



“十二五”职业教育国家规划教材
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普通高等教育“十一五”国家级规划教材
21世纪高职高专财经类专业核心课程教材

外贸英语函电

Foreign Trade English Communication

(第六版)

隋思忠 田汶灵 主编
张琳娜 副主编

 东北财经大学出版社
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“财道书院”智能教学互动平台是该工程项目建设成果之一。该平台通过系统、合理的架构设计，将教学资源与教学应用集成于一体，具有教学内容多元呈现、课堂教学实时交互、测试考评个性设置、用户学情高效分析等核心功能，是高校开展信息化教学的有力支撑和应用保障。

富媒体智能型教材是该工程项目建设成果之二。该类教材是我社供给侧改革探索性策划的创新型产品，是一种新形态立体化教材。富媒体智能型教材秉持严谨的教学设计思想和先进的教材设计理念，为财经职业教育教与学、课程与教材的融通奠定了基础，较好地避免了传统教学模式和单一纸质教材容易出现的“两张皮”现象，有助于教学质量的提高和教学效果的提升。

从教材资源的呈现形式来说，富媒体智能型教材实现了传统纸质教材与数字技术的融合，通过二维码建立链接，将VR、微课、视频、动画、音频、图文和试题库等富媒体资源丰富呈现给用户；从教材内容的选取整合来说，其实现了职业教育与产业发展的融合，不仅注重专业教学内容与职业能力培养的有效对接，而且很好地解决了部分专业课程学与训、训与评的难题；从教材的教学使用过程来说，其实现了线下自主与线上互动的融合，学生可以在有网络支持的任何地方自主完成预习、巩固、复习等，教师可以在教学中灵活使用随堂点名、作业布置及批改、自测及组卷考试、成绩统计分析等平台辅助教学工具。

富媒体智能型教材设计新颖，一书一码，使用便捷。使用富媒体智能型教材的师生首先下载“财道书院”APP或者进入“财道书院”（www.idufep.com）平台完成注册，然后登录“财道书院”输入教材封四学习卡中的激活码建立或找到班级和课程对应教材，就可以开启个性化教与学之旅。

“重塑教学空间，回归教学本源！”“财道书院”平台不仅是出版社提供教学资源和服务的平台，更是出版社为作者和广大院校创设的一个自主选择 and 自主探究的教与学的空间，作者和广大院校师生既是这个空间的使用者和消费者，也是这个空间的创造者和建设者，在这里，出版社、作者、院校共建资源，共享回报，共创未来。

最后，感谢各位作者为支持项目建设所付出的辛劳和智慧，也欢迎广大院校在教学中积极使用富媒体智能型教材和“财道书院”平台，东北财经大学出版社愿意也必将陪伴广大职业教育工作者走向更加光明而美好的职教发展新阶段。

东北财经大学出版社

第六版前言

中国改革开放已40多年。40多年间，世界经济格局发生了天翻地覆的变化，中国的经济总量早已稳居世界第二，无论在经济上、军事上、国力上还是大国外交上都已令全世界瞩目。与此同时，中国的对外贸易事业也取得了超乎世人想象的成就，在全世界140多个经济体中，120多个把中国作为最大贸易伙伴，中国已成为世界贸易大国，许多领域的市场份额早已稳居世界第一。

随着这些成就的取得，我国在国际经济活动中的地位亦举足轻重，对从事国际商务活动的复合型人才的需求也更加迫切，这对国际商务英语教学提出了越来越高的要求。

此次修订工作主要涉及以下几个方面：

1. 近年来，国际贸易实务领域出现了一些新的做法，因此新的国际贸易理论也应运而生。为了体现这些新的知识、信息，我们合并、精简了一些比较传统的内容，同时增补了一些新的内容（如补偿贸易、代理、合资经营、招投标、跨国融资、电商等）。

2. 对部分课文做了调整，同时增加了新的课文，朝着“更实用”的方向又跨进了一步。

3. 随着时代的发展，我国从事外贸工作的人员的素质越来越高，尤其是英文水平。因此，在增补新课文和新阅读材料的同时，为了不增加教材篇幅，我们删去了大量的词汇训练的汉语译文部分（已无必要）。

4. 对部分练习做了进一步删减和补充。从第15单元开始，课后的“Skill Drilling”部分均增加了阅读翻译的技能训练（除了对外贸易环节的基本写作技巧外，还要提高读者的阅读能力，扩大知识面）。

5. 为提高读者的阅读能力，此次修订增加了一些阅读材料。

本次修订由隋思忠负责，隋思忠、南充职业技术学院田汶灵担任主编，大连科技学院张琳娜担任副主编。其具体编写分工如下：隋思忠编写Unit 1至Unit 8，田汶灵编写Unit 9至Unit 12，张琳娜编写Unit 13至Unit 16。全书最后由隋思忠统稿。

最后，为从“实战”出发，编者建议读者对本书汉译英部分的练习，可先做口译，再进行笔译，以达到熟练掌握常用句型的目的。

由于编者水平有限，不足之处仍望读者批评指正。

编者

2019年5月

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/Unit 1 Modern Business Letters

Text A Effective Business Letter-writing

The objectives of communication are to obtain complete understanding between the parties involved. If you can communicate effectively, that means you have an important and highly valued skill. Effective communication is the “lifeblood” of every company and a key to success in your business career as well as in your personal life.

Communication is so important that without it a company can not function. Since a company is a group of people associated with business, its activities require human beings to interact with and react to each other; to exchange information, idea, plans and proposals; to coordinate; to make decisions.

Communication to person outside the company (customers, inquirers, suppliers, and the public) can have a far-reaching effect on the reputation and ultimate success of the company.

Thus employees who communicate effectively can contribute in a variety of ways to the lifeblood of their company. Successful messages eliminate unnecessary additional correspondence, save time and expense, build favorable impressions, enhance goodwill, and help increase company profits.

In the business community today, the importance of good communication skills is even more stressed, as it is essential that employees can use the tools of the developing information technology to communicate clearly, accurately and effectively.

Text B The Language of Modern Business Letters

All business letters have two main functions :

- A) To ask for and give a reply to an enquiry, offer, order or complaint.
- B) To keep a record of all the important facts for ready reference.

The language of old-style business letters is often long and complicated. Such letters are liable to confuse the readers. A confused and over long letter may be put aside until someone explains its meaning, and this may mean delay. Since a letter is written for the readers, the language of modern business letters should be simple, clear and direct. The writer states the purpose of his letter briefly, and the letter is short and friendly. Such letters help the writers as much as the readers, and will probably mean an earlier reply.

Nowadays, more and more people like to do business through a fax machine by sending faxes or even on the web by sending E-mails. The former is the abbreviation of facsimile, which is actually an exact copy of a document, a picture or a piece of writing sent or received by an

electronic system using telephone lines. The latter is correspondence sent or received on the web, which is faster and more convenient than ordinary letters. At the moment, the E-commerce involves offering, ordering, enquiring, payment and complaint, etc. But all these are still based on the business letters and everyday language. So, effective writing is vital to the success of business activities, which includes correct form, explicit content, compact structure, natural and conversational style.

Here are two letters. One is an old-fashioned, pompous style of English, which is too long and complicates the message. The other is in a simple and clear style.

Old-fashioned Style

Dear Sir,

I beg to acknowledge receipt of your letter of the 15th inst. in connection with our not clearing our account which was outstanding as at the end of June.

Please accept our profuse apologies. We were unable to settle this matter due to the sudden demise of Mr. Noel, our accountant, and as a result were unaware of those accounts which were to be cleared. We now, however, have managed to trace all our commitments and take pleasure in enclosing our remittance for £ 620 which we trust will settle our indebtedness.

We hope that this unforeseen incident did not in any way inconvenience you, nor lead you to believe that our not clearing our balance on the due date was an intention on our part to delay payment.

We remain, yours...

Simple and Clear Style

Dear Sir,

I am replying to your letter of 15 July asking us to clear our June balance.

I apologize for not settling the account sooner, but due to the unfortunate death of Mr. Noel, our accountant, we were not able to settle any of our outstanding balances.

Please find enclosed our check for £ 620, and accept our apologies for any inconvenience.

Yours sincerely,

Text C The Parts of Modern Business Letters

(A)

- (1) Jameson & Sons Ltd.
34 Madison Square
Melbourne E.C.2.
Australia
Tel: ...
Fax: ...
E-mail: ...

January 25, 20_

Our Ref.No. ...

Your Ref.No. ...

(2) China National Light Industrial Products Import & Export Corp.

Shanghai Branch

128 Hulu Road,

Shanghai, China

Tel: ...

Fax: ...

E-mail: ...

(3) Dear Sirs,

(4) Re: Bicycles

(5) One of our customers is interested in your bicycles, particularly Model No. PA-18. Please send us a copy of your illustrated catalog, quoting your prices FOB Shanghai if possible. Meanwhile, please indicate the time of delivery you usually offer.

(6)

Yours faithfully,

(7)

Jameson & Sons Ltd.

S.F.LOVER (Managing Director)

(8) Encl.

(B)

一般的商业信函可分为8个组成部分:

1. 信头 (The letter-head)

信头包括发信人的名称、地址和发信日期。其目的在于使收信人了解信发自何方、何处、何时,以便复信时参考。用印有信头的信笺写信时,信头部分除写上日期外,还可以写上编号。

2. 封内名称和地址 (The inside name and address)

这是指收信人的名称和地址,一般列在信笺的左上方、信头之下。封内名称和地址与信封的写法相同。

3. 称呼 (The salutation)

这是写信人对收信人的一种称呼。位置在封内地址下,空两行, Dear Sir 或 Dear Sirs 用得较多。

4. 事由 (The subject line)

顾名思义,其简单扼要地说明来信事由,一般只写商品名称、数量、信用证或合同号码等。

5. 正文 (The body of the letter)

正文是信函的主体。

6. 客套结尾 (The complimentary close)

这是结束信函的一种客套话。它应与前面的称呼相一致,如 Faithfully yours, 这是商业信件中常用的客套语,相当于汉语的“谨上”;也可写作“Yours faithfully,”或“Truly yours,”(Yours truly,)或“Sincerely yours,”(Yours sincerely,)等。

7. 签名 (The writer's signature)

因写信人的签字常常很潦草, 为使对方了解签名人的姓名和职位, 可以打字注明。

8. 附件 (The enclosure)

如信中有附件, 应在左下角注明 Encl. 或 Enc., 然后详细列明。

此外, 商业信函还有经办人代号 (The reference notation)、抄送 (The carbon copy) 和附言 (The postscript) 等, 可根据具体情况酌情列入, 均放在信的左下角。

(C)

作为目前高效、快捷的通信方式, 电子邮件 (E-mail) 的语言和文体适应了现代生活和现代商务快节奏的特点, 形成了其独特的语言文体特征。这主要体现在:

1. 结构更加简明, 重点更加突出。其省掉了信头、日期、封内地址, 事由放到了“主题”一栏。

2. 语言更加自然和口语化, 多用短句, 使内容更加简明、易懂。

3. 用词更加简略, 多用“common words”, 甚至大量使用“colloquial words”。

当然, 与其他所有书面沟通形式一样, E-mail 的文体和语言会因不同的交际对象、交际场合而发生变化, 写作者应视具体情况而定。

New Words & Expressions

lifeblood n. 生命线

coordinate v. 协调

ultimate success 最终成功

eliminate v. 根除, 杜绝

enquiry n. 询购, 询盘

offer n.v. 报价, 报盘

order n.v. 订购, 订单

complicate v. 使复杂化

to be liable to 易于……的

facsimile (fax) n.v. 传真, 发传真

on the Web 在互联网上

E-commerce 电子商务

pompous a. 浮夸的

to beg to acknowledge receipt of 承认收到

inst. (=this month) 本月

clear one's account 结账

trace v. 跟踪, 查询

commitments n. 所承担的义务

in connection with 与……有关

outstanding a. 未付的

profuse a. 毫不吝啬的

demise n. 死亡

take pleasure in 乐于(做)

indebtedness n. 负债

inconvenience v.n. (使) 不便

balance n. 收付差额, 余额

illustrated catalog 附有插图的目录

time of delivery 交货期

indicate v. 指出, 表明

delivery n. 交货

Notes

1. ...which is actually an exact copy of a document, a picture or a piece of writing sent or received by an electronic system using telephone lines.

(传真) 实际上是文件、图片或书信等的一种影印本, 通过使用电话线的电子系统

收发。

fax (facsimile 的缩写) n. 摹真本; 传真 v. 发传真

sent or received by... 是过去分词短语, 在句中做后置定语。

2. At the moment, the E-commerce involves offering, ordering, enquiring, payment and complaint, etc.

目前, 电子商务涉及报盘、订购、询盘、支付、索赔等。

3. But due to the unfortunate death of Mr. Noel, our accountant, we were not able to settle any of our outstanding balances.

但是, 由于我们的会计诺埃尔先生的去世, 我们所有的余账均未结。

due to (由于) 是外贸函电常用语, 也可以说 owing to/on account of/because of/as a result of/thanks to 等。要注意的是, 它们都是介词短语, 其后只能接名词。而 because, since, as, for (因为) 等是连词, 其后要接句子。

4. Please find enclosed our check for £ 620, and accept our apologies for any inconvenience.

随函寄去 620 英镑支票一张, 请查收。对所造成的不便请接受我方歉意。

enclose 是“随函寄、附寄”之意, 在外贸英语函电中往往倒装使用, 如:

(1) Enclosed is a set of sample cuttings.

随函寄去剪样一套。

(2) Enclosed please find our price list.

随函寄去我方价目单一份, 请查收。

5. One of our customers is interested in your bicycles, particularly Model No. PA-18.

我们的一个客户对你们的自行车很感兴趣, 特别是 PA-18 型。

particularly ad. 特别地; 尤其 (=especially)

(1) The last thing we want to do is to disappoint a customer, particularly an old customer like you.

我们最不愿做那些使顾客失望的事, 特别是像您这样的老顾客。

(2) Thank you for your letter of May 10, in which you gave us a nice market survey, especially (or particularly) the price situation estimated from different sources of supply.

贵方 5 月 10 日函悉。信中对市况做了详尽的调查分析, 尤其是根据各方供应情况对价格趋势所进行的估计, 对此我们表示感谢。

6. Please send us a copy of your illustrated catalog, quoting your prices FOB Shanghai if possible.

请寄给我们一份附有插图的目录。如有可能, 请报来你们的 FOB 上海价。

FOB (=free on board) 是国际贸易价格术语, 表示“(装运港) 船上交货价”, 有时也称“离岸价”。

Key Words

1.economy n.

(1) 节约; 节省

They will have to practice strict economy if they are to survive the recession.

(2) 经济; 经济情况; 经济结构; 经济体

Our national economy is growing rapidly.

We have a healthy and vigorous economy.

The WTO (World Trade Organization) now represents about 142 economies.

planned economy 计划经济 market economy 市场经济

national economy 国民经济 collective economy 集体经济

economies of scale 规模经济

2.trade vi. 经商; 做买卖

(1) trade with 与……做生意

We trade with other countries on the basis of equality and mutual benefit.

(2) trade in 经营(商品)

They trade mainly in light industrial products.

(3) n. 贸易; 买卖

Our foreign trade is expanding day by day.

(4) n. 手艺; 行业

How long did it take you to learn your trade?

The students can be trained for many trades.

3.market n.

(1) 市场

The market determines what goods are made.

(2) 市价; 行情

Your price is out of line with the market.

The market is strengthening.

(3) 销路

There is no market here for such goods.

(4) be in the market for... 想要购买……

They might be in the market for sophisticated equipments.

(5) come to (into) the market 上市

We' ll contact you as soon as the new crops come to the market.

v. 销售; 推销

This product is being marketed in all European countries.

marketing n. 营销; 营销学

market (be) firm with an upward tendency 市场坚挺, 有上涨趋势

market (be) weak with a downward tendency 市场疲软, 有下跌趋势
 market (be) brisk 市场活跃 market (be) dull 市场呆滞
 market (be) uncertain 市场不稳定

Preposition

介词是英语中最活跃的词类之一, 不能单独使用, 要放在其宾语(名词或与之相当的词)之前构成短语, 所以介词也称前置词。英语虽只有为数不多的几十个介词, 但因其搭配力很强, 几乎在每个句子中都可找到。学习外贸英语函电尤其要注意介词的用法。这里以“at”为例进行介绍。

AT

“at”可用来表示地点(强调某一个点)、时间(强调时间点)、价格、速度、比率等, 如:

at the window 在窗子边	at the bus stop 在汽车站
at one o'clock 在一点钟	at that time 在那时
at our price 以我方价	at a high speed 以高速度
at one's risk 由……承担风险	at a loss 不知所措
at the cost (expense/sacrifice) of 以……为代价(牺牲)	

“at”也可用来表示一天中的特殊时间, 如 at dawn 破晓, at dusk 傍晚, at noon 正午, at night 晚上, at midnight 午夜。

“at”也可用来表示端点, 如 at first 首先, at last 最后, at most 最多, at least 至少, at best 最好, at worst 最糟。

在外贸英语函电中, “at”的常用搭配有:

We would like to receive your specific enquiry at an early date.
 望能早日收到你方具体询价单。

We shall not fail to revert to the question of agency at a later date.
 我们日后一定会再行考虑代理问题。

Our company is ready at any time to give you any assistance.
 我公司准备随时给予你们任何帮助。

Owing to the financial difficulties at present that corporation will not meet your draft at maturity.

由于目前该公司财务困难, 在你方汇票到期时将无力付款。

At its expiration, the termination or renewal of the agreement will be decided by both parties through negotiation.

本协议有效期满后, 应由双方协商决定其终止或延长。

Our terms are by confirmed, irrevocable letter of credit, available by draft at sight.
 我们的付款条件是保兑的、不可撤销的、见票即付的(或即期)信用证。

I wish to make it clear at the outset that this matter of labels is entirely our problem.
 我想一开始就讲清楚, 商标问题是我们自己的问题。