



“十二五”普通高等教育规划教材·国际经济与贸易学系列

外贸英语函电

主 编◎刘 媛

English for Business Correspondence

内容丰富，体例新颖

★ 实用性强，注重操作

清华大学出版社



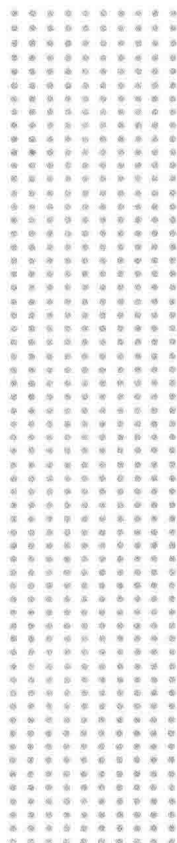


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北京



内 容 简 介

全书以国际贸易实务流程为单元设计,以最新的国际贸易惯例为依据,结合我国公司对外贸易的操作习惯,采集整理了近年来优秀的外贸函电作为课本范文,保持了往来信函的连贯性,并注重语言的实用性,以贴近实际操作中的表述习惯。同时,课文中出现的专业用词在单元后都有详尽的汇编整理,以帮助读者更好地理解 and 运用。每个单元后的练习题,除大量的语言练习外,还专门设计了不同场景,以便让读者模拟完成各类型函电的互动练习。

本书既可作为国际经济与贸易、国际商务英语等专业的本科、高职高专以及成人教育的教学用书,也可作为商务人士的参考用书。

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我国改革开放 35 年成就卓越、举世瞩目，取得如此的经济成就，可以归因于成功地抓住了世界经济的梯度转移契机。一次发生在 20 世纪七八十年代，中国以“市场换技术”战略，全面承接了国际制造业巨头们的“制造产业”，中国人的勤劳和智慧充分发挥，通过“引进、消化、吸收和创新”，中国迅速成为“世界工厂”，进而成为了“世界制造中心”。21 世纪初，随着新信息技术、全球网络技术的发展，又一次发生了世界范围内的产业转移。作为新兴产业的现代服务业加快了从发达国家向发展中国家的转移速度，其中与全球化进程紧密联系的服务外包产业发展迅速，同时它也推动着全球化进程的深化。

在经济全球化浪潮的推动下，我国于 2001 年加入世界贸易组织，13 年来我国面临的国际经济与贸易环境发生了翻天覆地的变化。正是在这样的历史大背景下，党中央高瞻远瞩，审时度势，宣布成立中国（上海）自由贸易试验区。上海自由贸易试验区是我国改革开放史上的一件大事，必将在金融创新、商务服务等各方面大有作为。

面对纷繁复杂、千变万化的外部世界，我国国际经济与贸易专业的人才培养必须适应时代的变迁和需要。国际经济与贸易人才培养经历过 20 世纪八九十年代的大发展期，2001 年加入 WTO 后的机遇期，以及 2005 年以来人民币升值后的困难期，而该专业人才培养不仅仅是掌握国际经济与贸易知识和惯例就能解决问题，更重要的是要结合时代的变迁，培养出符合时代要求的专业人才。

“‘十二五’普通高等教育规划教材·国际经济与贸易学系列”丛书的编写正是适应了我国国际经济与贸易专业人才培养的时代需要，强调对基础理论知识的把握，同时注重对高素质应用型人才的培养，兼顾专业发展前沿动态。具体来说主要有以下特色。

一、内容新颖，专业动态前沿介绍，体系完整

丛书关注国际经济与贸易专业发展的最新动态，关注前沿发展，介绍国际经济与贸易的新变化和新发展。例如，在《国际贸

易理论与政策》中，强调对服务贸易和服务外包内容的介绍，增加上海自由贸易区的内容；在《国际贸易实务》、《国际贸易单证实务》和《国际结算》中，对 INCOTERMS 2010 和 UCP600 等作重点介绍。另外，丛书还采用其他形式，介绍专业动态和前沿发展。

二、注重互动式教学内容和应用性特色

丛书编写体例统一，每章均以开篇案例的形式出现，用实际案例切入，引起学生的学习兴趣，提高学生思考问题的能力。为了加强互动式教学，我们在每章中都穿插了案例；为体现应用性和实用性强的特点，在编写教材时与国际经济与贸易类资格考试密切联系，每章后均有练习题，对目前我国经济类各种资格考试有一定的帮助，对学员参加全国国际商务单证资格考试、国际货运代理从业人员资格考试、助理国际商务师和外销员资格考试均有参考价值。为了方便教师高效、便捷地使用丛书，我们将通过清华大学出版社数字教学服务平台，建设“‘十二五’普通高等教育规划教材·国际经济与贸易学系列”教材网站，主要提供 PPT 课件、每章思考题参考答案、案例讨论、练习题以及实训模拟模块等，并跟踪国际贸易最新发展动态，及时更新网站内容。

三、突出特色，强化应用

丛书以培养应用型人才为目标，构建应用型本科特色教材，编写遵循“特色鲜明、应用务实”的基本精神，符合 2014 年 6 月 24 日教育部在北京召开的全国职业教育工作会议“关于加快构建中国特色现代职业教育体系”有关教育改革的相关精神。参与编写教材的多位作者都是双师型老师，编写内容对学生考取本专业的证书很有帮助，且与教育部提出的职业教育要培养“双证书”的学生之理念一致。

清华大学出版社在这样的时代背景下，具有前瞻性眼光，邀请我组织全国高等院校相关老师编写这套应用型系列教材，他们为这套教材的面世倾注了极大的心血，在此我代表丛书编写组表示衷心感谢！

当然，由于丛书的编写者来自不同高校，在编写风格等方面可能存在一些差异，加之水平有限，本套丛书也难免有不尽如人意之处，请全国各地院校使用本丛书的同仁多提宝贵意见，我们将在以后的修订过程中进一步完善。在此我代表丛书编写组和清华大学出版社向大家表示诚挚的谢意！

丛书总主编

上海对外经贸大学 吴国新教授

2014 年 6 月 26 日

前言

外贸英语函电作为开展对外经济贸易业务的主要工具,在国际贸易中发挥着沟通买卖双方的媒介作用,因此,掌握并熟练运用外贸函电的基本知识和写作技能写出规范、地道的国际商务信函是每一位从事对外经济贸易业务和相关国际商务活动人员必备的专业技能。

作为一门集国际贸易专业知识与英语知识为一体的高层次应用型的课程,“外贸英语函电”要求学生了解规范的外贸英语函电格式;通过学习有关外贸交易业务的过程,了解并熟悉外贸进出口的关键步骤;掌握外贸函电常用词汇、习惯表达法,能翻译并写出内容确切、表达得体、符合规范的英文信函;了解如何撰写外贸函电英文合同及协议。

本教程的特色是在编写上注重实践操作性,在章节的编排上注重与外贸实务流程的一致性。每个单元设立了学习目标,主题突出,有助于学生对照检查;课前案例有助于学生在展开函电学习时感受写作的背景环境,为老师课堂教学提供讨论素材;每章配有平均 10 篇的范文,都紧贴当今贸易磋商的商务环境,体现朴素纪实、严谨规范、庄重典雅等语言特点。每个单元的最后设有重点单词、词组和句子的解释,并附有本单元的练习题。此外,本书的最后附有每单元练习题的参考答案,能够为学生预复习提供帮助。

本教程由 14 个单元构成,具体内容包括商业信函格式(Form of Business Letters), 建立业务关系(Establishing Business Relations), 询盘(Enquiries), 发盘和还盘(Offers and Counter-offers), 订单与销售确认(Orders and Sales Confirmations), 汇付和托收(Remittance and Collection), 信用证支付(Payment by L/C), 包装(Packing), 装运和交货(Shipment and Delivery), 货物运输保险(Cargo Transportation Insurance), 贸易纠纷与处理(Trade Disputes and Settlements), 分销和代理(Distributorship and Agency), 贸易方式(Trade Forms), 促销信函(Letter of Sales)。

本教程既可作为各类大学的国际经贸、国际商务英语、国际金融、国际会计、国际旅游与企业管理等专业的教材,又可作为从事外经贸、外事工作人员自学参考的读物。

本教程配有教学 PPT 可供广大读者下载。

刘涓编写了本教程的第 1~2 单元、第 5~12 单元, 并负责总纂定稿。其他参加本教程编写的教师及其承担的工作为: 李智玲(第 3~4 单元)、杨春梅(第 13~14 单元), 在此对他们的支持表示感谢。

由于编者水平有限, 书中难免存在疏漏之处, 恳请专家和读者不吝指正。

编 者

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Unit 1 Form of Business Letters



Learning Objectives

- 1) Remember the principles of a good business letter;
- 2) Familiar with the structure of a business letter;
- 3) Choose a standard format you like most in your future letter, don't mix;
- 4) Address a correct envelope or air waybill when you send a letter.



Mini-case

【A Letter from a Partner】

Your client, Forward Bicycles Co., Ltd. intends to buy your “Dove” bicycles. The sales manager wrote a letter saying that he would like to do this business on a D/P basis, which is unacceptable to you. Your usual term of payment is L/C. However, he is a long-term trade partner with good credit. How would you reply to his letter?

【Analysis】

Writing a good business letter is not an easy job. It needs a lot of professional background with a perfect communication skill. Under such circumstance, you should balance the policy of your company with the business relation. Whether to do business on L/C basis or not, you should reply in a courteous and reasonable way.

Part 1 The Introduction of Business Letters

Business letters are written in formal style between business organizations and customers to get or convey business information, to make or accept an offer, to deal with various businesses.

Nowadays, with the rapid economical development, China's position on the international stage is getting more and more important. When foreign trade is booming and foreign-related economic activities are increasing frequently, English for Business Correspondence is using in more and more areas, such as establishing business relations, enquiries, offers, contracts, packing ,shipment, insurance and so on, which could be sent by letter, telegram, telex, fax and e-mail.

It is taken for granted that the language in business letters belongs to English for Specific Purpose (ESP). Because English for Business Correspondence is a combination of business knowledge and English, it has distinct industrial features and a unique style. It is made up of three elements: background knowledge of business, language in business settings and business communication skills. English in background knowledge of business involves the capability of word, sentence, section, pronunciation and intonation. Language in particular circumstances lies on the rest elements. The contents of business decide the specialized vocabulary while business communication skills decide the sentence pattern, section structure, style, intonation and language rhythm changes.

As one of the ESP courses, English for Business Correspondence has its special linguistic and stylistic features. The purpose for Business Correspondence is in English writing. To write a good or bad business letter depends on whether the writer has controlled the natures of this language or not. A good business letter can play an important role in trade, enhance mutual understanding and trust, and strengthen exchange and cooperation.

So before you start to learn this course, you'd better master some knowledge, especially for practice in foreign trade and higher standards English. You should know well some principles for a good business letter as follows.

Part 2 The Principles for Good Business Letters

Different from a private letter, a good business letter should have a definite subject, concise contents and completely easy understanding expressions between each other. Generally speaking, there are 7C-principles you'd better learn by heart in writing a business letter.

1. Courtesy

It's important to show courtesy in all business activities, especially when trying to enter into a relationship with a new customer. The language you use should be polite and modest. Reply timely is another polite manner. To show courtesy, one should follow closely and tactfully the following suggestions:

- 1) To show sincere politeness and heartfelt respect.
- 2) To be considerate understanding.
- 3) To avoid irritating, offensive or belittling statements. Reduce negative sentences, for negative tends to have negative consequences.
- 4) To reply in a prompt way. If you answer late, you should give a strong and understandable reason.
- 5) To be very careful when expressing regretful or upset words if it is absolutely necessary.

Please compare the following sentences, for "A" is better than "B".

A. We have received with many thanks your letter of ..., and we take the pleasure of sending you our latest catalogue. We wish to draw your attention to a special offer.

B. You will be particularly interested in a special offer on page 5 of the latest catalogue enclosed, which you requested in your letter of ...

A. We are sorry not to make ourselves clear.

B. We are sorry you have misunderstood us.

A. If your price could be lower, we will bear it.

B. Your price is too high. We can't bear it.

2. Consideration

To create a good impression, you would adjust your words according to the demands, interests, difficulties and other information of the other part. Try to put yourself in his or her place. To emphasize "you-attitude" rather than "we-attitude" is more respectful for each other.

When you are writing, you should not only know well his or her culture background, but also the position, a potential customer or an old customer. Then the proper languages will be used accordingly to create a harmonious atmosphere and reach a best communication effect.

Please compare the following sentences, for "A" is better than "B".

A. You will earn 2 percent discount if you pay in cash.

B. We will allow 2 percent discount for cash payment.

A. We will send you the latest brochure next month.

B. We won't be able to send you the latest brochure this month.

3. Completeness

A business letter should cover every essential matter, for example, an invitation letter should state the time, place and so on, and avoid vague expressions. When you are writing, "5W1H" is always as an outline. And before sending out your letter, you'd better double check whether you answer in full, whether the reasons are enough to support the fact, who will receive the letter. Incompleteness will not only show your unprofessional work, but also lead to the recipient's unfavourable impression to your firm. Sometimes it might cramp the trade procession.

4. Clearness

Clearness or clarity is an important rule of a good business letter. A good letter should make readers understand fully at one glance without words or expressions to be misunderstood. So after determining what to write, you'd better carefully choose some straight-forward, familiar and colloquial words, to build simple and effective sentences and paragraphs to make your idea clear. Try to avoid vague and ambiguous words. If necessary, you can use some samples, illustrations, and other things to help readers understand visually. Please pay attention to the following suggestions:

1) To avoid misused words.

E.g. As to the steamers sailing from Hong Kong to San Francisco, we have bimonthly direct services.

“Bimonthly” means twice a month or once two month. So you should write more directly as “We have two direct sailings every month from Hong Kong to San Francisco.” Or “We have semimonthly direct sailing from Hong Kong to San Francisco.” Or “We have a direct sailing from Hong Kong to San Francisco.”

2) To note the word position.

E.g. “We shall be able to supply 10 cases of the item only.” may imply two items or above involved. So you should write “We shall be able to supply 10 cases only of the item.”

3) To note the sentence structure.

E.g. “We sent you 5 samples yesterday of the goods which you requested in your letter of May 20 by air.” is more difficult to read than “We sent you, by air, 5 samples of the goods which you requested in your letter of May 20.”

5. Conciseness

Conciseness means not only to convey the expression meaning simply, but also not to sacrifice completeness or courtesy. A good business letter should be precise and to the point. When you are writing to achieve this goal, you should give up those old trade terms firstly. Then you should avoid wordy languages, delete those redundancy, repetition and excessive sentences, try to keep your message effective and concise. After that, the most important message would be presented to the reader. Please pay attention to the following guidelines:

1) To avoid multiply words.

① “We wish to acknowledge receipt of your letter...” could be revised as “We appreciate your letter...”

② “Enclosed herewith please find two copies of...” could be revised as “We enclose two copies of...”

2) To avoid unnecessary repetition.

3) To use short sentences and simple words. Please compare the following words, for the right side is better than the left.

enclosed herewith	enclosed
at this time	now
due to the fact that	because

6. Concreteness

Business letters must be written in vivid, clear and concrete instead of vague, general and abstract words and statements. Especially for letters calling for a specific reply, such as offers and trade terms etc., concreteness is always stressed. It's a common way to use specific facts and figures, select vivid and image-building words and sentences. And prefer active verbs to passive verbs.

For example, when you talk about time, it's better to give specific time with day, month, year and

even hour if necessary. We should avoid words like short or long while we describe the quality of a good. Exact figures and facts are better. Please compare the following sentences:

- A. We will send the samples to you before Jun 6.
- B. We will send the samples to you as soon as possible.

7. Correctness

Business letters must be written correctly because they could involve the rights, interests and obligations of both sides. In particular, business letters are usually regarded as a proof of commercial document. They are often as the base of all kinds of documents, such as commercial invoices, sales contracts.

A correct letter should be written in a proper form, not only showing the correct vocabulary and grammar, proper spelling and punctuation, but also the correct descriptions, factual information, accurate data, standard writing form and exact trade terms. And obviously the latter will cost you more time to learn better.

Part 3 The Structure of Business Letters

The basic structure of a business letter may include the main parts and the optional parts. The main parts refer to those parts are used in each kind of business letter frequently, the optional parts means that they may appear in particular cases or seldom be used today.

The main parts include: Letterhead/Heading, Date/Dateline, Salutation, Body of the Letter, Complimentary Close, Signature.

The optional parts include: Inside name and address, Attention line, Subject line, Reference Number, Enclosure, Carbon copy, Postscript.

1. The Main Parts

1.1 Letterhead/Heading

A formal business letter should have a letterhead which is always the same as the other commercial documents. In terms of common formats, letterhead is usually artistically designed and printed in the center or on the left margin at the top of the first page. It contains the information of writer, such as the company's name, address, postcode, telephone number, fax number, e-mail address and web site etc. Some companies like to print their logos to show their individualities and leave readers a favorable impression.

1) Shanghai Knitwear Imp. & Exp. co., ltd.

Floor 3 Guangzhou Building No.2 East Yanan Road, Shanghai 200003, China

Tel: 86-21-63592640 Fax: 86-21-63597168 www.shknit.com

2) Olivier & co., ltd.

PO Box 1728, Osborne Park, WA, 6913, Australia

P +61 8 9445 0335 F +61 8 9445 0392 www.olivier.com

1.2 Date/Dateline

Date plays a vital role in a business letter. It may serve as an important reference of a transaction, especially when a complaint or dispute arises. For example, on FOB basis, if the exporter finishes his cargo, he will notice the importer as soon as possible for the other side to prepare vessel and effect insurance. The date of letter will show whether the shipping advice is in due time.

There are three key points about date writing as follows.

First, use the standard or common form which is in order of month/day/year, e.g. November 18, 2013. Secondly, avoid using ordinal suffixes (-st, -nd, -rd, -th) in order of day/month/year, which seems not only stiff but also out of fashion. Thirdly, please never use abbreviations, hyphens, and diagonals, e.g. 12-12-13, 2/2/13, which may cause some confusion.

1.3 Salutation

The salutation is used as a respectful form of address. It should be typed two lines below the dateline or the inside address and the reference number, flush with the left margin, and match the name on the envelope. There are many kinds in business letters as follows:

1) If the receiver you don't know well, the customary formal greeting would be "Dear Sir" or "Dear Madam". If you are addressing your letter to a company, "Dear Sirs" is a better choice.

2) Usually, you write to a person you already have his or her name, especially in a reply letter. For example, if his full name is Paul Williams, you could write "Dear Mr. Williams" as a formal way. You write "Dear Paul" to a man you are familiar with, which is less formal.

In business letters, if you write to a lady, "Ms." is as the courtesy title for the all regardless of marital status. In addition, when you receive a letter, please pay attention to his or her signature. Someone prefers his or her official, political and academic position, and you could reply accordingly, such as "Dr. Williams".

1.4 Body of the Letter

The body of the letter should begin two lines below the salutation or the subject line. It's the core of the letter which could not only convey the business information, but also leave an impression on the reader. So how to arrange it needs more carefully planned as follows:

1) Don't write in only one paragraph, especially for the message covering several topics. It's better to write in some short paragraphs to distinguish each topic and make your message clear and fast read. Regardless of the style, skip a line between paragraphs. Skip a line between the greeting and the body. Skip a line between the body and the close.

2) Keep your paragraphs in a logical order. Usually, the first paragraph refers to the previous correspondence, such as the date of the letter you are replying. The middle could contain one or more paragraphs covering the specific issues remained to be settled. The last paragraph refers to the next step