



浙江金融职业学院

国家示范性高职院校建设项目成果

国际贸易实务

外贸英文函电

张帆 主编
王慧盛 刘东光 副主编



高等教育出版社
Higher Education Press

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English Business Correspondence

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内 容 提 要

本书基于外贸业务员工作流程,分为建交函、询盘函、发盘函、还盘函、受盘函、催证和改证函、运输条款函、收汇条款函、索赔条款函等9个学习情境。每个学习情境都包括学习目标、工作任务、操作示范、知识链接、能力拓展和轻松一刻等6个部分内容。每个学习情境都依据学习目标设计了一个或多个工作项目,布置了相应工作任务,进行操作示范,提供知识链接,最后还设计了对应的能力实训项目。

本书可作为高等职业院校、高等专科学校、成人高校、民办高校及本科院校举办的二级职业技术学院国际商贸类专业的教学用书,也可作为五年制高职、中职相关专业的教材,还可作为社会从业人员的业务参考书及培训用书。

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随着我国与世界经贸联系不断深化、综合国力的不断增强,与之紧密联系的高职教育也有了很大发展。通过多年的努力,高职教育为生产、建设、管理、服务第一线培养了大批技术型和应用型专门人才,为我国经济发展和社会进步起到了重要的推动作用。

为了与高职高专“以服务为宗旨,以就业为导向,以产学研结合为途径,以培养实际操作能力为核心”的教育培养目标相适应,许多高职高专院校正在逐步深化教学改革,加强校内外实训基地建设,强化技能培训,熟悉岗位要求,增强学生择业就业能力,扩大学生就业机会。高职教育的深化改革同时也对教材建设提出了更高的要求。纵观过去有些英语教材,我们不难发现,无论是内容上还是体例上,它们都已远远落后于当今教育的发展目标,例如大多数教材还是围绕语法、词汇等来开展教学,每部分都是独立的内容,章节间缺乏连贯性和完整性,学生在学习完课程后,很难把所学知识联系在一起,更不用说和今后的工作内容相联系,这样使得我们的教学难以体现教改提出的突出实用性和应用性、与工作零距离的要求。

为了解决这一问题,我们编写了新的外贸英文函电教材,旨在通过我们的努力为该课程的教学提供一些新的思路。

1. 教材设计思路的独特性和创新性

本教材在设计之初就完全打破以知识传授为主要特征的传统学科课程模式,转变为以工作任务为中心的课程内容,让学生在完成具体项目的过程中学会完成相应的工作任务,并构建相关理论知识,发展职业能力,从而体现出该教材在设计上的独特性和创新性。

2. 教材内容的新颖性和实用性

本教材的编排以外贸业务员的工作内容为线索,围绕两家企业的两名外贸业务员的工作来设计教材内容。通过对整本书的学习,学习者能够很好地把英语知识和

国际贸易知识相互融合并运用,从而体现出教材内容的新颖性和实用性。

3. 教材编排的合理性

本教材在编写上打破以往以章节为序号的编排方式,改为以学习情境为序号进行编排。同时在每个学习情境的编排中彻底打破了“教师教授——学生学习——学生练习”的模式,采用了“学生练习——教师教授——学生练习”的模式,突出了以学生学习为主、教师讲授为辅的教学目标,突出了教材编排的合理性和应用性。

本教材按照外贸业务员工作流程分为9个学习情境,每个学习情境中包括学习目标、工作任务、操作示范、知识链接、能力拓展和轻松一刻6个部分。每个学习情境的模式为:以任务的形式向学习者提出问题,学习者在经过自身的思考之后完成相关的任务,然后教师操作示范进行核对,并进行相关知识的讲解,最后再进行相关能力的拓展。通过这个模式,学习者的学习积极性将被极大地调动,动手能力也相应增强。当学习完9个学习情境之后,学习者脑海中会形成一条完整工作链,对外贸业务员这项工作有非常清晰的认识,为今后工作的开展打下坚实基础。每个学习情境的最后部分是为了缓解上课的压力而特意编排的一些轻松小故事,可为课堂增添些乐趣。同时,为了弥补在项目教学链中某个环节可能出现的其他情况,我们在相应的学习情境中补充了相关资料供学习者学习。当然教师也可以在教学过程中加入一些特有的内容来充实课堂教学。此外,教材最后还附有与该课程相关的知识供学习者学习。

编写该教材不仅是对编者能力的一种考验,更是一种鞭策,希望全国高职高专和成人高等教育院校的师生在教学实践中积极提出意见和建议,并及时反馈给我们,以便我们对教材不断修订和完善,不断提高教材质量。

本书内容编排由张帆负责每个学习情境中的学习目标、工作任务、操作示范和知识链接部分;王慧盛负责能力拓展部分;刘东光负责附录部分;张万里负责补充材料部分;沈建华负责信函格式部分。

本书得到浙江金融职业学院国际商务系章安平老师、张海燕老师、韩斌老师及所有国际贸易专业老师的热情帮助,在此一并表示感谢。

编 者

2008年12月

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引 子

学习目标

1. 知识目标:理解商务函电的写作原则;掌握商务函电的书写格式及构成。
2. 能力目标:能够熟练地运用正确的函电格式进行写作。



工作任务

1. 按照现有知识,列举商业信函和普通的私人信函有哪些不同。
2. 请看下面一封样信,指出该样信由几部分内容组成。

Zhejiang Cereals, Oils and Foodstuffs Imp. & Exp. Corp.

115 Jianguo Road,

Hangzhou, P. R. China

Telephone: 86 - 571 - 6526 - 8888

Fax: 86 - 571 - 6527 - 6028

E-mail: carl@cofco.com.cn

Our Ref.: 038/te

Your Ref.: QYT/zcs

Date: 15th November, 2006

Messrs H. Ronald & Co.

556 Eastcheap

London, E. C. 3, England

Attention: Import Dept.



Dear Sirs,

Aquatic Products

We thank you for your inquiry of 5 November.

In compliance with your request, we are sending you herewith a copy of our illustrated catalogue and a quotation sheet for your reference.

All prices are subject to our confirmation for our aquatic products that have been selling well this season. Therefore, we would suggest that you advise us by a fax in case of interest.

We await your early favorable reply.

Yours truly,

Zhejiang National Cereals, Oils and Foodstuffs Imp. & Exp. Corp.

Sig. _____

QS/AN

Enclosures

Cc our Shanghai Branch Office

P. S. We require payment by L/C for a total value not exceeding USD500,000.



操作示范

1. 不同之处在于格式、内容等。
2. 该信件由以下 13 部分组成。
 - 1) 信头 (Letterhead)
 - 2) 编号 (Reference) 和日期 (Date)
 - 3) 信内地址 (Inside Address)
 - 4) 称呼 (Salutation)
 - 5) 正文 (Body of the Letter)
 - 6) 结尾敬语 (Complimentary Closure)
 - 7) 签名 (Signature)
 - 8) 经办人 (Attention Line)
 - 9) 标题 (Caption Line; Subject Line)
 - 10) 查号/认辨代号 (Reference Notation)
 - 11) 附件 (Enclosure/Encl.)
 - 12) 抄送 (Carbon Copy/Copy Notation/C. C.)
 - 13) 附言 (Postscript/P. S.)



知识链接

1. Letterhead

A letterhead, always pre-printed, includes the sender's name and address, postcode, telephone number, telex and fax number and e-mail address, etc. It is usually printed on the top center or typed on the right side of the paper. In some cases, a letterhead includes the business scope of the sender, the president's name and title, etc.

e. g. 按照信头格式将下列内容进行排序。

☞ 地址:浙江杭州下沙经济开发区; E-mail: zjrc@hotmail.com; 浙江金融职业学院; 电话: (0571) 86731000

Answer:

浙江金融职业学院; 地址:浙江杭州下沙经济开发区; 电话: (0571) 86731000;

E-mail: zjrc@hotmail.com

☞ 50 Zhonghua Road, Nanjing; Sinochem Jiangsu Import and Export Corporation; Jiangsu International Business Mansion; 21001, P. R. China

Answer:

Sinochem Jiangsu Import and Export Corporation; Jiangsu International Business Mansion; 50 Zhonghua Road, Nanjing; 21001, P. R. China

2. Reference and date

The reference usually includes a file number, department code or the initials of the signer followed by that of the typist of the letter. They are marked “Our ref:” and “Your ref:” to avoid confusion. They are typed below the letterhead.

e. g.

☞ Your ref. : 038/te

☞ Our ref. : QYT/zcs

The date should be written in the standard form, for example, September 10, 2006. All-number form (10/9/2006) should not be used. It can be placed at left or right margin below the letterhead according to the format the writer chooses.

The following information are for your reference;

American Style	British Style
M/D/Y	D/M/Y
September 21st, 2006	2nd May, 2006
September 21, 2006	2 May, 2006

3. Inside name and address

Generally, the inside name and address should include some or all parts of the following: the receiver’s name and title, company name, street address, city, postcode, state/province, country.

It appears on the left margin and usually starts two to four lines below the last line of the letterhead.

1) Inside name

Generally, if you know the name of the receiver of your letter, you should write Mr. in front of the name of the man and Miss/Mrs./Ms. for woman.

If the receiver is a name of the company, you need write the name of the company accordingly.

e. g.

☞ Mr. Smith, Ms. White

☞ QiQiang Company

☞ Messers John Brothers & Co.

2) Inside address

It usually includes details of the receiver’s address including name of the street or road, postcode, city, country.

4. Salutation

Two lines below the inside name and address of a letter is the salutation.

The customary formal greeting in a business letter is “Dear Sir” or “Dear Madam” used for addressing one person; and “Dear Sirs”, “Dear Madams” or “Gentlemen” for addressing two or more people.

If the receiver is known to the writer personally, a warmer greeting such as “Dear Mr. Smith” is preferred.

You don't know the name of the person to whom you send the letter.	
Salutation	Meaning
Dear Sir; Dear Madam	is used to address a man or a woman either single or married.
Dear Sir or Madam; Dear Sir/ Madam	a person of whom you know neither the name nor the gender.
Dear Sirs; Dear Sirs or Mmes	The plural form of sir or madam
You know the name of the receiver:	
Dear + the person's surname/ family name/ last name	
e. g. Dear Mr. Johnson/ Dear Jacky	

5. Letter body

This is the most important part of a letter. It expresses the writer's idea, opinion, purpose and wishes, etc. It usually begins one or two lines below the salutation. Lines within a paragraph should be single-spaced and double-spaced between paragraphs.

It usually includes the following parts:

- **Introduction:** Usually wants to give some background information so the reader understands the reason for the letter. Many times it refers to a previous telephone conversation, fax, date of last letter, or meeting.
- **Purpose:** Usually shows details on the purpose of the letter, i. e. , what the letter is for.
- **Action:** You'll find what the writer is asking for. It may be what he will do or what he would like you to do.
- **Closing:** More information is offered and the reader is thanked. In some cases a reference is made to the next time the writer will meet or communicate with the reader.

Meanwhile, you need to follow the following principle:

- **Courtesy:** Even in asking the addressee to pay back the debts, refusing his demands or lodging a claim to him, your letter should be mild and tactful. Your attitude and immediate replying should be sincere.

e. g. To judge the following translation and give the answer which one is better.

☞ 相信贵方会对我们的处理感到满意,并期盼收到下次订单。

You may be satisfied with our arrangement and place orders again.

We trust that the arrangement we have made will satisfy you and look forward to receiving your future orders.

☞ 恐怕我方很难满足贵方的要求。

We can not comply with your request.

We are afraid that we can not comply with your request.

- **Clarity:** Express the meaning in a simple and direct way. Avoid using the words which have different understanding or unclear meanings. Paragraph carefully and properly, one paragraph for each point.
- **Conciseness:** The following are the methods of making a letter concise:
 - Using a word instead of phrases or sentences.
 - Using simple sentences instead of complex ones.
 - Avoiding unnecessary repetition.
 - Using Subject Line flexibly and properly.

e. g. To judge the following translation and give the answer which one is better.

☞ Thank you for your inquiry on April 6, in which you request information about our Sewing Machine.

Thank you for your inquiry on April 6, requesting information about our Sewing Machine.

☞ 贵方有关21桶商业用油的订单已安排装运。

Please be advised that your order for twenty-one barrels of commercial grade oil has been received and duly noted and shipment has been arranged for the immediate future.

Your order for twenty-one barrels of commercial grade oil has been received and immediate shipment has been arranged for the future.

Immediate shipment of your order for twenty-one barrels of commercial grade oil has been arranged.

- **Consideration:** Keep the receiver's request, need, desire and feelings in mind. Plan the best way to present the message.
- **Completeness:** All the necessary information should be included in a business letter. All the questions asked or implied in the incoming letter should be answered in the replying.
- **Concreteness:** Make the message specific and definite.
- **Correctness:** Correctness refers not only to the correct usage of grammar, punctuation and spelling, but also to standard language, proper statement, and accurate figures, conform with policies and decrees as well as the correct understanding of commercial jargons.

6. Complimentary closure

The complimentary closure ends a letter in a polite way. The choice depends on the writer's preference. It is usually placed two lines below the last line of the body of a letter.

Occasion	Salutation	Closure
Standard and formal closure	Dear Sir(s) Dear Sirs or Madams (Mmes)	Yours faithfully, Faithfully yours, Yours respectfully, Respectfully yours,
Used by American	Gentlemen Ladies and Gentlemen	Yours (very) truly, Very truly yours,
Less formal and between persons known to each other	Dear Mr. Malone	Yours sincerely, Sincerely yours, Sincerely, Cordially, Best wishes, (U. K.) Best regards, (U. S.) Regards, (U. S.) Yours,

7. Signature

The writer's signature consists of a handwritten signature and a typewritten signature. When typing a letter, leave three blank lines below the complimentary closure and type the signature identification and title on the fourth line. The writer's signature should be placed between the complimentary closure and the typed signature.

8. Attention line

The attention line is used to name the specific individual the letter is addressed to. It is usually placed between the inside address and the salutation or within the inside address and centered over the body of a letter in the indented style.

9. Subject line/Caption

The subject line is the general idea of a letter. It is usually placed one or two lines below the salutation and centered over the body of a letter in the indented style.

10. Reference notation/Identification mark

The initials of the person who types the letter should appear in business letters. If the dictator's name is not typed in the signature area, the reference notation shows the initials of both the dictator and the typist. It is placed two or three lines below the signature.

11. Enclosure/Encl.

If something is enclosed, note it below the reference notation.

12. Carbon copy/Copy Notation/C. C.

If copies of a letter are sent to other parties, type C. C. below the enclosure.

13. Postscript /P. S.

If the writer wishes to add something he or she forgets or for emphasis, he or she may

usually add the postscript two lines below the carbon copy notation.

能力拓展

I. Translate the following letterheads into English.

- 1) 浙江华兴羽绒制品有限公司
电话:(0571)63972840
E-mail: zjhf@163.com
地址:浙江杭州临安经济开发区
- 2) 浙江省成套设备进出口有限公司
地址:杭州市体育场路133号
邮编:310016
电话:0571-38405336
传真:0571-38405366
- 3) 杭州市商业银行
地址:中国杭州市庆春路384号
电话:0571-86849586
传真:0571-86849585
邮编:310001

II. Put the inside name and address into the correct order.

- 1) state/province
- 2) city
- 3) street address
- 4) company name
- 5) postcode
- 6) the receiver's name and title
- 7) country

III. Read the following information and give the right sequence.

A — Sea Star Sports Articles 100 Hayward Road, London NW2 4HF tel./fax: 0171 - 886 6789, 19 May 1998

B — Dear Mr. Wilson

C — Mr. J. Wilson Manager Brighton Sports 10 Putney Street Brighton BN3 6FE
United Kingdom

D — Yours sincerely, Mary Bates, Sales Manager

E — Unfortunately, the new catalogue is not yet back from the printers. I will send it to

you under separate cover as soon as possible. Please note our new line of children's water toys which has been selling very well.

F — You asked about a quantity discount. We will be happy to discuss this with you if you can give us some idea of the quantity you are thinking of ordering. Our terms of payment are one month after receipt of invoice.

G — Thank you for your letter of 3 May, 1998 inquiring about our new sales catalogue and price list. We are pleased to hear of your shop's interest in stocking our products.

H — Don't hesitate to contact us if you have any further questions. I look forward to hearing from you soon.

背景介绍

浙江旭日进出口有限公司(Zhejiang Sunrise Imp. & Exp. Corp.)是一家股份制外贸企业,于1998年1月13日正式注册成立。公司注册资本500万人民币,总投资2500万人民币,公司现占地面积20000平方米。现有员工1000余人,大中专以上学历80余人。

该公司专业生产童装,一直以来致力于童装系列产品的开发与生产,所创Tommy & Winne品牌享誉国内外,远销俄罗斯、欧美、中东和东南亚地区,已成为知名品牌。产品以0~15岁少年儿童为主要消费对象,采用适合儿童健康成长的精良环保面料,100%纯棉,具有通风透气、吸湿性好、柔软无刺激等优良特点,在产品设计风格上定位于:个性鲜明、童趣盎然、色彩独特,融时尚、休闲、舒适为一体,突出儿童活泼、健康、向上的个性,引领时尚,尽显童真本色。该公司是一家集设计、生产、销售于一体的现代化童装企业。

地址:中国浙江省杭州市秋涛路118号

邮编:310000

电话:0571-88123455

传真:0571-88123456

E-mail: www.moontrade@163.com

网址: www.moontrade.com

美国远东贸易有限公司(America Fast-Trade Company)是北美洲地区最大的童装进口商,于2000年9月11日正式注册成立,公司注册资本800万美元,总投资3000万美元,公司现占地面积8000平方米,现有员工500余人。

该公司主要为各地童装经销商做代理业务,每年进口额超过120万美元,销售网遍布欧洲及亚洲地区,而且与世界著名超市(如易初莲花超市和家乐福超市)的良好关系使该公司在市场上有特殊的优势。

地址:美国纽约人民大街9号

邮编:10025

电话:(800)237-1662

传真:(800)123-4568

浙江旭日进出口有限公司部分产品目录:

产品图片	主要规格	最小订单量	交付期
	面料:全棉、涤棉 重量:160 gsm、180 gsm、200 gsm 可选	100 打	20 ~ 25 days
	面料:全棉、涤棉 重量:160 gsm、180 gsm、200 gsm 可选	100 打	20 ~ 25 days
	面料:100% 涤纶绒毛 左底边带大绣花图案 天鹅绒带袖口和底边	每色 1 500	30 days
	面料:100% 涤纶绒毛 大贴花刺绣装饰 带天鹅绒带	每色 1 500	30 days
	面料:100% 纯棉法式毛圈布 320 gsm 适用 2 ~ 8 岁的儿童	每色 1 500	30 days
	面料:100% 双面绒 重量:280 g 带拉链男童毛衣	每色 1 500	35 days
	面料:T/C, 腈纶涂层 衣身和风帽里布:T/C 单面针织布 袖子里布:190 t 涤塔夫(涤丝纺)里布 尺寸:92 ~ 116	每色 1 500	60 days
	外表面:100% 棉帆布 衣服镶边:100% 涤纶 袖子镶边:100% 涤纶塔夫绸, 190 t 内垫:100% 涤纶, 170 gsm 尺寸:110 ~ 160	每色 1 500	60 days