



21世纪高职高专
新概念(财经类)系列教材

总主编◎王宗湖

UOJI SHANGWU YINGYU HANDIAN

国际商务英语函电

(第二版)

辅导用书

梁晓玲 主编



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前 言

为适应高职高专国际经济与贸易、商务英语等专业外贸函电教学的需要，我们组织全国部分职业院校外经贸英语教学专家、学者，在研究、吸取现行多种同类教材优点的基础上，编写了《国际商务英语函电》教材。教材自出版以来，经过多次重印，被很多高职高专院校采用，颇受欢迎。

为了使本教材贴近实际工作，我们在第一版的基础上进行修改和增减，使之涵盖面更广泛、更现代。第二版教材按外贸进出口流程进行编写，环节紧凑，通过教与学了解外贸进出口的整个过程，每单元后的实训练习帮助学生进行实际操作，加强动手能力，同时还能提高学生外贸业务、英语知识和语言运用能力。

为了方便教学和更好地帮助外贸工作者自学，我们组织老师完成教材的教参、习题答案和译文编写并附有教学课件供参考。

本书由福建对外经济贸易职业技术学院梁晓玲副教授担任主编，王平、陈维秀、黄荔青等副教授担任副主编。辅导书共分 12 章节 36 课。具体编写分工如下：

梁晓玲（Chapter I Layout of Business Letter）、吴雯（Chapter II Establishment of Business Relations, Chapter IV Conclusion of Business）、黄荔青（Chapter III Enquiries, Offers and Counter-offers, Chapter VIII Packing）、陈维秀（Chapter V Payment, Chapter XI Agency）、黄春蕾（Chapter VI Establishment and Extension of L/C, Amendment to L/C, Appendix）、王平、洪菁（Chapter VII Shipment, Chapter XII Other International Business Activities）、李珍（Chapter IX Insurance, Chapter X Complaints and Claims）。

在编写过程中，我们参考了有关专家、学者的著作论文、有关教材的内容，在此表示感谢。

由于水平有限，编写中难免出现不当和疏漏之处，望广大读者批评指正。

编者

2009 年 10 月 1 日

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Chapter I

Layout of a Business Letter

商业书信的撰写是一项基本的商业活动。尽管电话、传真、电子邮件、电传等电子通讯已广泛使用,商业信函仍然是重要的联络方式之一,而且其他联络方式的撰写往往也是基于信函。因此,我们必须认真对待商业书信的写作。撰写或翻译商业书信前,必须弄清书信的结构与格式。

一、商业英语书信的结构

1. 标准部分

一封商业书信,应包括以下几部分内容:

- 1) 信头(Letterhead):包括发信人公司的名称、地址、传真或电话号码。
- 2) 写信日期(Date):写信的年、月、日。
- 3) 封内地址(Inside Address):收信人的公司名称和地址。
- 4) 称呼(Salutation):对收信人的尊称。
- 5) 正文(Body of the Letter)
- 6) 结束敬语(Complimentary Close):书信结束的礼貌用语。
- 7) 签名(Signature):写信人的署名。

2. 特别部分(写信时可根据具体情况增减)

- 8) 参考编号(Reference Number):为了便于存档分类而编的号。
- 9) 经办人名称(Attention Line):希望收信商号将信速交经办部门办理。
- 10) 事由、标题(Subject Line):使信的基本内容或目的一目了然。
- 11) 抄送(Carbon Copy),简写为(C/C):将信抄送给有关部门的标记。
- 12) 附件(Enclosure):注明随信所附的样品、样品本、价目单等。
- 13) 再启(Postscript):信写完后,如果想起还有要紧的话要说,可在信末加 P. S.,引出补述的话。

二、商业英语书信的格式

1. 缩行式(Indented Style)

缩行式信函的特点:

- 1) 信头和封内地址每逢换行时,下一行要比上一行往右缩进 2 - 3 个字母的位置;
- 2) 日期放在信纸的右上端,签名放在中间偏右下方;
- 3) 每一段的第一行都从左边空白边缘往右缩进 3 - 5 个字母的位置;
- 4) 段落之间要空 1 - 2 行。

2. 齐头式或平头式 (Block Style)

齐头式信函的特点:

- 1) 日期放在信纸的左上端与每行取齐。
- 2) 签名放在左下端与每行取齐,成一垂直线。
- 3) 每行都从左边开始取齐,段落之间要空 2 行。

Key to the Exercises

I. Arrange the following in a proper form as they should be set out in a letter:

China Fujian Chemical Imp. & Exp. Corp.
128 Wuyi Road , Fuzhou, China
Fax: 0591 - 7533426 Tel: 0591 - 7533526

March 23, 2003

H. G Wilkinson Company Limited
245 Lombart Street
Lagos, Nigeria

Dear Sirs,

Re: Sewing Machines

We thank you for your letter of March 16 enquiring for the captioned goods.

The enclosed booklet contains details of all our Sewing Machines and will enable you to make a suitable selection.

We look forward to receiving your specific enquiry with keen interest.

Yours faithfully,

Encl.

II. Address an envelope for the above letter :

China Fujian Chemical
Imp. & Exp. Corp.
128 Wuyi Road
Fuzhou, China

(Stamp)

H. G Wilkinson Company Limited
245 Lombart Street
Lagos, Nigeria
(Registered)

Chapter II

Establishment of Business Relations

Lesson One

Self-Introduction

I. About the letter:

This letter is a self-introduction of China National Textile I/E Corporation. In this letter, the writer introduces its business scope of a desire to establish business relations. In the readers' perspective, special attention should be paid to the following points: How do you know us? Why are you writing to us? Who are you?

II. Additional notes:

1. learn... from 从……获悉

similar expressions:

We owe your name and address to...

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. Chinese Textiles and Cotton Piece Goods 中国纺织品与棉布业务

3. In order to acquaint you with our business lines ...

In order to give you a general idea of business lines...

为了使你们更好地了解我们的业务……

4. Established in 1950, we are a state-owned corporation specializing in the import and export of Textiles with a registered capital of RMB30 million.

我们是一家国营公司,公司成立于1950年专营纺织品进出口业务,拥有注册资金人民

币三千万元。

过去分词短语 (Established in 1950) 与现在分词短语 (specializing in the import and export of Textiles) 同时修饰主语, 这在函电中自我介绍较常使用。

5. acquaint v.

1) acquaint sb. with sth. 使某人了解某事

2) be/get acquainted with

6. Should any of the items be of interest to you, please let us know as soon as possible.

如果你对某产品感兴趣, 请尽快告知。

Should 虚拟, 但在这里是委婉语气用法。原句为:

If any of the items should be of interest to you, please let us know as soon as possible.

7. look forward to

这里“to”是介词, 后接名词或动名词:

We look forward to hearing from you. 我们希望收到你方来信。

We look forward to your compliance. 希望得到你方的同意。

III. Chinese version of the letter:

自我介绍

敬启者:

我们从驻韩国大使馆商务参赞处得知你公司行名与地址。承他们告知你方是中国纺织品和棉布的主要进口商。借此机会我们与您联系并愿与贵公司建立业务关系。

我们是一家经营纺织品进出口业务国营公司, 成立于1950年, 拥有注册资金人民币叁千万元。经过多年的努力, 我们不断扩大业务范围, 经营商品种类已增至上百种。为使你公司对我们经营的商品有所了解, 另函空邮我公司目前可供出口的商品目录一份。

如果你们对其中任何商品感兴趣, 请告知。一俟收到你方所需商品的详细要求, 当立即将我们的最低报价单和样品寄给你方。

盼早复。

谨启

Key to Lesson One

I. Translate the following expressions:

- | | |
|-----------|----------------------------------|
| 1. 棉布 | 6. under separate cover |
| 2. 国营公司 | 7. for your reference |
| 3. 进出口 | 8. commercial counselor's office |
| 4. 业务范围 | 9. look forward to |
| 5. 建立业务关系 | 10. the latest catalogue |

II. Translating the following into English:

1. ... you are a state-owned corporation dealing in chemicals.
2. ... upon receipt of your quotation.
3. ... specializing (or specialized) in the export of arts and crafts.
4. ... establish business relations with you.
5. We are airmailing you. ...
6. We have established business relations with the firms of more than 100 countries in the world. ...

III. Translate the following sentences into Chinese:

1. 我们很乐意向你自我介绍，我们是一家国营公司专门经营罐头食品出口业务，我们渴望和你们建立业务关系。
2. 我们是商务部批准成立的上海商业系统进出口公司之一。我们公司在世界上一直享有很高的声誉。
3. 我们是优质棉布与人造丝绸业务的主要出口商之一，由于有五十年的业务经验使我们享有极佳的声誉。
4. 承蒙东京商会介绍，我们了解贵公司向世界各地供应高品质的食品。
5. 我们渴望扩大各种各样的农产品贸易，但遗憾的是我们在俄罗斯南部没有顾客，因此若能介绍该地区的一些最可靠的进口商将不胜感激。

IV. Translate the following sentences into English:

1. We owe your name and address to the chambers of commerce abroad.
2. We will send you a sample by airmail.
3. We are interested in the color pencils in your sample book. Would you please send us your quotations?
4. We avail ourselves of this opportunity to introduce to you that we are a state-owned corporation specializing in arts and crafts.
5. We are one of the leading exporters of Chinese industrial products and are desirous of entering into business relations with you.
6. We will let you know upon receipt of new supplies.

Lesson Two

Request for the Establishment of Business Relations

(A) A Letter from An Importer

(B) A Reply to the Above

I. About the letters:

1. An importer obtained the name and address of China South I & E Corporation. They send a letter to the above corporation in the hope of establishing business relations and indicating their interest in various kinds of light industrial products.
2. This letter is a reply to the above. As this item falls within the scope of the writer's business activities, the enquiry note has been passed on to the writer by her sister corporation in Shenzhen. This is also an invitation letter to Guangzhou Commodity Fair.

II. Additional notes:

1. As your name and address were listed in the International Business Daily, . . .
Similar: We have learned your name and address from the International Business Daily, . . .
list v. /n.
eg. The restaurant is listed in the magazine.
We shall be glad if you will kindly send us your latest price list.
2. We are one of the leading importers and wholesalers of various light industrial products in London, having a business background of some 40 years, and are now particularly interested in light industrial products of all types.
这是一个长句,中间有一个分词短语 having a business background of some 40 years, 前后是两个并列句。
3. If you need more objective information concerning our credit, please refer to the Midland Bank, London.

如果你需要有关我们公司的客观资料, 请向伦敦米德兰银行查询。

买卖双方首次交往或表达购买意向时, 往往将自己的资信证明人(银行或商业客户)提供给对方, 以便对方查询自己的信用情况。

4. by return (旧用法) 立即

5. addressed 是过去分词, 修饰 letter, 意思是“写给, 寄给”。

eg: Your letter of September 15th addressed to our head office asking for the supply of 15 tons peanuts has been passed on to us for attention and reply.

6. item n. 商品 (在函电中经常用来指价格单或商品目录中的商品)

III. Chinese version of the letter:

(A)

敬启者:

由于国际商报上列有你方公司的名称与地址, 我们写信希望和你们开启业务关系。我们是伦敦各种轻工产品的主要进口商和批发商, 已经经营了四十年来, 现在对各型的轻工产品特感兴趣。

为了使我们对你们的产品有更好的了解, 请航寄给我方目录和你们产品详细的报价。一俟收到所寄材料, 我们会看看对哪些产品感兴趣并把询盘发给你方。

如果你需要有关我们公司的客观资料, 请向伦敦米德兰银行查询。

我们期待不久的将来收到你们的来信。

谨启

(B)

敬启者:

你方七月二十三号致我深圳兄弟公司函已转交我公司办理并作答复, 因该商品属于我公司经营。

兹随函附上插图目录及你方所要求的详细价格表; 我们还另函附上一整套样品, 相信你们见到这些样品会赞赏这些产品价格公道、品质优良。

同时, 我们想邀请你方参加于 2002 年 10 月 15 日至 10 月 30 日在广州举行的中国出口商品交易会, 我公司总经理和销售代表将在那里与贵方会晤, 洽谈贸易。

欢迎你方的询盘。

谨启

Key to Lesson Two

I. Translate the following expressions:

1. 属于我们的经营范围

6. sales representative

2. 公司/兄弟公司

7. M/T

3. 开启账户

8. light industrial products

- 4. 业务背景
- 5. 查询、提交

- 9. objective information
- 10. commodity fair

II. Complete the following sentences in English:

- 1. ... various kinds of Chinese bicycles.
- 2. We are enclosing our export list. ...
- 3. We welcome your enquiries. ...
- 4. ... has been passed on / transferred to us for attention and reply.
- 5. We are sending two catalogues.

III. Choose the best answer:

1. a 2. d 3. a 4. c 5. b 6. c 7. a 8. b

IV. Fill in the blanks with the following words and phrases.

is interested in, are engaged in, are connected with, are favorable, send, refer to, look forward to

V. Translate the following sentences into English:

- 1. We are looking forward to meeting your representative again at the fair.
- 2. We are in the hope of opening an account with you.
- 3. We have confidence in selling your product.
- 4. As our goods are both excellent in quality and very reasonable in price, they are very popular in the world market.
- 5. Your letter of October 5 addressed to our head office has been passed on to us for attention and reply as the article you need falls within our business scope.
- 6. As regards our financial standing, please refer to the Bank of China, Shanghai Branch.

Lesson Three

Credit Enquiries

I. About the letter:

Nowadays the trade competition in the world market is simply as acute and complicated as in the big battlefield. If you want to open up a market, the careful practice for you is to make status enquiry, that is, through various ways to find out whom you will deal with and know his credit including financial position, reputation, business methods and so on. You may include the following points in your status enquiry:

- 1) What causes you to make the status enquiry.
- 2) What information you would like to obtain.
- 3) Express your appreciation and your assurance of treating the information as strictly confidential.

To investigate the company' credit, usually we get to know three Cs: conduct (品行), capacity (能力) and capital(资本).

II. Additional notes:

1. We should highly appreciate it if you would inform us, in confidence, of the financial and business standing of the above firm.

这句是虚拟语气,由 should 和 would 与动词原形组成,语气显得客气委婉,在外贸函电中使用很多。又如:

We should be much obliged if you would reply to us at an early reply.

2. The reference they have given us is the Standard Chartered Bank, Accra Branch.
they have given us 是定语从句,修饰 reference。这句的主句是 the reference is the Standard Chartered Bank, Accra Branch.