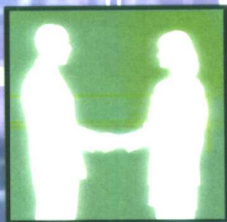


English

外贸英语函电

English Business Correspondence

✧ 主 编：徐美荣
副主编：高美毅



对外经济贸易大学出版社

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主 编 徐美荣
副主编 高美毅
参 编 于 戈 叶晓英

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徐美荣 主编

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编写说明

随着改革开放的不断深入,我国的国际贸易取得了长足发展,贸易额在逐年增长,特别是加入 WTO 后,中国企业直接参与国际商贸活动的机会将大大增加,同时对国际商务人才的需求量也将剧增,据有关专家测算中国入世五年内约需一百八十万国际贸易方面的专门人才,而通过高等职业技术教育培养更多更好的高素质应用性专门人才,已经成为我们高等职业技术教育工作者的责任。

几年来,我们在外贸函电教学内容改革中注重基础理论知识的应用和实践能力的培养,基础理论教学以应用为目的,以必须、够用为度,并广泛参照了国内外同行业书籍、外贸公司的一些新成果和案例,结合新的社会需求和学生的实际情况,来构建《外贸英语函电》教材内容体系,突出教学内容的实用性和针对性,紧密结合我国外贸业务的实际,通过大量实例介绍国际商务英语书信的格式与结构、专业英语术语、常用业务词汇和短语以及有关业务的英语表达方式和句型结构,并编入合同及各种单证,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,以满足企业第一线对日常能处理商务信息的专门人才的要求。

本书经过我院学生的试用,得到了普遍的好评。在原稿的基础上,我们又做了适当的修改,大胆地删除了电报、电传内容,以期更好的体现高职高专教学“科学性、先进性、实用性、灵活性”的特点。

本教材计划学时为 108 学时,建议理论教学与实践教学之比为 3:1,可采用现代化教学手段——多媒体来提高教学质量,以确保学生能在有限的课时内熟练地运用最简捷、最新颖的表达法来阅读、撰写一封标准、规范的商业书信。

本教材第一章由叶晓英编写,第六、七章由于戈编写,第八、九、十章由高美毅编写,第十三章由高美毅和徐美荣共同编写,前言部分、第二、三、四、五、十一、十二章及全书的统稿由徐美荣完成。

期盼各位同仁指教。

2002 年 1 月 24 日于大连

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Chapter One

Establishing of Business Relations

In international trade, the importer is usually in one country and the exporter in another. They are separated sometimes by thousands of miles. Establishing business relations is the first step in a transaction in foreign trade.

Writing letters to new customers for the establishment of relations is a common practice in business communications. To establish business relations with prospective dealers is one of the vitally important measures either for a newly established firm or an old one that wishes to enlarge its business scope and turnover. There are several channels through which importers and exporters can get to know each other.

- 1) They may be introduced themselves or be introduced by their friends.
- 2) Banks are always ready to supply the names and addresses of exporters in their respective cities.
- 3) In almost every town or city of the Western countries, there is chamber of commerce. A chamber of commerce is an organization of businessmen. One of its tasks is to get business information and to find new business opportunities for its members.
- 4) Necessary information can be obtained from the Commercial Counsellor's office.

- 5) Another way to get the information you want is through ads in the newspapers and magazines.

Before a writer corresponds with a new customer, first, he should do credit investigations including:

- (1) capital, financial condition.
- (2) capacity, business activity.
- (3) character, honesty integrity.

In such cases, the writer usually informs his addressees of the following:

- 1) the source of his information;
- 2) his intention;
- 3) the business scope of his firm and also its branches and liaison offices;
- 4) the reference as to his firm's financial position and integrity.

If the writer intends to buy for import, he may also make request for samples, price-lists, booklet catalogues, credit reference, etc. To close the letter, the writer usually expresses his expectation of cooperation and an early reply.

The first impressions count heavily. Make sure that your letter follows the standard format and that it is neatly typed and error-free.

Letter 1

Gentlemen:

As one of the largest importers of Chinese Arts & Crafts in this city,

we shall be pleased to establish business relations with you.

At present, we are interested in your products, details as per our Inquiry Note No. 618 attached, and shall be glad to receive your keenest quotation as soon as possible.

Yours truly,

Letter 2

Dear Sirs,

We thank you for your cooperation for our business.

At present, we are desirous of enlarging our trade in various kinds of Printed Shirting, but unfortunately have no good connections in Los Angeles, America.

We, therefore, shall be obliged if you will kindly introduce us to some of the most capable and reliable importers in the district who are interested in these lines of goods.

Your information on this respect will be highly appreciated.

Yours faithfully,

Letter 3

Dear Sirs,

We are exporters of long-standing and high reputation, trading in all

kinds of Chinese goods, especially electronic and Hi-fi Products.

We desire to expand the business we do with you, and would be most grateful if you could provide us with a list of reliable business firms in your area which might be interested in our products. We are confident that with our experience in this line for more than 15 years, we can give our customers complete satisfaction.

We are enclosing a copy of our current catalogue and price list for your reference.

As to our financial position, we can refer you to the Bank of China and the Chamber of Commerce in Shanghai.

Your assistance will be greatly appreciated, and we look forward to your early reply.

Faithfully yours,

Letter 4

Dear Sirs,

Re: Textile Materials

We get to know your corp. from your CCPIT with which we have been in good business relations for many years, and that you are handling import and export of all textile materials.

We are one of the principal manufacturers of wool sweater in U.S.A.,

and are interested in importing sweaters made of wool, cashmere.

We shall be pleased to receive your details and prices of various sweaters with photos and specifications. We shall be glad to study the sales possibilities at our end.

Yours faithfully,

Letter 5

Dear Sirs,

The Chamber of Commerce of your city has recommended you as one of the largest importers of children's garments of various styles and sizes. We are, therefore, writing you with a keen desire to enter into business relations with you.

You will be interested to know that the goods mentioned above have been accepted by domestic and overseas clients for over twenty years, enjoying a good reputation. Because of the superior quality of our goods, we may say that should you favour us with inquiries for your specific requirements, we are in a position to supply you with first class goods at competitive prices.

As to the terms of payment, it is our custom to trade on the basis of an irrevocable letter of credit.

Yours faithfully,

Letter 6

Dear Sirs,

We owe your name and address to the Commercial Counsellor's Office of the British Embassy in Beijing, who have informed us that you are in the market for jeans.

We avail ourselves of this opportunity to write you in the hope of establishing business relations with you.

We are a government-owned corporation, handling both the import and export of garments. In order to acquaint you with our business lines, we enclose a copy of our Export List covering the goods you required at present.

It is our trade policy to trade with merchants of various countries on the basis of equality, mutual benefit and exchange of needed goods. We hope to promote, through mutual efforts, both trade and friendship.

We look forward to receiving your early inquiries.

Faithfully yours,

Letter 7

Dear Sirs,

Your letter of March 5 addressed to our Dalian Branch Office has been

passed on to us for attention and reply, as the captioned goods come within the range of our business activities.

We regret to inform you, however, that this particular line has already been represented by Messrs. Lee & Co., 18 Broad Street, Los Angeles, U. S. A. Therefore, we are not in a position to offer you but would rather recommend that you approach them for your requirements direct.

Should any other items be of interest to you, please let us know and we shall be pleased to make you offers.

Yours faithfully,

Notes

1. as per: (*prep*) 按照, 根据

as per price list 按照价格表

as per enclosed documents 按照附上的文件

We are interested in chemicals, details as per the list attached.

2. quotation: 报价

make (send, give, cable) somebody a quotation for something

Please make us your lowest quotation for Men's Shirts.

Your quotation of Men's Shirts is too high to be acceptable.

3. desirous: 想要的, 渴望的

be desirous to do (of doing)sth 想干某事

We are desirous of entering into direct business relations with you.

4. to be obliged to somebody 感激某人

We are much obliged to you for your help. 我们非常感激你的帮助

5. Hi-fi: *n. adj.* (收音录音设备等)高保真度(的)

6. line: a kind of business or job 行业

We have been for many years in the chemical line.

This is a good line of hardware.

7. firm: concern, company 商号,商行,公司,企业

8. standing: 地位,身份,名誉

men of high standing 地位高的人

credit and financial standing 资信状况

financial position, credit standing 资信状况

9. enter into: establish 开始从事,讨论,参加,进入

enter into a treaty 缔约

enter into negotiations 开始谈判

enter into direct business relations with somebody

establish business relations with somebody

10. competitive price: 竞争性的价格

11. be engaged: trade in 从事经营

This company is engaged in all sorts of advertising business. 此
公司经营各种广告业务

12. in a position to do something: 能够(指处于能作某事的地位)

We will contact you by cable as soon as we are in a position to ac-
cept fresh orders. 我方一旦能接受新订单时,立即去电联系

13. enjoy good reputation 享有良好声誉

14. specific requirements 具体要求

15. owe one's name and address to 承蒙……告知公司的行名和地
址

16. be in the market for : want to buy

17. avail oneself of : make use of 利用

You should avail yourself of the books in the library.

We avail ourselves of this opportunity to express our thanks for your close cooperation.

18. approach : contact 接洽, 联系

19. export *n. v.* 出口

We handle the export of chemicals.

We export a large quantity of bicycles to European countries.

20. import *n. v.* 进口

We are interested in the import and export of foodstuffs.

We used to import Silicon Sheets before, but now we export them.

21. acquaint *v.* 使...熟悉

We want to acquaint ourselves with the supply position of steel products.

We are well acquainted with the market conditions in Southeast Asia.

22. come within the range of our business activities : be within (fall within, come under, lie within) the scope of our trade activities
属于我方经营范围

23. recommend *v.*

We recommend you to buy a small quantity for trial.

我们劝你们买少量试用。

We strongly recommend your acceptance for our stocks are running low.

由于我方存货渐少, 我们力劝接受。

24. through mutual efforts: by joint efforts 共同努力

25. the exchange of needed goods : supplying what one has for what one needs 互通有无

26. for attention and reply: 研究答复, 办理答复

Some Useful Sentences in Establishing Business Relations

1. Your firm has been kindly recommended to us by Messrs J. Smith & Co., Inc., in London, as large importers of textiles.
伦敦斯密司有限公司向我们介绍, 贵公司是纺织品的主要进口商。
2. We have obtained your name and address through the Commercial Counsellor's Office of the Embassy of the People's Republic of China in your country and understood that you would like to establish business relations with us.
我们从驻贵国的中国大使馆商务参赞处得知贵公司的行名和地址, 并获悉贵公司欲同敝公司建立业务关系。
3. Through the courtesy of Mr. Black, we have learned that you are one of the representative importers of canned goods.
承蒙布莱克先生介绍, 获悉贵公司是罐头食品有代表性的进口商之一。
4. Your name and address has been introduced to us by Messrs. J. Smith & Co., Inc.
贵公司的行名和地址是由斯密司公司向我方介绍的。
5. We take the liberty of writing to you with a view to building up business relations with your firm.
我们冒昧写信以期与贵公司建立业务关系。
6. We are given to understand that you are potential buyers of Chinese Printed Shirting, which comes within the frame of our business activities.
据了解, 贵公司是中国印花细布有潜力的买主, 而该商品正属于