



中等职业教育国家规划教材  
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# 商务英语函电(第三版)

## 辅导用书

王乃彦 主编



对外经济贸易大学出版社

University of International Business and Economics Press

中等职业教育国家规划教材

# 商务英语函电

(第三版)

## 辅导用书

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## 第三版前言

《商务英语函电》第一版自 2005 年出版以来，一直受到广大读者的欢迎，并于 2009 年再版。随着时代发展，本书部分内容急需进行更新。作为一本注重实效的的商务函电类教材，《商务英语函电》终于推出了第三版。

在本次修订中，编者更新了书信示例、练习题等，修订了第二版中存在的一些疏漏，并在补充阅读中将 Incoterms2000 的内容更新为 Incoterms 2010。此外，为了方便教师教学和读者自学，编者还为本书编写了配套辅导用书和 ppt 电子课件。后者可在出版社网站 [www. uibep. com](http://www.uibep.com) 中下载。

当然，由于编者学养有限，难免有不妥之处，敬请广大读者、专家、同仁批评指正。

编者

2013 年 5 月于津门

## 中等职业教育国家规划教材出版说明

为了贯彻《中共中央国务院关于深化教育改革全面推进素质教育的决定》精神，落实《面向21世纪教育振兴行动计划》中提出的职业教育课程改革和教材建设规划，根据教育部关于《中等职业教育国家规划教材申报、立项及管理意见》（教职成〔2001〕1号）的精神，我们组织力量对实现中等职业教育培养目标和保证基本教学规格起保障作用的德育课程、文化基础课程、专业技术基础课程和80个重点建设专业主干课程的教材进行了规划和编写，从2001年秋季开学起，国家规划教材将陆续提供给各类中等职业学校选用。

国家规划教材是根据教育部最新颁布的德育课程、文化基础课程、专业技术基础课程和80个重点建设专业主干课程的教学大纲（课程教学基本要求）编写，并经全国中等职业教育教材审定委员会审定。新教材全面贯彻素质教育思想，从社会发展对高素质劳动者和中初级专门人才需要的实际出发，注重对学生的创新精神和实践能力的培养。新教材在理论体系、组织结构和阐述方法等方面均作了一些新的尝试。新教材实行一纲多本，努力为教材选用提供比较和选择，满足不同学制、不同专业和不同办学条件的教学需要。

希望各地、各部门积极推广和选用国家规划教材，并在使用过程中，注意总结经验，及时提出修改意见和建议，使之不断完善和提高。

教育部职业教育与成人教育司

二〇〇一年十月

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# Chapter One

## The Layout of a Business Letter

### Exercises

- I. Here below is a frame page of a business letter. Put in each box its appropriate item. One of the boxes is already filled as an example.

The Letterhead	
The Letterhead	The Reference and Date
The Inside Name and Address	
The Salutation	
The Subject Line	
The Body of the Letter	
The Complimentary Close	
The Signature	
The Enclosure	



**II. Arrange the following in proper form as they should be set out in a letter.**

1. Sender's name: China National Light Industrial Products Import & Export Corporation, Shanghai Branch
2. Sender's address: 128 Huchiu Road, Shanghai, China
3. Sender's Fax Number: 86-22-26320767
4. Sender's e-mail address: lindutex@mail.zlnet.com.cn
5. Date: March 23, 2012
6. Receiver's name: H. G. Wilkinson Company, Limited
7. Receiver's address: 245 Lombart Street, Lagos, Nigeria
8. Salutation used: Dear Sirs
9. Subject-matter: Sewing Machines
10. The message:

We thank you for your letter of March 16 enquiring for the captioned goods.

The enclosed booklet contains details of all our Sewing Machines and will enable you to make a suitable selection.

We look forward to receiving your specific enquiry with keen interest.

11. Complimentary close used: Yours faithfully

**China National Light Industrial Products Import &  
Export Corporation, Shanghai Branch**  
128 Huchiu Road, Shanghai, China

Fax: 86-22-26320767

March 23, 2012

E-mail: lindutex@mail.zlnet.com.cn

H. G. Wilkinson Company, Limited  
245 Lombart Street, Lagos, Nigeria

Dear Sirs,

**SEWING MACHINES**

We thank you for your letter of March 16 enquiring for the captioned goods.

The enclosed booklet contains details of all our Sewing Machines and will enable you to make a suitable selection.

We look forward to receiving your specific enquiry with keen interest.

Yours faithfully,  
Tianjin Carpets I/E. Corporation  
(Sig.) \_\_\_\_\_  
(Manager)

**III. Address an envelope to the above letter.**

China National Light Industrial Products  
Import & Export Corporation, Shanghai Branch  
128 Huchiu Road  
Shanghai, China

Stamp

H. G. Wilkinson Company, Limited  
245 Lombart Street  
Lagos, Nigeria

Confidential

## Chapter Two

### Establishing Business Relations

#### Lesson 1

##### Self-Introduction

##### 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.

##### Additional Notes

1. owe v. 把……归功于……（后面常接 to）

We owe your name and address to Commercial Counselor's Office of our Embassy in your country informing us that you are one of the leading importers of canned foodstuffs.

承蒙我国驻贵国大使馆商务参赞处告知你公司名称和地址并通知我们你方是罐头食品主要进口商之一。

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...

2. inform v. 通知

- 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.

请告知你们对哪种型号有兴趣。

- 3) Please be informed/advise 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：

Please advise the name of steamer.

请告知船名。

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

兹通知你方交易已经按照我们的价格达成。

Please advise what quantity you can sell a year.

请通知我们你方一年销售的数量。

2) 用作不及物动词时：

If interested, please advise.

如果有兴趣，请告知。

3) 当指的是和对方关系较大的事请时：

We wish to advise that business has been done at \$1,000 per ton.

兹通知你方交易是按每吨 1 000 美元达成的。

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:

兹通知你方我们已经搬到了以下的地址：

3. in the market for 想要购买

One important local dealer is in the market for your small-sized oil-saving Automobiles.

当地一个重要的商人想要购买你方小型节油汽车。

in the market 买或卖

We have been in the Textiles market for the past 15 years and believe that with our reputation and connections we can serve you well.

我们从事纺织品买卖 15 年了，凭借我们的声誉和业务往来，我们可以给你们提供良好的服务。

4. approach v.

1) 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 have approached the shipping company for booking the space.

我们已同船公司联系订舱事宜。

2) 接近；临近

The selling season is approaching.

销售季节已经临近。

5. avail oneself of ……利用

We'd like to avail ourselves of this opportunity to enter into business relations with you on the basis of equality and mutual benefit.

我们愿意借此机会在平等互利基础上与你方建立业务关系。

avail *n.* 效用；帮助；利益

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

在价格上和我们讨价还价没有意义。

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.

我们已经卖光了这种商品的所有存货。

availability *n.* 利用（供应，得到）的可能性

Business depends on the availability of steamer.

业务取决于是否可以有搭乘的船只。

availabilities (*pl*) *n.* 可供应的货

We enclose a list of our present availabilities.

我们随函附寄我们目前可供货物的清单。

6. 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。

We understand your corporation handles foodstuffs for export.

我们了解你公司经营食品出口业务。

We are pleased to inform you that we are handling the goods you are in the market for.

兹通知你方我们正在经营你方想要购买的商品。

7. acquaint *v.* 使熟悉，使了解，使认识  
常用于下列结构：

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 sth.

We are not acquainted with these articles.

我们对这些商品不熟悉。

8. enclose *v.* 封入；随附 to put sth. inside an envelope with a letter  
表示附在某封信内，用介词 with 或 in.

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

兹随函附去我方销售合同两份。

句型 1

We enclose sth.

句型 2 复合宾语结构

You will find our latest pricelist enclosed in our letter of May 5.

请参见我们 5 月 5 日信中附上的价目表。

句型 3 各种倒装句型

Enclosed is one copy of...

Enclosed please find one copy of...

Please find enclosed one copy of...

Enclosed you will find one copy of...

You will find enclosed one copy of...

随函附上……

Enclosed is a copy of our catalog showing the newly developed models of our cars.

随函附上我们最新开发款式汽车的一份目录。

Please find enclosed a catalog covering our recently launched range of furniture.

随函附上我们最近上市的家具系列的一个目录。

9. 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求量。

10. quotation *n.* 报价

作“报价”讲时 quotation 常与 make, give, send, fax, e-mail 等词连用，后接商品名称时用介词 for，间或用 on，买方提到卖方的报价时后接介词 of。

Please make us a quotation for Iron Nails.

请给我们报铁钉的价格。

Your quotation of Iron Nails is too high to be workable.

你方铁钉的报价太高行不通。

11. trade *n.* 贸易；行业 *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.

我们的对外贸易是在平等互利基础上进行的。

They trade in textiles.

他们经营纺织品。

trade relations = trading relations

12. merchant *n.* 商人

businessman / business woman 商人

dealer 商人

wholesale dealer/wholesaler 批发商

retailers 零售商

distributor 经销商

13. by joint efforts 共同努力

Similar expressions:

through / by our mutual efforts

through / by collective efforts

with our mutual endeavor

14. enquiry *n.* 询价, 询盘; 询问

We are pleased to have your enquiry for our raincoat.

兹收到你方关于我们雨衣的询盘。

We have received a number of enquiries from our trade connections here for your new products.

我们已经收到这里我们客户的大量关于你们新产品的询盘。

Our offer will be made on receipt of your specific enquiry.

一俟收到你们具体询盘, 我们就报盘。

In reply to your enquiry of April 23, we are sending you herewith a copy of our latest pricelist for your reference.

一收到你们 4 月 23 日询盘, 我们即随函附寄你方我们最新价目表一份供你方参考。

We thank you for your enquiry of / for Carpets.

感谢你方地毯的询盘。

We will make inquiries into the shipping company regarding the reason for the delay of the vessel.

我们将询问船公司船只延误的原因。

enquire (inquire) *v.* 询价, 询问

We thank you for your letter of the 6th enquiring for Walnuts..

感谢贵方 6 日询价核桃的来函。

We are writing you to inquire about the current price for Carpet.

兹写信给贵方询问地毯的现行价格。

## Chinese Version of the Letter

### 卖方的自我介绍

敬启者:

我们承蒙瑞典驻北京大使馆的商务参赞处告知你公司名称与地址, 并得知你公司打算购买纺织品。

我们愿借此机会与你方联系以期建立业务关系。

我们是一家经营纺织品进出口业务的国营公司。为使你方了解我们经营的商品, 现随函附去我公司目前可以供应的出口商品清单一份。

如果你们对其中任何商品感兴趣, 请告知。一俟得知你方详细需求, 我们将立即将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。我们希望通过共同努力, 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

## Key to Exercises

### I. Complete the following sentences by translating the part in Chinese into English.

1. We are informed that *you are a state-operated corporation handling chemicals.*
2. We would like to inform you that *various kinds of our men's leather shoes are suppliable at present.*
3. *We have established trade relations with firms of over a hundred countries in the world on the basis of equality, mutual benefit and exchange of needed goods.*
4. As you know, *we have been in the line of paper and stationery for many years.*
5. We are interested in these articles, *please quote us the lowest price.*
6. *We wish to acquaint ourselves with your bicycles exportable now.*
7. *We are enclosing an Export List covering our chemicals.*
8. *We look forward to receiving your quotation soon.*
9. We are glad that in the past few years, *we have, by joint efforts, greatly promoted both business and friendship.*
10. Please inform us *whether you are interested in our Men's Leather Shoes.*

### II. Fill in the blanks with the given words or expressions in proper forms.

- |                       |                                  |            |              |
|-----------------------|----------------------------------|------------|--------------|
| 1. buy                | 2. inform; are in the market for | 3. advise  | 4. establish |
| 5. meet; requirements | 6. covering                      | 7. handles | 8. enclosing |

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

1. 我们希望与贵方建立长期的业务关系。
2. 他们出口轻工业品已经很多年了。
3. 兹通知贵方你方需要的商品属于我们的经营范围。
4. 我们经营轻工业品已经三十多年了。
5. 我们专营中国自行车的出口，愿意与你方进行这类商品的贸易。
6. 香港贸易公司已经转告我方你们公司的名称和地址，我们致信给你方，希望与你方建立贸易关系。

### IV. Translate the following into English.

1. We owe your name and address to the Commercial Counselor's Office of the Tanzanian Embassy in Beijing.
2. We approach you today for the export of chemical products.
3. We hope you will make your best efforts to promote friendship as well as business.
4. One of our clients is interested in your new products.
5. One of our clients is in the market for Chinese black tea.
6. Please let us know what articles you are interested in at present.



7. It needs joint efforts to promote business.
8. Our clients show no interest in your chemicals for the time being.

## Chinese Version of the Optional Reading

### 第一封信

敬启者：

承蒙我国驻韩国大使馆商务参赞处告知贵方名址并得知你方是中国纺织品的进口商。

我们借此机会写信给你方目的是了解你方是否愿意与我方建立业务关系。

我公司是一家成立于 1950 年，专营纺织品进出口的国有公司，注册资金为 3 000 万元人民币。通过几年的努力，我们大幅度扩展了我们的经营范围，现在我们经营的商品已近 100 种。为了帮助贵方了解我们经营的商品，我们另封航邮给你方一份最新商品目录以供参考。

如果贵方对任何商品感兴趣，请尽快告知我方。我们一收到你方的具体询盘，将寄给你方报价单和样品。

谨启

### 第二封信

敬启者：

从贵国驻我国大使馆的商务参赞处得知你方是罐头食品的主要进口商之一，我们很高兴向你方进行自我介绍，我们是专营罐头食品出口的一家国营公司。我们愿意与你方建立业务关系。

为了帮助你方大致了解我们的罐头食品，我们另封邮寄给你方一份我们最新目录。一收到你方的具体询盘，我们就寄给你方报价和样品。

静候佳音！

谨启