

第二版

THE SECOND EDITION

外经贸英语函电 句型 and 写作 一本通

主编 冯祥春 李敬梅

Sentence Patterns
and
Writings of English
for
International Business
Communication



中国商务出版社

CHINA COMMERCE AND TRADE PRESS

ENGLISH

外经贸英语函电句型和 写作一本通

(第二版)

**Sentence Patterns and Writings
of English for International
Business Communication**
(The Second Edition)

主 编 冯祥春 李敬梅
副主编 孙春立 刘卓林

中国商务出版社

图书在版编目 (CIP) 数据

外经贸英语函电句型和写作一本通/冯祥春, 李敬梅
编著. —2 版. —北京: 中国商务出版社, 2003.12
ISBN 7-80181-180-1

I. 外... II. ①冯... ②李... III. 对外贸易—英语
—电报信函—写作. IV. H315

中国版本图书馆 CIP 数据核字 (2003) 第 096599 号

外经贸英语函电句型和写作一本通 (第二版)	新华书店北京发行所发行
Sentence Patterns and Writings of English for International Business Communication (The Second Edition)	北京华正印刷厂印刷
主 编 冯祥春 李敬梅	787×1092 毫米 32 开本
副主编 孙春立 刘卓林	5. 125 印张 118 千字
中国商务出版社出版	2004 年 1 月 第 2 版
(原中国对外经济贸易出版社)	2004 年 1 月 第 1 次印刷
(北京市安定门外大街东后巷 28 号)	印数: 5000 册
邮政编码: 100710	ISBN 7-80181-180-1
电话: 010—64269744 (编辑室)	H·177
010—64220120 (发行二部)	定价: 10.00 元

第二版前言

本书在第一版发行后，受到广大读者的热烈欢迎，曾先后印刷7次。

我们在所举办的15次培训班中，均采用此书作为教材或辅助教材。学员们普遍反映，通过学习作者多年精心研究、剖析、筛选、归纳总结的200个外经贸英语语言结构核心句型来学习掌握、外经贸函电的写作是条捷径。这能够抓住函电语言的精髓，提纲挈领、短平快地迅速掌握外经贸函电的写作技巧。这是外经贸函电教学的革命性突破。

现根据外经贸业务的发展及过去教学的实践对此书重新修订，补充了不少新鲜内容，将她以新的面貌奉献给读者。欢迎大家继续关注、呵护此书并提出宝贵意见。

编 者

2003年10月

目 录

CONTENTS

第一单元 Unit One	(1)
建立业务关系 Establishing Business Relations ...	(1)
一、主要内容(Main Contents)	(1)
二、句型和例句(Sentence Patterns and Examples)	(1)
三、信函示例(Specimen Letters)	(6)
1. Self-introduction	(6)
2. Asking to Establish Business Relations	(7)
3. Asking for Catalogues	(8)
4. Self-introduction and Sending Materials	(10)
5. Request for Business	(11)
第二单元 Unit Two	(13)
询盘和答复 Enquiries and Replies	(13)
一、主要内容(Main Contents)	(13)
二、句型和例句(Sentence Patterns and Examples)	(13)
三、信函示例(Specimen Letters)	(17)
1. Showing Interest in Goods	(17)

2. Reply to an Enquiry	(18)
3. Making an Enquiry	(19)
4. Asking for Quotations	(20)
5. Reply to an Enquiry	(22)
第三单元 Unit Three	(24)
报价、报盘及还盘 Quotations, Offers and Counter-offers	(24)
一、主要内容(Main Contents)	(24)
二、句型和例句(Sentence Patterns and Examples)	(24)
三、信函示例(Specimen Letters)	(28)
1. Sending a Quotation	(28)
2. Making an Offer	(30)
3. Advising sb. to Accept a Quotation	(31)
4. Making an Offer	(32)
5. Making a Counter-offer	(34)
第四单元 Unit Four	(36)
推销 Sales Promotions	(36)
一、主要内容(Main Contents)	(36)
二、句型和例句(Sentence Patterns and Examples)	(36)
三、信函示例(Specimen Letters)	(40)
1. Introduction of Goods	(40)
2. Offering a Discount	(41)
3. Sales Promotion	(42)
4. Comparison of Goods	(43)

5. Recommendation of a Substitute	(45)
第五单元 Unit Five	(47)
订单及其执行 Orders and Their Fulfilment	(47)
一、主要内容(Main Contents)	(47)
二、句型和例句(Sentence Patterns and Examples)	(47)
三、信函示例(Specimen Letters)	(53)
1. Placing an Order	(53)
2. Declining an Order	(54)
3. Recommending Similar Goods	(55)
4. Placing an Order	(56)
5. Execution of an Order	(57)
第六单元 Unit Six	(59)
付款条款 Terms of Payment	(59)
一、主要内容(Main Contents)	(59)
二、句型和例句(Sentence Patterns and Examples)	(59)
三、信函示例(Specimen Letters)	(66)
1. Introduction of Terms of Payment	(66)
2. Urging Establishment of L/C	(68)
3. Advice of Establishment of L/C	(69)
4. Asking for Amendment of L/C	(70)
5. Asking for Extension of L/C	(71)
第七单元 Unit Seven	(73)
保险 Insurance	(73)
一、主要内容(Main Contents)	(73)

二、句型 and 例句 (Sentence Patterns and Examples)	(73)
三、信函示例 (Specimen Letters)	(76)
1. Asking for Insurance Arrangement	(76)
2. Reply to an Insurance Application	(77)
3. Clarification of Insurance Terms	(78)
4. Advising Insurance Rate	(80)
5. Asking for Compensation	(81)
第八单元 Unit Eight	(83)
装运 Shipment	(83)
一、主要内容 (Main Contents)	(83)
二、句型 and 例句 (Sentence Patterns and Examples)	(83)
三、信函示例 (Specimen Letters)	(88)
1. Urging Shipment	(88)
2. Reply to Request for Earlier Shipment	(89)
3. Asking for Allowing Transshipment	(91)
4. Shipping Advice(1)	(92)
5. Shipping Advice(2)	(93)
第九单元 Unit Nine	(96)
包装 Packing	(96)
一、主要内容 (Main Contents)	(96)
二、句型 and 例句 (Sentence Patterns and Examples)	(96)
三、信函示例 (Specimen Letters)	(100)
1. Buyer's Requirements or Packing and	

Marking	(100)
2. Advising Packing and Shipping Marks	(102)
3. Buyer's Reaction to Packing	(103)
4. Information of Packing	(105)
5. Claim for Poor Packing	(106)
第十单元 Unit Ten	(108)
抱怨与索赔 Complaints and Claims	(108)
一、主要内容(Main Contents)	(108)
二、句型和例句(Sentence Patterns and Examples)	(108)
三、信函示例(Specimen Letters)	(113)
1. Complain about Late Delivery	(113)
2. Complain about Short Delivery	(115)
3. Lodging a Claim	(116)
4. Referring a Client to the Insurance Company for Compensation	(117)
5. Acceptance of a Claim	(119)
第十一单元 Unit Eleven	(121)
代理 Agency	(121)
一、主要内容(Main Contents)	(121)
二、句型和例句(Sentence Patterns and Examples)	(121)
三、信函示例(Specimen Letters)	(125)
1. Offering Service as an Agent	(125)
2. Asking to Be an Agent	(126)
3. Appointment of Agency	(127)

4. Refusal to Agency Application	(128)
5. Agency Agreement	(130)
第十二单元 Unit Twelve	(133)
灵活贸易 Flexible Trade	(133)
一、主要内容(Main Contents)	(133)
二、句型和例句(Sentence Patterns and Examples)	(133)
三、信函示例(Specimen Letters)	(142)
1. General Introduction	(142)
2. Processing after Samples with Supplier's Materials	(144)
3. On Compensation Trade	(145)
4. On Requirements of Compensation Trade ...	(147)
5. Looking for Partners for Joint Ventures	(148)
6. Stating Particulars for the Proposed Joint Venture	(150)

第一单元

Unit One

建立业务关系

Establishing Business Relations

一、主要内容(Main Contents)

1. 自我介绍(Self-introduction);
2. 初步的意向和要求(Initial Intentions and Desires)。

二、句型和例句(Sentence Patterns and Examples)

1. 自我介绍(Self-introduction)

句型 1: We are...我们是...

We are a specialized corporation, handling the export of animal by-products. 我们是经营畜产品出口的专业公司。

We are China National Textiles Import and Export Corporation, with its headquarters in Beijing. 我们是中国纺织品进出口总公司,总部在北京。

句型 2: This is to introduce...as...现介绍...为...

This is to introduce ourselves as one of the leading exporters of garments in China. 兹介绍,本公司为中国最大的服

装出口商之一。

This is to introduce the Pacific Corporation as exporters of light industrial products having business relations with more than 70 countries in the world. 兹介绍,太平洋公司为轻工业产品的出口商,和世界上 70 多个国家有业务关系。

句型 3: to write to introduce 写信介绍

We write to introduce ourselves as large dealers in food-stuffs with good connections in the country. 现函告,我方为食品大经销商,在国内拥有大批客户。

We write to introduce ourselves as exporters of fresh water pearls having many years' experience in this particular line of business. 现函告,我方为淡水珍珠出口商,在此行业里已有多年经验。

句型 4: to take the opportunity to introduce 利用机会介绍

We take this opportunity to introduce ourselves as large importers of fertilizers in our country. 趁(乘)此机会,兹介绍,我公司为国内大化肥进口商。

We take the opportunity to introduce our company as exporters dealing exclusively in leather goods.

我们利用此机会介绍,我公司为专门经营皮革制品的出口商。

句型 5: to inform sb. that... 告知某人

We wish to inform you that we specialize in the export of arts and crafts. 现奉告,我们专门经营工艺品出口。

We are pleased to inform you that we handle a wide range

of electric fans. 特此奉告, 我们经营的电扇品种齐全。

句型 6: to take the liberty of doing sth. 冒昧地去做某事

We take the liberty of introducing ourselves. 现冒昧地作自我介绍。

We take the liberty of writing to you with a view to doing business with you. 现冒昧去函, 以谋求同贵方进行贸易。

注: to take the liberty 后也可接动词不定式, 如: We take the liberty to write to you. 现冒昧去函。

句型 7: to have one's name and address from... 从...处得知某人名字和地址

We have your name and address from China Council for the Promotion of International Trade. 我们从中国国际贸易促进会得悉贵公司名称和地址。

We are glad to have your name and address from "The Journal of Commerce". 我们高兴地从《商业日报》获悉贵公司名称和地址。

句型 8: to owe one's name and address to... 由方...得知某人姓名和地址

We owe your name and address to Messrs. Collins & Co., through whom we have learnt you are importers of table-cloth. 承蒙柯林斯公司告知你公司名称和地址, 从该公司处我们得知贵公司是桌布进口商。

We owe your name and address to Italian Commercial Bank who has informed us that you are in the market for ball-bearings. 承蒙意大利商业银行告知你公司名称和地址, 并告

你方想购进滚珠轴承。

句型 9: to be transferred(forwarded) to... for attention
转交...处理

Your letter of Sept. 8 has been transferred to us for attention from our Head Office in Beijing. 你方 9 月 8 日函已由我们在北京的总公司转交我方处理。

Your inquiry has been forwarded to us for attention from the Commercial Counsellor's Office of the Chinese Embassy in Rome. 你方询盘已由中国驻罗马大使馆商务参赞处转交我方处理。

句型 10: through the courtesy of... 由于...的好意

Through the courtesy of the Paris Chamber of Commerce, we have your name as a firm who is interested in doing business with us. 经由巴黎商会, 我们得悉贵公司有兴趣与我方进行贸易。

Through the courtesy of Mr. White, we are given to understand that you are one of the leading importers of silk in your area. 经由怀特先生, 我们得悉贵公司为所在地区中最大的丝绸进口商之一。

句型 11: on the recommendation of 由...推荐(介绍)

On the recommendation of Messrs. Harvey & Co., we have learned with pleasure the name of your firm.

由哈维公司介绍, 我们高兴地得知贵公司的名称。

2. 初步的意向和要求(Initial Intentions and Desires)

句型 1: to establish business relations with... 和...建立
贸易关系

We avail ourselves of this opportunity to write to you and see if we can establish business relations with you. 我们利用此机会致函贵方以了解可否与贵方建立贸易关系。

We have come to know the name of your corporation and are pleased to write to you in the hope of establishing business relations with you. 我们得悉贵公司名称, 特此致函希望与你方建立贸易关系。

句型 2: to enter into business relations with... 和... 建立贸易关系

We are willing to enter into business relations with you on the basis of equality and mutual benefit. 我们愿意在平等互利的基础上与贵方建立贸易关系。

Your company has been introduced to us by Smith & Co. Ltd. as prospective buyers of Chinese table-cloths. As we deal in the items, we shall be pleased to enter into direct business relations with you. 史密斯公司向我们介绍贵公司是中国台布的未来买主。由于我方经营台布, 我们很愿意与你方建立直接贸易关系。

句型 3: to fall (come, lie) within the scope of 属... 的范围

As the item falls within the scope of our business, we shall be pleased to enter into direct business relations with you. 由于该商品属于我们的业务范围, 我们将很高兴地与贵方直接建立业务关系。

As the article lies within the scope of business of our branch in Nanjing, we have forwarded your letter to them for

attention. 由于此商品属于我们在南京的分公司的业务范围, 我们已将你方来信转交他们处理。

三、信函示例(Specimen Letters)

1. Self-introduction

Dear sirs,

Through the courtesy of the Chamber of Commerce in Tokyo, Japan, we have learned that you have been supplying the best quality foods all over the world, and we are sure that there is a large demand for various foreign foods in our country. We are writing to you in the hope of establishing business relations with you.

We are the largest food trading company in Japan, and have offices or representatives in all major cities and towns in Japan. We are already importing a number of foods from Europe and the U.S.A. and consider, therefore, that we have considerable experience in this field.

We foresee a bright prospect for your products in our market. We look forward to hearing from you and assure you of our close cooperation at all times.

Yours faithfully,

译文:自我介绍函

敬启者:

承蒙日本东京商会介绍,我们了解贵公司在世界各地供应高品质的食品,并且确知我国对各种外国食品的需求量很大。现致函希望与你方建立贸易关系。

本公司是日本最大的食品贸易公司,在日本的主要城市都有分公司与门市部。我方已从欧洲、美国进口大量食品,因此,在这方面拥有丰富的经验。

我们预料你方产品在我方市场有着广阔的前景,我们保证随时给予你方密切合作,盼速复。

2. Asking to Establish Business Relations

Dear Sirs,

Your letter of November 21 addressed to our sister corporation in Shanghai has been transferred to us for attention. As the items fall within the scope of our business activities, we shall be pleased to enter into direct business relations with you. We have learned that you are one of the leading importers and wholesalers of Electric and Electronic Machinery and Equipment in Thailand. We are exporters of the same lines of business, having a business background of some 40 years, and are now particularly interested in exporting to your country Electronic Products of all types.