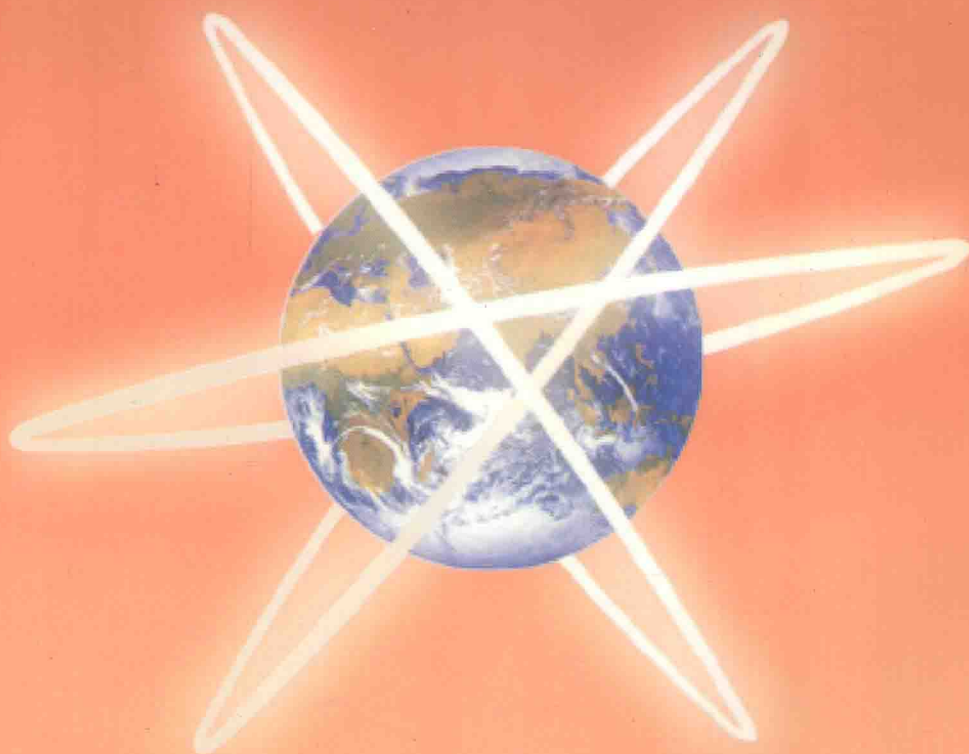


Business English Correspondence—
Reading & Writing

外贸英语函电 ——阅读与写作

丁丽军 万桂莲主编



航空工业出版社

外贸英语函电

——阅读与写作

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航空工业出版社

内 容 提 要

本书根据对外货物贸易的各个环节顺序,提供了大量外贸信函样本,并针对外贸各环节业务内容提供了相关常用语句与必备词汇练习。此外各单元还提供了多项选择、改错与翻译练习,旨在提高学生外贸信函的英语阅读与写作能力。本教材主要适用于大学商务英语专业学生,也可作为外贸英语爱好者提高商务英语读写能力之练习。

图书在版编目(CIP)数据

外贸英语函电/丁丽军编. —北京:航空工业出版社.
2000.8
ISBN 7-80134-713-7

I. 外… II. 丁… III. 英语-对外贸易-电报信函-
教材 IV. H315

中国版本图书馆 CIP 数据核字(2000)第 66480 号

航空工业出版社出版发行

(北京市安定门外小关东里 14 号 100029)

南昌航空工业学院印刷厂印刷

全国各地新华书店经售

2000 年 8 月第 1 版

2000 年 8 月第 1 次印刷

开本:787×1092 1/16

印张:9

字数:200 千字

印数:1—2000

定价:13.80 元

前 言

随着我国社会主义建设与经济的蓬勃发展,我国与世界各国的经济贸易交往日益频繁。我国的对外经济贸易,也随着我国社会主义经济的深化改革和进一步开放而呈现一派新局面。越来越多的企业获得对外贸易经营权,因此,他们对精通商务英语的人才也有着越来越大的需求。为了培养更多更好的商务英语人才,有关专家与学者长期致力于研究并编写更新更好的商务英语教材。作为商务活动的主要工具之一的外贸函电,一直是商务英语教材的主要内容之一。近年来,随着人们通信工具的迅速改善以及电子商务活动的逐渐普及,书面邮件的使用大大减少,但是外贸信函,或是以传真的形式,或是以电子邮件的形式,依然是商务信息的主要载体,因此,外贸英语信函的写作也依然十分必要。

外贸函电是一门应用性、实践性很强的英语语言课程。外贸函电课程的教材也有诸多版本。本书从便于教学的角度出发,提供了大量的取自外贸第一线的国内外外贸公司的业务信函样本,大量的专业语言素材以及各种语言练习。旨在让学生在教师的指导下,通过大量的语言素材的阅读,了解外贸函电的写作模式与语言风格;通过常用语句的学习,来积累足够量的外贸各个环节中经常使用的专业术语以及符合现代商务英语风格的表达方式;通过各种形式的练习,掌握正确规范的语言技巧,以提高外贸函电英语的写作能力。

本书除最后一个单元外,基本上是根据对外货物贸易的各个环节顺序安排内容的。全书共分十三个单元,每单元包括三部分。

1. Specimen Letters (信函样本)
2. Useful Sentences (常用语句)
3. Exercises (练习)
 - I. Words matching (词汇配对)
 - II. Multiple - Choice (多项选择)
 - III. Error Correction (改错)
 - IV. Translation (翻译)

参加本书编写的有丁丽军,万桂莲,胡进平,赵月萍。

本书在编写过程中,参考了国内外近年来出版的有关商务英语方面的教材与其他书籍,并参照了一些外贸公司的业务信函格式,在此一并致以衷心的感谢。

由于本书是专为商务英语专业学生编写的辅助教材,对于自学者来说,使用起来恐有不便,敬请谅解。因本书编写时间比较仓促,不足之处请行家不吝赐教。

编者

2000年7月9日

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UNIT ONE

ESTABLISHING BUSINESS RELATIONS

Specimen Letters

(A) EXPORTER'S REQUEST

FOMO TEXTILES TRADING CO.

2775 Barber Rd. P.O.Box 1078 Norton, OH44302 U.S.A.

Phone: (330)753-4500 Fax: (330)753-4501

E-mail: fomousa@ix.netcom.com

10 Dec. 98

JIANGNAN TEXTILES IMP/EXP CORP.

No.30 Guangbei Rd. Nanchang, China Post Code: 330000

Tel: 86-791-6216000 Fax:86-791-6326002

Dear Sirs,

Re: Textiles Goods

We learn from the Commercial Counsellor's Office of the Swedish Embassy in Beijing that you are in the market for textiles.

We avail ourselves of this opportunity to approach you for the establishment of trade relations with you.

We are a state-operated corporation, handling both the import and export of textiles. In order to acquaint you with our business lines. We enclose a copy of our Export List covering the main items suppliable at present.

Should any of the items be of interest to you, please let us know. We shall adhere to the principle of equality and mutual benefit. It is our hope to promote by joint efforts both trade and friendship to our mutual advantage.

We look forward to receiving your enquiries soon.

Yours faithfully,
(signature)

(B) IMPORTER'S REQUEST

PERSIA BOOM COMPANY

No.35 Mola Sadra Ave Vanak Sq. Tehran Iran

Tel: (021)8797800, 8779700 Fax: (021)8797600

May 23, 1997

JIANGNAN CHEMICALS IMP. & EXP. CORP.

502 Guo Mao Bldg.

No.30 Guangbei Rd. Nanchang, China

Tel: 0791-6266300 Fax: 0086-791-6266301

Dear Sirs,

Persia Boom is a trading and industrial consultancy firm active in Iranian market for more than 10 years. Persia Boom started her activities in the fields of chemicals and chemical industries, but gradually the activities were expanded to a wide and diversified spectrum.

Nowadays Persia Boom is fully engaged in trading, exporting and importing all sorts of materials, both as trader and as consultant and representative of Iranian and expatriate companies, as well as in industrial consultancy (feasibility studies, technical and management consultancy, execution of the project etc.). During past few years, Persia Boom, jointly with Zam Engineering Group, has been able to execute a number of projects. Mostly in the fields of Acrylic Resins, Alkyd Resins and P.V.A. Resin, all the projects, so far completed, were on turn key bases.

Persia Boom activities is not limited to Iranian market. Apart from the main office in Tehran, Persia Boom has "Mir Co. LTD." at Almaty (the capital of Republic of Kazakhstan) based sister company owned by Persia Boom acting as her international arms.

The success which Persia Boom currently enjoys is not only due to the high standard academical background of Persia Boom directors, but to the vast technical and commercial experiences gathered by them as well.

We at Persia Boom are always willing to share our success with our counterparts. We hope that the background of our company will absorb your kind attention and help us to start business relations with you as soon as possible.

Sincerely Yours,

Persia Boom Company

(C) IMPORTER'S REQUEST WITH ENQUIRIES

Dear Sirs,

Re: BARIUM CARBONATE, PHTHALIC ANHYDRIDE AND PHENOL IN READY STOCK

We wish to introduce ourselves as well established Indenting Agents in line of Industrial Raw Materials and Chemicals. We receive enquiries from Public Sector, Defence Department and private/commercial Establishments.

Some of our potential clients urgently require CHEMICALS of following specifications FROM READY STOCK:

1. BARIUM CARBONATE

Physical Appearance : white fluffy precipitated material

Purity as Barium Carbonate 98.5%

Quantity : 100 to 200 tons per shipment

Pls Rush Sample of Abt. 300 Gram.

2. PHTHALIC ANHYDRIDE FOR MAKING D.O.P. QTY. 50 TO 100 MT.

3. PHENOL COMMERCIAL GRADE FOR MAKING RESIN: QTY 20 TO 40 MT.

Please note the item serial number 1 and 2 are urgently required by our client. Shipment should be between 30-01-95 to 07-02-95. Please confirm the specifications. Kindly check your factory immediately, and inform us.

Please fax your sales contract, on C&F C5% Karachi basis, with Delivery and Packing Details, etc. In support of your offer, kindly enclose printed literature describing characteristics and other analytical specifications of each product, along with your Original Sales Contract to our mailing address, by EMS.

Besides above chemicals, if you have any other MATERIALS IN READY STOCK, please do offer us, on C&F C5% Karachi basis.

Kindly forward us your Master Catalog, covering full range of your products, to enable us to sell your products in our market.

We now look forward to receiving your offer along with literature, we remain.

Yours faithfully,
HAMID S. KHAN

(D) REQUEST FOR RE-ESTABLISHING BUSINESS RELATIONS

SCANDOS AB

(Registered in Sweden)

U.K. Representative Office

P.O.Box 10, St. Leonards on Sea, East Sussex, TN58 0ZP England

Telephone: +44 (0) 1454 722860 Telefax: +44 (0) 1454 722861

19th October, 1997

China National Chemicals I/E Corp.

Ganjiang Branch

World Trade Building

Huaxin Road, 330000

Nanchang, China

Dear Sirs,

The undersigned previously worked for another company which traded with China, especially in exporting to Russia. I have now left this company and am now the U.K. Representative of the Swedish Trading Company SCANDOS AB., the address and other details are given below.

In order to update our records, please airmail or fax us an up-to-date copy of your product list (both Inorganic and Organic chemicals), and any other products you handle, together with up-to-date fax and telephone numbers.

We look forward to hearing from you.

Yours faithfully,

George Fanslau

SCANDOS AB.

Useful Sentences

1. Having had your name and address from "The World Traders Directory", we are now writing to you to know whether you are interested in Christmas packs of dates.
2. We are a trading company involved in import and export business throughout the world.
3. On the recommendation of Hong Kong Chamber of Commerce, we learned with pleasure the name and address of your firm and shall be glad to enter into business relations with you.
4. We own your name and address to Robert Marshall, British Ambassador to China who has informed us that you are in the market for Chinese handicrafts.
5. This is to introduce ourselves as one of the leading exporters from..., of a wide range of Chemicals. We have enjoyed an excellent reputation through fifty years' business experience. We are sure that you will be quite satisfied with our services and the excellent quality of our goods.
6. We are one of the largest textile importers in our country. We have handled this commodity for more than ten years and have connections all over the world.
7. We are specialized in the exportation of Chinese Chemicals and Pharmaceuticals which have enjoyed popularity in world markets.
8. Being specialized in the export of Chinese Art and Craft Goods, we express our desire to trade with you in this line.
9. We wish to introduce ourselves to you as an state-owned corporation dealing exclusively in importing and exporting cereal, oil and food-stuffs.
10. We handle a wide range of light Industrial products as per list enclosed.
11. Our activities extend over a multitude of line.
12. Being one of the much experienced exporters of stationery, we have exported for many years articles like Fountain Pen, Ballpen and Pencil etc., in large quantities to many countries.
13. As you may not be aware of the wide range of goods we deal in, we enclose a copy of our catalogue and hope that our handling of this first order with you will lead to further business between us and mark the beginning of a happy working relationship.

14. Please find our enclosed latest illustrated catalogue and price list.
15. With a view to expanding our business at your end, we are writing to you in the hope that we can open up business relations with your firm.
16. We are enclosing our latest catalogue and price list covering the complete line of the products we are handling.
17. For your reference, we will send you the latest illustrated catalogue and price list by separate mail.
18. If you need further information about our financial standing, please refer to Bank of China, Jiangxi Branch.
19. The Bank of China will be pleased to furnish you with any information concerning our credit standing.
20. The China Council for the Promotion of International Trade has referred to us your letter of..., stating that you are willing to cooperate with us by supplying us with certain industrial equipment, this is of great interest to us.
21. We are given to understand that you are potential buyer of Chinese Textiles, which fall within the scope of our business activities.
22. We shall appreciate it very much if you give a prompt attention to our proposals mentioned above and give us an early reply at your convenience.
23. We are told that you are a leading importer Chemical of Fertilizer, and we would like to have a share in the business.
24. As we learn that you buy large quantities of... and as we are among the largest exporters of this article, we have the pleasure in submitting herewith our samples and to see if we could commence business with your firm.
25. We appreciate your good intention to establish direct business connection with us, which happens to our mutual desire.
26. However desirous we are of establishing business relations with you, we regret being unable to do so as our previous commitments prevent us from doing so.

27. Please accept our regret for having to decline your request for establishment of business relations with us as the items named in your letter have been exhausted.
28. Your letter expressing the hope of entering into business connections with us has been received with thanks.
29. We are willing to enter into business relations with your firm on the basis of equality, mutual benefit and exchanging what one has for what one needs.
30. We note with pleasure that you intend to develop business with us in Textiles, which is in accordance with our desire.

Exercises

I. Matching the following words in column A with those in column B

A

1. 商会
2. 商务参赞处
3. 商号
4. 商品交易会
5. 进口商
6. 出口商
7. 代理商
8. 报价单
9. 价目表
10. 市价
11. 报盘
12. 协议
13. 商品目录
14. 样品
15. 出口清单
16. 佣金
17. 有竞争性的价格
18. 询价
19. 另邮
20. 定期供应
21. 附有插图的目录
22. 严格检查
23. 想要购买
24. 主要股份
25. 小册子
26. 批发商
27. 享有盛誉
28. 专门(从事), 专门(经营)
29. 竞争能力
30. 零售商

B

1. price list
2. agent
3. export list
4. under separate cover
5. firm
6. chamber of commerce
7. sample
8. catalogue
9. commercial counsellor's office
10. competitive price
11. commission
12. market price
13. quotation sheet
14. exporter
15. importer
16. agreement
17. offer
18. commodities fair
19. regular supply
20. enquiry
21. scrupulous test
22. be in the market for
23. brochure
24. enjoy great popularity
25. specialize in
26. illustrated catalog
27. leading stock
28. competitive power
29. wholesale dealer
30. retail dealer

II . Multiple-choice

1. We shall inform you _____ the date of shipment.
a. in b. at c. of d. to
2. Channels of communication are either _____.
a. auditory or visual b. upward or downward
c. horizontal or vertical d. formal or informal
3. The car I bought last week _____ me US \$ 2,000.
a. cost b. costed c. spend d. spent
4. We thank you for the special offer you _____ us.
a. make b. offer c. let d. inform
5. The delay of the steamer was _____ a heavy storm.
a. because of b. due to c. on account of d. owing to
6. We are sending you _____ separate airmail two catalogs and a price list of our canned fruits.
a. under b. in c. by d. with
7. It is the sender's essential responsibility to formulate the message in a way that _____.
a. accurately conveys his or her idea to the receiver.
b. leaves the receiver to deduct.
c. forces the receiver to discuss the subject concerned.
d. encourages the business partner to respond timely.
8. The purpose of a sales letter is to _____ the prospective customers' interest.
a. arouse b. encourage c. attract d. secure
9. This company _____ paper and stationery.
a. handles b. for c. with d. in
10. Please let us have a copy of your Export List so that we may acquaint ourselves _____ your business lines.
a. to b. for c. with d. in

III. Error correction

1. The two sides hope to develope trade on the bases of exchanging the needed goods.
A B C D
2. We stand in the principle of "equality, mutual benifit and exchanging what one has for needs."
A B C D
3. The Chinese government bent on developing foreign trade relations with the developed countries.
A B C D
4. I am going to do all I can to move the unpleasant impression you have of our company.
A B C D
5. China always abides contract and keeps good faith though it is a developing country.
A B C D
6. If China was rejected to give MFN status, Sino-US relation would be damaged.
A B C D
7. It is only in view of our long friendly business relations so we extend you this accommodation.
A B C D
8. To behalf of the Chinese Export Commodities Fair, I hereby express our warmest welcome to all the
A B C
friend's present here.
D
9. The two parties were about to come to term on a deal of 500,000 metric tons of crude oil.
A B C D
10. Your price away from the market, I'm sorry to cancel my order.
A B C D
11. The export department must keep abreast to the developments of the foreign market.
A B C D
12. Mr. Mailer is desirous to knowing the purpose of our visit to New York.
A B C D
13. While we arrived in Iraq for negotiation, it was early in the morning.
A B C D
14. In this aspect the American manufacturer has a benefit over the Japanese trader.
A B C D
15. They avail this opportunity to make a negotiation with the delegation.
A B C D
16. Japan, lying in the east of China, enjoys a big prestige in trade circles.
A B C D
17. This line of business is not worth to be promoted.
A B C D
18. Our trade relations have entered into a new era.
A B C D
19. We anticipate to begin the business talk tomorrow.
A B C D
20. The Textiles Company does not like to open an office there because the officers not used to the
A B C D
weather.

IV. Translation

Part A

- ① 我公司从贵国大使馆得知,你公司生产并出口各种纺织机。
- ② 请寄来有关皮夹克的目录和最新价目表。
- ③ Freeman 有限公司已将你公司作为中国棉布的一位预期的买主介绍给我们。
- ④ 我们非常感激你们 6 月 8 日的询购并荣幸地邮寄给你们这一产品的商品目录和报价。
- ⑤ 我们是一家专门经营轻工业产品的国营公司。

Part B

敬启者:

你方九月五日来信和最新目录一本收到。谢谢。

我们很高兴地获悉你们有意和我们开展纺织业务,这和我们的愿望是一致的。

我们是本国最大的纺织进口商之一,经营该商品已有十多年了。许多其他国家的纺织品是由我们介绍到这个市场来的。如果你们的货物品质良好,价格有竞争性,我们相信你们的货物也将在这里受到欢迎。目前我们对你们货号 310、320 和 350 商品感兴趣,能否安排寄样,同时寄来最低伦敦报价。并说明可供每月交货数量。

请对此询盘迅速予以注意,十分感谢。

此致

商祺

UNIT TWO

Status Enquiry

Specimen Letters

(A) Asking For credit reference

Darton's Bank Ltd.
LONDON E. C. 2
England

April 19, 1996.

Private & Confidential

Dear Sirs,

We would like you to enquire into the financial and credit status of a firm in Turin on our behalf.

The firm is A. L. Ciano, and they are distributors of spare parts for cars. Their bank is the Banco di Santo Spirito, of 137 Via Napolitano, Turin. We would like you to enquire into their general financial reliability. In particular, their trade with us will involve a sum of £ 15,000 initially, and perhaps a monthly credit of £ 5,000 will be required.

We would like to know if this credit is justified in view of their record in meeting payment dates. Is there a record of bad debts? We need to know this if we are to extend credit to them.

Yours faithfully,
British United Motor Corporation
Sales Division