

ENGLISH BUSINESS LETTERS

外贸英文书信

对外经济贸易大学一系编

对外贸易教育出版社

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• 1987 •

编 者 的 话

自从《外贸英语函电》第一册（试用本）出版发行以来，我们陆续收到外贸部各局、各总公司、各省市外贸系统以及有关部门的业务员、干部和有关院校的教师的来信，对本书提出了许多宝贵意见，并建议重新修订，增加新的内容。对此，我们表示衷心的感谢。很多同志还来信索要练习答案，以及每课课文的中文译文。我们自己在使用过程中，也发现了一些问题，所以进行修订和补充势在必行。

此外，随着对外贸易体制的改革和外贸形势的发展，贸易做法更加灵活，内容更加丰富多样，贸易关系也日益广泛，从而也给我们提出了新的要求。为了改编并增加新的内容，我们从一九七九年下半年开始着手搜集各方面的意见和补充材料。经过两年来的准备，于一九八一年上半年组织进行修订工作，现已将本书篇幅扩大为五十一课，内容增加了将近一倍。新增加部分重点放在灵活的经营方式、价格磋商、新的贸易做法，例如来料加工、补偿贸易等等，以加强实用性。为了教学使用的方便，我们将课文中文译文和练习答案另册装订。为了更符合实际，我们将本书改名为“外贸英文书信”。

在本书编写过程中，北京对外贸易学院的院系领导给予了热情鼓励和支持。本书由孙维炎付院长审阅，英语系诸位教师在教学过程中提出不少宝贵意见；其他院校的英语教师 and 读者也来信提出过修改意见；此外还得到英语系周世俭和赵忠源同志的协助，对此我们表示衷心的感谢。

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LESSON ONE

Layout of a Business Letter

英文商业信的式样，排列方法不尽相同，但其主要部分有：

(1) 信头 (Heading)

主要内容是发信人的公司名称、地址、电报挂号（电传号码）、发信日期；有时有引证号码（发文编号）等。信头都是印就的，只需填写引证号码和日期即可。日期的写法主要有以下两种：

a) March 23, 1981; b) 23(rd) March, 1981; 其中 a) 比 b) 较为普通。

(2) 封内地址 (Inside Address)

指收信人的公司名称和地址。有时在行名前加上 Messrs 一字，但仅限于以人名为其名的商号。若用地方名字或非人名的名称作为行名时，前面一般用定冠词 the，不必再加 Messrs，如：

The London Export Corporation

The Universal Trading Company

(3) 称呼 (Salutation)

一般用 Dear Sirs，也可用 Gentlemen，注意用复数。称呼后面的标点，一般用逗号。从美国、加拿大等国的来信中，常在 Gentlemen 之后用冒号。

(4) 标题 (Caption)

信中加标题，便于醒目，使对方一看就知道信的内容是关于什么事。标题的第一个词或主要词的第一个字母要大写。在标题前面有人用“Re:”，意为“事由：”，是拉丁文，不是 regarding 的缩写。

(5) 开头语 (Opening Sentence)

主要是写信人表明收到对方来信（电）。有时写信人作自我介绍，并扼要说明写信的目的。

(6) 信的正文 (Body of the Letter)

表达发信人的意见，是书信的主体。

(7) 结束语 (Closing Sentence)

一般用来表示希望回信或其它要求。

(8) 结尾客套语 (Complimentary Close)

国外商业书信的结尾客套语有几种，最常见的有 Yours faithfully 及 Yours truly 等，类似中文信里的“某某人谨上”。结尾客套语的第一个词的头一个字母要大写，标点用逗号。

(9) 签名 (Signature)

写上行名，并由负责人签字，有时注明职衔，如经理，等。

(10) 附件 (Enclosure)

如信中有附件，则应在左下角注明 Encl. 或 Enc.，是 Enclosure 的缩写。

外贸书信一般包括上述十个部分。其中第1、2、3、6、8、9项是主要部分，不能缺少。第4、5、7、10项可根据实际需要使用。

A Specimen Letter

- (1) H.G. Wilkinson Company, Limited
245 Lombart Street
Lagos, Nigeria

Cable Address: Our Ref. No. FFC/JK—112
“WILKINSON” LAGOS Your Ref. No.

Date: March 23, 1981

- (2) The China National Light Industrial
Products Import & Export Corporation,
Shanghai Branch,
128 Huchiu Road,
Shanghai, China.

- (3) Dear Sirs,

- (4) Re: Electric Fan

- (5) We are one of the leading importers of electric goods in this city and shall be pleased to establish business relations with your corporation.

- (6) At present we are interested in your electric fan, details as per our Enquiry Note No. 1345 attached, and shall be glad to receive your lowest quotation as soon as possible.

We would like to mention that if your price is attractive and delivery date acceptable, we shall place our order with you immediately.

- (7) We look forward to your early reply.
- (8) Very truly yours,
- (9) H.G. Wilkinson Company, Ltd.
(Signed)
Manager
- (10) Encl. As stated

WORD LIST

Cable Address 电报挂号

Ref. No. = Reference No. 发文编号

electric fan 电扇

importer [im'pɔ:tə] *n.* 进口商

establish [is'tæbliʃ] *v.* 建立

corporation [kə:pə'reiʃən] *n.* 公司

Enquiry Note [in'kwaiəri] *n.* 询价单 (note 有时可略去)

attached [ə'tætʃt] *a.* 所附的

quotation [kwəu'teɪʃən] *n.* 报价

attractive [ə'træktiv] *a.* 有吸引力的 (指价格便宜)

delivery [di'livəri] *n.* 交货

NOTES

1. Lagos ['leɪgəs] 拉哥斯, 西非尼日利亚 Nigeria [nai-'dʒiəriə] 的首都。
2. to be interested 用人作主语, 后接介词 in, 再接名词或

动名词，还可后接动词不定式。

例如：We are interested in all kinds of electric fans
We are interested in buying all kinds of bicycles.
We are interested to buy most of the items mentioned in (on) the price list.

3. leading importer: 最大的进口商，和 largest importer 之意相近。“进口”的动词形式为 import。

4. We shall be glad to receive your lowest quotation.
...ll be pleased/glad/happy to do stg. 将乐于(高兴地)...

例如：We shall be pleased to meet you at the fair (交易会)。

We'll be glad to place an order with you.

5. as per: 按照(介词短语)，可作状语或定语用。

例如：We are interested in chemicals, details as per the list attached. (定语)

We advise you, as per our letter of March 1, that we would send you quotations by air mail. (状语)

6. We would like to mention that... 我们想提一下……
would like to do stg.

例如：We would like to add that we can make immediate shipment. 我们想补充说明一下，我们能够立即装船。

7. to place an order with sby. for stg. 向……订购……

例如：We decided to place an order for 100 pieces Raleigh Bicycles. 我们决定订购100辆凤头牌自行车。

EXERCISES

I. Answer the following questions:

1. 商业书信是由哪几个部分组成的？其主要部分是什么？
2. 英文商业书信与中文商业书信的格式有什么区别？

II. Complete the following sentences in English:

1. We are interested {
 - a 购买你公司的永久牌自行车。
 - b 和你公司建立业务关系。
 - c 知晓你公司是最大的电风扇进口商。
2. We'll be pleased {
 - a 马上收到你方自行车的最低报价。
 - b 收到你方自行车的订单。
 - c 接受你方的订单。
3. We would like to mention {
 - a 我公司决定向你公司订购100辆自行车。
 - b 你公司的自行车价格有吸引力，交货期也可接受。
 - c 我们已收到从国外寄来的许多询价单。
4. We look forward to {
 - a 早日收到你方复信。
 - b 你方自行车的最低报价。
 - c 你们的好消息。

III. Translate the following into Chinese:

1. They used to import machines from Britain, but now they wish to establish business relations with us.

2. We are sorry that your quotation is unacceptable to us.
3. We expect that you will send us your lowest quotation for Forever Brand Bicycles soon.
4. We are interested in all kinds of men's shirts.
5. Will you kindly send us all the details about the Tungfeng Brand Tractors?
6. Can you supply us with tractors within three months, details as per our Enquiry Note No. 4987?
7. We shall place a large order for men's shirts with you, if the time of delivery is acceptable to us.
8. We should like to mention that the Japanese quotation for electric fans is far more attractive than yours.

LESSON TWO

Welcoming a Visitor

May 7, 1981

Dear Mr. Young,

It was a pleasure to receive your letter of 2nd May and to learn that you are making plans for your Mr. Chadwick to visit this country next July. We shall be very happy to welcome him and to do all we can to make his visit both enjoyable and successful.

I gather that this will be Mr. Chadwick's first visit to Beijing, in which case he will, no doubt, wish to see some of our principal places of interest. A suitable programme is something we can discuss when he arrives. If he so wishes we can also introduce him to some of our sister corporations with whom you may like to do business.

When the date of Mr. Chadwick's visit is settled, please let us know the time of his arrival here. I will then arrange to meet him at the airport and drive him to his hotel. You may be sure he will have a warm welcome.

Yours sincerely,

WORD LIST

enjoyable [in'dʒɔɪəbl] *a.* 快乐的

settle ['setl] *v.t.* 决定, 解决

NOTES

1. pleasure ['pleʒə] *n.* 愉快, 乐事

It is a pleasure to do stg. 相当于中国人常说的“我荣幸地……”，这是一般的客套语，常常用在开首语中。

2. to learn, 在这里作“获悉”，“得知”讲，不作“学习”讲。常用的句型是 to learn that / whether..., 也可与介词 of 连用，后接名词。

例如: We have not learned yet whether he arrived safely.

I learned of his departure only yesterday.

3. to gather ['gæðə] *v.t.* 推断, to gather that...

例如: We gather that the buyers are temporizing. 我们推测买方正在为争取时间而拖延(采购)。

We gather from what you say that you are interested in Chinese leather shoes. 从你的话中, 我们推断你公司对中国皮鞋有兴趣。

What did you gather from his statement? 你推测他那声明的意思是什么?

4. in which case 在那种情况下, 指客人第一次来京访问。
5. programme ['prəʊgræm] *n.* 本课文中系指为客人在京逗留期间洽谈及游览活动安排的日程。
6. places of interest 常指名胜古迹和游览胜地。
7. sister corporation 兄弟公司, 英语国家习惯称“姊妹公司”。
8. I will then arrange to meet him at the airport and drive him to his hotel. 我将安排车到机场迎候并送他到旅馆。
9. You may be sure that ... 请你放心……
 You may be sure that we can make immediate shipment. 请你放心我们能立即装运货物。
 比较: We are sure that we can ship the goods this week.
 我们确信货可在本星期运出。
 They were not sure whether they could come or not.
 他们不能确定是否能来。

EXERCISES

I. Complete the following in English:

1. We gather {
 - a. 你将在北京逗留半个月.
 - b. 你夫人将陪同你一起来北京访问.
 - c. 你们将有兴趣参观这里的名胜.
2. It is a pleasure {
 - a. 向大家介绍布朗先生.
 - b. 访问你们的工厂.
 - c. 看到你公司这么多的展品.

3. Mr Chadwick will stay here for two weeks, in which case,

- { a. 他可以去北京手表厂参观.
b. 他可以花几天时间与我们某些兄弟公司 洽谈
业务.
c. 在他到来后我们可以讨论一个合适的 日程 安
排.

II. Translate the following into English:

1. 请你告诉我布朗先生到达北京的日期。
2. 我们将派张先生到飞机场去迎接布朗先生。
3. 张先生将驾车送布朗先生到北京饭店。
4. 请你放心，你的行李今天下午将送到你的房间。
5. 我很早就想游览你们美丽城市的游览胜地。
6. 我即将安排计划让布朗先生和我公司王经理会谈。
7. 给你安排的日程是三天游览风景区，五天会谈。
8. 布朗先生到达机场时将会受到热烈的欢迎。
9. 我们将尽一切可能使他的访问成功。
10. 我可以肯定，从旅馆坐小汽车去飞机场，只需花二十五分钟。