

GXJH

工学结合新思维高职高专财经类
“十二五”规划教材

总主编 钱伟荣 魏秀敏

WaiMao YingYu HanDian

外贸英语函电

郭建梅 主 编



YZLI 0890093257



对外经济贸易大学出版社

University of International Business and Economics Press

工学结合新思维高职高专财经类“十二五”规划教材

外贸英语函电

主 编 郭建梅

副主编 王保林 吴翠华

副主编 马春燕 蔺子雨 赵俊霞

杨淑芬 高丽红 靳 松



YZLI 0890093257

对外经济贸易大学出版社

中国·北京

图书在版编目 (CIP) 数据

外贸英语函电/郭建梅主编. —北京: 对外经济贸易大学出版社, 2010

工学结合新思维高职高专财经类“十二五”规划教材
ISBN 978-7-81134-718-0

I. ①外… II. ①郭… III. ①对外贸易-英语-电报
信函-写作-高等学校: 技术学校-教材 IV. ①H315

中国版本图书馆 CIP 数据核字 (2010) 第 107361 号

© 2010 年 对外经济贸易大学出版社出版发行

版权所有 翻印必究



外贸英语函电

郭建梅 主编

责任编辑: 戴 菲

对外经济贸易大学出版社

北京市朝阳区惠新东街 10 号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

网址: <http://www.uibep.com> E-mail: uibep@126.com

山东省沂南县汇丰印刷有限公司印装 新华书店北京发行所发行

成品尺寸: 185mm×260mm 12.5 印张 288 千字

2010 年 8 月北京第 1 版 2010 年 8 月第 1 次印刷

ISBN 978-7-81134-718-0

印数: 0 001-5 000 册 定价: 19.00 元

出版说明

工学结合新思维高职高专财经类“十二五”规划教材是对外经济贸易大学出版社贯彻教育部教高〔2006〕16号《关于全面提高高等职业教育教学质量的若干意见》精神，联合天津对外经济贸易职业学院、天津职业大学、河北工业职业技术学院、北京工业职业技术学院、天津国土资源和房屋职业学院、天津海运职业学院等国家、省（直辖市）级示范性高等职业院校推出的一套面向高职高专层次、涵盖不同专业的立体化教材。本系列教材包括国际经贸、财会金融、工商管理、物流管理、电子商务、旅游与酒店管理六个专业。

根据教高〔2006〕16号文件关于“高等职业院校要积极与行业企业合作开发课程，根据技术领域和职业岗位（群）的任职要求，参照相关的职业资格标准，改革课程体系和教学内容，建立突出职业能力培养的课程标准，规范课程教学的基本要求，提高课程教学质量”的要求，本套教材以提高学生专业实际操作能力和就业能力为宗旨，采取情景模块、案例启发、任务驱动、项目引领、精讲解、重实训的编写方式，让学生在理论够用的基础上，在专业技能培养环节，特别是“教学做一体化”方面有所突破，“确保优质教材进课堂”。

根据国家职业教育的指导思想，目前我国高职高专教育的培养目标是以能力培养和技术应用为本位，其教材建设突出强调应用性和适用性，既要满足专业教育，又能适应就业导向的“双证书”（毕业证和技术等级证）的人才培养目标需要。根据教育部提出的高等职业教育“与行业企业共同开发紧密结合生产实际的实训教材”的要求，本套教材的作者不仅具有丰富的高等职业教育教学经验，而且具有企业第一线实践经历，主持或参加过多项应用技术研究。这是本套教材编写质量与高等职业特色的重要保证。

此外，本套教材配有教师用PPT文稿，方便教师教学参考。

愿本套教材的出版对“十二五”期间我国高等职业教育的创新发展和高职人才培养质量的稳步提升有所助益！

对外经济贸易大学出版社

2010年2月

前 言

外贸英语函电作为国际商务往来经常使用的联系方式,是开展对外经济贸易业务和有关商务活动的重要工具。《外贸英语函电》是英语写作与外贸实务相结合的一门综合性课程。通过对外贸易进出口业务当中往来函电写作技巧的教学,以及对外贸易进出口业务各环节涉及的专业术语和表达方法的教学,本教材旨在培养学生与国外贸易伙伴的英语书面沟通能力,使其能很快适应工作岗位的要求。它既是培养外贸工作人员必须具备的专业英语技能课程,也是企业选拔毕业生的一门主要考核课程。

本教材立足于启发式教学,突出“教、学、做”一体的理念,按国际贸易的各个环节构建教学内容,共设有商业书信的结构、建立业务关系、询盘发盘和还盘、成交、包装和装运、保险、支付方式、索赔和理赔八个教学单元。每个单元包括:相关问题讨论、写作指导、课文学习、课后练习、常用表达法和实训内容。讨论问题是为了回顾与国际贸易相关的知识,对英文函电的学习起到铺垫作用。每课课后练习紧紧围绕所学课文中的短语和表达方法,通过反复练习加以巩固。本教材的特色是每单元后面的实训练习,其中的很多材料来自外贸企业的真实案例,具有很强的实用性和综合性。在本书最后,我们附上了七套技能测试题,以便检验学习效果。

参加本书编写的既有高校经验丰富的教师,也有来自外贸公司的校外兼职教师,体现了校企合作的特点。本书不仅可以作为高职高专国际贸易、国际商务、商务英语等专业的教科书,也对在外经、外贸、外事及合资企业工作的人员有较高的实用价值。

《外贸英语函电》由河北工业职业技术学院郭建梅负责思路设计、全部课文的文字审核、编写技能测试题和课件制作。其他部分教材编写的具体分工如下:

- ◇ 蔺子雨:第1单元、第2单元
- ◇ 吴翠华:第3单元、第4单元
- ◇ 王保林:第5单元、第6单元
- ◇ 马春燕:第7单元、第8单元

实训部分内容由河北名门贸易有限公司(HEBEI MINGMEN TRADING CO., LTD.)业务经理赵俊霞审核。

参加编写的还有杨淑芬、高丽红、靳松。

本书在编写过程中参考了大量国内外相关资料,得到了很多同行和外贸企业人员的热心帮助,在此表示感谢。

由于水平有限,书中的不足之处,敬请广大读者批评指正。

2010年5月

CONTENTS

Unit 1	Language Features and Layout of a Business Letter	1
Unit 2	Seeking New Clients and Establishing Business Relations	15
Unit 3	Enquiries, Offers and Counter-offers	32
Unit 4	Acceptance	62
Unit 5	Packing and Shipment	88
Unit 6	Insurance	111
Unit 7	Terms of Payment	127
Unit 8	Claims and Settlement	149
APPENDIX I	164
Test For Integrated Skills (1 - 7)	164
APPENDIX II	180
Terms of International Economics and Trade 对外经贸术语	180

Unit 1 Language Features and Layout of a Business Letter

General Introduction

The intercourse of business letters is an important component of commercial activities, and it is “holding a commercial conversation through words by post or other communication ways”. A business letter is the outcome of careful consideration. It can reduce considerably negligence or misunderstanding which appears while phoning or talking face to face. Hence, it is necessary for students to study the basic knowledge of business letters and improve the basic capability of reading and writing business letters.

1. Clarity

Above all, a business letter must be clear and easily understood. If your letter is ambiguous, it might bring trouble to yourself as well as to your reader. While presenting an idea, you need to follow a clear logic. To avoid ambiguity and confusion, you should use simple and accurate words, short and simple sentences where appropriate.

2. Conciseness

To be concise is to express a message completely in as few words as possible. In business correspondence, this means increased effectiveness and decreased cost. Wordy expressions and redundancies are the major blunders to overcome.

3. Courtesy

The principle of courtesy requires one to be thoughtful and polite in writing a business letter. If you put yourself in the reader's shoes, considering his or her needs, problems and emotions, your letter will most probably be appreciated. Normally, punctuality is stressed as an important aspect of courtesy in business correspondence. A prompt letter is always more valued than a delayed one.

4. Completeness

Like any other letter, a good business letter should be complete, providing all the information and data necessary for a specific issue. If any necessary piece of information is lacking, the reader will have to write another letter. It will not only waste time, energy and money, but also damage the image of your company.

5. Correctness

It goes without saying that a business letter should be linguistically correct. Incorrect

2 外贸英语函电

grammar, improper punctuation, and wrong spelling are not allowed. Besides, the letter should be written in an appropriate style and format.

Evidently, a company will leave a very favorable impression on its customers and work with high efficiency if all its business letters are clear, concise, courteous, complete and correct.

Layout of a Business Letter

A good business letter can play an important role in trade, increase friendship and obtain complete understanding between the parties involved. Generally speaking, the function of a business letter is to get or to convey business information; to make or to accept an offer and to deal with matters relating to negotiation of business, etc.

It is better to follow established practice although choice of layout is a matter of individual taste. A good form in letter-writing comes from making correct practice habitual. It is a good plan to adopt one form of layout and to stick to it. Basically, there are several acceptable patterns of layout. The three most popular forms are indented, blocked and semi-blocked. A business letter usually consists of seven main parts and several optional parts.

Seven Main Parts

- 1) The letterhead (信头)
- 2) The reference and date (编号和日期)
- 3) The inside name and address (封内名称和地址)
- 4) The salutation (称呼)
- 5) The body of the letter (信文)
- 6) The complimentary close (结尾敬语)
- 7) The signature (签名)

Some letters may contain more parts which are optional as shown below:

- 8) The attention line (收信人)
- 9) The subject line (事由)
- 10) The reference notation (经办人代号)
- 11) The enclosure (附件)
- 12) The carbon copy (抄送)
- 13) The post script (附言)

Electric Co. Ltd.		
6000 Lincoln Drive		信 头
New York, NY16543		
Tel: 732 - 524 - 0400	Fax: 732 - 525 - 0622	E - mail: carrie@jnj.com
Our Reference No.		编 号
Your Reference No.		
3 June 2009	日 期	
Mr. Lee ping		封内地址
Singapore Moulds and Tools Centre Pte Ltd.		
Blk 6020#01 - 02		
Ang Mo Kio Industrial Park 3		
Singapore 569474	收信人	
Attention: Marketing Manager		
Dear Mr. Lee,	称 呼	
Re: Arrangements regarding Mr. Tang's Visit	事 由	
<p>I have received your letter concerning your wish to send Mr. Ngoh Tiong to visit us at Actex Co. Ltd. . I completely agree that a visit by one of your senior staff would be beneficial to both of our organizations.</p> <p>I should therefore like to arrange a suitable time for Mr. Ngoh Tiong to visit so that he may derive maximum benefit form his time with us.</p> <p>From our point of view, he can stay as long as he wishes. May we suggest a week-long visit, followed up by periodic visit afterwards? If this is convenient, perhaps he could join us on 15 September.</p> <p>Please let me know if this arrangement is satisfactory.</p>		
Yours sincerely,	结 尾 敬 语	信 文
Ken Fukuzawa	签 名	
Ken Fukuzawa		
Public Relations Officer		

4 外贸英语函电

KF/hs	经办人代号
Enclosure: Plan	附件
CC: Mr. Kokubo (General Manager)	抄送
Mrs. Smithson (Marketing Manager)	
P. S. Wish to see you soon.	
	附言

1) Letterhead or Heading (信头)

Letterhead, often already in printing, contains the writer's company's name, address, post code, telephone number, fax number and e-mail address. Sometimes, even the logo, names of Chief executives or icon of products are printed in the heading. The printed letterhead is usually artistically designed and printed in the center or along the left margin at the top of the page. It is important to note that a postal address in English is written from the specific to the general.

商业书信的信头一般以打印形式出现,包含发信人公司的名称、地址、邮编、电话号码、传真和电子邮箱。有时甚至公司标识、公司主管名字或者产品图片也印制在信头部分。印制的信头通常在设计上很有艺术性,它或者位于信纸正上方或者在左上方。要注意的是英文的地址是从小往大写的。

2) Reference Number and Date (编号和日期)

The reference number is generally used to facilitate the writer's numbering and filing the letters he receives and enable the writer or the recipient to link the reply with the previous correspondence.

编号一般用来发信人编号归档,以便将来查阅,同时也是为了方便写信人或对方与以往的信件联系起来。

A: Our Ref: 234 GW/gp (in an incoming letter)

B: Our Ref: 456 JS/lb (in the reply to the incoming letter)

The date is usually typed between the letterhead and the inside name and address. In British letter style, however, it is normally put two line-spaces below the inside address and above the salutation.

For the date, either cardinal numbers (1, 2, 3, 4, etc.) or ordinal numbers (1st, 2nd, 3rd, 4th, etc.) can be used, thus:

3rd April 2010 or 3 April 2010

29th October 2010 or 29 October 2010

The date can also be written after the month. In this way, a comma must be used between the date and the year. For example:

March 1st, 2010

October 29, 2010

It is unwise to abbreviate of the month or show the date in figures like 7/9/20..., as this may cause some confusion. The British and the American do not read the date in the same order: in British style — D/M/Y (i. e. day/month/year) and in American style — M/D/Y (i. e. month/day/year).

日期通常放在信头和封内地址之间。不过英国的习惯是把日期放在封内地址下边空两行的地方,在称呼上面。

日期既可用基数词也可用序数词表示。

全部用数字表示日期不妥,因为容易引起误解。英国人和美国人看日期的顺序不同,英国人常按日、月、年的顺序,而美国人按月、日、年顺序。

Notes

The UN and ICC recommend showing the date in the order of D/M/Y. e. g. for Nov. 20, 2009, it can be written 2009 – 10 – 20.

3) Inside Name and Address (封内名称和地址)

This part refers to the name and address of the firm or the company to which the letter is sent. It should be the same as the name and address on the envelope, but begins from the left margin of the writing paper and two-line space below the date.

Generally, the inside name and address in an English letter should include the following:

- 1) The name of the firm or company addressed to
- 2) Number and name of street
- 3) Name of city, state or county and its postal code
- 4) Name of country

这部分内容指的是收件人公司的名称和地址,它应和信封上名称地址相同,但是置于信纸的左边,在日期下边两行。

英文信函的封内地址通常由以下几个部分构成:

1. 收件商行或公司的名称
2. 门牌号和街名
3. 所在城市、州、县名和邮政编码
4. 国家名称

如:

The Pacific Engineering Co., Ltd.

Braze Street

Liverpool M58 7AS

England

6 外贸英语函电

4) Salutation(称呼)

The salutation is the polite greeting with which the writer begins or opens his or her letter, which is typed two-line spaces below the inside name and address. The particular form used depends on the writer's relationship with the receiver. To some extent, it settles the form of the complimentary close. The two must match.

For ordinary business letter purposes, Dear Sir (or Dear Madam for both single and married woman) is used for addressing one person. Dear Sir or Madam (Dear Sir/Madam) can be used to address a person of whom you know neither the name nor the sex. Dear sirs, Dear Sirs or Mmes, the most common ones in the British letters and Gentlemen in the U. S. , are used for addressing two or more. When a letter is addressed to a firm, Gentlemen cannot be used in the singular. If the firm or the company is owned or managed by a woman, we often greet the recipient as Dear Madam.

这是信的开头,是对收件人的礼貌称呼,通常位于封内名称和地址的下两行。用什么称呼取决于写信人和收件人的关系。在某种程度上,它也决定了结尾敬语的选择。这两项是相呼应的。

一般来说, Dear Sir (或 Dear Madam,用于未婚或已婚女性均可)往往用来给某一个人写信。如果不知道收件人名字或性别,可用 Dear Sir or Madam (Dear Sir/Madam)。在英国称呼两个或两个以上的人习惯用 Dear Sirs, Dear Sirs or Mmes。在美国用 Gentlemen。Gentlemen 不用单数,如果商行或公司是女士管理或者经营的,则称呼为 Dear Madam。

5) Body of the Letter (正文)

This is the most important part of a letter. It should be carefully planned and paragraphed with the first paragraph referring to previous correspondence and the last paragraph to future actions or plans. Confine each paragraph to one point you wish to stress and arrange the paragraphs in a logical order.

When writing your letters, it is wise to make them more effective, keep them brief and use short sentences and short paragraphs. Write simply, clearly, courteously, grammatically correctly, and to the point, avoiding stereotyped phrases and commercial jargons.

The body of a letter contains the opening paragraph, the actual message of the letter and the closing sentences.

这是信函最重要的部分。要仔细安排,认真分段。一般第一段谈及上次信函,而最后一段涉及日后的行动或计划。每一段说明一个要表达的要点并按逻辑顺序划分段落。

6) Complimentary Close (结尾敬语)

The Complimentary close is merely a polite way of ending a letter. The expression used must suit the occasion and match the salutation. The most commonly used sets of salutation and complimentary close are:

结尾敬语只是用来礼貌地结束书信的一种方式。它必须和前面的称呼呼应。下面是称呼和结尾敬语的使用方法：

Salutation	Close	Occasion
Dear Sir(s) Dear Sir(s) or Madam (Mmes)	Yours faithfully Faithfully yours	Standard and formal closure — used in Britain
Gentlemen Ladies/Gentlemen	Yours truly Truly yours	Used in America and Canada
Dear Mr. Smith Dear Ms. Green	Yours sincerely Sincerely yours	used both in America and Britain on formal occasion
Dear Henry Dear Linda	Best wishes (UK) Best regards Regards (U. S.)	Informal and between close colleagues, friends and relatives

7) Signature (签名)

The signature usually includes the name of your company, your signature, your typed name and your business title. If the name of your company is printed on the letterhead, then you simply write your signature. It is signed in ink immediately below the complimentary close. The written signature and the printed signature must correspond exactly.

签名通常包括写信人公司的名称,本人手签签名,打印的签名及写信人职位。如果信头部分已经印制好了公司名称,则只需手签即可。签名一般写在结尾敬语下面。手签的和打印的签名必须严格相符。

8) Attention Line (收信人)

The phrase “Attention of ...” or “Attention: ...” “To (For) the attention of ...” is used if you wish to address the letter to a particular member or a department of the company. It is typed two line-spaces above the salutation and underlined, e. g.

- Attention of Import Dept.
- Attention: Import Dept.
- To the attention of Import Dept.

如果希望公司某一个具体经办人或部门收信,就用“Attention of ...” or “Attention: ...” “To (For) the attention of ...”来表示。一般在称呼上面空两行,加底线。

9) Subject Line (事由)

The subject line helps the reader to obtain quickly the gist of the letter. It is also used as a guide for filing. It comes two lines below the salutation and above the body of the letter. It can begin with or without “Re:” or “Subject:”, and is usually underlined, e. g.

- Re: Shipping Advice of Freezers

8 外贸英语函电

b. Subject: Shipping Advice of Freezers

c. Shipping Advice of Freezers

事由主要是使读者很快识别来信意图。它也可以作为文件分类的指南。事由在称呼下面空两行,可以标注“Re:” or “Subject:”,也可以不标,通常有下加线。

10) Reference Notation (经办人代号)

The reference notations are made up of the initials of the person who dictates the letter and of the secretary or typist. The initials are usually typed two line-spacing below the signature against the left-hand margin. The two sets are separated by a colon or a slant, with the dictator's coming first. You may capitalize both, or neither, or only the first of the set.

经办人代号由书信口述人和秘书或打字员姓名的首字母组成,通常打在签名下面的第三行及靠左边边缘线上。两组字母以口述人姓名的首字母开头,用冒号或者斜线分开,可全部大写,或全部小写,或只将每人姓名的第一个字母大写。

11) Enclosure (附件)

If any documents, catalogues, price lists, etc. are sent with a letter, it is necessary to add “Enclosure” or its abbreviation “Enc.” or “Encl.” on the bottom left-hand, with a figure indicating the number of enclosures, if there are more than one, e. g.

a. Enclosures (2)

b. Enc. 1 invoice

c. Encl. 2 catalogues

d. Encls. : As Stated

e. Enclosure: New Freight Rate Sheet

如果随信寄去了单据、目录、价目表等等,则有必要在信左下角打上“Enclosure”或其缩写“Enc.”。若附件不只一份,则需注明附件的份数。

12) Carbon Copy Notation (抄送)

If the copy of the letter is to be sent to a third party, type cc or CC two line-spacing below the signature or immediately below the enclosure at the left-hand margin, followed by the name of the recipient of the copy.

信件内容要抄送第三方时,可在签名或附件下两行沿左边边缘线打上“cc”或“CC”,再打上抄送对象名称即可,如:

CC: Marketing Department

13) Post script (P. S.)

In business letters, a post script is usually used not in its original function (to append an omitted idea), but rather as a device to emphasize something. Sometimes, the writer may put a handwritten post script to the typewritten letter in order to add a personal touch to the

letter. Writers of sales letters often withhold one last convincing argument for emphatic inclusion in a post script. It is always in the form of "P. S."

在商务书信中,附言通常不是用于其原始作用(提及某件被遗忘的事),而是作为强调某事件的一种手法。有时作者在打好了的信上加入附言,以便给信件增加些人情味。有些推销信为了给对方加深印象,常把最有说服力的论点归纳在附言中。附言的英文缩写形式为 P. S.。

Format of Business Letters

Here is a sample of the indented form:(缩行式)

Johnson & Johnsonny

1 J&J Plaza New Brunswick,

NJ 089333 U. S. A.

Tel: 732 - 524 - 0400

Fax: 732 - 525 - 0622

E - mail: carrie@nj.com

Our Reference No.

Your Reference No.

Date: July 22nd, 2009

Soft Health Care Product Corp.

Room 2301 YiLi Bld

35 Nanjing Road

Shanghai, China

Attention: Mr. Wang, Import Dept.

Dear Sir,

Re: SHAMPOO

We have received your letter of July 10th enquiring for our JOHNSON'S baby shampoo with natural lavender, but unfortunately, the stock of this product is running low due to the heavy demand. But we will inform you as soon as the new supplies come up.

We sell a wide variety of baby's shampoo. All of them are made of the NO MORE TEARS formula. For your reference, we enclose an illustrated catalogue of our shampoo and we hope you will find it interesting.

We hope that we can close some business to our mutual advantage in the future.

Yours faithfully,

Johnson & Johnson

Doris Ferguson

(Manager)

10 外贸英语函电

The main feature in this style is that each line of the “Inside Name and Address” is indented 2 – 3 spaces, and the first line of each paragraph is indented 3 – 8 spaces.

Sample of the blocked form: (平头式)

Johnson & Johnson	
1 J&J Plaza New Brunswick,	
NJ 089333 U. S. A.	
Tel: 732 – 524 – 0400	Our Reference No.
Fax: 732 – 525 – 0622	Your Reference No.
E-mail: carrie@jnj.com	
Date: July 22nd, 2009	
Soft Health Care Product Corp.	
Room 2301 YiLi BLD,	
35 Nanjing Road,	
Shanghai, China	
<u>Attention: Mr. Wang, Import Dept.</u>	
Dear Sir,	
<u>Re: SHAMPOO</u>	
<p>We have received your letter of July 10th enquiring for our JOHNSON’S baby shampoo with natural lavender, but unfortunately, the stock of this product is running low due to the heavy demand. But we will inform you as soon as the new supplies come up.</p> <p>We sell a wide variety of Baby’s shampoo. All of them are made of the NO MORE TEARS formula. For your reference, we enclose an illustrated catalogue of our shampoo and we hope you will find it interesting.</p> <p>We hope that we can close some business to our mutual advantage in the future.</p>	
Yours faithfully	
Johnson & Johnson	
Doris Ferguson	

Every line in the block style begins at the left-hand margin. To make the letter compact and tidy, the spaces between paragraphs should be increased.

Sample of semi-blocked style: (改良平头式)

Johnson & Johnson	
1 J&J Plaza New Brunswick, NJ 089333 U. S. A.	
Tel: 732 - 524 - 0400	Our Reference No.
Fax: 732 - 525 - 0622	Your Reference No.
E - mail: carrie@jnj.com	
Date: July 22nd, 2009...	
Soft Health Care Product Corp.	
Room 2301 YiLi BLD,	
35 Nanjing Road,	
Shanghai, China	
<u>Attention: Mr. Wang, Import Dept.</u>	
Dear Sir,	
<u>Re: SHAMPOO</u>	
We have received your letter of July 10th enquiring about our JOHNSON'S baby Shampoo With Natural Lavender, but unfortunately, the stock of this product is running low due to the heavy demand. But we will inform you as soon as the new supplies come up.	
We sell a wide variety of baby's Shampoo. All of them are made of the NO MORE TEARS formula. For your reference, we enclose an illustrated catalogue of our shampoos and we hope you will find it interesting.	
We hope that we can close business to our mutual advantage in the future.	
Yours faithfully,	
Johnson & Johnson	
Doris Ferguson	
(Manager)	

In the style, paragraphs are not indented. The date, complementary close and signature are aligned slightly past the center of the page.

2. Addressing the Envelope (信封写法)

Envelope addressing should be accurate, clear and in good appearance.

The name and address of the receiver on the envelope are always put in the center or