

# 对外贸易英文函电

Foreign Trade English Correspondence

丁溪 侯银霞 主编



哈尔滨工业大学出版社

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## 前 言

自改革开放以来,我国的对外贸易获得了飞跃式的发展,对外贸易总额由改革开放前的世界第 32 位跃升到 2002 年的第 4 位(前 4 位排名为美国、欧盟、日本、中国)。2002 年,我国外贸进出口总额突破 6 200 亿美元大关,超过 GDP 总额的 50% 以上,外商对华投资额达 527 亿美元,首次成为世界上吸引外资最多的国家。随着中国的人世和中国经济的持续、健康、快速发展,中国对外贸易和外商对华投资均掀起了新的高潮。

在对外贸易快速发展的大背景下,需加快培养大批高素质、外向型的复合型人才,以适应当前形势的发展。本教材的出版为有志于从事对外贸易的各阶层人士提供了一种新的选择。通过对本教材的学习,可打下良好的对外贸易交往的英语基础,并为进一步学好专业英语创造条件。

本教材共分为 16 个单元,即如何写好商业信函、建立业务关系、开展资信调查、询价和答复、发盘和接收、还盘、申诉和索赔、履行合同、办理保险、开展经济技术合作、付款条件、电子商务、包装条款、装运条款、申请做代理、合同条款等。具有涉及范围广、覆盖面宽、通俗易懂、言简意赅等特点。本教材每个单元分为正文、单词、注释、练习和答案五部分,自成一体,环环紧扣,便于学生对所学知识进行巩固。

此外,本教材还附有《国际商会跟单信用证统一惯例(1993 年

修订本)》,即 UCP 500、贸易词汇释义和贸易常用词缩写等附录部分,为读者系统、深入、全面地掌握对外贸易的理论和实践作了创新性的开拓。

本教材除适用于外经贸类、经济类大专院校、中等专业学校和从事对外贸易的各类人士外,还适用于有一定英语基础的外贸英语爱好者。相信这本教材的出版,将提升这些读者的外贸英语水平。

本教材在编写过程中,得到了哈尔滨工业大学人文学院副院长高长春教授的热情帮助和大力支持,这里我们表示真诚的感谢。

编写本教材的过程中,限于水平和时间,难免存在疏漏和不妥之处,恳请广大读者批评指正。

编 者

2003 年 3 月于哈工大

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## Unit 1

# How to Write a Good Business Letter

——如何写好商业信函

After years of working with companies on their correspondence through his brand consultancy, Steve Morris decided this year to set up a subsidiary called the Letterhouse, dedicated to the art of business correspondence.

His customers, which include some of Britain's largest companies, would prefer not to admit that outsiders draft their mail. One financial services client—speaking on condition of anonymity—says that Mr Morris and his staff have written thousands of letters for her company. They have done the same for airlines, rail companies, National Health Service trusts, food manufacturers and retailers.

Mr Morris, in short, is the Cyrano de Bergerac of customer services.

To many people, used to rattling off e-mails and text messages, writing a letter may seem old-fashioned. But for others it remains a useful and vigorous means of getting a point across.



Companies usually plan their direct mail marketing campaigns with care, he says, but then undermine these efforts in the countless other letters they send out each day.

There are many urban myths about companies mishandling their occasional correspondence. Mr Morris gives as an example the story of a disgruntled customer who opened a letter to which was attached an internal memo reading: "Send a standard letter".

But such departments can benefit from outside help. The Letterhouse's anonymous financial services client admits that staff would write stern letters and then, in another letter—to sell something—they would switch to the grovelling tone of Charles Dickens's Uriah Heep. In each case, this deviated from the company's preferred tone of voice.

Staff were initially apprehensive about the training sessions, says Mr Morris's client. "I would get comments like: 'Don't tell me how to write letters: I've been doing it for 30 years.' Everybody thinks they can do it but few can," she says.

"People say to us 'You can't teach people to write.' Well, it can be tricky, particularly if the ghost of school hangs over them. We tell them it's OK to break the rules. It's OK to write in a conversational style. I'm not saying that letters should be light and chatty but they should be human. We would like people to enjoy using words," Mr Morris says.

Having helped to train 10 000 or so people, he has reached some general conclusions. A few people, he agrees, will always come across better on the telephone. But most can be taught to

use active verbs instead of passives and to avoid jargon. And surprisingly large numbers, he says, turn out to be gifted writers.

Bank managers exemplify the tendency to hide behind passive verbs, adds Mr Morris's financial services client. They will write: "It has been decided that the bank will..." And we want them to write: "I have decided..."

Mr Morris also does one-to-one coaching with senior executives. He spends an hour a week with them for a month or so and sets writing exercises as homework.

"The higher up you go, the better they are. You find simple, straightforward prose and you can really hear their voice. It is a mystery," he says, "why it is possible to hear the voice of chief executives in their letters, while less senior people write like Victorians, or robots."

"Letter-writing skills are important whether the message is nice or nasty," he adds. "If you are going to repossess somebody's home unless they pay you, you have an obligation to be clear. Give it straight, talk to people like fellow adults."

"The key thing is to explain: 'We would like you to write to us, we want to send this out, and these are the steps that will follow if you don't ring us...'"

If you do not answer a letter of complaint with a good letter, you get what we call attrition, with the customer writing again, Mr Morris warns. And other kinds of letters need just as much care in the way they are drafted. "Some customers write in with ideas and suggestions, or to say thank you. And they don't get a reply for

weeks.”

As part of its service, the Letterhouse advises companies on how to tackle a backlog of correspondence, a problem exacerbated by the advent of e-mail. “People expect an e-mail reply on the same day.” says Mr Morris. “Some businesses take weeks.”

## New Words and Expressions

anonymity [ˌænəˈnɪmɪti] *n.* 匿名, 无名

memo[ˈmemou] = memorandum [ˌmeməˈrændəm] 备忘录,  
便函

chatty[ˈtʃæti] *a.* 爱闲聊的

prose[ˈprəʊz] *n.* 散文

attrition[əˈtrɪʃən] *n.* 消耗, 磨损

exacerbate[eksəˈæsəːbeɪt] *vt.* 使(痛苦等)更甚、加重

subsidiary[səbˈsɪdjəri] *n.* 子公司

disgruntled[disˈgrʌntld] *a.* 不高兴的

grovelling[ˈgrævln] *a.* 可鄙的, 过分谦逊的

ghost[gəʊst] *a.* 隐约的

## NOTES

1. brand consultancy 独特的咨询服务

2. draft one's mail 起草信函

3. cyrano de Bergerac 西哈诺·德·贝尔热拉克

(法国讽刺作家、戏剧家 E·罗斯丹根据传说创作的剧本把他描绘成一个生性羞怯, 有才无貌的人物, 他代写的情书非常动人)

4. Uriah Heep 尤来亚·希普(查尔斯·狄更斯笔下小说《大卫·科波菲尔》)中的人物

5. sort sth. out 解决某个问题

eg: I'll leave you to sort this problem out. 我把这个问题交给你来处理。

6. backlog 这里指大量(批)信件

## EXERCISES

### I. Translate the following sentences into English.

1. 公司通常会谨慎策划直接的邮件促销活动。
2. 这类部门可以从外界获得帮助。
3. 我们希望人们从遣词造句中得到享受。
4. 让人惊讶的是, 许多人原本很有写作天分。
5. 无论传达的信息好坏, 写信技巧是很重要的。
6. 人们希望当天就能通过电子邮件得到答复。

### II. Translate the following sentences into Chinese.

"The higher up you go, the better they are. You find simple, straightforward prose and you can really hear their voice. It is a mystery," he says, "why it is possible to hear the voice of chief executives in their letters, while less senior people write like Victorians, or robots."

### III. Translate the following sentences into English.

- |         |                 |        |
|---------|-----------------|--------|
| 1. 信头   | 2. 封内地址(或收信人地址) | 3. 称呼  |
| 4. 正文   | 5. 客套结语         | 6. 签名  |
| 7. 附件   | 8. 附言           | 9. 标题  |
| 10. 查询号 | 11. 转交          | 12. 抄送 |

### IV. 写好一篇商业信函的三要素是什么?

### V. 一篇商业信函主要包括哪几部分?

## Unit 2

### How to Establish Business Relation

——如何建立业务关系

(1)

Dear sirs,

We have your name and address from the Commercial Counsellor's Office of our Embassy in Ottawa and shall be glad to establish business relations with you.

We are very well connected with all the major dealers in light industrial products here, and feel sure we can sell large quantities of your goods if we get your offers at competitive prices.

Please let us have all necessary information regarding your products for export.

Yours faithfully,

(2)

Dear sirs,

We write to introduce ourselves as one of the leading exporters from China, of light industrial products.

We enclose a catalogue of products covering the details of all the items, and trust some of these items you will be interested in.

We would have the pleasure to receive your inquiries for any of the items and we will send you our lowest quotations.

Should, by chance, your corporation not handle the import of the goods mentioned above, we would be most grateful if this letter could be forwarded to the correct import corporation.

We are looking forward to your favourable and prompt reply.

Yours faithfully,

(3)

Dear sirs,

You were recommended to our company by Messrs. J. Smith & Co., Inc. in New York, with whom we have done business for many years.

We specialize in the exportation of Light Industrial Products, which have enjoyed great popularity in world market. We enclose a copy of our catalogue for your reference. If you have interest in dealing with us, please inform us of your requirements.

We hope to hear from you soon.

Yours faithfully,



## New Words and Expressions

- embassy [ˈembəsi] *n.* 大使馆  
competitive [kəmˈpetitiv] *a.* 竞争的  
enclose [inˈkləuz] *v.* 封入  
item [ˈaɪtəm] *n.* 项目  
recommend [ˌrekəˈmend] *v.* 推荐  
reference [ˈrefrəns] *n.* 参考

## NOTES

1. establish business relations 建立业务关系。在国际贸易中, 进出口商通常可利用银行 (Banks)、商会 (Chamber of Commerce)、商赞处 (Commercial Counsellor's Office)、工商行名录 (Trade Directory)、广告 (Advertisements)、商界朋友 (Friends in Business Circles) 等获取信息, 或通过自我介绍, 建立贸易业务往来。

2. commercial *adj.* 商业的, 商务的

commercial invoice 商业发票

commercial bank 商业银行

commerce *n.* 商业

electrical commerce 电子商务

3. deal *v.* ①做生意

We deal in electric fans.

②处理, 对待

③和...有关

The report deals with the market.