



21 世纪高等院校教材·国际贸易系列

# 外经贸英语函电

刘卓林 等 编著



 科学出版社  
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21 世纪高等院校教材·国际贸易系列

# **INTERNATIONAL BUSINESS COMMUNICATION**

PRACTICAL WRITTEN ENGLISH FOR THE MODERN BUSINESS WORLD

## **外经贸英语函电**

刘卓林 孙 芳 温 珺 编著

## 内 容 简 介

全书共十四章,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。每章按书信、注释和练习的体例编著。书信选用了简洁现代的案例,纳入所有贸易常用字词、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知识点。

附录部分包括了常用商务术语、主要港口名称、主要货币名称和经贸常用缩略语。

本书可供高等院校经济贸易类专业的本科高年级及 MBA、硕士研究生教学使用,也可供非经贸类专业学生、对外经贸业务人员、各类涉外企业人员、教师及相关人员自学。

### 图书在版编目(CIP)数据

外经贸英语函电/刘卓林等编著. —北京:科学出版社, 2006

(21 世纪高等院校教材·国际贸易系列)

ISBN 978-7-03-017901-2

I. 国… II. 刘… III. 国际贸易-英语-电报信函-写作 IV. H315

中国版本图书馆 CIP 数据核字 (2006) 第 100261 号

责任编辑: 王伟娟 李俊峰 / 责任校对: 张 琪

责任印制: 张克忠 / 封面设计: 陈 敏

科学出版社出版

北京东黄城根北街 16 号

邮政编码 100717

<http://www.sciencep.com>

源海印刷有限责任公司印刷

科学出版社发行 各地新华书店经销

\*

2006 年 8 月第 一 版 开本: B5(720×1000)

2007 年 4 月第 次印刷 印张: 17 1/4

印数 3 001—4 500 字数: 326 000

定价: 27.00 元

(如有印装质量问题,我社负责调换(新欣))

# 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。外经贸英语函电的重要作用毋庸置疑的。

因此，从事国际经济贸易的人员不仅需要具备专业知识和英语水平，而且需要掌握撰写外经贸英语函电的写作知识和技能；只有这样，才能成为适应当前经济发展需要的复合型人才。

“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。全书共十四章，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。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。

本书由刘卓林负责总体编著和总纂工作，其撰写了五、六、七、八、九章节并审阅修订了全部书稿；孙芳副教授撰写了第二、三、四、十二、十三章和校阅了全部初稿，并对各章的内容作了必要的增补；温珺讲师承担了一、十、十一、十四章的撰写工作，参与校阅了全书初稿。

研究生金燕和苍英美同学也做了大量的文字校对工作。

本书的编著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，在此一并表示衷心感谢。

编 著 者

2006.06

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## UNIT 1

# ESTABLISHMENT OF BUSINESS RELATIONS

## 建立业务关系

### Correspondence

#### *1. Establishment of Business Relations*

Dear Sirs,

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 provide you with information about our character and finances.

We look forward to your early reply.

Yours faithfully,

## *3. Introducing Business Partners*

Gentlemen,

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 to us.

Yours sincerely,

#### *4. Sales Promotion*

Dear Sirs,

We have introduced our leather shoes to the market, and are enclosing sales promotion literature to give you full details.

Our leather shoes are famous for super-quality material and excellent craftsmanship and have met with warm reception all over the world.

We are attaching an order form for you to complete and return to us as soon as you can. We are prepared to give you a special introductory discount of 10%, which we can maintain until November 10.

Sincerely yours,

#### *5. Promoting the Product by Setting up a Branch*

Dear Sirs,

Our garments have been known for the past ten years for our unique design, excellent quality, and after-sales services. Last year, more than 10,000 users became our new customers.

This year, we will open our new division to serve the increasing needs in your area. We look forward to offering you our best products and services.

If you have been pleased with the products that you have purchased from us, you will find our new models even better. We are enclosing a brochure that describes our new

products and services. Please call us at 832-234-6788 for more detailed information and quotation.

Sincerely yours,  
George Cruise  
Sales Manager

### *6. Announcing Premium Incentive*

Dear Sirs,

As a special offer to new customers, we are offering you our services for a special fee, 5% lower than our regular rates. We are granting this low price to you to demonstrate the fine quality of our work, with the hope that you will join the list of many satisfied customers we have served since 2003.

Enclosed is a brochure which gives you a detailed description of our company, our services, and our regular rates. Please call us at 830-245-7688 to schedule an appointment if you decide to take the advantage of our special offer. We are sure you'll be very satisfied.

Sincerely yours,

Enclosure,

### *7. Holiday Sale*

Gentlemen,

The holiday season is again almost upon us. To save you the trouble of shopping around for presents, we have prepared a special booklet of truly original gifts.

In this booklet, you will find products of the finest quality and unique design. Best of all, our prices are 10% lower than those in other stores in your local area. We will also gift-pack your chosen items and send them with your own personal greetings.

Please fill out the enclosed order form and return it in the postage-paid envelope. And don't hesitate to contact us if you have any questions.

Sincerely yours,  
Mariah Christina  
Sales Manager

Enclosure.

### *8. Introducing New Products*

Gentlemen,

As you are undoubtedly 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 economic 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,

## Notes

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.  
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

11. **specialize in** to mainly deal in 专营

We specialize in processing mechanical tools. 我们专营机床加工。

12. **export** *n.* 1) *sing.* exportation 输出, 出口

Our company deals in the export of chemical products. 本公司经营化工产品的出口。

- 2) *pl.* goods exported

The main exports of some developing countries are primary goods. 有些发展中国家的主要出口货物为初级产品。

13. **expand one's market** 扩大市场, 开拓市场 Similar phrases are as follows: *to develop/ create/ open/ establish/ cultivate a market*

14. **line** *n.* branch of business 行业

Our chief line is the import of tablecloths. 我们主要的业务是进口台布。

15. **Industrial and Commercial Bank of China, Jiangsu Branch** 中国工商银行江苏分行

16. **finance** *n.* 1) *sing.* the management of money, banking, investments, and credit 财政, 金融

finance contract 信贷合同

- 2) *pl.* credit position 资信状况

As to our finances, you can refer to Bank of China. 关于我们的资信状况, 你可以去中国银行查询。

17. **concern** *n.* a business establishment or enterprise; a firm 公司, 企业

18. **assume** *v.* to take upon oneself 承担

assume responsibility 承担责任      assume one's debts 承担债务

19. **standing** 1) *n.* reputation, position 名望, 地位

What is their financial standing? 他们的资信如何?

有关“资信情况”的表达方法还有:

credit standing 信誉情况

financial standing 资金情况

finances 财源, 资金情况 (常用复数)

- 2) *adj.* long-time; fixed

standing credit 定额贷款

standing offer 长期有效的发盘

standing cost 长期成本, 固定成本

standing order 长期订单

standing director 常务董事

20. **gift-pack** *v.* gift wrap 给(用作礼物的商品)作礼品包装

21. **promotion literature** 宣传手册

literature 商业文字宣传品的统称, 不可数名词, 常有以下几种:

manual 产品手册

pamphlet (booklet, brochure) 小册子

leaflet 单页说明书, 广告单

folder 折叠式印品

bulletin 产品简报

data 产品数据表

22. **craftsmanship** *n.* 手艺, 工艺, 技艺

23. **meet with** 获得; 经历

The design has met with approval. 这项设计已获批准。

24. **brochure** *n.* 小册子 a travel/holiday brochure 旅游/度假 指南

25. **grant** *v.* 同意给予 grant a favour, request, etc 答应帮忙、请求等

26. **take advantage of** 对...加以利用: They took full advantage of the hotel's facilities. 他们充分利用旅馆的设备。

27. **fill out** 填写, 填好

28. **contact** *v.* 联系, 与...来往 For further details, please contact our local office. 详情请与我们当地办事处联系。

29. **demand** 1) *n.* call for commodity by consumers; requirement

There has been a heavy demand for Tin Ingot recently.

Your unreasonable demand cannot be accepted.

As demand exceeds supply, it is impossible to reduce the price of goods.

2) *v.* to need; require

The buyer demands immediate shipment.

30. **forward** 1) *v.* to send; dispatch 发送, 递送

We'll forward you samples in a few days. 不日内将给贵方寄去样品。

2) 转交, 传递

Your letter of November 8 addressed to our Head Office has been forwarded (or transmitted, referred, passed on, handed over) to us for attention and reply. 你方 11 月 8 日致我总公司的函已转给我们办复。

3) *adj.* 期货的

Our clients will not accept forward shipment. 我方客户不接受期货。

4) *adv.* 运出

The goods under No. 100 Order will go forward by s. s. *Cloud*. 100 号订单项下的