



高职高专商务英语、应用英语专业规划教材

外贸英语函电

主 编 孟建国 陈晓玲

副主编 朱佩珍 王小红 王家庆 郑亚娣 王星远 魏丽川

Business
English
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编者说明

现代经济的实际发展表明：国际贸易是经济发展的重要部分和强大动力。改革开放以来，外贸业务迅猛增长，这对中国经济乃至世界经济都贡献巨大，外贸人才的需求也随之越来越大。本书借鉴国内外外贸英语函电的结构与体系，紧密结合我国外贸业务的实际，通过大量的案例、实例，系统介绍了外贸业务活动中各种商务英语的格式与结构、写作特点、专业术语、常用专业词汇、相关句型和常见表达方式等，使学生通过实例，能举一反三，学以致用，从而提高外贸英语水平，熟练掌握外贸业务中常用的英语基本术语、表达技巧与技能。

本书倡导“工学结合、任务驱动、项目导向”的要求，一是在编写的每个单元、每个部分都明确工作任务，将外贸英语函电的工作任务定位为外贸英语函电表达，并将此任务分解到整个工作单元和工作过程；二是将外贸英语函电表达这一工作过程融入学习过程，工作场地融入教学场地，工作情景表现在教学情景中；三是职业资格融入考核标准。每单元都通过案例分析，启发引导学生思考和研习所学的内容。教材的编写融英语语言与外贸实务为一体，融函电与商务为一体，融思考与动手为一体，融案例分析与解决问题为一体，融教材与习题为一体，凸现了显性能力与隐性能力培养的结合。

本书在编写中突出了应用为主、够用为宜、贴近实际的原则，有助于培养学生尽快掌握技能，成为应用型、复合型、外向型的外贸人才。

本书按照外贸实务发展过程排列，共分 14 个单元。每个单元主要包括背景知识介绍、案例分析、课文、范例、生词、短语和习语、相关词汇和短语、参考表达和课后练习。

本书由孟建国担任主编，负责大纲的编写、总体的框架设计及全书的统稿。书稿由浙江嘉兴职业技术学院、浙江金华职业技术学院、浙江工贸职业技术学院、宁波大红鹰职业技术学院、绍兴托



普信息职业技术学院、湖北长阳县政府、浙江万里学院国际经贸职业技术学院、山西工商职业学院、广东河源职业技术学院等多家院校和单位的同仁合作完成，具体编写情况如下：

孟建国编写第一、第二、第五和第六单元；朱佩珍、李佳编写第三单元；朱佩珍、吴亚琴编写第四单元；王星远、魏丽川编写第七单元；梅蒋巧、陈晓玲编写第八单元；郑锐、王家庆编写第九单元；郑亚娣、陈晓玲编写第十单元；郑运权、杜辉编写第十单元；王小红、王家庆编写第十二单元；王小红、魏丽川、蔡苏勤编写第十三单元；郑亚娣、游国美、魏丽川编写第十四单元。

孟建国、陈晓玲对本书进行了校订，顾晓栋制作了本书配套的PPT，朱建、陈晓玲、陈林海编写了本书的教参，孟建国对每课内容、词汇表和词汇总表等进行了勘校。嘉兴职业技术学院院长盛健教授、上海师范大学的博士生导师李照国教授、复旦大学博导康志峰教授都对编写提出了许多宝贵的意见。本书最终付梓出版以飨读者，也离不开浙江大学出版社的樊晓燕副总编、张琛编辑、张颖琪编辑的编辑、校对，以及排版、美编等工作人员的辛勤工作。在此一并感谢。

本书有以下主要特点：

1. 针对性。高等职业教育要求学生在了解基础知识的同时，重点掌握商务业务的实际操作能力。本书的编写针对学生的实际和社会岗位需求，结合高职院校“工学结合、任务驱动、项目导向”的要求，通过案例分析，让学生了解自己的弱项，强调学生能力的培养，让学生能学会、能用上、能够用。通过对本书的学习，使学生掌握外贸中的基本知识，以及日常业务用语；掌握外贸一般性业务，能够起草规范的对外贸易业务交往中的信函、电报、电传和外事函件，能够翻译规范的外贸业务函件。通过对本书的学习，学生能够达到一般外贸岗位的业务能力要求。

2. 实用性。本书有针对性地选取了大量实用的国际商务函电样本，通过对样本案例的分析和课程学习，学生能熟悉翻译和写作外贸业务中各类书信、电传、电邮，掌握外贸业务中的英语术语、常用业务词汇和短语以及有关业务缩略语、惯用句型和表达方法，同时熟悉合同及各类外贸单证，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。各单元主题突出、内容实用，每单元都配有针对性极强的练习，以帮助巩固和深化所学内容。

3. 时代性。通过对本书案例的分析和课程学习，熟悉翻译和写

作外贸业务中的各类书信，掌握外贸业务中的英语术语，使学生具备撰写国际商务英语书信的能力。采用双语教学的形式讲授该门课程，是适应教育面向现代化、面向世界、面向未来的发展要求，可以提高学生应用外语的水平，尤其可以提高学生的专业外语水平。

4. 系统性、连贯性、真实性。本书按外贸业务的流程，将内容分为 14 个单元，包括安排外事、商务活动、邀请、介绍、致谢、建立商务关系、政策、询价、报盘、还盘、订货、发票、支付、折扣、寄售、开立与延展信用证、装运、催货、索赔、理赔、换货、代理、包销、技术贸易、合资等。由于本书的编写人员在编写前期进行了大量的实际调查和资料搜集，在编写时注重内容体系和单元模块的安排，从而确保了本书内容的系统性、连贯性和紧贴外贸实际情况的真实性。

本书可供各高职高专院校作为教材使用，也可供从事相关专业的在职人员作为参考书使用。

本书系 2008 年浙江省社科联研究课题“我国发达地区高职高专教学体系改革与教材建设研究——以浙江省高职高专商务英语专业工学结合教材编写为例”（08B130-G，主持人孟建国）研究建设项目。

由于编写经验和水平有限，教材中难免还有不足，敬请体谅和不吝赐教。

编 者
2009 年夏



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UNIT 1

Layout of Business Letter Writing

商务书信写作格式

目的与要求

本单元主要介绍商务书信写作的基本知识。在对外贸易中，商务书信的格式要求十分严格，它代表一个公司的形象。本单元的教学目的是使学生了解国际书信写作的格式，掌握英美、特别是中英文中不同的写作方法和风格。

◆ Background

华信贸易有限公司成立于 1980 年，是经国家批准的具有进出口经营权的综合性贸易公司。

Case

华信贸易有限公司欲与国外公司建立业务关系，请问中、英信函封面书写格式有区别吗？具体差异表现在哪几方面？在中、英文不同信函封面如何避免出现错误？

◆ Introduction

商务书信大体上分为三个类型：

1. 建立行为；
2. 建立信誉；
3. 提供资讯。

要使你的信函能产生预期效果，你必须了解客户的需要，并清楚表达你要表达的想法与意愿。

Business communication is concerned with the successful n. 交流，通信
exchange of messages that support the goal of buying and selling goods



or other services. There are many forms being used in communication. It includes letters, telegrams, telexes, cables and electronic **correspondence**. But it is clearly seen that business letter is still the main carrier of business communication. So it is the very important for students of business communication to master the skills of reading and writing a good business letter that presents ideas clearly to enable readers to understand with the least possible effort.

n. 通信, 信件

A good business letter can play an important role in trade, increase friendship and obtain complete understanding between the parties involved. Business letter writing is one of the necessary business activities. Only when the letter which conveys the message is faultless can it be an effective business letter. So the following essential principles must be paid more attention to if you want to write an appropriate business letter.

1.1 Principles of Business Letter Writing

The most **effective** business letter should be easy to read and easy to understand. They must be friendly and courteous. We should keep the point in mind that business letters play an important role in the development of goodwill and friendly trade relationship. Generally speaking, we need to apply some specific writing principles while writing a business letter. They are: consideration, completeness, correctness, concreteness, conciseness, clarity and courtesy.

adj. 有效的, 被实施的

1 Consideration

Consideration is an important rule of good business writing. The letters you send out must create a good impression. Try to put yourself in the other's place to give the consideration to his or her varied wishes, demand, interest and difficulties. Emphasize the "You-attitude" rather than the "I- or We-attitude". Find the best way to express your understanding and present the message. That enables a request to be refused without killing all hope of business or allows a refusal: to do a favor without harming friendship.



Compare the following pairs of sentences:

You-attitude	We-attitude
Congratulations to you on your success.	We will send you the sample next month.
We'd like to send my congratulations to you.	We won't be able to send you the sample this month.
You earn 2% discount when you pay.	We allow you 2% discount for cash payment.

2 Correctness

Correctness means not only proper expression with correct grammar, punctuation and spelling, but also appropriate tone which is a help to achieve the purpose. It is likely to convey the real message in a way that will not cause offence even if it is a complaint or an answer to such a letter. Business letters must be factual information, **accurate** figures and exact terms **in particular**, for they involve the right, the duties and the interest of both sides often as the base of all kinds of documents. Therefore, we should not understate nor overstate as understatement might lead to less confidence and hold up the trade development while overstatement would throw you in an **awkward** position.

adj. 精确的, 正确的
特别地, 格外, 尤其

adj. 笨拙的, 尴尬的

3 Completeness

A business letter is successful and functional only when it contains all the necessary information. An outline helps the letter to be full and complete. See to it that all matters are discussed, and all questions are answered. Incompleteness is not only impolite but also leads to the recipients' unfavorable impression towards your firm.

He may give up the deal if other firms can provide him with all the information needed, or if he would not take the trouble inquiring once again.

As you work hard for completeness, keep the following guidelines in mind: Why do you write the letter? What are the facts supporting the reasons? Whether have you answered the questions asked or not? What has the reader expected to do?

4 Concreteness

What the letter comes to should be specific and definite. Especially for letters calling for specific reply, such as offer, inquiring trade terms, etc., concreteness is always stressed. For example, some qualities or



characters of goods should be shown with exact **figures** and avoid words like “short”, “long” or “good”. Give specific time with date, month, year and even hour, minute, if necessary, but avoid expression such as yesterday, next month, immediately, etc.

The following guidelines can help us write concretely: use specific facts and figures; put action in your verbs, prefer active verbs to passive verbs or words in which action is hidden; choose vivid, image-building words; pay attention to word orders, put modifiers in the right place.

5 Conciseness

Conciseness is often considered to be the most important writing principle. It can save both the writer’s and the recipient’s time. Conciseness means most complete message but briefest expression without sacrificing clarity or **courtesy**. A good business letter should be **precise** and to the point. To achieve conciseness of your letter writing, try to keep your sentences short, and avoid wordy languages and **redundancy**, or repetition, and eliminate excessive details.

Paragraphing carefully can make a business letter clearer, easier to read and more attractive to readers. It is a good rule to confine each paragraph to only one point or topic.

Compare the following sentences:

Concise	Wordy
We will consider the delivery schedule at today’s meeting.	We are going to give consideration to the delivery schedule at today’s meeting.
They attend the Guangzhou Trade Fair to find a partner.	They attend the Guangzhou Trade Fair for the purpose of finding a business partner.
We’ve received your letter of March 15.	We are in receipt of the letter you send to us on March 15.
We have received your L/C.	Please be advised we have received your L/C.
Thank you for your letter of...	The writer wishes to acknowledge your letter of...
I/We enclose our new catalogue .	Enclosed please find our new catalogue.

6 Clarity

You must express yourself clearly to make sure that the message

n. 数字

n. 礼貌; 谦恭有礼的言辞
/ adj. 精确的; 明白的
n. 过多, 多余; 冗语, 赘词

n. 产品目录



conveys exactly what you wish to say and is not liable to misunderstanding. Avoid vague and ambiguous expressions. When you are certain about what you want to say, express it in plain, simple words, or present it in well-constructed sentences and paragraphs, and include necessary transitional words or expressions to link them up. Good, straightforward, and simple English is what is needed for business correspondence, and **eliminate** excessive details.

v. 除去, 剔除, 排除

Compare the following pairs of sentences:

We send you 4 samples yesterday of the goods which you requested in your letter of May 10 by air.	We send you yesterday, by air, 4 samples of the goods—which you requested in your letter of May 10.
The goods not only differ in quality, but also in price.	The goods differ not only in quality, but also in price.

7 Courtesy

Courtesy plays a considerable role in business letter writing as in all business activities. It is a favorable introduction card, helping to strengthen your business relations and establish new ones. Courtesy means to show tactfully in your letters the honest friendship, thoughtful appreciation, sincere politeness, considerate understanding and heartfelt respecting.

Avoid irritating, offensive or **belittling** statements. Answer letters promptly, for punctuality will, please your recipient who hates waiting for days before he obtains a reply to his letter. Sometimes, **discrepancy** may occur in business but with **diplomacy** and tact, it can be overcome and settled without ill-will either side. Never show your anger in a business letter.

adj. 小看的, 轻视的

n. 相差, 矛盾, 差异

n. 外交

And you must also adopt the right tone. Before you begin to write, think carefully about the way in which you want to influence your customer, and then express yourself accordingly, being persuasive, firm, apologetic and so on.

Compare the following sentences:

We are sorry you have misunderstood us.	We are sorry we didn't make ourselves clearly.
Your letter of May 5 regarding the shipment of this batch has been received.	Your letter of May 5 regarding the shipment of this batch has received our careful attention.



1.2 The Structure and Format of Business Letters

1 Letterhead

Letterhead designs vary with business organizations and occupy the top of the first page. They may be positioned in the center or at the left margin for full **block style** or flush at the right margin for **indented style**.

平头格式 / 缩行格式

Most of the business firms and other organizations use stationery with a printed letterhead, which contains all or some of the following elements: the company's name, address, postcode, telephone number, telex number, fax number, email address, and possibly the name of the chief executive. It may even include a picture or slogan for a symbol of the company. This will be useful not only to the reader in responding to the message but also to the firm in creating a favorable impression.

If the **stationery** you are using does not have a printed letterhead, type the company's name, address, phone number and email address in the upper right-hand of the page.

n. 文具

2 Date Line

All business letters should have the correct date typed under the letterhead. The date records when the letter was written and may serve as an important reference. For example, if there is a question about an order or shipment, a contract, or a reply to customer complaints, you will have the dated copy of a letter in your files to **verify** when you wrote the message and what you said. Try to send the letter on or close to the date typed under the letterhead.

vt. 核实, 查证

The date is usually placed two lines below the last line of the letterhead, at the left margin for full block style or ending with the right margin for indented style. It is usual to show the date in the order of day/month/year (English practice), or month/day/year (American practice). For the day, either **cardinal numbers** or **ordinal numbers** can be used. However, there is a growing tendency to omit the ordinal suffixes -st, -nd, -rd and -th that follow the day of the month in the date line. For example,

基数 / 序数

25th March 2009

March 25th, 2009

25 March 2009

March 25, 2009

Never give the month in figures and **abbreviations**, for it can easily cause confusion. *n.* 缩写, 缩写词

3 Inside Address

The inside address consists of the name, address and zip code of the company or person to whom you are writing. It usually begins directly or on the third line below the date line.

If the letter is addressed to a person, use either a **courtesy title** (Miss, Mr., Mrs., or Ms.), or if appropriate, rise a **professional title** (Dr. or Prof., for example). *礼貌尊称*
职业称呼

Do not use both kinds of titles with one name. Sometimes, the title of a person's position within the organization may be included and typed either immediately after the person's name or on the line below the person's name, whichever position results in better balance. If the letter is to a group, the inside address includes the full group name and the address. Care should be taken to address the **recipient** as exactly as it appears on the **envelope** of the letter. See the example below: *n.* 接受者
n. 信封

Mr. Alfred McKenna, Treasurer
Finance and Accounting Department
Warren, Hanson & Associates
259 Third Avenue
New York, New York 10007

4 Salutation

The salutation is the **complimentary** greeting with which every letter begins. After the inside address reference line, the salutation is typed two lines down, flush with the left margin. *adj.* 问候的, 称赞的

The customary formal greeting in a business letter is:

(1) for addressing one person

Dear Sir,

Dear Madam,

(2) for addressing two or more people

Dear Sirs,

Dear Madams,

Gentlemen, (always should be in plural form)

A formal greeting is usually followed by a colon. If the receiver is



known to the writer personally, a less formal and warmer greeting is used as follows:

Dear Ms. Bontoux,

Dear Dr. Walter,

The trend is towards “Ms.” as the courtesy title for all women regardless of their marital status.

婚姻状况

5 Body of the Letter

The body of the letter, which contains the message you want to send across to the receiver is the core of the letter. A good letter will not only get the business done but also promote goodwill. Thus, it should be carefully planned and messages should be stated and arranged logically.

It is best, even for a short letter, to divide the body into at least two or three paragraphs, confining each paragraph to one topic. This step makes your text easier to read and presents your message more clearly. A typical plan for a three-paragraph letter would look like the following:

Paragraph one—Begin with information that catches the reader’s attention and refers to some need or interest of the reader, or refers to the previous correspondence if there is one. Put “you” into the letter.

引起读者注意

Paragraph two—Bring in your involvement, or what service or information you have to offer. Put “you and I” into the letter.

提到，谈到，查阅

Paragraph three—End the body of the letter with the action or idea that you want the reader to consider or with the results you would like to have.

6 Complimentary

The complimentary close is merely a polite way to end a letter. It is a part of the body of a business letter. It appears in the middle of the page and two lines below the closing sentence for complimentary close should be in accordance with the salutation.

	Formal	Less Formal	Informal
Salutation	Dear Sir or Madam,	Dear Mr. Smith,	
	Dear Sir,	Dear Ms. Yen,	Dear Mary,
	Gentlemen,	Dear Hope,	Dear Tom,
Complimentary	Yours faithfully,	Yours sincerely,	Sincerely,
	Faithfully yours,	Sincerely yours,	Cordially,
	Truly yours,	Cordially yours,	Best regards.

7 The Signature

The signature mainly consists of the addresser's signature, followed by the typed name of him or her immediately. For example:

Yours truly,

Frank W. Weston

经办人姓名

Frank W. Weston

Vice President, Distribution Chief of the Mineral Dept.

Grand Resources Import & Export Co.

8 Attention Line

An "attention line" is considered a part of the inside address and it leads the letter to a particular person or department when the letter is addressed to a company. It is usually typed two lines above the salutation, as shown below:

Western Utilities, Inc.

817 West Main Street

Denver, Colorado 80061

Attention: Import Dept.

We can also use the following expressions:

For the attention of the Sales Manager

由销售部经理亲启办理

Attention of Mr. Standard, General Manager

9 Subject Line

The subject heading is regarded as a part of the body of a business letter. Usually it is in the upper case or initial capitals underlined. It is centered over the body of the letter, and placed two lines below the salutation to call attention to what content the letter is about.

大写字母

(1) Dear Sir or Madam,

SUBJECT: NEW PRICE LIST

价格单, 价目表

(2) Dear Sir,

Our Sales Confirmation No. TE88

n. 证实, 批准; 确认

10 References

In business communication, when a firm writes to another, each



will give a reference. References enable replies to be linked with earlier correspondence and **ensure** that they reach the right person or department without delay. Many letter-headings provide space for reference.

vt. 保证, 担保

Since the reference is generally used as a useful indication for filing, it should be easily seen. It is often placed two lines below the letterhead. It may include a file number, departmental code or the initials of the signer of the letter to be followed by the typist initials. The signer's initials are usually in **capitalized** letters; the secretary's initials are sometimes typed in small letters. The two sets of initials may be divided by the **oblique** sign or a full stop. When giving the reference of a previous letter, to which the present letter is reply, it is helpful to give the date of the earlier letter. Typical references might therefore be:

v. 大写

adj. 倾斜的

Your ref. 23 TMR/AW/25 April 2009

Our ref. 23 PTR/XN

11 Enclosure

An enclosure notation should be added to the business letter, when such documents as **brochures**, catalogues, price lists, **sales terms and conditions**, etc. are attached to the letter. The enclosure notation follows two lines after the signature block. Type the word "Enclosure", or its abbreviation written as "Enc." or "Encl." with the number of enclosures or with a reference of their nature. Thus, a typical enclosure might read:

n. 小册子 / 销售条款

Encl-2

1. Price List

2. Terms and Conditions of Sale

Make sure that the number of items should be the same as the items mentioned in the letter.

12 Carbon Copy Notation

Carbon copy notation is used when copies of the letter are sent to others. Type "CC" or "cc" with the names of the persons who will receive the copies of the letter, after the signature block at the left margin. For example, cc The Chamber of Commerce for Metal and Minerals.

复写, 副本

13 Postscript

When you find something forgotten to be included in the letter body before the envelope is to be sealed up, you may state it in a **postscript** with a simple signature again. The adding of a P. S. should,

n. 附言, 后记