准为依据；
3. 教材取材真实。着眼于企业的实际业务情况，所体现的工作过程翔实，内容新颖、明确，可操作性强。篇幅控制合理，难易度适中；
4. 单元编排清晰合理，练习设计内容丰富，形式灵活多样，针对性强，有利于能力的培养。

本系列教材由浙江省大学外语教学研究会高职高专分会会长、浙江经贸职业技术学院国际贸易系主任沈银珍教授担任总主编，每个分册主编分别为：《外贸英语函电》——金华职业技术学院徐腾飞、应纯艳；《外贸英语口语》——浙江经济职业技术学院李宏亮；《商务英语听力》——浙江金融职业学院曹深艳；《商务英语阅读》——湖州职业技术学院李丹；《商务英语工作项目实训》——浙江经贸职业技术学院刘旭平、朱铮铮；《商贸英语



评估手册》——浙江经贸职业技术学院沈银珍；《商务英语写作》——台州职业技术学院纪淑军。

任何教材的编写都会受到各种条件的制约，很难做到尽善尽美，因此需要不断修订和更新。希望师生们在使用该系列教材时能充分发挥灵活性和创造性，把教学的过程变成商务英语教学探索研究的过程，不断发现新问题，以帮助作者进一步修订和完善教材。

沈银珍

2011年7月

前 言

英语语言作为人类传递和沟通信息的主要工具之一，其被使用的频率随着国际化进程的加快在日益增加。尤其是在商务场合中，越来越多的商人正以英语语言为工具参与到国际商贸活动中来，而其中的许多工作岗位涉及到书面的商务沟通，要求国际商务从业人员掌握以英语语言文字为载体的商务信函、文件、协议或方案的撰写知识与技能，顺利开展国际商务活动。

《外贸英语函电》为商务英语、国际贸易等外经贸类专业的一门必修专业技术课。根据国家教育部高职教改文件精神，本教材的编写以职业能力为本位，以实际工作过程为导向，以典型工作项目为主线，通过对外向型企业在开张营业、开展业务及社会交往活动过程中的典型书面沟通任务进行分析，确定了“公司创始、业务运营和社会交往”三大项目模块。其中，“公司创始”包括开业通告、公司介绍、产品介绍、商业广告方案的撰写；“业务运营”为重点项目，主要涉及外贸业务方面，按照资信调查、建立业务关系、交易磋商、支付、发货、投诉与索赔、业务善后及代理的顺序展开；“社会交往”包括商务邀请、预订、会见、祝愿等小节。在内容选取方面，结合高职学生已有的英语语言知识和技能水平及未来工作岗位的要求，设计来源于实践的问题情境，在工作任务的驱动下，实现各个项目环节的教学目标，使学生掌握业务信函及社交信函的写作知识和技能，提高其外贸函电写作水平，培养其良好的国际商务书面沟通能力。因此本教材在内容设计上层次较分明，逻辑清晰，主线突出，基本涵盖了外向型企业在国际商务活动中主要的书面信函沟通写作任务，具有普遍性、适用性和实践性的特点。

本教材学生用书共1册，分为3大项目模块10个单元，每个单元下设若干小节，由情景描述、操练任务、写作指导、参考范文、信函实例、词汇短语、常用句型以及实战演练组成。书后附有常用的国际贸易术语、合同协议及单据证书等。

编写过程中，得到了许多专家、学者以及外贸企业人员的指导和帮助，更离不开责任编辑的辛勤劳动，在此一并表示衷心的感谢！

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。

编 者
2011年11月

目 录

Contents

Unit 1	New Business Opening	1
	Section 1 Practice Notice	2
	Section 2 Company Profile	5
	Section 3 Product Presentation	9
	Section 4 Commercial Advertisement	12
Unit 2	Credit Investigation	21
	Section 1 Letter of Credit Investigation	22
	Section 2 Favorable Reply	25
	Section 3 Unfavorable Reply	28
Unit 3	Establishment of Business Relations	37
	Section 1 Letter of Establishing Business Relations	38
	Section 2 Favorable Reply	41
	Section 3 Unfavorable Reply	44
Unit 4	Business Negotiation	51
	Section 1 Inquiry and Offer	52
	Section 2 Counter-offer and Acceptance	57
Unit 5	Payment	65
	Section 1 L/C Operation	66
	Section 2 Other Payment Letters	69
Unit 6	Goods Delivery	75
	Section 1 Packing	76
	Section 2 Shipment	79

Unit 7	Insurance and Claims	87
	Section 1 Insurance	88
	Section 2 Claims	92
Unit 8	Transaction Review	99
	Section 1 For Acceptance	100
	Section 2 For Dishonour	103
Unit 9	Agency	109
	Section 1 General Agency	110
	Section 2 Sole Agency	116
Unit 10	Social Communication	125
	Section 1 Invitation	126
	Section 2 Appointment	129
	Section 3 Congratulations and Wishes	131
	Section 4 Reservation	134
Appendix		141
	Part 1 Commonly Used Vocabulary in International Trade	141
	Part 2 Commonly Used Contracts and Agreements	147
	Part 3 Relative Documents and Credits	163
References		173

新业开张，包括扩张营业、设立分公司或分店铺、兼并购或收购、乔迁新址、公司重组等，是企业整体运营之初或过程中的阶段性环节。为了扩大企业的影响力，为今后的业务开展奠定基础，新成立的公司往往会采取发布“开业通告”的方式向国内外广而告之，其目的是让那些原本与企业并无业务往来的对象了解企业，详介企业的经营范围和产品或服务种类，以争取更多的客户；或向企业的原有客户强调新公司的影响，如更多的新产品和新服务、实惠的开业促销、更加便利的业务往来等。本环节所涉及的英语通函有开业通告、公司及产品介绍、商业广告等。

Unit 1

New Business Opening



Learning Objectives

On the successful completion of this unit, students should be able to:

- ◆ explain what practice notice, company profile, product presentation and commercial advertisement are respectively;
- ◆ gain an insight into the ways of making a new business familiar to its target contacts in writing;
- ◆ get a clear picture of how to write the above-said four types of business correspondence, including their common layout or styles, main contents, do's and don'ts, etc.

Section 1 Practice Notice



Situation Description

浙江永康金莱五金制品国际贸易有限公司因业务需求的不断增加, 决定扩张营业, 拟在金华市五金大道宝莲广场 B 座一楼增设分公司, 并向新老客户发送开业通告 (Practice Notice)。

Company name: Zhejiang Yongkang Jinlai Hardware Products International Trading Co., Ltd.

New branch office address: 1st Floor, Building A, Baolian Plaza, Hardware Avenue, Jinhua City, Zhejiang Province, P.R. China

Business scope: hardware products, household necessities

Time for product show: March 14th–21st

Time for opening ceremony: March 28th



Writing Practice

请以浙江永康金莱五金制品贸易有限公司市场营销部经理 Aaron Wang 的名义拟写分公司开业通告, 告知客户分公司地址、业务范围 (business scope)、产品展览安排、开业典礼 (opening ceremony) 时间等。



Writing Instructions

新业开张往往是公司做强做大的成就体现之一, 也是其谋求经营发展的重要契机。撰写并发布开业通告其实是公司的广告策略, 其目的是建立或保持公司良好企业形象 (corporate image), 拓展新客源, 维持老客户忠诚度 (customer loyalty), 竭力争取更加广泛的国际业务联系 (business contacts)。为此, 开业通告中往往需涉及企业及自身优势产品或服务的介绍, 强调新业开张为新老客户所带来的优惠和便利, 表达合作的诚意等。

发给老客户的开业通告一般不必重述公司及产品概况, 而只需强调以下几点即可:

1. 新业开张缘由;
2. 公司开业时间;
3. 新公司的地址;
4. 新业开张将给客户带来的优惠和便利;
5. 开业活动介绍;
6. 如有必要, 邀请客户参加开业典礼。

发给其他企业的开业通告则尚需对企业本身进行简介, 再详介相关的产品或服务项目。



PRACTICE NOTICE

March 2nd, 2011

Dear Sirs,

To meet the growing demand for household hardware home and abroad, we have decided to extend our business by opening a new branch, which is located in 1st Floor, Building A, Baolian Plaza, Hardware Avenue, Jinhua City, Zhejiang Province.

The new branch will carry a wide range of hardware and other household necessities at prices that compare very favorably with those charged by other suppliers.

In order to demonstrate the range of merchandise that will be available, we are arranging a special window display during the week beginning on 14th of March. The official opening ceremony will take place on the following Friday, 28th of March.

We hope you will visit the new branch during the opening week and give us the opportunity to show you that the reputation enjoyed by us for giving sound value for money will apply equally to this new branch.

Yours faithfully,

Yongkang Jinlai Hardware Products International Trading Co., Ltd.

Aaron Wang

Sales Manager



Model 1: Sales Office Opening

Dear Sir or Madam,

We have opened at 118 Cixi Street a sales office for our products here in Ningbo. We employ a staff of well-trained consultants and technologists who make routine checks on all equipment purchased from us. We will go through every process to guarantee the quality of our products.

We would be pleased if you would take full advantage of our services and favourable shopping conditions.

Yours faithfully,

Kate Wang

Model 2: New Branch Opening

Dear customers,

It is my great honor to announce a new branch of Apple Jeans to be opened on March 9th in the North Point of Wealth Plaza.

As an opening celebration, we will be awarding a special 15% discount to the first 100 customers, every day, from March 9th.

We very much look forward to seeing you as one of those special distinguished customers.

The address of the new Apple Jeans store is: 5th Floor, North Point of Wealth Plaza, 312 Zhejiang Road, Guangzhou.

Yours sincerely,

Peter Chang

General Manager

Model 3: Merger

The two leading convenience store companies, Amy Shop Co., Ltd. (AS) and May Shop Co., Ltd. (MS) will officially merge on April 11th, 2011.

The new company will be renamed Amy & May Chain Store Co., Ltd. (AMCS).

The new organizational structure reflects a significant change from a regional focus to a customer-oriented focus. With centralized procurement and management, AMCS will be able to reduce costs and provide customers with higher quality products at cheaper prices.

Customers will find they have more choices and lower prices through this AMCS merger.

For more information please contact:

Jimmy Shen

PR Director

Model 4: Removal to New Premises

Dear Sirs,

The steady growth of our business has made necessary an early move to new and larger premises. We have been fortunate in acquiring a particularly good site on the new industrial estate at Changcheng, Yongkang, and from May 1st our new contact method will be as follows:

Address: 1098 Wenchang Street, Changcheng Industrial Estate, Yongkang City, Zhejiang Province

Zip code: 321000

Tel: 86-579-87063069

Fax: 86-579-87065883

This new site is served by excellent transport facilities, both road and rail, enabling



deliveries to be made promptly. It also provides scope for better methods of production which will increase output and also improve the quality of our goods even further.

We have very much appreciated your cooperation in the past and confidently expect to be able to offer you improvements in service when the new factory moves into full production.

Yours sincerely,

Mary Dong

Model 5: Reorganization of a Store's Departments

Dear Customers,

In order to provide you with even better service, we have recently extended and relocated a number of departments in our store.

The basement displays a good collection of blazers of famous brands, most of which we are able to supply at favorable prices within 24 hours from stock.

On the ground floor we have a wide selection of leather shoes and bags with superior quality and latest styles, including two new brands, namely Saturday and Pretty Baby.

The super market, which has been expanded greatly, is now located on the first floor. You can find almost any daily necessities there.

Our Fashion Fabrics and Soft Furnishings Departments are together on the second floor. Children's and Babywear Department is relocated on the third floor.

We thank you for your past cooperation and hope that we may continue to be of quality service to you.

Yours sincerely

Jessica Zheng

General Manager

Section 2 Company Profile



Situation Description

伊拉克客商萨伊德先生 (Sayid) 专营大型医疗器械进口业务, 主要货源地为中国, 通过网络了解到中国浙江省义乌洪达医疗器械有限公司的联系方式, 遂发函致意, 请求对方提供企业概况及年度报告 (Annual Report)。

Company name: Yiwu Hongda Medical Equipment Co., Ltd.

Established in: 1995

Annual turnover: CNY 12 billion

Certification: CE, ISO 9001, ISO14001, etc.

Competitive advantages: quality products, good service, favorable prices, efficient and energy-saving machinery, etc.

Head office address: No. 235 Jiangdong Street, Yiwu City, Zhejiang Province, P.R. China

2 manufacturing plants based in: Guangdong, Fujian

Representative offices or service centers in: 23 other countries

Writing Practice

请以义乌洪达医疗器械有限公司负责中东出口业务的外贸业务员 Jenny Fang 的名义，给萨伊德先生复函，感谢其对公司的关注，并随附公司简介 (Company Profile)。

Writing Instructions

企业为宣传和推广自身，提高市场声望 (market reputation) 和社会影响力 (social impact)，有必要拟写一篇优质的企业介绍，以使客户迅速建立起对企业的直观印象 (direct impression)，有助于促进客户对企业的信任。企业介绍内容通常可从以下几个方面进行选择：

1. 企业的发展历程 (development history);
2. 企业的地理位置 (geographical position) 和交通状况 (traffic conditions);
3. 企业经营范围、市场覆盖范围 (market coverage)、产品特色 (product features) 及相关认证 (authentication);
4. 企业的实力和竞争优势 (competitive advantages);
5. 企业所获奖项 (awards) 和荣誉 (honors);
6. 企业的远景 (prospect)、使命 (mission) 和发展规划 (development plan);
7. 倡导生活理念以博得采购商 (purchaser) 和终端用户 (end user) 的好感;
8. 致意并期待合作。

Reference Copy

Dear Mr. Sayid,

Thank you for your interest in our corporation. Upon your request, we are attaching an electronic version of our company profile for your review. In addition, a copy of our annual report has been mailed to the address you provided. Please feel free to contact us if you have any further questions. And we warmly welcome your visiting our head office in No. 235 Jiangdong Street, Yiwu City, Zhejiang Province at your first convenience.

Sincerely,
Yiwu Hongda Medical Equipment Co., Ltd.

Jenny Fang
Sales Representative for the Middle East



Enclosure: Company Profile

Yiwu Hongda Medical Equipment Co., Ltd.

Yiwu Hongda Medical Equipment Co., Ltd. was established in 1995. After 16 years of development, it has become one of the largest medical equipment manufacturers and exporters in China, enjoying an annual turnover reaching CNY 12 billion. The company is recognized as one of the industry's pioneers and has achieved certification of the CE, ISO9001 international Quality Standard and ISO14001 for its Environmental Management System, etc.

Yiwu Hongda Medical Equipment Co., Ltd. is famous for its quality products, good service, competitive pricing and efficient and energy-saving medical machinery, all of which led to its business expansion throughout the world. Currently, it has two more manufacturing plants outside Zhejiang: one is based in Guangdong and the other is in Fujian Province. In addition, it has representative offices or service centers in 23 other countries.

“Your satisfaction is our mission.” Yiwu Hongda Medical Equipment Co., Ltd. is dedicated to delivering high-quality products and services to all its clients both at home and abroad as a totally reliable partner with your business.



Model Writing

Model 1

Dear Sir or Madam:

Since our establishment in 1998, Xiangyuan food and Beverage Import & Export Co., Ltd. has dedicated itself to becoming a bridge between manufacturers and customers. With our rich experience and abundant worldwide resources, we are able to offer our clients in Africa, America and Europe the best and newest products at the most reasonable prices. We are totally confident of satisfying our customers, ever changing needs and, as a result of this service, we have earned an enviable reputation as a well recognized food and beverage importer/exporter catering to more than 1,000 clients.

Xiangyuan food and Beverage Import & Export co., Ltd. is the franchised distributor of a number of famous brands and products. If you are a qualified supplier with good products, we look forward to working with you in delivering high quality products to the customers. If you are an importer who wants to buy good products at a reasonable price, Xiangyuan, with its extensive range of products, can be your most reliable business partner.

Being a professional and dedicated food and beverage dealer, Xiangyuan will always strive to offer top class products and services to our clients.

Yours sincerely,
Xiangyuan Food and Beverage Import & Export Co., Ltd.

Jack Wang
Sales Director

Model 2

Zhejiang Jiajia Textile Co., Ltd. is located in China's Orchid Village — Lanxi in the central and western part of Zhejiang Province. With the Hang-Jin-Qu Expressway, No. 330 National Road, Zhejiang-Jiangxi Railway Extension, Jin-Qian Railway and three rivers going through the city, Lanxi enjoys a reputation as "the confluence of three rivers, with convenient transportation access to seven provinces". Therefore, with our superior geographical position, we enjoy a developed and convenient location.

With a total area of about 20,000 square meters, our company owns 70 jean-specialized rapier looms, a set of sizing-dyeing joint unit with frequency auto control system, and related equipment for the joint unit, including warping equipment, cloth plaiting machines, finishing machines and examination machines. Our company mainly produces products in six series, including pure cotton, polyester-mixed cotton, stretched, and jacquard, with a total of more than 500 types. We have more than 100 employees, producing over 3 million meters of all types of jeans annually.

The use of high-quality raw materials, comprehensive and efficient management, internationally standard production technology, and a strict testing system, as well as our long-term accumulation of experience in production jointly ensure the quality of our products.

"Quality first, honest cooperation and mutual benefits" have been the core purpose of our company since its establishment. Our company is small in size. However, with the principle of "quality assurance, sincere service, mutual benefits and common development", we have won favorable comments from all clients. We sincerely welcome new and old customers to inquire and cooperate with us.

Model 3

Dear Mr. Smith,

Thank you for your interest in our company. Carnation Medical Equipment Co., Ltd. is one of China's largest exporters of medical and surgical instruments. We have over 20 years of experience in this field and are at the cutting edge of new technological innovations due to our emphasis on R&D and the recruitment of the best creative talents from both home and abroad.

I have attached a copy of our latest brochure detailing our company's history, its pioneering achievements in the medical field and its full range of products.

Thank you again for your interest in our company. If you have any further questions, please feel free to contact us again.

Sincerely,
Simon Chen
PR Manager



Notes

- 1) R&D: Research and Development, 即“研究与开发”、“研究与发展”或“研究与试验性发展”, 指在科学技术领域, 为增加知识总量(包括人类文化和社会知识的总量)以及运用这些知识去创造新的应用进行的系统的创造性的活动, 包括基础研究、应用研究、试验发展三类活动。
- 2) PR: Public Relations, 即公共关系或机构传讯。公关部主要执行组织机构信息传播、关系协调与形象管理事务的咨询、策划、实施和服务的管理职能。

Section 3 Product presentation



Situation Description

埃及客商卡里姆(Karim)对中国土产进出口有限公司杭州分公司经营的地毯颇有兴趣, 发函要求对方提供地毯产品介绍及最新产品目录, 其电子邮件内容如下:

Dear Sir or Madam,

I am interested in learning more about some of your carpets, in particular, those from your new ZY range. Could you provide me with detailed information on them? In addition, I would like to receive your latest catalogue, if possible.

Thank you for your help!

Yours sincerely,

Karim



Writing Practice

请以中国土产进出口有限公司杭州分公司非洲业务部业务员 Michael Cao 的名义复函, 对花王牌 ZY 系列地毯做总体介绍, 并随附产品目录。产品介绍(Product Presentation)所涉