

全国外经贸院校

21世纪

高职高专统编教材

外贸英语

函电

主
编
王乃彦

中国对外经济贸易出版社

全国外经贸院校21世纪高职高专统编教材

外贸英语函电

主 编 王乃彦
副主编 刘长声

中国对外经济贸易出版社

图书在版编目 (CIP) 数据

外贸英语函电/王乃彦主编. —北京: 中国对外
经济贸易出版社, 2002.7
全国外经贸院校 21 世纪高职高专统编教材
ISBN 7-80004-962-0

I. 对... II. 王... III. 对外贸易-英语-电报信
函-写作-高等学校: 技术学校-教材 IV. H315

中国版本图书馆 CIP 数据核字(2002)第 039686 号

全国外经贸院校 21 世纪高职
高专统编教材
外贸英语函电
主 编 王乃彦
副主编 刘长声
中国对外经济贸易出版社出版
(北京市安定门外大街东后巷 28 号)
邮政编码: 100710
电话: 010-64269744(编辑室)
010-64220120(发行二部)
E-mail: cfertph@263.net
网址: www.cfertph.com

新华书店北京发行所发行
北京宏文印刷厂印刷
850×1168 毫米 32 开本
12 印张 310 千字
2002 年 7 月第 1 版
2002 年 7 月第 1 次印刷
印数: 5000 册

ISBN 7-80004-962-0
G·65

定价: 22.00 元

全国外经贸院校 21 世纪高职高专统编教材

编 委 会

主 任 王 红 王乃彦 吕红军 姚大伟

副 主 任 罗凤翔 张建华 刘宝泽 范冬云

秘 书 长 王伟利

副秘书长 谢伟芳 杨 琦

委 员 (以姓氏笔画为序)

刘德标 庄菊明 庄瑞金 朱建华 严卫京

宋东今 李宗元 李留山 李学新 肖玲凤

张亚珍 狄文霞 陈福田 郑吉昌 林 峰

郭清山 钱建初 袁永友 黄菊英

出版说明

中国加入世界贸易组织后，必将以更快的步伐融入全球化的浪潮中。中国将在众多的领域特别是在经济和贸易领域全面与国际接轨。为了适应这一新的形势，为我国对外经济贸易事业培养更多既懂得新的国际经济贸易法律和规则，又了解国际贸易运作的具体程序和惯用做法的实用型高职高专人才，在外经贸部有关司局及教育部有关司局的直接指导和帮助下，我们组织了全国主要的外经贸高职高专院校编写了这套教材。

这套教材暂定为 38 本，涉及外经贸的各个主要学科，是外经贸高职高专教育的主干教材。这套教材的编著者大多数是从事外经贸职业教育多年的老师，他们有着丰富的教学经验，同时我们还邀请了一些外经贸教育方面的权威专家和教授对本套教材进行了审定。另外，我们还请了一些外经贸公司和金融系统的专家加入了这套教材的编写，使得这套教材的可操作性更强。我们将结合各有关院校的实际使用情况不断修订、增补和完善这套教材。由于时间紧，任务急，书中难免出现疏漏和不足，恳请广大读者及时提出宝贵意见，以便充实和完善。

全国外经贸院校 21 世纪高职高专统编教材编委会
2002 年 6 月

前 言

随着国际经济贸易的发展以及中国在加入 WTO 后商务领域与国际接轨,外经贸函电从内容到形式都发生了很大的变化。为了使学生了解和掌握外经贸英语函电写作方法和技能,提高学生在国际商务活动中运用英语的能力,我们在多年从事外经贸英语函电教学的基础上,参考国内外有关教材,编写了这本《外贸英语函电》。本教材注重进出口业务环节的系统性和完整性,信函体例新颖,并简单介绍了国际商务活动中已很少使用的通信方式。该教材不但适用于大专院校商务英语专业、国际贸易等专业英语函电课使用,也适合从事外经贸业务的人员作为自学或参考书使用。

本教材通过进出口业务各主要环节所涉及的代表性信函,系统地介绍了外经贸英语函电的专业词语、写作特点和写作技巧,并通过与课文内容紧密相关的练习,达到训练学生正确使用信函常用句型和词汇,熟练地翻译或撰写业务信函的目的。

本教材在篇章之前介绍信函的基本格式和写作特点。全书共十一章,按业务环节的先后顺序编排。每课由三部分组成:课文、注释和练习。第一章至第十章是业务的主要环节,第十一章介绍最新的电子通信方式,此外还附有货币缩略表及单词、词组索引,以便记忆检索。

编写工作是在全国外经贸院校 21 世纪高职高专统编教材编委会的指导下进行的。本书由王乃彦担任主编,刘长声担任副主编。参加编写工作的有刘静容、李富森、房玉靖、刘玉玲、陈丽萍。全书由王乃彦负责总纂定稿。

本教材保持了国际贸易业务环节的系统性和完整性,层次清

晰,语言规范、准确,实用性强,但限于水平和时间,书中谬漏在所难免,不妥之处,敬祈指正。

编 者

2002 年 4 月

Contents

The Layout of a Business Letter	1
Chapter One Establishing Business Relations	19
Introduction	19
Lesson 1 A Letter to a Newly-introduced Client	20
Lesson 2 Self-introduction by the Seller	26
Lesson 3 (A) Self-introduction by the Buyer	31
(B) A Reply to the Above	32
Supplement Some Useful Sentences	38
Chapter Two Enquiries and Offers	40
Introduction	40
Lesson 4 An Invitation to Offer	42
Lesson 5 A Specific Enquiry	46
Lesson 6 (A) A General Enquiry	51
(B) A Reply to the Above	52
Lesson 7 An Offer	58
Lesson 8 A Voluntary Offer	63
Lesson 9 (A) Asking for Proforma Invoice	68
(B) Sending Proforma Invoice	68
Lesson 10 Urging the Buyer to Accept an Offer	74
Supplement Some Useful Sentences	79

Chapter Three	Counter-offers and Orders	82
Introduction		82
Lesson 11	A Counter-offer	83
Lesson 12	Persuading the Buyer to Accept the Offer	87
Lesson 13	Concession on Price	91
Lesson 14	An Order	95
Lesson 15	Declining an Order	101
Lesson 16	(A) A Repeat Order	105
	(B) A Reply	106
Lesson 17	(A) Offering Substitute	110
	(B) Partial Substitution of an Order	111
	Supplement Some Useful Sentences	116
Chapter Four	Conclusion of Business	118
Introduction		118
Lesson 18	Confirming a Purchase	119
Lesson 19	Conclusion of Business	123
Lesson 20	(A) Sending a Sales Contract	128
	(B) Counter-signature	128
	Supplement I. Some Useful Sentences	132
	II. A Specimen of a Sales	
	Contract	134
Chapter Five	Terms of Payment	139
Introduction		139
Lesson 21	(A) Asking for Easier Payment	
	Terms	141
	(B) Agreeing to Easier Payment	
	Terms	142

Lesson 22	(A) Requesting for Payment by D/A	149
	(B) Granting the Request for Payment by D/A	150
Lesson 23	Suggesting Payment by D/P	154
Lesson 24	Modified Terms of Payment	159
Lesson 25	Regarding Payment Terms	167
	Supplement I . Terms used in making payment	173
	II . Some Useful Sentences ...	174

Chapter Six Establishment of and Amendment to L/C 178

	Introduction	178
Lesson 26	(A) Urging Establishment of L/C	180
	(B) Advising Establishment of L/C	180
Lesson 27	(A) Amending L/C to Allow Partial Shipment and Transshipment	186
	(B) Asking for Amendment to L/C	187
Lesson 28	(A) Asking for Extension of L/C	192
	(B) Explaining the Necessity of L/C Extension	193
	Supplement A Specimen of an L/C	200

Chapter Seven Shipment 206

	Introduction	206
Lesson 29	Packing Requirement	207
Lesson 30	(A) Shipping Instructions	214
	(B) Advising Shipment	215
Lesson 31	(A) Inquiring about Shipment	219
	(B) Urging Shipment	220

Lesson 32	Proposing Partial Shipments	224
	Supplement Incoterms 2000 — ICC Official Rules for the Interpretation of Trade Terms	229
Chapter Eight	Insurance	234
	Introduction	234
Lesson 33	Insurance	235
Lesson 34	(A) The Buyer Requests Insurance	240
	(B) A Reply to the above Letter	241
Lesson 35	Reply to a Request for Insurance	245
Lesson 36	(A) Covering Insurance for the Buyer	251
	(B) Insurance Clause	252
	Supplement Some Useful Sentences	258
Chapter Nine	Complaints and Claims	260
	Introduction	260
Lesson 37	Claims for Poor Packing	261
Lesson 38	Claim for Non-conformity of Quality	268
Lesson 39	(A) Complaints of Wrong Goods Delivered	273
	(B) Complaint Accepted	274
Lesson 40	Complaining of Short Delivery	279
Lesson 41	Settlement of Claim	283
Lesson 42	Claim Rejected	288
	Supplement Some Useful Sentences	294
Chapter Ten	Agencies	298
	Introduction	298

Lesson 43	(A) Asking for Sole Agency	299
	(B) An Unfavourable Reply	299
Lesson 44	(A) Asking for Exclusive Agency	306
	(B) A Favourable Reply	307
Lesson 45	(A) Exclusive Sales Agreement	311
	(B) Sole Agency Agreement	313
	Supplement Some Useful Sentences	328
Chapter Eleven	Electronic Communications	331
	Introduction	331
Lesson 46	(A) Telex	331
	(B) Fax	335
	(C) Electronic Mail	337
Appendix I	Worldwide Business Telex Abbreviations	340
Appendix II	Money Abbreviation Table	343
Index		349

The Layout of a Business Letter

Forms of a Business Letter

Although formality in business letter writing is rapidly giving way to a less conventional and more friendly style, the layout still follows a more or less set pattern determined by custom. It is safe to follow established practice so as to avoid confusion and waste of time for both sender and receiver.

Basically, two main patterns of layout are in current use — the conventional indented style (vide P3) and the modern blocked style (vide P4). Following traditional British practice the indented style takes in five or six spaces in the first line of each paragraph in the body of the letter, though deeper indentations than these are sometimes preferred. Consistency in use is, however, the important point.

The practice of displaying business letters in the blocked style is now quite common. Its outstanding feature is that all typing lines, including those for the date, inside name and address, salutation, subject heading and complimentary close, begins at the left-hand margin.

However the inconvenience of paragraph indentations in the indented form and the loss of clarity occasioned by the absence of indentation in the blocked style give birth to the third pattern of layout—modified blocked style (vide P5), where the date (sometimes also Reference Numbers) is placed on the upper right-hand side of

the paper to achieve eye-catching effect.

Good form in letter-writing, like good form in any other activity, comes from making correct practice habitual. It is a good plan to adopt one form of layout and to stick to it.

1. Indented Format:

TIANJIN CARPETS IMPORT & EXPORT CORPORATION

45 BAODING STREET, TIANJIN, CHINA

Telephone: 31022348 Fax: 26320767 E-mail: tjcar@public.tpt.tj.cn

Our Reference No. J/W-CO18

Your Reference No.

Date: 30th November, 2000

Messrs. Williams & Warner
36 Tower Street
Sydney, Australia

Attention: Mr. Arnold Simpson. Sales Department

Dear Sirs,

Re: SHEEP WOOL

With reference to our Order TC303 of September for 50 M/T Sheep Wool, we shall be glad to know when we may expect delivery as these are urgently required.

When we made the initial enquiry, your department assured us that delivery would only take two months, and we placed the order on that understanding as we wished to have the WOOL before the end of November. Your failure to deliver by the promised date has caused us great inconvenience.

Will you please inform us of the earliest possible date when you can deliver these goods. Should the delay be longer than two or three weeks, we shall regretfully have to cancel the order.

Yours faithfully,

(Sig). _____
(Manager)

2. Blocked Format:

TIANJIN CARPETS IMPORT & EXPORT CORPORATION

45 BAODING STREET, TIANJIN, CHINA

Telephone: 31022348 Fax: 26320767 E-mail: tjcar@public.tpt.tj.cn

Our Reference No. J/W-CO18

Your Reference No.

Date: 30th November, 2000

Messrs. Williams & Warner

36 Tower Street

Sydney, Australia

Attention: Mr. Arnold Simpson. Sales Department

Dear Sirs,

Re: SHEEP WOOL

With reference to our Order TC303 of September for 50 M/T Sheep Wool, we shall be glad to know when we may expect delivery as these are urgently required.

When we made the initial enquiry, your department assured us that delivery would only take two months, and we placed the order on that understanding as we wished to have the WOOL before the end of November. Your failure to deliver by the promised date has caused us great inconvenience.

Will you please inform us of the earliest possible date when you can deliver these goods. Should the delay be longer than two or three weeks, we shall regretfully have to cancel the order.

Yours faithfully,

(Sig). _____
(Manager)

3. Modified Blocked Format:

TIANJIN CARPETS IMPORT & EXPORT CORPORATION

45 BAODING STREET, TIANJIN, CHINA

Telephone: 31022348 Fax: 26320767 E-mail: tjcar@public.tpt.tj.cn

Our Reference No. J/W-CO18

Your Reference No.

Date: 30th November, 2000

Messrs. Williams & Warner
36 Tower Street
Sydney, Australia

Attention: Mr. Arnold Simpson. Sales Department

Dear Sirs,

Re: SHEEP WOOL

With reference to our Order TC303 of September for 50 M/T Sheep Wool, we shall be glad to know when we may expect delivery as these are urgently required.

When we made the initial enquiry, your department assured us that delivery would only take two months, and we placed the order on that understanding as we wished to have the WOOL before the end of November. Your failure to deliver by the promised date has caused us great inconvenience.

Will you please inform us of the earliest possible date when you can deliver these goods. Should the delay be longer than two or three weeks, we shall regretfully have to cancel the order.

Yours faithfully,

(Sig). _____

(Manager)