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总 序

《世纪商务英语》是新世纪高职教材编委会富有积极的进取精神的一次大胆尝试。

由大连理工大学出版社组织推动的新世纪高职教材编委会,是一个由全国 100 余所志同道合的优秀高职院校组成的高职教材建设者联盟。编委会走过的历程,见证了我们的与众不同:编委会是迄今为止第一个完全按照市场原则来长期进行高职教材建设运作的大型组织。从编委会诞生的第一天起,我们就选择了以高职教材的特色建设为己任。这不仅是由于我们拥有对高职教育未来发展的更为贴近实际的认识,也由于我们拥有一整套完全属于自己的切实可行的关于教材建设的创新理念、创新组织形式与创新运作方式,更由于我们一直以来对高职教材品牌、特色与创新的始终如一的执著追求和坚忍不拔的长期努力。

在编委会的所有经历中,关于教材建设理念的独到解释非常值得一提。这一理念可简述如下:所谓教材建设,就是建立在教学实践基础上的教材的不断深化、不断完善的过程。在编委会的整个教材建设过程中,这一理念不仅已成为我们的核心指导原则,而且它的深受高职教学单位欢迎的结果,也鼓舞了我们实现任何高职教材特色建设的勇气。

然而,高职英语教材特色建设的情形则有所不同。就其实用性而言,高职与非高职的英语教育并无本质区别,加之我国高职教育发展的历史尚短,高职英语优秀人才的累积也略显不足,因而,许多早期高职英语教材的编写,宁可倚重非高职院校的英语教师参与,有其积极的意义。但是,按照我们教材建设的上述理念,如果不能以高职一线教师为主体来实施高职英语教材建设的具体运作,就根本无法实现完全适合高职教学需要的英语教材建设预期。

这的确是一个两难选择。事实上,编委会要建设自己品牌的高职英语教材的想法由来已久。但我们也深知完全依靠一直很少涉足英语教材建设的高职一线教师来完成这一重任的艰难程度。因此,我们并没有从一开始就贸然地启动这个项目,而是选择在较好地实现了足够数量的非英语类高职教材特色建设的经验累积,若干专业英语类相关教材建设的成功尝试,以及对公共英语相关项目的具有积极意义的探索和准备之后,才开始尝试涉足这个领域的。

尽管我们在推进高职英语教材建设的过程中遇到了诸多困难,但终能如愿以偿,在很大程度上也有赖于我们的一些具有重要指导意义的体悟。编委会有一句名言:我们相信用心与努力胜过相信经验与资历。编委会有一个信条:在目标一致基础上达成的共识优于任何情况下的一己之见。这些在非英语类高职教材建设中屡试不爽的成功做法,在高职英语教材建设的过程中也得到了同样的印证。

我们欣喜地看到:由于我们付出的辛勤努力,我们的关于教材建设的上述理念,也

前言

《世纪商务英语——函电与单证》是新世纪高职教材编委会组编的商务英语类课程规划教材之一。

随着我国加入世贸组织后经济市场化、全球化趋势的日益深入,与对外经济贸易有关的业务往来也日趋频繁。商务英语函电与单证是开展对外经济贸易业务和有关商务活动的重要手段,同时也是从事外经贸业务的工作人员必须具备的基本业务技能。

为了培养高职商务英语专业学生在从事外贸业务活动中进行业务沟通的能力,熟练、准确地掌握涉外业务中常用的单证格式和填制方法,我们从高职教学的特点与培养目标出发,在多年从事商务函电与单证教学经验的基础上,结合有关外贸业务的具体操作实践编写了本教材。

本教材具有如下特点:

1. 实用性 理论叙述简明扼要,通俗易懂,特别注重了学生动手能力和操作能力的培养。

2. 真实性 剔除了在国际贸易中不常用的电报内容的介绍,强化了现代国际商贸活动中经常使用的单证填制部分的讲解与训练,所述内容与日常国际商贸业务密切吻合,高度仿真。

3. 时效性 选材新颖,体现了时代特征,有助于学生了解国际商贸业务中新术语、新理念和最新发展动态。

4. 创新性 为了更好地适应高职教学课时相对较少的特点,本教材作了将函电与单证内容融合一起的大胆尝试。这样不仅可大大缩短教学学时,而且更有助于强化学生对函电与单证的相关性认识。

本教材分为上、下两篇:函电篇与单证篇。函电篇包括六个单元共 15 课,主要内容为:建立贸易关系;询盘、报盘与还盘;业务达成与合同;信用证;装运与保险;申诉与索赔。单证篇共 10 课,主要涉及国际贸易业务中常用的结汇单证及其填制方法,旨在训练学生制单的动手操作能力。

本教材所有生词释义均采用英汉双解的形式。注释中既有对商务函电中常用的固定表达法的介绍,也有对专业术语的阐释。各课都给出了一些商务交往的有用句型(Useful Sentences),供学生在日后从事实际业务时参考使用,并可举一反三。课后附有相关练习,并设计了 Case Discussion,旨在综合训练学生的思维能力、表达能力和沟通能力。

本教材参考学时为 60~80 学时,各院校在实际教学过程中,可根据具体情况对教材内容作适当增删。

本教材由吉林交通职业技术学院柴秀智、武汉职业技术学院林文斌任主编,沈阳师范大学职业技术学院孙岩、河北建材职业技术学院张淑欣任副主编。具体编写分工如下:上篇:柴秀智(Unit 1、Unit 2),孙岩(Unit 3、Unit 4),林文斌(Unit 5、Unit 6);下篇:林文斌(Lesson 1~Lesson 3),孙岩(Lesson 4~Lesson 6),林文斌、孙岩、张淑欣(Lesson 7~Lesson 10)。

由于我们对高职商务英语教材建设的尝试刚刚开始,需要有一个不断提高的过程,加之编写时间仓促及编者水平有限,教材中难免存在纰漏之处,敬请各相关高职院校和读者在使用本教材的过程中给予指正,并将意见及时反馈给我们,以便在修订时改进和完善。

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编 者

2004 年 8 月

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PART I

BUSINESS LETTERS

商务函电

Introduction

With the rapid development of China's foreign trade and the constant increase of other economic activities with foreign countries, business letters are widely used in the fields of economy and trade. International business negotiation includes four main steps: inquiry, offer, counter-offer and acceptance. Offer and acceptance are the two necessary steps in negotiation.

Business letter is the means of communication. Its main function is to inform or remind the counterpart or the public of a certain thing and also ask them to act according to the rules written in the letters.

This kind of letters should be complete, concrete, clear, concise, correct and written with courtesy and consideration.



Unit 1

Establishing Business Relations

建立贸易关系

Establishing business relations with prospective dealers is the first step of starting and enlarging a firm's business. It is vitally important for both new firms and old ones. But by what means can a dealer secure the necessary information about a new market and a new customer? The following channels are usually available for obtaining such information.

- 1. internet
- 2. the advertisements in newspapers
- 3. the banks
- 4. the Chambers of Commerce both at home and abroad
- 5. the introduction from his business connections
- 6. the Commercial Counselor's Office
- 7. the market investigations
- 8. attendance at the export commodities fairs
- 9. inquiries received from merchants abroad

After securing the information, the writer usually informs his addressee of the following:

- 1. how to know the source of information
- 2. self-introduction (history of the firm, business scopes, business ability, etc.)
- 3. the reference as to his firm's financial position and integrity if necessary

The replies to these letters generally include two kinds:

- 1. When the receiver agrees to establish business relations, he informs his addressee of the following:
 - a. *express thanks for the incoming letter*
 - b. *reply to the request in the incoming letter*
 - c. *express hope for doing business as early as possible*
- 2. When the receiver doesn't agree to establish business relations, he informs his addressee of the following:
 - a. *express thanks for the incoming letter*
 - b. *express regret for not being able to establish business relations*
 - c. *state reasons*
 - d. *express expectation of cooperation*

This kind of letters should be written cordially, sincerely and courteously.

Lesson One

An Exporter's Self-introduction

出口商的自我介绍



Specimen

June 10, 2004

Wella Co., Ltd.
15 Newell Street
London, Britain



Dear Sir or Madam,

We write to introduce ourselves to you as one of the largest exporters from the People's Republic of China.

You will be interested in *our extensive connection with Chinese manufacturers*. We are **enclosing** a copy of our *latest catalogue* covering the details of all the **items available** at present.

We *would have the pleasure* to receive your **inquiries** for all kinds of goods. The **possession** of *large capital* will enable us to **execute** orders at the lowest possible prices.

As to our credit standing, please **refer** to Bank of China, Shanghai Branch.

Your **immediate** reply would be **appreciated**.

Yours faithfully,

Zhong Hua Daily Product
Import & Export Company

Li Qi
Marketing Manager

Words and Expressions

1. extensive /ik'stensiv/	adj. large in amount; wide-ranging 广泛的;大量的 extensive connection 广泛的联系
2. manufacturer /mænju'fæktʃərə(r)/	n. person or firm that manufactures things 制造者;制造商 a clothing manufacturer 服装制造商
3. enclose /in'kləuz/	v. put something in an envelope, letter, parcel, etc. 封入, 随信附寄 We enclose a copy of our price list. 随函附上我方价格单一份。
4. item /'aɪtəm/	the enclosed 附件 n. single article or unit in a list, etc. 条款;项目 an export item 出口项目 an item of business 营业项目
5. available /ə'veiləbl/	adj. (of things) that can be used or obtained (指物)可以买到的;可获得的 items available 可供之货 Chinese commodities available for export 供出口的中国商品
6. inquiry /in'kwaɪəri/	n. request for help or information about something/ somebody 询价;询盘 (美国人常用, 英国人有时用 enquiry) We thank you for your inquiry for our furniture. 我方感谢贵方对家具的询价。

7. possession /pə'zeʃ(ə)n/	n. thing that is possessed; property 所有物;财产 He lost all his possessions in the fire. 他在一场大火中失去了所有财产。
8. execute /'eksikju:t/	v. carry out; perform 执行;完成
9. refer /ri'fə:(r)/	v. turn to something/somebody for information 参考;查阅;咨询 refer to 查询;参阅 Please refer to the sales contract and you will know the terms of payment. 请参阅销售合同你就会了解付款条件。
10. immediate /i'mi:diət/	adj. happening or done at once 即刻的;立即的 Your immediate attention will be obliged. 立刻赐复,不胜感激。 immediately adv. 立即地 We trust that you will reply us immediately. 我方深信将很快得到贵方的答复。
11. appreciate /ə'pri:ʃieit/	v. understand and enjoy (something); value highly 赞赏;感谢(可接动名词,不可接不定式) We highly appreciate your kind cooperation. 我方十分感激贵方的合作。 We shall appreciate it if you would respond to our request at your earliest convenience. 如果贵方能尽早回复,我们将不胜感激。 还可以说: It will be appreciated if you send us your catalogue immediately. 如能立即寄来贵方目录,我们将不胜感激。

Notes

1. *our extensive connection with Chinese manufacturers*
和中国制造厂家有广泛的联系
2. *latest catalogue* 最新的目录
3. *We would have the pleasure...* 我方将很高兴……
have the pleasure of doing something/have pleasure in doing something
It is (was, will be) a pleasure to do something 高兴做……;乐意做……

4. *large capital* 雄厚的资金
5. *as to our credit standing* 有关我方资信情况
standing *n.* 资信情况;信誉
adj. 固定的
standing cost 长期成本
standing orders 长期订单
有关“资信情况”还可以写成 *financial standing*

Some Useful Sentences on Establishing Business Relations (I)

1. *We wish to introduce ourselves to you as one of the leading exporters of synthetic material in our country.*
现向贵方自我介绍,我们是国内人造材料的主要出口商之一。
2. *We have the pleasure to introduce ourselves to you with the hope that we may have the opportunity of cooperating with you.*
我们有幸自荐,盼望能有机会与贵方合作。
3. *We enclose a list of products we are exporting and trust some of these items will be of interest to you.*
随函附寄我公司出口的产品目录一份,相信其中有些产品贵方会感兴趣。
4. *As to our credit standing, we are permitted to mention Bank of China, Shanghai Branch as a reference.*
有关我方的资信情况,我们已征得中国银行上海分行的同意,把该行作为我方的资信证明人。
5. *We look forward to receiving your inquiries soon.*
我们期盼很快收到贵方的询价。

Practice

I. Basic Training

1. Choose the best answer.
- 1) We write to introduce ourselves to you _____ a state-operated corporation dealing exclusively in light industrial goods.
a. as b. of c. for d. with
- 2) We have the _____ to receive your reply.
a. pleased b. please c. pleasure d. pleasing
- 3) We have been referred _____ you by Mr. Green.
a. with b. of c. for d. to

- 4) We would _____ very much if you send us a few sample books.
a. appreciated b. appreciate it c. appreciate you d. appreciate
- 5) We enclose a copy of our export list _____ the main items available at present.
a. covered b. covering c. cover d. are covered
- 6) We hope our product will be of _____ to you.
a. interest b. interested c. interesting d. interests
- 7) We would have the pleasure to receive your inquiries _____ our hardware.
a. of b. to c. for d. to
- 8) We desire to establish direct business relations _____ you.
a. with b. for c. from d. to
- 9) _____ to our credit standing, we are permitted to mention Bank of Tokyo as a reference.
a. Forward b. As c. According d. Subject
- 10) As you may be aware that our goods enjoy great _____ all over Asia.
a. popular b. popularized c. popularity d. popularly

2. Complete the words with the first given letters.

- 1) We have the pleasure to introduce o_____ to you with a view to building up business relations with your firm.
- 2) As to our credit s_____, please refer to Bank of Tokyo.
- 3) Please send us the d_____ information of your products available at present.
- 4) We trust you will be i_____ in this item.
- 5) We write to i_____ ourselves as the largest exporter of crafts in China.
- 6) We trust that you will r_____ to us immediately.
- 7) We are interested in any of the i_____ listed in the catalogue.
- 8) We are looking f_____ to your detailed requirement.
- 9) Your i_____ attention will be obliged.
- 10) We are enclosing our catalogue covering the details of all the items a_____ at present.

3. Translate the following sentences into Chinese.

- 1) We are one of the leading exporters dealing in electronic products in the area, and we take this opportunity to approach you in the hope of establishing business relations.
- 2) We have been the East Asia agent for London Trading Co., Ltd. for more than ten years, and we have considerable experience in both England and

East Asia market.

- 3) We attach a list of products we are regularly exporting and trust some of these items will be of interest to you.
- 4) We would be interested in receiving your inquiries for all types of electric goods.
- 5) Our banker is Hong Kong & Shanghai Banking Corporations in Hong Kong, and they can provide you with all the information concerning our business and finances.

II. Skill Training

1. The sentences below are all mixed up. Put them in the right order.
 - 1) We are looking forward to your favorable and prompt reply.
 - 2) We have been the leading exporter of light industrial products for more than fifteen years, and we are planning to extend our business activities to our neighboring countries.
 - 3) As to our credit standing, we are permitted to mention Bank of Tokyo as a reference.
 - 4) Would you please establish business relations with us?

2. Complete the following letter in English.

Dear Sirs,

We write to introduce ourselves to you 作为中国主要的摩托车出口商。

We are enclosing a copy of our latest catalogue 包括目前可供应之货的所有详情, and hope some of these items will be of interest to you.

我们将非常荣幸 to receive your inquiries for our products. 至于公司资信情况, please refer to Bank of China, Shanghai Branch.

我方渴望 your early reply.

Yours faithfully,

