

Business English Correspondence

外贸英语函电

(第2版)

易露霞
陈原
孙美楠
主编



清华大学出版社

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实用的教学资源

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北京

内 容 简 介

本书系统地介绍了外贸业务中英语常用文体写作的基本知识,包括各类商务信函、传真、电子邮件的格式、拟写方法和技巧,并按照外贸业务磋商过程中各个环节的顺序附有往来函电的大量例文和案例,提供了大量常用语句。本书还介绍了电子商务的基础知识和对外经济贸易中的常用文体,如意向书、协议、合同、招标通知书、投标书、中标通知书及广告等的格式、拟写方法及语言文字的应用,此外,还列举了外贸业务实践中常用的一些单据和单证实例。

本书根据《UCP600》和《Incoterms2010》编写,共分18个单元,包括商务英语信函的基本知识、外贸业务关系的建立、询价、报盘、还盘、交易达成、付款方式、开证及审证、包装、运输、保险、投诉与索赔、代理、贸易形式、电传、传真与E-mail、英文合同以及商务社交信函等。

本书适用于国际贸易、市场营销、电子商务、商务英语、企业管理等专业的学生,同时也适用于从事或准备从事外贸工作的其他专业人员。

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图书在版编目(CIP)数据

外贸英语函电/易露霞,陈原,孙美楠主编. —2版. 北京:清华大学出版社,2011.8

21世纪国际经济与贸易学专业新编教程

ISBN 978-7-302-26074-5

I. ①外… II. ①易… ②陈… ③孙… III. ①对外贸易—英语—电报信函—写作—教材 IV. ①H315

中国版本图书馆CIP数据核字(2011)第132529号

责任编辑:杜春杰 王 威

封面设计:张 岩

版式设计:文森时代

责任校对:张彩凤

责任印制:何 芊

出版发行:清华大学出版社

地 址:北京清华大学学研大厦A座

<http://www.tup.com.cn>

邮 编:100084

社 总 机:010-62770175

邮 购:010-62786544

投稿与读者服务:010-62776969, c-service@tup.tsinghua.edu.cn

质 量 反 馈:010-62772015, zhiliang@tup.tsinghua.edu.cn

印 刷 者:北京市人民文学印刷厂

装 订 者:三河市新茂装订有限公司

经 销:全国新华书店

开 本:185×260 印 张:21.25 字 数:491千字

版 次:2011年8月第2版 印 次:2011年8月第1次印刷

印 数:1~5000

定 价:36.00元

第 2 版前言

本书自 2008 年 8 月出版以来，因内容新颖、实用，中英文结合，受到了许多院校师生、学者的关注和认可，至今已经多次印刷，收到了良好的社会效益和经济效益。本次修订的主要原因有二：首先，《2010 版国际贸易术语解释通则》（即《Incoterms2010》）已于 2011 年 1 月 1 日起正式生效，因此，相应的内容也必须修订；其次，在本书第 1 版的使用过程中，广大读者、专家也不断地反馈给出版社和作者本人许多建议和意见。

为了更好地紧跟形势发展，作者对本书进行了修订，修订包括：（1）每一章中的部分内容，如信函后面的写作评价等；（2）更换一些过时、表达不太地道的信函；（3）对教材中的拼写错误进行修改；（4）练习部分作了适当修改。

修订后的教材主要体现以下特点：（1）紧跟国际贸易实务发展变化的最新形势；（2）补充完善第 1 版中不足的地方；（3）更加注重应用性和操作性。

为了方便教学使用，我们建立了本课程的两个学习网站，分别是外经贸英语学习网（<http://222.200.98.43/trade>）和外贸业务信函写作网（<http://metc.gdut.edu.cn/xinhan>），欢迎广大读者学习使用。

本书修订过程中，参考了许多国内外出版社出版的相关著作和刊物，在此也一并向这些著述的作者表示感谢。

由于作者水平有限，尽管倾心编写，也难免存在缺点和不足之处，恳请专家和读者不吝指正，以便再次修订时更臻完善。

编者
2011 年 6 月

第 1 版前言

随着全球经济一体化时代的来临,以及对外开放的不断扩大和深入,中国对外经济发展也越来越快。到目前为止,中国已经是世界上第三大贸易国。随着对外经济贸易的进一步高速发展,中国贸易国际化程度将进一步加深,各行各业对外贸易业务往来将更加频繁,更多的企业和部门将直接参与到对外经济贸易活动中去,这毫无疑问地就需要大量既懂外语又懂外贸业务的专业人才。外贸英语函电作为对外经济贸易往来中常用的联系方式,是开展对外经济贸易业务和相关国际商务活动最主要的工具。

如何适应国内外经济贸易发展的需要,促进中国市场经济与国际的进一步接轨,推广外贸业务英语的实际应用,正确掌握外贸英语函电的基本知识并熟练地加以运用,写出地道、纯正、规范的国际商务信函,准确地表达经营意图和决策,是外贸工作者必须具备的专业技能和素质。目前国内高等院校非常重视对外经贸人才的培养,社会对这方面人才也有旺盛的需求,越来越多的人关注商务英语、外贸英语方面的知识,不断提升专业英语水平和技能。正是因为如此,现在市场上的经贸类专业英语书籍非常受欢迎。

为使本书更能符合教学要求,满足学习者适应对外经济贸易业务活动中各种信函的写作需要,帮助学习者系统、完整地学习和掌握对外经济贸易业务信函的格式、专业用语、行文方法以及问题特点,提高学习者正确使用英语的能力,增加其对外进行各项业务联系活动的的能力,笔者结合多年的教学经验,通过与外贸进出口公司相关人员的直接合作,并参考在英国作访问学者期间所获得的相关资料,经多年努力编写而成。

本书依据国际贸易通行惯例,共分 18 个单元,内容包括商务英语信函的基本知识、外贸业务关系的建立、询价、报盘、还盘、交易达成付款方式、开证及审证、包装、运输、保险、投诉与处理、代理、贸易形式、英文求职信写作、英文合同、电传、传真与 E-mail 以及其他商务社交信函写作等内容。每章包括信函的写作要求、知识和技巧,以及相关业务知识的简介;信样部分共有 8~12 封样信,每封样信后面都有写作评述,讲解该封信函的写作特点及优缺点,表述是否地道、标准;每封信后面还有针对该样信中的难点进行的解释;常用短语部分主要有相关专业术语和写作中经常用到的专业表达;常用句子部分提供了数十个句子,帮助学习者掌握更多的英文表达句子,有利于写出更多更好更标准的外贸信函;练习部分提供了大量灵活多样的训练题,有利于学习效果的强化和进一步检验。

在选材方面,本书注重实用性与知识性并重。每章配有多篇业务信函,通过大量的技能训练把基础英语知识、外贸英语知识与相关的外贸业务知识有机地结合起来,使学习者具备较强的撰写国际商务英语书信的能力。《外贸英语函电》教你写出地道的、纯正的、规范的外贸业务信函,准确地表达经营意图和决策,加强公司相互之间的业务往来和了解,架起一

座跨入国际商界的沟通桥梁。

除了参考相关资料外，本书许多信函来自外贸进出口公司的第一手资料，在此一并表示感谢。由于编者水平和学识有限，书中难免出现差错，敬请读者不吝指正。

编 者

Contents

Chapter One Basic Knowledge of Business Letter Writing	1
Section One Introduction of Business Letter Writing	1
Section Two Layout of a Business Letter	2
Section Three Structure of a Business Letter	7
Section Four Addressing Envelopes.....	14
Section Five Good Writing Principles	16
Section Six Some Rules of Good Writing.....	20
Section Seven Useful Words & Expressions	22
Section Eight Useful Sentences.....	22
Section Nine Exercises	25
Chapter Two Establishing Business Relations.....	28
Section One Introduction.....	28
Section Two Specimen Letters	29
Section Three Useful Words & Expressions	39
Section Four Useful Sentences.....	41
Section Five Exercises	44
Chapter Three Enquiries.....	46
Section One Introduction.....	46
Section Two Specimen Letters	47
Section Three Useful Words & Expressions	53
Section Four Useful Sentences.....	55
Section Five Exercises	58
Chapter Four Offers and Quotations.....	61
Section One Introduction.....	61
Section Two Specimen Letters	62
Section Three Useful Words & Expressions	69
Section Four Useful Sentences.....	70
Section Five Exercises	73
Chapter Five Counter-offers.....	76
Section One Introduction.....	76
Section Two Specimen Letters	76

Section Three	Useful Words & Expressions	82
Section Four	Useful Sentences	83
Section Five	Exercises	86
Chapter Six	Conclusion of Business	92
Section One	Introduction	92
Section Two	Specimen Letters	93
Section Three	Useful Words & Expressions	98
Section Four	Useful Sentences	100
Section Five	Exercises	104
Chapter Seven	Terms of Payment	107
Section One	Introduction	107
Section Two	Specimen Letters	107
Section Three	Useful Words & Expressions	113
Section Four	Useful Sentences	117
Section Five	Exercises	121
Chapter Eight	Establishment and Amendment of L/C	126
Section One	Introduction	126
Section Two	Specimen Letters	127
Section Three	Useful Words & Expressions	132
Section Four	Useful Sentences	147
Section Five	Exercises	152
Chapter Nine	Packing	162
Section One	Introduction	162
Section Two	Specimen Letters	163
Section Three	Useful Words & Expressions	169
Section Four	Useful Sentences	172
Section Five	Exercises	175
Chapter Ten	Shipping Marks and Shipment	179
Section One	Introduction	179
Section Two	Specimen Letters	180
Section Three	Useful Words & Expressions	187
Section Four	Useful Sentences	190
Section Five	Exercises	193
Chapter Eleven	Insurance	197
Section One	Introduction	197
Section Two	Specimen Letters	197

Section Three	Useful Words & Expressions	202
Section Four	Useful Sentences	204
Section Five	Exercises	207
Chapter Twelve	Complaints and Claims	211
Section One	Introduction	211
Section Two	Specimen Letters	212
Section Three	Useful Words & Expressions	217
Section Four	Useful Sentences	219
Section Five	Exercises	221
Chapter Thirteen	Agency	224
Section One	Introduction	224
Section Two	Specimen Letters	224
Section Three	Useful Words & Expressions	230
Section Four	Useful Sentences	232
Section Five	Exercises	236
Chapter Fourteen	Trade Forms	240
Section One	Introduction	240
Section Two	Specimen Letters	240
Section Three	Useful Words & Expressions	248
Section Four	Useful Sentences	250
Section Five	Exercises	254
Chapter Fifteen	Job-Application Writing in English	258
Section One	Introduction	258
Section Two	Cover Letter	265
Section Three	Specimen Letters of Application Letter	267
Section Four	Useful Words & Expressions	269
Section Five	Useful Sentences	271
Section Six	Exercise	275
Chapter Sixteen	International Business Contracts	278
Section One	Basic Concept of Contracts	278
Section Two	Main Features of International Business Contracts	279
Section Three	Categories of International Business Contracts	280
Section Four	Language Features in the Contracts	281
Section Five	Sample Contracts	283
Section Six	Useful Words & Expressions	285
Section Seven	Useful Sentences	287

Section Eight	Exercises	292
Chapter Seventeen	Telex, Fax and E-mail	298
Section One	Telex	298
Section Two	Business Fax	300
Section Three	E-mail	303
Section Four	Useful Words & Expressions	304
Section Five	Useful Sentences	306
Section Six	Exercise.....	308
Chapter Eighteen	Other Letter Writing	311
Section One	Invitation.....	311
Section Two	Introduction.....	315
Section Three	Letters of Appointment	316
Section Four	Letters of Thanks	316
Section Five	Letters of Congratulations	317
Section Six	Letters of Reservation	318
Section Seven	Notice and Announcement.....	319
Section Eight	Ineroffice Menos.....	319
Section Nine	Business Reports.....	320
Section Ten	Agenda and Resolutions	322
Seciton Eleven	Letter of Note.....	323
Seciton Twelve	Exercises.....	323
Appendix 1	国家和地区分类术语.....	325
Appendix 2	重要传统节庆.....	328
参考文献	330

Chapter One Basic Knowledge of Business Letter Writing

Section One Introduction of Business Letter Writing

In today's highly developed and toughly competitive society, communication between individuals and groups is becoming increasingly frequent and more important. It serves to pass on information, to express ideas or to exchange feelings.

Generally speaking, the function of a business letter is to get or to convey business information, to make or to accept an offer, to deal with various businesses.

The business letter is the principal means used by a business firm to keep in touch with its customers; customers form their impression of the firm from the tone and quality of the letter it sends out. Good quality paper and an attractive letterhead play their part in this, but they are less important than the message they carry.

When we write a letter we enter into personal relationship with our reader. The letter also has feelings and we cannot afford to disregard it. This is a necessary reminder because many people who are warm and friendly by nature become reasons of quite another sort when they sit down to write or dictate a business letter. They seem to think that business letters call for a special kind of "business English". They forget that they are "holding a conversation by post" and make us of impersonal constructions that produce a cold and aloof tone. They prefer to write, "Your letter has been received" or "We are in receipt of your letter" rather than "We have received your letter", and "Your complaint is being looked into" rather than "We are looking into your complaint". Then how do we write effective business letters?

The whole secret of good business letter writing is to write simply, in an easy and natural way—like one friendly human being talking to another, to make your letters then, sound as much as possible like good conversation. You wouldn't say on the phone "It is regretted that the goods cannot be delivered today". You would say "I am sorry we cannot deliver the goods today", so why not say it when you write a letter? In order to write a good and effective business letter we have to remember some important writing skills.

Requirements to the Writer

If a business letter is to achieve its purpose, the writer should have:

- (1) a good command of standard English;
- (2) knowledge of business theory and practice;
- (3) knowledge of technical terms;
- (4) knowledge of psychology;
- (5) skills in salesmanship.

Section Two Layout of a Business Letter

There are several acceptable styles for business letter writing. The most popular forms are full-block style, indented style, modified block style and semiblock style with indented paragraphs.

1. Full-block Style

Every line in the full-block style begins at the left margin, and the open style of punctuation has been adopted.

<p><u>(Letterhead)</u></p> <p><u>(Reference Number)</u></p> <p><u>(Date)</u></p> <p><u>(Inside Address)</u></p> <p>_____</p> <p>_____</p> <p><u>(Salutation)</u></p> <p><u>(Subject Line)</u></p> <p><u>(Body)</u></p> <p>_____</p> <p>_____</p> <p><u>(Closing Sentence)</u></p> <p style="text-align: right;"><u>(Signature)</u></p>
--

For example:

*GUANGZHOU ELECTRONIC PRODUCTS
IMPORT & EXPORT CORPORATION
11 Beijing Road, Guangzhou
People's Republic of China
Tel.: 3456182 Telex: 8371 Guelco Cable: 2284*

Ref. GEC 9667

June 21, 2000

Ocean Electronic Products Import Corp.

130 Clifford Street

LONDON W 1, England

Dear Sirs,

Re. Chinese Electronic Products

We have obtained your name and address from the London Chamber of Commerce, who has told us that you wish to import electric goods manufactured in China.

We manufacture electric appliance of the kind illustrated in enclosed catalogue, which we hope you will be interested in. Also enclosed for your reference, is our latest price list.

Should you be interested in any of our product, please let us know and we will provide you with a quotation. In the meantime, should you require any further information about either our products or our corporation, please do not hesitate to let us know.

We look forward to hearing from you soon, and to the possibility of doing business with you in the future.

Yours faithfully

(Signature)

Liu Sheng-feng

Sales Manager

Endosed as stated

2. Indented Style

The main feature of this style is that each line of the "Inside Name and Address" should be indented 2~3 spaces, and the first line of each paragraph should be indented 3~8 spaces, i.e.

<u>(Letterhead)</u>
<u>(Reference Number)</u>
<u>(Date)</u>
<u>(Inside Address)</u>

续表

<u>(Salutation)</u>
<u>(Body)</u>
<u>(Closing Sentence)</u>
<u>(Signature)</u>

For example:

*Beijing Textiles Import & Export Corporation
43 Tian An Men Street
Tel.: 010-6683812 Telex: 3358711 Cable: 8898*

January 30, 2008

Our ref. No...

Your ref. No...

*The Pakistan Trading Company,
15 Broad Street,
Karachi, Pakistan*

Gentlemen:

We learn from a friend in San Francisco that you are exporting Nylon Bed-sheets and Pillow Cases. There is a steady demand here for the above-mentioned commodities of high quality at moderate prices.

Will you please send us a copy of your catalog, with details of your prices and terms of payment. We should find it most helpful if you could also supply samples of these goods.

*Yours very truly
BEIJING TEXTILES
IMPORT & EXPORT CORP.
(Signature)
Zhang Daihua
General Manager*

3. Modified Block Style

In this style, paragraphs are not indented. The “Date”, “Complimentary Close” and “Signature” are aligned slightly past the center of the page.

For example:

*MEMPHIS STATE UNIVERSITY
MEMPHIS, TENNESSEE 38452*

December 18, 2000

*Mr. Joe Claiborne
Office Manager
Swallows Insurance Company
5983 Maplewood Cove
Memphis, TN 38117*

Dear Mr. Claiborne,

Thank you for your interest in our products. In reply to your request, we enclose our illustrated catalogue and a pricelist showing details of our products.

We look forward to hearing from you.

*Yours sincerely
(Signature)
Binford H. Peeples
Sales Manager*

Should you decide to adopt this style, I would recommend that the date and closing line begin at the centre point of the page. They can also be backspace from the right margin, but some people find this method rather time consuming.

As you may have noticed by now, there is no precise answer as to the best letter style; it is purely a case of personal preference. Each organization chooses its own style, and its employees should follow it.

4. Semiblock Style with Indented Paragraphs

This style is similar to the modified block style with one exception: the first sentence of each paragraph is indented 3~6 spaces.

For example:

*GUANGZHOU ELECTRONIC PRODUCTS
IMPORT & EXPORT CORPORATION
11 Beijing Road Guangzhou PR China
Tel.: 3451672 Telex: 8793 Guelco Cable: 1414*

June 26, 2000

*Your ref.: TBL/xm
Our ref.: GEC 9556*

*MR. JB. Lewis,
Superlus Electronics Ltd,
33 Bedford Square,
U.K.*

Dear Mr. Lewis,

Your letter of May 22 enquiring about the possibility of importing China-made electronic goods into the United Kingdom, has been passed on to us by the Ministry of foreign Economic Relations and Trade in Beijing.

We are a state enterprise, and keen to expand our foreign trade. As yet, we have no business contacts in the United Kingdom, and would be pleased to consider any business proposals you may have, we enclosed our latest illustrated catalogue together with our latest price lists and terms and conditions of sales for your information, and shall be pleased to deal with any specific enquiries you may have concerning any of our products.

Should you require any further details about any of the above-mentioned points, please do not hesitate to contact us.

We look forward to hearing from you in the near future.

*Yours Sincerely
(Signature)
Wang Qinghe
Export Manager
Encls. as stated*

Section Three Structure of a Business Letter

The basic structure of a business letter includes:

- Heading/Letterhead (信头)
- Ref. NO. (发文编号)
- Date (日期)
- Inside Name and Address (信内名称和地址)
- Salutation (称呼)
- Attention and Subject Line (事由标题)
- Body of the Letter (信的正文)
- Complimentary Close (结尾敬语)
- Signature (签名)
- Enclosure Notation (附件)
- Carbon Copy (抄送)
- Postscripts (附言)

1. The Heading

Letterhead, as the first and most obvious part of a company's business letter, has two functions: to identify where the letter comes from, and to form one's impression of the writer's company. A printed letterhead usually contains the writer's company name, address, postcodes, telephone number and telex number, and fax address, etc. The printed letterhead is usually artistically designed and printed in the center or on the left margin at the top of the page.

(1) *Richard Thomas Co. Ltd.*

246 Victoria Street

London E. C. 4, England

Tel.: 01-2377-252 Telex: 9776645

Cable Add.: WEAVEWELL, London

(2) *Oversea Trading Corporation*

24 Park Avenue

New York, New York 26789

Tel.: 225-2780 Cable Add.: EASTSEA Telex: 222711

When writing on blank paper, only the address should be at the right margin.

2. Date and Reference Number

(1) Date

Every letter should be dated—never send out a letter without a date. The position of the date below the letterhead (either on the right or on the left) depends on the style you decide to use.

Now there are different ways of writing the date: