



“十二五”职业教育国家规划教材  
经全国职业教育教材审定委员会审定  
高职高专国际贸易类教材系列

International

# 外贸英语函电

(第二版)

李俊香 王占九 主编



科学出版社



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北 京

## 内 容 简 介

本书在充分听取行业企业专家建议和考虑当前高职院校教学实际的基础上进行了修订。第二版主要内容分布在六个学习项目之中,各项目下又分别包含若干核心任务,通过完成相应的工作任务,学习整个业务流程中涉及的相关函电,有助于学生以刚从事外贸业务的职场新人的视角,充分调动学习积极性。

具体而言,本书呈现出如下三个方面的特色:①将国际贸易业务环节设计的各类信函,通过六个项目有机地融入其中,清晰明了,使学生易于掌握。②以出口商的视角,通过一笔仿真业务,将出口商写作的信函连贯地串联在一起,而进口商的信函均分布在来函中,避免了以往来往信函混杂在一起的情况,使得信函的写作与回复针对性强,接近真实的业务处理。③以学生为中心,体现“教、学、做合一”的教学理念,将语言知识与技能的培养与职业岗位紧密相连,注重学生综合职业素养的培养。

本书适合高职高专院校国际贸易和商务英语专业学生使用,也可供从事外贸、商务工作的相关人员培训或自学使用。

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## Preface to the Second Edition

### 第二版前言

随着全球经济的发展, 尤其在我国加入世界贸易组织之后, 我们已在越来越多的领域与世界接轨, 很多企业也参与到国际竞争的大潮中来。在这种情形下, 社会迫切需要既懂国际贸易专业知识, 同时又具备娴熟的商务英语专业技能的人才。另一方面, 改革开放以来, 高职高专教育已然成为我国高等教育的一个重要组成部分, 其培养目标与要求有其自身独特之处, 即不仅仅要熟稔相关知识, 而且要有实际运用能力。

基于此种情况, 本书在编写思路, 将主要内容分布在六个学习项目之中, 这几个项目中又分别包含若干个核心任务, 学生通过完成相应的工作任务, 学习整个业务流程中涉及的相关函电。这样的编写思路有助于学生以刚从事外贸业务的职场新人的视角, 犹如在公司、企业工作一样, 充分调动起学习积极性。

具体而言, 本书呈现出如下几个方面的特色:

1) 将国际贸易业务环节涉及各类信函, 通过六个项目有机地融入其中, 清晰明了, 使学生易于掌握。

2) 以出口商的角度, 通过一笔仿真业务, 将出口商写作的信函连贯地串联在一起, 而进口商的信函均分布在来函中, 避免了以往来往信函混杂在一起的情况, 使得信函的写作与回复针对性强, 接近真实的业务处理。

3) 以学生为中心, 体现“教、学、做合一”的教学理念, 将语言知识与技能的培养与职业岗位紧密相连, 注重学生综合职业素养的培养。

为使本书虚拟人物——李梅做的一笔出口业务往来信函完整, 在二版修订中提供了业务初探的回函参考答案(请登陆 <http://www.abook.cn> 下载), 其他答案放在课件中, 便于自学也方便教师的教学。

本书二版修订工作主要由宁波城市职业技术学院外贸英语函电课程建设小组成员完成, 同时也充分听取了行业企业专家的建议, 使之更有针对性。本书在审稿过程中得到了延边大学外语教研部主任赵景春教授及现任美国 Queens Library 馆长姜尚德先生的大力支持, 两位均对书稿的内容给予很多宝贵的建议, 并且对书稿进行了非常认真的审阅, 这一切对本书的顺利完成起到了至关重要的作用。

在此次修订过程中, 我们参考了国内部分同类书籍, 在此向这些同行深表敬意与感谢。本书难免有疏漏之处, 衷心欢迎专家与读者予以指正, 并将改进建议反馈给我们, 以便进一步完善与提高。

编者

2016年3月

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# Project One Customer Development

## 项目一 开发客户



### 知识目标

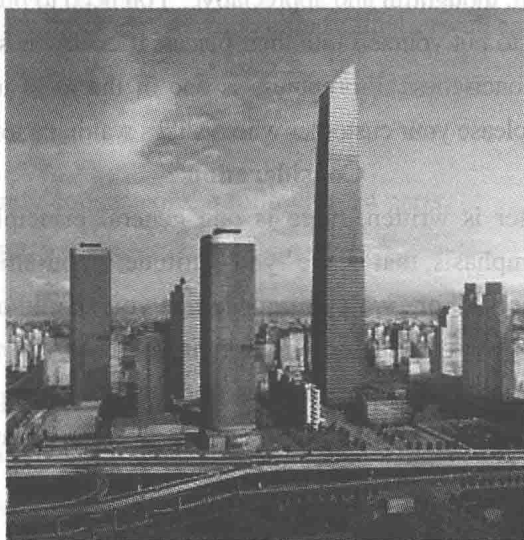
客户开发要求学生能够通过 Internet 主动寻找海外客户，并予以有效回复，从而与对方建立初步的业务关系。建立业务关系，实际上就是确定贸易对象。贸易对象选择的合适与否，决定着贸易的成败。在一般情况下，双方通过各自的介绍或第三者的介绍，先摸清对方的经营能力和业务范围等重要条件，然后再进行实质性的业务磋商。

要达到这个目标，学生首先要知道此类商务英文信函的格式、常用术语及其表达方式。在清楚了解并熟练掌握这些知识之后，就可以进行信函的阅读与回复。本项目包括两个任务：了解商务信函的格式，撰写一封建立业务关系的信函。



### 能力目标

- 能够正确运用英文外贸业务信函的结构、术语及常用句式。
- 能够根据具体要求撰写建立业务关系的信函。







## Task One Learning the Format of Business Letter

### 任务1 了解商务信函格式



李梅是一名职场新人，她刚从上海商学院毕业，经过招聘来到宁波中海贸易公司工作。该公司主要经营纺织品、服装、鞋帽等出口业务，产品主要出口到美国、英国、加拿大、澳大利亚等国家。刚到公司，经理让她首先熟悉一下商务往来信函的格式，掌握主要写作要点，于是小梅打开了自己办公桌上的电脑……

#### 一、知识链接

##### 1. Basic Knowledge Concerning the Layout of a Business Letter

Letter-writing is an important way to achieve the goal to communicate with our customers. A good English letter will leave our customer a good impression. If a businessman is unable to write an effective business letter, it is very difficult to represent himself positively, which may cause problems in doing business. What can be called a good business English letter? A good business English letter should follow the principles as follows.

##### “7Cs” Principles in Business Letter-Writing

###### Courtesy

Courtesy is not mere politeness. It is like a favorable introduction card. The courteous writer should be sincere and tactful, thoughtful and appreciative. You need to prepare every message with the readers in mind and try to put yourself into their places. If conciseness conflicts with courtesy, make a little sacrifice of conciseness. Promptness is one of the most important things in being courteous. Punctuality will please your customer who dislikes waiting a long time for a reply.

###### Consideration

When a business letter is written, there is one general principle, on which the native English writers lay great emphasis, that is, the “you” attitude. “You-attitude” is not so simple as only to use “you” instead of “I” or “we”. In your letters you should always keep in mind the persons you are writing to, try to see things from their points of view, visualize them in their surroundings, see their problems and difficulties and express your ideas in terms of their experience. “You-attitude” can help to avoid an awkward situation, and promote cooperation between the trade parties.

###### Completeness

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

###### Concreteness

Concreteness means making the message specific, definite and vivid. Business letters



should avoid being too general. In general letters, everything seems to be mentioned but actually few are fully expounded. You should use specific facts and figures, vivid and image-building words.

### Clarity

Make sure that your letter is so clear that it cannot be misunderstood. A point that is ambiguous in a letter will cause trouble to both sides, and further exchange of letters for explanation will become inevitable, thus time will be lost. You must try to express yourself clearly. When you are sure about what you want to say, say it in plain, simple words. Short, familiar, conversational and straight-forward English is what is needed for business letters.

### Conciseness

That is using concise sentences and fewest words, without losing completeness and courtesy, to explain the meaning of a letter clearly.

- (1) Avoid using wordy expressions.
- (2) Avoid unnecessary repetition.
- (3) Using short sentences, simple words and clear explanations.
- (4) Prepositional or participle phrases instead of clauses.

e.g. *Thank you for your letter of Dec. 21, 2015, informing us of your interest in our products.*

### Correctness

Correctness refers not only to correct usage of grammar, punctuation and spelling, but also to standard language, proper statement, and accurate figures as well as the correct understanding of commercial jargons.

## 2. The Structure of a Business Letter

A business letter basically consists of the following 14 parts.

### 2.1 Letterhead (信头)

Letterhead includes the sender's name, postal address, telephone number, fax/ telegram/ telex number, and E-mail address, etc. Usually letterhead is printed in the up-center or at the left side of a letter writing paper.

### 2.2 Reference Number (发文编号)

The reference number is generally used as a useful indication for filing and consulting for both sides, so it must be easily seen. It may include a file number, a contract number, an L/C number or the initials of the signer and the typist's initials. If you find the reference number in the incoming letter you need to take the form as "your ref." and "our ref." in your reply. The position of the reference number is often one or two lines below the letterhead.



### 2.3 Date (日期)

Every letter should be dated. Never send out a letter without a date. If you are giving information, such as shipping or delivery or appointment dates, it is vital that the date should be correct. The position of the date is often one or two lines below the reference number or letterhead (if there is no reference number). It can be put either on the left or the right margin, depending on the style you decide to use.

Remember to type the date in full. It is unwise to abbreviate the name of the month or show the date in figures like 8/9/2015 or 9/8/2015 as this may cause some confusions. This is because the British and American forms differ and do not read the day and the month in the same order. e.g.

September 8, 2015 — American form

8th September, 2015 — British form

### 2.4 Inside Name and Address (封内地址)

Generally, the inside name and address should include some or all parts of the following: the receiver's name and title, company's name, street address, city, state/province, postcode and country. It appears on the left margin and usually starts two to four lines below the last line of the letterhead.

### 2.5 Attention Line (交由)

Attention line is used when the writer of a letter addressed to an organization wishes to direct the letter to a particular individual or section of the firm. It is usually between the inside address and the salutation or above the inside address.

### 2.6 Salutation (称呼)

The salutation is the polite greeting with which a letter begins. It should be placed two lines below the inside address. There are many forms of salutation in a business letter. The particular form used depends upon the writer's relationship with the receiver. To some extent, the salutation settles the form of the complimentary close. The customary greeting in a business letter is "Dear Mr./Mrs./Ms./Miss...(姓)" or "Dear...(名)". "Dear Sirs" or "Gentlemen" is used when the letter is not addressed to a specific person. Note that "Gentlemen" is seldom used nowadays and "Sirs" cannot be used alone. Quite often now companies are owned and/or managed by women, and it is more and more customary to use the greeting "Dear Madam or Sir", if the writer is not sure whether the letter will be read by a man or a woman. Whatever its form is, the salutation always appears on a line by itself and is followed by a comma or a colon.

### 2.7 Subject Line (主题)

Subject line is actually the general idea of a letter. It is inserted between the salutation and



the body of the letter either at the left-hand margin for fully-blocked letter form or centrally over the body for other forms. Subject line can also be placed above the salutation in the case of no attention line. It calls the receiver's attention to the topic of the letter. In practice, Re/Sub is usually used. Subject line should be underlined in practice.

## 2.8 Body of the Letter (正文)

This is the main part of the letter. It expresses the writer's idea, opinion, purpose and wishes, etc., so it should be carefully planned. When writing, you should pay attention to the following:

- (1) Write simply, clearly, courteously, grammatically, and to the point.
- (2) Paragraph correctly, confining each paragraph to one topic.
- (3) See that your typing is accurate and the display artistic. Aim at an attractive and pleasing appearance for your letter. Margins especially are important, since they serve to "frame" your letter.

## 2.9 Complimentary Close (结尾敬语)

Complimentary close is merely a polite way of ending a letter. It is in keeping with the salutation. The most commonly used sets of salutation and complimentary close are:

Dear Sir(s),	Yours faithfully,
Gentlemen,	Truly yours,
Dear Mr. Henry,	Yours sincerely, or Sincerely yours,

The complimentary close, when it is used, must never be separated from the substance of a letter by carried to a separate sheet. Yours faithfully as complimentary close is not suggested in business letter writing while "Best Regards" and "Yours Sincerely" are very popular nowadays.

## 2.10 Signature (签名)

It is common to type the name of the writer's firm or company immediately below complimentary close. Then the person authorized should sign his name, by hand and in ink, below it. Since hand-written signatures are illegible, the name of signer is usually typed below the signature, and followed by his job title or position. Never sign a letter with a rubber stamp.

## 2.11. The Reference Notation (经办人代号)

Sometimes, the reference notation, which is also understood as identification mark, can also be added two lines below the typed signature. The reference notation usually shows only the initials of the typist, but it can also be made up of the initials of the person who dictated the letter and those of the secretary or typist if the director's name is not typed in the signature area. The initials of the director or dictator are usually in capital letters. The two sets are separated by a colon or a slant. e.g. for Bill Clinton (manager) and Nancy Brown (secretary). The following examples are acceptable forms of the reference notation:

BC: nb



BC/nb

## 2.12 Enclosure (附件)

If something is enclosed, note it below the signature.

Encl. Catalogue

## 2.13 Carbon Copy Notation (抄送)

When copies of the letter are sent to others, type C.C. below the signature at the left margin.

C.C. Mr. G Cooper

## 2.14 Postscript (附言)

If the writer wishes to add something he forgot to mention or for emphasis, he may add his postscript two spaces below the carbon copy notation. P.S. is not suggested for it shows the writer's poor planning in writing.

The following is an example, showing the above 14 parts' position in a business letter.

### Example (combined-form style)

1. Letterhead	
2. Reference Number	3. Date
4. Inside Name and Address	
5. Attention line	
6. The Salutation	
7. The Subject Line	
8. The Body of the Letter	
-----	
-----	
-----	
9. The Complimentary Close	
10. The Signature	
11. The Reference Notation	
12. Enclosure	
13. Carbon Copy Notation	
14. Postscript	



### 3. Envelope-Addressing

Business envelopes ordinarily have the return address printed at the upper left corner. The receiver's name and address should be typed about half way down the envelope.

The postmark or stamps should be placed at the up right-hand corner, while the bottom left-hand corner is for post notations such as "Confidential", "Secret", "Printed Matter", etc.

China National Chemicals  
Import & Export Company  
Dalian, China

Stamp

Overseas Trading Co.  
279 Market Street  
London, E.C.8

AIR

or

China National Chemicals  
Import & Export Company.  
Dalian, China

Stamp

Overseas Trading Co.  
279 Market Street  
London, E.C.8

AIR

It is important to include the postcode (zip code in the U.S.A.) in order to facilitate mechanical mail-sorting.

### 4. The Layout of a Business Letter

#### 1) Indented Style

The main feature in this style is that each line of the letterhead and the inside name and address should be indented 1-2 spaces. Each paragraph should be indented 4-5 spaces. It's a conventional style, and it is seldom used in modern business letter writing.



SM Trading Company

298 Newton Place, Norfolk, NG29 0PA

Tel:01345 89743 Fax:01345 89756

Ref. No.98

March 15, 2016

China National Import & Export Corp.

Beijing Branch

Beijing

China

Dear Sirs,

Re. : Cotton T-shirt

We note from your letter dated February 17 that the price quoted by us for the subject goods is found to be on the high side.

While we appreciate your cooperation in giving us the information about the Indian supply in your market. We are regretful that we are unable to reduce our price to the level you indicated. We have to point out that your counter-offer is obviously out of line with the price ruling in the present market, as other buyers in your neighboring countries are buying at our quoted price.

We hope you will take our proposal into serious consideration and give us an early reply.

Yours Sincerely,

James Smith

## 2) Combined-form Style

This style is also known as Semi-indented style, and it is one of the acceptable style.



SM Trading Company.  
298 Newton Place, Norfolk, NG29 OPA  
Tel:01345 89743 Fax:01345 89756

Ref. No.98

March 15, 2016

China National Import & Export Corp.  
Beijing Branch  
Beijing  
China

Dear Sirs,

Re. : Cotton T-shirt

We note from your letter dated February 17 that the price quoted by us for the subject goods is found to be on the high side.

While we appreciate your cooperation in giving us the information about the Indian supply in your market. We are regretful that we are unable to reduce our price to the level you indicated. We have to point out that your counter-offer is obviously out of line with the price ruling in the present market, as other buyers in your neighboring countries are buying at our quoted price.

We hope you will take our proposal into serious consideration and give us an early reply.

Yours Sincerely,

James Smith

### 3) Full-block Style

This is a popular style in recent years.

SM Trading Company  
298 Newton Place Norfolk NG29 OPA  
Tel:01345 89743 Fax:01345 89756

Ref. No.98

March 15, 2016

China National Import & Export Corp.  
Shanghai Branch  
Shanghai





China

Dear Sir or Madam,

Re. : Cotton T-shirt

We note from your letter dated February 17 that the price quoted by us for the subject goods is found to be on the high side.

While we appreciate your cooperation in giving us the information about the Indian supply in your market. We are regretful that we are unable to reduce our price to the level you indicated. We have to point out that your counter-offer is obviously out of line with the price ruling in the present market, as other buyers in your neighboring countries are buying at our quoted price.

We hope you will take our proposal into serious consideration and give us an early reply.

Yours Sincerely,  
James Smith

#### 4) Modified-block Style

All the parts except the date, subject line, complimentary close and the signature start from the left margin. This style appeals to many readers.

ABC Trading Company  
188 Newton Place, Norfolk, NG29 OPA  
Tel: 01345 89743 Fax: 01345 89756

Ref. No.98

March 15, 2016

China National Import & Export Corp.  
Shanghai Branch  
Shanghai  
China

Gentlemen:

Order No.865 for Tools

This is to inform you that Mr. E. Edwards, president of Paula Inc. resigned from that