

外贸英语函电

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西安交通大学出版社

内摇容摇简摇介

本书系统地介绍了外贸英语函电中常用文体的基本知识,包括各类商务书信和电传、传真、电子邮件的格式、常用语句和拟写技巧,还附有外贸业务磋商过程中各个环节往来函电的实例,详细介绍了各类协议、合同、招标通知及投标书的格式、拟写方法以及语言文字的应用。此外,书中还列举了外贸业务实践中常用的一些单据及单证实例。

本书不仅可以作为外贸专业的大学本科、专科教材,也可作为外贸专业人员的自修用书及具备中级英语水平的其他自学者学习用书。

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(第 圆版)

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再版前言

《外贸英语函电》自 1989 年 1 月出版以来,受到全国各地广大读者的热烈欢迎,被出版社定为畅销书,至今已重印 10 次,印数达 10 万册。1993 年 1 月,本书获西安交通大学优秀教材奖。国内数十所大专院校外贸专业、英语专业及其它相关专业已将本书定作教材,反复征订;有些外贸公司和企业选用本书作为其员工的工具书,在日常工作中查阅。同时,各地的教师和读者在使用本书的过程中还寄来了大量信件,提出了一些中肯的意见和建议。

为了适应国际贸易不断发展的需要,也为了报答读者朋友们的厚爱,我们对本书各单元进行了全面修订,部分内容有所增减、改动。删去了工厂建设技术援助协议,增加了电子邮件、期货合同、投标书等常用文体,招标通知书部分增加了新的例文。修订后的版本为《外贸英语函电》(第 2 版)。

我们期待着广大读者和专家不吝赐教,继续提出宝贵意见和建议,以使本书不断完善。对读者朋友们的关心和爱护,在此谨致以衷心的感谢。

《外贸英语函电——教师用书》(第 2 版)也将随后出版。

编著者摇摇
1995 年 1 月

前摇摇言

随着我国经济建设的蓬勃发展,对外开放的进一步扩大,各地区各部门对外经济贸易业务往来日益频繁,而且随着外贸体制改革的深入,将会有更多的部门、企业直接参与对外贸易,这将需要大量的懂外贸业务的专业人才。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。正确地掌握外贸英语函电的基本知识,并能熟练地加以运用,是外贸工作人员必须具备的专业技能。

为了使外贸专业的学生在走上工作岗位后能够适应对外经贸业务活动的需要,帮助他们系统地学习和掌握外贸英语函电的格式、专业词语、行文方法以及文体特点,提高学生在外贸业务活动中正确地使用英语的能力,以及对外进行各项业务联系和通讯活动的的能力,笔者在多年从事工业外贸专业本科“外贸英语函电”课程教学的基础上,结合带学生实习以及多次在外贸公司和有关业务部门进行调研所掌握的第一手资料,并参考在加拿大进修期间所搜集的资料,特编写了这本《外贸英语函电》专业教材。

本书系统地介绍了外贸英语函电中常用文体的基本知识,包括各类商务书信和电传传真的格式、常用语句和拟写技巧,还附有外贸业务磋商过程中各个环节往来函电的实例,包括建立业务关系、询盘、报价、推销、还盘、成交、支付、装运、保险、申诉、索赔、争议等。详细介绍各类协议、合同的拟写方法和语言文字的应用,列举若干合同、协议实例,包括售货、订购、代理、合资经营、技术引进等。此外,还列举了其它一些单据及单证实例,如信用证、订单、提

单、保险单、装箱单、检验证明等。

教材中每篇例文之后都附有生词及短语注释,并附加一些例句,列举有关外贸业务中常用的专业词语。每个单元都安排有练习,供学生或自学者习作,以巩固所学内容。另外,在各单元之后,还汇集了函电中有关的常用例句,为学习者记忆检索及日后灵活运用提供了方便。

本书可以作为外贸专业的本科、专科教材,也可作为对该门课程有兴趣的其它专业学生的辅修教材。一些开设有外贸英语函电课程的专业培训班,也可采用本教材。此外,本教材还可作为外贸专业人员的自修用书及具备中级英语水平的自学者学习用书。

本书在编写过程中,参考了国内外一些有关的教材、书刊,同时得到深圳、北京、西安一些外贸公司和合资企业的朋友们的大力协助和支持,西安交通大学管理学院原经济管理系和工业外贸教研室领导也给予了积极的鼓励和支持,在此一并表示衷心的感谢。

由于水平所限,书中疏漏、不妥之处在所难免,恳请专家及读者批评指正。

尹小莹

于西安交通大学
国际贸易与金融系

UNIT ONE

BASIC KNOWLEDGE
OF
BUSINESS LETTER WRITING
商务书信写作的基础知识

I. Form and Structure of Business Letters
商务书信的书写格式及构成

1. Form
格式

(1) Full block form 齐头式

Blyco Textile Group B. V.
Ossterstra 2 ,7524DZ Enschede
The Netherlands
Tel : 53-8774
Telex : 45635
Fax : 53-333117

Your ref : C9246

编者注 : 考虑到本书为外贸用书 , 部分计量单位仍用国外尚有使用的非 SI 单位。

Our ref : bwbw

Date : April 24 ,1998

Xi'an Textile Import & Export Corp.

108 LianHu Road ,

Xi'an , Shaanxi , China

Dear Sirs ,

Thank you for your letter of April 18 ,1998. We are a company that is——for years already——engaged in importing clothing items from your country , although not from Xi'an.

We are interested in contacts as mentioned by you. Our Purchasing Manager , who is in Hong Kong at the moment , will contact you when he returns.

With kind regards.

Yours faithfully ,

Blyco Textile Group B. V.

(Signed) ...

J. Kistemaker , Manager

In the Full block form , every part of a letter is typed from the left margin. It is convenient to be typed with a typewriter but the layout is not so beautiful. So some businessmen use a modified block

form with indented style.

(2) Modified block form with indented style 混合式

Blyco Textile Grorp B. V.
Ossterstra 2 ,7524DZ Enschede
The Netherlands
Tel : 53-877432
Telex : 45635
Fax : 53-333117

Your ref : C9246 Our ref : bwbw Date : April 24 , 1998

Xi'an Textile Import & Export Corp.
108 LianHu Road ,
Xi'an , Shaanxi , China

Dear Sirs ,

Thank you for your letter of April 18 ,1998. We are a company that is——for years already——engaged in importing clothing items from your country , although not from Xi'an.

We are interested in contacts as mentioned by you. Our Purchasing Manager , who is in Hong Kong at the moment , will contact you when he returns.

With kind regards.

Yours faithfully ,
Blyco Textile Group B. V.
(Signed) ...
J. Kistemaker , Manager

In the Modified block form with indented style the sender's address is typed (or printed) in the up-middle part. The receiver's address starts from the left margin. The complimentary close as well as the signature are typed from the middle little towards the right. As the business letters are supposed to be simple and clear , so the Modified block form and Simplified form come out. In the Modified block form all the parts start from the left margin , except the date , complimentary close and signature which are positioned same as that in the Modified block form with indented style.

(3) Modified block form 改良式

Blyco Textile Group B. V.
Ossterstra 2 , 7524DZ Enschede
The Netherlands
Tel : 53-877432
Telex : 45635

Fax : 53-333117

Your ref : C9246

Our ref : bwbw

Date : April 24 , 1998

Xi'an Textile Import & Export Corp.

108 LianHu Road

Xi'an , Shaanxi , China

Dear Sirs ,

Thank you for your letter of April 18 ,1998. We are a company that is——for years already——engaged in importing clothing items from your country , although not from Xi'an.

We are interested in contacts as mentioned by you. Our Purchasing Manager , who is in Hong Kong at the moment , will contact you when he returns.

With kind regards.

Yours faithfully ,

Blyco Textile Group B. V.

(Signed) ...

J. Kistemaker , Manager

Simplified form is somewhat like Full block form. But some parts are omitted , such as salutation and complimentary close.

(4) Simplified form 简化式

Blyco Textile Group B. V.
Ossterstra 2 ,7524DZ Enschede
The Netherlands
Tel : 53-877432
Telex : 45635
Fax : 53-333117

April 24 ,1998

Xi'an Textile Import & Export Corp.
108 LianHu Road
Xi'an Shaanxi , China

Thank you for your letter of April 18 ,1998. We are a company that is—for years already—engaged in importing clothing items from your country , although not from Xi'an.

We are interested in contacts as mentioned by you. Our Purchasing Manager , who is now in Hong Kong at the moment , will contact you when he returns.

J. Kistemaker , Manager

The above four forms are popularly used nowadays. Which form a sender likes to choose depends on his or her preference. The main aim of designing a letter is to make the letter not only pleasing

to the eye , but also convenient to be typed.

2. Structure

构成

(1) Parts of the business letter

- a. letterhead 信头
- b. reference and date 编号和日期
- c. inside name and address 封内地址
- d. attention line 注意事项
- e. salutation 称呼
- f. subject line 事由
- g. body 信文
- h. complimentary close 结尾敬语
- i. signature 签署
- j. enclosure 附件
- k. carbon copy notation 抄送
- l. postscript 附言

The following letter is designed to illustrate the position of each part mentioned above :

- a. Chiwan Petroleum Supply Base
Chiwan , Shenzhen , China
Tel :(0755) 6694302
Oil Patch Tel :(0755) 6693098
Tlx : 446834 AAOTS CN
Fax :(0755) 6694008

b. Your ref : Our ref : BW/bw 3 May ,1998

c. Messrs. J. Brown & Co.

234 Eastcheap

London , E. C. 3.

d. Attention : Import Dept.

e. Dear Sirs ,

f. Oil Tools

g. We thank you for your letter of April 4.

In compliance with your request , we are sending you here-
with a copy of our latest price list for your reference.

All prices are understood to be CIF European Main Ports ,
subject to our final confirmation. Payment is to be made by
irrevocable Letter of Credit available by draft at sight.

As there is a heavy demand for the goods , we would suggest
that you advise us by telex in case of interest.

We are looking forward to your early reply.

h. Yours faithfully ,
Chiwan Petroleum Supply Base
i. (Signed) ...
Wang Da Wei
Manager

j. Encl. as stated

k. cc. our Branch Offices

l. P. S. Your letter of April 22 has just come to hand. As requested , we will airmail you two samples tomorrow.

(2) The ways of writing parts

a. Letterhead 信头

Letterhead includes the sender's name , postal address , telephone number , telex number , fax number , cable address , and E-mail address , etc. Usually letterhead is printed in the up-center or at the left margin of a letter writing paper.

Chiwan Petroleum Supply Base

Chiwan , Shenzhen , China

Tel : (0755) 6678904

Oil Patch Tel : 6453321

Tlx : 446834 AAOTS CN

Fax : (0755) 6788002

Cable : 6789

E-mail : swihko @ welorlolor . net . cn

In some countries the letterhead contains other details. For example , in the U. K. the directors' names of a company is given.

Directors R. B. North , M. W. Beevers
W. D. J. Argent D. A. F. Sutherland
MACDONALD & EVANS LTD
Estover Road Plymouth PL6 7PZ
Telephone : 01253 - 405624
Cable address : MACEVANS PLYMOUTH
Telex : 45635
E-mail : awrhor @ hewtuomor. com

b. Reference and Date 编号和日期

In business communication , when a firm writes to another , each will give a reference. The reference may include a file number , departmental code or the initials of the signer followed by that of the typist of the letter. These are marked " Our ref : " and " Your ref : " to avoid confusion :

Your ref : JBD/WM

Our ref : WDW/LP

They are typed immediately below the Letterhead. If desired , the reference initials can also be placed at the lower left margin two lines below the name of the signer.

The date should always be typed in full and not abbreviated (e. g. December for Dec.). And the -th , -st , -nd and -rd that follow the day can be omitted (e. g. 5 May for 5th May , June 1 for June 1st). Don't write 97 instead of 1997 for the year.

The forms of dates are as follows :

15 August , 1997 August 15 , 1997

Avoid typing dates in figures (e. g. 10/2/1997) , since it could easily be confusing. Because English form follows the order of day , month and year while the U. S. practice is to write in the order of month , day and year. So 10/2/1997 could be taken as either October 2 1997 or February 10 1997.

c. Inside Name and Address 封内名称及地址

The name and address of the receiver is typed at the left-hand margin about two to four spaces below the date. It appears exactly the same way as on the envelope.

Mr. , Mrs. , Miss. , and Ms——the ordinary courtesy titles are used to address to one person. Mr. for a man , Mrs. , Miss. , and Ms for a woman.

e. g. Mr. C. E. Eckersley , Ms. M. C. Mar.

After the name , his or her official position should follow , if there is any.

e. g. Mr. C. C. Eckersley , Director

Ms. M. C. Mar , President

Messrs. (abbreviation of Messieurs) is , also a courtesy title , used for partnerships whose firm's name includes a personal element , as in Messrs. Macdonald & Evans. It is not used , where there is no personal element in the name , as Utility Furniture Co. when the name already carries a courtesy title , as Sir William Dobson & Sons , or when the word " The " forms part of the name , as The Grayson Electrical Co.

The following are the two examples to show the way of writing an inside name and address :

e. g. 1 Messrs. William & Werner

36 , Tower Street
North York , Ont.
M2H 1W8 , Canada

e. g. 2 Mr. C. E. Eckersley
The London Export Corporation
6 and 7 Clifford Street
London , W. 1 , England

d. Attention Line 注意事项

Attention line is used when the writer of a letter addressed to an organization wishes to direct the letter to a specific individual or section of the firm. It generally follows the inside address.

e. g. Attention : Mr. Smith Attention : The Sales Manager

e. Salutation 称呼

Salutation is the complimentary greeting with which the writer opens his letter. Its form depends on the writer's relationship with the receiver. The customary formal greeting in a business letter is " Dear Sir " or " Dear Madam " used for addressing one person ; and " Dear Sirs " , " Dear Mesdames " , or " Gentlemen " (always should be in plural form and never write " Gentleman ") for addressing two or more people. If the receiver is known to the writer personally , a warmer greeting " Dear Mr. Sb. " is then preferred.

Salutation is usually typed three spaces below the inside address or the attention line , and followed by a comma for " Dear Sir " , " Dear Sirs " , and a colon for " Gentlemen " .

f. Subject Line 事由