

全国外经贸院校 21 世纪高职高专统编教材

对外经贸英语函电

(第五版)

辅导用书

Foreign Economic Relations and
Trade Correspondence

(Fifth Edition)

Reference Book

王乃彦 主编

对外经济贸易大学出版社

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修 订 说 明

本书（原名《外贸英语函电》）1982年出版发行，至今近30年来，经过多次修订改编，始终作为全国外经贸院校的外贸英语函电教材被广泛使用，被普遍反映是一部好的外贸英语函电教科书。

此次改编的宗旨是：体现国际贸易中新的贸易方式，使教材实用性更强；体现国际贸易专业核心技能的培养，突出函电写作的能力训练；继续体现本教材编写认真严谨的特点，保证其一贯的系统性和完整性。此次修订对各章节的信函、注释和练习均加以更新；将代理、贸易方式等章节以附录的方式作为辅助材料供教师选择使用；系统介绍了目前国际贸易常用的通讯方式；同时加入了一套完整的业务案例，使读者了解一笔业务的全过程。

《对外经贸英语函电（第五版）》共九章54课及四个附录。王乃彦任主编，刘长声、李富森任副主编。以下人员参加了改编工作：刘静容、石金花、孙爱民、陈丽萍、张怡。全书由王乃彦、刘静容总纂定稿。

本书在此次修订改编中，特别注意听取了外贸专业公司及有关部门的意见及建议，在此表示衷心的感谢。

本书属于全国高职高专院校统编教材，也可供部分中职学校和自学者使用。

由于编者水平有限，加之国际贸易情况不断变化，书中的错误和缺点在所难免，希望全国高职高专院校使用本教材的广大读者给予批评指正。

编者

2013年7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 the 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告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...

We have obtained your name and address from...

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.

请告知你们对什么型号有兴趣。

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:

1) 当间接宾语省略时:

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.

请通知你方一年销售多少数量。

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情时:

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.

当地一个大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,可同我们的代理商接洽。

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. for the establishment of... = to establish...

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。

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 (you) 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。

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.

买主已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.

请给我们一个铁钉的报价。

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

你方铁钉的报价太高,不可行。

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(多用 inquiry)

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.

我们已经收到我们在本地的客户的对你们新产品的一些询盘。

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.

为答复你们4月23日询盘,我们现随函附去我们最新价目表一份供你方参考。

We thank you for your enquiry of / for Carpets.

感谢你方关于地毯的询盘。

We will make inquiries of 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.* 询购; 询问

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

感谢贵方 6 日询购核桃的来函。

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。

III. Chinese version of the letter:

卖方的自我介绍

敬启者:

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。

我们是一家国营公司,经营纺织品进出口业务。为使你方大致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,我们将乐于立即向你方报最低价。

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

IV. Key to exercises:

1. Complete the following sentences in English:

- 1) you are a state-operated corporation handling chemicals.
- 2) in the hope of establishing mutually beneficial business relations with you.
- 3) various kinds of our Men's leather shoes are suppliable at present.
- 4) We have established trade relations with firms of over a hundred countries in the world
- 5) a large number of overseas merchants are anxious to trade with us.
- 6) Please inform us of all the necessary information
- 7) we have, by joint efforts, greatly promoted both business and friendship.
- 8) whether you are interested in our Men's leather shoes.

2. Translate the following into English:

- 1) We owe your name and address to the Commercial Counselor's Office of the Australian 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) Please find enclosed the latest price list and three sample books so as to acquaint you with our goods exportable at present.
- 5) One of our clients is in the market for Chinese black tea.

- 6) Please let us know what articles you are interested in.
- 7) It needs joint efforts to promote business.
- 8) We wish to avail ourselves of this opportunity to introduce to you our newly-established brand.
- 9) We are enclosing you the price list and catalogue of our chemicals.
- 10) Our clients show no interest in your chemicals for the time being,

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

- 1) buy
您能在这周日买一只自来水笔吗?
- 2) inform, handle
兹通知你方我们许多客户经营中国核桃仁。
- 3) advise
请通知我方你们客户以什么价格给我方下订单。
- 4) appreciate it
如蒙贵方航寄给我们一份目录,我们将不胜感激。
- 5) establish
我们深盼建立平等互利的贸易关系。
- 6) meet, requirements
我们将竭尽全力满足你方需求。
- 7) trade with, basis
我们的外贸政策是在平等互利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贸易。
- 9) cover
我们另封邮寄给你方我们化工品的两份目录和一份价目表。
- 10) appreciate
如蒙贵方寄核桃仁的特殊报盘,我们将不胜感激。

V. Optional reading:

Dear Sirs,

We owe your name and address to the Commercial Counselor's Office of our Embassy in Korea, through whom we have learnt you are importers of Chinese Textiles.

We avail ourselves of this opportunity to write to you and see if you would like to establish business relations with you.

Established in 1950, we are a state-owned corporation specializing in the import and export of

Textiles with a registered capital of RMB ¥30 million. With years of efforts, we have expanded our business scope impressively and now we deal in nearly 100 kinds of merchandise. In order to acquaint you with our business lines, we are airmailing you under separate cover a copy of our latest catalogue for your reference.

Should any of the items be of interest to you, please let us know as soon as possible. We shall be glad to send you quotations and samples upon receipt of your concrete enquiries.

Yours faithfully,

参考译文:

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想与你方建立业务关系。

我公司是成立于1950年的一家国有公司,注册资金为3 000万元人民币,专营纺织品的进出口。通过几年的努力,我们大幅度扩展了经营范围,现在我们经营的商品近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

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.

这是我们获得的最好的价格。

These products of ours have obtained unanimous approval.

我们的这些产品已获得了一致的好评。

This is the utmost we can obtain.

这就是我们所能得到的最好结果。

obtainable *adj.* 可获得的, 可得到的

This is the best offer obtainable.

这是所得到的最好的报盘。

2. in the hope of + gerund 希望

They waited in the hope of being able to buy at a lower price later.

他们等待着希望随后能够以较低的价格购买。

We are writing you in the hope of establishing business relations with you.

我们写信给贵方希望能够与你方建立业务关系。

3. interested *adj.* 获得兴趣的

Buyers are not interested in your offer.

买方对你方报盘不感兴趣。

We are very interested in importing chemicals from your side.

我们对你从你方进口化工产品很感兴趣。

We are interested to receive a specimen of the new type.

我们想得到这种新型号的样品。

interesting *adj.* 引起兴趣的, 有趣的

作表语时, 以物做主语, 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.* / *vi.* 答复 后接介词 to

在商业函电中, 说“答复”一般用 reply, 很少用 answer。

reply 无论作名词还是作动词都要后接介词 to; 而 answer 作名词后接 to, 作动词后面不接介词 to。

5. various kinds of 各种各样的, 各种不同的

various brands

various articles

variety *n.* 种种

increase the variety of exports

There is a great variety to choose from.

这里有大量品种以供选择选择。

6. trust *v.* 相信

We trust we can receive your reply in due course.

我们相信我们可以按时收到你方的答复。

We trust that we can establish mutually beneficial business relations with you.

我们相信我们可以与你方建立双方互利的贸易关系。

7. materialize *v.* 实现

We hope the business will eventually materialize.

我们希望贸易能最终达成。

类似表达方式如下:

We hope business can be concluded/can be closed.

We hope business can be put through/can be finalized.

8. brochure *n.* 小册子

Enclosed please find a brochure and 2 catalogs of our latest products.

随函附寄我们最新产品的小册子和两份目录。

III. Chinese version of the letter:

(A)

敬启者:

我公司从鹿特丹市安德森公司得知你公司名址, 今特写信给你方建立业务关系。