



高职高专商务英语、应用英语专业规划教材

外贸函电实训教程

主 编 王星远 孟建国
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Practices of
Business English
Correspondence

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PREFACE 前言

现代经济的实际发展表明：国际贸易是经济发展的重要部分和强大动力。改革开放以来，外贸业务迅猛增长，这对中国经济乃至世界经济贡献巨大，外贸人才的需求也随之越来越大。本书借鉴国内外外贸英语函电实训教材结构与体系，紧密结合我国外贸业务的实际，通过大量案例、实例，系统介绍了外贸业务活动中各种商务英语的格式与结构、写作特点、专业术语、常用专业词汇、相关句型和常见表达方式等，使学生通过相关实训，能举一反三，学以致用，从而提高外贸英语水平，熟练掌握外贸业务中常用的英语基本术语、表达技巧与技能，完成外贸英语函电所能涉及的相关工作。

本书倡导“工学结合、任务驱动、项目导向”的要求，一是在编写的每个实训项目、每个部分都明确工作任务，将外贸英语函电的工作任务定位为外贸英语函电表达，并将此任务分解到整个工作单元和工作过程中；二是将外贸英语函电表达这一工作过程融入学习过程，工作场地融入教学场地，工作情景表现在教学情景中；三是职业资格融入考核标准，每个实训项目都通过案例分析，启发引导学生思考和研习所学的内容。教材的编写融英语语言与外贸实务为一体，融函电与商务为一体，融思考与动手为一体，融案例分析与解决问题为一体，融课文与习题为一体，凸显了显性能力与隐性能力培养的结合。

本书在编写中突出了“应用为主，够用为宜，贴近实际”的原则，有助于培养学生尽快掌握技能，成为应用型、复合型、外向型的外贸人才。本书按照外贸实务发展过程排列，共分 14 个实训项目。

本书由教育部职业院校外语教学指导委员会商务英语分委员会委员、硕士生导师、嘉兴职业技术学院孟建国教授和浙江工贸职业技术学院王星远老师担任主编。孟建国教授负责本书大纲的编写、总体的框架设计、部分实训项目编写及其全书包括实训教材教案的统稿，修订，王星远老师参加了部分实训项目的编写。副主编为邱月、朱杨琼、李佳、徐国盛、程煜、刘有成、朱雪桢、陆金英、孟望、孟祥瑞。本书由浙江嘉兴职业技术学院、浙江工贸职业技术学院、浙江经贸职业技术学院、三峡大学、平顶山工业职业技术学院、浙江良友进出口公司、浙江信汇进出口公司、浙江腾腾电气有限公司等多家院校、单位和公司的同仁合作完成，具体编写情况如下：

王星远、孟建国编写了实训项目 1、5；王星远、邱月编写了实训项目 2、3、4；朱杨琼、孟建国编写了实训项目 6、7、8、9；徐国盛、孟建国编写了实训项目 10、11；程煜、孟望编写了实训项目 12；刘有成、孟祥瑞编写了实训项目 13；朱雪桢、陆金英编写了实训项目 14。

王星远、孟建国对本书进行了校订，李佳制作了本书配套的 PPT，孟建国对每课内容、词汇表和词汇总表等进行了校勘。教育部高校英语专业教学指导分委员会委员、浙江大学博士生导师、浙江省外文学会会长、杭州师范大学外国语学院院长殷企平教授，嘉兴职业技术学院院长、博士生导师单胜道教授，教育部职业院校外语类专业教学指导委员会委员、浙江省高职高专院校大学英语研究会会长、浙江经贸职业学院党委委员、国际贸易与文化交流分院院长沈银珍教授，湖北兴山县陈晓玲副县长，浙江良友进出口公司副总王力东先生，复旦



大学硕士生导师康志峰教授，上海金融学院硕士生导师魏耀川教授，在编写过程中都提出了许多宝贵意见。本书最终付梓出版以飨读者，也离不开浙江大学出版社张琛、张远方的编辑、校对，以及排版等工作人员的辛勤工作。在此一并感谢。

本书有以下主要特点：

1. 针对性。高等职业教育要求学生在了解基础知识的同时，重点掌握商务业务的实际操作能力。本书的编写针对学生的实际和社会岗位需求，结合高职院校“工学结合、任务驱动、项目导向”的要求，通过项目导入和案例分析，让学生了解自己的弱项，强调学生实际操作能力的培养，让学生能学会、能用上、能够用。通过对本书的学习与实训，使学生熟练掌握外贸中的基本知识以及日常业务用语，操作外贸一般性业务，能够起草规范的对外贸易业务交往中的信函、电报、电传和外事函件，能够翻译规范的外贸业务函件。通过对本书的学习与训练，学生能够达到一般外贸岗位的业务能力要求。

2. 实用性。本书有针对性地选取了大量实用的国际商务函电样本，通过对样本案例的分析和课程学习与实训，学生能熟悉翻译和写作外贸业务中各类书信、电传、电邮，掌握外贸业务中英语术语、常用业务词汇和短语以及有关业务缩略语、惯用句型和表达方法，同时熟悉合同及各类外贸单证，通过大量的技能训练把基础英语技能和外贸英语知识有机地结合起来，使学生具备撰写国际商务英语书信的能力。各实训项目主题突出，内容实用，配有针对性极强的练习，并有相关实训教材配套，以帮助巩固和深化所学内容。

3. 时代性。通过对本书案例的分析和课程学习与实训，熟悉翻译和写作外贸业务中各类书信，掌握外贸业务中英语术语，使学生具备撰写国际商务英语书信的能力。采用双语教学的形式讲授该门课程，是适应教育面向现代化、面向世界、面向未来的发展要求的，可以提高学生应用英语的水平，尤其可以提高学生的专业英语水平。

4. 系统性、连贯性、真实性。本书按外贸业务的流程分为14个实训项目，内容包括安排外事、商务活动、邀请、介绍、致谢、建立商务关系、政策、询价、报盘、还盘、订货、发票、支付、折扣、寄售、开立与延展信用证、装运、催货、索赔、理赔、换货、代理、包销、技术贸易、合资等。由于本书的编写人员在编写前期进行了大量的实际调查和资料搜集，在编写时注重内容体系和项目模块的安排，从而确保了本书内容的系统性、连贯性和紧贴外贸实际情况的真实性。

本书可供各高职高专院校作为教材使用，也可供从事相关专业的在职人员作为参考书或初学者作为模版教材使用。

本书系浙江省高校重点教材建设项目《外贸英语函电》（ZJG200931，主持人：孟建国）项目成果；又系教育部高等学校高职高专英语类专业教学改革课题“高职外贸英语函电教材建设与教学的有效性研究”（GZGZ7611-478，主持人：王星远）的研究成果之一。

本书配有配套课文讲解、翻译、重难点教学例证等教学内容的详案、PPT和相关课程录像，并配有每课问题答案。登录<http://121.197.10.120/wmyy/>点击即可浏览、下载使用。

由于编写经验和水平有限，教材中难免还有不足乃至错误，敬请体谅并不吝赐教。

编者
2013年仲夏

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实训项目 1

Layout of Business

Letter Writing

商务书信写作格式

学习目标

知识目标：了解商务信函的构成，掌握商务信函的撰写原则。

能力目标：能够了解 7C 原则，撰写商务信函、信封等。

工作任务

工作任务 1

上海金幕有限公司将于 6 月 9 日举行新厂的开工典礼，邀请美国博格贸易公司的采购部经理格林女士参加。请你以上海金幕有限公司业务员的身份，写一封邀请函。



工作任务 2

请按照要求完成信封的编写：

发信人：Mr. Zhang Yongjun, Forever Bicycle Company, Xuhui Road, Shanghai, China

收信人：Mr. M. Johnson, Sales Manager, United Bicycle Company, 456 Eastern Avenue, Pittsburgh, Pennsylvania, USA

操作示范



操作示范 1

Invitation to Opening Ceremony of New Company

Dear Ms. Green,

Our new company will be commencing production on June 9 and we would like to invite you to be present at the celebration to mark the occasion.

This is an important milestone for this organization, and is the result of continued demand for our products, both at home and overseas. We are inviting all those individuals and trust that you will pay us the compliments of accepting.

Please confirm that you will be able to attend by advising us of your time. We can arrange for you to be met. All arrangements for your stay overnight (on June 9) will, of course, be made by us at our expense.

Yours faithfully,

× × ×



操作示范 2

Zhang Yongjun Forever Bicycle Company Xuhui Road Shanghai China	stamp
Mr. M. Johnson, Sales Manager United Bicycle Company 456 Eastern Avenue Pittsburgh Pennsylvania, USA	

知识链接

1. 商务信函的作用是什么？

Generally speaking, the roles of business letters are: (1) get or convey information; (2) make or accept offers; (3) deal with all kinds of problems on business negotiations. In addition, some letters just remind receivers of the existence of the writers.

2. 商务信函的撰写很难掌握吗？

In fact, writing business letters is not different from other kinds of writing. And a good command of English is one of the important bases of writing wonderful business letters.

3. 在撰写商务信函时要注意些什么呢？（写作技巧）

- A. Make sure that what you have written has no grammatical mistake.
- B. Make sure that what you have written won't be misunderstood.

一问一答

Asks

1. In your opinion, what kind of principles shall we need to abide by?
2. In your opinion, what does "to keep clear" mean?
3. Do you think a concise letter is a short one?
4. In your opinion, is it necessary to paragraph a letter? Why or why not?
5. Before writing a business letter, in your opinion, what should we do first?

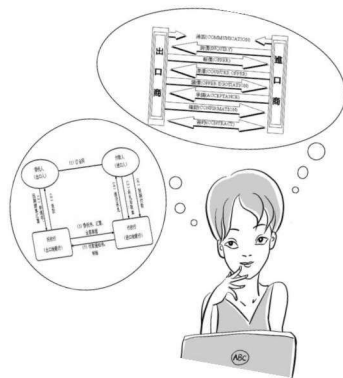


Answers

1. The 7Cs are (1) consideration, (2) correctness, (3) completeness, (4) concreteness, (5) conciseness, (6) clarity, (7) courtesy.
2. "To keep clear" means to avoid ambiguity. It is essential to make sure that your letter is so clear that it cannot be misunderstood. An ambiguous letter will cause trouble to both sides, and further exchange of letters for explanation will become inevitable, thus it is a waste of time. And in business, time is valuable.
3. No, a concise letter is not necessarily a short one. In a concise letter, we use simple words and straightforward expressions.
4. Yes, it is. By paragraphing carefully a letter can be made clearer, easier to read and more attractive to look at.
5. Before writing a business letter we should first of all consider and know what we want or have to say, and then say it in plain and simple words.

疑难解析

1. commence: begin 开始
e.g. The performance will commence in a minute.
演出马上就要开始。
2. be present: 出席
e.g. You are sincerely requested to be present at the party.
敬请您光临晚会。
It was right that I should be present.
我自然应当到场。
3. milestone: an important event in the history or development of something or someone 里程碑, 划时代事件
e.g. The company passed the £ 8 million milestone this year.
今年公司越过了 800 万英镑这个里程碑式的数字。
Starting school is a milestone for both children and parents.
对孩子和家长而言, 开始上学是一件大事。
4. at one's expense: 由某人付款, 由某人付费
e.g. We would be pleased to send you a sample at our own expense.
我们很高兴给你方寄送样品, 费用由我们自己支付。
5. 邀请函: 邀请函是邀请收信人参加某项活动的书信, 包含三个方面: 邀请对方参加活动的内容、时间和地点; 与该活动有关的注意事项; 期待对方接受邀请, 并表示感谢。





拓展提高

Invitation

Dear Prof. Johnson,

To celebrate the sixtieth anniversary of the founding of our company, we request the honor of your presence at reception, which is to be held at Bogeda Hotel, Urumqi on September 30 from 7 to 9 in the evening.

We would be glad if you could come.

Yours faithfully,
George Meng

The Reply to Invitation

Dear Mr. Meng,

Thank you very much for your invitation to join the sixtieth anniversary of the founding of your company at Bogeda Hotel, Urumqi on September 30.

I will be happy to be there at 6:50 p.m. to take in the reception and look forward to it with pleasure.

Yours faithfully,
Johnson

The Notification for Sending a Document

Dear Mr. Ruperez,

Enclosed herewith is a list of "Sales promotion in European countries, July / December 2013" compiled by this organization. I hope you will find it informative and useful.

I send you my best regards and look forward to your continuous support and cooperation.

Sincerely yours,
C.P. Chang
Deputy Secretary General

The Notification for Price Adjustment

Dear Sarah,

We enclose our new catalogue and price list. The revised prices will apply from May 1, 2013. You will see that there have been a number of changes in our product range. A number of improved models have been introduced.

Our range of washing machines has been completely revamped. Many popular lines, however,



have been retained unchanged.

You will be aware that inflation is affecting industry as a whole. We have been affected like everyone else and some price increases have been unavoidable. We have not, however, increased our prices across the board. In many cases, there is a small price increase, but in others, none at all.

We can assure you that the quality of our consumer durables has been maintained at a high standard and that our service will continue to be first class. We look forward to receiving your orders.



Sincerely yours,
Brance

Notes

1. anniversary: a day which is an exact year or number of years after a particular event 周年纪念日
anniversary celebration 周年庆典
wedding anniversary 结婚周年纪念日
e.g. It's the twentieth anniversary of our country's independence.
今天是我国独立二十周年纪念日。
2. honor: respect and admiration 荣誉, 尊敬, 敬意, 欢迎
e.g. The queen was welcomed at the airport by a guard of honor.
女王在机场受到仪仗队的欢迎。
3. enclosed herewith is: 随函附上
e.g. Enclosed herewith is our catalogue and price list for your reference.
随函附上我们的目录和价格单供您参考。
4. comply: act in accordance with demand, rule, etc. 服从, 依从, 遵从
e.g. He reluctantly complied with their wishes.
他勉强地服从了他们的愿望。
The factory was closed for failing to comply with government safety regulations.
工厂由于未能遵守政府的安全条例而被关闭了。
5. for your reference: 供您参考
e.g. Samples will be forwarded to you in a week for your reference.
样品将于一周内发给您以供您参考。
6. price list: 价格单
e.g. If you want to know detailed information about price, please read our price list enclosed.
如果您想了解详细的价格信息, 请阅读我们附上的价格单。
7. out range of: 超出界限的, 超出范围的
e.g. The products you want to purchase are out of our business range.
您要订购的商品不在我们的经营范围内。



8. revamp: 修改, 改进, 更新

e.g. We must fight the urge to revamp our diplomatic relations.

我们必须极力修补我们的外交关系。

It may be time to revamp an old saying: "A chocolate bar a day keeps the doctors away."

可能是时候修改一下谚语: "一日一巧克力棒, 医生远离我。"

9. retain: 保留, 保持, 保有

e.g. This village still retains its old-world character.

这个村庄仍然保持着古香古色的特色。

His business has been taken over by a big corporation, but he still retains some control over it.

他的企业已经被一家大的股份有限公司收购了, 但他对该企业仍旧保持一些控股权。

10. maintain: 维持, 保持

e.g. He took the lead, and maintained it until the end of the race.

他在赛跑中一直保持领先到终点。

技能操练

I. Choose the best answer from A, B, C and D.

1. Our latest design has won worldwide _____.
A. popular B. popularity C. popularly D. popularize
2. Art. No.8905 enjoys the fame of wide _____.
A. selling B. salable C. sales D. sell
3. We are unable to satisfy your requirements, for the goods are _____ great demand.
A. in B. on C. of D. having
4. Payment by D/P should be _____ to you.
A. agree B. agreed C. agreement D. agreeable
5. As we are _____ urgent need of Art. No.5609, please ship our order without delay.
A. on B. of C. in D. to
6. We _____ you of our prompt shipment after receipt of your order.
A. assure B. assurance C. insure D. insurance
7. We have to claim for your delay in _____ of our order.
A. shipping B. shipment C. ship D. deliver
8. Our company has wide experience _____ the textiles line.
A. on B. in C. about D. of
9. You have delayed in dispatching us the shipping _____ after shipment.
A. advice B. instruction C. information D. data
10. Please effect payment when the draft _____.
A. expires B. due C. falls due D. falls expiration



II. Compose a dialogue in the following situation.

Jay is a businessman who works on gymnasium equipment, and it was the first meeting between Yoyo and him. In just a few minutes of the conversation, Yoyo felt that this big fellow with a straightforward appearance kept a mind of a cunning rabbit. Known that the guy was skilled in this way, he took great care in the negotiation.

III. Write an envelope with following information.

The sender: China Import and Export Corporation (Chongqing Branch), Xilin Road, Yongchang District, Chongqing, 100023, China

The receiver: Turner Smith, the sales manager, Hamser Electronic Corporation, 8 Shenton Way, Sydney, Australia

Read More

How to Write Business Correspondence

The Internet has changed a lot of things within the business world, including business correspondence. Here once traditional, formal business letters were normal, quick business e-mails now rule the day. The ease and informality of the Internet often makes it seem we can write a business e-mail poorly and get away with it; yet, it's actually the contrary. Because e-mail is so accessible, people receive much more of it and disregard anything less than perfect. Your business e-mails must stand out from the junk. The following tips will help you to create concise, engaging business e-mails for any purpose.

STYLE

The human eye reacts differently to a computer screen than a piece of paper, so how you format your e-mail is vital. Use short, succinct sentences that get to the point immediately; remember, your goal here is to dispense important information, so give that to the reader right up front. Always include a greeting and a signature, and use as many line and paragraph breaks as possible which makes the e-mail easier to read, and resist the urge to write a book. Business e-mails are better off short; the equivalent of a page or so is sufficient.

TONE

For better or worse, the Internet breeds a nasty habit of informality. It's acceptable to be slightly informal with your e-mail (people tend to expect it lately), but don't write as if you're talking to your mother or best friend. You need to strike a balance between traditional formality and e-mail informality. Think about your recipient and how they'd most likely write an e-mail. What words would they use? Would slang or jargon offend your readers? Use these considerations to create a concise, customized e-mail.



GRAMMAR

Informality, whatever its root, does not excuse grammatical errors, and these can damage your e-mail. Grammatical errors show that you didn't spend much time on your business e-mail and you probably don't care much about your message. Go through your e-mail carefully to make sure you have spelled correctly, and you have fixed all grammar and punctuation mistakes. Remove all redundancies and get rid of any clichés. Recipients, especially professional business people, will appreciate your attention to details and they will respond better to your message when no error exist in your e-mail.

RESPONSE

Since e-mail is an immediate medium, and a highly accessible one, it's far easier than in paper letters to request a response—and far more likely that you'll get one! Before signing off with your signature, be clear about what you want the recipient to do. Need a response via phone or with certain information attached? Say so! Your recipient will have a difficult time responding if they have no idea what you want from them. But remember: be polite when requesting action. There's little worse than an overly forward or pushy ending.

实训项目 2

Establishing Business Relation 建立业务关系

学习目标

知识目标: 了解建立业务关系信函的组成部分, 掌握相关专业术语和常用句型。

能力目标: 能够撰写建立贸易关系的信函, 做到内容清楚, 叙述完整, 礼貌得体。

工作任务

工作任务 1

2013 年 2 月 14 日, Daisy 浏览网页, 想要寻找新的客户。她在阿里巴巴网站上看到了一则广告:

欲求购设计新颖, 功能独特, 价格合理的商务休闲鞋。

公司名称: 德国博豪进出口有限公司

联系方式: 电话: 0049-2332-55285-29

传真: 0049-2332-55285-29

E-mail: info@Boihau.cn

网址: <http://www.Boihau.cn>

Daisy 查阅了德国博豪进出口有限公司的网页后, 认为该公司需要的商务休闲鞋属于温州奥古斯都鞋业有限公司的经营范围, 因此, 她按照所提供的地址向联系人 Harry 先生发了一份电子邮件。

请以 Daisy 的名义写一封建交函, 表达与之建立业务关系的意愿。要求:

1. 告知获得对方信息的途径并说明来信意图;
2. 介绍自己公司的主要情况并表示如果对方需要, 可以尽快寄一份最新的详细价格单供参考;
3. 表达与对方合作的诚意, 并希望早日得到回复。



工作任务 2

2013 年 9 月金立贸易有限公司业务人员从报纸上看到:

国际商报

国际贸易与经济合作机会

国际市场快递

加拿大求购瓷器	马来西亚求购
加拿大一公司求购中国的瓷器	马来西亚一公司求购碳酸钙
阿尔及利亚求购	马来西亚一公司求购天然宝石
阿尔及利亚一公司求购各类服装	马来西亚一公司求购 60cm 直径, 890cm
阿尔及利亚一公司求购纺织品	长的钢丝绳

感兴趣者请与本台《回音台》联系

了解上述信息后, 金立贸易公司立即与《回音台》取得联系, 得知该加拿大客户系多伦多一进口批发商, 具体联络方法为:

Mr. Paul Lockwood
Purchasing Division
James Brown & Sons
304-310 Jalan Street, Toronto, Canada
Tel: (01) 7709910
Fax: (01) 7701100
E-mail: plockwood@jbs.com.cnd



请根据上述背景资料, 以金立贸易公司日用品部业务员的名义, 给 James Brown & Sons 公司去函, 表达与之建立业务关系的热切愿望, 并随寄 HX 瓷器系列的商品目录。



操作示范

操作示范 1

Wenzhou Augustus Import & Export Company

106 Wenfeng Road Economy and Technology Area

Wenzhou, Zhejiang, China 518112

Tel: 0086-755-82130055

Fax: 0086-755-82130045

Website: <http://www.augustusect.cn>

E-mail: info@augustus.cn

February 14, 2013

Mr. Harry

Germany Boihau Import & Export Company

Bergedorf No. 89

Hamburg, Germany

Dear Mr. Harry,

We have learned your name and address from Internet that you are one of the largest importers of leather shoes in Germany and you are in the requirement of business style leather shoes with comfort. We are glad to write to you with the purpose of establishing business relationship with you.

Our company, established in 1990, is located in Wenzhou, the south of China with lots of experience in manufacturing leather shoes. We have enjoyed high reputation both at home and abroad among customers.

Our products, such as leather shoes, sports shoes, heighten shoes, etc., are excellent in quality and reasonable in price, which are quite popular in Russia, Japan, Australia, Middle East and European countries. You are able to visit our website to get more details about our products. We shall be appreciated to send you our latest price list if receiving your enquiries.

We are sincerely looking forward to your early reply.

Daisy