



商务英语函电

主编 彭秀林

# 商务英语函电

主编 彭秀林

# 商务英语函电

定价: 42.00元


ISBN 978-7-5191-3067-1



9 787519 130671 >

教育科学出版社  
ESPH

出版人: 郑豪杰  
责任编辑: 解镇宇  
封面设计: 张瑞阳

 教育科学出版社  
Educational Science Publishing House





主 编 彭秀林  
副主编 黄伟玲 衡 哲 邓惠惠

# 商务英语函电

教育科学出版社  
· 北 京 ·



出 版 人 郑豪杰  
责任编辑 解镇宇  
版式设计 张瑞阳 郝晓红  
责任校对 贾静芳  
责任印制 叶小峰

图书在版编目 (CIP) 数据

商务英语函电 / 彭秀林主编. -- 北京: 教育科学出版社, 2024. 7. -- ISBN 978-7-5191-3067-1  
I. F740  
中国国家版本馆 CIP 数据核字第 2024N190U0 号

商务英语函电  
SHANGWU YINGYU HANDIAN

---

出 版 发 行	教育科学出版社	邮 编	100101
社 址	北京·朝阳区安慧北里安园甲 9 号	编辑部电话	010-64989631
总编室电话	010-64981290	市场部电话	010-64989009
出版部电话	010-64989487	网 址	<a href="http://www.esph.com.cn">http://www.esph.com.cn</a>
传 真	010-64891796		
经 销	各地新华书店		
印 刷	三河市龙大印装有限公司		
制 作	华腾教育排版中心		
开 本	850 毫米×1168 毫米 1/16	版 次	2024 年 7 月第 1 版
印 张	12	印 次	2024 年 7 月第 1 次印刷
字 数	305 千	定 价	42.00 元

---

图书出现印装质量问题,本社负责调换。





# PREFACE

商务英语函电在国际贸易中起着至关重要的作用，因此，外贸从业人员不仅应掌握商务英语函电的写作方法，具备参与国际商务活动的综合能力，还应熟悉国际贸易的系统流程，具备跨文化交际的能力。

近年来，随着跨境电子商务的迅猛发展和《国际贸易术语解释通则®2020》的正式实施，为顺应我国外贸行业发展新趋势和国际商务人才培养新需求，也为帮助商务英语、国际商务、国际经济与贸易等专业的学生和外贸从业人员快速熟悉并掌握国际贸易业务流程中的商务函电写作技能，我们精心编写了这本《商务英语函电》教材。

本教材以党的二十大精神为指引，以国际贸易业务流程为主线，以“实用”和“适用”为编写原则，以国际商会（International Chamber of Commerce, ICC）颁布的《国际贸易术语解释通则®2020》为参考，将国际商务基础知识、国际贸易流程和商务函电用语等方面的内容有机结合起来，详细讲解国际商务函电的结构与写作要点。教材共 10 个单元，涵盖商务函电写作基础知识，建立业务关系，询盘及回复，报盘与还盘，订单确认与合同，支付，保险，装运，投诉、索赔与解决，代理等环节的商务英语函电写作。每个单元由 5 部分构成：任务情境、知识链接、例文参考、函电妙句和分级练习。通过学习本教材，学生能够了解和掌握国际商务英语函电写作的基本原则和技巧，以及国际贸易磋商和达成交易的方法与技巧。

## 本教材的特色主要体现在以下三个方面。

1. 体现时代性。编者紧跟国际贸易发展变化的最新形势，以《国际贸易术语解释通则®2020》为依据进行编写。

2. 强化操作性。以国际贸易业务流程为主线，引入外贸案例，即通过深圳艾菲尼迪科技有限公司（Shenzhen Affinity Technology Company）与美国 KINK 贸易有限公司（KINK Trading Co., Ltd.）、中国优信贸易有限公司（Yoshine Trading Co., Ltd.）与美国波士顿贸易有限公司（Boston Trading



Co., Ltd. )、中国绿源贸易有限公司 ( China Green Source Trading Co., Ltd. ) 与 Jeff & Sons 有限公司 ( Jeff & Sons Co., Ltd. ) 之间的贸易往来, 强化学生对整个外贸流程的理解。

3. 突出针对性。从学生的学情出发, 在高度仿真的外贸情境中通过反复的写作练习, 强化学生的商务函电写作能力。

本教材建议教学时数为 72 个学时, 实际教学时可依据教学时间及教学对象进行灵活调整。具体单元的建议学时如下:

教学内容	建议学时	
	理论学时	实践学时
Unit 1 Basic Knowledge of Business Letters	2	2
Unit 2 Establishing Business Relations	2	2
Unit 3 Inquiry and Reply	4	4
Unit 4 Offer and Counteroffer	4	4
Unit 5 Order Confirmation and Contract	4	4
Unit 6 Payment	4	4
Unit 7 Insurance	4	4
Unit 8 Shipment	4	4
Unit 9 Complaint, Claim and Settlement	4	4
Unit 10 Agency	4	4
小 计	36	36
总 计	72	

本教材由清远职业技术学院彭秀林担任主编, 清远职业技术学院黄伟玲、广州铁路职业技术学院衡哲、清远职业技术学院邓惠惠担任副主编。其中, 彭秀林编写第一、二、九、十单元, 黄伟玲编写第三、四单元, 衡哲编写第五、六单元, 邓惠惠编写第七、八单元, 全书由彭秀林总纂定稿。

本书在编写过程中参考了同类教材以及亿学商务英语函电实训系统的研究成果, 在此谨对相关人员表示感谢。由于时间仓促, 加之编者水平有限, 书中难免存在疏漏与不妥之处, 恳请读者批评指正。

编 者





# CONTENTS

<b>UNIT 1</b>	<b>Basic Knowledge of Business Letters .....</b>	<b>1</b>
<b>UNIT 2</b>	<b>Establishing Business Relations .....</b>	<b>15</b>
<b>UNIT 3</b>	<b>Inquiry and Reply .....</b>	<b>33</b>
<b>UNIT 4</b>	<b>Offer and Counteroffer .....</b>	<b>51</b>
<b>UNIT 5</b>	<b>Order Confirmation and Contract .....</b>	<b>71</b>
<b>UNIT 6</b>	<b>Payment .....</b>	<b>89</b>
<b>UNIT 7</b>	<b>Insurance .....</b>	<b>111</b>
<b>UNIT 8</b>	<b>Shipment .....</b>	<b>129</b>
<b>UNIT 9</b>	<b>Complaint, Claim and Settlement .....</b>	<b>147</b>
<b>UNIT 10</b>	<b>Agency .....</b>	<b>167</b>



# Scope and Sequence

	Unit	Task 1	Task 2	Task 3
1	Basic Knowledge of Business Letters	Envelope Addressing	Writing Principles of Business Letters  Structure of Business Letters	Fax and E-mail
2	Establishing Business Relations	The Importer's Self-introduction  Reply to the Importer	A Garment Exporter's Self-introduction	The Exporter's Self-introduction  Reply to the Exporter
3	Inquiry and Reply	A General Inquiry About 3D Printers  Reply to the General Inquiry About 3D Printers	A Specific Inquiry About T-shirts  Reply to the Specific Inquiry About T-shirts	A Specific Inquiry About Canned Mushrooms  Reply to the Specific Inquiry About Canned Mushrooms
4	Offer and Counteroffer	Making an Offer About 3D Printers  Making a Counteroffer About 3D Printers	Asking for an Offer About T-shirts  Making an Offer About T-shirts	Making an Offer About Canned Mushrooms  Making a Counteroffer About Canned Mushrooms
5	Order Confirmation and Contract	An Order E-mail of 3D Printers	An Order E-mail of T-shirts  Reply to the Order E-mail of T-shirts	Asking for Sales Confirmation  Signing a Contract
6	Payment	Urging the Opening of L/C  Reply to the E-mail About L/C	Urging the Establishment of L/C  Reply to the E-mail About L/C	Making Amendments to L/C  Reply to the E-mail About Amendments
7	Insurance	Insurance Request About 3D Printers  Reply to the Insurance Request About 3D Printers	Insurance Request About T-shirts  Reply to the Insurance Request About T-shirts	Urging Insurance  Application for Insurance
8	Shipment	Shipment Inquiry  Reply to Shipment Inquiry	New Shipping Arrangement  Shipping Recommendation	Shipping Advice
9	Complaint, Claim and Settlement	A Complaint About 3D Printers  Settlement of Damaged 3D Printers	A Complaint About the Wrong Delivery  Settlement of the Wrong Delivery	A Claim for Inferior Quality  Reply to the Claim
10	Agency	Request for General Agency  Reply to Request for General Agency	Request for Sole Agency  Reply to Request for Sole Agency	Seeking for Sales Agency  Accepting as the Sales Agency





# Establishing Business Relations



## Aims to Obtain

---

Upon completion of this unit, you will:

- © know the channel to approach your new customers;
- © know how to write letters or e-mails to establish business relations;
- © be able to introduce your company to foreign clients;
- © be able to promote products with the words and expressions.

## Task 1

## ◀ Situation 1

## The Importer's Self-introduction

美国 KINK 贸易有限公司 (KINK Trading Co., Ltd.) 采购经理 Kim Edison 从中国制造网上看到深圳艾菲尼迪科技有限公司 (Shenzhen Affinity Technology Company) 的产品介绍后, 对该公司的产品非常感兴趣, 准备致函该公司, 试图与之建立业务关系。

请以 Kim Edison 的名义给深圳艾菲尼迪科技有限公司 (Shenzhen Affinity Technology Company) 销售经理 Tina Liang 写一封开发邮件。邮件中应包含以下内容:

1. 告知信息来源;
2. 说明己方公司的情况;
3. 表达与对方公司合作的意向;
4. 希望对方公司提供更多信息;
5. 期盼对方早日回复。

---

---

---

---

---

---

---

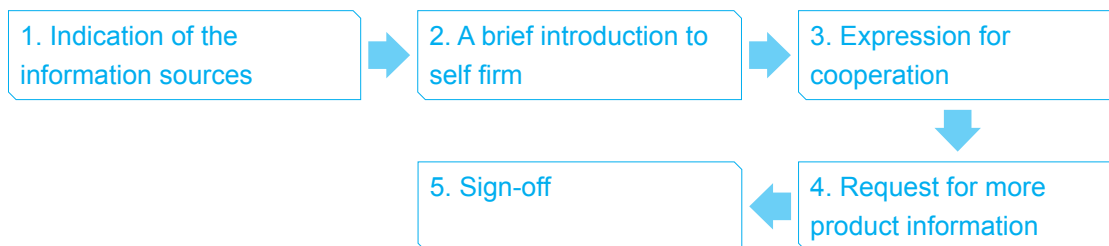
---

---

---

## ► Knowledge Link

I. Refer to the following mind map for writing tips.





## II. Learn the following key words and expressions.

- |   |           |
|---|-----------|
| 1. Made-in-China                        | 中国制造网     |
| 2. leading                              | 主要的       |
| 3. specialise in...                     | 专门经营……    |
| 4. hi-tech products                     | 高科技产品     |
| 5. a long-standing and high reputation  | 久享盛誉      |
| 6. take the liberty to...               | 冒昧做……     |
| 7. establish business relations with... | 与……建立业务关系 |

### ► Sample Answer

*To: Tinaliang@affinity.com.cn*

*From: kimedison@kink.com.us*

*Date: March 5, 2023*

*Subject: Self-introduction*



Dear Ms. Liang,

Having learned your name and address from the website **Made-in-China**, we understand that you are one of the **leading** manufacturers and exporters of IT products in China.

We **specialise in** importing **hi-tech products** for many years and have a **long-standing and high reputation** in America. We find your advertising products on the website so attractive that we **take the liberty to** write to you in the hope of **establishing business relations with** you.

It would be greatly appreciated if you could provide more information about your company and products for us.

We are looking forward to your early reply.

Yours sincerely,

*Kim Edison*

Kim Edison

Purchasing Manager

## ◀ Situation 2

### Reply to the Importer

针对 Situation 1 中所拟邮件的内容, 请以深圳艾菲尼迪科技有限公司 (Shenzhen Affinity Technology Company) 销售经理 Tina Liang 的名义拟一封回函。回函中应包含以下内容:

1. 告知来函收悉并致谢;
2. 介绍己方公司的业务范围;
3. 表达合作意向;
4. 回应对方公司的要求;
5. 期盼尽快回复。

---

---

---

---

---

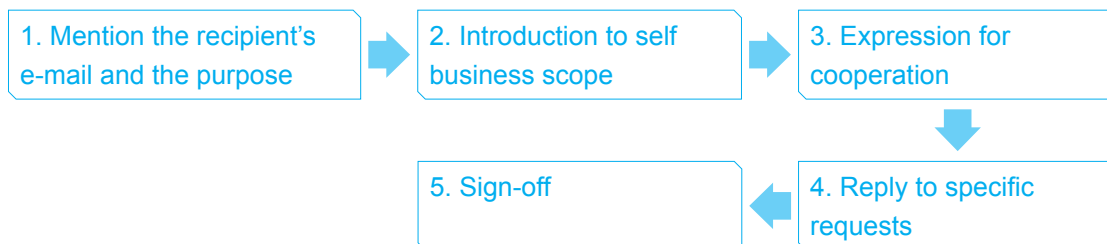
---

---

---

### ► Knowledge Link

I. Refer to the following mind map for writing tips.



II. Learn the following key words and expressions.

- |                        |        |
|------------------------|--------|
| 1. be interested in... | 对……感兴趣 |
| 2. desire to...        | 希望做……  |
| 3. trade with sb.      | 与某人做交易 |
| 4. in this line        | 在这个行业  |
| 5. catalogue           | 产品目录   |
| 6. price list          | 价目表    |



### ► Sample Answer

To: kimedison@kink.com.us  
From: Tinaliang@affinity.com.cn  
Date: March 6, 2023  
Subject: Reply to the Self-introduction



Dear Mr. Edison,

Thank you for your e-mail of March 5. We are glad to know that you **are interested in** our products and **desire to** enter into business relations with us.

As you know, we are a leading exporter of IT products and it's our pleasure to **trade with you in this line**. As requested, we attach a **catalogue** together with a **price list** and hope that you will contact us if any item is of interest to you or if you have any requirements.

We look forward to receiving your inquiries soon.

Yours faithfully,

Tina Liang

Tina Liang

Sales Manager

## Task 2

### ◀ Situation

#### A Garment Exporter's Self-introduction

中国优信贸易有限公司 (Yoshine Trading Co., Ltd.) 是一家合资企业, 专营男女服装的进出口业务, 其产品因设计独特、质量卓越而广受消费者欢迎。经过多年的发展, 该公司已与国内众多服装经销商建立了广泛的业务联系。为扩大产品销量, 该公司决定开拓海外市场并从阿里巴巴网站上了解到美国波士顿贸易有限公司 (Boston Trading Co., Ltd.) 对进口成衣感兴趣。

请以中国优信贸易有限公司（Yoshine Trading Co., Ltd.）销售经理 Li Jing 的名义撰写一封开发信，并发给美国波士顿贸易有限公司（Boston Trading Co., Ltd.）。邮件中应包含以下内容：

1. 说明得知对方公司信息的来源；
2. 介绍己方公司及产品；
3. 表达合作意向；
4. 期盼对方回复。

---

---

---

---

---

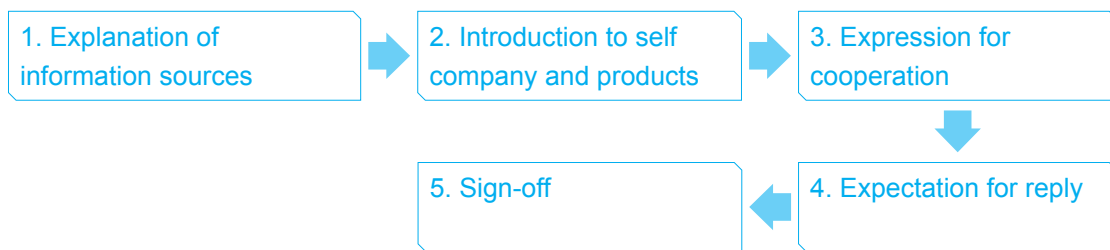
---

---

---

#### ► Knowledge Link

I. Refer to the following mind map for writing tips.



II. Learn the following key words and expressions.

- |  |             |
|--|-------------|
| 1. be in the market for...                 | 有意购买……      |
| 2. be of high quality and beautiful design | 质量上乘、设计精美   |
| 3. visit our online company introduction   | 访问我们的线上公司介绍 |
| 4. be of interest to sb.                   | 某人对……感兴趣    |
| 5. give sb. a quotation                    | 为某人提供报价     |



► Sample Answer

To: [markdpt@bostontrading.com.us](mailto:markdpt@bostontrading.com.us)  
From: [yoshinexport@yoshine.com.cn](mailto:yoshinexport@yoshine.com.cn)  
Date: April 25, 2023  
Subject: Self-introduction



Dear Sirs/Madams,

We learnt from your information posted on Alibaba that you **are in the market for** garments. We would like to take this opportunity to introduce our company and products, with the hope that we may work with you in the future.

In effect, we are a joint venture specialising in designing and producing various traditional and fashionable men's and women's garments. We have developed and marketed a series of products such as sweaters, shirts, T-shirts, etc. All the items **are of high quality and beautiful design**.

We have enclosed our catalogue, which introduces our company in detail and covers the main products we supply at present. You may also **visit our online company introduction** at <http://www.alibaba.com>, which includes our latest product lines.

Should any of these items **be of interest to you**, please let us know. We will be glad to **give you a quotation** upon receipt of your detailed requirements.

We look forward to receiving your early reply.

Yours sincerely,

*Li Jing*

Li Jing

Sales Manager