



21世纪高等院校教材

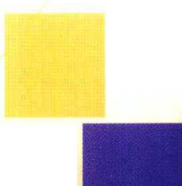
外经贸英语函电

(第二版)

刘卓林 孙芳 温珺 编著



科学出版社



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北 京

内 容 简 介

本书共 14 章,涉及建立业务关系、询盘、发盘、还盘、订单执行、装运等外贸业务的各个环节。每章按函电实例、注释和练习的体例编著。书信选用了简洁现代的范例,纳入贸易常用字词、短语、术语;注释对重要词汇和语法点进行了详细的解释并补充了更多的例句,可以进一步丰富词汇量;练习的题型丰富多样,可以帮助读者巩固每章所学的知识点。

本书附录部分包括了常用商务术语、主要货币名称、主要港口名称和经贸常用缩略语。

本书可作为高等院校经济贸易类专业的本科高年级学生、硕士研究生及 MBA 的教材,也可作为非经济贸易类专业学生、对外经贸业务人员、各类涉外企业人员及相关人员的参考用书。

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前 言

国际经济贸易的许多环节基本上是通过函电进行的。在我国，各涉外公司与世界各国公司进行的经济交往、贸易磋商、合同签订都离不开函电。写作精炼、优秀的商务函电是国际商务人员必须具备的重要能力之一。“工欲善其事，必先利其器”。我们编著本书的目的就是为了满足这一需要。

本书内容新颖、丰富，语言规范、活泼，信息量大，实用性强。全书共 14 章，每章由若干个部分组成，各部分均侧重于实际业务的范例，便于学习者举一反三、灵活运用，学习掌握符合规范的外经贸英语函电。本书有利于读者在获得外经贸基本业务知识的同时，熟悉其英语的表述，尤其是相关经贸术语的英语表达。本书各章的范文由对外经济贸易中常用的函件实例组成；为了便于学习，各章还配有必要的重点注释、填空练习、中英互译等内容，旨在帮助读者解决一些语言和业务上的难点并供其深入学习实践之用。

本书由刘卓林教授负责总体编撰，其撰写了第 5、6、7、8、9 章，并审阅修订了全部书稿；孙芳副教授撰写了第 2、3、4、12、13 章，并校阅了全部初稿，且对各章的内容作了必要的增补；温珺讲师撰写了第 1、10、11、14 章，并参与校阅了全部初稿。

本书的出版得到了南京理工大学经济管理学院学术著作出版基金的资助，同时得到了南京理工大学经济管理学院国际贸易系主任尤宏兵博士的大力支持，研究生卢晓迪、蔡秋绵同学参与校阅了初稿，在此一并表示衷心的感谢。

作 者

2010 年 12 月

再版说明

我们在撰写《外经贸英语函电（第二版）》时，一方面要考虑当前商务写作的新变化、新趋势并介绍有关变化新趋势的实例；另一方面要继续保持第一版的基本特点：内容新颖、丰富，语言规范、活泼，信息量大，实用性强等。

本书的特征主要有：①选入范例的语言注重简洁、现代、实用；②选入范例突出当今函电沟通的特点；③收入从业人员实践中的函电范例，更有时代感和实用感；④收入大量贸易环节术语和常用商务沟通句型词汇，方便学生吸收大量实用知识；⑤练习中收录了贸易实践中的真实写作素材，使课堂学习的内容尽量与职场中使用的英语“零距离”接触。强调学以致用。

与第一版相比，本书进行了多处改进：对实例进行了更新，选入部分反映商务写作变化新趋势的实例；修改了补充句型，力争收入现代、实用、灵活的商务函电常用表达；对各章练习进行了充实。在再版修订过程中，作者力求内容新颖、翔实广泛、语言准确、规范实用，但恐难免疏漏，盼广大读者不吝指正。

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UNIT 1
ESTABLISHMENT OF BUSINESS
RELATIONS
建立业务关系

Correspondence

1. Establishment of Business Relations

Dear Mr. Scahill,

The Commercial Counselor's Office in this city has advised us of your name and address. We understand that your business scope coincides with ours.

We are one of the leading exporters of chemicals in Shanghai and have enjoyed an excellent reputation through fifty years' business experience. We are pleased to establish business relations with you.

In order to give you a general idea of our products, we are airmailing you separately a copy of our latest catalogue for your reference. Please advise if you are interested in any of the items. We shall be glad to send you quotations and samples upon receipt of your specific inquiries.

We are looking forward to your early and favorable reply.

Yours sincerely,

2. Requesting for Introducing Business Partners

Dear Sirs,

We have specialized in the export of silk products for ten years, and are planning to expand our market in your country. Would you please introduce us to some of the most reliable importers of this line?

On our part we can offer silk products with an international reputation, which are already being sold in many countries in Europe. Our banker is Industrial and Commercial Bank of China, Jiangsu Branch, which can give you information about our character and finances.

We look forward to your early reply.

Yours faithfully,

3. Introducing Business Partners

Dear Mr. Hubbard,

We thank you for your letter of July 15. We are pleased to recommend the following firms:

- 1) Name: Grand & Sons Trading Co., Ltd.
Address: 13 Hills Road, Cambridge, UK
- 2) Name: Victor Trading Corporation
Address: 2 Farman Street, Manchester, UK
- 3) Name: Brown & Co.
Address: 25 St. Mary's Road, London, UK

These concerns are reliable and enjoy a good reputation for many years. However, we are unable to assume responsibility for them. As to their standing, we advise you to write direct to them for desired information.

We hope our reply will be helpful and of service to you, and if we may be of

assistance to you in some other way, please write us.

Yours sincerely,

4. Introducing New Products

Dear Mr. O'Brien,

As you are no doubt aware, the International Trade Show will take place in October, and we expect that you will be going along to have a look at the latest models.

You are interested in economy buys and value for money, and we would therefore ask you to have a good hard look at our new model, GS-1800. This car has full-automatic transmission at a price half that paid for similar cars on the market.

Your customers are certain to be very interested in these new cars, and we can assure you that export orders will be delivered by the end of this year.

Yours truly,

5. Online Letter on Establishing Business Relations

Dear Sir or Madam,

We are Inter Foreign Trade Co. based in the City Kayseri in Turkey. We are a full service consulting company which specializes in import/export brokering. Our office is committed to expanding international trade between Turkey and other nations abroad. Our goal is to help manufacturers, exporters, distributors and service providers to expand their products and services on international markets through our cooperation and support for the profit of our both companies.

At present, we are looking for experienced producers & exporters of child car safety seats, who can supply them of high quality by competitive prices.

Will you please send me your price offer based on CIF Mersin Port with all technical details of your products asap to my e-mail address. Wait for good news

from you soon.

Wish you all the best.

Yours sincerely,

Yavuz Urgil

6. Reply to the Wish for Purchasing Products

Dear Mr. Urgil,

Having read your message written on Alibaba website, we are pleased to introduce ourselves to you. Hapbaby Co., Ltd. is a specialized manufacturer of a wide range of children's products. Our products have received CE, Non-toxicity and 3C certification. With a continuous professional service, high quality products and punctual deliveries, our company has a strong competitive advantage in both domestic and overseas market.

Enclosed is our latest quotation list, which offers you detailed information about our products. If you are interested in any of our products, please feel free to contact us. We are looking forward to forming successful business relationships with you in the near future.

Yours Faithfully,

Xin Lee

Sales Manager

7. Online Making a Self-introduction

Dear Sir or Madam,

It is a great pleasure to introduce ourselves to your company with our sincerely intention to start a business relationship.

GreenEx International Commerce Ltd. is an enterprise dedicated to different activities related with agriculture products. Our main activities are producing and collecting grain and cereals (mainly soybean, wheat, sunflower and corn and all

for human and animal consumption), and also producing biodiesel with our plant in Indonesia.

Born as a family concern since 1926, GreenEx International Commerce Ltd. always holds the lead in agricultural field, where our competitive edge is our low price and quality product. With years passing by, we are keeping increasing relationships with the governments of different countries. One of examples of those relationships is that Chinese government imports from us 2 million MT soybeans by month.

If you have any questions, please feel free to contact the director (Mrs. Kara Abrahan) by mail or phone:

- E-mail : GreenEx.Abrahan@hotmail.com
- Phone (office): 00 54 3243243213
- Mobile: 00 54 83416976926

Waiting for your kindly contact and thanking you in advance for choosing us, we send you our best regards.

Yours Faithfully,

Kara Abrahan

Director

& Online Buying Offer

Dear Sir or Madam,

Lifepower Group (USA) is a leading integrated nutraceutical company that supplies quality natural & botanical proprietary, natural medicines, natural health vitamins, nutritional, dietary & food supplements. The company has FDA-approved facility and complies with current good manufacturing practices-GMP.

What we offer:

- 1) Tradition sales of the health products: retail and wholesale;
- 2) OEM, Private Label, and ODM services for the health products; to

customize products as per your requirement exactly.

3) Dropship service within the continental USA and territories.

Most of our products don't have minimum order request. You can make orders online directly.

Payment: Western union, MoneyGram, Bank transfer and PayPal.

- 1-2 days for shipping after payment confirmation
- 3-5 days for delivery after payment confirmation

You can track delivery status online anytime when goods are in shipping.

If you are interested in some of the items or willing to place an order, contact us freely.

Truely yours,
Jimmy Carter
Sales Manager

1. **the Commercial Counselor's Office** 商务参赞处

2. **business scope** 业务范围

3. **leading** *adj.* main, major, first 主要的

We have been one of the leading importers and exporters of cotton and woolen piece goods for many years. 我们多年来一直是棉、毛织品的主要进出口商。

4. **enjoy an excellent reputation** to have a good fame, to be famous. 享有盛名
Some other adjectives can be used to replace "*excellent*", such as *good*, *great*, *high*, etc.

5. **establish business relations with sb.** 与……建立业务关系 Similar expressions are as follows: *to open up/ enter into business relations with sb.*, *to establish business contacts/ connections with sb.*, *to trade with*, *to commence business with sb.*, *to cooperate with sb.*, *to open an account with sb.*, etc.

6. **catalogue** *n.* a list of articles for exhibition or sale, usually including descriptive information or illustrations 目录

7. **reference** *n.* 1) an act of referring. 参考

e. g. for one's reference=for one's information 供某方参考

A document will be sent to you for your reference. 文件将交给你供参考。

2) a person who is asked to provide the information about the character or ability of the third person 推荐人, 资信证明人

Their reference is Chase Manhattan Bank. 他们的资信证明人是大通曼哈顿银行。

3) a mark or sign used to direct a reader to sth. 编号

You may refer to our letter reference No. 32 concerning your questions. 关于你方的疑问, 你可以参照我方编号为 32 号的信函。

8. **item** *n.* a product usually listed in a catalogue or a price list 商品

Please let us know the main items you export now. 请告知你方目前出口的主要商品。

an export item 出口项目 an item of business 营业项目

9. **quotation** *n.* a price or bid. It is equivalent to *quotes* (colloquial). 报价

make/send/give/cable/submit a quotation for sth. 报价……

Your quotations for cotton piece goods are too high to be acceptable. 贵方棉织品的报价太高让人实难接受。

10. **inquiry (or enquiry)** *n.* a request for information on certain goods supplied 询盘