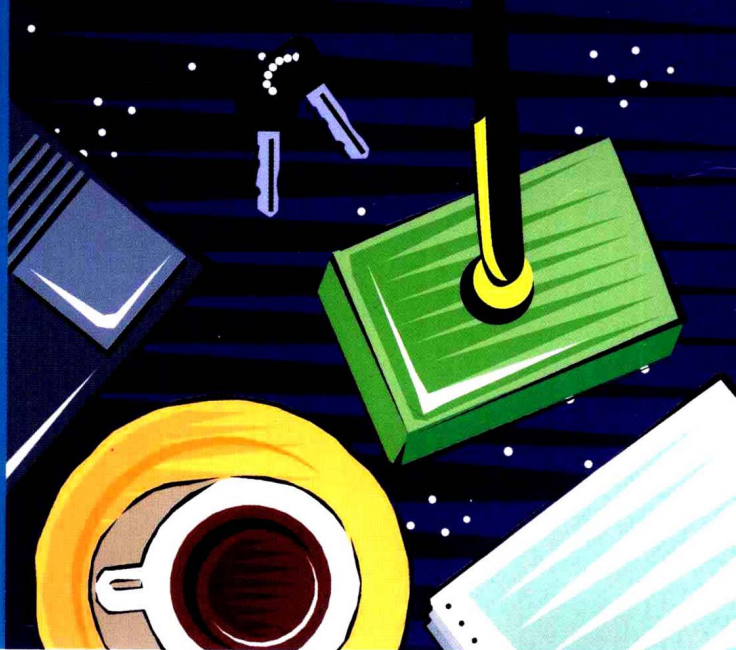




WAIMAO
YINGYU
HANDIAN



21世纪国际经贸精品教材
21SHIJI GUOJI JINGMAO JINGPIN JIAOCAI

外贸英语函电

主 编 李艳丽

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总序

“21世纪国际经贸精品教材”是山东人民出版社精心打造的大学经济类学生的系列教科书。出版社的想法是，“这套教材既要成为大学本科和高职院校经济类学生的精品教材，又要成为其他各类人员自学国际经济与贸易的通俗读物”。这一要求看似简单，其实是很高的目标。

山东人民出版社的同志委托我牵头组织教材的编撰事宜，是对我的信任和重托，我十分感谢他们。但是，说实话，一开始对是否接受这一任务，我还是颇为踌躇的。一是因为现在市面上这类教材，虽然质量上良莠不齐，但数量上可谓汗牛充栋，再组织一套这类教材到底有无必要。二是因为要编写出一本理论性、实践性、前沿性、通俗性等等特质皆具的教材是一件十分困难的事情，何况还是一套系列教材。三是按目前各高校比较通行的人才评价体系，似乎编写教材是一件“机会成本”很高的事情，能否组织起一支优秀的学者队伍未可知。

中国世界经济学会山东省的三位常务理事卢新德教授、范爱军教授、李平教授及山东省各本科院校经济贸易类院、系诸位院长、系主任的积极加盟，使我树立了信心；特别是近几年国际经济理论的不断发展和国际经济实践的规则、程序等发生了很多变化，使我深深感到，把这些最新的理论和实践纳入教科书，系统的介绍给广大的莘莘学子，也是我们这些学人的责任。

人类社会在经历了一个多世纪的战争、危机、和平与发展之后，进入了以经济全球化日益发展和国际经贸活动日益深化为重要特征的新的时期。一是国际贸易成为国际交往中最活跃的活动之一，全球国际贸易的增长速度超过了世界生产的增长速度。虽然受到金融危机的影响，2008年全球商品出口仍然增长了15%达15.78万亿美元，服务出口亦增长11%达3.73万亿美元。国际贸易推动着市场的国际化，成为各国经济发展和世界经济增长的重要引擎；二是国际直接投资的迅速增长。国际直接投资是生产资本国际化的实现形式，体现了资本循环突破国界不断扩展的趋势。进入21



世纪以来,国际直接投资从2004年至2007年步入高速增长期,2007年国际直接投资达到了15.4万亿美元;三是国际金融成为国际交往的重要组成部分,促成了金融的国际化。随着资本全球化的进一步深化和国际资本市场的逐步完善,国际间接投资总体规模持续扩大,资金流动速度也越来越快。总之,经济全球化加速了商品、资本、人员、服务和技术等要素在全球范围内的自由流动和优化配置,有效地提高了经济效率和全人类整体的福利水平。伴随着经济全球化,虽然也出现了许多新的经济问题,例如最近几年来的全球经济失衡问题和美国次贷危机引发的全球性金融危机问题等等,但是作为人类社会迄今最先进的生产方式,经济全球化将继续呈现出加速发展的趋势。

国际经济学是对国际经济活动实践的总结,国际经济学的研究对象随着国际经济活动的扩展而不断发展。通常学者们把国际经济学分为三个构成部分,即国际贸易理论、国际金融理论和国际直接投资理论。最早的国际经济学主要是国际贸易理论,这是因为当时国际贸易活动是最主要的国际经济交往。随着国际金融活动在国际经济活动中的地位不断增强,国际金融理论占据了国际经济学的一个重要位置。20世纪70年代以后,国际直接投资的规模和跨国公司的影响越来越大,国际直接投资理论成了国际经济学中不可或缺的一部分。在这三部分理论中,理论也是随着实践的发展而深化的。例如,在国际贸易理论中,李嘉图的比较优势理论从技术差异入手解释了当时大多数的国际贸易活动,但不能解释技术上相同、资源禀赋存在差异的两个国家之间的贸易;赫克谢尔与俄林从要素禀赋差异出发,解释了这种国际贸易;随着国际贸易活动中产业内贸易的增多,传统的国际贸易理论受到了挑战,占世界贸易额相当大比重的一部分贸易并不是因为比较成本的差异或者资源禀赋的差异而发生的。20世纪70年代末80年代初,以克鲁格曼为代表的一批经济学家提出了新贸易理论,该理论打破了传统贸易理论中“完全竞争”和“规模报酬不变”这两个关键假设后,为解释贸易动因与贸易基础开辟了新的视角。面向未来不断发展和变化的国际经济现象,国际经济学中的一些目前占据统治地位的理论 and 观点将会修正和发展,一些理论前提和假设将被摒弃,新的视角将产生。国际经济学理论的发展将会进一步推动国际经济实践的发展。

中国的发展离不开世界,世界的繁荣稳定也离不开中国。改革开放30年来,中国社会的各个方面都发生了前所未有的变化。一个13亿人口的大国,持续30年保持了年均近10%的增长速度,不能说不是个奇迹。2008

年,中国经济总量跃居世界第三位,并有望于2009年超越日本居第二位。中国经济发展的成就,已经得到全世界的公认。在全球经济一体化日益发展的今天,中国经济必将进一步融入世界经济体系中,这一使命的完成需要大批熟悉市场经济规律和国际经贸规则的企业家、经济学家和管理人才。培养高水平的人才需要有高水准教材。我想这也是我的同仁们不计精力和经济“投入产出”比,而全力投入这一工作的根本动力所在。

这套教材即将付梓了,周云龙同志要我写个总序,我依命行事便写了以上这些话,聊以为序。至于这套系列教材的内在质量和特色,按照写序的常规是应该自夸一番的,但我想还是留给使用这一教材的教师和学生们去评判吧,因为他们是最有发言权的。最后我还要郑重说明,我只是为该系列教材做了些“牵头”的事情,真正为该书付出心血的是各本教材的主编、参编的各位学者和山东人民出版社的周云龙编辑,特向他们表示敬意!

范跃进

2009年8月

前 言

《外贸英语函电》是国际经济与贸易专业一门实践性、操作性很强的课程,本书正是这门核心课程的实战教程。本书共 16 个单元,内容涉及外贸交易的所有环节,如:建立业务关系,资信调查,询盘,发盘,还盘和接受,销售促销,订单及其履行,支付,包装,保险,装运,索赔与理赔等,此外还包括贸易方式、商务合同、传真和 E-mail 等方面的内容。每个单元包括专题简介、正文信函、生词解释及关键词语的用法、有用的句型、写作技巧、补充阅读材料、练习等 7 个部分。附录中介绍了重要的国际展览会,列出了大量外贸业务中常用的缩略语、组织机构名称、货币名称、贸易术语、专业词汇等。

在撰写本书的过程中,我们坚持“以读者为本”的原则,即将“方便性”、“实用性”作为首要考虑的问题。为此,本书形成了以下三个主要特点:

1. 读者能清晰地看到一笔交易的整个函电沟通过程,这是本书与其它同类教材相比最大的特色。每个单元样函中的前一至两封信都是围绕烟台希望进出口公司(Yantai Hope Import & Export Corporation)与美国公司 Messrs. Hawker Wood Trading Co., Ltd. 之间的有关蘑菇罐头的特定交易展开。此外,每个单元还有一封到几封与其他公司之间的业务信函,因为是进出口公司,涉及的业务种类、外国公司也就各不相同。这样正文样函既主线清晰又做到了兼顾内容丰富。

2. 本书内容翔实,结构严谨,取材真实,反映了当今进出口业务的现实与最新变化。很多信函都是选自实际应用的范例,能真切反映交易的实际过程,有助于消除学生“学无以致用”的担忧,从而提高其学习积极性。另外,本书的主要内容用英文编写,可用于双语教学和英语教学,有助于培养学生直接用英语思维的习惯和提高其实际英语应用能力。

3. 商务函电的写作是一门极有用的技能,学生必须练好基本功。为方便学生预习和复习,我们将信函中所涉及到的重点词和短语都以黑色斜体形式突出显示,在“Words, Phrases and Notes”部分详细加注了易读错词的音标,先后列出其英文、中文释义,加上中英文对照的例句。Useful Sentences 也以双语形式提供了大



量进出口各业务环节可能用得到的函电写作句型。

本书的编写工作凝结了 8 所高校 11 位教师的辛勤劳动。具体分工如下:李艳丽编写第一、十五章,设计全书写作大纲并负责全书统稿;孟淑云编写第二、十一章;隋红霞编写第三、十章;吴仁波编写第四、五章,并起草前言;程雁编写第六章,王德娟编写第七、十六章;孙丽燕编写第八章,并提供了国际重要展览会的资料;胡大龙编写第九章;盛美娟编写第十二章;邢丽荣编写第十三章;张东芳编写第十四章和附录中的大部分内容。此外,王川协助整理了文本翻译和练习答案。为了方便教学,文本翻译和练习答案不在教材中列出,如有需要,请大家到山东人民出版社网站下载。

本书适合国际经济与贸易专业的学生、外贸工作者及所有需要同外商进行沟通的从业人员参考使用,可以作为各级院校的教学用书、公司培训用书以及自学参考用书。

本书编写得到了山东人民出版社的大力支持,编写过程中参考了多种同类教材,在此一并表示深深的谢意。由于编者水平有限,书中不妥之处在所难免,敬请读者、同仁、专家不吝赐教,批评指正。

作 者

2009 年 7 月

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UNIT 1 BUSINESS LETTER WRITING

Exchange of information plays an important role in all transactions. A great deal of business is conducted through exchange of information. It can be made in various methods either in speaking or in writing. Compared with oral communication, written forms can secure more complete understanding between the parties concerned and be kept permanently as a record of each transaction. There are many types of written communication such as letters, memos, reports, telegrams, telexes, etc. Business letters are the principle means used by firms to keep in touch with their trading partners. Effective business letter writers can help increase their company's sales and profits by establishing good relations with other companies. In addition, proficiency in business letter writing may help the writer gain more self-confidence and more success in business.

Section 1 Layout of Business Letters

When writing a business letter, you need to follow a standardized layout. Generally speaking, a business letter should consist of the following seven principal parts; the letter-head, date, inside name and address, salutation, body of a letter, complimentary close, and signature. But depending on the type of the letter, some other elements may be included such as reference No. , attention line, subject, enclosure, carbon copy, and postscript.

1. Principal Parts

(1) Letter-head

Letter-head is usually placed on the top of a letter. It gives information about the writer's company—name, postal address, telephone number, telegraphic and telex addresses, fax number, website, and even the email address.



(2) Date

The date is typed a few lines below the last line of the letter-head. Please pay attention to the following key points when writing the date:

◇ There are different ways in writing the date depending on the writer's taste such as:

6th April 2009

April 6th, 2009

6 April 2009

April 6, 2009

In the first three cases, a comma may or may not be used between the month or the day and the year. But in the last case, a comma must be used to separate the day and the year.

◇ Never give the date in figures such as 7/6/2009 which may cause confusion. In American style, it would mean July 6 but in British style, it would mean 7th June.

◇ The month is often abbreviated. e. g. Jan., Feb., Aug., Sep., Oct., Nov., Dec.. But the following months are not written in short forms: March, May, June and July.

(3) Inside Name and Address

This part usually refers to the correspondent's name and address. The information may be given in an order as follows:

- 1) Receiver's name or his official title;
- 2) Name of the recipient's company;
- 3) Number and name of the house, and name of the street;
- 4) Name of the district, the town or the city;
- 5) Name of the county or state or province, and its post code;
- 6) Name of the country.

When writing the inside name and address, you can refer to the following information:

◇ To show your courtesy, you need to add a courtesy title before the recipient's name such as Mr., Mrs., or Miss.

◇ If the recipient's name is unknown, you may address the letter to him/her by the official title such as the sales manager, the vice president, or president, etc.

◇ Messrs. (abbreviated from the French Messieurs as the plural form of Mr.) is

placed before the name of a company that includes a personal element. e. g.

Messrs. White & Sons Co. , Ltd.

Messrs. Smith Furniture Company

◇ Examples of the inside name and address

a) President

Beijing Tengfei Bicycles Import & Export Corporation

80 Fuxingmenwai Street

Xicheng District, Beijing, 10003

P. R. CHINA

b) Mr. Smith Clinton

The Oriental Textiles Trading Company

5012 Morehouse Drive

San Diego, CA 92121

USA

c) Messrs. Hawker Wood Trading Co. , Ltd.

20 High Street

Phoenix, Arizona 2011

USA

(4) Salutation

The salutation is the greeting with which every letter begins. It varies according to the writer-correspondent relationship and the formality of the letter.

◇ If the letter is addressed to an individual, use that person's courtesy title and last name, e. g. Dear Mr. Smith, Dear Miss Jane, or Dear Mrs. Jones.

Sometimes some special titles may be used as the salutation. The word "Dear" is followed by the recipient's surname. e. g. Dear Prof. Park, or Dear Dr. Clinton.

◇ If the letter is addressed to a person whose name or gender is unknown or the letter is a more formal one, you can use such salutations as "Dear Sir", "Dear Sirs", "Dear Sir or Madam", or "To Whom It May Concern". But the Americans usually use "Gentlemen" instead of "Dear Sirs".

◇ In American letters a colon is placed after the salutation, while in British letters a comma is added such as:

Dear Miss Jane: (American style)

Dear Miss Jane, (British style)



(5) Body of the Letter

This is the most important part in a letter. The message is written to convey some information to the recipient. Before you begin to write, you need consider the following two points:

What is the purpose of writing this letter?

What is the best way to present the letter?

While writing the letter, you should keep in your mind the seven principles of writing a good business letter which will be addressed in great details in section 2. The ultimate goal for you should be to make your letter professional, clear, correct and easy to understand.

(6) Complimentary Close

This part is merely a polite way to bring the letter to an end. The following are the complimentary closes most commonly used in business letters:

<u>Close</u>	<u>Comment</u>
Yours faithfully Faithfully yours	Used in formal letters, preferred by British.
Yours sincerely Sincerely yours Yours truly Truly yours Best wishes Best regards	Used in less formal letters, especially preferred by Americans

(7) Signature

The signature is the signed name writing the letter or that of the company the writer represents. It usually consists of three lines as follows:

- 1) The name of the company that the writer represents;
- 2) Manual signature of the writer;
- 3) Typed name of the writer
- 4) The writer's job title.

For instance,

Messrs. Hawker Wood Trading Co., Ltd.

David Spear

David Spear

Manager

2. Optional Parts

The above-mentioned seven parts are necessary for a business letter. Depending on different purposes, a letter may include one or more of the following parts:

(1) Reference Number

Reference numbers allow replies to be linked with earlier correspondence and ensure that they reach the right person or department without delay. It's used to avoid confusion and inconvenience in handling letters. Reference numbers are used in the following three ways:

- ◇ When one firm writes to another, a reference number is usually given in the letter-head such as "Our ref. " or "Your ref. "
- ◇ The reference may form part of the first paragraph of the reply letter. e. g. "Thank you for your letter, reference AB01, of 4 May. . . "
- ◇ The reference may appear as a subject heading. e. g.

Dear Sir,

Your Ref: AB01

Thank you for your letter of 4 May.

(2) The Attention Line

The attention line is necessary when the letter is addressed to an organization but the writer wishes to direct it to a particular person or department for attention. It is often underlined, typed between the inside name and address and the salutation. You can use such expressions as "Attention:", "Attention of", or "For the Attention of". However, if you know the recipient's name, it would be better to use it as the first line of the inside name and address and avoid an attention line. For example:

The Secretary

The Universal Textiles Co. , Ltd.

Princeton Drive

Phoenix, Arizona, AE3 5BE

USA

For the Attention of Mr. Smith Clinton

Dear Sir:

(3) Subject Headings

There are two types of headings: main headings and paragraph headings.



◇ Main Heading

Such a heading is typed below the salutation and underlined. It helps to ensure that the letter is passed to the right person or department without delay. If a coming letter carries a heading, you'd better use it as a reminder to the correspondent when you make a reply. If you are beginning a correspondence, using a heading may lead to a number of letters on the same subject. e. g.

Your Order No. 101

◇ Paragraph Heading

The heading is placed at the beginning of each paragraph to show what subject this paragraph is dealing with. Block capitals may be used, followed by a full stop (though some prefer a colon, or even a dash) to emphasize the distinction between heading and text. Paragraph heading may be useful, but it is better to confine each letter to one subject if possible, for different subjects may need attention by different departments or different persons.

An example:

We would like to confirm the following terms and conditions we have agreed upon through exchanges of correspondence in the past two months.

PAYMENT TERMS: Our terms of payment are by confirmed, irrevocable letter of credit in our favor, available by draft at sight, reaching us one month ahead of shipment.

SHIPMENT TERMS: Shipment should be effected before the end of June. Transshipment and partial shipments are not allowed.

PACKING TERMS: The goods are to be packed in cartons, lined with soft materials, each containing 10 small boxes.

(4) "Per Pro." Signature

"Per Pro." is the abbreviation of per procuracionem, which is a Latin phrase denoting agency. Strictly speaking, only a partner is entitled to sign the name of his firm. But for convenience authority to sign is often given to a responsible employee by a document known as a power of attorney, though the authority to sign may also arise from custom. In either case the attorney or agent signs "per procuracionem" or "per pro.", sometimes further abbreviated to "p. p.", for instance,

Per Pro. China National Import & Export Corporation

Signature

(5) Identification Marks/Reference Notation

The identification marks or reference notation are made up of the initials of

the person who dictated the letter and those of the secretary or typist. The initials usually are in capital letters and typed below the signature against the left margin. The two parts are separated by a colon or a slant. The following examples are acceptable forms:

DS/al DS:al

(6) Enclosures

If an enclosure or attachment accompanies the letter, type the word "Enclosure" or shortened "Enc." or "Encl." in the bottom left-hand. If more than one copy is enclosed, you'd better give the figure indicating the number of enclosures. Here are examples:

Enclosure

Encls. 2 pricelists and 1 catalogue

Enc. Bill of Lading(5 copies)

(7) Carbon Copy

There are two types of carbon copy notations. The first is indicated by "cc" or "cc:" followed by the name of the persons who will receive copies of the letters. Since most copies are now photo-copied, some people use the notation CX (Xerox copy) or PC(photo copy). This notation is typed on the original and carbon copies.

The second type of copy notation is specified on the copy only by the abbreviation "bcc"(blind carbon copy) and the recipient's name. No one other than the recipient of the "bcc" and you will know he or her has received a copy of the letter.

Notations would look like this in your letter:

cc The sales manager

CX Miss Jones

bcc Mr. Smith Clinton

(8) Postscripts

A postscript may be used in the following situations:

1) It is an afterthought as a sign of poor planning in formal letters. It should be avoided as far as possible.

2) Some executives occasionally add a postscript in pen and ink to add a personal touch to the typewritten letter.

3) Writers of sales letters often withhold one last convincing argument for emphatic inclusion in a postscript.



Examples:

P. S. . . . to see you at the Annual Sales Meeting on July 12.

P. S. This toy sells fast. It enjoyed the greatest popularity in a customer evaluation in May 2008.

When writing a business letter, you need follow a proper order of the elements included in your letter. The following example illustrates how a letter is customarily arranged. Please pay attention to the place of each element relative to the others. The italic parts are optional depending on the purpose of your letter.

