

全国高等职业教育示范专业规划教材

QUANGUO GAODENG ZHIYE JIAOYU SHIFAN ZHUANYE GUIHUA JIAOCAI

外贸英语 函 电

WAIMAO YINGYU HANDIAN

米芙铮 王建华 主编



电子课件、习题解答



机械工业出版社
CHINA MACHINE PRESS



全国高等职业教育示范专业规划教材

外贸英语函电

主 编 米芙铮 王建华

副主编 张有元 叶 兴

参 编 苗 坤 姚 琪

魏雪超 张 充

马红丽



机械工业出版社

本教材共分为 12 个单元,即外贸英语函电简介、建立业务关系、询盘、报盘、还盘、接受和确认、支付方式、审核信用证、包装和运输、保险、订单及合同、投诉与索赔。本教材以外贸工作过程为导向,引用大量外贸往来函电真实案例,力求创设真实的外贸工作情景。本教材准确把握了高等职业教育教学特点,注重知识的实用性、适应性和针对性,学生学完后既能具备一定的理论知识,又能有较强的操作能力。本教材每个单元分为核心知识、案例、单词、注释、讨论、练习、小提示和答案等部分,环环紧扣,便于学生对所学知识进行操练和巩固。

图书在版编目(CIP)数据

外贸英语函电/米芙蓉, 王建华主编. —北京: 机械工业出版社, 2009.10
全国高等职业教育示范专业规划教材

ISBN 978-7-111-28492-5

I. 外... II. ①米... ②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(2009)第 184546 号

机械工业出版社(北京市百万庄大街 22 号 邮政编码 100037)

策划编辑: 孔文梅 责任编辑: 孔文梅 张 亮

责任印制: 杨 曦

保定市中国画美凯印刷有限公司印刷

2009 年 11 月第 1 版第 1 次印刷

184mm×260mm·10.75 印张·261 千字

0001—4000 册

标准书号: ISBN 978-7-111-28492-5

定价: 19.00 元

凡购本书, 如有缺页、倒页、脱页, 由本社发行部调换

电话服务

网络服务

社服务中心: (010) 88361066

门户网: <http://www.cmpbook.com>

销售一部: (010) 68326294

教材网: <http://www.cmpedu.com>

销售二部: (010) 88379649

读者服务部: (010) 68993821

封面防伪标均为盗版

前言

本书既可供高职院校商贸专业的在校学生使用，也可供广大从事对外商贸工作的人士阅读参考。

根据高职院校商贸专业的学生未来岗位对于外贸英语函电的知识需求和能力需求，本着以应用为目的，以必需、够用为度的原则，本书内容深入浅出，突出高等职业教育以能力为本位的方针，注重对学生实践能力的培养。

在内容的编排上，本书紧扣外贸工作流程，引用大量外贸往来函电真实案例，力求创设真实的外贸工作情景，力求内容的科学性和准确性。每章配有大量练习，练习内容紧贴主题，练习方式多样，难易适中，针对性强。本书采取以案例为导向的编写体例，符合高职高专学生的认知规律，有较强的施教性。每章案例后安排小组讨论，以任务的方式引导学生对案例进行分析，重在培养学生的分析问题、解决问题的能力以及学生自主学习、合作学习的能力。每章结束部分提供提示，对章节要点进行总结。

本书由徐州工业职业技术学院米芙铮，王建华主编。湖北交通职业技术学院张有元，安徽商贸职业技术学院叶兴副主编。徐州工业职业技术学院苗坤、姚琪、魏雪超参编。湖北交通职业技术学院张充、马红丽参编。

本书在编写过程中得到了许多从事外贸工作多年的有关专家的帮助，真正实现了教材内容与行业实际的紧密对接。本书最后由美籍专家 Ian Wolfe Von Thanden 进行了审稿。

欢迎有关专家、学者及广大师生在使用过程中提出宝贵意见以便于我们不断改进，在此我们表示衷心的感谢。

为方便教学，本书配备电子课件等教学资源。凡选用本书作为教材的教师均可索取，请发送邮件至 cmpgaozhi@sina.com，咨询电话：010-88379375。

编者

目 录

前言

Unit 1 Introduction of Business Letters	1	Case Three.....	67
Case One	2	Case Four	69
Case Two.....	6	Case Five.....	72
Case Three.....	7	Case Six.....	72
Case Four	8	Unit 8 Examination of Letter of Credit	81
Case Five.....	9	Case One	83
Unit 2 Establishment of Business Relations	16	Case Two	83
Case One	17	Case Three.....	84
Case Two.....	18	Case Four	84
Unit 3 Enquiry & Reply	26	Unit 9 Packing & Shipment	91
Case One	27	Case One	92
Case Two.....	28	Case Two.....	92
Unit 4 Firm Offer & Non-firm Offer	36	Case Three.....	93
Case One	37	Case Four	94
Case Two.....	38	Unit 10 Insurance	100
Unit 5 Counter Offer	45	Case One	101
Case One	46	Case Two.....	102
Case Two.....	46	Case Three.....	102
Case Three.....	47	Case Four	103
Case Four	47	Unit 11 Orders & Contracts	110
Unit 6 Confirmation & Acceptance	53	Case One	111
Case One	54	Case Two.....	116
Case Two.....	55	Unit 12 Complaints & Claims	125
Case Three.....	56	Case One	126
Case Four	56	Case Two.....	126
Case Five.....	57	Case Three.....	127
Unit 7 Terms of Payment	64	Case Four	127
Case One	66	Case Five.....	127
Case Two.....	66	Keys to Exercises	133
		Keys to Unit 1	133

Keys to Unit 2.....	134	附录 B COMMERCIAL DRAFT	
Keys to Unit 3.....	137	(商业汇票)	158
Keys to Unit 4.....	140	附录 C BANK DRAFT (银行汇票)	159
Keys to Unit 5.....	141	附录 D INSPECTION CERTIFICATION	
Keys to Unit 6.....	142	(检验证书)	159
Keys to Unit 7.....	145	附录 E BILL OF LADING (提单)	160
Keys to Unit 8.....	146	附录 F SHIPPING NOTE	
Keys to Unit 9.....	148	(海运出口托运单)	161
Keys to Unit 10.....	150	附录 G SHIPPING ORDER (装货单)	162
Keys to Unit 11.....	152	附录 H PROFORMA INVOICE	
Keys to Unit 12.....	155	(形式发票)	162
附录	158	附录 I PACKING LIST (装箱单)	163
附录 A PROMISSORY NOTE (本票)	158	参考文献	164

Unit 1

Introduction of Business Letters

Learning aims

1. Knowledge aim: To understand the main points of writing a business letter.
2. Skill aim: To be able to comprehend and write a simple English business letter with correct form.

商务英语信函是国际贸易双方进行书面商务信息沟通的重要手段，其撰写的成功与否对业务成败有着极其重要的影响。商务英语信函的写作要坚持礼貌、体谅、完整、清楚、简洁、具体与正确等原则。此外，还要注意写作技巧和写作格式，并善于使用商务英语信函中的套语和特殊表达法。

Principles of Business Letter-writing

Writing business letters, we should always keep firmly in mind the essential principles of them. It is essential to follow the Six C's: clarity, completeness, conciseness, concreteness, correctness and courtesy.

1. Clarity (清晰)

Be sure your business letter is very clear so that it cannot be misunderstood. You should first have a clear idea in your mind of what you want to achieve. A misunderstood message may be worse than no message at all. Clarity is achieved by choosing plain and simple words, which are short, familiar, conversational and straight-forward. This means using the most correct words and phrases in the right place to build effective sentences and paragraphs.

2. Completeness (完整)

A business letter requires "completeness". It involves a careful check of the Five W's: What, Who, Why, Where, When and How. See to it that all these questions are answered and all the matters are referred to completely. A complete business letter provides adequate details for your reader to completely understand your intentions.

3. Conciseness (简洁)

Being concise is the most important writing principle in writing a good business letter. Conciseness means expressing your desires in as few words as possible to avoid unnecessary repetition and redundant statements. The following guidelines should be observed:

- (1) Organize effective sentences and paragraphs.
- (2) Include only relevant facts.
- (3) Omit obsolete words and expressions.
- (4) Avoid unnecessary words and phrases.

4. **Concreteness** (具体)

A business letter should avoid being confusing. The message should be definite, vivid and concrete. You should use specific facts and figures, especially for business letters calling for a specific reply; such as an offer, inquiry, order or terms of trade, etc..

5. **Correctness** (正确)

A business letter must be correct. It should refer to correct data, accurate statements and clear opinions. This also means using correct grammar, spelling of words and punctuation. These are the basic elements of all letters. Business letters are often used as commercial or legal documents, so they are indebted with legal rights and obligations. Accurate facts, figures and vocabulary must be chosen wisely. The letter should be clear about the meaning of all the trade terminology and jargon used. Otherwise, it may lead to a grave misunderstanding and confusion. It may even cause an unnecessary dispute.

6. **Courtesy** (礼貌)

Courteousness plays an important role in business letter-writing; it means taking the reader's feeling and point of view into consideration. To show courtesy, you should take a personal, friendly and modest tone. You should avoid expressions that might be offensive or misunderstood. To be courteous, the writer should be prompt in reply. If your answer is delayed, please give reasonable and understandable reasons.

Case One

英国斯柯达有限公司与湖北东风汽车有限公司初步达成合作意向。英国斯柯达有限公司拟派出四人代表团访问湖北东风汽车有限公司洽谈合资经营项目，英国斯柯达有限公司写了一封日程安排信函如下：

Date: October 5, 2009

Subject: Our visit to discuss the Joint Venture

Dear Mr. Yang Guang,

Thank you for your invitation letter dated September 1, 2009. We are pleased to inform you that a group of four gentlemen will be visiting your company on October 20, 2009. The duration of our visit will be one week.

The delegation members are as follows:

1. Mr. Terry Ginty — Managing Director
2. Mr. David L. Tan — Sales Manager
3. Mr. Roger Allan — Financial Manager
4. Mr. Amos Winter — Electronic Engineer

In order to finalize before mentioned Joint Venture, we'll hold a discussion with your company. Our discussion will be set up from October 21 to October 25 at the head office of your company.

We're looking forward to meeting you.

Yours Sincerely,
Chare Clark
(Signature)
Office Manager

以上案例体现了商务信函的 Six C's 原理:

1. Clarity (清晰)

(1) The subject is clear — visiting your company.

(2) Each paragraph includes one topic:

Paragraph 1 — visiting time

Paragraph 2 — delegate names

Paragraph 3 — purpose of meeting

Paragraph 4 — well wishing

(3) The format is clear.

2. Completeness (完整)

It involves Five-W's:

Who — a group of 4 gentlemen

What — visiting

When — one week (from October 20)

Where — your company (head office)

Why — discussion of the project of our Joint Venture

How — looking forward to meeting you during our visit.

3. Conciseness (简洁)

Stick to the point and use simple language to avoid wordiness and repetition.

The above said, as follows.

4. Concreteness (具体)

(1) Time — discussion will be set up from Oct. 21 to Oct. 25.

- (2) Location — at the head office.
- (3) Delegation — names and titles.
- (4) Discussion topic — Joint Venture.

5. Correctness (正确)

It covers correct grammar and expressions.

Thank you for your invitation.

We are pleased to inform you...

A group of 4 gentlemen...

In order to...

Look forward to...

6. Courtesy (礼貌)

It takes a polite, friendly and modest tone.

Thank you for your invitation.

I am pleased to...

We're looking forward to...

Yours Sincerely,

The components of a business letter

A business letter usually consists of 11 parts: Heading, Date, Reference Number, Inside Address, Salutation, Subject, Body of the Letter, Complimentary Close, Signature, Enclosure and Postscript.

1. Heading (信头)

The heading includes the writer's company name, address, post code, telephone number, fax number and e-mail address, etc. The heading is usually printed on an artistically designed letterhead. It may also be printed on the centre of the paper or on the right margin at the top of the paper. When you use the blank paper, the heading should be written on the paper according to above format.

2. Date (日期)

The date is an indispensable part of every letter. Never send out a letter without a date. The position of the date is below the heading, either on the right or on the left, depends on the style you decide to choose and you should remember to skip a line after the heading. There are four ways to write the date:

- (1) May 2, 2009 (American form)
- (2) 2nd May, 2009 (British form)
- (3) 2 May, 2009
- (4) May 2nd, 2009

It is unwise to write the date in figures like 2/5/2009 as it may cause some unnecessary confusion. The British and Americans never read the day and the month in this order.

3. Reference Number (编号)

The reference number includes a file number, a departmental code or the typist's initials, for example, our reference number: 012CY/WP. It is often placed below the heading or near the date.

4. Inside Address (封内地址、收信人地址)

It includes the name and the title of the receiver and the name and address of the company. Usually the order is: the receiver's name, title, the name of company, number and street name, city name, post code, state name and country. The inside address must be placed on the left margin of the page.

5. Salutation (称呼)

The salutation appears on a line by itself. It is written from the left margin of the page, and one line should be skipped below the inside address.

6. Subject(or Re:) (事由, 标题)

This comes one line below the salutation, either beginning at the left margin or on the centre of the page. The subject line often uses the title "Subject:" or "Re:" to achieve an eye-catching effect. It can be bold or underlined to emphasize this line.

7. Body of the Letter (正文)

The body is the most important part of a business letter. It contains the opening sentence, the message you want to convey and the closing sentence, and all the details to clarify what you want to say.

8. Complimentary Close (结尾敬语)

The complimentary closure is a polite way of ending a letter. It is often placed two or three lines below the last line of the body of the letter, either on the right or on the left, depending on the style you decide to use.

The most commonly used complimentary closings are as follows: Yours sincerely, Yours faithfully, Yours cordially or Yours respectfully. The above are used in Europe and the following are used in America and Canada: Sincerely yours, Truly yours, Faithfully yours, Cordially yours, Respectfully yours. Using the complimentary close should match the salutation. In other words, Yours faithfully/Faithfully yours, Yours truly/Truly yours, Yours sincerely/Sincerely yours should match Dear Sir, Dear Mr. ××, Dear Madam (for business letter), Yours respectfully/Respectfully yours, Yours cordially/cordially Yours should match Dear Sir, Sir, Gentlemen, Ladies and Gentlemen or To Whom it May Concern (for governmental organization and group).

9. Signature (签名)

A business letter should be signed with a readable signature in ink and followed by the person's name typed. Then his/her position or title should follow. All these should be placed three or four lines below the last line of the complimentary close.

10. Enclosure (附件)

If any documents, price lists, catalogues, invoices or other notes are enclosed with the letter, it is necessary to add "The Enclosure". It is placed two lines below "The signature" line at the left margin page. It should also include a 3-4 word description of the enclosure.

11. Postscript (附言)

The Postscript (P.S.) is not only used to supplement a person's instruction, but also used to draw the receiver's attention to a specific point which the writer wishes to emphasize.

If your letter contains a postscript, you can begin it with P.S. (bold) and should end with your initials. Skip one line below the last line and begin at the left margin of the page.

Case Two

美国国际贸易交流集团总经理写给中国长江公司张经理一封关于双方合作的来访计划的信。信函内容如下：

1. Heading

INTERNATIONAL TRADE AND EXCHANGE GROUP

262 WAVERLY PLACE, SOUTH ORANGE, NEW JERSEY 07079 (201) 782-5688 FAX: (201)762-5687

2. Date

December 8, 2008

Our Ref. No: ITFG 08/12-8

3. The Reference Number

Mr. Zhang Youyuan

Deputy Manager

Foreign Economic & Trade Co.

China Chang Jiang Corp.

Wuhan, 430074 Hubei

The People's Republic of China

4. The Inside Address

Dear Mr. Zhang:

5. The Salutation

Re: Visiting plan

6. The Subject (or Re:)

Thank you for your fax on November 10. I greatly appreciate the invitation to meet you on my next visit to Wuhan. I also thank you for sending me the various catalogues and brochures about your company. They are helpful in learning the wide scope of the corporation's activities.

My plans are to visit Wuhan and some other cities in China during the first quarter of 2009. Exact dates remain uncertain. I will certainly tell you the itinerary when it is finalized. My agenda in China will be full, covering various projects and information gathering for clients as well as our own account.

Again, thank you for the information you have already supplied. I look forward to hearing from you again and especially to meeting you in Wuhan. In the meantime, if there is anything we might do for you here, please let us know.

7. The Body
of the Letter

Sincerely yours,

8. The Complimentary Close

Paul E. Schwann
President

9. The Signature

Enclosure: A copy of name list of the delegation

10. The Enclosure

P.S. We will have a Christmas vacation from 24 Dec. – 30 Dec.

11. The Postscript

The formats of business letter-writing

A business letter is more formal than a personal letter. Margins should be about one inch on all four edges. And there are several styles for business letter. The three most popular forms are The Full Block Style, The Indented Style and The Modified Style.

1. The Full Block Style (完全平头式)

The position of "The Heading" should be placed on the paper according to aforesaid format. Every line of other parts starts at the left margin of the page. That is to say, the beginning of every line should be flushed with the left margin. This form is most convenient to typewritten business letters. It is also the most frequently used style when writing a business letter.

Case Three

瓦努阿图国玛丽有限公司总经理写给武汉凌云旅行社一封邀请信，邀请一行四人代表团赴瓦国考察关于旅游和服装厂项目，发来的邀请函如下：

MARY LIMITED

P.O. Box 1389, Port Vila, Vanuatu

Tel: 00678 28978 Fax: 00678 28979

Email: pal@vanuata.com

Date: July 22, 2009

Our reference number: 0508A

Wuhan Ling Yun Travel Service
428 HongShan Street , Wuchang, Wuhan, 430074
Hubei, The People's Republic of China

Re: Invitation for Gentlemen to Visit New Caledonia

Dear Sirs:

Our company has pleasure in inviting the gentlemen as list following to be part of the delegation to visit New Caledonia and hold a discussion with us on the project of tourism and garment factory.

- (1) Mr. Zhang Yuan
- (2) Mr. Liu Xing
- (3) Mr. Li Baohai
- (4) Mr. Wang Runshen

Our discussion will be set up on September 5, 2009 and your costs to be incurred in New Caledonia will be borne by us.

2. The Indented Style (缩行式)

Each line of "The Heading" should be indented 2-3 spaces than above line, the position of "The Heading" should be placed on the paper according to aforesaid format. Each line of "The Inside Address" should be indented 2-3 spaces than above line, but the first line should be flushed with the left margin. In "The Body" part, the first line of each paragraph should be indented 3-6 spaces.

Case Four

尼日利亚 SIKAB 贸易公司写给武汉章泰科技有限公司一封关于询价的信。信函内容如下:

SIKAV Trading Company
5 Arolawun Street, Mushin,
Lagos, Nigeria
August 29, 2009

Wuhan Zhang Tai Science and Technology Co., Ltd.
530 Luoyu Road, Wuchang
Wuhan 430074, China

Dear Sirs:

We are one of the largest importers of electronic products in this city, and we would like to enter into direct business relations with you at an early date.

You were recommended to us by a friend in China over there and we would therefore want you to send us your catalogues and price lists as soon as possible, so that we can submit you our orders.

We expect your immediate response.

Yours faithfully
S. Balog
President

P.S. Please send your catalogues and price list by DHL. S.B.

3. The Modified Style (混合式)

The Modified Style is a combination of the Full Block and the Indented Style. The part of "The Heading", "The Inside Address" and other parts are adopted from "The Full Block Style". While the part of "The Body" in which the beginning line of each paragraph is indented, adopted from "The Indented Style". This form is combined by the two styles above.

Case Five

澳大利亚 Colop 有限公司写给武汉大充激光有限公司关于建立商务关系的信函如下:

Colop Co., Ltd.
DRF Arming Street, 54600 Wels, Austria
Tel: 43 724 266214 Fax: 43 7242 46261
Email: colop@co.at

May 28, 2009

Wuhan Dachong Laser Co., Ltd.

402 Luoyu Road, Wuhan 430074, China

Dear Mr. Zhang Chong:

Thank you very much for your fax of 27 May, 2009. It is the first day that I work in the office after a long business trip to Korea and China. I want to thank you again for the meeting we had and for your hospitality at your booth at the exhibition in Wuhan.

Furthermore, I thank you for your interest in our company and our products. But Colop does not have the intention to enter the flash business. I will, however, keep your documents for our reference.

Best regards.

Yours truly,

(Signed)

Roland Schwarz

Export Manager

New words and phrases

principle <i>n.</i>	原理, 法则
finalize <i>vt.</i>	把……最后定下来
component <i>n.</i>	组成部分, 组成的
format <i>n.</i>	格式, 规格
adhere <i>vi.</i>	坚持, 遵守
redundant <i>a.</i>	多余的, 冗长的
jargon <i>n.</i>	行话, 术语
obsolete <i>adj.</i>	过时的, 陈旧的
dispute <i>v. n.</i>	争端
Joint Venture	合资经营
delegation <i>n.</i>	代表团
delegate <i>n.</i>	代表, 成员, 委员
a group of	一行(组)
keep firmly in mind	牢记
head office	总部
see to it that	注意, 确保
set up	举行, 确定, 建立, 形成
flash business	光敏机业务, 光电业务
brochure <i>n.</i>	(法语) 产品小册子
itinerary <i>n. a.</i>	旅行计划, 行程, 路线
garment <i>n.</i>	服装
meet <i>vt.</i>	负担, 承担(费用等)
Lagos	拉格斯(尼日利亚首都)
optical electronic products	电子产品
submit <i>vt.</i>	呈报, 提交
SIKAV	公司名称
agenda <i>n.</i>	议事日程, 记事册
incur <i>vt.</i>	发生, 招致
Nigeria	尼日利亚
corporation <i>n.</i>	公司
order <i>n. vt.</i>	订单, 定货

DHL <i>n.</i>	快递邮件 (缩写)
price list <i>n.</i>	价格单
power generation <i>n.</i>	电站, 发电设备
Vanuatu	瓦努阿图 (南太平洋岛国)
New Caledonia	新卡里多尼亚 (南太平洋岛国)
title <i>n.</i>	职位, 标题
for one's reference	供……参考, 供……存档
eye-catching <i>a.</i>	醒目的, 引人注目的
indispensable <i>a.</i>	不可缺少的, 必须的
catalogue <i>n.</i>	产品目录, 样本
correspondence <i>n.</i>	通信, 函件, 一致
flush <i>v. n. a.</i>	使齐平, 对齐, 平面的
enter into direct business relations	建立直接的业务关系



Notes

- Joint Venture** 合资经营, 合资企业
 We would like to talk to you about a Joint Venture.
 我们想与贵方谈谈合资经营的事。
- finalize, finalise** 把……最后定下来
 In the spirit of mutual cooperation, we have after long consideration finalized this deal.
 本着相互合作的精神, 我们最终达成了这笔交易。
- see to it that** 注意, 确保。that 从句中谓语动词要用现在时态。
 Please see to it that the L/C stipulations are in exact accordance with the terms of the contract.
 请注意信用证条款需与合同条款一致。
- correspondence *n.***
 (1) *n.* 信件, 通信。指所有的信件, 不用复数形式。
 We have a lot of correspondence to deal with...
 我们有许多函件等待处理。
 (2) *in correspondence with* 与……通信
 We have been in correspondence with ABC company.
 我们同 ABC 公司一直都在通信联系。
- catalogue *n.*** 产品目录, 样本
 a copy of our catalogue for(product) 一份某产品的目录
 We are now enclosing a copy of our catalogue for our chemical products.
 我们现随函附上我方化学产品的目录一份。
- corporation *n.*** 公司 (缩写为 Corp.)
 英语中常用的公司名称还有 company (缩写为 Co.), 可指有限责任公司 company limited