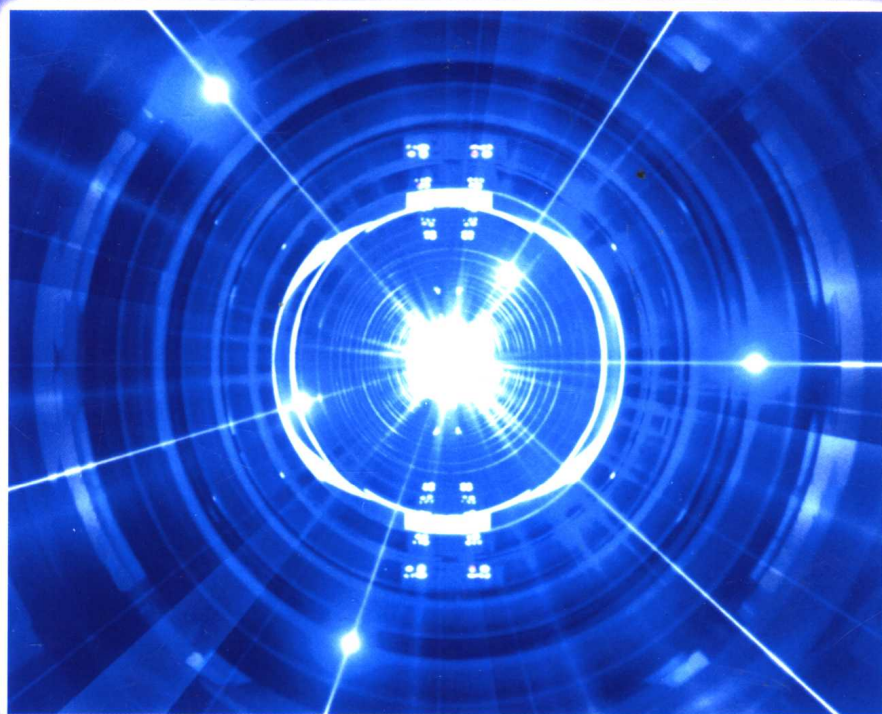


Foreign Economic Relations and Trade Correspondence

《对外经贸英语函电》

(教学与自学参考书)

王乃彦 主编



对外经济贸易大学出版社

Technology, Community, Education and Health Communication

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前 言

《对外经贸英语函电》，原名《外贸函电》，自 1982 年出版发行以来，始终作为全国外经贸类中专校的统一教材。该教材 1986 年第一次修订，1993 年第二次修订并更名。该书贴近我国外经贸事业的发展，适应外经贸教育改革的深化，目前已被许多开设国际贸易专业的院校定为使用教材。

本书是该教材配套的教学参考书，既可作为外经贸中专校师生的参考书，也希望能对有志于国际贸易专业的自学者及从事国际贸易的人士有所助益。

本册教参按照原教材的结构，对每课书做了简明的业务环节分析，对主要词汇及句型做了补充注释，将每课的信函译为中文，并附上了原书习题的参考答案。

本册教参由王乃彦任主编（原教材的主编），宁晓虹、刘长声、刘静容、李富森、李慧芳、房玉靖、隋思忠及徐平老师参加编写。钟梅老师及天津市国际商务学校外语教研室的老师们为本书作了大量的文字整理工作，在此表示衷心的感谢。

由于编者水平所限，书中错误和疏漏之处在所难免，希望广大读者给予批评指正。

编者

一九九九年十月

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CHAPTER ONE

ESTABLISHING BUSINESS RELATIONS

Lesson 1

Self-introduction

I. About the letter:

The China National Textiles Import&Export Corporation obtained the name and address of the Swedish firm as prospective buyers of textiles. So a letter is sent with a view to establishing business relations with the firm and explaining in brief, China's foreign trade policy.

II. Additional notes:

1. owe v. 把……归功于(后面常接 to)

We owe your name and address to ...

承蒙……告知你公司的名称和地区。

类似的表达方式有:

We are indebted to ...for your name and address.

We come to know the name and address of your firm through...

Through the courtesy of...we come to know your name and address.

We have obtained your name and address from...

2. inform v. 通知,可与 advise 换用,常用于下列结构:

- 1) inform /advise sb. of sth.

Please inform us of the name of steamer.

请告知船名。

- 2) inform /advise sb. + that/what/which

Please inform us what quantity you can sell a year.

请告知每年可销售的数量。

Please inform us which model you are interested in.

请告知你们对什么型号有兴趣。

- 3) Please be informed /advised that

Please be informed that the L/C has been opened.

兹通知你方信用证已经开出。

在下列句子结构中,inform 不可与 advise 换用:

1) 当间接宾语省略时:

Please advise the name of steamer.

We wish to advise that business has been done at our price.

Please advise what quantity you can sell a year.

2) 用作不及物动词时:

If interested, please advise.

3) 当指的是和对方关系较大的事时:

We wish to advise that business has been done at £110 per ton.

如和对方关系不大,只是让对方知道或了解一下时,则用 inform 较好:

We wish to inform you that we have moved to the following address.

3. avail oneself of... 利用

You may avail yourselves of the advantage of this strengthening market.

We avail ourselves of this opportunity to express our thanks to you for your close cooperation.

avail n. 效用;帮助;利益

It would be of no avail to bargain with us over the price.

available adj. 可以利用的,可以供应的;可以得到的

We have sold all available stocks in this line.

If you have anything available, please offer.

availability n. 利用(供应、得到)的可能性

Business depends on the availability of steamer(with cold storage).

availabilities (pl.) n. 可供应的货

We enclose a list of our present availabilities.

4. approach v. 联系,与……接洽(和 contact 同义,但用被动语态时比 contact 普遍)

You may approach our agents for your requirements.

关于你们的需求,可同我们的代理人接洽。

We had approached the shipping company for booking the space.

我们已同船公司联系订舱事宜。

5. handle v. 经营(某种或某类商品)(表示“经营”的说法很多,最常见的还有 deal in, trade in, be in the line 等。)

This shop handles paper and stationery.

This shop deals in paper and stationery.

This shop trades in paper and stationery.

This shop is in the line of paper and stationery.

6. acquaint v. 使熟悉,使了解,使认识

常用下列结构:

1) acquaint sb. with sth.

We want to acquaint ourselves with the supply position of steel products.

我们想熟悉一下钢材的供应情况。

2) be/get acquainted with

We are not acquainted with these articles.

我们对这些商品不熟悉。

7. enclose v. 封入

表示附在某封信内,用介词 with 或 in:

We are enclosing in our letter our sales contract in two copies.

兹随函附去我方销售合同两份。

过去分词 enclosed 作表语时,常倒装于句首;作宾语补语时,亦常倒装于句首或置谓语动词后:

Enclosed are our sales contract in two copies.

Enclosed please find two copies of our sales contract.

过去分词 enclosed 可作名词用,前面加定冠词。

8. requirement n.

1) 需要(常用单数,后接介词 of)

2) 需要之物(表示货物或需要量时,常用复数,后接介词 for/of)

Good quality is the major requirement.

质量好是主要的要求。

Buyers have placed their requirements elsewhere.

买主正向别处订购所需之货。

Please let us know your annual requirements for/of Walnuts.

请告知你方对核桃的年需。

9. trade n. 贸易,行业

trade v. 从事贸易,做生意,经营

同某人做贸易 to trade with sb.

经营某项商品 to trade in sth.

Our foreign trade is conducted on the basis of equality and mutual benefit.

They trade in textiles.

10. by joint efforts 共同努力

类似表达方式有:

through/by our mutual/collective efforts/with our mutual endeavour.

11. look forward to ph. v. 期待

这里“to”是介词,后接名词或动名词:

We look forward to hearing from you.

We look forward to your compliance.

我们盼望你方能答复我们的要求。

III. Chinese version of the letter:

敬启者:

我们从瑞典驻北京大使馆得知你公司行名与地址,承他们告知你公司要购买纺织品。

借此机会我公司愿与你们联系,以期与你公司建立业务关系。

我们是国营公司,经营纺织品进出口业务。为使你公司对我们经营的商品有所了解,随函附去我公司目前可供出口的商品目录一份。

如果你们对其中任何商品感兴趣,请告知。一俟收到你方所需商品的详细要求,当立即将我们的最低报价单寄交你方。

在同各国商人的贸易中,我们一贯坚持平等互利的原则。我们希望通过双方努力,能促进对彼此互利的业务和友谊。

期望早日收到你方询价。

谨 启

IV. Key to exercises:

1. Complete the following sentences in English:

- 1) We are given to understand that you are a state operated corporation handling chemical products.
- 2) We approach you today in the hope of establishing mutually beneficial business relations with you.
- 3) We would like to inform you that we are at present in a position to supply you with various kinds of men's leather shoes.
- 4) We have established business relations with the firms of more than 100 countries in the world on the basis of equality, mutual benefit and exchange of needed goods.
- 5) As you know, a large number of overseas merchants are anxious to do business with us.
- 6) We are interested in these articles. Please let us have all the necessary information.
- 7) We are glad that in the past few years we have greatly promoted by our joint efforts both trade and friendship.
- 8) Please inform us whether you are interested in our men's leather shoes.

2. Translate the following into English:

- 1) We are indebted to the Commercial Counsellor's Office of the Tanzanian Embassy in Beijing for the name and address of your firm.
- 2) It is for the export of our chemical products that we approach you.
- 3) We hope you will do your best to promote friendship as well as business.
- 4) One of our customers is interested in your new products.
- 5) A customer of ours is in the market for Chinese Black Tea.
- 6) Please let us know in which lines you are interested at present.
- 7) It requires mutual efforts to promote trade.

- 8) As you know, it is our foreign trade policy to do business with peoples of all countries on the basis of equality and mutual benefit.
- 9) We are sending you one copy each of our catalogue and pricelist of our chemical products.
- 10) Our customers are not interested in your chemical products for the time being.

3. Fill in appropriate word or words from the list and then translate the sentences into Chinese;

1) buy

星期日你准备买一支自来水笔吗?

2) inform, are in the market for

我们愿告知你方,我们的许多客户想要买中国核桃仁。

3) advise

请告知按什么价格你方客户将向我方订购。

4) appreciate it

如承航寄目录本,不胜感激。

5) mutually

我们深盼建立互利的贸易关系。

6) meet, requirements

我们将尽力满足你们的需要。

7) trade with, basis

我国对外贸易政策是在平等互利的基础上与外国进行贸易。

8) handles

我公司独家经营轻工业品的进出口业务。

9) cover

另邮寄去我们化工产品的目录本两本和价目单一份。

10) appreciate

我们感谢你方给我们一个核桃仁的特别报盘。

Lesson 2

(A) Request for the Establishment of Business Relations

(B) A Reply to the Above

I. About the letters:

(A) An importer obtained the name and address of the China National Arts&Crafts Imp. & Exp. Corporation through another firm. They send a letter to the above corporation in the hope of establishing business relations and indicating their interest in various kinds of Chinese Arts&Crafts.

(B) In this letter the writer expressed in the beginning their desire for establishing business relations with the addressee, and to comply with the latter's request, the writer sent the price-list covering their exports, while stating the terms of payment.

II. Additional notes:

1. obtain v. 获得

This is the best price we can obtain.

These products of ours have obtained unanimous approval.

我们的这些产品已获得了一致的好评。

比较:

A. obtain - used for sth., aimed at

This is the utmost we can obtain.

B. get - used for whatever comes to hand

I've just got a letter from Xiao Li.

C. procure - used for getting sth. which require special efforts

In spite of our efforts, we were unable to procure supplies.

Spare parts for this type of machine are now difficult to procure.

D. secure - used when sth. is difficult to obtain

Up to the present moment we have been unable to secure supplies.

Normally, the words "obtain", "procure" and "secure" are interchangeable, although there are slight difference in meaning.

obtainable adj. 可得到的, 可获得的

This is the best obtainable offer.

This is the best offer obtainable.

这是我们所能获得的最低报价。

2. in the hope of + gerund (functioned as an adverbial of purpose) 希望
They waited in the hope of being able to buy at a lower price later.
We are writing you in the hope that we may establish business relations with you.
3. interested adj. 感兴趣的
作表语时,以人作主语,后接介词 in,再接名词或动名词,还可以接不定式短语:
Buyers are not interested in your offer.
买主对你方报盘不感兴趣。
We are very interested in importing chemicals from your side.
我们对从你方进口化工产品很感兴趣。
We are interested to receive a specimen of the new type.
我们想得到一份这种新型号的样品。
interesting adj. 引起兴趣的,有趣的
作表语时,以物作主语,可接介词 to,再接人称:
The price is not interesting to us.
我们对此价格不感兴趣。
4. reply n. v. 答复 后接介词 to
在商业函电中,说“答复”一般用 reply, 很少用 answer。
对某事作答复,reply n. /v. 都加 to, answer n. 加 to, v. 不加 to。
5. various kinds of 各种各样的,各种不同的
“various” is synonymous to the word “different”.
But “different” simply means “not the same”, whereas “various” gives emphasis to “the quality of not being the same at all times”.
various brands
various articles
variety n. 种种
increase the variety of exports
There is a great variety to choose from.
6. trust v. 相信
The word “trust” sounds less emphatic than “believe” so far as sureness is concerned.
We trust you will find our offer acceptable. (希望并相信)
We believe you will find our offer acceptable. (认为并深信)
7. important business can materialize
materialize v. 实现
We hope the business will eventually materialize.
类似表达方式还有:
business can be concluded/can be closed
business can be put through/can be finalized
8. brochure n. 小册子
This is a French word, equivalent to the English word “pamphlet”.

Also: catalogue, illustrative leaflet, sample books, commodity list

III. Chinese version of the letters:

(A) 敬启者:

我公司从鹿特丹市安德森公司得知你公司行名和地址,今特写信给你方建立业务关系。

我公司作为工艺品进口商已有多年。目前我们对中国各种工艺品有兴趣。请寄来报价单及样品为感。

如果你方价格可行,我们相信可以达成大笔业务。

盼速复。

谨 启

(B) 敬启者:

本月三日来函收悉,此谢。很愿意与你公司建立业务关系。

应你方要求,兹另邮寄去我公司最近的商品目录本及价目表。付款条件为不可撤销的、保兑的信用证。

如认为有可能做成业务,请来电索盘。

谨 启

IV. Key to exercises:

1. Translate the following phrases into English and fill them in the blanks.

1) We are interested in _____. Please send us your price list covering this (these) article(s).

- a. various kinds of paper
- b. Model No. 202 Tractors
- c. all kinds of Chinese bicycles

2) Your price is too high, and _____.

- a. we are not interested in your offer
- b. we can hardly sell your products
- c. we are afraid that no business can materialize

3) Please inform us _____.

- a. in which lines you are most interested at present
- b. whether you would like us to furnish any further information to you.
- c. when you will be able to supply such goods

4) We look forward to _____.

- a. meeting your representative again at the Fair
- b. receiving your shipping advice
- c. receiving the samples and pricelist stated in your letter

2. Translate the following into English:

- 1) We have been exporting sheepwool for over 20 years.
- 2) If you could make us an offer at once, we believe we would be able to persuade our customer to accept it.
- 3) If your prices are reasonable, we are sure we can conclude substantial business with you.
- 4) If you can reduce your price by 5%, we trust there is every possibility of bringing about business.
- 5) Complying with your request, we have advised our bankers to open the L/C within a few days.
- 6) As requested in your cable of October 3, we are forwarding you a catalogue for your reference.
- 7) If you find the prices agreeable, please cable us immediately.
- 8) If you find our quotations workable, please write us so that we can make you a firm offer.
- 9) Payment should be made by an irrevocable letter of credit payable against draft at sight.
- 10) We are very interested in importing Chemicals from you.