



“十二五” 高等教育课程改革项目研究成果

进出口业务 英语函电

English Correspondence for Import and Export

◎ 刘 刚 编著



 **北京理工大学出版社**
BEIJING INSTITUTE OF TECHNOLOGY PRESS

English Correspondence for Import and Export

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图书在版编目 (CIP) 数据

进出口业务英语函电 / 刘刚编著. —北京: 北京理工大学出版社, 2015. 6

ISBN 978 - 7 - 5682 - 0410 - 1

I. ①进… II. ①刘… III. ①进出口贸易 - 英语 - 电报信函 - 写作 - 高等学校 - 教材
IV. ①H315

中国版本图书馆 CIP 数据核字 (2015) 第 069299 号

出版发行 / 北京理工大学出版社有限责任公司

社 址 / 北京市海淀区中关村南大街 5 号

邮 编 / 100081

电 话 / (010) 68914775 (总编室)

(010) 82562903 (教材售后服务热线)

(010) 68948351 (其他图书服务热线)

网 址 / <http://www.bitpress.com.cn>

经 销 / 全国各地新华书店

印 刷 / 保定市中华美凯印刷有限公司

开 本 / 710 毫米 × 1000 毫米 1/16

印 张 / 10

字 数 / 162 千字

版 次 / 2015 年 6 月第 1 版 2015 年 6 月第 1 次印刷

定 价 / 35.00 元

责任编辑 / 梁铜华

文案编辑 / 梁铜华

责任校对 / 周瑞红

责任印制 / 李志强

图书出现印装质量问题, 请拨打售后服务热线, 本社负责调换

前 言

“进出口业务英语函电”是一门融国际贸易业务与英语写作为一体的课程。其目的在于使学生将学到的英语语言和国际贸易实务知识有机结合起来;运用国际市场营销学原理,致力于训练学生能以英语作为工作语言与外商在外贸业务各环节中进行有效的书面联系、磋商、沟通、协调。因此,它既是商务英语专业的核心专业课,也是造就学生职业生涯,入行入职的一门重要技能课。

作为课程核心和载体的教材是课程标准的物化形式,是师生教学活动的基本依据,是全面提高教学效率与质量的关键因素。鉴于目前比较缺乏既能满足英语与商务教学需要,又注重能力培养的具有高等教育特色的外贸英语函电教材的实际,为满足教学的需要,进一步提高教学质量,加快教材建设的步伐,笔者尝试编写这本《进出口业务英语函电》教材,服务于教学需要。

一般认为,编写一本实用的教材应该具体考虑以下几点:

(1)职业性:高等教育培养的是具有较强实践能力的人才,所以教材中业务实践的内容应占较大比重,着重培养学生的动手能力和操作技巧。

(2)系统性:以人才培养方案和课程标准为基准建立体系,以国际贸易流程为主线组织教学内容。也就是说,教材应按外贸业务流程分类,以函电技巧为主线,突出实效性和应用性。

(3)针对性:调查研究本校生源素质情况,使教材内容难易度符合学生知识基础;同时,也针对地方产业特点,使专业与产业结合起来。

基于上述缘由,本教材的编写完全按照项目教学法的思路展开。依据国际贸易操作程序,遵守国际贸易信函格式,汇集各个环节往来函件,提供典型实用书信模式,列举外贸业务专业表达范例,以出口业务所涉及的工作任务为主线,按工序流程分解为建立业务关系、询价、报价、还价、订货、催促开证、装运、索赔等环节。因此,本教材内容组织是依据“国际贸易专业工作任务与职业能力分析表”中的专业群工作项目来设计的,即把外贸职业导向的设计理念作为引领。其总体思路是,打破以知识传授为主要特征的传统学科课程模式,即注重词汇、语法的讲授,章节间缺乏连贯性、完整性,而改变为以外贸业务流程为线索,实现在教材内容上以工作任务为中心来编排,让学生在完成具体项目的过程中学会完成相应工作任务,并构建相关语言知识,发展职业能力;同时又充分考虑了高等教育对跨文化交际理论知识学习的需要,融合了外贸业务员职业资格证书对知识、技能和态度的要求。具

体而言,本教材将教学内容落实在教学过程中,试图训练学生具有一定的进出口业务操作能力,特别是书面交际、沟通能力;能熟练运用国际商务领域外贸交易过程中往来函电的基本写作技巧,把握外贸业务惯用语汇的正确表达方法并能在写作中恰当运用;能够根据不同的情形处理并拟写格式、内容正确,符合商务信函要求,体现商务信函特点的进出口业务流程主要函件,为将来能从事外贸工作,运用函电有效地进行业务联系、沟通、协调、磋商、交际打下扎实的专业功底。

如前所述,“进出口业务英语函电”作为国际贸易专业及相关专业的核心课程之一,其主要功能是要归纳、总结、运用国际贸易各个环节所涉及的专业术语及常见句式。这一特点体现了该课程一方面具有语言学的属性;另一方面,该课程又以国际贸易买卖双方在贸易磋商各阶段函电往来所体现的不同内容为学习载体,总结交流沟通规律,达到顺利完成交易任务的目的。这是国际贸易函电拟写的本质,更是函电之所以为国际贸易服务的价值。所以,编者着力在语言与专业之间进行融合,在编写过程中也参考了有关专家、学者的著作和有关教材的内容,以及一些进出口公司的真实信函,特别是本人在外贸公司工作时曾经接触、处理的业务案例。在此,对他们表示深深的谢意。

由于水平有限,编写中难免出现不当和疏漏之处。笔者诚恳地期待各位读者不吝赐教。

编者

2014年12月31日

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Project One

Customer Development

Objectives

Upon the completion of this project, students will:

- know the ways that an exporter can use to seek new customers.
- be able to write a letter to establish business relations.
- be able to push the sales of the goods with the words and phrases learned.
- be able to understand the information concerning the companies and their products on magazines or the Internet.

Leading In

It is fairly true to say no customer, no business. To establish business relations with prospective dealers is the base of starting and developing a business. It is vitally important for both a new dealer and an old one that wish to enlarge their business scopes and turnovers.

The channels of finding customers:

- (1) Internet;
- (2) Banks;
- (3) Commercial Counselor's Office;
- (4) Chambers of Commerce both at home and abroad;
- (5) The introduction from his business connections or branches, agents abroad;
- (6) Advertisements;
- (7) Attendance at the export commodities fairs and exhibitions;
- (8) Mutual visits by trade delegations and groups;
- (9) Market investigations;
- (10) Self-introductions or enquiries received from the merchants abroad.

The establishment of business relations means setting up business connections between two firms that have had no business dealings with each other before. Generally

speaking, this type of letter begins by telling the addressee how his name is known. Then, some general information should be given as to the lines of business being handled. The writer should state simply, clearly and concisely what he can sell or what he expects to buy.

In this lesson, we are beginning to learn the steps to enter into business world. The first step is seeking for new customers. And in this lesson, we are mainly discussing how to express yourself and introduce yourself; including your company to the firm you want to do business with. We should also recite these important phrases and sentence patterns learnt in this class, because the first impression is given through your first letter to your customer.

Writing steps: When writing a letter to establish business relations, you should cover the following points:

- (1) The source of information (one of the ways mentioned-above);
- (2) The intention of writing letters (to establish business relations);
- (3) Self-introduction (Generally, it includes two parts: the introduction of the company and the introduction of its main products. Under certain circumstances, catalogues, samples, and price lists may also be enclosed.)
- (4) Your expectation from the addressee.

Specimen Letters

1. Letter One

Dear Sirs,

We have come to know the name of your esteemed Corp. and take pleasure in addressing you this letter with the hope of establishing business relations with you.

We are one of the leading firms in Lima and are specialized in the importation and sale of textiles in which we have had over twenty years' experience. We shall be glad to receive your immediate offers.

We have ready buyers of these commodities and if your prices are competitive, we have every reason to believe that we can place large and regular orders with you.

With regard to our financial standing and commercial integrity, please refer to the Bank of China in Lima or the local Chamber of Commerce, and we are sure that you will get a reply from them to your entire satisfaction.

Anticipating your kind cooperation and awaiting your early reply.

Best regards...

2. Letter Two(*A reply to the above letter*)

Dear Sirs,

We have received with thanks your letter of the 15th May and glad to note that you are one of the leading firms in Lima doing extensive business in textiles for some twenty years and that you are now interested in pushing the sale of our textiles in your market.

We wish to avail ourselves of this opportunity to extend you our welcome for your desire to establish business contact with us. Enclosed herewith please find two copies of our latest catalogue together with the price lists. As soon as we are in receipt of your specific inquiry, we shall send you samples without the least delay.

Our terms of payment are by irrevocable letter of credit available by draft at sight. The quality and weight of the goods shipped depend on the inspection certificates issued by the China Commodity Inspection Bureau which shall be regarded as final.

Looking forward to receiving your early reply,

Best regard...

3. Letter Three

Cashton (Singapore) Fashion Co., Ltd.

Gentleman:

We take pleasure in inviting you to the 101th China Import & Export Commodity (Guangzhou) Fair. A great variety of newly designed samples will be exhibited. You will have a chance to examine a wide range of our export commodities and to conduct on-the-spot negotiations with our manufacturers. Our booth number is 4 - 2 - C88.

If you accept this invitation, please inform us about the date of your arrival, so that we can make necessary arrangements.

Welcoming your arrival!

Tel: 0086 - 13802798048

Best regards,

Liu Gang

General Manager

4. Letter Four

Faying International Business Co., Ltd.

Announcement About Attending the 01' International Manufacturing Exposition in the U. S. A.

Time: March 8, 2001

Location: Chicago, U. S. A.

Contents: Industrial Automation, Information Technology

Industrial Design and Machinery Manufacturing

This activity will last for 15 days. Besides the explosion, the relevant factories and organizations will be visited.

Anything in detail with interest can be known by calling us.

Company: Faying International Business Co., Ltd.

Address: 22F Tiangfang Mansion, 100 Tiyuxi Road, Guangzhou

Website: <http://www.faying.com.cn>

Tel: 020 - 84888888

Linkman: lounging

Terms to Learn

- | | |
|---|---|
| (1) establish business relations with | (2) be interested in sth. |
| (3) as per | (4) inquiry note |
| (5) be desirous of <i>v. + n.</i> | (6) have good connections |
| (7) be obliged if | (8) be highly appreciated |
| (9) be most grateful if | (10) concerns |
| (11) be confident that | (12) give sb. complete satisfaction |
| (13) for your information | (14) enclose |
| (15) credit standing and financial position | (16) refer |
| (17) chamber of commerce | (18) learn from |
| (19) principle of equality, mutual benefit and exchange of needed goods | (20) excellent in quality and reasonable in price |
| (21) look forward to + <i>n. / g.</i> | (22) assure sb. that / assure sb. of sth. |
| (23) have one's prompt attention | (24) recommend |
| (25) enter into | (26) engaged in |
| (27) enjoy a good reputation | (28) favour sb. with inquiries |
| (29) specific requirements | (30) be in a position to do sth. |
| (31) at competitive price | (32) for your reference |
| (33) terms of payment | (34) hear from |
| (35) owe | (36) commercial counsellor's office |
| (37) be in the market for | (38) avail |

- (39) approach (40) acquaint sb. with sth. / be well acquainted
(41) upon receipt of (42) detailed requirements
(43) trade with / trade in (44) adhere to
(45) market survey (46) promote
(47) by joint efforts (48) address to
(49) branch office (50) pass on to sb. for attention and reply
(51) please let us have (52) be agent for
(53) be in a position to do sth. (54) shall be only too pleased to do sth.
(55) lie within the scope of one's business activities

Useful Sentences

1. The source of information

(1) Your name and address have been given to us by Smith & Co. Inc. in New York, who has informed us that you are one of the leading importers of Light Industrial Products in your country.

我们从纽约的 Smith 有限公司获得贵方的名称和地址,并被告知你方是你们国家轻工业产品的主要进口商。

(2) Through the courtesy of Mr. Freeman, we are given to understand that you are the leading importer of electric goods in your area.

承蒙 Freeman 先生的推荐,我方获悉你方是贵地区电器产品的主要进口商。

(3) We are indebted to ABC Company for your name and address.

我们从 ABC 公司获得贵方的名称和地址。

(4) We have obtained your name and address from ABC Company.

我们从 ABC 公司获得贵方的名称和地址。

(5) We understand from your advertisement in "Electric" that you are an exporter of silk goods.

我们从《电器》杂志的广告上得知你方是丝织品的出口商。

2. The intention of writing a letter

句型 1: to establish business relations with...和……建立贸易关系

We avail ourselves of this opportunity to write to you and see if we can establish business relations with you.

我们利用此机会致函贵方,以了解可否与贵方建立贸易关系。

We have come to know the name of your corporation and are pleased to write to you

in the hope of establishing business relations with you.

我们得悉贵公司名称,特此致函希望与你方建立贸易关系。

句型 2: to enter into business relations with...和……建立贸易关系

We are willing to enter into business relations with you on the basis of equality and mutual benefit.

我们愿意在平等互利的基础上与贵方建立贸易关系。

Your company has been introduced to us by Smith & Co. Ltd. as prospective buyers of Chinese table-cloths. As we deal in the items, we shall be pleased to enter into direct business relations with you.

史密斯公司向我们介绍贵公司是中国台布的未来买主。由于我方经营台布,我们很愿意与你方建立直接贸易关系。

句型 3: to fall (come, lie) within the scope of 属……的范围

As the item falls within the scope of our business, we shall be pleased to enter into direct business relations with you.

由于该商品属于我们的业务范围,我们将很高兴与贵方直接建立业务关系。

As the article lies within the scope of business of our branch in Nanjing, we have forwarded your letter to them for attention.

由于此商品属于我们在南京的分公司的业务范围,我们已将你方来信转交他们处理。

3. Self-introduction

(1) The introduction of the company

① We understand your corporation handles foodstuffs for export.

我们获悉你公司经营食品出口。

② We are engaged in the exportation of chemicals.

我们从事化工产品的出口。

③ We have been for many years in the chemical line.

我们从事化工这一行业已经很多年了。

④ We are specialized in the export of Chinese Cotton Piece Goods.

我们专营中国棉布的出口。

⑤ We are the leading importers of electric goods in Lagos.

我们是 Lagos 电器产品的主要进口商。

⑥ Electric goods fall within the scope of our business activities.

电器产品属于我们的经营范围。

⑦ We have various kinds of Cotton Piece Goods available for export.

我们拥有各式的棉布产品供出口。

⑧ We handle the import business of textiles.

我们从事纺织品的进口业务。

(2) The introduction of main products

句型 1: to be made of... 由……制成

The gloves are made of superior genuine leather and can be supplied in various designs and colors.

手套是用上乘真皮制成的,有多种式样和颜色可供应。

句型 2: to be moderate in price (superior in quality, excellent in craftsmanship, novel in designs)

价格公道(质量上乘,工艺精湛,设计新颖)

Our goods are moderate in price, about 10% lower than our competitors'.

我们的货物价格公道,大约比我们竞争者的货价要低 10%。

Excellent in craftsmanship and novel in design, our silk garments command a ready sale in your market.

我们的丝绸服装工艺精湛,设计新颖,在你们的市场上很畅销。

句型 3: to be famous (well-know) for... 以……著名

Chinese Cloisonné is famous in the world for its unique craftsmanship.

中国景泰蓝以它的独特的工艺闻名于世界。

句型 4: to sell well (sell fast) 销路好

Our products sell well (sell fast, enjoy fast sales, find a ready market) in your market.

我们的产品在你方市场销路好(畅销)。

句型 5: to be popular with customers 受到顾客欢迎

Being moderate in price and attractive in packing, our toys are very popular with customers in the U. S.

我们的玩具由于价格公道,包装别致,在美国很受顾客欢迎。

句型 6: to meet with warm reception (enjoy high popularity) 很受欢迎

We are sure that our new products will meet with warm reception in your country.

我们相信,我们的新产品在你们国家会很好销。

Our products enjoy high popularity.

我们的产品很受欢迎。

句型 7: to enjoy high reputation 享有盛誉

Our products enjoy high reputation in the world market.

我们的产品在世界市场上享有盛誉。

To give you a general idea of our products, we are enclosing our latest catalogue for your reference.

为了让你对我们的产品有所了解,附上最新的目录册供你方参考。

4. Your expectation from the addressee

(1) We are looking forward to your specific inquiries.

盼早复。

(2) We look forward to your favorable and prompt reply.

盼速递佳音。

Exercises**I. Translate the following sentences into Chinese:**

1. This corporation is specialized in handling the import business of textiles.

2. We wish to introduce ourselves to you as a state-operated corporation dealing exclusively in light industrial products.

3. We send you by separate airmail a brochure on the various kinds of electronic products now available for export.

4. Your firm has been recommended to us by the Chamber of Commerce in Tokyo, Japan.

5. As requested, we are airmailing to you, under separate cover, a sample of each Art. No. 2001 and No. 2002 for your reference.

6. We can assure you that all your letters will receive our immediate attention.

7. We thank you for your letter of September 2 and should like to discuss the possibility of expanding trade with you.

8. We are convinced that with joint efforts the business between us will be developed to our mutual benefit.

9. It will be greatly appreciated if you will give us your cooperation.

10. Your letter of August 27 addressed to the Import Company has been passed on to us for attention and reply.

II. Fill in the blanks:

1. In _____ with our company's growth, to further expand our market, we have decided to establish an office in Dalian.

2. Please be good enough to provide the necessary information _____ us.

3. If your price is competitive, we shall be glad to place a substantial order _____ you.

4. This article is of particular interest _____ us.

5. Our sales contract _____ that the seller shall ship the goods, within one month after signing the contract.

6. We are gearing our production to your requirements and shall soon be _____

a position _____ offer you substantially.

7. If your price is _____ the market price, we can place a large order _____ you.

8. Enclosed _____ a copy of our price-list.

9. Through _____ a Chamber of Commerce, we have learned that you are one of the representative importers of electric goods.

10. We take _____ writing to you with a view to building up business relations with your firm.

III. Complete the following sentences in English:

1. We are given to understand that

(1) 你公司是经营纺织品的国营公司。

(2) 你公司有意在平等互利、互通有无的基础上与我公司建立业务关系。

2. We are desirous of

(1) 获得你方最近供出口的商品的目录本和价格表。

(2) 与你方建立直接的贸易关系。

3. Please do not hesitate to write us

(1) 关于推销中国干果的任何建议。

(2) 当你方需要订购女式衬衫时。

4. As you know,

(1) 许多外国商人希望通过几宗实际的交易来建立业务关系。

(2) 我公司是信誉卓著的纺织品进口商。

5. 我们已经和世界上一百多个国家商号建立了贸易关系 on the basis of equality, mutual benefit and exchange of needed goods.

6. We appreciate it very much if you can provide us with

(1) 中国儿童服装的目录册两份 as soon as possible.

(2) 提供你方各类产品的详细情况。

7. We are glad that in the past few years 我们之间通过双方努力在业务上和友谊上都有很大的增进。

8. Upon receipt of your specific inquiries, 我们即将办理一切必要的事宜。

IV. Translate the following into English:

1. 我们从中国驻东京大使馆商务参赞处得知贵公司的行名和地址,并了解贵公司是经营家用电器产品有经验的出口商。

2. 我们的一个客户对你们的新产品感兴趣。

3. 我们的一个日本客户想要购买中国红茶。

4. 如你所知,我们的外贸政策是在平等互利的基础上与各国人民做生意。

5. 我们希望你方尽最大努力促进业务,又增进友谊。