《外贸商函》 教材全解与能力提升

主编○程援助

WAIMAO SHANGHAN JIAOCAI QUANJIE YU NENGLI TISHENG



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Part One Extension and Translation 第一部分 拓展和译文



Project 1 Establish Trade Relations

Task 1 Look for Clients

一、Extension of Words & Expressions 单词和表达法的拓展

- 1. 构成名词的后缀-ment:动词十 ment 构成名词,如 establishment, management, payment, shipment, arrangement,等等。
- 2. 与某人建立业务关系的表达式: establish business relations with sb. = enter into business relations with sb. = build up business relations with sb. 。
- 3. "进出口商品"等的表达:import goods = imports,进口商品;export goods = exports,出口商品;imports and exports,进出口商品;exhibits,展览品、展示品。
 - 4. 构成形容词的后缀-al:名词十 al 构成形容词,如 professional, international, personal,等等。
- 5. 构成名词的后缀-al:动词(适当变化)+ al 构成名词,如 arrive 变成 arrival,try 变成 trial,等 等。trial order 的意思是"试订单/购"。
 - 6. 关于"销售":动词是 sell,名词是 sale,产生的词组是 push/ promote the sales of sth. 推销某物。
- 7. 关于公司职位:assistant manager=vice manager,是"副经理"的意思,而 manager assistant 则是"经理助理"的意思。assistant 是由动词 assist 演变而来。另外,general manager 是"总经理"的意思,sales manager 是"销售经理"的意思,purchasing assistant 是"采购助理"的意思。
- 8. 关于扩词: present 有三种词性,作名词是"礼物、赠品"的意思,作动词是"出席、到场"的意思,作形容词是"出席的、在场的"意思; represent 是动词,是"代表"的意思; representative 是名词,也是"代表"的意思。
- 9. 表示"商品、产品、物品"的单词有:goods, product, commodity, article, item;而表示"一批船货"的单词有:cargo, shipment, consignment。
- 10. 由"细节" detail 衍生出来的单词或词组有: details = detailed information,详情; detailed introduction,详细的介绍; introduce sth. in detail,详细介绍某事。
- 11. 关于扩词: vary 是动词,意思是"因······不同而不同、因······变化而变化", various 是形容词, 意思是"各种各样的", variety 是名词, 意思是"多样性、多样化"。
- 12. 关于联想记忆: contact 是"联系"的意思(contact sb. = approach sb. "联系某人"的意思),而 contract 是"合同"的意思,说明联系多了就可以坐下来白纸黑字签合同了。

二、Extension of Sentence Patterns 句型的拓展

- 1. "从何处获知何信息"的句型:
- (1) We learn your name and E-mail address from China's Foreign Trade.

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- (2) We obtain/get your name and address from the Chambers of Commerce in foreign countries.
- (3) We <u>owe</u> your name and address <u>to</u> the Commercial Counselor's Office of the Chinese Embassy in Malaysia。动词的时态可以是一般现在时、一般过去时和现在完成时。
 - 2. "某物具有某些性质或特征"的句型: be of + n. 如:

This medicine is of no use. 这种药无效。

Prompt shipment is of great importance. 立即装运很重要。

These table cloths are of various patterns, modern designs and nice colors. 这些桌布款式多样、设计新颖、颜色鲜艳。(P5)

All our dolls are of nice colors, unique designs and good quality. 我们所有的洋娃娃颜色鲜艳、设计独特、质量上乘。(P27)

Your products are of superior quality. 你方产品质量很好。(P31)

三、Extension of Grammar 语法的拓展

would be a great pleasure to meet you at the exhibition.

A. We

B. That

C. It

D. This

分析:这是一个 it 作形式主语的语法现象,当主语较长而谓语是系表结构(be + 形容词/名词)时,常将不定式后置,构成句型 "it + be + 表语(形容词/名词)+ 不定式"。所以,本题的正确答案是 C。当然,本题还可以改写为:It would be great to meet you at the exhibition. 又如:It is not an easy thing to master a foreign language= It is not easy to master a foreign language. 掌握一门外语不是件容易的事。

四、Translation of Letter or Dialogue 信函或对话的翻译

1. Translation of the Letter in Page 3:

事由:邀请参加 2011 拉斯维加斯服装展

尊敬的先生/夫人:

我们是美国的 ABC 公司。我们从阿里巴巴网站获知贵公司名称和电子邮箱地址。

我们真诚地邀请您和贵公司代表参观我们在 2011 拉斯维加斯服装展的 2 号展厅 102 号展位。拉斯维加斯服装展是国际服装业最专业的商品交易会。它将于 2011 年 8 月 22 至 24 日在拉斯维加斯会议中心举行。

我们非常期待将来能与贵公司建立业务关系。很高兴能够在交易会上与您会面。

欢迎参观我方展位。

诚挚的祝福

2. Translation of the Dialogue in Page 5:

Helen:您好,我能为您做点什么吗?

Jack Hill: 嗯,我想好好看看这些产品。

Helen:谢谢您有兴趣。请坐,我来为您详细介绍一下。

Jack Hill:好的,谢谢。

Helen:不客气。这些桌布是我们的新产品。它们款式多样、设计新颖、颜色鲜艳。

Jack Hill:对。它们摸上去也很柔软。我能拿一下你们的目录(看看)吗?

Helen:没问题。这是我的名片和我们产品的图解目录。希望我们在不久的将来能成为业务伙伴。

Jack Hill:谢谢您的介绍。我想再考虑一下。

Helen:好的,能留下您的名片吗?

Jack Hill:好,给你。

Helen:谢谢。再联系。再见。

Jack Hill:再见。

Task 2 Establish Business Relations

一、Extension of Words & Expressions 单词和表达法的拓展

1. 关于"供应、提供":

supply 通常指定期"供应",强调替代或补充所需物品,常用于 supply sb. with sth. = supply sth. to sb. 如:The cars will be supplied to people all over the country. 这些汽车将供应给全国各地的人们。

provide 指有远见,为应付意外、紧急情况等做好充分准备而"供给、提供",可用于 provide sb. with sth. 或 provide sth. for sb. 结构。如:The school provided food for the students. 学校为学生提供伙食。

offer 侧重表示"愿意给予"。常用于 offer sb. sth. 或 offer to do sth. 结构,后不能接宾语从句。如:She offered me a cup of tea. 她给我端了杯茶。She offered to go instead of me. 她主动提出代替我去。

此外, supplier 是名词"供应商"的意思,它不是东西,复数为 suppliers;而 supply 也可作名词,是"供应物"的意思,它不是人,复数为 supplies。注意, the supply (n.) of sth. 是"某物的供应"的意思。

2. 关于"关于、至于、涉及":这样的英文表达很多,请看书中的例子。

<u>Concerning</u> our financial status and reputation, please refer to the Bank of China, Ningbo. (P11)

Would you please send us a catalogue covering your full range of products? (P18)

As regards the offer of Chinese costumes for ladies, we do hope to keep the original price of USD 50/ pc. (P33)

With reference to our S/C No. PTS12 for 1 000 pieces of Men's Shirts... we would like to ask you to effect insurance for us for 110% of the invoice value against All Risks and War Risk. (P49)

Meanwhile, we should appreciate it if you could send us by return a catalogue <u>regarding</u> the new products in 2012 for our reference. (P49)

二、Extension of Sentence Patterns 句型的拓展

- 1."随函附寄"的句型:
- (1) enclosed please find...,表示"随函附寄……(请查收)"的意思,后面直接加 sth.,如:Enclosed please find an e-catalogue and a pricelist for the table cloths. (P10) Enclosed please find our Proforma Invoice. (P42)
 - (2) we enclose herewith...,如:We enclose herewith Contract No. AT067 in duplicate. (P36)
- (3)Sth. is/are enclosed. 或 Enclosed is/are sth. ,如:An order form is enclosed. Enclosed is our latest catalogue.
 - 2."盼早复"的句型:
 - (1) Look forward to your early reply. / Looking forward to receiving your early reply. / We look

forward to ... / We are looking forward to ...

- (2) We await your early reply with keen interest. (P11)
- (3) We hope to hear from you soon. (P11)
- (4) We are anticipating your prompt reply. (P17) = We anticipate receiving your early reply.
- 3. "若(你方)……,(我方)将不胜感激"的句型:
- (1)We shall <u>appreciate</u> it if you can/ will do sth. 当 sb. 作主语时, appreciate it 是不分家的。如:We shall appreciate it if you will modify the L/C promptly as requested. (P80)此句型也可以有时态变化,可写成 We should appreciate it if you would do sth. 的形式。We <u>should</u> appreciate it if you could send us by return a catalogue regarding the new products in 2012 for our reference. (P49)
- (2)<u>Sth.</u> shall/will/would be (much/ highly) appreciated. 当 sth. 作主语时,要用被动语态。如:Your prompt attention to the above matter will be highly appreciated. (P80)此句型还可改编为 It will/would be (much/ highly) appreciated if you do sth.
- (3) We shall be much obliged if you can/will do sth. 如:We will be obliged if you can airmail us a copy of catalogue for us to study. (P19,改动过)

you are interested

三、Extension of Grammar 语法的拓展

Enclosed please find a catalogue and a pricelist for the table cloths

in. Please contact us for	more details	·		
A. which, need	B. that, needing	C. /, needed	D. that, to be needed	d
分析:这两句话里有	外贸英语中出现最频繁	咚的两个语法,一个是完	产语从句,一个是后置定语	。其
实,第一个空,四个选项	都对,定语从句 which	n/ that you are intere	sted in 修饰前面的名词 t	table
cloths,意思是"你方感兴	趣的",这里的两个关系	< く 代词 which/ that 因为	可在定语从句中作宾语,也	可以
省略。而第二个空需要	填的是一个后置定语	needed,修饰前面的名	词 details,意思是"所/被省	需要
的"。所以,这一题的答案	≷是 C。又如:We are s	ending you the following	ng offer together with a sam	mple
book <u>illustrating our fu</u>	ll-range products(意力	思是"图解我方全套	产品的"). (P27)You sh	ould
immediately apply for su	rvey to the survey age	nt stipulated in the po	licy(意思是"保单中规定的	")to
handle the matter. (P57)				

四、Translation of Letter 信函的翻译

1. Translation of the Letter in Page 8:

事由:邀请参加 2011 拉斯维加斯服装展

尊敬的 Wendy:

感谢你方 2011 年 7 月 15 日的邀请。

我们很高兴地获知你方将参加 2011 拉斯维加斯服装展。我们想要参观你方展位。

由于我们也将参加 2011 拉斯维加斯服装展,也欢迎你方参观我方设在第 5 展厅的 76 号展位。期待在展销会上与您会面。

诚挚的祝福

2. Translation of the Letter in Page 9~10:

事由:在2011拉斯维加斯服装展上遇见的未来业务伙伴

尊敬的 Jack:

很高兴在2011拉斯维加斯服装展上见到您。

006

第一部分 拓展和译文

我是来自中国 BCD 贸易公司的王海伦。我们供应各种优质且价格合理的纺织品,已有多年的经验。随函附寄一份贵方感兴趣的桌布的电子商品目录和价目表。请联系我方以获取更多所需详情。 关于我方的财务状况和声誉,请向中国银行宁波分行查询。 盼早复佳音。

诚挚的祝福

Project 2 Enquiry

Task 1 Make Enquiries

一、Extension of Words & Expressions 单词和表达法的拓展

- 1. 与"展览"有关的单词或词组:stand, booth 展位、展台, exhibition hall 展厅, on display 展览, 展出。
- 2. 由 sample 衍生的词组: sample piece 样件, sample cutting 剪样, shipping sample 装船样品。
- 3. do not hesitate to do sth. = feel free to do sth. 做某事别犹豫(P15、45)。
- 4. 构成形容词的后缀-tive 和-able:动词+tive 构成形容词,如 active, attractive, effective, cooperative 等;动词/名词+able 构成形容词,如 available, acceptable, payable, respectable, reasonable 等。
- 5. 关于扩词: operate 是动词,"操作、经营"的意思; co-是前缀,表示"联合、伴同"的意思, cooperate 就是"合作、配合"的意思;两者衍生出来的名词就是 operation 和 cooperation。-tion 一般为构成名词的后缀,如: quotation, recommendation, confirmation 等。

二、Extension of Sentence Patterns 句型的拓展

"感兴趣、有兴趣"的句型:

- (1) sb. be interested in sth. ,表示"某人对某物感兴趣"的意思,如:We are much interested in Type A material in your advertisement. (P16) Enclosed please find an e-catalogue and a pricelist for the table cloths which you are interested in. (P10) You might be interested in our soft toy dolls. (P27) If you are interested in any of them, please do not hesitate to let us know. (P44)
- (2)sth. be of interest to sb. ,表示"某物使某人感兴趣"的意思,如: Your advertisement in the latest *China Foreign Trade* is of interest to us. (P16)Is there any product on display of interest to you? (P15)
- (3)sth. interest(s) sb. ,表示"某物使某人感兴趣"的意思,如:If any article interests you, please don't hesitate to contact us. (P15)If our products interest you, please let us know at once.

三、Extension of Grammar 语法的拓展

If we find the quality of your products	and your price	_, we may start long and
profitable business cooperation. (P17,改编)		
A. accept, reason	B. accept, reasonable	
C. acceptable, attractive	D. acceptable, attract	

分析:这是一种"find + 宾语 + 宾语补足语(宾补)"的结构,"宾补"一般为形容语,意思是"发现某物是怎样的",这样的动词还有 feel, think 等。所以,A 选项中的词性不对,B 选项中的第一个和 D 选项中的第二个词的词性不对,正确答案为 C。又如,If you find business possible, please contact us

through fax for offers.

四、Translation of Letter or Dialogue 信函或对话的翻译

1. Translation of the Dialogue in Page 14~15:

Smith: 欢迎参观我方展位,先生。

Matt: 好的,谢谢。

Smith: 有没有您感兴趣的展品?

Matt: 当然有。这种布看上去很棒。

Smith: 你眼光真好。这是我们今年的新产品,它在欧盟国家非常受欢迎。

Matt: 它是用什么制成的?

Smith: 它是用丝绸和麻布制成的,所以既轻又软。夏天,你穿上用这种布料做成的衣服不会觉得很热。

Matt: 有几种颜色可供选择?

Smith: 五种——红色、黄色、绿色、深蓝色和白色。如果你们需要,我们也可以提供特别的颜色。

Matt: 好的。你们能向我们报 CIF 宁波价吗?

Smith: 每码 12 美元,但如果你方订单很大,价格还会下降。

Matt: 好的,谢谢。能给我一份这种布的样件吗?

Smith: 当然可以。这是给你的目录。如果对任何产品感兴趣,请别犹豫联系我们。

2. Translation of the Letter in Page 16:

尊敬的先生/夫人:

你方登在最新一期《中国对外贸易》上的广告引起了我方的兴趣。我们对广告中的 A 型材料很感兴趣,希望你方给我们寄送详情。此外,请向我方报 CIF 宁波最低价。

我公司销售各种服装和鞋子。我们正在寻找一家供应商作为我们的长期伙伴。如果你方产品价格诱人、品质可接受,我们可以开启长期互利互惠的业务合作。

我们期待贵方尽早答复。

谨启

Task 2 | Collect Enquiry Information

一、Extension of Words & Expressions 单词和表达法的拓展

- 1. 由 costume 可衍生出 costumer, "服装商",注意它与 customer, "顾客"的区别。
- 2. 当 handle 作"经营、买卖"理解时,可以与 deal in 互换,如 handle the import of textiles=deal in the import of textiles;当 handle 作"处理、负责"理解时,可以与 deal with 互换,如 handle this matter=deal with this matter.
 - 3. steady demand 是"稳定的需求"的意思,而 steady rise 是"稳步的上升"的意思。
- 4. high quality 是"上乘质量"的意思,而 full quantity 是"全部数量"的意思,注意 quality 与 quantity 的写法。
- 5. 关于"急需"的表达: be in great need of = be in urgent need of = be badly in need of = be in bad need of = be in a great hurry for。
 - 6. in our area = at our end, "在我地"的意思。
 - 7. for the time being=at present=at this moment, "暂时、目前"的意思。

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- 8. for us to study=for our study=for our reference, "供我方研究、参考"的意思。
- 9. meanwhile=at the same time, "同时"的意思。

二、Extension of Sentence Patterns 句型的拓展

关于"向某人报价"的句型:

- (1)quote/offer sb. + ... price (for sth.),表示"为某物向某人报什么价"的意思,如:Can you quote us your CIF Ningbo price (for this cloth)? (P15)Besides, please offer us your lowest CIF Ningbo price (for this cloth). (P16)
- (2) quote sb. your best/ lowest price on ... basis,表示"在……基础上向某人报最优惠价/最低价"的意思,如: Would you please quote us your best price on CIF Amsterdam basis? (P18,改编) Please quote us your lowest price on CIF Ningbo basis.

三、Extension of Grammar 语法的拓展

We	e are a trade compan	y in Malaysia,	_ import of Chinese g	arments of all types. (P19)
Α.	dealing	B. dealing with	C. handling	D. handling in

分析:这是典型的现在分词短语作伴随状语的情况。它的特点是:它所表达的动作或状态是伴随着句子谓语动词的动作而发生或存在的。这题的 4 个选项用的都是现在分词,已经降低难度了,接下来就看动词自身的用法了。handle 作"经营、买卖"理解时,等价于 deal in。A 选项加个 in,D 选项 去掉 in,就都对了;而 deal with 是"处理"的意思,所以,这题的正确答案是 C。又如:We have received your letter dated October 4 requesting us to effect insurance on the 2 000 cases of Long Hair Panda for your account. (P56) We are in receipt of your letter of Aug 10, requesting us to ship all the garments in one lot on Sept 1. (P62)

四、Translation of Letter 信函的翻译

1. Translation of the Letter in Page 18:

尊敬的王女士:

我们在英国夏季商品交易会上获知贵公司名称和地址。我们是荷兰一家纺织品经销商,对你方产品很感兴趣。

由于我方急需这些服装以满足本国的客户,贵方能否寄上一份涵盖所有产品的目录单?

目前,本地对男式唐装需求稳定。贵方能否报阿姆斯特丹 CIF 价,同时提供唐装尺寸和颜色的详情?期待你方有利的回复。

诚挚的祝福

2. Translation of the Letter in Page 19:

尊敬的王女士:

经我地 Grand & Sons 公司推荐,我们获知贵方是一家各种纺织品的主要出口商。我们是马来西亚的一家贸易公司,进口各种中国服装。

目前,女式唐装在马来西亚越来越受欢迎,因此,我们正考虑进口一些。如果你方能航空邮寄一份商品目录和布料的剪样供我们研究,将不胜感激。同时,请向我们报价,并告知订货量超过3000件时的折扣。

期待我们之间的长期合作。

诚挚的祝福

Project 3 Offer and Counter-Offer

Task 1 Process the Information

一、Extension of Words & Expressions 单词和表达法的拓展

- 1. 关于"按要求,应您的要求"的表达:as requested = at your request。类似的表达还有 comply with your request(P57、62,注意具体运用时的变化),in compliance with your request(P63)。
- 2. 关于质量状况: superior quality = high quality = good quality "优良的品质,质量上乘",而 inferior quality "低劣的品质,质量很差"。
- 3. 关于 L/C 的常用定语: confirmed, irrevocable sight L/C 或 confirmed, irrevocable L/C payable (by draft) at sight,也就是说,表示"即期"的定语可以前置也可以后置。

二、Extension of Sentence Patterns 句型的拓展

- "某人报盘,以……为准、为有效"的句型:
- (1) We are now making you (the following offer), subject to your reply reaching us/ $\underline{\underline{\text{here}}}$ within 10 days. (P23)
- (2) We are pleased to offer you the following items, subject to your acceptance reaching us before/ no later than June 15.
 - (3) We are making you this offer, subject to your reply received here not later than July 1.
 - (4) We are making you the following offer, subject to our final confirmation.
 - (5) We are making you the following offer, subject to the goods being unsold.

三、Extension of Grammar 语法的拓展

Our textiles products are selling fast

A. because	B. because of	C. since	D. due of	
分析:这题考查的是	原因状语的表达。bec	ause, as, for, sin	ce 这几个词都是表示"原因	国"的连
词,语气由强至弱依次为	:because - since - as -	for;其中 because,	since, as 均为从属连词,引	导原因
状语从句;而 for 是并列i	车词,引导并列句。本是	题选项后面是短语	而不是句子,所以,A、C选工	页不对,
而 D 选项中搭配不对,正	确答案为 B。这里的 b	pecause of 可以用。	due to 或 owing to 来代替。	又如,
Because of changes in lal	bor cost, we have to i	raise the price. Al	though we have made an e	ffort to
keep the price favorable,	due to the increase in	freight cost, we h	nave to inform you of an inc	rease ir
price by 5%.(P33)不过,	需要提醒同学们的是,	本题也可以用介词	for 来接表示原因的短语。	

their unique design and superior quality. (P23)

四、Translation of Letter 信函的翻译

Translation of the Letter in Page 22~23:

尊敬的先生/夫人:

感谢你方9月25日的询盘。按照你方要求,我方现在作出如下报盘,此报盘以贵公司答复在10天之内到达我方为准。

商品号	1RB8581	
颜色	红色,绿色,粉色,黄色,白色,黑色	
价格	宁波 CIF 价每码 15 美元	
支付:采用以卖方为受益人的保兑的不可撤销的即期汇票信用证支付		
装运:收到信用证后 28 天内办理		

我们的纺织品由于设计独特、质量上乘而畅销,定将吸引识货的买家。

如果你们对我方产品感兴趣,请尽快下订单。

期盼早日收到你方消息。

谨启

Task 2 Make a Voluntary Offer

一、Extension of Words & Expressions 单词和表达法的拓展

- 1. 由 load"装载"衍生出的单词或词组: loading,名词"装货、装载量"; download,动词"下载"; port of loading,"装货港"的意思; port of dispatch,"发货港"的意思; port of discharge = port of unloading,"卸货港"的意思; port of destination,"目的港"的意思。
 - 2. 关于"描述": describe, 动词; description, 名词; description of goods, "货物描述"简称"货描"。
 - 3. beneficiary"受益人"是由 benefit"利益、好处"衍生而来。
- 4. 关于"交货、交付"的单词或词组: 动词为 deliver, 名词为 delivery, 交货时间为 time of delivery, 交货日期为 delivery date 或 date of delivery, 发货为 make delivery of sth., 取货为 take delivery of sth.。
 - 5. 关于"试图"的表达: try 是动词, trial 是名词并派生出 trial order"试订单"。

二、Extension of Sentence Patterns 句型的拓展

关于 Would you be good enough to do sth.? "请你……好吗?"的句型:去掉"be good enough to" 不影响句子意思的表达,而加上"be good enough to"则显得更有礼貌、更客气。

- (1) Would you be good enough to keep silent? 请你保持安静好吗?
- (2) Would you be good enough to turn the radio down a bit? 请你把收音机的声音关小一点好吗?
 - (3) Would you be good enough to move a bit to the right? 请你往右边移一点好吗?
- (4)Perhaps you would be good enough to study the enclosed information. 可能的话请贵方研究所附资料。(P27)

三、Extension of Grammar 语法的拓展

We are sending you the following offer together with a sample book our full-range