

高等院校“十三五”规划教材

PRACTICAL FOREIGN
BUSINESS CORRESPONDENCE

实用外贸 英语函电

主编 潘立娟 高彩慧 崔淑娟



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内 容 简 介

外贸信函的书写对业务的达成具有非常重要的作用。本书针对现代商务信函内容简洁、直接的要求及学生的实际需要编写而成,内容清晰连贯、语言简明。本书根据从事外贸行业多年毕业生的宝贵工作经验,在书中添加了一些实用的外贸知识及外贸信函书写技巧,具有较强的应用性。全书共 13 章,每章除提供必要的外贸知识及外贸信函写作技巧之外,还设计了大量习题,使学生能够一边学习,一边练习。本书课时安排大约为 96~128 学时,教师可以根据学生的实际学习情况及进度适当增减课堂练习。

本书内容丰富,语言简单,尤其适合英语程度一般,想从事外贸行业并希望短期内提高外贸信函写作技巧的学生使用。同时也可作为外贸从业人员短期培训使用的教材。

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前 言

随着国际经济贸易的蓬勃发展,中国与世界各国的经济贸易活动日益频繁。中国已经从原来的贸易大国逐渐转变成为贸易强国。在这样激烈的国际竞争环境中,中国如何开展经济贸易活动,如何在贸易活动中营造融洽和谐、互利互惠的环境已经成为所有贸易从业人员的研究课题。这也给我国的对外贸易人才提出了更高、更新的要求。各高等院校针对这样的要求,不断更新自己的培养模式和培养目标。“语言+方向”或者“语言+专业”的人才培养模式脱颖而出,而复合型人才将取代单一型的人才在竞争中处于优势。复合型人才不仅需要掌握扎实的语言基础知识和实际运用能力,还要具有丰富的国际贸易专业知识。这就要求院校不仅有独特的培养模式、科学的教学方法,还要有实用的、专业的教材。

《实用外贸英语函电》是国际贸易专业中的一门基础课程,同时也是一门核心课程。这门课程把对外贸易的环节与书信写作结合起来,展示了外贸活动中的各种书信往来,具有实践性和操作性,从而使之成为一门重要的语言应用课程。通过本课程的学习,学生既可以了解对外贸易各个环节的基本知识,还可以掌握各种外贸信函的写作方法,为将来从事外贸商务活动打下坚实的基础。

随着互联网技术的飞速发展,外贸商务活动的很多环节都是通过互联网进行沟通和交流的。与传统的商务信函相比,现代的信函越来越体现了便捷化和非正式化的特点。现代商务信函往往选词简明,句子精炼,不再拘泥于传统信函的文体和规范,使之更加适应电子商务的发展和要求。

本书主要有以下三个特点:

1. 实用性

《实用外贸英语函电》是一门实践性和操作性很强的课程,学生不仅要熟悉外贸进出口业务各个环节,还要拥有扎实的语言知识和灵活的写作技巧。本书从对外贸易的环节出发,一改传统教材的词汇、例文和习题的固定模式,设计了大量的师生互动环节,将对外贸易的常用词汇设计成各种问题,使学生带着问题进入贸易环境中;在例文的设计上,很少选用传统的、正式的文体模式,而是更

多地选用电子邮件作为例文,让学生充分掌握现代商务的语言特点;本书遵循“精讲多练”的语言学习原则,有针对性地选择习题,对学生进行语言知识和实践技能的综合训练。

2. 灵活性

在对外贸易的实际操作中,没有什么是一成不变的。针对不断变化的贸易环境和不同的贸易对象,需要有灵活多变的沟通技巧来应对。本书最大的特点就体现于:在贸易洽谈部分,尽量列举各种不同的贸易洽谈环境,使学生熟悉和掌握不同的应对策略;通过对各类贸易环节的分析,使学生学习各种案例的写作技巧,掌握相关的语言表达方式,熟悉每种信函的写作模式;根据每一个贸易环节在实际对外贸易中的比重设计相应的课堂知识容量,进行有针对性的讲解和操练,真正达到“学以致用”的目的。

3. 延展性

没有任何一本外贸函电教材能够包含对外贸易中所需要的全部知识。但是在对外贸易的实际操作中,要求从业人员具有丰富的国际贸易专业知识。针对这样的要求,本书设计了“课外阅读”部分,即在每一个单元中,根据贸易环节或者信函的要求,增加了汉语的课外阅读内容。这些内容多与国际贸易相关。作为对课堂知识的补充,这一部分既可以丰富学生的商务知识,又增加了本书的层次感。在本书的附录部分,列举了几种对外贸易中经常使用的单据、表格等应用文,赋予本书趣味性和多样性。本书开拓了多种途径来丰富学生的知识,加强学生的外贸业务能力。

本书的编写分工如下:第1~4章及附录由崔淑娟编写;第5~8章由高彩慧编写;第9~13章由潘立娟编写。

由于编者的外贸业务水平和英语能力有限,加之编写时间仓促,书中疏漏及错误之处在所难免,恳请读者和同行专家批评指正。

编者

2016年3月

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Chapter 1 Introduction

Before the negotiation of foreign trade, the following three questions should be made clear.

- (1) What is foreign trade?
- (2) What is the process of the foreign trade?
- (3) How can potential customers be found?

Part 1 Definition of Foreign Trade

Foreign trade is also called international trade or import and export trade. It is the exchange of capital, goods and services across international borders or territories, which could involve the activities of the government and individual. In most countries, such trade represents a significant share of Gross Domestic Product (GDP).

Trading globally gives consumers and countries the opportunity to be exposed to new markets and products. Almost every kind of product can be found in the international market, such as clothes, bags, food, oil, spare parts, jewelry, wine, stocks, currencies and water. Services are also traded: tourism, banking, consulting and transportation. When a product is sold to the global market, it is called export, and when a product is bought from the global market, it is called import.

Industrialization, advanced technology, including transportation, globalization, multinational cooperation, and outsourcing are all having a major impact on the international trade system. Increasing international trade is crucial to the continuance of globalization. Without international trade, nations would be limited to the goods and services produced within their borders.

Work in groups and discuss the following questions.

- (1) What are the differences between international trade and domestic trade?
- (2) Use examples to illustrate that international trade is very important for countries.

(3) Think of some examples to illustrate that technology and transportation have a great impact on the international trade.

Part 2 Foreign Trade of the United States

Foreign trade of the United States comprises the international imports and exports of the country, and it is one of the world's most significant economic markets. The country is among the top three global importers and exporters.

The regulation of trade is constitutionally vested in the United States Congress. After the Great Depression, the country emerged as among the most significant global trade policy-makers, and it is now a partner to a number of international trade agreements, including the General Agreement on Tariffs and Trade (GATT) and the International Trade Organization (ITO). Gross U. S. assets held by foreigners were \$ 16.3 trillion as of the end of 2006 (over 100% of GDP).

United States trade policy has varied widely through various American historical and industrial periods. As a major developed nation, the U. S. has relied heavily on the import of raw materials and the export of finished goods. Because of the significance for American economy and industry, much weight has been placed on trade policy by elected officials and business leaders.

Today the United States' largest trading partner is China. China has seen substantial economic growth in the past 50 years and president Obama hoped to insure another 50 years of growth between the two countries.

Work in groups and discuss the following questions.

- (1) What affects a nation's foreign trade policy?
- (2) What's GATT?
- (3) What's ITO?
- (4) Why do nations try to attend international trade organizations?

Part 3 Foreign Trade of China

Peace, development and cooperation are the trends in today's world. Since the adoption of the reform and opening up policy more than 30 years ago, China has conformed to the trend of economic globalization by opening wider to the outside world and promoting economic and trade cooperation with other countries on the basis

of equality and mutual benefit. Through years of development, foreign trade has become one of China's most dynamic and fastest-growing sectors, placing China among the world's largest trade countries. China's foreign trade development has strengthened the nation's ties with the rest of the world and effectively pushed forward the country's modernization, and promoted world prosperity and progress.

China entered the World Trade Organization (WTO) in 2001. During the past decade, China has quickened its integration into the global economy while its foreign trade has been further invigorated. On the 10th anniversary of China's accession to the WTO, the Chinese government issues the White Paper to give a comprehensive introduction to China's foreign trade development.

China has formed an all-round and diversified import and export market. Since the adoption of the reform and opening up policy, China has been promoting foreign trade on all fronts, and established trade relations with the vast majority of the world's countries and regions. China's trade partners have increased from a small number of countries and regions in 1978 to 231 countries and regions now. The European Union (EU), the United States, the Association of Southeast Asian Nations (ASEAN), Japan, and the other BRIC countries have become China's major trade partners. In this new century China's trade with newly emerging markets and developing countries has maintained sustained and relatively rapid growth. In China's total trade in goods from 2005 to 2010 the proportion of trade with ASEAN increased from 9.2 percent to 9.8 percent, with other BRIC countries from 4.9 percent to 6.9 percent, with Latin America from 3.5 percent to 6.2 percent, and with Africa from 2.8 percent to 4.3 percent.

China's international competitiveness in services trade has been enhanced. With its WTO entry, China's trade in services entered a new stage of development. With its scale rapidly enlarged and its pattern gradually optimized, China's trade in services now ranks among the top in the world. China's trade in tourism, transport and other fields has maintained a steady growth momentum. China's cross-border services in construction, communications, insurance, finance, computers and information, royalties and license fees, consultation and related fields, as well as service outsourcing, have been growing rapidly. From 2001 to 2010 China's total services trade value (excluding government services) witnessed a more-than-five-fold growth from \$71.9 billion to \$362.4 billion. China's proportion in world services trade exports rose from 2.4 percent to 4.6 percent, worth \$170.2 billion in 2010,

and jumped from the 12th place in the world to the 4th; China's proportion in world services trade imports increased from 2.6 percent to 5.5 percent, worth \$192.2 billion in 2010, moving from the 10th place in the world to the 3rd.

Part 4 Process of Export and Import

• Figure 1.1 shows clearly the whole process of export. Discuss with your partner and try to answer the question "In what part, foreign business letters are especially important?"

• Figure 1.2 shows the import process. Compare it with the export process and find the differences between them.

Foreign business letters play a very important role in the whole process of foreign trading, especially in business negotiation. Business letters are written to ask to establish business relations with clients, to inquiry, to offer, to counteroffer, to place orders, and even to sign contracts. Business letters are also used to talk about packaging, shipment, terms of payment, insurance, inspection, compensation, arbitration, and so on. However, writing business letters is not as easy as it seems. Good and appropriate business letters can help to develop business, while inappropriate business letters might ruin the business. Thus learning to write business letters, especially e-mails, are really very important for those who want to be successful in this field.

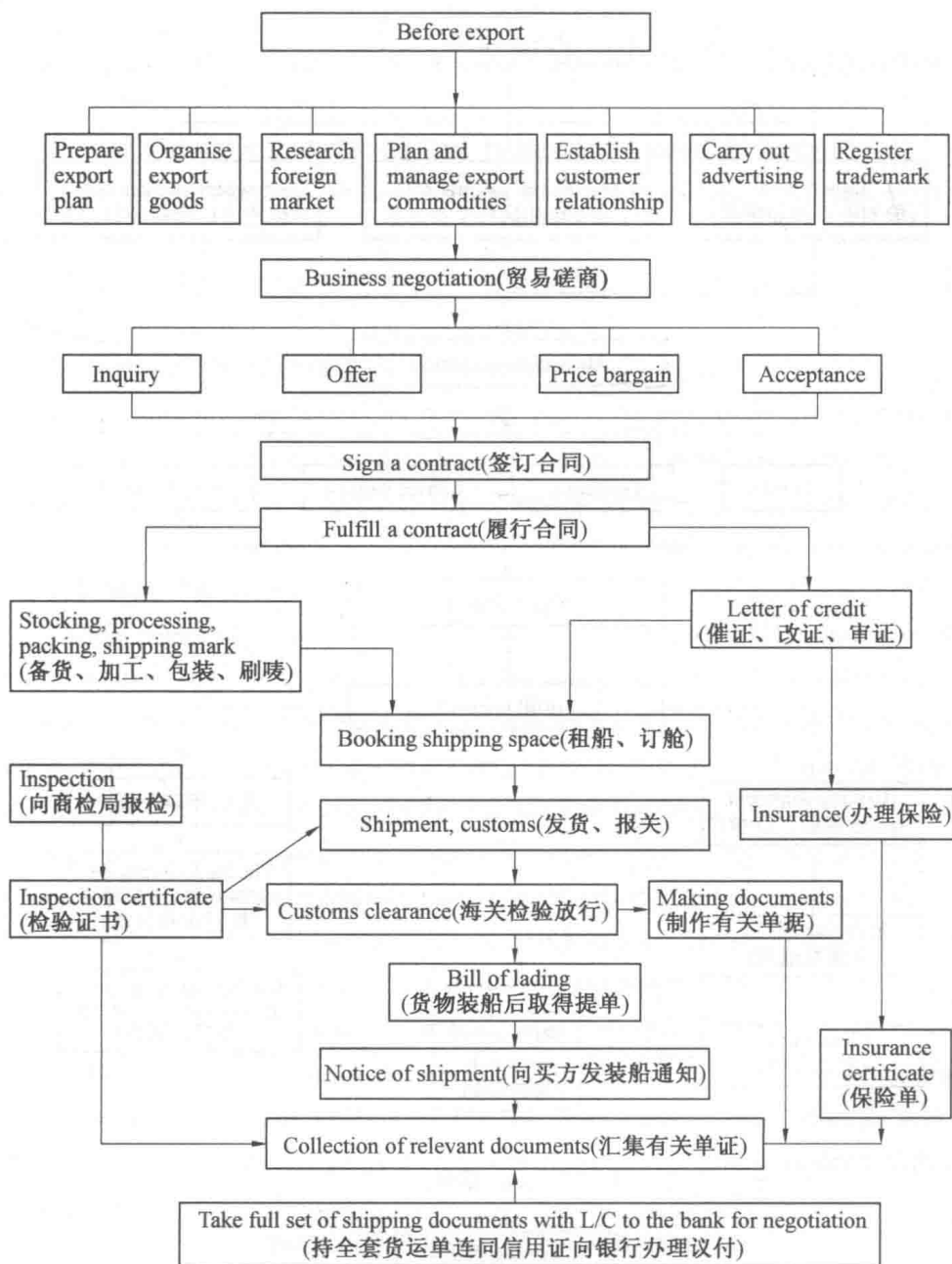


Figure 1.1 The whole process of export

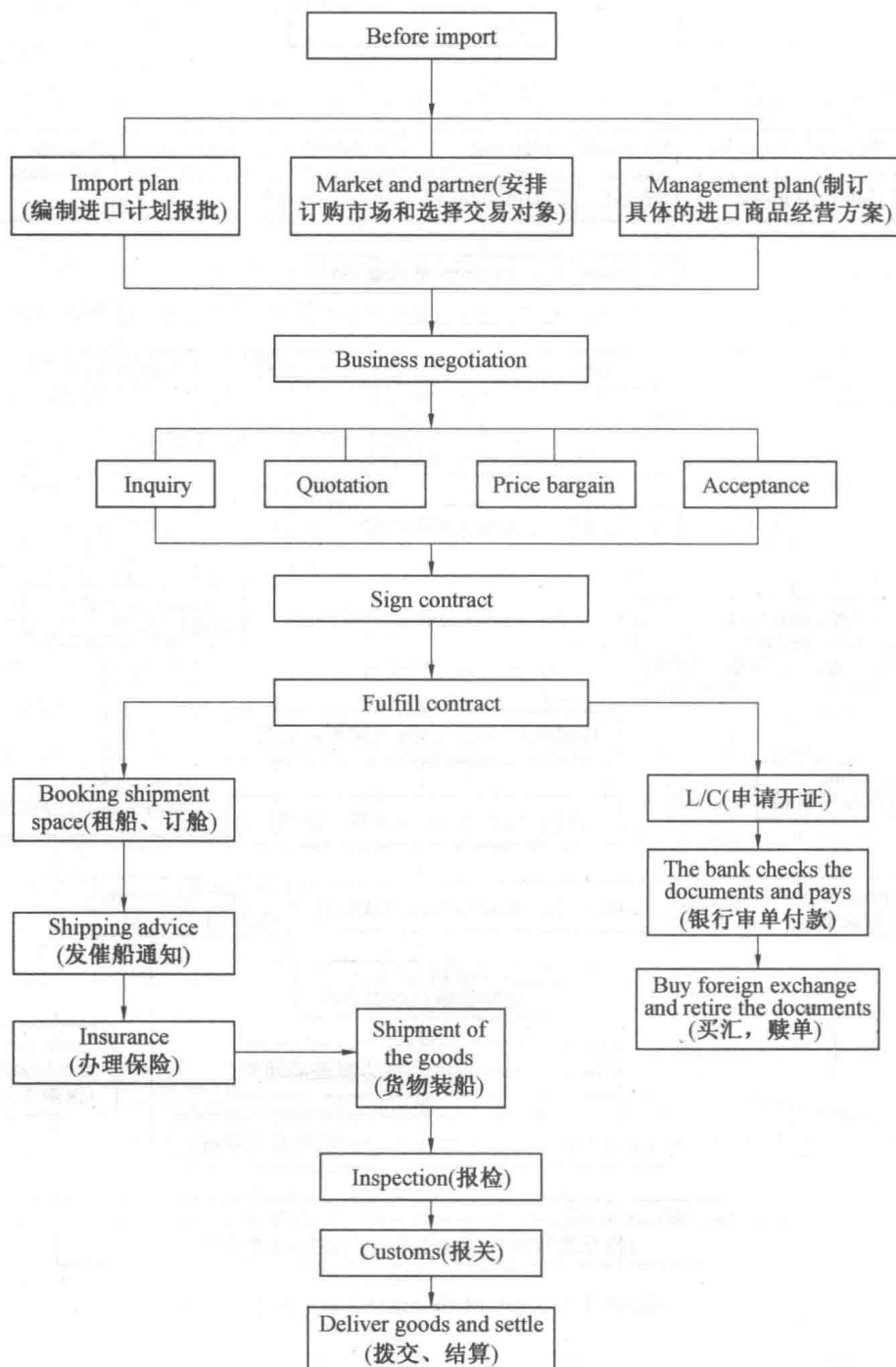


Figure 1.2 The whole process of import

Part 5 Methods of Developing Potential Customers

- **Work in pairs and discuss how to develop potential clients.**
- **The following passage is about the methods to develop potential clients in foreign trade.**

Before starting the foreign trade, it is important to know how to develop clients in other countries. The following are some useful tips.

1. Registration of Free B2B on Websites

It is a common way to develop potential clients by registering free B2B on some websites, such as, made-in-china. com, ec21. com, ecvv. com, ecplaza. com, tradekey. com, importers. com, etc. If you register on these sites, please update the information of your products timely and frequently and make buyers find you easily.

2. Search Engine—Google

Google is powerful and effective. Clients throughout the world can find almost all resources on it and thus, many people choose it as a tool to develop potential customers. The advanced research in Google is pretty effective because it has options of countries and languages and therefore, you can target “clients in different countries”. Type “name of commodity + words like importers / + distributor / buy” as key words. For example, if you sell chemicals, type “ buy chemicals, we are looking for chemicals, chemicals importer, chemicals distributor” as key words, and you are likely to find more foreign clients. Don’t forget Google pictures and Google map, sometimes, they might give you an unexpected surprise. And also you can type “name of your product + mailbox suffix”, for example, “chair + @ aol. com / yahoo. com / gmail. com, etc.” In this way, you might find some big wholesalers. The biggest benefit of this method is that you don’t need to waste time to look for e-mail addresses of these wholesalers. Here are some public mailbox suffixes, see Table 1.1.

Table 1.1 Some public mailbox suffixes

South Africa	@ webmail. co. za
New Zealand	@ xtra. co. nz
Singapore	@ pacific. net. sg / @ fastmail. fm
The United Arab Emirates	@ emirates. net. ae / @ eim. ae

Table 1.1 (Continued)

Syria	@ net. sy / @ scs-net. org / @ mail. sy
Turkey	@ ttnet. net. tr / @ superonline. com
Yemen	@ yemen. net. ye / @ y. net. ye
Cyprus	@ cytanet. com. cy
The United States	@ aol. com / @ netzero. net / @ twcnv. rr. com/ @ Comcast. net / Warwick. Net/ @ cs. com/ @ Verizon. net
Australia	@ bigpond. com / @ westnet. com. au / @ gionline. com. au / @ cairns. net. au
Greece	@ otenet. gr / @ spark. net. gr
Pakistan	@ cyber. net. pk
India	@ vsnl. com / @ wilnetonline. net / @ cal3. vsnl. net. in / @ rediffmail. com / @ sancharnet. in / @ NDT. VSNL. NET. IN / @ DEL3. VSNL. NET. IN
Russia	@ yandex. ru / @ mail. ru
Germany	@ t-online. de
Israel	@ NETVISION. NET. IL
Thailand	@ adsl. loxinfo. com
Kuwait	@ qualitynet. net
Vietnam	@ hn. vnn. vn / @ hcm. fpt. vn / @ hcm. vnn. vn
Japan	@ candel. co. jp
Argentina	@ amet. com. ar / @ infovia. com. ar
Mexico	@ prodigy. net. mx
Italy	@ terra. es
France	@ wannado. fr / @ mindspring. com / @ excite. com/ @ club-internet. fr
Indonesia	@ dnet. net. id
Brazil	@ sinos. net
Norway	@ walla. com
Sweden	@ caron. se