

职业教育国际商务专业教学用书

Business

商务英语函电

(第四版)

主编 肖建兴 闫兴伯



中国教育出版传媒集团
高等教育出版社

内容提要

本书是根据《中等职业学校国际商务专业教学标准》在《商务英语函电》(第三版)的基础上修订而成的。

本书以训练学生正确运用国际贸易知识来处理往来函电的基本能力为主线,主要包括:商务信函、建立发展商务关系、询盘与报盘、还盘、贸易合同与订单、支付、装运、保险、开立与更改信用证、索赔与理赔、电子方式商务通信、代理,共12个单元,并附相关词汇表。本书内容实用,浅显易懂,样信简洁,词汇贴近国际贸易实际,关键词反复出现。

本书可供中等职业学校、五年制高职国际商务专业的学生使用,也可作为相关行业培训教材或自学用书。

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商务英语函电

Shangwu Yingyu Handian

(第四版)

主编 肖建兴 闫兴伯

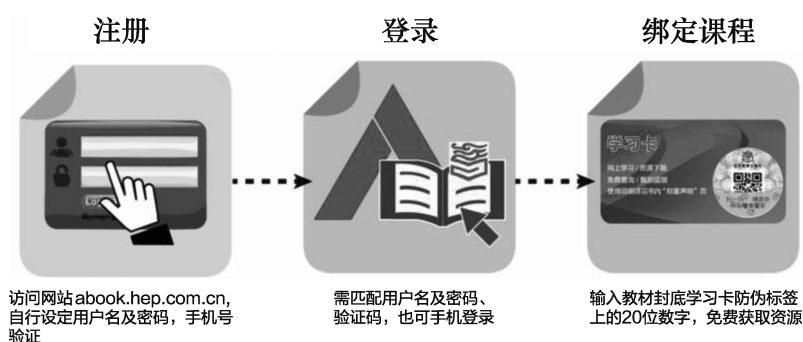
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本书配套的数字化资源获取与使用



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Abook APP

第四版前言

习近平总书记非常重视外贸的稳定与发展,强调在目前国际形势的风云变幻中,必须稳住外贸“朋友圈”,必须让世界读懂中国经济的韧性与活力。维护多边贸易规则和自由贸易秩序,贡献中国力量、提供中国方案和中国智慧是我国的使命和担当。中等职业教育担负着为国家培养一线外贸技术技能人才的重任,更担负着让每一个中国“外贸人”成为有国家认同感、具有民族担当的合格职业人的使命,更要让每个中职毕业生都有人生出彩的机会。

尽管新冠肺炎疫情对全球经济贸易产生了深远而持续的不利影响,但我国的对外贸易还是得到了恢复和强势增长。我国与“一带一路”沿线国家贸易发展势头良好,合作潜力也不断得到释放,正在成为拉动我国外贸发展的新动力,这也为广大外贸学子的发展提供了难得的机遇。

本书自面世以来,经过不断地修订和完善,无论是教材框架的严谨性,知识结构的完整性,还是内容的难易度,都在一线教学使用中得到了很好的检验。本书深受师生的欢迎,多次再版就是最好的证明。

经过多年的使用,学校的一线教师和企业用人单位的资深人员都对本书提出了许多宝贵的意见和建议,指出书中存在的纰漏和过时内容。为了让教材更加贴近岗位,贴近时政、贴近当前国内外贸易发展,进一步突出岗位核心职业能力和职业素养的培养,更好对接企业和用人单位的需求,故做出再版的决定。第四版在最大限度地保留原书的精华和框架结构的同时,在原版基础上摒弃一些过时的表达,进一步降低了练习的难度,删除了句型中一些过时和重复的内容,完善并增加了一些新的知识内容,力求更突出实用性,修订中围绕“适用、实用、够用”设计框架和把握难度。

书中不足和疏漏之处在所难免,欢迎读者批评指正! 读者意见反馈信箱: zz_dzyj@pub.hep.cn。

编 者

2021 年 10 月

第一版前言

随着我国加入 WTO,国际贸易对不同层次的人才需求不断扩大。中等职业学校国际商务专业的任务就是面对新形势,培养从事国际商务工作的一线初级人才。“商务英语函电”为国际商务专业主干课程,本课程的教学目标是培养学生能用英语处理进出口业务中的一般商务往来函电、签订合同和填写有关单证;同时还要为学生参加相关职业上岗资格考试打下基础。“商务英语函电”内容总括起来有三个方面:函电的格式、套话(包括术语、习语即习惯表达)和国际贸易知识。学生学习这门课通常存在以下难点:所学的国际贸易知识与函电涉及的内容脱节,不知道怎样写,缺乏实用英语表达能力或表达不准。

为此,根据教育部 2001 年颁发的《中等职业学校国际商务专业教学指导方案》中主干课程《商务英语函电教学基本要求》编写了这本中等职业教育国家规划教材。本教材以训练学生正确运用国际贸易知识来处理往来函电的基本能力为编写主线。在编写过程中,参考了国内外一些相关层次、相关内容的教材,从中职生年龄特点和现有的文化知识水平出发,以深入浅出、分散难点和反复再现为编写原则;以培养学生的学习能力、实践能力和相关国际贸易法规意识为编写目的,注重实践性和操作性。

为了降低知识的难度,课文编写浅显易懂,样信简洁,一般词汇尽量贴近实际工作,对每课所用课文的书信都做了业务背景介绍。为积累英语语言能力,关键词汇既在同一单元内多次出现,又在不同单元中反复出现。

本教材有以下特点:① 内容编排上有所突破。鉴于生源水平不同,把教材分为必修模块和选修模块;② 单证处理上有所突破。为了拓宽知识的广度,首次将一些单证有机地安排在课文或者练习中加以介绍;③ 习题的编排上有所突破。为了减少学生学习的难度,选择了有代表性的话题以不同的形式出现,使学生大信息量地接触英语,围绕每课重要词语表达法展开训练。设计练习时兼顾到本专业上岗资格考试的训练。练习由语言知识训练题目和综合能力训练题目两部分构成。习题的题型和题量便于教师操作。

本教材共有 12 个单元,41 课,可供两个学期使用,各校也可以根据具体教学情况自行安排。教学总时数为 108 学时,每周安排 3 ~ 4 学时。Pre-study 和 Useful Sentences 用一个课时完成。一个单课(Lesson)用一周时间完成。

教材结构如下(以单元为单位):

1. Pre-study

给出本单元每课涉及的主要业务术语的英汉表达,简介其定义和涉及的国际法规,之后安排思考题。

2. Useful Sentences

给出本单元涉及的主要业务中最常用的英汉句子:其中生词给出音标,习语、术语标明中文。

3. Lessons

每个单课标题下包括五部分:

(1) Diary: 业务背景介绍。

(2) A Specimen Letter: 每课的课文。

(3) New Words: 给出每课的生词和短语,以高一学习结束的词汇表为基础。

(4) Notes: 本课涉及的业务处理思路及信的结构安排、术语解释、难句注释。

(5) Activities: 由 Vocabulary review (训练理解、记忆常用的表达) 和 Writing practice (训练语言运用技能) 两部分组成。

鉴于这门课程的特点和中职生的基本学习能力,建议 Useful Sentences 和 Vocabulary review 两部分以带

读、诵读、默读和听写的方式进行,这样效果更佳。

本教材由黄宪西和闫兴伯主编。第二单元由赵原和于昊编写,第三单元和第四单元由黄宪西编写,第五单元和第六单元由杨奇庆编写,第七单元和第十一单元中的 Lesson 38 由吴伙兵编写,第八单元和第十单元由王淑琴编写,第一单元、第九单元、第十一单元中的 Lesson 36 和 Lesson 37 以及第十二单元由闫兴伯编写。全书由闫兴伯统稿。

在本教材的编写过程中,我们曾经多次将样稿送交一些省的中等职业学校师生阅读,以征求他们的意见,他们对教材的编写思路与方式给予了热烈的反应和肯定,同时也提出了宝贵的建议。我们还一直得到深圳大学李沛然和陈勇两位专家的悉心指导。深圳市西特托利电子有限公司在外贸实务方面给予了热忱的帮助。我们还得到深圳市教育局职教研究所、深圳市文锦职业技术学校、深圳市财经学校、黑龙江省外贸学校和吉林经贸学校各方面的支持。在此,谨向他们的鼎力相助一并表示衷心的感谢。

本书通过全国中等职业教育教材审定委员会审定,由对外经济贸易大学姚新超教授担任责任主审,对外经济贸易大学蒋显璟教授、何曾楣教授审稿。他们对书稿提出了很多宝贵意见,在此表示衷心感谢。

由于编者水平有限,错误之处在所难免,敬请读者批评指正。

编 者
2002 年 4 月

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BUSINESS LETTERS

商务信函

Pre-study

A Terms to Learn

1 international trade

国际贸易

国际贸易泛指国际间的商品和劳务（或货物、知识和服务）的交换。国际贸易种类很多，本书主要内容为国际商品交易中应用的往来函电。

2 business correspondence

商务函电

商务函电是买卖双方进行业务磋商时的书面往来信函。随着信息科技的发展，商用电报和电传已不再使用，但在有些函电往来中仍保留了一些用词，如缩略字和省略用法。

3 business letters

商务信函

商务信函一直是国际贸易中买卖双方主要的联系方式，逐渐形成了自己的格式和特点，往往短小精悍，开门见山。由于它属于商务公函，即使与收件人很熟悉，也要用较正式的语言，要注意表意准确清楚，以免造成对方误解甚至导致业务纠纷。信函布局要合理美观，给对方以好的印象。商务函电现在以传真和电子邮件形式居多。

4 letter writing

信函写作

商务函电用语与日常用语的差别，如不要写 don't, can't, 而要写成 do not, can not。掌握贸易术语和常用句式。典范书信背诵与习作是必要的；学习国际贸易相关知识是写好商务函电的必备条件之一。

5 terms & conditions

条款

贸易双方磋商各交易条款，包括：商品描述（品名、规格、质量标准）、数量、价格、包装、交货期、付款条件等六项主要条件，也会涉及保险、外汇、理赔、仲裁等。

6 commodity contract

商品合同

贸易双方达成每笔交易后，都会签订一份具有合同性质的文件，是双方履行交易条件的书面依据。在履行合同的过程中，双方依然有函电往来需要，如装船通知、有关信用证事宜等。

B Think and Discuss

- 1 What should we pay attention to when writing business letters?
- 2 What terms and conditions should we discuss in business negotiations?

Useful Sentences

- | | |
|--|-------------------------------------|
| 1 We have received your letter of May 16, 2021, thank you.
收到你方 2021 年 5 月 16 日函, 谢谢。 | |
| 2 Please let us know your business terms and <i>conditions</i> .
请告知你方贸易条款。 | /kən'diʃən/ n. 条件 |
| 3 Thank you for your letter dated Aug. 20, <i>informing</i> us of the opening date of the fair.
已收到你方 8 月 20 日告知交易会开幕日期的来函, 谢谢。 | /ɪn'fɔ:m/ v. 告知 |
| 4 Having <i>obtained</i> your name and address from <i>China Daily</i> , we are writing to you for the establishment of business relations with you.
从中国日报上获悉贵公司名称和地址, 兹致函以求建立业务关系。 | /əb'teɪn/ v. 获得 |
| 5 You are kindly introduced to us by The A.B.C. Company, New York, as an important buyer of <i>textiles</i> .
纽约的 A.B.C 公司向我们介绍, 贵公司是纺织品大买主。 | /'tekstail/ n. 纺织品 |
| 6 We are one of the leading <i>firms</i> in the country and have much experience in the trade.
我公司是我国龙头企业之一, 在该行业经验丰富。 | /fɜ:m/ n. 企业, 公司 |
| 7 If you are interested in the <i>article</i> , please let us know as soon as possible.
如对该货物感兴趣, 请尽早告知。 | /'ɑ:tɪkl/ n. 货物 |
| 8 We look forward to receiving your early reply.
盼早复。 | |
| 9 Your early reply would be much <i>appreciated</i> .
若蒙早复, 不胜感激。 | /ə'pri:ʃeɪtɪd/ a. 感谢 |
| 10 We wish that this business will bring <i>benefits</i> to both of us.
我们希望这次交易能让双方互惠。 | /'benɪfɪt/ v. 使受益 |
| 11 Thank you in advance for your cooperation.
对你方合作事先表示感激。 | |
| 12 We do business with <i>merchants</i> all over the world.
我们与世界各国商人做生意。 | /'mɜ:tʃənt/ n. 商人 |
| 13 Your goods sell well in our market.
你方货物在我方市场上畅销。 | |
| 14 We have done <i>import</i> and <i>export</i> business for years.
我公司已做进出口生意多年。 | /'ɪmpɔ:t/ n. 进口
/'ekspɔ:t/ n. 出口 |

1 Writing of the Letters

Styles of the Letter

a The Full Blocked Style

Smith & Evans Ltd.

Registered No.596183 England
123 Upper Thames Street
London EC4V

Tel: 00441-36562341/2
Fax:987-42-883907
Banker:Westminster Bank
E-mail:SmithEvans@co.com
VAT No. SL114533535

Your ref:

Our ref: MMB/334-11

Sept. 2, 2021

Wongsheng & Co.
Rm 509-511 Tongle Bldg
Shennan Rd., Shenzhen, China

Dear Sirs,

Re:Autumn—2021 Chinese Imp./Exp. Commodities Fair

We shall visit your Autumn—2021 Chinese Imp./Exp. Commodities Fair.
Kindly let us have the following information:

- 1 Your Hall Number and Room Number at the fair.
- 2 Can you furnish us with some sample toys for free distribution?
- 3 The date on which we will visit your head office in Shanghai.

We await your reply with keen interest.

Yours faithfully,
For Smith & Evans Ltd.
(signed)

J.B.Anderson

EL /JA.:

b The Indented Style

**Heilongjiang Light Industrial Products
Import & Export Corporation**

Established in 1952

112 Zhongshan Road, Nangang District, Harbin, China

Tel: 0086451-82723834

Fax: 0086451-82937461

E-mail: heilight@public.bct.com

Your Ref:

Our Ref: SM/L02-0031

Date: Sept. 2, 2021

S. M. Trading Co., Ltd

Box: 6041

Karachi Pakistan

Attention: Mr. M. Yasin Marlic

Dear Sirs

Re: Our General Manager's Visit

Mr. Y. M. Zheng and his assistant will arrive in Karachi at 18:40, Beijing Time, Sept. 9 (Fri) by Pakistan International Airlines (Flight No. 0315). Please meet them at the airport.

They will bring some samples you asked for, which would be salable in your market.

Thank you in advance for your help.

Yours faithfully
for Heilongjiang Light Industrial Products
Imp/Exp Corporation
Li Weiwei
(Secretary)

Encl:

c The Modified Style

Wongsheng & Co.

Room 509-511 Tongle Bldg Shennan Rd., Shenzhen (518044), China

Tel: (0086755) 85576183 Fax: (0086755) 85576183

E-mail: chinawong @ public. sztt. net. cn

Date: Jan. 15, 2021

Huamao Agencies
625 Aljunied Road
Singapore 389836

Dear Mr. Walters,

This letter is an example of the style used as standard for Wongsheng & Co.

The date is typed on the second line below the bottom of the printed heading, so that it ends at the right margin. The inside address is written in blocked form.

Paragraphs are also blocked (not indented). Except for periods to mark abbreviations, no punctuation is used after the line of the inside name and address.

The salutation is typed at the left margin two lines below the inside address and is followed by a comma.

The complimentary close is begun slightly to the right of the center of the page on the second line below the message. It is followed by a comma. The name of the writer is typed four spaces below the complimentary close and his title or his department designation is placed immediately below his name.

Dictator's and typist's initials are placed at the left-hand margin, two spaces below the title.

Very truly yours,

(signed)

Zhang Kai

Assistant Manager

RFP : ms

Writing of Envelops

1. 齐头式

S.M. Trading Co.
P.O.Box6041 (发信人名称地址)
Karachi Pakistan

Wongsheng & Co.
Rm 509-511 Tongle Bldg
Shenzhen China
518044 (收信人名称地址)
Registered

Zhongxing Trading Corporation
106 Dacheng Street
Harbin China
150001

The Secretary
Percy Astins & Co.Ltd.
18-22 King's Avenue
London E.C.4

Confidential

2. 缩进式

New Words

fax /fæks/ *n.* 传真
commodity /kə'mɒditi/ *n.* 商品
furnish /'fɜːnɪʃ/ *v.* 提供
distribution /,dɪstrɪ'bjuːʃn/ *n.* 分销
await /ə'weɪt/ *v.* 等候, 期待
manager /'mænɪdʒə/ *n.* 经理
airport /'eəpɔːt/ *n.* 飞机场
confidential /,kɒnfɪdəntʃl/ *adj.* 机密的

VAT (Value Added Tax) 增值税
fair /feə/ *n.* 交易会
sample /'sɑːmpl/ *n.* 样品
head office 总公司
with keen interest 殷切地
assistant /ə'sɪstənt/ *n.* 助手
airline /'eəlaɪn/ *n.* 航空公司
salable /'seɪləbl/ *adj.* 有销路的, 畅销的

Notes

1 商务信函结构

必要构成部分:

信头 Letter Head

日期 Date

封内名称和地址 Inside Name and Address

信文 Letter Body

结尾敬语 Complimentary Close

特殊构成部分:

信函编号 Reference Number

交由 Attention Line

标题 Subject

附件 Enclosure

经办记号 Reference Notation

(1) 信头

通常各贸易公司的信纸上都印有现成的信头。信头中除公司名称和地址外,还包括电话号码、传真号码、网址及电子信箱等。有些信头中还有公司成立年代、注册国别、公司总裁、开户银行和纳税人识别号等。

(2) 信函编号

有些信纸上印有你方编号、我方编号,便于存档查询。往往你方编号在前或在上,我方编号在后或在下。

(3) 日期

日期中年、月、日要俱全。提倡月份用英文字母书写,其他用阿拉伯数字,避免混淆误解。2021不能只写 21。月份可以用缩略词。“1日”可以写成 1、1st 或 the 1st,无论写成哪种形式,都要读成最后一种形式的读音。年、月、日顺序有英美两种方式。美式大多采用月日年的写法,英式大多采用日月年的写法,比如:

Feb. 3, 2021 (American way)

3rd Feb., 2021 (British way)

(4) 封内名称和地址

封内名称与地址要分 3~5 行平头打印,每行长度不得越过信纸纵向中线。普通信函中没有该部分。其作用是防止发信人装错信封,便于收信人识别错装的信。该部分体现了商务函电中审慎细致的作风。

(5) 交由

信函一般是寄给某家公司的,但如果发信人希望将此事交由具体某人办理,可以加上此栏,隔行打在封内地址下,往往加下划线。例如:

Attention: Miss Wang Diandian

交王典典小姐办理。

For the attention of Mr. Smith

交史密斯先生办理。

(6) 称呼

商务公函是公司之间的来往,对收信人的称呼要正式,规范的常用称呼有:

Dear Sirs, (两个单词都大写字头,提倡接逗号或不加标点。美国部分来信用冒号。
译成“敬启者”“先生们”。)

Gentlemen: (后接冒号,译成“先生们”“执事先生”)

Dear Sir / Madam

To whom it may concern (致有关人员)

一般在函电写作中,尽量避免使用写个人,比如 I,而要写 we,our,ourselves. 因为函电代表的是公司,而非个人。

(7) 标题

并非每封信必有标题。标题能使收信人对该信主要内容一目了然。长信还可以设分标题。标题前

常有 Re 字样，后接冒号，意为事由。标题常加下划线以醒目。例如：

Re: 5 000 MT Sunflower seeds

事由：5 000 公吨葵花籽

Re: Indent No.3057

事由：第 3057 号订单

L/C No SB30054/02

第 SB30054/02 号信用证

(8) 信文

信文是信的主体。写信人要根据字的多少进行合理的布局。

(9) 结尾敬语

结尾敬语是信末的敬辞，在商务信函中常用的正式敬语为：Yours faithfully (英式)，Yours truly, Faithfully yours (美式) 和 Truly yours。用法见下表。(注意：只是第一个字母大写，译为敬上或谨启。如称呼后用逗号，敬语后也用逗号；如称呼后没用，敬语后也不用。)

Yours faithfully Yours truly Very truly yours Faithfully yours	Standard practice
Sincerely yours Yours sincerely	To a person you know
Cordially yours Yours ever	To your friend

(10) 署名部分

商务信函要手签，可以是签字人的姓名，也可以是签字人有自己风格特点的符号，下面要打印真实姓名，如有必要，要加打职务或职称。例如：

South Africa Trading Corporation

for Hudson & Jones Ltd.

(Signed)

(Signed)

John Davis

(Miss) Helen S. Patrick

Executive Manager

Secretary to Mr. G. Davis

介词 for 是代表某公司签字的意思，常和 on behalf 连用。

(11) 经办人记号

商务信函中，有的信是经口授人口授，由工作人员打印的。如果口授人名字没在署名部分下面打印出来，也应将其姓名的起始字母和打字员姓名的起始字母标示出来，隔行打印在署名部分下面的左手边，便于日后查询。例如：

rs
TSG } 打字员
Rbs }

as : rs
FMA:grp } 口授人 / 打字员
IHL/QM }

(12) 附件

提示随函寄来的材料。例如：

Enclosure: Price List

附件：价目单

Enclosures: Four copies of Price List

附件：4 份价目单

Encl: As stated (As above)

附件：如文（如上）

Encl: Contract No.3456-032-05

附件：第 3456-032-05 号合同

(13) 补述 (P.S.)

补述，除非另有目的，一般不使用，因为这通常被视为写信人事先考虑不周，或该事情根本不重要。例如：

P.S. Please send us some catalogues.

又及：请给我们寄几本目录来。

2 商务信函的格式

(1) 齐头式（平头式）。各行文字均在左手边顶头打印。

(2) 缩进式。信内地址换行时，下一行比上一行向右缩进 1~3 个字母。

(3) 混合式。信文起始段落不缩进。

(1) 齐头式（平头式）

Blocked Style



(2) 缩进式

Indented Style



(3) 混合式

Modified Style



3 信纸及布局

信函各部分在信纸上的布局要美观合理，注意上、下、左、右边距的大小，布局应匀称。如果一张纸不够用，使用第二张纸时，要把信文中的几行文字移到第二页信纸上去，第二页不能只有结尾敬语和签字，否则会被视为不礼貌。但要注意的是，漂亮的信头、优质的信纸以及美观的布局固然重要，但表意准确、语法和拼写正确、简明礼貌的信文更为重要。

4 信封

英语信封书写或打印与中文方式相反：左上为发信人名称、地址，右下为收信人名称、地址。

信封的书写或打印，如前所示，分齐头式（平头式）和缩进式。

5 Co. 是 company 的缩略式；Ltd. 是 limited 的缩略式。

美国公司常用 corporation 一词，缩略式为 Corp.

firm 也是公司、企业，但不与公司名称一起使用，只用于 your firm, our firm 等。

6 函电写作中的“8C”原则

(1) Courtesy 礼貌原则

礼貌原则指的是商务信函的语言表达要专业而且礼貌，掌握沟通的尺度和进度。

(2) Correctness 正确原则

正确原则指的是商务信函中所涉及的信息、数字、事实准确无误，如：收信人的职称、姓名、地址、交货时间、地点、货物品质、颜色、尺码、单价、总价、包装等。

(3) Consideration 体谅原则

体谅原则指的是写信时要站在收信人的立场看问题，而不是从自身出发，语气上更尊重对方。

(4) Completeness 完整原则

完整原则指的是商务信函阐述必须完整，考虑全面，切忌内容含糊不清。

(5) Clarity 清楚原则

清楚原则指的是商务信函的语言表达力求清楚简练，切记使用复杂的短语及句式。

(6) Conciseness 简洁原则

简洁原则指的是商务信函的语言表达尽量选用简单常用、易懂、朴素的词汇，采用简洁、直接的句子，提高沟通效率。

(7) Concreteness 具体原则

具体原则是指商务信函中涉及的内容、信息要详实具体、丰富生动，表达要完整。

(8) Coherence 连贯原则

连贯原则指的是商务信函的写作表达要连贯，信函的跟进工作要连贯。

Activities

I Vocabulary review

1 Translate the following sentences into English.

中国上海南京路 58 号

中国进出口商品交易会

请寄给我们一些样品供免费分发。

交安德森先生办理。

盼早日收到你方消息。

请到机场接史密斯先生和他的助理。

2 Match the expressions in Column A with those in Column B.

A

- (1) head office()
- (2) in advance()
- (3) general manager()
- (4) international airlines()
- (5) business letters()

B

- a 国际航空公司
- b 封内地址
- c 贸易磋商
- d 商务信函
- e 提前，事先

- | | |
|----------------------------|----------|
| (6) commodities fair() | f 航空挂号邮寄 |
| (7) business discussion() | g 总经理 |
| (8) export corporation() | h 商品交易会 |
| (9) inside address() | i 总公司 |
| (10) registered airmail() | j 出口公司 |

II Writing practice

按下面提供的材料，请你代表公司，按今天的日期，分别设计出一封齐头式、一封缩进式书信和信封，注意总体布局（包括各部分位置、字号、间隔等），准确运用标点符号，拼写正确。

发信人：北京新华贸易有限公司

地址：中国北京东城区建国门内大街 158 号，邮编：150005

电话：0086-10-85182222 传真：0086-10-85184321

电子信箱：xhtco@public.jgm.net.cn

收信人：PHOENIX INTERNATIONAL

211 Fifth Avenue New York USA N.Y. 207

事由：玩具样品

内容：你方索取的玩具样品已于昨日寄出。我们相信我方玩具在美国市场上会有销路。请收到样品后速复。

ESTABLISHMENT & DEVELOPMENT OF BUSINESS RELATIONS

建立发展商务关系

Pre-study

A Terms to Learn

1 establishment and development of business relations

建立、发展业务关系

在国际贸易中，由于买卖双方相距遥远，所以他们往往都是通过商务信函和电子邮件等交流方式进行接洽和交往，也可通过参加国内外商品交易会、展览会和商业团体互访等方式取得联系。买卖双方可以通过以下几种渠道获得信息：银行、外国商会、中国驻国外商务处、贸易行行名录、同业商行、广告等。建立业务关系很重要，客户广泛，做生意的机会则多。要求建立业务关系的信函应郑重，文字方面也要规范，给对方以良好印象，建立关系后，应保持并发展这种关系。

2 pricelist 价目表

如果写信人是进口方，有意购买对方的产品，其往往会在函电中提出要求，索要产品目录本、价目表和样品等，以便对出口方的产品有更多的了解。

3 catalogue 目录

出口方为使新客户对自己所经营的产品有所了解，往往在首次交往时给对方寄去产品目录，以便对方参考或做选择。产品目录可能是单页的、折叠式的或是小册子。有的目录只有文字介绍，有的则图文并茂。

4 status 资信

国际贸易中一般特别注意交易对方的交易方式、财务状况、信誉程度等。良好的声誉会赢得更多的合作机会。和资信较差的企业做交易时要特别注意。

5 commission 佣金

很多进口方购进商品并非自己使用，而是替第三方购买（或转手卖给第三方），从中赚取手续费（即佣金）。

B Think and Discuss

- 1 Why do foreign trade companies need a lot of business connections?
- 2 Through what channels can the names and addresses of the firms to be dealt with be obtained?

Useful Sentences

- | | |
|---|---|
| 1 We intend to expand our business.
我们打算扩大业务。 | |
| 2 Please let us know their financial <i>status</i> and reputation.
请告知该公司的资信和声誉。 | /ˈstertəs/ <i>n.</i> 地位, 身份, 资信 |
| 3 Our activities cover a wide range of commodities, such as ties, belts and shirts.
我们的业务范围为日用品, 比如领带, 腰带和衬衫。 | |
| 4 We owe your name to the First <i>Commercial</i> Bank at your end.
承蒙贵地第一商业银行告知贵公司名称。 | /kəˈmɜːʃəl/ <i>adj.</i> 商业的 |
| 5 We take this <i>opportunity</i> to introduce ourselves ...
今借此机会向贵方自我介绍…… | /ˌɒpəˈtjuːnɪti/ <i>n.</i> 机会 |
| 6 We understand that you are well experienced in the export of engineering equipment with service.
得知贵方对在出口工程设备及相关售后服务业务上有丰富的经验。 | |
| 7 We are in the hope of opening an <i>account</i> with you.
希望能和贵方开启交易关系。 | /əˈkaʊnt/ <i>n.</i> 账户, 户头 |
| 8 They are enjoying an <i>excellent</i> reputation.
该公司享有极佳的声誉。 | /ˈeksələnt/ <i>adj.</i> 优秀的
极好的 |
| 9 You will be satisfied with our services.
贵方会对我方的服务感到满意的。 | |
| 10 We enclose herewith a <i>pamphlet</i> introducing our business standing and outline, the complete <i>catalogue</i> of our goods, and some samples. 兹随函附寄一本手册, 介绍本公司业务声望及概况、完整的产品目录及一些样品。 | /ˈpæmfɪt/ <i>n.</i> 小册子、手册
/ˈkætələɡ/ <i>n.</i> 目录 |
| 11 We wish to introduce ourselves as a <i>reliable</i> importer of textiles.
兹自我介绍, 我们是一家可信赖的纺织品进口商。 | /rɪˈlaɪəbl/ <i>adj.</i> 可靠的 |
| 12 Be glad to enter into business relations with you.
兹欣告, 我方愿与贵方建立商务关系。 | |
| 13 We are sending you under <i>separate</i> cover our latest catalogue and pricelist covering our exports.
现另封寄上我方出口产品的最新目录和价目表。 | /ˈsepəreɪt/ <i>a.</i> 隔开的 |
| 14 Our corporation is <i>specialized</i> in handling the export business of textiles.
我方专门从事纺织品出口生意。 | /ˈspeʃəlaɪz/ <i>v.</i> 专门从事, 专攻 |

2 Making Self-introduction

The following company plans to extend its business activities, and wants to establish business relationships with the importer in the market.

主题 Re: Self-introduction
时间 2021-09-14
发件人 Wongsheng & Co. chinawong@public.sztt.net.cn
收件人 Olstas<olstas@ok.net.ua>

Dear Sirs,

Established in 1950, we, a leading importer and exporter of business machines, have been expanding our business operations around the world.

We shall be much obliged if you will introduce to us a most reliable importer handling business machines. Our line of business includes : Typewriters, Copying Machines, Company Printing Machines, Cash Registers, etc.

Concerning our financial status and reputation, please direct your inquiries to the Bank of China or the First Commercial Bank, Beijing.

Thank you very much for your cooperation in advance. We hope to hear from you soon.

Best regards

Zeng Ming

Purchase Division

New Words

expand /iks'pend/ *v.* 扩展, 扩大
operation /ɒpə'reɪʃən/ *n.* 运转, 操作, 经营
be obliged for 感激……
reliable /ri'laɪəbl/ *adj.* 可靠的
copying machine 复印机
cash register 收银机
concern /kən'sə:n/ *vt.* 关于……, 与……

有关系, 关心
financial /faɪ'nænʃəl/ *adj.* 财政的, 金融的
status /'steɪtəs/ *n.* 身份, 地位, 资信
reputation /ˌrepju:'teɪʃən/ *n.* 名声, 名誉
inquiry /'ɪnkwəri/ *n.* 询问, 查询
division /dɪ'vɪʒn/ *n.* 部门

Notes

1 开头句或开头段

建立业务关系在对外贸易领域里是一项十分重要的工作。如果某个公司希望在国外打开某种商品的销路或向国外公司购买货物，在商务信函的开头段首先要表明是如何获得对方信息的。一般可以通过以下几种渠道获取：

- (1) 银行 Bank
- (2) 外国商会 Chamber of Commerce in Foreign Countries
- (3) 中国驻国外商务处 Chinese Commercial Counsellor's Office in Foreign Countries
- (4) 贸易行行名录 Trade Directory
- (5) 广告 Advertisements
- (6) 同业商行等 Business Houses of the Same Trade, etc.

e.g. We owe your name to the First Commercial Bank at your end.

2 We shall be much obliged if you will introduce to us a most reliable importer handling business machines.

若蒙介绍一家可靠的经销商业机器的进口商，则不胜感激。

be much obliged for / to 对……表示感激

3 结尾句或结尾段

强调主题，请对方尽快回信或反馈所需要的信息、资料。

e.g. We are looking forward to your early and favorable reply.

4 direct 把（邮件等）寄至

Please direct your sample to my home office. 请把样品寄到我国内公司

direct your inquiries to 向某人查询。

5 expand 扩展（业务），发展

e. g. We've expanded the business by opening two more stores.

Activities

I Vocabulary review

1 Translate the following phrases.

- | | |
|------------------|------------------|
| (1) 扩展业务_____ | (2) 主要的进出口商_____ |
| (3) 商务活动_____ | (4) 查询_____ |
| (5) 财务状况和声誉_____ | (6) 经营商业机器_____ |
| (7) 最可靠的进口商_____ | (8) 感激您的介绍_____ |

2 Fill in the blanks with word or words from the list in proper form and then translate the sentences into Chinese.

advise, appreciate, handle, have interest in, buy, contact, meet, inform, requirements, enter into trade relations with, be in the market for, mutually

(1) We are willing to _____ your company on the basis of equality and mutual benefit.

(2) The shop _____ paper and stationery.

(3) Please _____ us if you need further information.

(4) Will you _____ a pen this coming Sunday ?

(5) We would like to _____ you that a number of our clients _____ Chinese meat.

(6) Please _____ at what price your clients will place orders with us.

(7) We shall do our best to _____ your _____.

(8) We _____ your sending us a special offer for meat.

(9) We desire to establish _____ beneficial business relations.

II Writing practice

Draft an advertisement for the company.

Background: 为了推广公司的业务和拓展客户，广东省绿湖茶业有限公司准备参加 2021 年广州茶博会，需要拟写一份公司简介。主要内容如下：

广东省绿湖茶业有限公司成立于 1998 年，总部位于深圳市南山区，是一家集茶叶生产、加工、销售、研发为一体的中型企业，拥有 6 家现代化的加工厂。公司主要生产销售“绿湖”牌绿茶、白茶、红茶、茉莉花茶、高山茶等系列，近几年，“绿湖”牌系列产品在国际国内的各种展会赢得了良好的声誉，“绿湖”也被授予为广东省著名商标。

Supplement:

广州茶博会：Tea Expo

研发：research and development

茉莉花茶：jasmine tea

中等规模：medium-sized

著名商标：famous trademark

赢得良好声誉：win a good reputation



Starting Business Relations with an Exporter

East China Region Trading Corporation, an importer of various kinds of machines and tools, learnt from a bank the name and address of the exporter who has experience in the export of engineering equipment. They are sending out an E-mail to establish business relations with a foreign firm.

主题 Self-introduction

时间 2021-02-14

发件人 zhaosi@163.com

收件人 pgco@pgusa.com

Dear Sirs,

We owe your name to the First Commercial Bank at your end, through whom we understand that you are well experienced in the export of engineering equipment with service.

We take this opportunity to introduce ourselves as one of the importers buying various kinds of machines, instruments, tools, etc. In order to let us have a better understanding of your products, would you please send us by return mail catalogues and pricelists of your products with full details? Upon receipt of such materials, we shall see what items are of interest to us and pass our enquiries to you.

We anticipate your early reply.

Yours sincerely,

Zhao Si

New Words

commercial /kə'mɜːʃəl/ *adj.* 商业的, 商务的
 engineering equipment 工程设备
 opportunity /ˌɒpə'tjuːnɪti/ *n.* 机会
 various /'veəriəs/ *adj.* 不同的, 各种的
 instrument /'ɪnstɹʊmənt/ *n.* 仪器, 器具
 region /'riːdʒən/ *n.* 地方, 地区
 mail /meɪl/ *n.* 邮政, 邮件

catalogue /'kætəldʒ/ *n.* 目录, 一览表
 list /lɪst/ *n.* 名单, 目录, 一览表
 detail /di:'teɪl/ *n.* 细节
 receipt /rɪ'si:t/ *n.* 收据, 收到
 item /'aɪtəm/ *n.* 货, 商品, 项目
 anticipate /æn'tɪsɪpeɪt/ *vt.* 盼望, 期望

Notes

1 与出口商建立业务关系的思路及信的结构安排

在与出口商建立业务关系时，应明确其产品与本公司所需要的产品是否相吻合，然后提出自己针对产品的要求或贸易条件，同时也可做简单的自我介绍，让出口商更加了解本公司的情况及信誉。要特别明示交易内容、条件、信用保证，并希望对方也告知这些情况，同时表示强烈的交易意愿。

(1) 开头句或开头段。

在开头段中，上面这封函电通过商业银行这个渠道而获得了出口公司的经营对象，然后介绍了自己所需要的产品与出口公司经营的产品正好吻合。

e.g. We owe your name to the First Commercial Bank at your end, through whom we understand that you are well experienced in the export of engineering equipment with service.

(2) 结尾句或结尾段。

之后又礼貌地索要对方的详细目录和价格表，最后说明期望尽早收到回复。

e.g. We anticipate your early reply.

2 We take this opportunity to introduce ourselves ... 今借此机会向贵方作自我介绍……

3 Upon receipt of such materials 一俟收到所寄资料

upon (on): immediately after

4 anticipate 盼望，期待

其后用名词或动名词，不接不定式。

5 in the future 将来

e.g. I hope the coronavirus is gone forever in the future.

If you work hard, you will be successful in the future.

in future 从今以后

e.g. I will work hard in future.

Activities

I Vocabulary review

1 Translate the Chinese into English to complete the sentences.

(1) We wish to inform you that we _____ (专营) this line and hope to build up trade relations with you.

(2) _____ (按照你方要求), we are sending you some samples of our new products.

(3) _____ (兹自我介绍) the main exporter of electronic products having many years experience in this particular line of business, and we hope to establish trade relations with you.

(4) We _____ (有幸自荐) to you with the hope that we may have a good chance of cooperating with you in your business extension.

(5) With reference to your letter of ..., we are glad to learn that you hope to enter into trade relations with us _____ (在洗衣机业务方面)。

2 Choose the correct words.

(1) It _____ (spent, took) me a lot of time to make out the documents.

(2) You must _____ (pay, pay for) what you drink and eat in the shop.

- (3) What's your weekly _____ (salary, wage)?
- (4) I've done for his _____ (profit, benefit).
- (5) Mr. Anderson will arrive here at 12:00. We should _____ (receive, meet)him at the airport.
- (6) We are one of the _____ (big,large,leading) firms handling the importation of machine tools in the city.
- (7) I don't like this pair of shoes, _____ (besides, except),it's too expensive.
- (8) We _____ (wait for,await) your early reply.
- (9) It took them a long time to _____ (discover, invent) this machine.
- (10) The goods will be _____ (salable,sold well) in your market.

II Writing practice

Draft a letter to a company asking for establishing business relations.

Background: 2021 年 8 月 5 日, 经鹿特丹安德森公司介绍, 得知中国一家工艺公司名称和地址, 为了与这家公司建立贸易关系, 给该公司发了一封信。

执事先生:

承蒙鹿特丹安德森公司介绍, 得知贵公司的名称及地址。现致函给您, 期望同贵公司建立业务关系。

我们从事工艺品进口业务多年。我方对中国的各种工艺品颇感兴趣, 如能收到你方产品目录和价目表, 将不胜感激。

如果你方价格与市价相当, 我们相信可成大笔交易。

盼早复。

敬上

Supplement :

鹿特丹安德森公司 Messrs. Anderson Co. Rotterdam

我们从事工艺品进口业务多年 we have been importer of Arts & Crafts for years

产品目录和价目表 catalogues and pricelists

你方价格与市价相当 your prices are in line

大笔交易可成 important business can materialize



Request for the Establishment of Business Relations

Wongsheng & Co. is an exporter dealing in Class Cotton and Rayon Goods. Now it gets a piece of information that some company wants to import the same goods. So it sends a formal business E-mail for establishing relations.

主题 Re:Self-introduction

时间 2021-09-14

发件人 Wongsheng & Co.chinawong@public.sztt.net.cn

收件人 Olstas <olstas@ok.net.ua>

Gentlemen,

As your name and address were listed in The Textile Magazine, we are writing in the hope of opening an account with your company.

We are one of the leading exporters of first class cotton and rayon goods and enjoy excellent reputation through fifty years' business experience. We are sure that you will be quite satisfied with our services and the excellent quality of our goods. We enclose herewith a pamphlet introducing our business standing and outline, the complete catalog of our goods, and some samples from which you will readily observe the extent of our reliabilities. If you need more objective information concerning our credit, please refer to the Bank of America, New York and Kahn Co. Ltd., Chicago.

We are looking forward to your early and favorable reply.

Yours truly.

New Words

account /ə'kaʊnt/ *n.* 账目, 账, 账户

cotton /'kɒtn/ *n.* 棉花

rayon /'reɪdn/ *n.* 人造丝

be satisfied with 对……满意

service /'sɜ:vɪs/ *n.* 服务, 帮助

enclose /ɪn'kleʊz/ *vt.* 封入, 附寄

herewith /hɪə'wɪð/ *adv.* 同此, 附此

standing /'stændɪŋ/ *n.* 名声, 声望

outline /'aʊtlaɪn/ *n.* 轮廓, 概况, 纲要

sample /'sɑ:mpl/ *n.* 样品, 货样

objective /əb'dʒektɪv/ *adj.* 客观的

information /ɪnfə'meɪʃən/ *n.* 信息, 资料, 通知

credit /'kredɪt/ *n.* 信用

favorable /'feɪvərəbl/ *adj.* 赞成的, 有利的

be looking forward to 期待着……

Notes

1 要求建立业务关系函电的思路及结构安排

要求建立业务关系的信函应说明本公司产品优良，且潜力十足，如与我方交易必可获利，还应介绍公司营业范围及商品的优秀特征。同时，附寄公司简介、价目表、目录等，以表达本公司的合作诚意，最后要表达出强烈的交易愿望。

(1) 开头句或开头段。

首先应介绍本公司经营的产品，并说明本公司的商务经验及极佳的声誉，同时表达了明确的合作愿望。

e.g. We are writing in the hope of opening an account with your company.

(2) 结尾句或结尾段。

结尾语要礼貌，简洁并表示出强烈的交易愿望，使对方能够信任自己。

2 We are sure that you will be quite satisfied with our services and the excellent quality of our goods.

我们相信，贵公司对本公司的服务及优良的产品质量会相当满意。

be quite satisfied with... 对……感到很满意

3 business standing 商业信誉，standing 此处指“信誉”。Financial standing 资信状况。买方在首次与卖方交往或表达购买意向时，往往将自己的资信证明人（银行或商业客户）提供给对方，以便对方查询自己的信用情况。

4 objective information 客观的信息

5 to open account 开立账户。公司之间开账户，意味着双方建立业务关系，等于 enter into business relations 或 establish relations。

6 relation 是抽象名词，但在谈到贸易关系时用复数，表示具体的往来关系，甚至用 relationships 也正确。

Activities

I Vocabulary review

1 Translate the following phrases.

(1) 对本公司的服务感到满意_____

(2) 商务经验_____

(3) 极佳的声誉_____

(4) 外国商会_____

(5) 客观的信息_____

(6) 贸易行行名录_____

(7) 应您的要求_____

(8) 与……建立业务关系_____

2 Fill in the blanks with the words given below.

accepting, acceptable, accepted, accept

(1) Your offer is not _____.

(2) We regret we can not _____ your offer.

(3) We are _____ your counter offer on condition that your order amounts to 10 000 dozen.

(4) We have made our prices so low that they should be readily _____ to your customers.

(5) Your offer is _____, and we are awaiting your confirmation.

3 Read the following English sentences . Decide whether the English meanings are matched with the Chinese meanings. If not, try to correct the English ones.

- () (1) We operate the import and export business of chemical products.
我们经营化工产品的进出口业务。
- () (2) We are look forward to receiving your early reply.
期待你方早日答复。
- () (3) It is necessary for you to comply out our packing requirements.
你方必须满足我们的包装要求。
- () (4) We hope to enter to trade relations with you on the line of canned foods.
我们希望在罐装食品方面与你们建立贸易关系。
- () (5) Please send us your catalogue.
请给我们寄来你们的目录。
- () (6) We specialize to the export of Chinese arts and crafts.
我们是专门从事中国工艺品出口的企业。

II Writing practice

Draft a letter to a company for a formal invitation.

Background: 2021 年 5 月 20 日, 中国英大皮革制造公司得知丹麦一贸易公司急需皮革制品, 于是向该公司发了一封正式信函。

亲爱的先生:

从近期的“国际商业”刊物上, 我们得知贵公司欲购买中国皮革制品。

我们是这一行业中的大出口商之一。我们经营各类皮革制品已有十年的历史。本公司十分愿意与贵公司建立商务关系。

本公司皮革制品是由上等材料经传统技术制成, 在国内外深受欢迎。在此, 我方附寄一份关于主要产品的目录。如贵公司对此感兴趣, 请与我们联系, 我们会给贵公司以最低的报价并尽量满足你方要求。

Supplement:

欲购中国皮革制品 be in the market for Chinese leather products

这一行业中的大出口商之一 one of the leading exporters in this line of business

上等材料经传统技术 superb materials and in traditional skills

在国内外 at home and abroad

最低的报价 lowest quotations

满足你方要求 comply with your requirement



A Reply to the Request for the Establishment of Business Relations

Wongsheng & Co., an exporter in Shenzhen, sends a business letter to a foreign firm in Sydney, in which the company expresses that it is willing to establish business relations with them.

Wongsheng & Co.

Rm 509-511 Tongle Bldg Shennan Rd.
Shenzhen (518044), China
Tel: (0086755) 85576183 Fax: (0086755) 85576183
E-mail: chinawong@public.sztt.net.cn

August 8, 2021
Messrs. Williams & Warner
36 Tower Street
Sydney, Australia
Tel: (00612) 23237706 Fax: (00612) 23237709

Dear Sirs,

We thank you for your letter of 5th this month and shall be glad to enter into business relations with you.

Complying with your request, we are sending you under separate cover our latest catalogue and pricelist covering our exports. Payment should be made by an irrevocable and confirmed letter of credit. If you find business possible, please contact us for offers.

For more information, please contact us through E-mail.

Yours faithfully,

New Words

enter /'entə/ *v.* 进入
enter into business relations 建立商务关系
comply /kəm'plai/ *vi.* 遵从, 顺从
comply with... 遵从……, 按照……
separate /'sepəreɪt/ *v. & adj.* 使分开, 隔开的
under separate cover 在另一包裹中或信封中, 另行封寄, 另邮
pricelist /'praɪslɪst/ *n.* 定价表, 价目表

payment /'peɪmənt/ *n.* 支付, 交纳, 报酬
irrevocable /ɪ'revəkəbl/ *adj.* 不能撤销的, 不能更改的
confirm /kən'fɜ:m/ *vt.* 确保, 证实
contact /'kɒntækt/ *vt.* 接触, 会晤 (不能与 with 连用)
offer /'ɒfə/ *n.* 盘, 报盘

Notes

1 接受邀请函的思路及信函的结构安排

接受并答复对方的信函时，必须有礼貌地及时给予完整的答复，以便树立信誉和给对方留下良好的印象。这是接受邀请函最重要的作用之一。

(1) 开头句或开头段。首先应向对方表示谢意，并表示愿与对方建立商务关系，同时表示愿按对方所提出的要求寄上相应的产品目录或价目表。

e.g. We thank you for your letter of the 5th this month and shall be glad to enter into business relations with you.

(2) 结尾句或结尾段。最后说明自己的保证与承诺，以确保对方对本公司的信任。为了树立良好的信誉，在答复商务信函时应注意做到：答复及时，礼貌完整。

e.g. If you find business possible, please contact us for offers.

2 Payment should be made by an irrevocable and confirmed letter of credit.

付款采用保兑不可撤销信用证（一般情况下应说保兑不可撤销信用证，注意顺序）。

信用证的缩写：L/C。注意它前面的冠词 a letter of credit; an L/C；复数 Ls/C, letters of credit.

信用证是国际贸易中最常用的支付方式。它对买卖双方来说既安全又可靠。开证的程序始于买方。买方通知其往来银行开立以卖方为受益人（抬头人）的信用证，并以所购货物金额为该信用证的金额。买方的往来银行（即开证行）把信用证寄给它在卖方国家的往来银行，告知信用证金额、受益人、所使用货币、必备单证及其他特定的要求。信用证到达后，往来银行通知卖方，告知该信用证已收到。

信用证有多种形式，诸如不可撤销信用证、循环信用证和对背信用证等。

不可撤销的信用证是指信用证一经开出，未经卖方同意买方不得撤销的信用证。

3 business 商业，业务，贸易，营业，生意，商务

business centre 商业中心

business hour 营业时间

business letter 商务信函

do business 做生意

business relations 贸易关系，业务关系

Activities

I Vocabulary review

1 Fill in the blanks with the following words and phrases.

be interested in, look forward to, be connected with, be engaged in, send, be favorable, refer to

Dear Sirs,

Through the courtesy of your embassy in China, we learn that your firm _____ establishing business relations with a Chinese firm to sell various light industrial products of your country to China.

We _____ import business for many years and _____ all the major dealers here. We therefore, feel sure that we can sell large quantities of your goods if your offers _____. We would like you to _____ us a

catalogue and pricelist, and possibly some samples of the goods that you are principally interested in selling, so that we can study the sales possibility in our market. As to our standing, please _____ the Bank of China, Beijing.

We _____ hearing from you.

Yours faithfully,

2 Choose the correct words in the brackets to complete the following sentences.

- (1) Do you remember the shop _____ (in, at, on) which we bought a digital computer?
- (2) If you are interested _____ (in, with) any of the items, please let us know.
- (3) We have taken your name and address _____ (in, from) China Daily.
- (4) The computer programmer is the one _____ (which, who, whom) makes out the computer program.
- (5) I am tired _____ (in, to, of) the routine life.

3 Translate the following sentences into Chinese.

- (1) We have the pleasure of introducing ourselves to you as a state corporation specializing in the export business of canned goods, and express our desire to enter into business relations with you.

- (2) In order to give you a general idea of our canned goods, we are sending you by separate airmail a copy of our latest catalogue.

- (3) We are looking forward with interest to hearing from you soon.

- (4) We should appreciate it if you would give us an early reply.

- (5) In order to extend our export business to your country, we wish to enter into direct business relations with you.

II Writing practice

Draft a letter and express for accepting an invitation with the following information.

Background: 制造电动剃须刀的净美公司收到孟加拉国依特公司的信函后, 接受对方的有关合作事宜并按要求及时给孟加拉国依特公司回信。

执事先生:

贵方本月 10 日来函收悉, 谢谢。兹欣告, 我方愿与贵方建立商务关系。

按照贵方的要求，今寄上我方新产品样品，但愿样品能及时到达你处，并能使贵方满意。

如贵方认为有成交的可能，可来电索盘。

盼望你们尽早答复。

Supplement :

电动剃须刀 electric shavers

建立商务关系 enter into business relations

认为有成交的可能 find business possible

可来电索盘 contact us through fax for offer

ENQUIRIES AND OFFERS

询盘与报盘

Pre-study

A Terms to Learn

1 trade negotiation

交易磋商

一笔买卖成交，一般都要经过（询盘、）发盘、（还盘、）接受的环节：买卖双方以口头或者函电形式，就贸易合同中的交易条件——质量、数量、价格、包装、运输、付款、保险条款，根据惯例进行商谈以达成协议。这个过程称为交易磋商。

2 an enquiry

询盘

买方为了购买某种商品，向对方询问该项商品的有关信息：如商品目录、价目表、样本、样品或价格等有关交易条件，这个环节称为询盘。

3 an offer

发盘

卖方为了销售某种商品，一般按照询盘的要求向对方提供该项商品的信息或者愿意达成交易的有关条件：例如货物品名、规格、价格、数量、包装、装运期、支付条件以及保险等，这个环节称为发盘，又称报盘。

4 a firm offer

实盘

明确、完整、无保留的发盘为实盘。实盘一旦发出，不得随意撤回。实盘往往规定有效期，在该有效期内被全盘接受，即达成交易。

5 proforma invoice

形式发票

形式发票是指在没有正式合同前，经双方签字或盖章之后产生法律效力的充当合同的文件。在国际贸易中，常用来发盘或者代替报价单。

6 a voluntary offer

主动报盘

卖方未经邀请主动向潜在的客户提供某种商品的有关情况：免费提供样品或试销品、样本、商品目录、价目表等；或者通过各种传媒发出商品销售信息，即称为主动报盘。这种报盘往往是无约束的盘。

B Think and Discuss

- 1 What does an enquiry letter usually include?
- 2 What does an offer letter usually include?

Useful Sentences

- | | |
|---|--|
| <p>1 We are much interested in your colour pens in the <i>sample</i> book. We should be glad if you would send us your <i>quotations</i>.
我们对你方样品本里的彩笔很感兴趣，请寄报价单来。</p> <p>2 As we are in the market for garden tools, we should be pleased to have your <i>catalogue</i> with pricelist for our consideration.
求购园艺工具，请寄带价目表的商品目录以供我们考虑。</p> <p>3 Please <i>quote</i> us the lowest price of CFR Canada for 800 boxes of Long Hair Cat Article No. KC2048.
请报 800 箱货号 KC2048 的长毛猫成本加运费至加拿大的最低价。</p> <p>4 Thank you for your letter of Oct. 10 <i>enquiring</i> for our cotton piece goods.
感谢你方 10 月 10 日来信询问我们的棉织品。</p> <p>5 We thank you for your <i>fax</i> of Jan. 18 asking us to <i>offer</i> you our Men's Shirts.
感谢你方 1 月 18 日传真，要求我们提供男士衬衫的发盘。</p> <p>6 At your <i>request</i>, we are sending you our latest samples of full-range colours.
应你方的要求，现寄去我们最新的全套颜色的样品。</p> <p>7 We can supply the goods shown on your <i>enquiry</i> form with <i>shipment</i> in July. Please fax us if you are interested.
我们可以供应你方询价单上所列的商品，7 月份交货。如感兴趣，请发传真给我们。</p> <p>8 <i>Enclosed</i> please find our quotations which are open for 15 days only.
随函寄去我们的报价，此报价有效期仅为 15 天。</p> <p>9 We are pleased to offer you the <i>items</i> listed below, subject to our final <i>confirmation</i>.
很高兴对下列商品报盘，但以我们最后确认为有效。</p> <p>10 The offer remains open until 5 o'clock p.m. Jan. 3, 2021, Beijing time.
报价有效期到北京时间 2021 年 1 月 3 日下午 5 点。</p> <p>11 We can offer you a quotation based upon the international market.
我们可以按国际市场价格给您报价。</p> <p>12 Our offer was based on reasonable profit, not on wild speculations.
我们的报价以合理利润为依据，不是漫天要价。</p> | <p>/ 'sɑ:mpl/ <i>n.</i> 样品
/ kwəʊ 'teɪʃən/ <i>n.</i> 报价单</p> <p>/ 'kætəldʒ/ <i>n.</i> 商品目录</p> <p>/ kwəʊ t/ <i>v.</i> 报价</p> <p>/ ɪ n 'kwɪərɪə/ <i>v.</i> 询盘</p> <p>/ fæks/ <i>v. & n.</i> 传真
/ 'ɒ fə/ <i>v. & n.</i> 发盘</p> <p>/ rɪ 'kwest/ <i>v. & n.</i> 要求
/ reɪ ndʒ/ <i>n.</i> 范围，系列</p> <p>/ ɪ n 'kwɪərɪ/ <i>n.</i> 询盘
/ 'ʃɪ pmənt/ <i>n.</i> 装运</p> <p>/ ɪ n 'kləʊ z/ <i>v.</i> 随函附上</p> <p>/ 'aɪ təm/ <i>n.</i> 项目
/ ,kɒ nfə 'meɪ ʃn/ <i>n.</i> 确认</p> |
|---|--|



Making an Enquiry

Mar. 17 Received a letter of Mar. 16 from Alexander Trading Company enquiring for famous-brand athletic shoes.

Alexander Trading Company

253 Park Avenue, New York 10017, USA
Tel : 1-562-233-6584 Fax : 1-562-231-4532
E-mail: alg@alexander.com.us

Wongsheng & Co.
Rm 509-511 Tongle Bldg
Shennan Rd., Shenzhen (518044), China
Mar. 16, 2021

Dear Sirs,

We have got the address of your company through www.wongsheng.com.cn.

Let us introduce our company. Our main business is selling China's famous-brand athletic shoes, such as AT, LN, and so on. We believe there is a promising market in the U.S.A. and Canada. We are looking for a supplier as our long term partner, and we would like you to send us detailed information on such items, including sizes, colours, and your lowest quotations on CIF New York. If your prices are competitive, we may place a large order.

We are looking forward to hearing soon about what we need in this regard.

Sincerely yours,

Alexander Trading Company
Paul Johnson
Purchase Division

New Words

brand /brænd/ *n.* 品牌
 athletic /æθ'letɪk/ *adj.* 运动的
 avenue /'ævɪnju:/ *n.* 大街, 大道
 promising /'prɒmɪsɪŋ/ *adj.* 有前途的
 supplier /sə'plaɪə/ *n.* 供应商
 term /tɜ:m/ *n.* 期, 学期, 条件
 partner /'pɑ:tənə/ *n.* 合作伙伴

competitive /kəm'petɪtɪv/ *adj.* 竞争的
 place /pleɪs/ *v.* 发出(订单), 订(货)
 in this regard 关于此事
 sincerely /sɪn'sɪəli/ *adv.* 诚挚地
 purchase /'pɜ:tʃəs/ *n. & v.* 购买
 division /dɪ'vɪʒən/ *n.* 部门, 科, 处
 order /'ɔ:də/ *n. & v.* 订货, 订单

Notes

1 询盘的思路及信函的结构安排

去函给对方索取某项商品的目录、价目表、样品本、样品, 或者了解有关交易条件。信函要求简短、清楚、切题。如果初次向对方发出询盘, 要做简单的自我介绍, 让对方了解自己公司的信誉情况。

(1) 开头句或开头段。直切主题——告知对方信息来源, 表明做某种商品交易的意愿。

e.g. We read your advertisement (广告) in the latest China Foreign Trade and are interested in Chinese Silk Piece Goods (中国绸缎)。

(2) 结尾句或结尾段。强调主题——请对方尽快回信反馈所需要的信息、资料。

e.g. We hope to hear about your quotations soon.

2 询盘信函的主要内容

(1) 简单的自我介绍并告知对方信息来源(开头用语)。

(2) 说明感兴趣的商品并索要相关资料。

(3) 要求报价或者提出其他要求。

(4) 表达这次交易的前景以给予希望。

(5) 盼候对方回复等(结尾用语)。

3 enquiry / inquiry *n.* make enquiries / an enquiry for sth. 订购某物

enquire *v.* enquire sb. for sth. 订购某物 / enquire the price of sth. 询问某物价格

4 through www.wongsheng.com.cn 通过 www.wongsheng.com.cn 网站

5 CIF 即“Cost, Insurance and Freight”(成本加保险费、运费), 是国际贸易中报价时常用的一种贸易术语。另外两种常用贸易术语是: FOB 即“Free on Board”(装运港船上交货); CFR 即“Cost and Freight”(成本加运费)。

6 information on such items 关于这些商品的资料, 或者可表达为 information about such items

7 your lowest quotations on CIF New York 你们到纽约的成本加保险费、运费最低报价

quotation: make (fax) quotations for sth. (用传真)报某商品价

quote: quote sb. FOB prices for sth. 给某人报某物装运港船上交货价

quote sb. for sth. 给某人报某物价格

8 price 跟对方谈到价格优势时, 常用表达有: competitive (竞争的), workable (可行的/行得通的), suitable (合适的), favourable (优惠的), realistic (实际的)等。

9 place a large order (for sth. with sb.) (向某人)大量订(货)

类似的表达还有: to book an order for sth with sb. / give sb. an order for sth. / confirm an order with sb. / book sth with sb.

10 in this regard 在这方面。类似表达还有 in this respect 和 in this aspect, 都可以表示“在这方面”。

Activities

I Vocabulary review

1 Read the English expressions from an enquiry letter. Decide whether their understandings in Chinese are right (✓) or wrong (×).

- ☐ (1) ... at our request. 按照我们的询盘……
- ☐ (2) ... fax our enquiries for the items as follows: 传真求购以下商品:
- ☐ (3) ... quote your best price for 300 cases of door glass CIF Hongkong 报 300 箱门玻璃到香港的成本加保险费加运费的最优惠价。
- ☐ (4) ... prefer to purchase working gloves from your company 更愿意向你公司购进工作手套。
- ☐ (5) Please take into consideration when your quotations are made ... 请你们报价时予以考虑……

2 Read through this letter and fill in the form with suitable English information from the letter.

Dear Sirs,

We learn from the Johnson Trading Company that you are exporting computers of various ranges. We are large dealers in computers in this area.

We would like you to supply us with a copy of your catalogue or sample book together with pricelist. When you reply, please quote us your lowest prices on CIF London basis including your commission that would be allowed on purchases of not less than 1 000.

If your prices are workable in the market here, we are interested to be your long term partner.

Your immediate reply would be appreciated.

Yours faithfully,

根据不少于 1 000 台的购买量	on purchases of not less than 1 000
各种计算机	
你方立刻答复	
你们同意的佣金	
你们的长期合作伙伴	
给我们报 CIF 伦敦最低价	
一本你们的商品目录或样品本	

3 Choose the suitable expression for each blank.

- 1 We ____ know the minimum export quantity (最低出口量) per colour and per design.
A. should like B. had better to C. would like to D. shall wish
- 2 We are very much ____ in your bamboo products ____ the recent Guangzhou Trade Fair (广交会). Please send us details of your export terms.
A. interesting, of B. interest, in C. interested, at D. interests, on

- 3 We would like to have ____ information about your business application software (商务应用软件) advertised ____ the September 26's newspaper Business Week.
A. farthest, of B. further, in C. farther, about D. furthest, on
- 4 If the price is ____ us, we would sign a long-term contract (合同) with you.
A. acceptable to B. received by C. reached to D. accept by you
- 5 We ____ this ____ a good start for our long-term friendship.
A. wish, is B. hope, was C. wish, must D. hope, will be
- 6 We shall ____ it if you ____ us the prices for footballs on CIF Paris basis.
A. be glad, make quotation B. be pleased, have quotation
C. appreciate, will quote D. be appreciated, quote
- 7 If your ____ prices are offered, we are interested ____ a large order for your electric cookers.
A. reasonable, place B. competitive, placing
C. workable, to book D. best, in book
- 8 We are looking ____ your ____.
A. forward to, immediate reply B. to forward, early reply
C. to forward, prompt reply D. forward to, reply favourable

II Writing practice

Draft a letter to a company asking for detailed information as mentioned below.

Background: 2021 年 6 月 27 日, 渥太华塑料工具公司在网上获得了东方玩具公司的商品供应信息, 他对某件产品发生了兴趣, 随后通过电子邮件给这家公司发了一封信:

X X 先生:

我们是加拿大的一家塑料工具公司, 我们的塑料工具市场需求量很大, 在网上获知你们现在经销各种玩具, 并且对你们经销的塑料锤子很感兴趣。为此, 请告知有关包含佣金在内的成本加保险费加运费到渥太华的最优惠价以及交货期的详细情况, 并提供商品目录及样品。
盼望你们尽早答复。

Supplement:

在网上 on the web

东方玩具公司 Oriental Toys Company

渥太华塑料工具公司 Ottawa Plastic Tool Trading Co.

塑料锤子 plastic hammer

市场需求量很大 a great demand for ... in our market

交货期 delivery schedule

7 Making an Offer

Apr. 11 Replying to the E-mail of Apr. 6 by James Woods Co., Ltd., offering the electric toys. Part of the letter is stated on the right.

Asking for an Offer

We are interested in your Long Hair Cat and Charming Pig. We would like to have a copy of your catalogue and samples. Please quote us your lowest prices on 20' FCL CIF Toronto in USD, including your commission that would be allowed.

Wongsheng & Co.

Room 509-511 Tongle Bldg Shennan Rd., Shenzhen (518044), China

Tel: (0086755) 85576183 Fax: (0086755) 85576183

E-mail: chinawong@public.sztt.net.cn

Purchase Division J. Woods Co., Ltd.

215 -136 Jalan Street, Toronto, Canada

Tel: 01-905-7705637 Fax: 01-905-7705667

Apr. 11, 2021

Dear Sirs,

We are very pleased to receive your enquiry of Apr. 6. We are sending you our quotation today, and the latest illustrated catalogue and samples by separate post.

As requested, we are making you, subject to your acceptance reaching us not later than Apr. 20, the following offer based on 20'FCL. Quantities less than that are slightly higher. Other terms and conditions are the same as usual.

Commodity	Article No.	Packing	Carton per 20'FCL	CIFC3 Toronto In USD
Charming Pig	KP2273	60pcs/ctn	141	5.19per pc
Long Hair Cat	KC2048	30pcs/ctn	108	7.03per pc

As there has been a large demand for the two items, such a growing demand can only result in the increase in price. We advise you to place an order as soon as possible.

We are looking forward to having your early order.

Yours sincerely,

Wongsheng & Co.

Zeng Ming

Purchase Division

New Words

Toronto /tə'rpntəʊ/ *n.* 多伦多
 latest /'leɪtɪst/ *adj.* 最近的, 最新的
 illustrate /'ɪləstreɪt/ *v.* 图解
 as requested = at your request 按要求
 subject to 在……条件下; 以……为准
 acceptance /ək'septəns/ *n.* 接受
 base /beɪs/ *v. & n.* 以……为根据, 基础
 slightly /'slaɪtli/ *adv.* 细微地
 quantity /'kwɒntəti/ *n.* 数量

usual /'ju:ʒʊəl/ *adj.* 惯例的
 commodity /kə'mɒdɪti/ *n.* 商品
 packing /'pækɪŋ/ *n.* 包装
 carton /'kɑ:tɪn/ *n.* 纸板箱
 pcs/ctn pieces/carton 的简写, 件 / 箱
 demand /dɪ'mɑ:nd/ *n. & v.* 需求, 要求
 result in 导致, 结果
 commission /kə'mɪʃn/ *n.* 佣金
 separate post 另外邮寄

Notes

1 报盘的思路及信函的结构安排

接到对方的询盘后回复要及时、有礼貌、有针对性, 答复对方询问的所有信息及提供对方要求的资料。报盘信要使对方感到该产品在交易中有吸引力。信中通常包括的内容有: 主要的交易条件、发盘的有效期及其他约束条件。

offer 报盘 offeror 发盘人, 报价人, offeree 被发价人 受要约人

(1) 开头句或开头段。表达谢意——收到对方某月某日来函表示对本公司商品感兴趣, 表示感谢; 或者告知对方本公司现有某种数量、质量以及价格具有吸引力的商品。

e.g. We are pleased to receive your fax of April 9 asking for the toy samples and the pricelist.

(2) 结尾句或结尾段。促销语句——激励对方订货, 例如, 提供的商品、所提出的交易条件有竞争优势, 保证供货质量等。

e.g. I hope you will find our prices favourable for the good quality shoes.

2 by separate post 另外邮寄。类似的表达还有: by separate mail / under separate cover。“随函寄去”的表达有: under cover / enclose。“用包裹邮寄”表达为 by parcel post。

3 based on 20' FCL 根据每一个 20 英尺集装箱整箱装; FCL 即是 Full Container Load(整箱装), 是有关商品的装运条件。“Carton per 20' FCL”则是该装运条件下的具体要求。

base base ... on ... 或者 be based on 以……为基础

e.g. You should always base your opinions on facts. Your price should be based on the actual situation of our customers.

4 Other terms and conditions ... 其他条款

5 CIFC3 Toronto in USD 用美元计价, 到多伦多的成本加保险费、运费价格, 含 3% 佣金; C3 或者 C3%, 即 3% commission。1% Discount 用 D1 或者 D1% 表示。

6 ... are making you the following offer ... 向你们报盘如下……

make / send / give sb. an offer for sth. 向某人就某商品报盘

7 subject to your acceptance reaching us not later than Apr. 20 以你方接受复函在 4 月 20 日(前)到达我处为条件

8 实盘中往往有上述表达, 规定了报盘的有效期。类似表达法还有“Offer valid until Thursday our time”发盘有效期为至我方时间星期四; “Offer reply in ten days”发盘需在 10 天内回复; “Offer open three days”发盘 3 天有效。

- 9 报盘中附有“以我方最后确认为准”“供参考”等保留条件一般是虚盘 (a Non-Firm Offer)。类似的表达法还有“subject to prior sale”以货物未售出为准;“subject to our final confirmation”以我方最后确认为准;“without engagement”不受约束。

Activities

I Vocabulary review

- 1 Choose the suitable English terms in an offer letter from different columns, and match them with the expressions in Chinese.

A	B
Quantity; Shipment; Unit price;	140 Cartons per 20' FCL, Not later than May 31;
Other terms and conditions;	FOB GuangzhouD1; ST005; Mittens;
Article No. of Commodity;	The same as usual; USD8.5 per case;
Name of Commodity;	1 dozen per case, 8 cases per carton;
Packing; Price term	Minimum order 2 400 dozens

Column A		Column B	
Chinese	English	English	Chinese
商品品名			手套
包装条件			纸箱装, 每盒 1 打, 每箱 8 盒
价格条件			广州港装运, 船上交货价净价减 1% 折扣
单价			每盒 8.5 美元
数量条件			最低购买量 2 400 打
交货条件			每一个 20 英尺集装箱装 140 箱, 5 月 31 日前交货
其他条件			按惯例

- 2 Read the statements from an offer letter. Pick out the expression which doesn't match with each complete sentence.

- (1) Thank you for your letter of Sept. 21 asking us to ____ for March shipment(给你们报盘 1 000 个 MD 牌电饭锅).
- offer you 1 000 "MD" Brand Electric Cookers
 - send your offer for 1 000 "MD" Brand Electric Cookers
 - make you an offer for 1 000 "MD" Brand Electric Cookers
 - give you our offer for 1 000 "MD" Brand Electric Cookers
- (2) The commission on our heaters would be allowed ____ (以不少于 800 件的购买量).
- more or less on an order for 800 pieces
 - on purchase of not less than 800 pieces
 - on an order exceeding (超过) 800 pieces
 - when the quantity for the item is 800 pieces or more

(3) We make you this offer, ____ (发盘 10 天有效).

- A. subject to your reply reaching us within 10 days
- B. which is open for 10 days only
- C. which is valid within 10 days
- D. subject to our 10 days' final confirmation

(4) At your request, we are making you an offer as follows:

- | | |
|------------------------------|-------------------------------|
| A. 每打 1 900 日元 CIFC 东京 | JPY1 900 PER DOZEN CIFC TOKYO |
| B. 每箱 93 美元 FOB 广州 | USD93 PER CASE FOB GUANGZHOU |
| C. 每码 26 英镑 CFR 伦敦包括 5% 佣金 | GBP26 PER YARD CFRC5 LONDON |
| D. 每千克 4.2 港元 CIF 香港包括 2% 佣金 | HKD4.2/KG. CIFC2 HONGKONG |

II Writing practice

Complete the following sentences with the information from Chinese into English.

- 1 Thank you _____ (4 月 11 日询盘我们的 AT 和 LN 牌运动鞋) .
- 2 At your request, _____ (我们向你们报盘 1 000 双 AT 牌运动鞋 at USD498 per pair CIF Ottawa) .
- 3 The above offer is _____ (有效至我方时间 4 月 19 日) .
- 4 _____ (今寄去我们最新的报价单) and 10 telephone receiver samples by parcel post.
- 5 Because of the heavy demand for our products, _____ (建议你们早日订货)。



Sending Proforma Invoice

Apr. 28 Received a letter of Apr. 26 from a foreign trading company asking for Proforma Invoice. Part of the letter is stated on the right.

Asking for Proforma Invoice

If you will accept USD 4.7/piece CIF Alexander, please send us your Proforma Invoice in quadruplicate for 6 000 Good Luck Brand Electric Fans. It is out of question that we get the necessary Import Licence. When the said licence is approved, we shall open an L/C in your favour.

Wongsheng & Co.

Room 509-511 Tongle Bldg Shennan Rd., Shenzhen (518044), China

Tel: (0086755) 85576183 Fax: (0086755) 85576183

E-mail: chinawong@public.sztt.net.cn

213 Taiyoun Road,

Kuala Lumpur, Malaysia

Tel: (33) 25651781 Fax: (33) 25652892

E-mail: lam@xyq.com.my

Dear Sir,

Thank you for your interest in purchasing 6 000 pieces of our Good Luck Brand Electric Fans. Complying with the request in your letter dated Apr. 26, we take pleasure in enclosing you our Proforma Invoice in quadruplicate. We would like you to note that our offer remains valid for 10 days only.

For your information, the goods you enquired for have commanded a good market, and we have received a lot of other enquiries for them. Please take all the necessary steps you can do without delay.

We anticipate the pleasure of hearing from you soon.

Yours faithfully,

Wongsheng & Co.

Li Mengmeng

Purchase Division

New Words

Proforma Invoice *n.* 形式发票

state /steɪt/ *v.* 陈述, 规定

quadruplicate /kwɒd'dru:plɪkeɪt/ *n.* 一式四份

out of question 毫无问题

licence /'lɑ:səns/ *n.* 许可证

in your favour 以……为抬头, 以……为受益人

approve /ə'pru:v/ *v.* 批准, 通过

take pleasure in 以……为乐, 喜欢

note /nəʊt/ *v.* 注意

for your information 供你们参考

command /kə'mɑ:nd/ *v.* 拥有, 控制

valid /'vælɪd/ *adj.* 有效的, 认可的

delay /dɪ'leɪ/ *v.* 耽搁, 延误

without delay 迅速, 毫不耽误地

Notes

1 寄送形式发票的思路及信函的结构安排

寄送形式发票也就是报盘。寄送某商品形式发票的信, 实际上就是对某商品的报盘信。答复对方要求寄形式发票的信中, 要告知对方列明在形式发票上的所有交易条件、发盘的有效期及其他约束条件, 敦促对方尽快作出决定。

(1) 开头句或开头段。

表达已按要求开具了形式发票——对方某月某日的来函要求寄本公司某商品的形式发票表示感谢, 开出了一式 X 份的形式发票。

e.g. We are pleased to receive your fax of May 12 asking for our Proforma Invoice in triplicate covering 2 000 Yinger Brand Blouses.

(2) 结尾句或结尾段。

促销语句——提示对方该商品畅销, 尽快办理必要手续, 早日订货。

e.g. Our goods are enjoying fast sales. Please do everything necessary as soon as possible.

2 Proforma Invoice 形式发票或称为预开发票, 不能当作正式发票使用。

在国际贸易中, 卖方通常用形式发票来报盘或者代替报价单。

3 in quadruplicate 即 in four copies 一式四份。

in duplicate 一式两份; in triplicate 一式三份; in quintuplicate 一式五份; in sextuplicate 一式六份; in septuplicate 一式七份; in octuplicate 一式八份; in nonuplicate 一式九份; in decuplicate 一式十份。

4 Import Licence

进口许可证。采用进口许可证制度来管制进口的国家, 进口某些商品时, 进口商需要持形式发票向本国发证部门申请许可, 在确实取得许可证后, 买方才能进货。

5 open an L/C 开具信用证

6 command a good market (货物) 畅销

类似的表达还有:

The goods are enjoying fast sales.

The goods are selling fast.

The goods are most popular with customers.

The goods can find a good (ready) market.

7 take all the necessary steps 办理必要的事项。

类似的表达还有: do the necessary; do the needful; do everything necessary

Activities

I Vocabulary review

1 Learn to fill in the Proforma Invoice as requested.

Reading through the Proforma Invoice to find your problems with understanding it.(相关信息参见习题 3)

PROFORMA INVOICE				
(1) Seller		(2) Invoice No.		(3) Invoice Date
		(5) Order No.SCA01-031E		(6) Despatch Date 17-June-2021
(4) Buyer		(7) Contract No.HY2021-CS007		(8) Date 2-June-2021
		(9) From		(10) To
		(11) Shipped by PU HE0011W		(12) Price Term
(13) Marks	(14) Description of Goods	(15) Qty	(16) Unit Price	(17) Amount
JBS-2021 ST-065 3 Alexandria No.1-70				
(18) Issued by ST TRADING CO. ,LTD. (19) Signature <i>Huang Dapeng</i>				

2 Give out the missing expressions in Chinese to get a general idea of Proforma Invoice.

- | | | |
|----------------------------------|---------------------------|---------------------|
| (1) Seller () | (2) Buyer () | (3) Invoice No. () |
| (4) Invoice Date () | | (5) L/C No. () |
| (6) Date (开证日期) | (7) Contract No. (交易合同号码) | (8) Date (合同日期) |
| (9) From (起运地) | (10) To () | |
| (11) Shipped by (由……运输, 即运输工具名称) | | (12) Price Term () |
| (13) Marks (装运标志, 即唛头) | | |
| (14) Description of Goods (商品描述) | | (15) Qty () |
| (16) Unit Price () | | (17) Amount (总金额) |
| (18) Issued by (由……签发, 即出票人) | | (19) Signature (签名) |

3 Write out the suitable expressions in Chinese with the given information and then fill in the Proforma Invoice in 1-1 with them.

埃及 James Brown & Sons 公司打算向 ST Trading Co., Ltd. 公司购买 70 箱茶具 (HX1128 15-Piece Tea Set: 1 set / box, 2 sets / carton)。按他们的要求, ST Trading Co., Ltd. 公司 7 月 22 日为该公司开具了号码为 2021ST-0653 的形式发票: 每套茶具为 USD16.3CFRC1 亚历山大 (Alexandria), 发票金额为 USD2 282。

- | | |
|------------------------|--------------------------------|
| (1) Seller _____ | (2) Invoice No. _____ |
| (3) Invoice Date _____ | (4) Buyer _____ |
| (5) From _____ | (6) To _____ |
| (7) Price Term _____ | (8) Description of Goods _____ |
| (9) Qty _____ | (10) Unit Price _____ |
| (11) Amount _____ | (12) Signature _____ |

II Writing practice

Draft a letter telling a foreign trading company that your Proforma Invoice is to be sent to them below.

Background: 7 月 22 日深圳 ST Trading Co., Ltd. 公司为 James Brown & Sons 公司开具了号码为 2021WYHD-0053 的形式发票后, 随信附上形式发票寄给对方。

× × 先生:

应你方 7 月 17 日来信提出的请求, 我们很高兴随信附上你们要求购买 40 箱茶具的形式发票 2021WYHD-0053 一式三份, 每套为 USD16.3CFRC1 亚历山大 (Alexandria)。请注意我们的报价有效期至 7 月 31 日。

由于我们的货物畅销, 对这类商品的询价很多, 请尽快办理必要事项。建议获得许可证后, 尽快寄订单来。

Supplement:

订单 order



Making a Voluntary Offer

Apr. 25 Writing to one of the prospective costumers to promote the sale of Chinese silk goods, by offering him the benefit from the items.

Wongsheng & Co.

Rm 509-5 11 Tongle Bldg Shennan Rd., Shenzhen (518044), China

Tel: (0086755) 85576183 Fax: (0086755) 85576183

E-mail: chinawong @ public. sztt. net. cn

Purchase Division S.T. Trading Co. ,Ltd.

53 Wentworth Road, Strathfield

NSW(2135), Australia

Tel: (00612) 97156370 Fax: (00612) 97156431

E-mail: loraine.e.@nsw.com.au

Apr. 25, 2021

Dear Sir,

You might be interested in our Chinese silk goods. We are sending you herewith a copy of sample book illustrating our full-range products, together with our current pricelist.

All our silk items are of nice colours, modern designs and good quality. They are selling very well in the new season. From all the list prices, a trade discount of 30% and a further special discount are allowed, that is 35% in all, if orders arrive at us on or before May 11. Perhaps you will study the information sent by us, and you will observe that at the quoted prices, the goods we are offering are good value for money after a trial order. Why not take full advantage of the favourable terms?

We trust that many of the items in our catalogue will be of interest to you. We would be pleased to serve you if you like them.

Looking forward to hearing from you soon.

Yours sincerely,

Wongsheng & Co.

Yang Yang

Purchase Division

New Words

prospective /prɒˈspektɪv/ *adj.* 可能的, 未来的
 costumer /ˈkɒstju:mə/ *n.* 服装商
 promote /prəˈmeɪt/ *v.* 促进, 提升
 benefit /ˈbenɪfɪt/ *n. & v.* 好处, 利益, 受益,
 此处与 advantage 同义
 current /ˈkʌrənt/ *adj.* 当前的, 现行的

quality /ˈkwɒləti/ *n.* 质量
 discount /dɪsˈkaʊt/ *n. & v.* 折扣, 贴现
 打 (若干) 折扣
 trial /traɪəl/ *adj. & n.* 尝试的, 试验性的, 试用
 advantage /ədˈvɑ:ntɪdʒ/ *n.* 优势, 好处
 trust /trʌst/ *v. & n.* 相信, 信任

Notes

1 主动报盘的思路及信函的结构安排

主动报盘就是直接地向经过选择的、潜在的、久失联系的或者现成的买主提供出售某种商品的信息, 实际上完全是一种促销做法。这类报盘信函要注重吸引对方的注意力和兴趣。例如, 免费提供样品和试销品、优惠的交易条件、该商品具有的优势等。还可以随函寄去目录本、价目表等介绍资料。

(1) 开头句或开头段。

告知对方可提供具有一定优势、可以得到优惠的某种商品。

e.g. We have recently bought from the producers various ranges of high quality table cloth at low prices.

(2) 结尾句或结尾段。

促进销售——以优惠条件鼓励对方继续联系或订货。

e.g. If you are interested, please contact our office in Guangzhou. We would be pleased to serve you.

2 报盘讲究“快速有效”。报盘函主要包括:

(1) 表示获悉询盘信函并表达感谢 (开头用语)。

(2) 强调报盘的依据和条件, 比如时间的有效性。

(3) 根据询盘方的要求, 列出报盘的主要信息, 比如品名、质量、数量、价格、折扣、交货地点和日期、包装等。

(4) 介绍自身产品的品质、市场行情、库存等信息, 善于运用推销的语句。

(5) 期盼回函或订单 (结尾用语)。

3 the prospective costumers 未来的服装商 (买主)

4 item 在本课中指 (中国丝绸) 商品, 在商贸英语函电中常用的类似含义的表达法还有 line, article, goods, product, commodity 等。

5 the list prices 价目表上的价格

6 current pricelist 时价表, 现行价目表

7 They are selling very well in the new season. 它们在本季度很畅销。

8 discount 折扣

折扣是指当买方按卖方提出的一定条件来交易, 卖方按商品的原价给买方一定百分比的价格减让。折扣是一种促销和扩大销售的做法。在国际贸易实务中, 折扣应在价格条件中明确规定, 这个价格称为含折扣价, 也有数量折扣, 同样是给买方的优惠。

Commission 佣金

是贸易中介、代理商介绍生意或者代买代卖中收取的一定百分比的佣金，是一种调动中间商帮助推销、经销商品的积极性和扩大销售的做法。在国际贸易实务中，佣金在价格条件中明确规定，这个价格称为含佣价。

- 9 good value for money 物有所值

类似的表达法还有：excellent value for money

- 10 a trial order 试购 / 试购订单

注意区别：fresh order/new order 新订单；initial order 首批订单。

- 11 take full advantage of 充分利用

Activities

I Vocabulary review

1 Translate the English into Chinese and the Chinese into English.

- (1) You may be interested in our leather bags.

- (2) Sales of new energy vehicles are expected to see a surge as well in the fourth quarter.

- (3) They said they are comparing several hybrid models from TT and GW Motors, but have not yet made up his mind about which to choose.

- (4) 根据一家全球市场研究公司的数据，AT 去年占据了我国运动鞋 16.2% 的市场份额。

- (5) 这件衬衫的面料有丝质和棉质两种，由来自我国苏州的裁缝手工缝制。

- (6) 在过去的一年里，休闲骑车的人数明显增加，这一点也不奇怪。

2 Look at the expressions on the right. Decide which of them would you use to express each of the ideas on the left.

- (1) We are pleased to give you the first chance in view of your previous () order.

- (2) Our computers command a good market in Asia because () of their high quality and favourable prices.

- (3) We are sure that quite many of the Chinese silk goods we are () offering will interest you.

- (4) You will observe the software at the prices we are offering are () excellent value for money after a trial order.

a 由于行情上涨，希望你们抓紧时机购买。

b 试订后，你们便会相信以我们所报价格购买的软件，确实是物有所值。

c 为了吸引顾客，凡是订货超过人民币 500 元，我们就免费赠送一个康乐牌电吹风。

d 鉴于你们以前的订货，我们特意给予你们优先机会。

- (5) To attract the customers, we are offering a free gift of a () Kangle Hair Drier for every order over RMB500. e 我们的新产品在 16 展台展出, 特此通知。
- (6) Up till then we took you as one of our steadiest customers. () f 相信你们会对我们报盘的许多中国丝绸产品感兴趣。
- (7) As market is advancing, we hope you will take full advantage of () our offer. g 由于我们的计算机质量上乘、价格优惠, 在亚洲很畅销。
- (8) We'd like to inform that you'll find our new products are at () Stand 16. h 直到那时我们都把你们看作是我们最稳定的客户。

3 Choose the suitable expression for each blank

- (1) Please quote us your lowest price _____ fertilizers.
A. for B. of C. with D. at
- (2) Can you supply this quality _____ 50 cents per meter.
A. on approximately B. at approximately
C. on approximate D. at approximate
- (3) If we can receive your order _____ 10 days, we will make you a firm order at the prices quoted.
A. within B. in C. at D. on
- (4) If you think our proposal is _____, please let us have your order at earlier date.
A. accept B. accepting C. accepted D. acceptable
- (5) If your prices are _____, I can place the order right away.
A. favorable B. in favor of C. favor D. in favor
- (6) Thanks for your enquiry _____ May 25, we are now sending you our latest pricelist for your reference.
A. date B. dated C. dates D. dating
- (7) We _____ an inquiry for Men's Shirts and request you to send us your offer not later than the end of this month.
A. are receiving B. have received
C. received D. receive
- (8) Several of my customers _____ your waterproof garments and enquired about their quality.
A. expressed interest on recently
B. have recently expressed interest on
C. recently expressed interest in
D. have recently expressed interest in

II Writing practice

Draft a letter, voluntarily offering a foreign trading company.

Background: 深达贸易公司新购进了一批笔记本电脑, 销售部门为此积极行动, 开拓销售渠道。

× × 先生:

最近我们从厂商处购进了一批笔记本电脑, 你们也许会对这批产品的时价感兴趣。在此我们免费给你们寄去一本商品目录和价目表。

这批笔记本电脑款式新颖、轻便易携、质量好、价格合理，现在深受欢迎。我们相信试订后，你们会注意到该报价物有所值。我们将给 6 月 20 日或之前收到的订单 5% 的折扣。
希望你们抓紧时机购买。我们非常乐意为你服务。

Supplement:

厂商: producer

一批: a lot of / a parcel of

笔记本电脑: a notebook computer

轻便易携: easy to carry about

COUNTER-OFFERS

还盘

Pre-study

A Terms to Learn

1 counter-offer

还盘

2 price

价格

3 INCOTERMS

国际贸易术语解释通则

商品交易前，买卖双方要对一些交易条件进行讨价还价，在实际操作中，有时要反复多次地商谈某个交易条件。这个环节中任何一方作出的对交易条件的实质性修改都称为还盘。

价格是买卖双方磋商的一个主要交易条件。在国际贸易实际业务中，交易商品的定价必须考虑贸易术语、计价货币、佣金、折扣等因素的直接影响。

国际商会（The International Chamber of Commerce，简称ICC）发布了最新版本的《国际贸易术语解释通则》（INCOTERMS 2020），该通则已于2020年1月1日生效施行，2020年通则更加接近目前国际贸易实践。2020年《国际贸易术语解释通则》基本上沿袭了2010年通则的传统，把贸易术语分为2大类4组共计11个术语，其缩写、全称和中文意思如下：

- 1 EXW/ Ex Works / 工厂交货（……指定地点）
- 2 FCA / Free Carrier / 货交承运人（……指定地点）
- 3 FAS / Free Alongside Ship / 船边交货（……指定装运港）
- 4 FOB / Free on Board / 船上交货（……指定装运港）
- 5 CFR / Cost and Freight / 成本加运费（……指定目的港）
- 6 CIF / Cost, Insurance and Freight / 成本、保险费加运费（……指定目的港）
- 7 CPT / Carriage Paid to / 运费付至（……指定目的地）
- 8 CIP / Carriage and Insurance Paid to / 运费、保险费付至（……指定目的地）
- 9 DPU / Delivered at Place Unloaded / 目的港或目的地的任何地方交货
- 10 DAP/Delivered at Place/ 目的地交货
- 11 DDP / Delivered Duty Paid / 完税后交货（……指定目的地）

B Think and Discuss

What does a counter-offer letter usually include?

Useful Sentences

- 1 We *regret* that your prices are too high for the market.
很遗憾，你们的价格对于此地市场来说太高了。
/rɪ'gret/ v. 遗憾，抱歉
- 2 We feel *regretful* that we can't accept your offer, for we are purchasing the products of the same *quality* from other suppliers at a price lower 5% than yours.
很遗憾不能接受你们的报盘，因为类似质量的产品我们可以从别的供应商处以低于你们 5% 的价格买到。
/rɪ'gretful/ adj. 遗憾的，抱歉的
/'kwɒlɪti/ n. 质量
- 3 We regret to say that we can't come to terms unless you *reduce* your price by 4% because of the *declining* market.
很遗憾地说，由于市场疲软，除非你们降价 4%，否则我们无法成交。
/rɪ'dju:s/ v. 减少，降低
/dɪ'klaɪn/ v. 下降，拒绝，不景气
- 4 We are sorry that we can't reduce the price any more as there is little *profit* in the market for such goods now.
很遗憾，我们不可能再降价了，因为现在销售这样的货物几乎无利可获。
/'prɒfɪt/ n. 利润，得益
- 5 *Directing* your attention to the quality of our products, you will find our prices are fixed on a reasonable level.
着眼于我们的产品质量，你们就会发现我们的价格定位合理。
/dɪ'rekt/ v. 把……对准某一目标
- 6 Our prices have been accepted by other buyers in your area, so we can't see our way clear to cut our prices with a lot of orders received in the last few months.
我们的报价已被你们那个地区的其他买主接受，且在近几个月里收到了大量的订单，因此我们无法考虑降价。
/'pɒpjələraɪz/ v. 推广
- 7 To *popularize* the products, we have decided to offer you a special discount of 8% on all the catalogue during the month of August only.
为了推广这些产品，我们决定在 8 月份对目录本上的所有商品给予你们 8% 的折扣。
/rɪ'dʌkʃn/ n. 减少，降低
- 8 With a view to encouraging business between us, we are making a *reduction* of 2% on our offer.
为了促进交易的达成，我们把报盘降价 2%。
/'kʌvə/ v. 弥补，适用于
- 9 As the prices of materials have risen a lot recently, we have to adjust our prices to *cover* the increasing cost.
由于近来材料价格上扬很多，我们只有通过调整价格来弥补成本的上涨。
/'sʌdn/ adj. 突然的，意外的
- 10 The *sudden* increases in freight rate has caused the rise in our prices.
运费的突然上涨造成了我们的价格上调。



Request for Lower Price

Mar. 27 Received a letter of Mar. 25 from Alexander Trading Company asking for lower price.

Alexander Trading Company

253 Park Avenue, New York, New York 10017, USA

Tel No: 1-562-233-6584 Fax No: 1-562-231-4532

E-mail: alg @ alexander. com. us

Wongsheng & Co.

Rm 509-511 Tongle Bldg

Shennan Rd., Shenzhen (518044), China

Date: Mar. 25, 2021

Dear Mr. Zeng

We are pleased to receive your offer of Mar. 22, 2021 and an illustrated catalogue.

In reply, we regret to say that your prices are out of line with the current market level. Information here shows that the makes offered by you can be obtained from other sources at prices much lower than yours. Moreover, the market is declining.

In this case, it is impossible for us to persuade our customers to accept your prices even though you can supply full-range famous-brand athletic shoes. If you were prepared to reduce your limit by, say 6%, we might come to terms.

It is true that competitive prices will often result in a high market share with great profit in the future. We wish you to consider this factor.

We await your prompt reply.

Yours sincerely,

Alexander Trading Company

Paul Johnson

Purchase Division

New Words

current /'kʌrənt/ *adj.* 当前的, 现行的
 make /meɪk/ *n.* 样式, 品牌, 型号
 obtain /əb'teɪn/ *v.* 得到, 买到
 source /sɔ:s/ *n.* 来源, 出处
 even though / even if 即使
 limit /'lɪmɪt/ *n.* (价格) 限度

share /ʃeə/ *n.* 份额, 一份
 in future 今后
 factor /'fæktə/ *n.* 因素
 prompt /prɒmpt/ *adj.* 迅速的, 立刻行动的
 full-range 全部, 全范围
 decline /dɪ'klaɪn/ *v.* 衰退, 谢绝, 下降

Notes

1 要求降价的还盘思路及信函的结构安排

买卖双方对某些交易条件讨价还价, 去信表明自己的要求或意见就是还盘。为了促成早日成交, 还盘信需要给出适当的理由, 选择适当的角度, 提出适当的条件。要求降价就是对价格条件的还盘, 这样的还盘信要注意表明要求降价的理由。例如, 报价高于当地市价、可以用较低的价格获得类似质量的商品、可以从别的供应商处以较低的价格购进该商品、该商品的市场疲软等。同时, 要提出降价的幅度。

(1) 开头句或开头段。

还盘信都是回信, 要求降价的还盘信首先仍然要感谢对方的报盘, 接着表达不能接受报价的歉意。
 e.g. Thank you for your offer of May 15 but regret that your prices are too high.

(2) 结尾句或结尾段。

强调希望继续磋商的愿望。
 e.g. We hope to receive your early reply.

2 in reply 此复

如, in reply to your letter of Feb. 3 此复你们2月3日的来信。
 类似的表达还有: in answer to / in response to。

3 ...we regret to state...抱歉地告知.....

类似的表达还有: We very much regret to inform (say) that...; Much to our regret, we learn that... / We note (find) with regret that...(很遗憾地获悉); We feel regretful that...(我们感到遗憾/抱歉.....)

4 out of line with the current market level 与市价脱节 / 与现行价格不一致

相反意思的表达有: in line (with) (与.....) 相一致; 类似的表达还有: be unworkable (价格) 做不开 / be too high for the market (价格) 高于此地市场 / be on the high side (价格) 偏高等。

5 the current market level 市价 / 现行价格

类似的表达还有: the present price / the ruling price / the prevailing price / the going price / the prevalent price 等。

6 be declining (市场) 下跌

类似的表达还有: weak 疲软; 相反意思的表达有: strong / firm 坚挺 (或有上涨趋势); be advancing 上涨; active 活跃等。

7 in this case 在这样的情况下

类似的表达还有: under circumstances

8 be prepared to do 同意做; 打算做; 准备做

9 say 6% 是 let us say 6% 的省略表达, 意思是“比方说6%”

10 come to terms 成交

类似的表达还有: come to business / close a deal / close a bargain

11 a market share 市场份额

Activities

I Vocabulary review

1 Read the notes from counter-offer letters. Then decide which expression doesn't match with each complete sentence.

Notes

The missing information

(1) ____ we can't accept your offer for the cars.

- A. We inform with regret
- B. We note with regret
- C. Much to our regret,
- D. We regret to state

很遗憾地告知

(2) It is regrettable that ____.

- A. your price's fixed on an unworkable market level
- B. your offer is out of line with the market price
- C. your price is unreasonable in the market here
- D. your price is not in line with your market

你们报价与市价不符

(3) ____, we will close the business.

- A. If you make a reduction of 3% in price
- B. If you reduce your price by 3%
- C. If you supply us with the goods at a price 3% lower than that offered by you
- D. If you make a further reduction of 3% in price

如果你们降价 3%

(4) You'd better lower your prices, ____.

- A. for the market is weak
- B. as the market is declining
- C. so the market will be made active
- D. because the market is not strong

市场不坚挺

2 Read through this letter and fill in the form with suitable English information from the letter.

Dear Sirs,

Thank you for your letter dated Mar. 21, 2021. But we feel regretful that your prices are really out of line with the ruling market level and not competitive enough.

For your information, we appreciate the nice designs and good workmanship (工艺) of your products, but the prices for the same quality have dropped another 3% in the market here.

To close the trade, may we suggest you give us a special discount of 3% and your minimum quantity be less for a trial order.

We think it is for your interest to make such a reduction, as there is a keen business competition in the market.

We are anticipating your immediate reply.

Yours faithfully,

……试订货的最低限量应该少些。	...your minimum quantity be less for a trial order.
(1) ……认可产品的精美设计和精湛工艺……	
(2) ……作出如此降价是为了你们的利益……	
(3) ……给我们 3% 的特别折扣……	
(4) ……很遗憾地感到……	
(5) ……又降了 3%……	
(6) 激烈的贸易竞争	
(7) 与市价不符	
(8) 供你们参考	
(9) 达成交易	

3 Translate the English into Chinese and the Chinese into English.

(1) The price for raw materials has been decreased, so we hope you can reduce your price at least by 3%.

(2) There are two reasons for the rising of the prices. Firstly, the rise of freight cost due to the explosion of oil prices; secondly, the increase in the prices of raw materials due to the outbreak of novel coronavirus.

(3) 很遗憾我们不能接受贵方还盘，因为我方报价非常实在。

(4) 我方最多能将报价降低 4%。

II Writing practice

Draft a letter for a trading company to ask price reduction.

Background: 接到复印纸报盘，宏图贸易公司认为报价过高，回信与对方磋商降低卖价。

× × 先生：

很高兴收到你们 9 月 9 日 DA5 00A47-1 复印纸报盘，但是遗憾地告知，你们报来的价格与我地市价不一致。由于目前市场疲软，这样的价格很难能与其他报价竞争。如果你们能降价 4%，我们有可能成交。

盼望你们尽早答复。

Supplement:

复印纸 copy paper 或者 print paper

能与其他报价竞争 to meet the competition

目前市场疲软 the present market is weak

11 Declining Price Reduction

Apr. 7 Replying to a letter of Apr. 2 by a foreign trading company, declining price reduction. Part of the buyer letter is stated on the right:

Asking for a Reduction in Price

... We regret to inform that your price for the print paper is too high to meet the competition. The present market for the line is going down. We expect you to reduce your price by 3% so that we can close a deal.

Looking forward to your prompt acceptance.

Wongsheng & Co.

Room 509-511 Tongle Bldg Shennan Rd., Shenzhen (518044), China

Tel: (0086755) 85576183 Fax: (0086755) 85576183

E-mail: chinawong @ public.sztt.net. cn

1201 Jayson Court, Mis.

Ontario (L3W2P3), Canada

Tel: (416) 613-3021 Fax: (416) 613-3026

E-mail: cjd@ msga.com

Dear Sirs,

Thank you for your fax of Apr. 2, but we regret to learn that you feel our prices too high.

We would like to point out that the prices we quoted are our lowest level, which makes the profit margin very thin. So we can not see our way clear to make any reduction in the price of this type.

With a view to supporting your sales, we recommend our Type304 as an excellent substitute at your previously-mentioned price. It is of the similar quality and function to the substance you demand.

Your favourable consideration of this opportunity would be highly appreciated.

Yours sincerely,

Wongsheng & Co.

Peng Fei

Purchase Division

New Words

margin /'mɑ:dʒɪn/ *n.* (成本与售价的) 赚头; 盈余

recommend /rekə'mend/ *v.* 推荐

excellent /'eksələnt/ *adj.* 极好的、优秀的

substitute /'sʌbstɪtju:t/ *n. & v.* 代替品; 用……代替

previously /'pri:vɪəslɪ/ *adv.* 以前, 事先

mention /'menʃən/ *v.* 提到

type /taɪp/ *n.* 型号

similar /'sɪmɪlə/ *adj. & n.* 类似的, 类似物

function /'fʌŋkʃən/ *n.* 功能

consideration /kən,sɪdə'reɪʃən/ *n.* 考虑

Notes

1 拒绝降价的还盘思路及信函的结构安排

拒绝降价就是对买方提出的价格条件的否定还盘。这样的还盘信要注意强调坚持原价、无法降价的理由。例如, 正处在销售旺季、已收到对方所在地区进货商的大量订单、销售利润已低到极限、着眼点在该商品的质量上等, 或者推荐对方购买与所要求价格相近的、价格较低的替代商品。

(1) 开头句或开头段。

拒绝降价的还盘信首先仍然要感谢对方的还盘、表达不同意降价的歉意。

e.g. While we thank you very much for your fax of July 22, we feel regretful that there is no possibility of offering you lower prices.

(2) 结尾句或结尾段。

表达希望对方考虑、尽早收到订单或尽管本次没成交、争取以后能有合作机会等愿望。

e.g. We are still looking forward to your orders.

2 level 原意是“水平”, 在商贸用语中常引申为“价格”。例如, The prices we quoted are our lowest level. 我们的报价已经是最低价了。

3 profit margin 利润率, 利润。类似的表达还有 (a) margin of profit, profit 等。

4 thin 薄的, 稀少的。常用来说明“利润低”的表达还有: narrow, small, little, low, bottom 等。

5 see our way (clear) to do sth. 有可能做某事; 设法做某事。

类似的表达还有 be in a position to do sth / be able to do sth. 等。

6 ...make any reduction in the price of this type. …… (不可能) 给这个型号 (的产品) 减价。“减价多少”的表达: make a reduction of 10% 减价 10%。

7 with a view to (supporting your sales) 为了 (支持你们的销售)。

类似的表达还有: with a (the) view of / in order to / in order that 等。

8 of similar quality and function to the goods you demand. 与你们要的货物的质量和功能相似。

Activities

I Vocabulary review

1 Read the sentences from counter-offer letters in column A and match each sentence with the one in column B.

A

- (1) For your information, we would like to advise you to substitute Item No. 39 for your demanded line at a lower price than that we quoted because of its popularity, and similarity in both quality and function.

B

- a 我们向你们推荐其他牌子的同类产品供你们参考, 这是很好的替代品。

()

- | | |
|--|--|
| (2) In view of (鉴于) developing our market in your area, we have cut our profit to the minimum. () | b 我们建议你们用第 27 号货物代替所要的产品, 该货物在质量与功能方面类似, 价格比较低。 |
| (3) We would like to suggest you take Type 62 as a substitute for this article <i>for your consideration</i> (供你们参考). It is popular in your market but can be purchased at a price below ours. () | c 我们建议你们以 62 型来代替这种商品, 该型号在你方市场既受欢迎又可以用低于我们原报盘价购买到, 供参考。 |
| (4) In order to aid you to compete with other dealers in the market, we have cut the profit margin to the limit. () | d 由于第 39 号产品受欢迎、质量和功能与你们要的商品相近, 价格低于我们原报盘价, 建议你们用该货物代替, 供参考。 |
| (5) Our suggestion is that you <i>replace</i> (代替) the required goods <i>by</i> Article No. 27, which is popular, similar to them both in quality and function, but lower at price. () | e 为了在你们地区扩大市场, 我们已经降到了最低利润。 |
| (6) With a view to encouraging business between us, we have offered you our <i>bottom price</i> (底价), which bring us a narrow margin of profit. () | f 为了促进我们之间的贸易, 我们已报最低价, 仅获薄利。 |
| (7) <i>For your reference</i> (供你们参考), we recommend you other brands of similar products as good substitutes. () | g 为了帮助你们在市场上与其他商家竞争, 我们已把利润降到最低限度了。 |
| (8) With a view to <i>expanding</i> (扩大) the market in your place, we have offered the lowest prices, which leave us with only small profit. () | h 为了在你们地区发展我们的市场, 我们已把利润降到最低限度了。 |

2 Pick out all the similarities in the left box above to the given expressions.

e.g. for your consideration, for your reference, for your information

- (1) ...line _____
- (2) ...in view of doing sth _____
- (3) ...advise sb to do sth _____
- (4) ...take A as a substitute for B _____
- (5) ...enjoys its popularity _____
- (6) ...bring sb a narrow margin of profit _____
- (7) ...cut the profit margin to the limit _____
- (8) ...expand the market in your place _____
- (9) ...the bottom price _____

3 Choose the suitable expression for each blank

- (1) We hope you will consider our counter-offer most favorably and tell us your decision _____.
 A. at your earliest convenience.
 B. on your earliest convenience.

- C. at your earliest convenient.
D. on your earliest convenient.
- (2) Your price should _____ the actual situation of our customers.
A. base on B. based on C. be based at D. be based on
- (3) I am _____ to say that your prices are about 9% _____ than those offered by other suppliers.
A. happy, high B. sorry, lower C. sorry, higher D. happy, low
- (4) _____ what is quoted by other supplier, your price is _____.
A. Compared to, uncompetitive B. Compared with, uncompetitive
C. Compared to, competitive D. Compared with, competitive
- (5) If you _____ the order, we may consider _____ you a 8% discount.
A. double, give B. double, to give
C. doubled, give D. double, giving
- (6) We can not make any _____, this is our rock bottom price.
A. further discounts B. farther discounts
C. furthest discounts D. farthest discounts

II Writing practice

Draft an E-mail to a trading company, declining a price reduction.

Background: 接到宏图贸易公司要求降价的还盘，寰宇纸品有限公司认为己方报价合理，回信告知对方坚持原价。

× × 先生:

感谢您9月13日发来的电子邮件。很遗憾地获悉你们认为我们的报价过高。实际上，为了促进我们之间的贸易，我方已报最低价，获利甚微。我们必须指出，其他供应商不可能以低于我方的价格供给同样质量的复印纸，我们已以现价收到了许多国家寄来的订单。请你们再次考虑我们的报盘，及时订货。

盼望你们尽早答复。

Supplement:

实际上 actually; as a matter of fact

微利 little margin of profit



Concession on Price

Apr. 7 Replying to a letter of Apr. 5 by a foreign trading company, making concession on price . Part of the buyer's letter is stated on the right.

Asking for a Reduction in Price

While we thank you for your letter dated Apr. 2, we are indeed sorry that your prices can't match the market level even if your products enjoy the nice designs and good workmanship. For your consideration, the prices for the same quality have further dropped by 10% in the market. We think it is for your interest to give us a reduction of 20% to maintain the low selling prices.

Wongsheng & Co.

Room 509-511 Tongle Bldg Shennan Rd., Shenzhen (518044), China

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RM A9 3/F Block C HK Industrial Centre

C. P. Rd., Kowloon, Hong Kong, China

Tel: 00852-3-7681113 Fax: 00852-3-7673331

E-mail: pc@ptc.com

Dear Sirs,

We are glad to receive your letter of April 5. To our regret, we are informed that our prices can't match the market level. Considering the quality of the shoes offered, we feel our prices realistic, even though a large number of shoes of similar design from various other countries are sold at prices below ours. Our low prices leave us with narrow margin of profit.

Therefore we are very sorry to say that we are not in a position to accept your counter-offer or even to meet you half way. But we are anxious to do everything we can to aid an old customer like you to develop the trade. We are prepared to allow you a 4% commission on each pair, plus a discount of 5% on all orders coming to us before the end of this month.

We are looking forward to having your early order.

Yours sincerely,

Wongsheng & Co.

Peng Fei

Purchase Division

New Words

concession /kən'seʃən/ *n.* 让步
 date /deɪt/ *v.* 注(明)……的日期
 match /mætʃ/ *v.* 与……相称
 realistic /ˌriːə'lɪstɪk/ *adj.* 切合实际的
 drop /drɒp/ *v.* = decline (价格) 下降
 maintain /meɪn'teɪn/ *v.* 维持, 保持

block /blɒk/ *n.* 大楼, 街区
 industrial /'ɪndʌstriəl/ *adj.* 工业的
 various /'veəriəs/ *adj.* 许多的
 therefore /'ðeəfɔː/ *adv.* 因此
 anxious /'æŋkʃəs/ *adj.* 极为希望
 plus /plʌs/ *prep.* 附加上

Notes

1 作出降价让步的还盘思路及信函的结构安排

作出降价让步就是对买方提出的价格条件有条件地进行减让的反还盘。这样的还盘信要注意坚持原报价的合理性, 突出给予降价让步的动机。例如, 原报价符合市价, 考虑到以前获得的帮助、双方长期以来良好的贸易关系, 为发展与对方的业务等。还要明确降价的幅度和实现降价的附带条件: 数量折扣、规定日期内订货的折扣等。

(1) 开头句或开头段。

作出降价让步的还盘信首先仍然要感谢对方的还盘, 复述对方有关价格的意见。

e.g. We are pleased to receive your cable (电报) of Oct. 12. It is informed that our price for the goods is too high to work on.

(2) 结尾句或结尾段。

敦促对方早下订单。

e.g. We are waiting for your early reply.

2 match the market level 与市场价格一致

类似的表达还有: be in line with the market level; match up to the market level

3 give us a reduction of 20% 给我们降价 20%

类似的表达还有: reduce 20% of the price; reduce the price by 20%; reduce your price to USD159.3 per pair CIFC4 Chicago; cut your price by 20% 等。

4 considering the quality of the shoes 鉴于鞋子的质量

类似的表达还有: owing to; due to; in view of 等。

5 leave us with a narrow margin of profit 剩下的利润微薄

类似的表达还有: make the margin of profit thin / little; include the small profit; earn the little profit margin; cut the profit to the bottom 等。

6 meet you half way (各) 让一半价; 折中处理

e.g. Let's meet each other half way.

7 allow you a 4% commission on each pair 给你们每双鞋子 4% 佣金

类似的表达还有: give you a commission of 4%; grant you a 4% commission 等。

8 allow you a discount of 5% on all orders 给你们所有订货 5% 折扣

类似的表达还有: give you a 5% allowance (折扣); grant (准予) you a 5% discount 等。

Activities

I Vocabulary review

1 Read the statements from a counter-offer letter making concession on price. Pick out the expression which doesn't match with each complete sentence.

- (1) To our regret, you feel that _____ (我们的价格与现行市价不一致).
- our offered prices are not in line with the ruling market level
 - the prices in our offer can't match the current market level
 - our quoted prices can't match up to the present market level
 - our enquired prices are out of line with the prevailing market level
- (2) The best we can do is _____ (给你们 5 月底以前来的订单打 8% 的折扣) as a special concession.
- to give you a discount of 8% on all orders coming to us before the end of May
 - to allow you an 8% discount on all orders if they come to us by the end of May
 - to grant you a discount by 8% on all orders we will receive before the end of May
 - give you an allowance of 8% on all orders that are reaching us by the end of May
- (3) To encourage the market for our products, we are prepared to _____ (给你们降价 10%, 这种降价只能持续很短的时间).
- reduce your price by 10%, which can be maintained only for a short time
 - give you a 10% reduction in our price we can maintain only for a short time
 - reduce 10% of the price, which is kept open only for a short time
 - cut your price by 10% that is valid (有效) only for a short time
- (4) We would like to point out that the prices are our lowest level _____ (所获利润微薄).
- which make the margin of profit very thin
 - that leave us with very little profit margin
 - so that we can earn a very narrow margin of profit
 - which include very small profit

2 Read through this letter and fill in the form with suitable English information from the letter.

Dear Sirs,

Thank you very much for your E-mail of Aug. 7. But to our regret, you advise that our prices do not match the market level for colour TV sets.

We trust our prices are so reasonable that no suppliers are in a position to offer the products of the same quality at the lower level than ours. With a view to popularizing our products in your area, we have decided to make you a reduction of 3% on our offer as a special concession during the month of September only.

Furthermore, there is a heavy demand for the makes from your neighbouring countries. Considering the two points, please place an order without any delay.

Yours faithfully,

(1)我们的价格与彩电市价不符。	
(2)没有供应商能以低于我们的价格供给同样质量的产品。	
(3) 为了在你们地区推广我们的产品。	
(4)作为特别让步, 把我们的报价降低 3%.....	
(5)你们邻国对该产品的需求很大。	
(6) 鉴于这两点, 请立刻订货。	

3 Choose the suitable expression for each blank.

- (1) We are sure that there is a ready market ____ the goods at your end.
A. of B. about C. for D. with
- (2) We can't see our way clear to make any reduction ____ price .
A. in B. of C. at D. on
- (3) We suggest you ____ the similar article ____ what you demand at a lower price than that we quoted owing to similarity in function.
A. recommend, as B. replace, by C. take, into D. substitute, for
- (4) With a view ____ the market in your place, we have offered you our bottom price.
A. to promoting B. to promote C. of promote D. into promoting
- (5) We are prepared to reduce your price ____ USD159.3 per pair FOB Ningbo.
A. at B. to C. of D. for
- (6) Very sorry to say that our low prices ____ very thin margin of profit.
A. leave us B. include C. earn D. make
- (7) We regret that you ask us to allow you a commission ____ 5 % on each set.
A. of B. to C. on D. \
- (8) We have decided to make a further concession ____ 3% per box in order to help you to increase the business with us.
A. to B. of C. on D. about

II Writing practice

Draft a letter to a trading company, making a price concession.

Background: 日辉贸易公司还盘要求降价，丽晶电子有限公司经过讨论同意让步，回信告知对方降价做法和要求。

× × 先生：

很高兴收到你们 7 月 2 日的邮件。很遗憾你们感到我们洗衣机报价高过市价。如果着眼于这些货物的质量，你们就会发现我们的价格合理。再者，我们的报价很低，仅获薄利。不过，为维持我们之间的友好合作，我们打算把价格降到每台 USD135，外加每台 3% 的佣金，本报价只在七月有效。

希望尽快订货。

Supplement:

洗衣机 washing machine

保持我们之间的友好合作 keep our friendly cooperation

13 Increase in Price

Aug. 14 Writing to one of the old costumers, referring to the increase in the prices for the offered mobile phones.

Wongsheng & Co.

Rm 509-511 Tongle Bldg Shennan Rd., Shenzhen (518044), China

Tel: (0086755) 85576183 Fax: (0086755) 85576183

E-mail: chinawong @ public. sztt. net. cn

Subject:Re:The Increase in Price 2021-9-17 09:20AM

Sender:b.p.@531.com

Receiver:chinawong@public.sztt.net.cn

Dear Sirs,

We wish to inform you that we have adjusted the prices which we previously quoted you for the mobile phones you required. Our new prices take effect on Sept. 20.

May we explain the increase in the prices to you. They result from three points: the sudden rise in freight cost on Sept. 19 because of tighter freight and port market; the continual increase in the prices of material; the steady rise in the labour cost as the result of economics in the directions. We know frequent changes of price are most unfavourable, but we can't keep our old prices any longer in order to cover the increasing cost: cut the allowance to 3% on purchase quantity not less than 1 000 articles, and reduce the commission to 4% each.

In fact, these prices are still about 3% below the market level because we would like to continue to do business with you. Furthermore, our goods remain competitive for their excellent quality, fashionable designs and popular colours. We trust they will help you a lot to stand firmly in your market.

We wish you to place your orders at an early date.

Yours sincerely,

Wongsheng & Co.

Yang Yang

Purchase Division

New Words

refer /ri'fə:/ *v.* 谈到, 涉及, 有关
 mobile /'məʊbaɪl/ *adj.* 可移动的
 electronic /ɪˌlek'trɒnɪk/ *adj.* 电子的
 require /rɪ'kwaɪə/ *v.* 需要
 effect /ɪ'fekt/ *n.* 效力, 作用, 影响
 cell /sel/ *n.* 电池
 freight /freɪt/ *n.* 货运, 运输
 tight /taɪt/ *adj.* 密集的, 困难的
 continual /kən'tɪnjuəl/ *adj.* 连续的
 material /mə'tɪəriəl/ *n.* 材料

steady /'stedɪ/ *adj.* 稳定的, 稳步的
 labour /'leɪbə/ *n.* 劳动, 劳动力
 frequent /'fri:kwənt/ *adj.* 经常的
 unfavourable /ʌn'feɪvərəbl/ *adj.* 不利的, 不同意的
 allowance /ə'laʊəns/ *n.* 折扣, 允许
 furthermore /'fɜ:ðəmə:/ *adv.* 此外, 再者
 fashionable /'fæʃnəbl/ *adj.* 流行的, 时髦的
 firmly /'fɜ:mli/ *adv.* 稳定地

Notes

1 要求提价的还盘思路及信函的结构安排

要求提价也是对价格条件的反还盘: 由于某些不利因素的影响, 卖方对双方曾经同意的某种商品价格上涨。这样的还盘信要注意说明提价的客观性: 商品市价在上扬、材料价格上涨、运输费用提高等。

(1) 开头句或开头段。

还盘信都是回信。去信告知对方要上调价格, 表达涨价的歉意。

e.g. We regret to inform that increase in our prices for the products are unavoidable as the prices of materials have kept rising in the past few months.

(2) 结尾句或结尾段。

提醒价格上涨是趋势, 而且库存较紧张, 说服对方尽快订货。

e.g. As the heavy demand has brought low stock (库存) level of our goods, we advise you to accept our prices soon.

2 a mobile phone 移动电话、手机

3 take effect (法规等) 生效

类似的表达还有: put ... into practice

4 result from 由……造成 result in 引起, 导致 (结果)

e.g. The traffic jam resulted from bad weather.

The bad weather resulted in traffic jam.

5 because of 因为

类似的表达还有: as the result of; as a result of

6 rise (价格) 上涨

用作名词时, 类似的表达还有: increase, adjustment。用作动词时, 类似的表达还有: raise, increase, adjust 等。

7 continual (increase in the prices of material) (材料价格的) 不断 (上涨)

类似的表达还有: steady, frequent 等。

8 freight cost 运输成本

9 labour cost 人力成本

10 economics in the directions 周边的经济

11 cut the allowance to 3% 把折扣下调到 3%

类似的表达还有: reduce ...to

12 stand firmly in your market 站稳你方市场

Activities

I Vocabulary review

1 Read the English expressions from a letter referring to the increase in prices. Then decide whether their meanings in Chinese are right (✓) or wrong (×).

- | | |
|--|--|
| (1) As is known, a rise in the cost will result from reducing the purchase quantity so much. | 众所周知, 成本上涨会导致购买量下降。() |
| (2) As a result of the increasing prices of freight, we have to adjust our prices to cover the rise in the cost. | 由于运输价格的上扬, 我们只有调整价格来弥补成本的上涨。() |
| (3) Heavy demand in the market resulted in the increasing prices of the digital (数码) cameras. | 市场需求量大是由数码相机价格上涨造成的。() |
| (4) We can't avoid reducing the allowance to 3% on each piece of furniture because of production costs raised frequently over the last few years. | 近年来由于生产成本不断上涨, 我们不可避免地把每件家具折扣下降了3%。() |
| (5) Even though we have cut our profit to the bottom, our current prices can not cover a rise in the labour cost. We can do nothing but raise our price by 8% for each item. | 尽管我们已经把利润降到最低点了, 我们的现价仍然不能弥补劳动力成本的上涨, 只好每件商品提价8%。() |
| (6) We regret to say that our new prices were put into practice on May 15. | 很抱歉, 我们的新价格于5月15日起实行。() |

2 Read through this letter and write down the suitable English information from the letter matching with the given statements in Chinese.

Dear Madam,

We regret to learn that you find our newly-offered prices are too high.

We'd like to explain the reasons for the increase in price of our quotation. In order to keep the excellent quality of our makes, for a number of years we have employed only the most skilled (熟练的) workers and use only the finest materials. The prices of materials have risen steadily these years, and yet we had been able to keep our old prices before the sharp (急剧的) rise in labour cost in the directions caused the export (出口) cost to go up at the beginning of this year. They meant our previous prices couldn't cover the present costs.

Now all the reports we have received show that the public appreciates buying fine quality footwear at the very modest (适中的) prices we quoted. We trust even if we make that adjustment, the information about the current market prices would persuade you to find our products remain competitive.

We are longing for your order.

Yours truly,

- (1) 材料价格 _____
- (2) 价格上涨 _____
- (3) 维持原有价格 _____
- (4) 弥补上涨的成本 _____
- (5) 做了相关的调整 _____
- (6) 保持我们的优良质量 _____
- (7) 买高质量的鞋类用品 _____
- (8) 我们的产品仍然有竞争力 _____
- (9) 劳动力成本 _____

3 Write out the missing parts of the 13 trade terms in INCOTERMS 2020, choosing the suitable information in the brackets below.

e.g. (1) EXW	Ex Works	工厂交货	(.....指定地点)
(2) FCA	_____	_____	(.....指定地点)
(3) _____	Free Alongside Ship	船边交货	_____
(4) FOB	_____	_____	(.....指定装运港)
(5) _____	Cost and Freight	成本加运费	_____
(6) CIF	_____	_____	(.....指定目的港)
(7) _____	Carriage Paid to	运费付至	_____
(8) CIP	_____	_____	(.....指定目的地)
(9) _____	Delivered at Place Unloaded	_____	_____
(10) DAP	_____	目的地交货	(.....指定目的地)
(11) _____	Delivered Duty Paid	_____	(.....指定目的港)

II Writing practice

Draft a letter to a trading company, explaining a price increase.

Background: 由于银行手续费和运输费用的上调，宇联贸易公司于8月19日将所有产品价格提高10%，为此去信给对方说明情况。

× × 先生：

很抱歉地告知，我们所有商品都提价10%，新价格从8月19日起生效。在此，我们说明一下提价的原因：由于银行手续费上调和运输费的持续上扬，我们只有调整价格来弥补成本的提高。不过，最新市场信息反映由于我们的商品质量好，大家愿意接受我们的新价格，我们相信我们的价格仍然具有竞争力。

望尽快订货。

Supplement:

银行手续费 banking fees

BUSINESS CONTRACTS AND ORDERS

贸易合同与订单

Pre-study

A Terms to Learn

1 conclusion of business
达成交易

2 business contracts
商务合同

3 the United Nations Convention on Contracts for the International Sales of Goods
《联合国国际货物销售合同公约》

4 order
订购

5 price term
价格条件

6 unit price
单价

7 total amount
总价

在函电往来中，交易的一方明示接受另一方的交易条件，交易即达成，然后可以签订具有合同性质的文件。

商务合同是达成交易的法律形式。商务合同有口头、书面和电子等形式。在国际贸易中，签订书面合同的格式没有明确要求，常用形式有：合同 (contract)、确认书 (confirmation)、协议书 (agreement)、备忘录 (memorandum) 和订单 (order)；内容主要包括：规定贸易术语、货物条件、价格条件、交货条件、支付条件、争议处理条件。

《联合国国际货物销售合同公约》(以下简称《公约》) 是对国际贸易中签订货物买卖合同、履行合同以及处理违约中涉及的法律问题作出规定的统一法律规则。在国际贸易实际业务中，许多国家都使用该《公约》。

买方接受卖方的报盘就是同意订购；买方也可以主动提出订购要求，卖方可以全部或部分接受或谢绝。

价格条件是构成国际贸易合同的一个重要组成部分，由某种贸易术语下的商品单价和总价两项组成。

商品的单价通常包括计价货币、价格金额、计量单位和贸易术语四个组成部分。例如：

USD 200 per piece CIFC3 Toronto
计价货币 价格金额 计量单位 贸易术语

商品的总价，即商品的单价乘以数量的积。例如：

Total Amount : USD51 900 CIFC3 Toronto

B Think and Discuss

- 1 What does an order letter usually include?
- 2 What does an acknowledgement (确认) letter include?

Useful Sentences

- 1 We are pleased to place an order with you for the following items on the understanding that they can be supplied from *stock* at the prices quoted.
我们愿向你们订购下列货物，根据协议按你们的报价现货供应。
/stɒk/ *n.* 存货，库存品
- 2 Thank you for your quotation of Mar. 5 and the samples of ten *footwears*, we are pleased to place an order with you on the terms stated in your fax.
感谢你们3月5日的报价及寄来的10双鞋子样品，我们愿按你们传真中列明的条件向你们订货。
/'fʊtweə/ *n.* 鞋类
- 3 We are sending you our Sales *Contract* No. 7650 in duplicate. Please *countersign* and return one copy for our *file* as soon as possible.
现寄去我们的No. 7650号销售合同一式两份。请尽快会签并退回一份以便我们存档。
/kən'trækt/ *n.* 合同，契约
/'kaʊntəsain/ *v.* 会签
/faɪl/ *n.* 档案，汇订的文件
- 4 We have received your Sales *Confirmation* No. AH-231 in three *originals*. For your record we are returning to you one signed copy.
我们已收到你们的AH-231号销售确认书正本一式三份。我们签回一份以供你们存档。
/ˌkɒnfə'meɪʃən/ *n.* 确认，批准
/ə'ɹɪdʒənəl/ *n.* 原文，正本
- 5 We are enclosing our purchase order No. YL0211.
我们随函寄去No. YL0211号订单。
- 6 We are looking forward to your *acknowledgement*.
我们盼望你们的确认。
/ək'nɒlɪdʒmənt/ *n.* 承认，确认
- 7 We confirm supply of the following items at the prices stated in your letter.
现确认按你们来信规定的价格供应下列货物。
- 8 The goods mentioned in your fax are *available* from stock.
你们传真中提到的商品有现货（供应）。
/ə'veɪləbl/ *adj.* 可得到的，可达到的
- 9 We regret that we haven't had any stock of the article you required.
很抱歉你们要的货物没有现货。
- 10 Referring to your Order No. 432 for 1 000 KW Tea Pots, we can't at present *entertain* any fresh orders for the item, owing to large *commitments*.
关于你们432号订购单要1 000个KW茶壶，由于承约太多，目前我们不能接受任何新订货了。
/ˌentə'teɪn/ *v.* 承接
/kə'mɪtmənt/ *n.* （商业上的）约定，承诺
- 11 We trust you will open the *relative* L/C as requested.
我们相信你们会按要求开具有关信用证。
/'relatɪv/ *adj.* 有关的，相关的
- 12 We would appreciate shipment by the end of May.
如能5月底之前发货，将不胜感谢。

14 Placing an Order

Apr. 8 Receiving a Purchase Order of Apr. 5 by a foreign trading company, together with a letter concerned. Part of the buyer's letter is stated on the right.

Sending a Purchase Order

Re: Brand Name Shoes

We enclose our Order AC502 for the three items in your latest catalogue.

We learn that these goods can be shipped from stock and wish you to send them without delay.

Looking forward to your sales confirmation.

Alexander Trading Company

253 Park Avenue, New York, New York 10017, USA

Tel No: 1-562-233-6584 Fax No : 1-562-231-4532

E-mail: alg@alexander.com.us

Order

No: AC502

Date: Apr. 5, 2021

Wongsheng & Co.

Rm 509-511 Tongle Bldg

Shennan Rd., Shenzhen (518044), China

Please supply the following items in accordance with the terms and conditions stated below.

Commodity	AT	LN	PK
Catalogue No.	097	058	132
Packing	18pairs/ctn	18pairs/ctn	18pairs/ctn
Unit Price	USD465	USD379	USD498
Quantity	100 pairs	254 pairs	150 pairs
Price Term	CFRC3 New York	Amount	USD235 566.00
Shipment	Not later than Jun. 15, 2021, not allowing partial shipments		
Payment	By sight L/C		
Insurance	Effectuated by the buyers		

for Alexander Trading Company

Paul Johnson

Purchase Division

New Words

accordance /ə'kɔ:dəns/ *n.* 一致
 unit /'ju:nɪt/ *n.* (计数、计量) 单位
 sight /saɪt/ *n.* (看) 见, 视力
 as per 按照
 insurance /ɪn'ʃʊərəns/ *n.* 保险

seller /'selə/ *n.* 卖主
 amount /ə'maʊnt/ *n.* 总数, 数额
 cover /'kʌvə/ *v.* 给 (货物) 保险, 弥补
 risk /rɪsk/ *n.* (保险业用语)……险种, 风险

Notes

1 确认订购的思路及信的结构安排

买卖双方成交后, 如果买方发出订购信 (an order letter) 重述所订购货物的主要条件, 寄出订单 (an order form / a purchase order)、购货确认书 (a purchase confirmation) 或者购货合同 (a purchase contract), 要求卖方按上面所列出的条件供货并签回一份, 就是对自己订货和对卖方报盘的确认, 即有效办理订购业务。无论哪一种形式, 对所订购货物的要求必须完整、准确、清楚。通常需要明确以下条件: 商品名称 (如有货号或目录编号也列出), 质量要求和规格, 订购数量, 价格及价格条件、总额等。买方通常强调交货时间或者敦促对方尽快交货, 根据需要还可能提出付款方式、供现货等其他条件。

(1) 开头句或开头段。

订购信首先买方感谢卖方报盘, 表明愿意订购某商品; 其次是关于寄出订单、购货确认书或者购货合同的通知信; 除此之外, 还需提到寄出的有关合同。

e.g. Thank you for your quotation of May 24. We send our Order No. 218 as follows.

(2) 结尾句或结尾段。

强调希望卖方尽快会签、发货等愿望。

e.g. We would be grateful if you would send the goods as soon as possible.

2 purchase order 缩写成“PO”, 订单

类似的表达还有: order, order form 等。

3 Re: Reply 的缩写, 即: 事由

与“Subject: Brand Name Shoes”同义。

4 ...be shipped from stock. ……现货装运

实际使用中, 与“...be supplied from stock / be available from stock / have sth in stock / have a stock in sth”同义。“out of stock”没现货。

5 ...sales confirmation 缩写成 S/C, 销售确认书

类似的表达还有 sales contract (销售合同), 这两种文件都由卖方提供; purchase confirmation 是购货确认书, 类似的表达还有 purchase contract (购货合同), 这两种文件都由买方提供。

6 in accordance with 按照; 依据

类似的表达还有: on the understanding that / on the condition that ; on the terms... ; on the basis of ; based on ; complying with 等。

7 partial shipments 分装; 分批装运

8 by sight L/C 以即期信用证支付

即 by L / C available against draft at sight.

Activities

I Vocabulary review

1 Look at the expressions on the right. Decide which of them would you use to express each of the ideas on the left.

- | | |
|--|------------------------------|
| (1) We hereby confirm having sold to you the following goods on terms and conditions as below. () | a 请向我们寄送你方男式衬衫的全套样品, 最好航空邮寄。 |
| (2) name of commodity and specifications () | b 我们很高兴与贵方达成了第一笔交易。 |
| (3) Insurance is to be effected by sellers. () | c 保险由卖方办理。 |
| (4) Enclosed is our S/C No.345 in duplicate. () | d 货物名称及规格 |
| (5) The unit price is USD3600/m.t CIF New York. () | e 兹确认向贵方按下列条件售出以下商品。 |
| (6) We are glad to have transacted the first business with you. () | f 我们很高兴和你们达成了这笔交易。 |
| (7) We are pleased to have concluded this transaction with you. () | g 单价为每公吨 3 600 美元 CIF 纽约。 |
| (8) Please send us a full range of samples of your Men's Shirts, preferably by air. () | h 随函寄送我方第 345 号销售确认书一式二份。 |

2 Read through this letter and fill in the form with suitable English information from the letter.

Dear Madam,

In reply to your E-mail dated Dec. 4, we are interested in different sizes of Nonstick Frypans (不粘锅) you offer.

We have decided to book a trial order with you as follows:

Quantity	Item	Unit price	Price term
3 500	26"	USD121 per set	CFRD3 Chicago
1 400	30"	USD164 per set	CFRD3 Chicago

We place this order on the condition that shipment is effected in good time so as to reach us by Dec. 25. We suggest payment by L/C against draft at sight. We would like to know if it is agreeable to you.

Looking forward to your Sales Confirmation.

Yours sincerely,

CFR 芝加哥减去 3% 折扣价	
及时发货不同尺寸的不粘锅	
用见票即付的信用证支付	
你们的销售确认书	
向你们试订货	
及时发货	
价格条件	
数量	
商品	
单价	

II Writing practice

Draft an E-mail based on the following information.

今寄去我方第 X135 号订单一式二份，按 FOB 深圳价订购 800 台 PC602 型液晶监视器。

我们将通过中国银行曼谷分行开立即期信用证，不日将抵达你方。

由于我方市场急需此货，请尽快发货。

Supplement:

PC602 型液晶监视器 LED Display Monitors Model PC602

中国银行曼谷分行 the Bank of China, Bangkok

不日 in a day or two



Sending a Sales Confirmation

Apr. 12 Send out letter confirming Order No. AC 502 from a foreign firm and the relevant S/C is enclosed. Part of the letter is stated on the right.

Confirming an Order

Re: Your Order No.AC502

We have booked your Order No. AC502 for 100-pair AT, 254-pair LN and 150-pair PK. We are also sending you herewith our Sales Confirmation No.W215 in two originals. Please sign and return one copy for our file. Please open an L/C in our favour covering your ordered goods soon. You may rest assured we will effect prompt shipment upon receipt of the L/C. Anticipating your further orders.

Wongsheng & Co.

Room 509-511 Tongle Bldg Shennan Rd.,Shenzhen (518044), China

Tel: (0086755) 85576183 Fax: (0086755) 85576183

E-mail: chinawong@public.sztt.net.cn

To: Alexander Trading Company

253 Park Avenue, New York 10017, USA

Tel: 1-562-233-6584

Fax: 1-562-231-4532

Dear Sirs,

Referring to your E-mail of Apr. 12, we are pleased to confirm having sold to you 100 pairs of AT Shoes,254 pairs of LN and 150 pairs of PK on the terms and conditions agreed upon.

We enclose herewith our Sales Confirmation No.WS215 in duplicate,a copy of which please countersign and return to us for our record.

Yours faithfully,

New Words

book /bʊk/ *v.* 把……记载入册
 herewith /'hɪə'wið/ *adv.* 与此一道
 hereby /'hɪə'baɪ/ *adv.* 特此，以此

be (may) rest assured that... 对……尽可放心
 receipt /rɪ'si:t/ *n.* 收到 / 收据
 upon receipt of 一收到……就……

Notes

1 确认订货的思路及信函的结构安排

买卖双方成交后，可以用函电确认成交；也可以制定销售合同或者销售确认书、订单、购货确认书或者购货合同，寄给对方会签时附上一封短的确认订货信，对方收到后回信确认并签回一份合同。确认订货信中，要注意重复对方合同中的主要内容（特定商品名称，包括货号或目录编号、质量要求和规格、订购数量、价格及价格条件等），告知收到或寄去的合同编号，强调支付货款要求，表达对寄去合同予以会签的愿望等。

(1) 开头句或开头段。

确认信应重复收到对方有关合同的编号、成交商品的名称（如有货号或目录编号也列出）、质量要求和规格及订购数量等，并签回一份合同请求。

e.g. We appreciate your Order No. SKT0024 for 1 500 26" Nonstick Pans.

(2) 结尾句或结尾段。

表达希望买方再订货、尽快办理货款支付手续等愿望。

e.g. We are expecting to receive your further orders.

2 book your order 接受你们的订货 / 卖给你们……

类似的表达还有：accept / enter / confirm sb's order，注意区别“向某人订货” book / confirm an order with sb

3 We hereby confirm having sold to you the following goods on terms and conditions as stated below:

确认按下列条款售予你方下列货物：

4 Say United States Dollars Two hundred seventeen thousand four hundred and sixty-six only.

计贰拾壹万柒仟肆佰陆拾陆美元整。

5 To be effected by the seller for 110% of order amount against All Risks and War Risk as per and subject to the Ocean Marine Cargo Clauses of PICC (the People's Insurance Company of China) dated 1/1/1981.

由卖方按订单金额的 110% 投保一切险和战争险，并按照中国人民保险公司 1981 年 1 月 1 日的《海运货物保险条款》办理。

6 The buyer shall open through a bank acceptable by the seller an irrevocable sight Letter of Credit to reach the seller by the end of April 2021 valid for negotiation in China until the 15th after the date of shipment.

买方应通过卖方可接受的银行于 2021 年 4 月底前开立不可撤销的即期信用证，于装运日后 15 天在中国议付到期。

Activities

I Vocabulary review

1 Read the following Sales Confirmation, then decide whether the Chinese translation is right.

Wongsheng & Co.
Rm 509-511 Tongle Bldg Shennan Rd. Shenzhen(518044)China

To : Alexander Trading Company
253 Park Avenue, New York
New York 10017, USA
Tel: 1-562-233-6584
Fax: 1-562-231-4532

No. WS215
Date: April 12, 2021

Sales Confirmation

We hereby confirm having sold you the following goods on terms and conditions as stated below :

Names of Commodity, Specifications	Quantity	Unit Price	Total Amount
AT 097 LN 058 PK 132	CFRC3 100 pairs 254 pairs 150 pairs	New York USD465 USD379 USD498	USD46 500.00 USD96 266.00 <u>USD74 700.00</u> USD217 466.00
Contract Value: Say United States Dollars Two hundred and seventeen thousand four hundred and sixty-six only.			

Packing : To be packed in cartons of 18 pairs each, total 28 cartons.
Shipment : To be effected during May,2021 from Shenzhen to New York, The United States, not allowing partial shipments.
Insurance : To be effected by the seller for 110% of order amount against All Risks and War Risk as per and subject to the Ocean Marine Cargo Clauses of PICC dated 1/1/1981.
Payment : The buyer shall open through a bank acceptable to the seller an irrevocable sight L/C to reach the seller by the end of April 2021 valid for negotiation in China until the 15th day after the date of shipment.
Remark : Please sign and return one for our file.

Confirmed by :

Buyer : Alexander Trading Company

Seller: Wongsheng & Co.

Peng Fei

		Yes or No
单价	USD465/379/498CFR 纽约	
总额	贰拾壹万柒仟陆佰伍拾陆美元	
包装	纸箱装, 每箱 18 双, 共 28 箱	
保险	由买方根据中国人民保险公司 1981 年 1 月 1 日制定的《海运货物保险条款》按订单金额 110% 投保一切险和战争险	
支付	买方通过卖方接受的银行开立不可撤销信用证, 信用证于 2021 年年底抵达卖方, 装运日期后 15 天在中国到期	
装运	2021 年 5 月从深圳运往美国纽约	

2 Translate the English into Chinese and the Chinese into English.

- (1) If you find everything proper, please sign and return the duplicate of the Sales Confirmation for our file soon.

- (2) 如果认为没问题, 我们希望你们签回销售合同的副本一份备查。

- (3) We are sending herewith our Sales Contract No. JP215 in three originals at your request.

- (4) 按你们的要求, 我们随函寄去 No. DY1211 号销售确认书正本三份。

- (5) Please open an irrevocable sight L/C in our favour covering your ordered goods to reach us not later than Jan. 15, 2021.

- (6) 请于 2021 年 6 月 1 日或 1 日前开立以我方为受益人的不可撤销的即期信用证支付你方订货。

- (7) We will manage to effect prompt shipment on or before Mar. 6, 2021.

- (8) 一收到你们的信用证我们就设法快速发货。

- (9) We hereby confirm having sold to you 500 Best 38" colour TV sets booked in your Order No. ST0217.

- (10) 我们特此确认售予你们 LD-1032 号订单订购的 1 000 台货号为 PC-407 的电脑。

- (11) We are pleased to inform you that we have booked your orders according to your Order clauses (条款).

- (12) 很高兴地告知我们已按你们传真中列明的条款接受你们的订货了。

- (13) We agree to buy the undermentioned (下述的) goods on the basis of the following stipulations (条款, 等同于 clause).

- (14) 我们同意按以下条款售出下列商品。

3 Look at the expressions on the right. Decide which of them you would use to express each of the ideas on the left.

- | | |
|--|---|
| (1) We are sure that you will be quite satisfied with our () goods when they reach you. | a 就所订货物, 我们要求用保兑不可撤销即期信用证付款。 |
| (2) We are faxing our confirmation of your order for 500 Cell () Phones Catalogue No.52 on the basis of our offer. | b 我们很高兴地确认已向你们购买 400 件目录号为 No.031 的录音笔。 |
| (3) As for the goods ordered, we require payment to be () made by a confirmed and irrevocable L/C payable against draft at sight. | c 我们相信货物到你处时你们会非常满意。 |
| (4) We are pleased to confirm our purchase from you of 400 () Pen Recorders, Catalogue No.031. | d 今去电确认你们根据我们的报盘订购 500 件目录号为 No.52 的手机。 |

II Writing practice

Complete the following information in a confirming letter in English.

- 1 We would like you _____
(在本周内开出以我方为抬头的不可撤销即期信用证)。
- 2 Enclosed _____
(请你们查收我们已签署的购买确认书的副本)。
- 3 You may rest assured _____
(一收到你们的信用证,我们就尽早安排发货)。
- 4 We are pleased to inform you _____
(我们已决定按你们开的价接受你们 DF402 号订单)。
- 5 Please note _____
(信用证条款必须与我们销售合同的条款相符)。



Booking a Repeat Order

Apr. 28 Received a fax of Apr. 27 by S. T. Trading Co., Ltd. repeating an order for Chinese silk goods.

S. T. Trading Co., Ltd.

53 Wentworth Road, Strathfield, NSW(2135), Australia

Tel: (00612) 97156370 Fax: (00612) 97156431

E-mail: loraine.e.@nsw.com.au

Wongsheng & Co.

Rm 509-511 Tongle Bldg

Shennan Rd., Shenzhen (518044), China

April 27, 2021

Dear Sirs,

Re: Contract No. WS226—Chinese Silk Goods

We have received the captioned shipment ex S.S. "Victory", and are pleased to inform you that all your goods are found quite satisfactory.

As it is certain that the market is in great need of additional quantities, we wish to book with you a repeat order for the following items. Other terms and conditions are the same as what are stated in Contract No. WS226.

Pattern No.	043	175	196
Quantity	34,000 yards	36,000 yards	50,000 yards

We are in urgent need of the goods and require prompt shipment, for any delay in it would cause us inconvenience. If the repeat order can't be shipped fromstock, please advise us with all particulars the specifications of those which can be available fromstock.

We are looking forward to favourable reply to what we need in this regard.

Yours sincerely,

S. T. Trading Co., Ltd.

Peter Johnson

Purchase Division

New Words

repeat /rɪ'pi:t/ *v. & n.* 重复, 续订
caption /'kæpʃən/ *v.* 在……上加标题
ex /eks/ *prep.* (拉丁语) = from 由
(……轮卸下); 在 (……交货)
S.S.; S/S; (缩写) 即 steamship
satisfactory /,sætɪs'fæktəri/ *adj.*
符合要求的, 令人满意的
pattern /'pætən/ *n.* 式样, 图样

additional /ə'dɪʃənəl/ *adj.* 追加的, 另外的
yard /jɑ:d/ *n.* 码; 缩写成 yd
urgent /'ɜ:dʒənt/ *adj.* 急迫的
require /rɪ'kwaɪə/ *v.* 需要
inconvenience /,ɪnkən'vi:njəns/ *n.* 烦扰的事, 不方便
particular /pə'tɪkjʊlə/ *n.* 细节, 细目单, (pl) 详细情况

Notes

1 办理续订的思路及信函的结构安排

买卖双方建立了业务关系后, 如果买方对以前订购业务的往来过程、卖方诚信度及所供货物满意, 需要再次订购时, 通常去信与卖方联系订货, 这就是续订信。在续订信中, 买方要重申按照以前订单条款, 说明继续订货的名称、数量及其补充要求。注意区别 Repeat Order 与 Duplicate Order: 如果续订的订单除了装运期与原订单不同外, 价格、数量甚至详细规格等其他一切条件完全相同, 则称为 “duplicate order” (重复订货 / 重复订单); 否则, 称为 “repeat order” (续订货物 / 续订订单)。

(1) 开头句或开头段。

续订信首先要表达对上次订货的满意和续订某货物的意愿。

e.g. We have received the mentioned shipment ex S.S. “Shengli”, and your goods are so satisfactory that we are pleased to book a repeat order.

(2) 结尾句或结尾段。

向对方提出给予关注的要求: 尽早发货、提供可供现货的规格及细目单。

e.g. If possible, we would like you to arrange early shipment of this repeat order.

2 Re: Contract No. WS226 — Chinese Silk Goods 关于第 WS226 号中国丝绸商品合同

3 repeat an order 续订货物

类似的表达还有: book / place (with sb) a repeat order (for sth); give sb a repeat order. 续订货物的复数形式: repeat orders; repeats; further orders

4 the captioned shipment 标题所指的货物; 标题货物

5 ex S.S. “Victory” 由胜利轮卸下 (主要用于进口业务中)

注意区别: per *prep.* 由……轮装运 (主要用于出口业务中)。

6 additional quantities 增加数量

当 “quantity” 用于复数形式时, 表示大量或者多批货物。

7 Pattern No. 花式编号

8 urgent need of 急需 (某物)

类似的动词短语有: be in urgent need of; be badly in need of; be in great need of; in a great hurry for 等。

9 ... advise us with all particulars the specifications of those which can be available from stock.

……告知我们可供现货的规格及详细情况。

Activities

I Vocabulary review

1 Read the notes from a repeat letter and decide which expression doesn't match with each complete sentence.

- | <i>Notes</i> | <i>The missing information</i> |
|---|--------------------------------|
| (1) We are satisfied to inform you ____ are quite good. | 从“风顺”轮卸下的标 |
| A. the captioned goods unloaded (卸下) from S. S. "Fengshun" | 题货物 |
| B. the captioned lines ex S. S. "Fengshun" | |
| C. the captioned shipment removed from S/S "Fengshun" | |
| D. the captioned articles per S/S "Fengshun" | |
| (2) As the goods are satisfactory we hope to ____ for 800 Catalogue No. MP-259 Mobile Phones, in accordance with the terms and conditions of S / C No. 256. | 向你们再订购 |
| A. book your repeat order | |
| B. book with you a further order | |
| C. give you a repeat order | |
| D. place with you a further order | |
| (3) Because there is a ready market here ____ additional quantities of the goods, we would be grateful if you would arrange early shipment of our repeats. | 急需 |
| A. badly in need of | |
| B. in urgent need of | |
| C. in bad need of | |
| D. in great need of | |
| (4) In case ____, please offer us with full particulars the specifications of the other goods that are not kept in stock. | 续订之货没有现货 |
| A. the repeated goods are not in stock | |
| B. the repeated goods are not out of stock | |
| C. the repeated goods are not available ex stock | |
| D. the repeated goods are unavailable now | |

2 Choose the suitable expression for each blank.

- (1) We were satisfied with the products ____ S/S "Wanjie" when your shipment reached us.
A. per B. onto C. ex D. nearby
- (2) We would be ____ if you would send the goods as soon as possible.
A. appreciate you B. grateful C. thank you D. pleasing
- (3) As the captioned shipment is satisfactory to us, we wish to ____ with you. Which of the following expressions is false?
A. place repeat orders B. book further orders
C. have repeats D. repeat orders
- (4) "Agreeing on your offer, we have sent you our Purchase Confirmation" means "we ____ your offer". Which of the following expressions is false?

- A. accept B. are accepting / will accept
C. have accepted D. accept / have accepted
- (5) "Thank you for countersigned the Sales Contract." means that "we have ____." Which of the following expressions is false?
- A. booked your order B. accepted your order
C. confirmed your order D. had your order
- (6) The shipment is of special ____ to us, for the products are selling fast in the market.
- A. interests B. interested C. interesting D. interest
- (7) Please supply the following items ____ the understanding that the commission is 5% on each in Orders No. 256.
- A. on the basis of B. based on C. on D. on the terms of
- (8) We hope to book ____ you a repeat order ____ the following lines ____ USD230 per set CIF London.
- A. from,for,at B. for,of,on C. with,for,at D. \,with,on

3 Read the following messages and point out what kind of each message is according to the words in the box.

A refusal	B others	C counter-offers	D acceptance
-----------	----------	------------------	--------------

- (1) Your fax of 27th has been received. As there is a heavy demand for the goods and your bid is too low, we regret that it is impossible to make any reduction in price.
- (2) Thanks for your fax of Nov.29. Please fax us your S/C number. The L/C is being opened.
- (3) We have received your fax of 29th . The number of the S/C is BY-021.
- (4) Referring to your fax of Dec.26, we are pleased to inform you that your shipment has arrived in satisfactory condition.

II Writing practice

Write down in English all the terms in the form, and the Price Term in a repeat order letter as goes below.

Background: J & B Trading Co., Ltd. 再次向远征鞋业公司订购 300 双 Art No. N2013 AT 牌运动鞋去澳大利亚金岛 (King Island)。信中明确价格条件, 每双 398 美元 CIF, 含 5% 的佣金。

数量	单价	总金额
总金额（大写）		

17

Failing to Supply

Oct. 19 Replying to a repeat order of Oct.18 for Chinese Silk Goods by S. T. Trading Co., Ltd., and informing the company of inability to supply.

发件人: Wongsheng&Co. chinawong@public.sztt.net.cn

发送时间: Oct.19,2021

收件人: S.T.Trading Co. loraine@nsw.com.au

主题: Chinese Silk Goods

Dear Mr. Meng,

We are glad to inform you that your fax of Oct.18 has been received,through which we note that you wish to place a repeat order because of your satisfaction with our Chinese silk goods shipped per S/S "Victory".But we feel regretful that the patterns you required are out of stock for the time being.

We can not accept any fresh orders for the above mentioned goods at least for another month as we are fully committed. However we shall not fail to contact you as soon as our new supplies come in.

Regarding stock Chinese silk goods,we are also enclosing a list for your study in case you are interested in any other items. If possible,please do not hesitate to let us know your detailed requirements.We assure you that you will receive our prompt attention at all time.

Looking forward to hearing from you.

With best regards.

Wongsheng &Co.

Yang Yang

Purchase Division

New Words

fail /feɪl/ v. 未, 失败

inability /ˌɪnəˈbɪləti/ n. 不能

per /pə:/ prep. 经, 由

regrettable /rɪˈɡretəbl/ adj. 令人遗憾的

at present 目前, 当前

above-mentioned 上述提到的

fully /ˈfʊli/ adv. 完全地

commit /kəˈmɪt/ v. 使承担义务

at all time 无论何时, 随时

agreeable /əˈɡriːəbl/ adj. 同意的

contact /ˈkɒntækt/ v. 联系

regarding /rɪˈɡɑːdɪŋ/ prep. 关于

hesitate /ˈhesɪteɪt/ v. 犹豫

detailed /diːˈteɪld/ adj. 详细的

requirement /rɪˈkwəɪəmənt/ n. 要求, 必要的条件;
所要的货物 (复数)

Notes

1 不能供货的回信思路及信函的结构安排

收到或者接受买方的询购信、订购信、续订信或者购买合同后，由于某些特殊原因卖方不能满足买方订货要求时，最常用的做法是征求对方意见推迟供货或者提议供给替代品。常见的原因有原料不足、货源紧俏以及遇到恶劣气候、战争、罢工等。因此，去信告知买方时要给出适当的理由。例如，承接订货太多近期无法接受新的订货，货源暂缺，无现货供应或者其他不可抗拒因素致使不能及时供应所订货物等。同时，要提出其他的供货建议或承诺。例如，用类似的货品替代，可能的最早供货时间，一有货供应立即通知对方等。

(1) 开头句或开头段。

推迟供货信首先仍然要感谢买方的订货，表达不能按买方要求的时间供货或者不能满足其订购要求的歉意。

e.g. We are pleased to receive your Order JSC0432 with us for 1 200 PB Brand athletic shoes. But we feel regretful that we can't accept any order for the same because the stock is short.

(2) 结尾句或结尾段。

提出可能解决买方求购货物的做法或承诺积极关注有关货源，希望继续业务关系。

e.g. If you are interested in any other brand athletic shoes, we shall be very happy to procure the goods for you.

2 fail to do sth. 不能做某事；不做某事

3 ... satisfaction with sth. 对某事表示满意

注意区别：be satisfactory to sb. 使某人满意；be satisfied with sth. 对某事满意。

4 commit 在贸易中通常指“接了订货”

常用短语：be fully committed 接满订货；

be heavily committed 接的订货很多；be over-commit 接受订货过多。

5 in case 假使；以防万一

注意区别：in the case 在这样的情况下。

6 do not hesitate to do sth. = feel free to do sth. 无约束 / 随便做某事，商务信函中常用

7 receive our prompt attention 予以迅速处理

Activities

I Vocabulary review

1 Translate the English into Chinese and the Chinese into English.

(1) 在核对了之前签订的合同之后，我们发现有必要做一些修改。

(2) 很不幸，由于大量订单涌入，我方不能承诺在 11 月 25 日前装运。

(3) We are satisfied with the price and quality of your goods and delighted to provide you with an order for the following items on the understanding that they will be supplied from current stock at the prices mentioned.

(4) This is a trial order, please send us 80 sets only so as to develop the market. If successful, the larger orders will follow in the future.

2 Read through this letter and fill in the form with suitable English information from the letter.

Dear Sirs,

Re: Art No. DN096 Folded Chairs

Thank you very much for your fax of Oct. 17 and your Order No. HC067 for the above goods, but regret that we are unable to entertain your order until the end of this year.

On receipt of your fax, we contacted our manufacturers right away but they declined your order because of heavy commitments. Moreover, as you probably know, the recent extreme (恶劣的) weather has hit our place and made them short of raw (未加工的) materials.

We know that you are badly in need of the goods and we are approaching (与……打交道) other manufacturers for early shipment. If we succeed, we will let you know about it. In case you are interested in any other items in our stock, we enclose a copy of our latest catalogue for your study. If you have any other requirements, please feel free to send us your specific enquiry. We promise they will be dealt with promptly and carefully.

Yours faithfully,

(1) 以防你们对我们其他现货感兴趣, 随函寄去一本最新商品目录供你们参考。	
(2) ……最近我们这里天气恶劣, 使得厂家原材料短缺。	
(3) ……目前我们正在与其他厂家联系早日发货。	
(4) ……由于承接订货很多, 厂家谢绝订货。	
(5) ……年底之前我们不能接受你们的订单。	
(6) 接到你们的电子邮件, 我们立刻与厂家联系……	
(7) 我们一定会迅速认真办理。	
(8) ……务请向我们发具体询盘。	

II Writing practice

Draft an E-mail to a trading company, informing that the requested order is declined.

Background: 收到 Taft and Partner Trading Company 的订单 No. 11-T502, 振威公司与厂家联系供货后, 回信告知对方不能接受订货及其原因。

X X 先生:

事由: 你们第 11-T502 号订单

感谢你们 8 月 16 日的传真和第 11-T502 号订单, 不过很遗憾地告知你们目前我们不能供应订单要求的现货。

现在是销售该商品的旺季, 厂家承接的订货很多, 且由于厂家所在地最近时有罢工发生, 发货经常被推迟, 厂家被迫谢绝新订单。请放心, 一旦新货源到来, 我们立刻再考虑此事。我们手头还有即装的其他牌子同类产品, 如果你们感兴趣的话, 欢迎来电询问详细情况。我们一定会迅速认真予以答复。

希望保持业务联系。

Supplement:

再考虑此事 revert to this matter

即装 be shipped / delivered from stock

保持业务联系 keep our business connection

PAYMENT

支付

Pre-study

A Terms to Learn

1 payment

支付货款

商品交易中，买方把购货的钱付给卖方即支付货款。在实际业务中，卖方只有收到买方的货款，一笔交易才真正告成。

2 instruments of payment

支付工具

支付工具是指付款方式、手段。商品交易中，常用的支付工具是货币和票据。

3 terms of payment

支付方式 / 支付条款

支付方式是指某种交单 / 交货条件，买方用货币或者票据支付货款，从而领取货运单据。不同的支付方式直接影响双方的利益——资金周转和融通、承担金融风险 and 费用的大小。合同中的支付条款，就是确定货款的支付方式。在国际贸易实际业务中，支付方式主要有汇付、托收（主要是跟单托收）和信用证。

4 remittance

汇付

买方通过银行把货款汇给卖方、卖方不通过银行把发票及货运单据等寄给买方的支付方式，即为汇付。汇付分为预付和后付，预付方式下卖方承担的风险最小，后付方式下卖方承担的风险最大。

5 documentary collection

跟单托收

卖方开出汇票（Draft / Bill of Exchange）并把汇票连同货运单据一起委托银行向买方收取货款和交给货运单据的支付方式，即为跟单托收。根据银行向买方交单条件的不同，跟单托收分为付款交单和承兑交单。承兑交单方式下卖方承担的风险大于付款交单。

6 documents against payment (D / P)

付款交单

卖方开出汇票并把汇票连同货运单据一起交给银行，买方向银行付清了货款才能取得单据的支付方式，为付款交单。根据交货款的时间不同，付款交单分为即期付款交单（D / P at Sight）和远期付款交单（D / P after Sight）。

7 documents against acceptance (D / A)

承兑交单

汇票及货运单据到后，买方去银行审核，确认无误马上对汇票作承兑，领取有关单据，货款在汇票到期日再付，即为承兑交单。承兑交单通常是远期的。

B Think and Discuss

What does a different payment letter usually include?

Useful Sentences

- 1 We are *in possession* of your letter of Jul. 21, content of which has been *duly* noted.
已收到你们 7 月 21 日来信, 信中内容及时注意到了。
/pə'zeʃən/ *n.* 拥有, 获得
/'dju:lɪ/ *adv.* 及时地
- 2 We refer to your Order No. YD121 covering 200 Item No. 57 *Refrigerators* in the amount of USD250 000.
兹谈及你们关于 200 台货号为 No. 57 冰箱的第 YD121 号订单, 总金额为 250 000 美元。
/rɪ'frɪ.dʒəreɪtə/ *n.* 冰箱
- 3 We regret that your *proposal* of payment by L/C at 60 days is not acceptable to us.
很抱歉你们以 60 天期信用证付款的建议无法接受。
/prə'pəʊzəl/ *n.* 提议, 建议
- 4 We are in receipt of your letter dated Aug. 24, from which we have noted your proposal for *documents* against *acceptance* for Contract No. G-816.
收到你们 8 月 24 日来信, 得知你们对第 G-816 号合同用承兑交单方式支付的建议。
/'dɒkjʊmənt/ *n.* 单证, 文件
/æk'septəns/ *n.* 验收, 承兑
- 5 In compliance with our terms of payment in the Sales Contract No.058, please send us your L/C one-month *preceding* the date of shipment.
按照我们第 058 号销售合同的支付条款, 请在装运日期前一个月寄来信用证。
/pri'si:dɪŋ/ *adj.* 前面的, 在前的
- 6 According to the stipulations in our Sales Confirmation No.KL032, we have drawn on you (a *draft*) at sight.
根据我们第 KL032 号销售确认书中的条款, 我们已开出即期汇票向你们收款。
/dra:ft/ *n.* 汇票, 支取
- 7 We are writing to *propose* that this particular order be sent to us on 30 days L/C.
现去函建议以 30 天期信用证方式发这批特殊订货。
/prə'pəʊz/ *v.* 提议, 建议
- 8 We suggest that you accept payment by L/C at sight.
我们建议你们接受以见票即付的信用证支付。
- 9 In all ordinary cases our *practice* of payment terms is a confirmed, irrevocable sight L/C.
在一般情况下, 我们的支付方式惯例是使用保兑不可撤销即期信用证。
/'præktɪs/ *n.* 习惯
- 10 We shall greatly appreciate your kindness in giving *priority* to the consideration of our request and giving us an early favourable reply.
你们如能优先考虑我们的要求并早复佳音, 我们将不胜感谢。
/praɪ'ɒrəti/ *n.* 优先, 重点
- 11 We sincerely hope that you will not believe us *unaccommodating*.
我们真诚地希望你们不会认为我们不肯通融。
/,ʌnə'kɒmədərɪŋ/ *adj.* 不通融的, 不照顾的



Request for Payment by D / P

Apr. 7 Received a letter of Apr. 2 by Alexander Trading Company, who asks for payment by D / P in reply to the seller's payment terms. Part of the seller's letter is stated on the right.

Negotiating Payment Terms

...As to our terms of payment, it is our customary practice to do business on the L/C basis. We would like you to open with a bank acceptable to us an irrevocable sight Letter of Credit, which is requested to reach us by the end of April 2021 valid for negotiation in China until the 15th days after the date of shipment. If you agree to it, please let us know at your earliest convenience.

Alexander Trading Company

253 Park Avenue, New York, New York 10017, USA

Tel No: 1-562-233-6584 Fax No: 1-562-231-4532

E-mail: alg@alexander.com.us

Wongsheng & Co.

Rm 509-511 Tongle Bldg

Shennan Rd., Shenzhen (518044), China

April 18, 2021

Dear Sirs ,

We are in possession of your Sales Confirmation No. WS215 and the relevant letter.

Referring to your payment terms, we regret to advise that it is not acceptable to us during this sales-promoting stage, for establishment of an L/C would involve us in a lot of expenses and the tie-up of funds for a long time. We would like you to take into consideration of our request for shipping the goods as a trial to us by payment against documents at sight.

We are sure that your accommodation in this respect would be a special sign of encouragement in our business. If you wish to make enquiries about our financial standing, you may refer to our bankers, the Bank of China, New York.

We are longing for your favourable reply.

Yours sincerely,

Alexander Trading Company

Paul Johnson

Purchase Division

New Words

negotiate /nɪ'gəʊʃiət/ v. 谈判, 磋商
 D/P Document against Payment n. 付款交单
 customary /'kʌstəməri/ adj. 通常的
 relevant /'relɪvənt/ adj. 有关的
 stage /steɪdʒ/ n. 阶段, 舞台
 sales-promoting 促销
 involve /ɪn'vɒlv/ v. 使……陷入; 使……受拖累
 expense /ɪks'pens/ n. 费用, 支出

tie-up /'taɪʌp/ n. / v. (tie up) (资金) 占压
 respect /rɪ'spekt/ n. 方面, v. 尊敬
 in this respect 在这方面
 encouragement /ɪn'kʌrɪdʒmənt/ n. 促进
 financial /faɪ'nænʃl/ adj. 财政的
 standing /'stændɪŋ/ n. 名望, 地位, 状况
 banker /'bæŋkə/ n. 银行家, 开户行

Notes

1 请求用付款交单方式支付的思路及信函的结构安排

买方接到银行通知, 去指定银行付清货款便可以取得货运单据, 就是即期付款交单方式支付; 买方去指定银行只是承兑汇票, 只有在汇票到期日向银行付清货款才能获得货运单据, 即远期付款交单方式支付。与用信用证方式对比, 买方用付款交单方式支付货款, 被占压资金时间较短, 向银行付的费用较少; 而卖方被占压资金时间较长, 承担的费用和风险较大, 但是可以利用给买方信贷及融资的便利来吸引他们、发展业务。在磋商支付方式的业务信中, 卖方要求用信用证时, 要强调这是惯例做法、请给予理解; 买方希望争取用付款交单方式时, 要说明由于订货量小而且会继续订货或订货量很大以该方式付款能缓解太多资金被占用的压力、请求卖方给予通融以便双方今后业务发展等。(在国际贸易实践中, L/C 支付方式使用最普遍、风险最低, 卖方通常以 L/C 方式向新客户收取货款; 用 D/P 方式交易卖方承担风险较大, 选择 CIF 或 CIP 价格成交较有利。)

(1) 开头句或开头段。

通常直接告知要磋商的商品及其性质: ×× 号订单的订货, ×× 号合同下的货物等。

e.g. Reference is made to your Order AC502 for Brand Name Shoes.

(2) 结尾句或结尾段。

表明希望相互通融、成功合作的意愿。

e.g. We look forward to your accommodation in this regard.

2 an irrevocable sight L/C 不可撤销即期信用证

即期指卖方提交银行符合信用证条款的跟单汇票和装运单证, 即可获得货款; 不可撤销指没经过卖方、买方及中间银行同意, 开证行不得修改信用证内容或撤销信用证。不可撤销信用证在国际贸易业务中使用最广泛。卖方使用即期不可撤销信用证收汇迅速安全。

3 payment against documents (at sight) (即期) 凭单付款 (仅限买方使用)

与 documents against payment 付款交单 (仅限卖方使用) 同义。D/P after sight 远期付款交单。

4 at your earliest convenience (书信用语) 尽早

5 ...involve us in a lot of expenses ... 使我们开支很大……

6 ...take into consideration of... 考虑……

7 ...shipping the goods as a trial to us 给我们发货试销

Activities

I Vocabulary review

1 Read the statements from a counter-offer letter making concession in price. Pick out the expression which doesn't match with each complete sentence.

- (1) We are pleased to inform that we _____ (已收到有关的确认书) .
 A. have received the enclosed Sales Confirmation
 B. are in receipt of the relative Sales Confirmation
 C. have accepted the relevant Sales Confirmation
 D. are in possession of the Sales Confirmation concerned (有关的)
- (2) We are regretful that _____ (你们提出的付款方式不能接受) .
 A. your proposal of payment terms is not acceptable to us
 B. you are not prepared to make concession to the terms of payment
 C. we don't agree to make payment at your suggestion (根据你们的建议)
 D. we can't accept the terms of payment you proposed
- (3) We have to explain to you that _____ (开立信用证使我们开支太大了) .
 A. establishment of an L/C would cost us a great deal
 B. we have been heavily burdened with the cost on opening an L/C
 C. establishment of an L/C has involved us in a lot of expenses
 D. it has tied up a great deal of our fund to open an L/C
- (4) We know that _____ (用信用证方式支付是你们的惯例) .
 A. it is your usual practice to do business on L/C terms
 B. payment by L/C is your usual practice
 C. you usually ask your customers to effect payment by L/C
 D. you do business with your clients on L/C basis only

2 Look at the expressions on the right. Decide which of them would you use to express each of the ideas on the left.

- | | | |
|---|-----|--|
| (1) We very much appreciate your accommodation in the transaction (交易), which will enable us to place further orders with you. | () | a 按照我们第 NJ129 号合同的规定, 请在装运日期前一个月寄给我们信用证。 |
| (2) Owing to the small amount of this transaction, we'd like to ask for payment on the D/P basis. | () | b 关于支付方式, 我们建议经过几次平稳交易后再试用付款交单方式。 |
| (3) According to your request, we are prepared to make an exception to our policy of payment and accept shipment against 30 days L/C. | () | c 如果你们同意我们的建议, 请放心我们一定在收到相关信用证的 30 天内安排发货。 |
| (4) As to payment terms, we suggest that we try D/P after some smooth transactions. | () | d 鉴于这笔交易金额不大, 我们请求以付款交单方式支付货款。 |
| (5) In compliance with the stipulations in our Sales Contract No. NJ129, please send us your L/C one month before the date of shipment. | () | e 非常感谢在这笔交易中你们给我们的照顾, 它将促使我们能向你们订更多的货。 |
| (6) If you agree to our suggestion, we will arrange for your goods to be shipped to you within 30 days after receipt of the relevant L/C. | () | f 根据你们的要求, 我们打算对我们的支付政策破例一次, 接受以 30 天期信用证办理装运。 |

3 Read through this letter and fill in the form with suitable English information from the letter.

Dear Sirs,

Thank you very much for your letter of Sept. 27 ordering Item No.52.

Regarding your proposal of payment terms by L/C at 60 days' sight for the order, we regret to inform you that we are unable to meet the wishes, as it is our usual practice for our new or regular customers to effect payment by L/C at sight. We feel you will understand our situation. However, in view of our friendly cooperation we have exceptionally agreed to payment by L/C at 30 days' sight. But we would like to make it clear that this accommodation is only for this transaction.

Longing for your early reply.

Yours faithfully,

(1) 关于你们用见票 60 天付款的信用证支付贷款的建议, 很抱歉地告知: 我们不可能满足这些愿望……	
(2) ……我们的一贯做法是无论老朋友还是新客户都用即期信用证付款。	
(3) 我们认为你们会理解我们的工作。	
(4) ……鉴于我们之间已有过的友好合作经历, 我们破例同意用见票 30 天付款的信用证支付。	
(5) 我们要说明这个方式仅通融此批订货。	

II Writing practice

Complete the following information in a confirming letter in English.

- We trust you accommodate us with _____
(用付款交单方式, 将会促进我们推销你们的产品)。
- If the amount of each transaction is not up to USD2 000, _____
(可以用付款交单方式支付)。
- We shall appreciate it _____
(如果你们能同意用 60 天期信用证办理发货)。
- We hope _____
(你们能接受保兑不可撤销即期信用证方式)。
- If the contract exceeds (超过) USD2 000 in value, _____
(就要求用信用证方式支付)。



Proposing to Pay by D / A

May 17 Received a fax of May 15 by S. T. Trading Co., Ltd. offering a proposal to effect payment by D/A .

S. T. Trading Co., Ltd.

53 Wentworth Road, Strathfield, NSW (2135) , Australia

Tel: (00612) 97156370 Fax: (00612) 97156431

E-mail: loraine.e.@nsw.com.au

Wongsheng & Co.

Rm 509-511 Tongle Bldg

Shennan Rd., Shenzhen (518044) , China

May 15, 2021

Dear Sirs,

We are writing to inform you that we have recently received quite some enquiries for your new patterns of Chinese silk. We feel that there is a prospective market for these goods.

As they now enjoy little popularity here, we can not count on regular sales. Thus we find it impossible to make purchases on our own account. As it is a trial order, we are making the proposal for payment by Documents against Acceptance, which will be sure to offer good prospects. We have been business partners for quite a few years, you assume no risk in accepting our proposal.

We should be grateful if you kindly give priority to the consideration of the above request and send us an early favourable reply to our new arrangement.

Yours sincerely,

S. T. Trading Co. , Ltd.

Peter Johnson

Purchase Division

New Words

D / A Documents against Acceptance *n.* 承兑交单
 popularity /ˌpɒpjuːləreɪti/ *n.* 有名望, 流行
 count /kaʊnt/ *v.* 计算, 认为, 算数
 regular /ˈregjʊlə/ *adj.* 固定的, 正常的
 delivery /dɪˈlɪvəri/ *n.* 交货, 交付
 prospect /ˈprɒspekt/ *n.* (pl) 前景, 前程

assume /əˈsju:m/ *v.* 承担, 担任
 grateful /ˈɡreɪtful/ *adj.* 感谢的
 kindly /ˈkaɪndli/ *adv.* (用于客套话) 请, 衷心地
 arrangement /əˈreɪndʒmənt/ *n.* 商定, 安排
 draw on sb. 向某人开汇票

Notes

1 建议用承兑交单方式支付的思路及信函的结构安排

承兑交单相对于远期付款交单的优势是买方可以先取货后付款, 即接到银行通知后可去指定银行审核有关单据, 确认无误即可对汇票作承兑, 之后领取货运单据, 货款在汇票到期日再向银行付清。用承兑交单方式收付货款, 买方承担的金融风险较低、银行手续费较低、资金占压时间短; 卖方承担的风险较大, 不如用付款交单方式 (更不如信用证) 安全。在磋商以承兑交单方式收付货款的业务信函中, 卖方拒绝时, 要强调经销的商品畅销、此非惯例做法、请求给予理解等; 买方争取时, 要说明原付款方式的费用负担太重、资金被占压太多或为了解某商品而试订货、为双方今后业务发展需给予照顾和通融等。(在国际贸易实践中, D/A 比较常用, 远期 D/P 相对少用, 有的国家银行不做远期 D/P, 也有国家把远期 D/P 当成 D/A 办理。卖方要注意了解买方所在国的有关规定。)

(1) 开头句或开头段。

买方提出时, 要先介绍自己的实力和相关商品的市场前景等; 卖方同意或拒绝时, 与前面单元的同意或拒绝信的套语一样。

e.g. We are a leading dealer of brand name athletic shoes in this district, where there is a ready market for such makes.

(2) 结尾句或结尾段。

买方提出时, 可以提请卖方向某特定银行了解其资信情况等。卖方同意时, 表达进一步合作的意愿; 拒绝时, 表明自己做法的必然性、合理性等。

e.g. We hope you will agree on the payment by D / A for a trial order.

2 a prospective market 潜在市场

3 ...enjoy little popularity几乎没有名气

4 count on 依靠; 指望

类似的表达还有: depend on, rely on 等

...count on regular sales 寄希望于正常销售

5 on our own account 自负盈亏

6 a trial delivery of our goods for sale 与 shipping the goods as a trial to us 同义, 给我们发货试销

7 make proposal 提建议

8 give priority to the consideration of 与 give you the first chance for the consideration of 同义, 优先考虑

类似的表达还有: enjoy priority in 等

Activities

I Vocabulary review

1 Look at the expressions on the right. Decide which of them would you use to express each of the ideas on the left.

- | | | |
|--|-----|--|
| (1) Your proposal is not quite in keeping with our contract. | () | a 按一贯做法, 一旦你们承兑了汇票, 英格兰银行就会向你们交单。 |
| (2) We are sorry to say that we have little knowledge of your financial standing. | () | b 我们要说明, 经过长期的愉快合作后大多数供应商都向我们开立见票 60 天付款的承兑交单汇票。 |
| (3) The documents will be presented to you by the Bank of England against your acceptance of the draft in the usual way. | () | c 我们希望你们会满意我们的建议。 |
| (4) On your sight L/C basis, the tie-up of our funds lasts about three months during the time between opening the credit and collecting products from our customers. | () | d 请注意我们已向你们开立见票 30 天付款的承兑交单汇票, 并把汇票连同全套装运单证交给我们的(开户)银行了。 |
| (5) We would like to explain that after long-term pleasant cooperation, most of our suppliers draw on us at 60 days' sight documents against acceptance. | () | e 正如所知, 中间商决不会自负盈亏采购货物。 |
| (6) We hope you will be pleased with our suggestion. | () | f 很抱歉地说我们对你们的资信状况了解甚微。 |
| (7) Please note that we have drawn on you for this amount at 30 days and passed the draft attaching (附上) full set of shipping documents to our banker. | () | g 你们的建议与我们的合同不完全一致。 |
| (8) As is known, the middlemen can never purchase goods on their own account. | () | h 按你们的即期信用证方式, 从开立信用证到向客户配齐产品, 我们的资金占压长达三个月左右。 |

2 Translate the English into Chinese and the Chinese into English.

- (1) Please notify (通知) us when the payment for their ordered goods has been made.

- (2) In view of our long satisfactory trading relations, please accommodate us with D/A payment terms.

- (3) At the present sales-promoting stage, we can't count on regular sales of this kind of dishwashers.

- (4) 我们希望你们按承兑交单方式给我们发出所订货物来试销。

- (5) 你们尽可放心, 接受我们建议用承兑交单方式付款没有风险。

(6) 所有开立信用证的费用都由买方负担。

3 Read through this letter and explain the following expressions in Chinese.

Re: Your Order No. DW221

Dear Madam,

Thank you for your letter of Sept. 14 proposing that payment for the Order should be made on D/A term.

In reply, we have to make it clear that our usual terms of payment by confirmed, irrevocable L/C remain unchanged in all ordinary cases. So we regret we are unable (不能) to accept D/A terms in any transactions with our overseas (国外) clients for the time being. To encourage our business we find the best we can do is to make payment by D/P at sight. Later when your business is firmly established, you shall be welcomed as our credit customer. If you accept our suggestion, you may telephone or fax us. We'll send you an relative sight draft.

Your full cooperation in this respect will be highly appreciated.

Yours truly,

- (1) make it clear _____
- (2) be unable to do _____
- (3) remain unchanged _____
- (4) overseas clients _____
- (5) for the time being _____
- (6) the best we can do _____
- (7) make payment by D/P at sight _____
- (8) in this respect _____

II Writing practice

Write out the following information from a business letter in English.

1 今向你们开立见票 30 天付这批货款的承兑交单汇票。

2 我们已经把汇票和装运单证一起提交 (pass) 给我们的开户行了。

3 你们承兑汇票后, 中国银行伦敦分行 (the Bank of China, London) 就会向你们递交货运单证。

4 我们一收到你方银行承兑的汇票 (the accepted draft) 就会立刻安排装运这批货物。

5 请放心，我们的货保证会和样品一致 (in keeping with our samples) 的。

6 希望你们信赖我们的信誉 (integrity and ability)。



Modifying Terms of Payment

May 17 Received a fax of May 17 by B. P. Co., Ltd., offering a proposal for terms of payment by T / T.

B. P. Trading Co., Ltd

106 Wentworth Road, Strathfield, NSW(2135), Australia

Tel: (00612) 97265671 Fax: (00612) 97266961

E-mail: b.p.@531.com

Wongsheng & Co.

Rm 509-511 Tongle Bldg

Shennan Rd., Shenzhen (518044), China

May 17, 2021

Dear Sirs,

Re: Our Order No. 0-B109

Thank you for your fax informing the specifications and pricelist of your goods available from stock. We get in touch with you urgently as we find there is a promising market for some of the items after studying your information. We have decided to give you the enclosed order.

As to the payment terms, we have satisfactorily traded with you on confirmed, irrevocable sight L/C basis in the past. But now we wish to propose an easier way "Telegraphic Transfer" . When you get the shipment of our order ready, including the freight space which has been booked, please let us know as soon as possible. We will remit you the full value by T/T. This procedure would certainly help us save much time and a huge amount of cost on opening the L/C as well. We trust it will promote our sales.

Your kindness in granting us the term and confirming our orders will be highly appreciated.

Yours sincerely,

B. P. Trading Co. , Ltd.

Paul John

Purchase Division

New Words

modify /'mɒdɪfaɪ/ v. 更改
 T/T n. 电汇
 touch /tʌtʃ/ n. & v. 接触, 联系
 urgently /'ɜːdʒəntli/ adv. 紧急地
 promising /'prɒmɪsɪŋ/ adj. 前景好的
 telegraphic /,telɪ'græfɪk/ adj. 电报的, 电送的
 transfer /træns'fɜː/ n. 过户, 汇划

freight /freɪt/ n. 货物, 运费
 space /speɪs/ n. (火车、轮船等预订的) 舱位, 座位
 procedure /prə'siːdʒɜː/ n. 传统的做法, 步骤
 promote /prə'məʊt/ v. 促进
 grant /grɑːnt/ v. 同意
 highly /'haɪli/ adv. 很, 非常

Notes

1 要求更改支付方式的思路及信函的结构安排

由于买卖双方建立了长期的业务往来, 或基于良好资信关系, 或由于市场的需要, 买方可能会向卖方提议比原来的费用更低、更便捷的方式支付货款以便快速提到订货, 即要求更改支付方式。在国际贸易实践中, 汇付是手续最简单、费用最少的支付方式, 但是买卖双方承担的风险都大。汇付的形式有信汇 (Mail Transfer, M/T)、电汇 (Telegraphic Transfer, T/T) 和票汇 (Remittance by Banker's Demand Draft, D/D)。根据买方付款时间不同, 这三种形式又都包括三类做法: 预付货款 (Payment in Advance)、货到付款 (Payment after Arrival of the Goods) 和凭单付现 (Cash against Documents) 或者凭单付汇 (Remittance against Documents)。在磋商更改支付方式的业务信函中, 要陈述更改的原因。例如, 原付款方式的银行费用太高, 非常需要某货物, 希望用快速收付方式发货或者希望用该方式支付得到价格上的优惠等。

(1) 开头句或开头段。

告知对方有意订某货物并且急需, 或者先叙述以往的付款方式。

e.g. We wish to book with you the following goods, which are urgently needed here.

(2) 结尾句或结尾段。

表述希望予以考虑所提的要求并尽快给以肯定答复。

e.g. We hope to receive your favourable consideration of our request and early reply.

2 get in touch with you 与你们联系

类似的表达还有: contact, be in contact with等

3 a promising market 前景好的市场

4 give you the enclosed order 给你们随函附去订单

类似的表达还有: enclose our order, send you our order herewith等

5 an easier way 一种宽松的方式

6 as well 也, 又, 与also, too意思相近

7 cost n. 费用, 与expense同义

8 promote 促进

类似的表达还有: push, encourage, facilitate等。

9 Your kindness in granting us the term and confirming our orders will be highly appreciated.

请同意我们这种付款方式并确认我们的订单, 将不胜感谢。

10 世界主要国家和地区货币名称及符号

国家和地区	货币名称		货币符号	
	中文	英文	货币符号	货币代码
中国	人民币元	Renminbi Yuan	¥	CNY
欧元区	欧元	Euro	€	EUR
日本	日元	Japanese Yen	¥	JPY
俄罗斯	卢布	Russian Ruble (or Ruble)	₽	RUB
印度	印度卢比	Indian Rupee	₹	INR
英国	英镑	Pound	£	GBP
澳大利亚	澳大利亚元	Australian Dollar	A\$	AUD
加拿大	加拿大元	Canadian Dollar	C\$	CAD
美国	美元	USA Dollar	US\$	USD

Activities

I Vocabulary review

1 Read the statement from a business letter and decide which expression doesn't match with each complete sentence. Then put the notes into Chinese.

(1) It is unwise that payment for this order is made on L/C basis to ____ (促销你们的产品) .

A. promote the sales of your products

B. push the sales of your products

C. ship your products for sale as a trial

D. encourage the sales of your products

(2) As to terms of payment, we agree to ____ (向你们开立60天期承兑交单的汇票) the value of your purchase.

A. draw your attention to D/A at 60 days sight for

B. draw a draft on you at 60 days D/A for

C. draw on you at 60 days D/A for

D. draw D/A at 60 days sight for

(3) It is notified (通知) that you are to ____ (承兑汇票) through the Bank of China, New York.

A. accept the draft for the amount of your order

B. refuse the draft for the amount of your order

C. protect the draft for amount of your order

D. honour the draft for amount of your order

(4) We propose that we ____ (向你们电汇全部货款) .

A. remit you the whole amount of the goods by T/T

- B. make remittance for the whole amount of the goods by telegraph _____
 C. make payment for the whole amount of the goods _____
 D. transfer the whole amount of the goods to us by telegraph _____

2 Look at the expressions on the right. Decide which of them would you use to express each of the ideas on the left.

- (1) In consideration of your integrity and ability in our long pleasant cooperation we are prepared to order the following goods under T/T. () a 我们的确希望这批订货的支付方式不会给你们带来太多的不便。
 (2) We accept your proposal of the method to meet our accounts. () b 请告知我们货到后凭单付款支付方式能否接受。
 (3) As we are in a great hurry for the products, it would be appreciated if you will make up and deliver them as soon as possible. () c 我们请求允许更宽松的支付方式支付这笔交易。
 (4) We do hope the payment terms for the value of the order will not involve you in any great inconvenience. () d 鉴于在我们长期愉快合作中你们的资信情况，我们愿意以电汇方式购货。
 (5) We ask for the accommodation with an easier payment terms for this transaction. () e 我们接受你们对向我们支付货款方式的建议。
 (6) Please let us know if it is acceptable to make payment by Cash against Documents on arrival of goods. () f 由于我们急需这批产品，如能尽快给予配齐并发货，将不胜感谢。

3 Choose the suitable expression for each blank.

- (1) In view of the small amount of this transaction, we have decided ____ D/P payment.
 A. accept B. to accept C. acceptable D. accepted
 (2) Your suggestion is quite ____ us.
 A. satisfactory to B. satisfied with C. satisfy D. of satisfaction
 (3) We would like to inform that we are ____ your purchase contract.
 A. in acceptance of B. in receipt of C. on receipt of D. receive
 (4) After shipment is effected, you will be drawn ____ the expenses we have paid as instructed.
 A. for B. on C. against D. with
 (5) If you agree to ____, please write us by return and we will approach you further.
 A. propose B. proposing C. our proposal D. be proposed

II Writing practice

Draft an E-mail to a trading company, making a price concession.

Background: 收到老客户 James Trading Company 的订单 No. JS502, 其中建议以 30 天期承兑交单支付方式付款, 万盛贸易公司业务员回信告知对方接受所提的要求。

× × 先生:

事由: 你们第 JS502 号订单

很高兴收到你们 7 月 24 日传真来的 No. JS502 订单。

这几年我们一直以即期信用证方式与你们做生意。然而, 考虑到你们的资信情况好, 我们同

意你们提出的 30 天期承兑交单方式支付货款。这必定有助于你们订货。不过，当合同金额超过 10 000 美元时，则需要开立即期信用证。

望保持愉快合作。

SHIPMENT

装运

Pre-study

A Terms to Learn

1 shipment

装运

装运是指把货物交付给承运人装载运输，以运交给收货人。这一术语不仅用于海运，对陆运也同样适用。

2 terms of shipment

装运条件

装运条件也称交货条件，包括装运期（或交货期）、运输方式、装运港、卸货港等内容。

3 time of shipment

装运时间

装运时间通常指货物装上运输工具的时间或期限。在按 CFR 和 CIF 价格条件成交的情况下，卖方的装运时间以提单上签署的日期为依据，如提单日期在合同（或信用证）规定的装运期内，就视为卖方履行了合同的交货义务。

4 shipping instructions

装船指示

装运前买方将装运要求以书面形式通知卖方，说明装船方式、包装规定和唛头等，这个环节称为装船指示或装运须知。

5 shipping advice

装船通知

卖方在装船后向买方发出通知，其内容包括船名、启运日期、合同号、数量、重量、发票金额等。如果合同是按 CFR 条件签订的，装船后卖方应立即电告买方，以便买方办理货物保险手续。

6 transshipment

转运

货物从装运地运往目的地，因无直达的运输工具，在途中需转由另一运输工具续运，或由一种类型运输方式转至另一种类型运输方式的转移和再装称作转运。无正当理由的转运是一种违约行为，并且一旦货物丢失，应由承运人负责。

7 shipping documents

货运单据

在对外贸易业务中，出口汇票所附的海运提单 (B/L)、保险单及卖方发票 (commercial invoice) 总称为货运单据，作为货物交接的书面证明。

8 bill of lading (B/L)

提单

提单是运输公司所签发的收到承运货物的收据，是发货人与运输公司之间所签订的运货契约，同时也是代表货物所有权的凭证。

B Think and Discuss

- 1 What does a shipping advice include?
- 2 What does a letter of urging shipment include?

Useful Sentences

- | | |
|--|---|
| <p>1 Please ship the first lot under Contract No. 122 by S/S "China Prince" <i>scheduled</i> to sail on or about May 2.
请于 5 月 2 日左右将第 122 号合同项下的第一批货由中国王子号轮运出。</p> | <p>/ˈʃedju:l; 'skedʒu:l/ vt. 排定, 预定</p> |
| <p>2 Since the purchase is made on FOB terms, you are to ship the goods from Liverpool on a steamer to be <i>designated</i> by us.
因这批交易是按 FOB 条款成交的, 你方应从利物浦将货装上我方指定的轮船。</p> | <p>/'deɪzɪneɪt/ vt. 指定</p> |
| <p>3 The above order is now ready for shipment. Please give us <i>forwarding</i> instructions as soon as possible.
上述订货已备妥待运, 请尽早给出发货指示。</p> | <p>/'fɔ:wəd/ v. 发送, 寄发</p> |
| <p>4 Owing to the delay in opening the relative L/C, shipment can not be made as contracted and should be <i>postponed</i> to Nov.17.
由于开证迟误, 装运不能按合同如期进行, 将延期至 11 月 17 日。</p> | <p>/pə'spəʊn/ vt. 延期</p> |
| <p>5 Due to a <i>serious</i> shortage of shipping space, we can not <i>deliver</i> these goods until Oct.20.
由于舱位严重不足, 我们不能在 10 月 20 日之前发货。</p> | <p>/'sɪəriəs/ adj. 严重的
/dɪ'livə/ vt. 发货</p> |
| <p>6 We'd like to accept your proposal to change the <i>unloading</i> port to Los Angeles.
我们愿意接受你方的建议, 把卸货港改为洛杉矶。</p> | <p>/ˌʌŋ'ləʊd/ vt. 卸 (货)</p> |
| <p>7 Our customer requests the shipment is to be made in three <i>equal</i> lots, each every two months.
我们的客户要求分三批等量装运, 每两个月装一批。</p> | <p>/'i:kwəl/ adj. 相等的</p> |
| <p>8 Delivery will be made within two months after <i>receipt</i> of your order.
在接到你方订单的两个半月内就能发货。</p> | <p>/rɪ'si:t/ n. 收到</p> |
| <p>9 The order is so <i>urgently</i> required that we must ask you to make the earliest possible shipment.
由于急需该订单我们要求贵方必须尽早地运出。</p> | <p>/'ɜ:dʒəntli/ adv. 紧急地, 急迫地</p> |
| <p>10 If the shipment can not be made within three month as <i>stipulated</i>, the contract will become void.
如果不能在规定的三个月内装运, 则合同视为无效。</p> | <p>/'stɪpjʊleɪt/ v. 规定, 明确要求</p> |



Advising Shipment

On Jul. 21, 2021 Li Ming, Sales Manager of Wongsheng & Co. writes a letter to his buyer, notifying him that the goods he ordered have been dispatched.

Wongsheng & Co.

Room509-511 Tongle Bldg Shennan Rd, Shenzhen (518044), China

Tel: (0086755) 85576183 Fax: (0086755) 85576183

E-mail: chinawong @ public. sztt. net.cn

Dear Sir,

Thank you for your extension of your L/C No. 5757. We are pleased to inform you that your Order No.134 for 3 000 Zhonghua Brand Bicycles has been dispatched by S.S "Merchant Prince" which sailed from Shenzhen yesterday and is due to arrive at London on Aug.9, 2021.

As requested, the consignment will be handled on arrival at London by Messrs Behren & Co., who will make all the arrangements for its delivery to you. We have impressed upon them the need for urgency.

Enclosed please find one set of shipping documents covering this consignment, which comprises:

Invoice No. CL 1220 in duplicate

Non-negotiable Bill of Lading No. AB 1234

Packing List No. 5023 in duplicate

Insurance Policy No. BG 9546

Survey Report No. TF 3345

Certificate of Origin

We look forward to hearing from you that the goods have arrived safely and in good order and that you are pleased with them.

Yours faithfully,

New Words

notify /'nəʊtɪfaɪ/ *vt.* 通知, 报告
extension /ɪk'stenʃn/ *n.* 延期, 展延
dispatch /dɪ'spætʃ/ *vt.* 发送, 迅速办理
sail /seɪl/ *vi.* 起航, 开船
due /dju:/ *adj.* 预期的, 预定的

non-negotiable /'nɒnneɪ'gəʊʃɪəbl/ *adj.* 不可转让的
insurance /ɪn'ʃʊərəns/ *n.* 保险
insurance policy 保险单
survey /sɜ:(i)'veɪ/ *n.* 检查, 检验
survey report 检验证 (报告)

consignment /kən'sainmənt/ *n.* 运送的货物
 impress /ɪm'pres/ *vt.* 强调
 comprise /kəm'praɪz/ *vt.* 包含, 包括

certificate /sə'tɪfɪkət/ *n.* 证书
 a certificate of origin 商品产地证明书

Notes

- shipping advice (装船通知) 是卖方 (出口商) 向买方 (进口商) 发出货物已于某月某日或将于某月某日装运某船的通知, 其内容通常包括船名、装船日期、货物名称、装运数量、信用证号码等。
 shipping instructions (装船指示) 是买方租船订舱后通知卖方装船的指示。
 shipping notes (托运单, 也叫装船通知单) 是货代公司的订舱依据。
 shipping order (装货单, 也叫下货单), 简称 S/O, 是海关指示托运人装货和放行的文件。
 装船的时间顺序:
 (1) estimated time of delivery 预计出运时间
 (2) cargo cut-off date 截关日
 (3) ship date 开船日
 (4) estimated time of arrival 预计到港时间
- notify *vt.* 通知, 在商业信函中, notify 用于比较正式的通知, 一般性通知多用 advise。试比较下面两句:
 The customs will notify you to take delivery of the goods. 海关将通知你取货。
 Please advise us of the name of steamer. 请通知我们轮船号 (名)。
- S.S “Merchant Prince” 贸易王子号。S.S 或 S/S 即 steamship, 这一缩写词常用在船名前。
- be due to 预期的, 预定的
- as requested 按照要求。商业书信中应对方要求办某事, 常用 as requested 于句首。例如:
 As requested in your letter of May 4, we are pleased to provide the following information for your reference. 按照你方 5 月 4 日函中所提要求, 提供如下情况供参考。
- consignment *n.* 运送的货, 寄售的货。例如: a new consignment of goods 一批新到的货。
 Large consignments are arriving from other sources.
 大量的货正从别处运到。
 on consignment 以寄售方式, 以托销方式
 consign *v.* 运送, 寄售; consignor *n.* 发货人; consignee *n.* 收货人
- enclosed please find ... 随函奉上, 请查收。
- 有关港口的表达:

optional port 选择港	calling port 停泊港
ice-free port 不冻港	free port 自由港
loading port 装货港	unloading port 卸货港
port of shipment 转运港	port of destination 目的港

近些年来, 随着我国与世界各国贸易的广泛开展和日益深入, 我国早已成为贸易大国和强国, 我国港口在世界港口中的排名也不断上升, 按货物吞吐量排名, 我国港口在世界十大港口中占据八席。宁波-舟山港是世界上最大的港口, 2021 年货物吞吐量达 12.2 亿吨, 是全球唯一一个货物吞吐量超过 10 亿吨的港口。上海港是世界第二大港, 也是全球最大的集装箱港口。

Activities

I Vocabulary review

1 Read the following English expressions. Decide whether their meanings in Chinese are right (✓) or wrong (✗).

- ☐ (1) ...in accordance with the stipulation set forth in the captioned L/C.
根据上述合同的规定……
- ☐ (2) We hope the shipment will turn out to your entire satisfaction.
我们希望该批货物能使你方完全满意。
- ☐ (3) Enclosed please find a set of shipping documents, including bill of lading and invoice.
随函寄去一套装运单据，包括提单和发票。
- ☐ (4) ...make preparations to take delivery of the goods.
……准备发货。
- ☐ (5) ...dispatch 800 Haier brand electric rice cookers per S.S "China Prince".
……，由“中国王子”号轮发运 800 台海尔牌电饭锅。
- ☐ (6) Owing to the shipping schedule...
由于船期的关系……

2 Choose the suitable expression for each blank.

- (1) We ____ herewith two copies of our illustrated catalogue for your consideration.
A. include B. enclose C. inquire D. exclude
- (2) We have not yet had precise shipping instructions and ____ your order until they arrive.
A. are holding B. hold
C. have hold D. held
- (3) The goods have all been dispatched and the shipping documents for the ____ are with us.
A. arrangement B. consignment
C. amendment D. requirement
- (4) It is necessary to indicate the name and address of the consignee on each package, and shipping marks comprise the ____ the buyer's name.
A. nickname (绰号, 爱称) for B. capital letter above
C. short term below D. initials of
- (5) The term CIF should be followed by _____.
A. port of shipment B. port of origin
C. port of destination D. port of loading
- (6) Our Advice of Shipment was faxed to you three days ago and you ____ it by now.
A. will receive B. received
C. must have received D. have been received
- (7) We were surprised to learn from your fax today that the fertilizer has not reached you. It ____ on November 2 and should have reached you by the end of the month.
A. dispatched B. has been dispatch
C. will dispatch D. was dispatched

- (8) We draw your attention to the fact _____ the L/C covering your order No. 285 has not reached us in spite of our repeated requests.
- A. what B. that
C. where D. there
- (9) Please note that items No.1-10 can be certainly promised for immediate shipment _____ receipt of your order.
- A. if B. whether
C. upon D. at
- (10) For the goods under our Contract No. 80, we have booked space on S.S "East Wind" _____ arrive in London around May 19.
- A. is due to B. due to
C. which is due to D. due

II Writing practice

Draft a shipping advise to your customer.

Background：一位新西兰商人从你公司购买了1 000台MD牌微波炉，其订单号为573，现已装上定于明日起航的“长征”轮。

XX 先生:

我们很高兴地通知贵方，我们已将贵方第 573 号订单项下的 1 000 台 MD 牌微波炉装上定于明天启航的“长征”轮。

我们希望上述货物准时抵达贵方且状态良好。

谨启

Supplement:

MD 牌微波炉 MD brand microwave oven

“长征”轮 S.S. "Long March"



Urging Shipment

John Stevenson orders 1 000 tons of peanuts. The shipment date is approaching rapidly, but he hasn't received the shipping advice concerning this lot. He writes a letter to Mr. Wang, Vice Manager of Wongsheng & Co. urging shipment.

Hamburg Import Co., Ltd.

112 Morse Avenue, Hamburg, HO21 3MP, Germany

Tel: 49-081-852-7961 Fax: 49-081-851-7933 E-mail: Hamburg@hotmail.com

Wongsheng & Co.

Rm 509-511 Tongle Bldg

Shennan Rd., Shenzhen (518044), China

Apr.5, 2021

Dear Mr. Wang,

Referring to our Order No.217 for 1 000 tons of Peanuts, we wish to draw your attention to the fact that up to the moment, we have not received any information from you about the shipment.

When we placed the order, we explicitly pointed out that punctual shipment was of special importance because our customers were badly in need of the goods ordered and we had given them a definite assurance of early delivery.

Under the circumstances, it is obviously impossible for us to extend L/C No. 689 again, which expires on 10th May, and we feel it our duty to remind you of this matter again.

We hope you will make every effort to effect shipment within the stipulated time as any delay would cause us much trouble and financial loss.

Yours faithfully,

New Words

urge /ɜːdʒ/ *vt.* 催促

approach /əˈprəʊtʃ/ *vi.* 临近, 接近

lot /lɒt/ *n.* 一批 (货)

assure *vt.* 向……保证

expire /ɪkˈspaɪə/ *vi.* 期满, 终止

stipulated /ˈstɪpjʊleɪtɪd/ *adj.* 规定的……

explicitly /ɪkˈsplɪsɪtli/ *adv.* 明确地, 清楚地

punctual /ˈpʌŋktʃʊəl/ *adj.* 准时的

definite /ˈdefɪnɪt/ *adj.* 明确的, 肯定的

assurance /əˈʃʊərəns/ *n.* 保证

Notes

- 1 催促发货的思路及信函的结构安排
当买方急需货物时，可以发函请求卖方提前发货；如交货期临近而卖方还没发货，买方应发函催促，希望对方在合同规定的装运期内履行交货义务，并强调准时发货的重要性。
- 2 refer to 谈到；涉及；关于
to 是介词，后跟名词。
- 3 ... we wish to draw your attention to ... 我们愿意提醒你方多注意……
draw / call/bring one's attention to something 请某人注意某事，to 是介词。
- 4 up to the moment 到目前为止
up to... 用于时间，意为“一直到……”
类似的词语还有：up to now 到现在；so far 迄今。
- 5 be badly in need of something 急需某物
badly 与表示需要等用语连用，只表示“非常，在很大程度上”。类似的表达方式还有：be in urgent need of 或 be in bad need of。
- 6 under (in) the circumstances 在这种情况下
- 7 ... feel it our duty to remind you of this matter again ……感到有责任再次提醒你们此事
句中 it 作形式宾语，常代替不定式、动名词或从句，使这部分能放到后面去，能用这种结构作宾语的动词常见的有：think, find, consider, feel, make, take 等。
- 8 effect shipment 装船；发货
类似的表达还有：make shipment, make delivery, send the goods 等。在商务英语中，effect 的含义甚多，如：effect payment 付款，effect insurance 投保。
- 9 在装运过程中，经常会遇到一些常用的计量单位。
(1) 重量单位：metric ton (公吨), long ton(长吨), short ton (短吨) gram(克), kilogram(千克), pound (磅)
(2) 长度单位：meter (米), kilometer (千米), yard (码), foot (英尺), inch (英寸)
(3) 容量单位：gallon (加仑), liter (升), bushel (蒲式耳)
(4) 数量单位：carton (箱), barrel (桶), dozen (打), roll (卷)

Activities

I Vocabulary review

1 Complete the following sentences in English.

- (1) With reference to our order No. 263 for 1 500 electric calculators, _____
_____ (我们愿意提醒你方装运期已临近)。
- (2) The letter of credit stipulates that _____ (卖方在 10 月份完成装船)。
- (3) The contract we signed is on the basis of CIF and the seller _____ (负责保险和装运)。
- (4) _____ (当我们订货时), we pointed out that punctual shipment is of importance.
- (5) We would like to accept your proposal _____ (把卸货港改成亚历山大)。
- (6) _____ (请用航空装运第 235 号订单的第一批笔记本电脑), as our customers are in urgent need of the goods.
- (7) If the customer wishes to choose a carrier other than truck, he _____ (必须负担额外的费用)。

2 Put the following into Chinese to get a general idea of Bill of Lading.

- | | |
|------------------------------|-----------------------------|
| (1) port of loading () | (2) port of destination () |
| (3) consignee () | (4) notify () |
| (5) marks & no. () | (6) packing () |
| (7) description of goods () | (8) measurements () |
| (9) weight () | (10) gross weight () |
| (11) consignor () | (12) prepaid () |
| (13) charges () | (14) collect () |

3 Put the following letter into English.

谨启者：

本月 18 日来电收悉。

首先，对至今未向贵方提供有关这次订货的任何消息致歉。我方一直要求厂家提供确切的交货日期，但我方觉得在获得肯定消息前给贵方写信将无济于事。

现在厂家已答应两周内交货，正在安排“长征”号轮船装运，该轮船定于下月初驶往你港。一旦装船，我方将立即电告贵方。

衷心希望不会因未曾及时就上述订货与你方联系一事而给你方造成不便，并希望该批货能使你方完全满意。

谨启

II Writing practice

Draft an E-mail to a foreign company, urging shipment with the information given below.

Background: 深圳进出口公司从美国皮特布朗公司进口了 20 台 GF 型机器，按照合约，所订货物应在五月和六月分两批等量装运。现已过去一个月仍未收到任何消息。

XX 先生：

关于第 672 号订单的 20 台 GF 型机器，今提醒你方其交货期早已过期。

我们在订货时就已指出按期交货极为重要，因我方已答应客户保证在五月底交第一批货，但直到现在仍未收到第一批货，我们的客户正等着货物。

请尽力在六月底前把两批货一起装来，否则我们的客户对你方迟延装运将感到不满。

请告知确切装运日期。

此致。



Proposing Part Shipment and Transshipment

Asking the other party to effect shipment in advance would cause a lot of inconvenience. It should be discussed by the parties.

Dear Mr. Perkins

We have received your letter of Sept.5, asking us to advance the shipment of your order for 100 cases of computer components to Oct.20.

As per your order No. 578, the shipment is to be made in November. If you desire an earlier delivery, we can only deliver 60 cases in October and the remainder in November.

On receiving your letter, we immediately contacted the shipping company. We are advised that because direct vessels, either liner or tramp, sailing for your port are few and far between, the shipping space has been fully booked up to the end of October. In the circumstances, we regret being unable to meet your request.

However, if you would allow part shipment and transshipment at Hong Kong, we would do our best to make further consideration with the shipping company. In this case, you must bear the additional charges.

We hope this arrangement will be agreeable to you. If so, please amend your L/C to read: "PARTIAL SHIPMENTS AND TRANSSHIPMENT ALLOWED". Please fax us your confirmation as soon as possible.

Yours sincerely

Peter Johnson

New Words

transshipment /træns'ʃɪpmənt/ *n.* 转运
 component /kəm'pəʊnənt/ *n.* 元件, 部件
 remainder /rɪ'meɪndə/ *n.* 其余货物
 vessel /'vesl/ *n.* 船
 liner /'laɪnə/ *n.* 班船
 space /speɪs/ *n.* 位, 位置
 shipping space 舱位

book /bʊk/ *vt.* 预订, 订
 bear /beə/ *vt.* 负担, 承担
 charge /tʃɑ:dʒ/ *n.* 费用, 应付项目
 tramp /træmp/ *n.* 不定期货船
 confirmation /,kɒnfə'meɪʃən/ *n.* 确认, 证明, 保兑
 container /kən'teɪnə/ *n.* 集装箱

Notes

1 建议分批装运和转运的思路及信函的结构安排

分批装运和转运是装运条款的内容。当买方要求提早发货, 卖方考虑到工厂方、货物量和卖方的实际

情况, 建议买方分批装运和转运, 这样可以灵活机动一些, 增强买方和卖方的计划性, 因为有时候直达船的船期不一定能符合买方的要求, 转运能更顺利地到达买方的目的地。

- 2 We immediately contacted the shipping company.

我们立即就和船运公司联系过了。

contact sb. 或 make contact with sb. 与某人联系

- 3 according to 根据; 按照

- 4 ...direct vessels, either liner or tramp, sailing for your port are few and far between.

……直达你港口的船, 不论是班轮还是不定期货轮都极为稀少。

sailing for your port 为分词短语作定语, 放在所修饰的名词 vessels 后面。

either liner or tramp 不论是班轮还是不定期货轮

few and far between “稀少”, 并无两者之间遥远之意。

- 5 allow vt. 允许; 许可

常与动词不定式短语搭用, 作宾语补足语, 即: allow sb. to do sth. 允许某人做某事。

Please allow me to amend the L/C.

请允许我方修改信用证。

- 6 be agreeable to 同意

- 7 Please fax us your confirmation as soon as possible.

请尽快电传你方确认书。

Activities

I Vocabulary review

1 Choose the expression in Column A that best matches the expression in Column B.

- | A | B |
|---|---------------------------------------|
| (1) Since there is no direct steamer to your port from Shanghai, the goods have to be shipped to Hong Kong. () | a 货将在收到贵方信用证后 30 天内装船。 |
| (2) We can deliver 50% promptly, that is, in August, and the balance in October. () | b 我们保证你们的订单最迟明年年初可以装运。 |
| (3) Unfortunately, the recent rush of orders for our goods have made it impossible to promise shipment earlier than May 15. () | c 不巧, 由于接到大批订单, 我们不能保证在 5 月 15 日前装运。 |
| (4) It is regrettable that shipment is overdue for more than two months. () | d 很遗憾, 装运已延迟两个多月了。 |
| (5) To make it easy for us to get the goods ready for shipment, we hope partial shipment is allowed. () | e 由于从上海到你方港口没有直达船, 此货必须是在香港转船。 |
| (6) We assure you that shipment of your order will be effected early next year at the latest. () | f 50% 可以立即交货, 就是说 8 月交货, 而其余的 10 月交货。 |

(7) Goods will be shipped within 30 days after receipt ()
of your L/C.

g 为了便于我方备货装船, 我们希望允许分批装船。

2 Put the following letter into Chinese.

Dear Sirs,

As requested in your letter of Oct. 3, we have shipped, in partial fulfillment of your Order No. 8901, 10 metric tons of Walnuts per S/S "China Prince" which sailed yesterday. The consignment will have to be transhipped at Copenhagen.

Regarding the remaining 10 metric tons, we will try to hurry shipment and will advise you as soon as it is effected.

We trust the above shipment will reach you in sound condition and expect to receive your further orders before long.

Yours faithfully,

II Writing practice

Check the following letter of credit with the given contract terms and write a letter in English asking for amendment.

Melbourne Bank

Date: Jul. 20, 2021

Irrevocable Credit No. F-01545

Shenzhen Textile Company

You are hereby authorized to draw on Melbourne Bank at 90 days after sight to the extent of USD15 000.00. Your drafts must be accompanied by:

- 1 Commercial Invoice in duplicate
- 2 Customs invoice
- 3 Full set of clean on board ocean bills of lading made out to order and blank endorsed, marked freight prepaid dated not later than Sept.15, 2021.

Evidencing shipments of 300 bolts of white cloth at USD50 per bolt CFR Melbourne, from Shenzhen to Melbourne, details as per your S/C No.2021/51.

Partial shipments and transshipments are not allowed. This credit expires on Oct.10, 2021 in China.

第 2021/52 号合同主要条款:

卖方: 深圳纺织公司

买方: T.G. Salgo & Co., Melbourne, Australia

商品名称: 白布

数量: 300 匹

单价: CIF 墨尔本每匹 50 美元

总价: 15 000 美元

交货期: 不迟于 2021 年 9 月 15 日, 允许分批装运和转船

付款条件: 不可撤销的见票后 60 天付款信用证

24

Inquiring about Shipping Containers

Zeng Ming wants to have his 15 cases of art goods shipped abroad. He writes a letter to China Ocean Shipping Company, inquiring about information on shipping container services.

Wongsheng & Co.

Rm 509-511 Tongle Bldg, Shennan Rd., Shenzhen(518044), China

China Ocean Shipping Company
13 Nanyou Avenue
Nanshan, Shenzhen, China

Dear Sir/Madam,

We are writing to inquire about your shipping containers as we have 15 cases of art goods at the above address ready for dispatch to London. We shall be much obliged if you will arrange for your shipping containers to collect them. Each case weighs 40 kg.

As the goods are liable to be spoiled by damp or water, we need a water-tight and air-tight container, which can be opened at both ends, thus making it possible to load and unload at the same time.

The L/C of our client stipulates that the shipment be not later than Aug.7. We should be glad if you would send us particulars of it and quote us for a shipping container from Shenzhen to London before the deadline.

Yours faithfully,

Zeng Ming

New Words

liable /'laɪəbl/ *adj.* 易于……的, 易于遭受的

spoil /spɔɪl/ *vt.* 损害

damp /dæmp/ *n.* 湿气, 潮湿

tight /taɪt/ *adj.* 密封的, 不漏的

water-tight *adj.* 不漏水的

air-tight *adj.* 不透气的, 密封的

load /ləʊd/ *v.* 装货, 装载

unload /,ʌn'ləʊd/ *v.* 卸货

client /'klaɪənt/ *n.* 客户, 顾客

stipulate /'stɪpjʊleɪt/ *vt.* 规定

deadline /'dedlaɪn/ *n.* 最后期限

Notes

- 1 询问集装箱装运情况的思路及信函的结构安排
 - (1) 国际贸易货物的运输通常采用集装箱运输，集装箱运输具有运量大、费用低、安全等优点。卖方可以向运输公司发函询问集装箱的服务情况，例如：集装箱的种类、运费、保险费等，并自我介绍。
 - (2) 集装箱的种类很多，一般运输中用的比较多的集装箱有干货集装箱（DCC）、冷藏集装箱（RF）、通风集装箱（VC）、开顶集装箱（OTC）等。
- 2 inquire about 询问，多用于较正式的语体，通常只表示打听消息，寻求答案。例如：
We'd like to inquire about the shipping date.
我们想询问装船的时间。
- 3 We shall be much obliged if you will arrange for your shipping containers to collect them.
如蒙你方安排集装箱装运这批货，我方将十分感激。
We shall be much obliged if you will... 如果你方……，我方将十分感激。这是英文书信的常用形式，类似的表达还有：
We shall be grateful if you will... We shall appreciate it very much if you will...
arrange for 安排
We have arranged for Mr. Brown to attend the meeting.
已安排布朗先生参加会议。
- 4 be liable to do sth. 易于做；容易做；易（遭）受。例如：
Other customers are liable to misunderstand us if we give you a special discount.
假如给你们特别折扣的话，其他客户容易误解我们。
be liable to 易（发生）……，to 是介词。例如：
Fruits are liable to quick deterioration.
水果很容易变质。
- 5 load vt. & vi. 装；装载。例如：
They load a ship with coal.
他们把煤装上船。
The steamer is loading for Hong Kong.
这只船正在装货运往香港。

Activities

I Vocabulary review

1 Translate the following.

(1) From English into Chinese:

Gross Weight _____ Net weight _____ CIF _____
 FOB(Free on board) _____ Container _____ Freight Prepaid _____
 Packing List _____ Certificate of Weight _____ Prompt Shipment _____

(2) From Chinese into English:

分批装运 _____ 不定期班轮 _____ 舱位 _____
 定期航班 _____ 目的港 _____

2 Choose the expression from Column A that best matches each expression in Column B.

- | A | B |
|---|---|
| (1) The goods in a container are almost completely protected from corrosion or pilferage. () | a 集装箱运输可以帮出口商节省大笔开支。 |
| (2) Containerization has gained popularity from the 1960s onwards. () | b 同一目的地的各批货物装在同一集装箱中运送, 可以节省运费。 |
| (3) Container services can save exporters a good deal of money. () | c 在采用 CFR 和 CIF 贸易方式的情况下, 卖方有权选择运输路线和承运商。 |
| (4) Under CFR or CIF terms, the seller has the right to ship over any route and on any carrier he wishes. () | d 我们提供的集装箱有两种大小, 一种为 40 英尺, 另一种为 20 英尺。 |
| (5) There is a saving in freight charges when separate consignments intended for the same port of destination are carried in one container. () | e 自 20 世纪 60 年代以来, 集装箱运输已经得到普遍使用。 |
| (6) The shipping containers we provide are of two sizes, namely 40 ft. and 20 ft. () | f 集装箱内的货物可得到完善保护, 免遭侵蚀或偷盗。 |

3 Complete the letter below.

(1) Put the expressions in the box into Chinese.

container ship	timely shipment	shipping space	extension	advice of shipment
_____	_____	_____	_____	_____
assure	execute	be satisfied with	inform	ship
_____	_____	_____	_____	_____

(2) Fill in the blanks with the above words and phrases. Change forms where necessary.

Dear Sir,

Thank you for your letter of Jul. 3. We are pleased to ____ you that the captioned goods will be shipped on the 15th per S/S "Merchant Prince", a _____, thus completing the delivery of your order.

In fact, we have never for a moment overlooked (忽略) the importance of _____ of your order.

However, as you may be aware, _____ for container ship has been rather congested (拥挤、紧张) recently. We should have to ____ your goods earlier if it had not been for the congestion of the freight space.

If the ____ of your L/C reaches us in time, we can ____ you that your order will be ____ as scheduled. We very much regret the inconvenience we have caused you and trust that you will _____ us.

We will send you our _____ by fax as soon as the goods are shipped.

4 Put the following letter into English.

XX 先生:

我方近期内将有 20 箱瓷器 (chinaware) 从香港运往鹿特丹 (Rotterdam), 货箱尺码为 5X4X3 英尺, 每箱重约 250 千克。

请告知货物运价, 以及航运班期、运货所需要的时间等详细情况。据悉“恒星”号轮定于 8 月 10 日起航, 但我方希望有起航日期更早的货轮。

希望贵方能尽快给我们回复。

谨启

II Writing practice

Draft an E-mail to China Ocean Company, inquiring about freight rates.

Background: 深圳进出口贸易公司将有一批汽车零件运往南非, 贸易部经理周力写信给中国远洋公司询问运费费率。

XX 先生:

我公司在下星期初从上述地址将一批汽车零件运往南非, 零件分装在两个 2X2X3 英尺木箱内, 重量约 100 磅。

敬请说明:

- (1) 接运这批货箱的费用。
- (2) 是否可以在 5 月 20 日星期五安排接收。
- (3) 何时可运抵收货人处。

谨启

Supplement:

汽车零件 motor-car spares

南非 South Africa

木箱 wooden case

接收 collect

INSURANCE

保险

Pre-study

A Terms to Learn

1 insurance

保险

2 FPA (Free from Particular Average)

平安险

3 WPA (With Particular Average)

水渍险

4 All Risks

一切险

5 insurance policy

保险单

6 insurance certificate

保险凭证

7 premium

保险费

8 extra premium

额外保费

在国际贸易中，货物要经过长途运输，甚至多次装卸和存储，可能会遇到自然灾害和意外事故，致使货物受损。货主为了使损失能得到补偿，可以向保险人投保一定险种，并支付保险费。保险人承保后，如该货物在运输过程中发生保险范围内的损失，保险人应按保险单或保险凭证条款给被保险人以经济上的补偿。

保险有三种基本险别：平安险、水渍险和一切险。平安险责任范围包括天灾和运输工具发生意外事故；水渍险是在平安险基础上增保部分损失。这两种基本险并不包括可能遇到的各种风险，视具体情况分别增保附加险，即外来风险，如锈蚀险、淡水雨淋险等。一切险的责任范围包括平安险、水渍险和外来风险所有责任，但并非一切风险都包括在内，视具体情况，可另保进口关税险、战争险等特别附加险。

保险单是投保方与承保方之间订立的保险合同，保险凭证是简式保单，对双方责任权利和义务有所规定，保险单和保险凭证效力一样。按中国人民保险公司惯例，保险金额按发票金额110%投保，超出发票金额部分为保险加成，是买方预期的利润。不同的险种有不同的保险费率。保险费是保险金额与保险费率的乘积。

我国通常采用 CIF 出口，FOB 和 CFR 进口，通常按中国人民保险公司海洋运输货物保险条款办理。国际上还有伦敦保险协会的海运货物保险条款，即协会货物条款 (Institute Cargo Clauses)，由于和中国人民保险公司条款近似，如外商要求按该条款投保，我们也可办理。

在 FOB 交易中，买方可以要求卖方代办保险，当然由买方负担保费。买方应交代投保金额及险种。如买方要求超额保险，卖方也可照办，但额外保费应由买方承担。如由买方投保，卖方应及时发出装船通知，以便买方办理保险。

B Think and Discuss

- 1 What are the basic risks?
- 2 What is insurance policy/certificate?

Useful Sentences

- 1 It is the general practice that the insurance be covered in the same *currency* as in the letter of credit.
用信用证中相同货币投保是惯例。
- 2 If the breakage is surveyed to be less than 5%, no *claims* for damage will be entertained.
如经鉴定破碎不足 5%，不接受损坏索赔。
- 3 You have to delete the word "Breakage" from the insurance clause in the credit, as we do not cover Breakage for this article.
你方须在信用证保险条款中删除“破碎险”，因为对这种商品我们不承保破碎险。
- 4 Insurance on the goods shall be covered by us for 110% of the invoice value, and any extra premium for additional coverage, if required, shall be borne by the buyers.
该货物应由我方按发票金额 110% 投保，如增加保险，其额外保费应由买方承担。
- 5 I was under the impression that you covered the goods with *Warehouse* to Warehouse Clause.
印象中，你们曾投保货物附仓至仓条款。
- 6 We may cover the inland insurance on your behalf, but you will pay the additional premium.
我们可以为你方投保内陆保险，但你方应支付额外保费。
- 7 The insurance rate offered by our *underwriters* runs much lower than that in other directions.
我们保险商承保的保险费率比其他国家的要低得多。
- 8 The inclusion of this special risk will be subject to an additional *premium*, which will normally be higher than the basic insurance for the ordinary marine risk.
包括这种特别险，就必须加付比通常海洋运输货物险的基本险高的保险费。
- 9 Our article is not the delicate one, FPA will be good enough.
我们的货物不太容易损坏，平安险就足够了。
- 10 We should point out that the cover is subject to a *franchise* of 5%.
我们须指出，该险有 5% 的免赔率。
- 11 They will compensate you for the loss according to the provisions of the insurance policy.
他们会根据保单条款赔偿你方损失。
- 12 We usually receive from our underwriters quite a handsome premium *rebate* at regular intervals.
我们通常定期从保险商那里收到可观的保险费回扣。

/'kʌrənsɪ/ n. 货币

/kleɪm/ n. 索赔

/'weəhaʊs/ n. 仓库

/'ʌndərəraɪtə/ n. 保险商

/'pri:miəm/ n. 保险费

/'fræntʃaɪz/ n. 免赔率

/'ri:bɜ:t/ n. 回扣



Asking the Seller to Cover Insurance

Jun. 18 Received a letter from a customer, asking us to effect insurance instead of them as they think it convenient for us to take out insurance on the goods they ordered at our end. We may do accordingly provided they pay for the premium.

Smith & Evans Ltd.
Registered No.596183 England,
123 Upper Thames Street
London EC4V

Telephone: 01-3565233

Tele: 998177/8/9

Fax: 987-42-8839

Our ref.MMB/334

Your ref.

Heilongjiang Cereals, Oils &
Foodstuffs Imp. & Exp. Corporation
COF Building Zhongshan Road
Harbin, China

Jun. 18, 2021

Dear Sirs,

Re: 500 MT Canned Mushroom

With reference to our Order No.HB304 for 500 metric tons of Canned Mushroom, to be shipped in July, we would like to have the goods insured by you this time.

For your information, FPA or WPA coverage is too narrow for a shipment of this nature. Please extend the coverage to include TPND and Clash and Breakage Risks.

In the meantime, we should be obliged if you could send us by return a pamphlet regarding the scope of cover handled by PICC for reference.

We look forward to your news and brochure.

Yours truly,

J. Anderson

For Smith & Evans Ltd.

New Words

insure /ɪnˈʃʊə/ v. 投保

TPND (Theft, Pilferage and Non-Delivery) 偷窃、
提货不着险

Canned Mushroom 罐装蘑菇

coverage /ˈkʌvərɪdʒ/ n. 保险范围

Clash and Breakage Risks 碰损破碎险

PICC (The People's Insurance Company of China)
中国人民保险公司

Notes

- 1 致函卖方要求卖方代为投保的书信，应说明对哪种订货按多少金额投保什么险种，也可以谈一下保险费用问题。如外商要了解中国人民保险公司情况，我们应积极配合。

- 2 insurance n. 保险 insurance company 保险公司
insurance agent 保险代理人 insurance coverage 保险范围

We have covered insurance on your orders for 110% of the invoice value against All Risks and War Risk.

我们已按发票金额 110% 为你的订货投保一切险和战争险。

insure v. 投保

Please insure the goods against WPA.

请为该货投保水渍险。

- 3 海洋运输货物保险主要有三种

(1) 基本险 (Basic Risks)。

FPA 平安险 (Free from Particular Average)

WPA 水渍险 (With Particular Average)

particular average 来自拉丁语，意为单独海损。共同海损 (general average) 是指载货船只在海运中遇到危险，船方为了维护船舶和所有货物的共同安全或使航程得以继续完成，有意并且合理地做出的某些特殊牺牲或支出的额外费用。单独海损指共同海损以外的部分损失，如海水进入船舱造成部分货物损失。

All Risks 一切险

(2) 附加险 (Additional Risks)。

偷窃提货不着险 Theft, Pilferage and Non-Delivery

淡水雨淋险 Rain Fresh Water Damage

短量险 Risk of Shortage

混杂沾污险 Intermixture and Contamination Risks

渗漏险 Leakage Risk

碰损破碎险 Clash and Breakage Risks

串味险 Taint of Odor Risk

受潮受热险 Sweating and Heating Risks

钩损险 Hook Damage

包装破裂险 Loss or Damage Caused by Breakage of Packing

锈损险 Rusting Risk

(3) 特殊险 (Special Risks)。

交货不到险 Failure to Delivery Risk

进口关税险 Import Duty Risk

舱面险 On Deck Risk

拒收险 Rejection Risk

黄曲霉素险 Aflatoxin Risk

战争险 War Risk

罢工险 Strikes Riots and Civil Commotion

4 cover *n.* 保险; *v.* 投保

Insurance is to be covered by the buyers.

应由买方投保。

We have arranged the necessary insurance cover.

我们已办理了必要的保险。

coverage *n.* 保险范围

We want broader coverage to include some extraneous risks.

我们要把保险范围扩大到包括外来风险。

coverable *adj.* 可投保的, 可承保的

5 CIC 中国保险条款

中国人民保险公司制定的中国保险条款 (China Insurance Clause, 简称 CIC) 中的海洋运输货物保险条款所包括的三个基本险种与伦敦保险协会货物条款 (Institute Cargo Clauses, 简称 ICC) 所涉及的险种类似。

Activities

I Vocabulary review

1 Translate the English into Chinese and the Chinese into English.

(1) 如果你方认为我们的保险费率可以接受, 请告知。

(2) 我们希望知道贵公司能否对该货物给予特惠保险费率。

(3) 我们已为你们 10 日内发出的冰箱投保。

(4) 我们已经就这批货按合同金额加 10% 投保一切险。

(5) I would like to have the insurance of the goods covered at 110% of the invoice value.

(6) We assure you. of the best quality and moderate prices of our goods.

(7) Please arrange insurance according to our request.

(8) We have known that your company is the largest insurance company in Japan.

2 Choose the best ones to complete the following sentences.

(1) We wish to ____ your attention to this matter.

A. call

B. bring

C. pay

D. ask

- (2) The description is too sketchy (粗略), please ____ .
 A. indicate B. particularize C. state D. detail
- (3) We are pleased ____ your inquiry of Apr.3.
 A. to have B. receiving C. on receiving D. to send
- (4) We ____ the shipment to arrive in a few days.
 A. expect B. anticipate C. look forward to D. assure
- (5) We confirm ____ you an offer for 30 metric tons of Green Beans for September shipment.
 A. to have faxed B. having faxed C. fax D. to fax
- (6) Please ____ the article against WPA.
 A. assure B. ensure C. insure D. be sure
- (7) We would like to know whether your garments will ____ a favourable reception.
 A. enter into B. appeal to C. run into D. meet with
- (8) We regret ____ to give you an immediate order.
 A. to be able B. being able C. being unable D. unable

II Writing practice

Draft a fax to Kino & Son's Company informing them of insurance.

敬启者：

关于你方第 HB2021/10/8 号订单，要求我们这次为你方投保。

你们在来函中说：“鉴于当前的国际形势，平安险不太够用，请扩大保险范围。”按照你方要求，我们投保了一切险和战争险。

对你方提出的要求，我们愿意提供帮助。

谨启

Supplement :

不太够用 not good enough



Covering Insurance for the Buyer

Dec.24 received a letter dated Dec.22 from a customer, asking us to arrange for insurance. The business is closed on FOB terms. We write to the buyer to inform them of the arrangement for insurance.

Wongsheng & Co.

Rm 509-511 Tongle Bldg Shenzhen, China
Tel: (0086755)85576183 Fax: (0086755)85576183
E-mail: chinawong @ public.sztt. net.cn

Date: Dec.24, 2021

Progressive Associates (Pvt.) Ltd.
412-419, Muhammadi House
1.1. Chunbrigar Road,
Karachi-2, Pakistan

Dear Sirs,

Re: Insurance on Canned Fruits
Indent No.FS04/12/2021

We are in receipt of your letter of Dec.22 requesting us to effect insurance on the 3 000 cases of Canned Fruits for your account.

We are glad to inform you that we have insured the goods with PICC against All Risks and War Risk for USD 55 000. The insurance policy is being prepared and will be forwarded to you by the end of the week together with our debit note for the premium.

For your information, PICC are always prompt and equitable in settling claims and enjoy world reputation. If the insured goods are found to have sustained loss or damage, you should immediately apply for survey to the survey agent stipulated in the policy to handle the matter.

Yours faithfully,
Wang Diandian
Secretary
for Wongsheng & Co.

their new products.

决策人对促销新产品广告的影响做了全面的调查。

9 apply to sb. for sth. 向某人申请某事

We have applied to our banker for opening of the relative L/C.

我们已向开户行申请开立有关信用证。

We have applied to the authorities for the import licence and it will soon be approved.

我们已向当局申请进口许可证并很快会获准。

Activities

1 Fill in the blanks with the words given.

receiving	hear	conveyed	success
market	extended	premium	

Dear Mr. Ouyang,

Back in my country now, I wish to thank you for the warm hospitality _____ to me during my stay in Harbin. I look forward to the opportunity of _____ my friends from your firm in the near future.

Your idea of insurance has been _____ to the buyer, who is pleased with the arrangement that has been made between us. As soon as I _____ from you that the shipment is ready, I shall ask him to establish an L/C with the clause that the additional _____ over 110% of the invoice value is for buyer's account.

With the _____ in this business trip of mine, I am sure that I shall be able to sell more of your products in this _____ in the days to come.

Yours truly,

2 Fill in the blanks with prepositions.

- (1) Generally we cover insurance _____ WPA and War Risk _____ the absence _____ definite instructions _____ our clients.
- (2) Insurance _____ the goods shall be covered _____ us _____ 110% _____ the CIF value, and any extra premium _____ additional coverage, if required, shall be borne _____ the buyers.
- (3) We are pleased to inform you that we have booked shipping space _____ your Order No.5552 _____ 30 cases _____ captioned goods _____ S.S. "Swan" which sails _____ your port _____ or _____ Jan.25.
- (4) Insurance is very closely related _____ foreign trade. People _____ international trade should have a thorough knowledge _____ it.

3 Fill in the blanks with appropriate words provided in the boxes.

- (1) We regret being unable to _____ with your request for covering insurance for 150% of the invoice value.

accept	comply	coincide	consider
--------	--------	----------	----------

(2) Please note that for the article of this nature we do not _____ Breakage.

include	cover	coverage	accept
---------	-------	----------	--------

(3) We wish to draw your attention to the _____ that the goods are booked on CFR whereas your L/C calls for CIF.

that	which	fact	matter
------	-------	------	--------

(4) Regarding insurance, the _____ is for 110% of invoice cost.

premium	coverage	insurance	amount
---------	----------	-----------	--------

(5) The documents will be sent under separate _____.

envelope	cover	package	note
----------	-------	---------	------

(6) We can provide such coverage at a slightly higher _____.

premium	coverage	amount	insurance
---------	----------	--------	-----------

4 Translate the following sentences into English or Chinese.

(1) 请为我方所订的 1 000 台录音机投保平安险。

(2) We have effected insurance on your orders with PICC.

(3) 我们的惯例是对货物按发票金额 110% 投保。

(4) As requested, we have covered your goods for 10% above the invoice value.

(5) 按你方要求, 我们已办理保险事宜。

(6) The buyer ask us to arrange for insurance at our end.

(7) 中国人民保险公司成立于 1949 年, 以其理赔迅速公平享有很高的声誉。

(8) Being a leading importer, we have wide connections with the customers all over the country.

(9) 一旦发生损失或损坏, 你方可向保单中所规定的调查机构申请调查。

(10) You may apply to the relative bank for the L/C.



Request for Excessive Insurance

Nov.20 Received a letter from a foreign firm requesting for excessive insurance. It is our practice to effect insurance for 110% of invoice value. If buyers, for some reasons, ask us to cover insurance for 130% or 150% of the invoice value, we may do it accordingly, but the extra premium should be borne by them.

GUARDIAN

Forest Products Ltd.

9A High Street
Ingatstone, Essex CM4 9ED

Tel: 0277 8355551

E-mail: elsong@guardian.com

Your ref

Our ref BM 1220

Date: Nov.20

Zhongxing Trading Company
105 Dacheng Street
Nangang District 150001
Harbin, China

Dear Sirs,

Re: Insurance on 800 Metric Tons of Breast Meat

Referring to S/C No.1234 signed last week between us, we have to ask for your assistance in the field of insurance.

It is stipulated in the S/C that insurance is to be covered by sellers for 110% of the invoice value against TPND Fresh &/or Rain Water Damage in addition to WPA.

As the goods are apt to deteriorate, we need an excessive insurance for the amount of 30% above the invoice value. It is understood that the extra premium should be for our account.

We feel regret for the trouble caused by us and await your early reply.

Yours faithfully,

J. Elsong
Guardian

New Words

excessive /ɪk'sesɪv/ *adj.* 超额的, 超过的
 assistance /ə'sɪstəns/ *n.* 援助, 帮助
 extra /'ekstrə/ *adj.* 额外的, 附加的

breast meat 鸡胸脯肉
 deteriorate /dɪ'tɪəriəreɪt/ *v.* 变质
 apt /æpt/ *adj.* 有……倾向, 易于

Notes

1 in addition to 除外

In addition to garments, we handle stationery, cosmetics, sneakers and etc..

除服装外, 我们还经营文具、化妆品、旅游鞋等。

2 assistance *n.* 帮助, 援助

We need assistance in this aspect.

在这方面我们需要帮助。

We wish we could be of any assistance to you.

我们希望在这面对你们有所帮助。

assist *v.* 援助, 帮助

assistant *adj. & n.* 助手, 副职, 副的

Mr. Kino, our assistant manager, will visit your corporation next month.

我们的助理经理基诺先生下个月将访问贵公司。

3 be apt to 易于

This material is apt to break.

这种材料容易碎。

Iron is apt to rust.

铁容易生锈。

4 excessive *adj.* 过度的, 超值的

The moldiness of the goods upon arrival was evidently due to the excessive moisture they contained before shipment.

到货时的货物发霉情况显然是由于货物在装运前水分过多所致。

5 130% of the invoice value 发票金额的 130%

130% of the CIF value CIF 价金的 130%

30% above invoice value 高出发票金额 30%

invoice value plus 30% 发票金额加 30%

6 extra *adj.* 额外的, 附加的

extra expenses 额外费用, 额外支出

extra charges 额外费用

extra premium 额外保费

7 It is understood... 不言而喻

It goes without saying... 不用说

It is understood that particular care should be taken about the quality and the packing of the goods to be delivered in the first order.

不言而喻, 应特别注意首次订单中交付货物的质量和包装。

It goes without saying that we very much appreciate the support you have extended us in the past.

不用说, 我们非常感谢以往你们对我们的支持。

- 8 premium *n.* 保险费, 奖金, 津贴, 升水, 贴水
 installment premium 分期支付的保险费
 premium rate 保险费率
 premium receipt 保险费收据
 premium tariff 保险费价目单
 premium system 奖金制度

Activities

I Vocabulary review

- 1 Read the following letter, then punctuate the sentences, capitalize some letters and divide the letter into paragraphs.

dear sirs we have received your letter dated 23rd asking us to cover insurance on the captioned order with picc against all risks and war risk for an amount of 30% above the invoice value although it is our usual practice to insure shipments for the invoice value plus 10% we are prepared to comply with your request but the extra premium should be for your account we trust the above information serves your purpose meanwhile we await your early reply.
 yours faithfully

- 2 Choose the appropriate words to complete the following sentence.

- (1) We have _____ (reduced, deducted) our price by 2%.
- (2) We have to ask for _____ (more, broader) coverage.
- (3) Buyers consider it too _____ (danger, risky) to buy large quantities at present.
- (4) Insurance is to be _____ (insured, taken out) by the buyer.
- (5) _____ (On, With) the 500 TVs under Contract No.123 we shall cover insurance ourselves.
- (6) As shipment is _____ (due, owing, fall) to begin on Jun.30, ...

- (7) In _____ (insurance, coverage) business the term "average" simply means "loss".
 (8) Please be _____ (insured, ensured, assured) that everything will turn out to your satisfaction.
 (9) The S/C was _____ (signed, countersigned) and returned to us.
 (10) _____ (At, In, On) receipt of your advice, we approached the insurer.

3 Those in Column A are conversational words or simple expressions, and those in Column B are commercial jargon or complicated phrases. Try to match them.

A	B
soon	under separate cover
we have received	we acknowledge your letter
before	prior to
separately	substantial
you	utilize
early	by return
your letter has been received	we are in receipt of
we enclose	enclosed please find
if	in the event of
large	in due course
be able to do	be in a position to do
use	your goodselves

II Translate the following letter into English.

敬启者：

我们非常遗憾地通知你方，不能对你们所订购的 1 000 台计算机按发票金额 150% 投保，因为我们的惯例是按发票金额 110% 投保。另外，合同中规定保险由卖方按高出发票金额 10% 向中国人民保险公司投保一切险和战争险。如果你方坚持这个意见，我们可以办理，但额外保费应由你方承担。

请早日告知你方决定。

敬上

2021 年 8 月 2 日

ESTABLISHMENT OF AND AMENDMENT TO L/C

开立与更改信用证

Pre-study

A Terms to Learn

1 letter of credit (L/C)
信用证

信用证是银行应进口方要求开给出口方的一种保证按规定条件付款的书面文件。

2 issuing bank
开证行

接受进口方申请，并为其开立信用证的银行叫开证行，也叫 opening bank。它承担保证付款的责任，开证行一般是进口方所在地银行。

3 beneficiary
受益人

在进出口贸易当中，出口方出口货物，按照买卖合同的规定收取货款，是信用证的权利拥有者，即受益人。

4 paying bank
付款行

即信用证中指定的付款银行，一般是开证行，但也可以是开证行指定的另一家银行，具体在信用证条款中予以规定。

5 documentary credit
跟单信用证

单据是代表商品物权或证明货物已发送的证明，跟单信用证是指凭跟单汇票或仅凭单据付款的信用证。

6 amendment
修改，修订

出口方在收到进口方开来的信用证后，一定要对信用证中的各项条款进行严格审核，一旦发现与合同规定不相符的地方或不能接受的地方要立即要求进口方进行修改。

7 extension
延期

指延展信用证的装运期和有效期。出口方如不能如期交货，可以要求进口方延展信用证。

B Think and Discuss

- 1 What does a letter of credit usually include ?
- 2 What classification do documentary letters of credit come into?

Useful Sentences

- 1 In essence, an L/C is a banker's assurance of payment against *presentation* of specified documents.
信用证实质上是银行于提交规定的单据时付款的保证。
- 2 The L/C must *precisely* state the documents against which payment, acceptance or *negotiation* is to be made.
信用证必须对付款、承兑或议付时需提交的单据作出明确的规定。
- 3 Presentment of documents must be made to the *issuing* bank or the *confirming* bank, if any, or any other *nominated* bank within the period specified in the credit.
必须在信用证规定的期间内向开证行或保兑行（如果有）或任何其他指定银行提交单据。
- 4 We hope you will establish the relative L/C for us today and advise the seller through your London *Correspondent* bank.
我们希望贵行今日为我方开出有关信用证，并通过伦敦的代理行通知卖方。
- 5 Your documents do not *conform* to those required by the credit No.1234.
你方单据与第 1234 号信用证的要求不符。
- 6 We are afraid we will have to return the documents to you to have them *amended*.
恐怕我们不得不把单据退给你方将其改正过来。
- 7 In *compliance* with your request of ...,we have amended the relative L/C to allow *transshipment*.
按照你方……的要求，我方已修改有关信用证允许转船。
- 8 Owing to some delay on the part of our suppliers, we are not in a position to ship the goods before Jun. 30 as *stipulated* in the L/C. Kindly extend the shipping date and credit validity for one month *respectively*.
由于供应商的延误，我们不能按信用证规定在 6 月 30 日之前发货，故请将信用证的装运期和有效期分别延展一个月。

/ˌprezen'teɪʃən/ *n.* 呈递，呈送

/prɪ'saɪsli/ *adv.* 精确地
/nɪˌgəʊʃɪ'eɪʃn/ *n.* 议付

/'ɪʃuː/ *vt.* 发行
/kən'fɜːm/ *vt.* 批准，使有效
/'nɒmɪneɪt/ *vt.* 任命，指定

/ˌkɒrə'spaːndənt/ *adj.* 一致的，相当的

/kən'fɔːm/ *vt.* 一致，相符

/ə'mend/ *vt.* 修改

/kəm'plaɪəns/ *n.* 依从
/'trænsʃɪpmənt/ *n.* 转运

/'stɪpjuleɪt/ *vt.* 规定
/rɪ'spektɪvli/ *adv.* 各自地



Urging Establishment of L/C

In writing an E-mail urging an L/C , we should give the reason why we should do so in order to convince the buyer to accept our request and make decisions accordingly. In order to avoid subsequent amendments to the L/C, the seller asks the buyer to open the L/C in exact accordance with the stipulations of the contract signed between the buyer and seller .This is very important to enable the seller to make shipment smoothly thereafter.

主 题: REGARDING TO THE L/C

时 间: 2021-07-04

发件人: 1981031211@163.com

收件人: olstas@ok.net.ua

Dear Sirs,

As the desktop personal computers against your Order No.1234 have been ready for shipment for some time, we should request you to take immediate action to have the L/C established.

The covering L/C should reach us not later than the date stipulated in our Sales Confirmation No.222. Earlier establishment will ensure early shipment.

In order to avoid the subsequent amendments , please make sure that the stipulations of L/C are in exact accordance with the terms and conditions of the contract .

We look forward to receiving your favorable response at an early date .

With best regards,

New Words

urge /ɜːdʒ/ *vt.* 催促, 劝说
 request /rɪˈkwest/ *vt.* 要求, 请求
 convince /kənˈvɪns/ *vt.* 使确信, 使信服
 accordingly /əˈkɔːdɪŋli/ *adv.* 依照着 (办理)
 avoid /əˈvɔɪd/ *vt.* 避免
 subsequent /ˈsʌbsɪkwənt/ *adj.* 继……之后的, 随后的
 amendment /əˈmendmənt/ *n.* 修改, 修正
 in accordance with 与一致, 按照, 依据
 stipulation /ˌstɪpjʊˈleɪʃən/ *n.* 规定, 条款

enable /ɪˈneɪbl/ *vt.* 使能够
 smoothly /ˈsmuːðli/ *adv.* 顺利地
 thereafter /ˌðeəˈɑːftə/ *adv.* 此后, 以后
 personal /ˈpɜːsənl/ *adj.* 个人的
 covering /ˈkʌvərɪŋ/ *adj.* 附加说明的
 ensure /ɪnˈʃʊə/ *vt.* 保证, 担保
 confirmation /ˌkɒnfəˈmeɪʃn/ *n.* 证实, 确定
 favorable /ˈfeɪvərəbl/ *adj.* 赞成的, 有利的
 response /rɪˈspɒns/ *n.* 回答, 反应

Notes

- 1 按照信用证的性质特点主要划分为以下几类：
 - (1) 按开证行所负的责任划分可以分为不可撤销的信用证 (irrevocable L/C) 和可撤销的信用证 (revocable L/C)。在 2007 年《UCP 600》普遍推行后, 默认银行开立的信用证都是不可撤销的。但在合同条款中, 仍经常习惯性地使用不可撤销信用证的说法。
 - (2) 按照有无另一银行加以保兑可以分为保兑信用证 (confirmed L/C) 和不保兑信用证 (unconfirmed L/C)。
 - (3) 按信用证项下的汇票是否附有单据可以划分为跟单信用证 (documentary L/C) 和光票信用证 (clean L/C)。
 - (4) 按照付款时间不同可以分为即期信用证 (sight L/C) 和远期信用证 (usance L/C)。
 - (5) 根据信用证是否可以转让可以划分为可转让信用证 (transferable credit) 和不可转让信用证 (non-transferable credit)。
- 2 一张完整信用证所包含的内容: 对信用证本身的说明、对汇票和单据的要求, 对货物的要求, 对运输的要求, 开证行对受益人的保证文句, 附加条款。
- 3 信用证结算方式中通常有六个关系人: 开证申请人, 即进口方 (importer); 开证行 (issuing bank); 受益人 (beneficiary); 通知行 (advising bank), 即接受开证行的委托, 核实信用证真实性并通知受益人的银行, 一般为出口方所在地银行; 议付行 (negotiating bank), 指愿意买入受益人交来的跟单汇票的银行, 议付行一般在信用证的条款中予以规定; 付款行 (paying bank), 即信用证中指定的付款银行, 一般是开证行, 但也可以是开证行指定的另一家银行。
- 4 Re: reference 的缩写, “出处, 关联, 案号”的意思。
- 5 Sales Confirmation 销售确认书
 交易双方在达成交易之前, 要经过询盘、报盘、还盘、接受等一系列的过程, 最后由买卖双方签署销售确认书, 作为双方履行交易的文字依据。
- 6 Order No.1234 第 1234 号订单
 这是根据下达的订单的先后顺序进行的编号。
- 7 have the L/C established 这是“动词 + 宾语 + 宾补”的结构, “开立信用证”的意思。

Activities

I Vocabulary review

1 Read the English expressions from an L/C ,decide whether the English meanings are matched with the Chinese meanings, if not, try to correct them.

- ☐ (1) ...take immediate action to have the L/C established.
立即行动，开立信用证。
- ☐ (2) ...would you please issue an L/C for us?
请贵行给我们开立信用证。
- ☐ (3) We ask you to let us have guarantee of payment by L/C.
我方要求贵方以信用证给予支付保证。
- ☐ (4) The L/C must be in strict accordance with the stipulations of our contract.
信用证必须与合同中的规定完全相符。
- ☐ (5) The L/C must reach us not later than...
信用证必须于……之前到达我方。

2 Translate the following Chinese into English.

(1) 为避免不必要的修改，有必要使有关信用证与合同中的规定严格相符。

(2) 我方仍未收到有关信用证，望贵方速予办理。

(3) 我方曾于 2021 年 9 月 1 日去函，催开第 456 号销售确认书下的信用证。

(4) 建议贵方尽早将有关信用证开来。

(5) 盼望早日收到贵方开证的消息。

(6) 如果事事均能令人满意，我们将如期交货。

3 Choose the suitable expression for each blank.

- (1) Please _____ that the L/C stipulations are in accordance with those of the sales confirmations.
A. see to it B. seeing C. see D. to see
- (2) You may rest assured that our shipment will _____ your requirements in every respect.
A. ensure B. have C. achieve D. meet
- (3) To our great surprise , nothing has been _____ you at all since we wrote you last time.
A. hear from B. heard from C. hear of D. heard of
- (4) _____ your failure to open your L/C, we had suffered great losses.
A. Owing B. Because C. Owing to D. As

- (5) It would be appreciated therefore, if you could establish the _____ L/C as early as possible.
 A. covering B. cover C. covered D. to cover
- (6) Please arrange for the relative L/C to _____ upon receipt of this letter.
 A. establish B. be established C. establishing D. established
- (7) We regret to find that your L/C has _____ arrive here within the time limit stipulated.
 A. failed to B. failed C. to fail D. failing

4 Fill in the blanks with a suitable word or expression from the list given. Change the form if necessary.

provided that	delivery	call for	in accordance with
have a right to	in favor of	amend	confirm

- (1) In order to avoid subsequent amendments, please see to it that the L/C stipulations are _____ the terms of the contract.
- (2) The credit must _____ by a prime bank which is acceptable to us.
- (3) If one side fails to fulfill the contract, the other side _____ cancel it.
- (4) The exporter should satisfy himself that the terms, conditions and documents _____ in the documentary credit are in agreement with the sales contract.
- (5) The L/C not only provides a form of security for the parties involved but also ensures payment _____ the terms of the credit are fulfilled.
- (6) The buyer shall establish with the bank an irrevocable L/C in US dollars _____ the seller in the amount of the estimated total purchase price.
- (7) The bank is not responsible for any _____ of the L/C.
- (8) It will be easier for us to make the necessary arrangement if your L/C can reach us 15 or 30 days before _____.

II Writing practice

Draft a letter to urge the L/C.

Background:

北京天晟贸易有限公司收到日本客户 4 500 箱罐装苹果醋的订单 (No. SEP305) 后即寄了合同 (No. JAF023), 按照双方签订的合同规定, 信用证必须在收到合同后 2 周内开具。令人遗憾的是, 收到日本客户寄来的合同已有 14 天, 信用证仍未收到, 也没有进一步的消。

Requirement: 根据以上背景, 请以公司名义向日本客户发出催证函, 要求其尽快开立金额为 23 650 美元并以我方为受益人的不可撤销即期信用证, 以方便我方按原定计划完成上述订单。

Supplement:

罐装 canned
 苹果醋 apple vinegar



Application for Establishment of L/C

New Century Company is an America-based trading company. It has reached a deal with Wongsheng & Co. to export USD50 000 worth of desktop personal computers. Both parties have agreed on payment by irrevocable L/C payable against shipping documents.

Wongsheng & Co.

Rm 509-511 Tongle Bldg
Shennan Rd., Shenzhen (518044), China
Mar. 25, 2021

Dear Sir,

Our company is expanding and the production will be increased by 25%. We are badly in need of a batch of quality computers for use. We have just worked out a deal with a New York-based corporation to import 50 computers. We both parties have agreed to make payments by irrevocable L/C payable against shipping documents.

We enclose an application form for documentary credit and shall be glad if you will arrange to open for our account with your office in New York an irrevocable L/C for USD50 000 in favor of New Century Company, the L/C to be valid until Jun. 30.

Sincerely yours,

Wongsheng&Co.

Luo man

Purchase Division

Encl, One copy of Application Form

New words

worth /wɜːθ/ *n.* 价值
payment /'peɪmənt/ *n.* 支付
payable /'peɪəbl/ *adj.* 可支付的, 应支付的
irrevocable /ɪ'revəkəbl/ *adj.* 不可撤销的
enclose /ɪn'kleʊz/ *vt.* 把(公文、票据等)封入
document /'dɒkjumənt/ *n.* 票据
application /,æplɪ'keɪʃn/ *n.* 申请
expand /ɪk'spænd/ *vt.* 扩展, 扩大

a batch of 一批
increase /ɪn'kriːs/ *vt.* 增长
import /ɪm'pɔːt/ *vt.* 进口
export /'eksɔːt/ *vt.* 出口
form /fɔːm/ *n.* 表格
account /ə'kaʊnt/ *n.* 账户
in favor of 赞同, 支持
valid /'vælɪd/ *adj.* 有效的

Notes

- 1 开证的程序 (process)
 - (1) 买卖双方就销售条件达成一致 (agreement) : (a) 规定以信用证作为支付手段; (b) 指定一家通知行 (通常是卖方银行); (c) 列明所要求的单据。
 - (2) 买方向当地银行 (开证行) 提出申请, 开立要求卖方履行信用证中列出的具体条款和条件并以卖方为受益人的信用证。
 - (3) 开证行将信用证寄交给信用证中指定的通知行。
 - (4) 通知行通知信用证的卖方。
- 2 买方 (申请人或进口方)

买方 (buyer), 在商业术语中称为买方, 在经济学术语中称为进口商, 而在银行术语中则称为申请人 (applicant)。实际上, 他们是同一个人或机构。
- 3 开证申请书 (application form)

信用证的开证申请书应与买卖双方订立的基本销售合同相一致。买方给开证行的指示, 如信用证的类型、金额、期限、所需单据、装运期、有效期、受益人等方面的指示必须清楚无误。
- 4 跟单信用证 (documentary credit) 是银行代表买方向卖方开出的银行书面承诺, 只要卖方做到与信用证中阐明的条款和条件相符, 便可获得信用证规定金额的支付。跟单信用证的条款围绕着两个主题:
 - (1) 提交证明卖方所运货物的物权单据。
 - (2) 支付。
- 5 开立信用证

to open an L/C
to establish an L/C
to issue an L/C
We have opened the L/C.
The L/C has been established.
银行“开证”, 可以用 issue, issue 有“签发、出具、开立”之意。

Activities

I Vocabulary review

1 Translate the following sentences into Chinese.

(1) We both parties have agreed to pay by L/C. Would you please open an L/C for us?

(2) We hope you'll establish the relative L/C for us today.

(3) We enclose an application form for documentary credit.

(4) The credit is in favor of New Century Company.

(5) The credit is payable against shipping documents.

2 Translate the following Chinese into English.

(1) 信用证所列条款，必须与合约条款相符。

(2) 出口方坚持以不可撤销的信用证支付。

(3) 贵行是否认为有必要由另一家银行对信用证进行保兑？

(4) 根据我们 321 号销售确认书的条款，相关的信用证应不迟于 10 月 1 日到达我方。

(5) 信用证的规定条款务必与合同的条款严格一致。

3 Correct the following letter.

Dear Sirs,

It is regretful that there have been no news from you at all about your L/C which should reach us before Sept. 2, as prescribed in the contract. We are the more dissatisfied because you took no notice of our letter dated Aug. 5. ...reminding you for the situation.

You may recall that the same thing was happened to the execution of Contract No. 4567 signed with you last yearPlease note that unless a satisfied settlement is assured this time, we shall be compelled to suspend any new business with you.

We think that we have clearly informing you of the importance of this matter and hope to see your quick response.

Yours sincerely,

4 Find the words in column B that match the words closest in meaning in column A.

A	B
(1) transfer	a ship
(2) divisible	b anything that proves something
(3) benefit	c invalid
(4) requirement	d leaving on one side
(5) transport	e carry (sth. or sb.) from one place to another
(6) void	f something demanded
(7) apart from	g that can be divided
(8) evidence	h profit
(9) vessel	i hand over the possession of

5 Reading material.

The main methods of securing settlement in international trade are (1) remittance, (2) L/C, (3) collections.

An L/C is written payment instrument issued by a bank under the request of a customer (the importer or an applicant) to a third party (the exporter or beneficiary) to honor the exporter's drawing against the L/C terms. An

important feature of an L/C is that the issuing bank, instead of the applicant, directly assumes payment promise to the beneficiary, though it has to claim reimbursement from the applicant later.

The parties to credit are:

- (1) the applicant (usually the buyer), who arranges to open a credit in accordance with the terms of the contract he has made with the beneficiary (usually the seller).
- (2) the beneficiary in whose favor the credit is issued.
- (3) the issuing bank which commits itself in accordance with the applicant's instructions.
- (4) the advising/confirming bank which is located in the country of the beneficiary and is usually the issuing bank's correspondent.
- (5) the paying/accepting bank which makes payment to the beneficiary, or accepts his bill of exchange, the advising/confirming bank and the paying/accepting bank may be the same bank, or may be different.

II Writing practice

Please translate the following letter into English.

敬启者：

我方现附寄去跟单信用证的申请书，请贵方在纽约的办事处开立一张以永久贸易公司为受益人、截止有效期为 10 月 1 日、金额为 10 000 美元的保兑信用证。凭相应的证明装运 1 000 箱玻璃的单据议付。该公司将在每次装运后的 60 天内向你方纽约办事处支取货款。

30

Asking for Extension of L/C

If, for some reason, the exporter can not effect shipment as stipulated, he should ask the buyer to extend the shipment date and validity of the L/C respectively. The letter given in this lesson serves as an example, with the purpose of requesting the importer to extend the relative L/C.

New Century Company

223 Park Avenue
New York 10017
U.S.A.
Apr. 5, 2021

Wongsheng & Co.
Rm 509-511 Tongle Bldg
Shennan Rd., Shenzhen (518044), China

Dear Sirs,

With reference to your L/C No.234 covering 50 desktop personal computers, we regret to inform you that it is difficult for us to fulfill the shipment before July, as the earliest steamer sailing for your port is scheduled to leave New York about Jul. 30 due to the bad weather on sea.

Such being the case, we have to ask you to extend the shipment date and validity of your L/C to Aug. 18 and Aug. 30 respectively and see to it that the amendment advice reaches us by Aug. 1.

Your prompt attention to the matter will be highly appreciated.

Sincerely yours,
Bob Allen
Export Dept.

New words

follow-up /'fɒləʊ ʌp/ *adj.* 继续的, 接着的
extend /ɪk'stend/ *vt.* 延长, 延伸
relative /'relatɪv/ *adj.* 有关系的, 相关的
cover /'kʌvə/ *vt.* 包含, 包括

fulfill /fʊl'fɪl/ *vt.* 完成, 实现
steamer /'sti:mə/ *n.* 汽船, 轮船
schedule /'skedʒu:l/ *vt.* 排定, 安排
respectively /rɪ'spektɪvli/ *adv.* 各自地, 分别地

Notes

- 1 卖方在收到信用证后，应仔细审核信用证以确定证中的条款和条件。卖方也许会发现其无法满足信用证的具体要求，如给卖方的时间太短，使其不能完成装运或者卖方根本无法提供指定单据。此时，卖方应该立即和买方联系并要求改证。常用的句式为：

Your documents	<div>are not consistent with</div> <div>are not in compliance with</div> <div>do not comply with</div> <div>do not conform to</div> <div>are not in conformity to</div>	those	<div>specified in</div> <div>stipulated in</div> <div>required by</div>	the credit No. ...
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- 2 the earliest steamer sailing for your port 最早驶往你港的轮船。“sailing for your port”是现在分词短语，后置，修饰前面的名词“steamer”。
e.g. The boy standing over there is my little brother.
- 3 such being the case 是现在分词的独立结构，意思是“在这种情况下”。
e.g. Such being the result, the enemy have to surrender.
- 4 see to it that 要注意使……务必使……
e.g. Please see to it that the stipulations of L/C are in exact accordance with those of sales confirmation.
- 5 Your prompt attention to the matter will be highly appreciated. 这是外贸信函中常用的客套语，意思是：若能及时处理该问题，将不胜感激。
- 6 extend ... to ... 把……延展到……

Activities

I Vocabulary review

1 Fill in the blanks with appropriate prepositions.

- (1) As we have not received the covering L/C, we wonder what has caused the delay and would ask you to let us have an immediate reply _____ fax.
- (2) _____ the circumstances, we have to request you for an extension by fax of the time of shipment to Jul. 31.
- (3) As the said L/C calls for shipment on or before Jun. 30, we regret being unable to make delivery _____ the time designated.
- (4) As there isn't direct sailing _____ here to your port _____ this month, please extend the validity of the L/C _____ a further period _____ one month.
- (5) As the date _____ shipment stipulated in the mentioned L/C is Jul. 15, which leaves only 5 days _____ validity, which is too short _____ us to arrange shipment, we, therefore, request you to extend the shipment date _____ Aug. 16.

2 Translate the following sentences into Chinese.

- (1) As your L/C stipulates the same deadline for shipment and validity, we shall have little time to negotiate (议付) the documents after shipment. It is, therefore, requested that you extend its validity for 15 days as per the usual practice.

(2) It would be greatly appreciated if you could extend the shipment and validity of L/C No.1234 to Oct. 15 and 30 respectively .

(3) Please extend the shipment date and the validity of your L/C No.123 to the end of November and Dec. 15 respectively , and see to it that the amendment advice reaches us before October.

(4) We will grant an extension of L/C to Jun. 30 in response to your request.

(5) We accept 60 days L/C only for this transaction.

3 Match the words or phrases in Column A with those in Column B.

A	B
(1) respectively	a stipulation
(2) prompt	b make use of, take advantage of
(3) inform	c feel sorrow of
(4) extend	d separately or in return
(5) schedule	e become effective; become operative
(6) regret	f done without delay
(7) fulfill	g tell sb.; give sb. knowledge of sth.
(8) come into force	h bring sth. to completion
(9) avail oneself of	i make sth. larger or longer
(10) provision	j program of work to be done

4 Read through the following telex and guess its meaning according to the specimen letter.

AS KNOWN TO U THERE IS ONLY ONE VSL SAILING FOR YR PORT EACH MONTH. IT USUALLY LEAVES HERE IN THE FIRST HALF OF A MONTH. THE ONLY VSL AVLBL THIS MONTH WL LEAVE IN A DAY OR TWO N THE DEADLINE FOR BOOKG SHPG SPACE IS LONG PAST. THEREFORE IMPOSSIBLE TO SHIP THE GOODS THIS MONTH . WE WUD ASK U TO DO YR BEST TO EXTEND THE LC AS REQUESTED. PLS ACT PROMPTLY N LET US HV YR CFM BY AIR . WITH BEST RGDS.

Reference Message:

As known to you, there is only one vessel sailing for your port each month. It usually leaves here in the first half of a month. The only vessel available this month will leave in a day or two and the deadline for booking shipping space is long past. Therefore it is impossible to ship the goods this month. We would ask you to do your best to extend the L/C as requested. Please act promptly and let us have your confirmation by air.

With best regards.

II Writing practice

Draft an E-mail with the information below.

敬启者：

第 NY-123 号关于衬衣的信用证今天上午 8:30 才收到，远远迟于第 215 号销售确认书规定的时间，因此我们绝不可能在 7 月份装运。在此情况下，我们抱歉不得不要求贵公司把上述信用证的装运期和议付期分别延展至 8 月 31 日和 9 月 15 日。修改书务必在 7 月 15 日前到达我处。否则，装运期将再次延期。

盼早日收到有关修改书并顺致谢意。

谨启

31 Amendment to L/C

ABC Trading Co., Ltd. of London has entered into a contract with Wongsheng & Co. to supply certain specialized machinery.

ABC Trading Co., Ltd.

No. 80 Brown Street
London
Apr. 20, 2021

Wongsheng & Co.
Rm 509-511 Tongle Bldg
Shennan Rd., Shenzhen (518044), China

Dear Sirs,

Your L/C No.456

We have received your captioned L/C. After checking up the clauses in it, we found that four points do not comply with those stipulated in the relative contract. Please amend the L/C to read as follows:

- 1 Please mark the price in GBP instead of USD.
- 2 We want payment to be made at sight, which was agreed on by you. Therefore please amend the L/C to read: payment is to be made by L/C "at sight", instead of "at 60 D/S".
- 3 Owing to special specifications, our manufacturer can not get the specialized machinery ready on time. Please approach your banker about the modification of the shipment date and the extension of the validity of the L/C for a month.
- 4 Delete "transshipment not allowed" as direct steamers to your port are not available and transshipment at Hong Kong is necessary.

We await your earliest amendment advice.

Faithfully yours,

New words

supply /sə'plaɪ/ vt. 提供
 specialized /'speʃəlaɪzd/ adj. 专门的, 专科的
 machinery /mə'ʃi:nəri/ n. [总称] 机器
 check up 核对, 检验
 clause /klaʊz/ n. 条款
 mark /mɑ:k/ n. 标明
 sterling /'stɜ:lɪŋ/ n. 英国货币
 D/S days after sight 见票后若干日付款
 at sight 见票即付

specification /,spesɪfɪ'keɪʃn/ n. 规格, 规范;
 说明书 (用复数表示规格)
 manufacturer /,mænjʊ'fæktʃərə/ n. 生产商,
 厂家
 approach /ə'prəʊtʃ/ vt. 向……靠近, 接近,
 与……联系
 modification /,mɒdɪfɪ'keɪʃn/ n. 修改
 delete /dɪ'li:t/ vt. 删除

Notes

- 1 修改 (amendment) 是指信用证开出后, 可能会对信用证的条款、条件进行修改的过程。
 amend...to read...
 amend... reading...
 把……修改为……
 修改信用证的要求可以由开证申请人提出, 亦可由受益人提出。要求修改信用证的原因很多, 主要有:
 (1) 信用证内容与合同不符。比如受益人无法接受的像商品品质、数量、包装、金额、贸易术语、交货或装卸地点等交易条件与合同不符的实质性出入, 应要求开证申请人修改信用证。
 (2) 因装运期、舱位等运输工具方面的原因, 或因备货过程中出现问题无法按期装运时, 要求将信用证展期。
 (3) 由于进出口国有关经济条例改变、政局变化或爆发战争而导致运输方式或途径改变, 可以要求改变投保别和装运条件或要求增减数量及单据, 如增加战争险、罢工险等。
- 2 改证的程序 (process)
 (1) 卖方要求买方对信用证作出修改。卖方可以以电话、传真、电子邮件、即时通信工具、线上会议或当面磋商等方式发出修改请求。
 (2) 如果买方同意了卖方的请求, 便会指示开证银行开出修改书。
 (3) 开证行对信用证修改后, 将修改书发送给通知行。
 (4) 通知行将修改通知书发送给卖方。
- 3 captioned letter of credit 标题中所示的信用证, 是指前面标题中所涉及或提及的信用证, 目的是提示对方注意。
- 4 check up 检查、审核
- 5 comply with 与……相符合, 与……相一致
- 6 transshipment not allowed 不允许转运 (转船) 是省略句式, 即 “transshipment is not allowed”, 常见于报纸或杂志中的新闻标题或合同中的条款。
- 7 direct steamer 直达轮, 类似表达还有 direct ship/direct vessel
- 8 approach sb. on sth. 为某事同某人打交道
- 9 await 是书面用语, wait for 是一般用语。

Activities

I Vocabulary review

1 Match the words or phrases in Column A with those in Column B.

A	B
(1) beneficiary	a when requested , asked or demanded
(2) revocable	b seller of goods in whose favour the L/C is issued
(3) transshipment	c cancelable
(4) stipulate	d transferring cargo from one ship to another for further transit
(5) regardless of	e without regard to or consideration for
(6) on demand	f demand as a condition
(7) amend	g make an amendment
(8) comply with	h wait for
(9) await	i conform to

2 Translate the following sentences into Chinese.

(1) Please amend credit No. 123 as follows: To increase the price from USD0.53 to USD0.60, and the amount to USD37 000.

(2) We find that the amount of your L/C is insufficient, because the premiums for Special Colors are not included therein. Therefore, please increase the amount of L/C to USD1 500.

(3) Please amend the L/C to read "Partial shipments and transshipment allowed."

(4) Please insert the word "about" before the quantity in L/C No.234.

(5) Your documents are not in conformity to those required by Credit No. 1234.

3 Fill in the missing words according to the specimen letter .

(1) Your L/C No.123 is short established the amount of USD1 000 . Please fax the necessary _____.

(2) Please have your L/C _____ to _____ as follows.

(3) Owing to there _____ no direct steamer to your port this month, you are _____ to amend the L/C allowing _____.

(4) We would appreciate your extending the shipment and _____ of your L/C to Jun. 15 and 30 _____.

(5) Please delete Items 1, 2 and replace themby those _____ in our S/C.

(6) Please amend the foregoing L/C to read piece length in 30 yards _____ of 40 yards.

4 Fill in the blanks with a suitable word or expression from the list given below. Change the form if necessary.

convert	arise	in advance	due	no longer
come to	result in	insist on	in response to	

- (1) GBP is _____ the major world currency today.
- (2) The importer _____ the payment made in GBP.
- (3) With the foreign exchange rates, one currency can _____ into another currency and vice versa.
- (4) A new problem _____ after we settled the old one.
- (5) The two contracting parties have agreed that the payment should be _____ in three months.
- (6) In a forward exchange contract, the exchange rate can be fixed _____.
- (7) The late delivery of goods by the exporter _____ a great loss to the importer.
- (8) Before trading with each other, the two parties must _____ a contract.
- (9) _____ your inquiry, we will send you an offer by E-mail this afternoon.

5 Read the following original E-mail. (实际工作中的非标准电子邮件)

Re : L/C amendment 2021-09-05 11:26:19

Dear Sirs,

Today 05.09 we got your L/C. The nearest ship is on Sep.8 and 2 days is not enough for the goods to get to the port. If we send the containers by the next ship (Sep.15 2021), they will put "receipt to shipment" in the B/L and only Sep.16 it will be possible to mark "clean on board". The latest date of shipment is Sep.15 in your L/C. Please make a suggestion concerning our further actions. Should we make change in the L/C of the date of shipment Sep.16 is OK for you? If it's OK, please give us a confirm-letter.

Waiting for you reply.

With best regards.

II Writing practice

Translate the following letter into English.

敬启者：

收到你方由 ABC 开发银行开立的第 12345 号信用证，并发现不允许转运和分批装运。

请修改信用证为“允许转运和分批装运”。

请在数量和金额前分别加“about”一词。

请务必尽快发送修改书，因货物已备妥待运多时。

谨启

2021 年 7 月 8 日

CLAIMS AND SETTLEMENT

索赔与理赔

Pre-study

A Terms to Learn

1 disputes 争议

在国际贸易中，买卖双方往往会因彼此间的权利和义务问题引起争议，从而导致索赔、仲裁，甚至诉讼等的发生。买卖双方发生争议的原因很多，由于卖方不履行或不完全履行合同规定的义务；由于买方不履行或不完全履行合同规定的义务；由于合同条款欠明确等等。卖方过失主要可归纳为三种情况：（1）货物的品质与合同规定不符或品质低劣；（2）货物的数量短缺或货物受到损毁；（3）不按期交货。

2 complaint 投诉，抱怨

在履行合同的过程中，受损方由于损失较小，为表示友好，不提出赔偿要求，而要求对方注意，防止类似情况再次发生。这种情况属于投诉。

3 claim 索赔

买卖合同的一方当事人因另一方当事人违约致使其遭受损失，向另一方当事人提出损害赔偿要求，这种行为称为索赔。索赔大多是由蒙受损失的买方向卖方或承运人或保险公司提出；但是在某些情况下也有由卖方向买方提出索赔的。

4 settlement of claim 理赔

在发生索赔的情况下，责任方就受损方提出的要求进行处理，叫作理赔。

5 claim rejected 拒赔

买卖中的一方向另一方提出索赔要求，而另一方认为其索赔理由不充分，拒绝赔偿对方损失的行为称为拒赔。拒赔一词也适用于轮船公司或保险公司认为客户所提出索赔理由不足而做的处理。

6 discrepancy and claim clause 异议与索赔条款

常用异议和索赔条款由买卖双方针对卖方交货的品质、数量或包装可能出现不符合合同规定而订立。主要包括索赔依据、索赔期限，有的还规定索赔的处理方法。

7 arbitration 仲裁

仲裁是指买卖方双方达成协议，自愿将有关争议交给双方所同意的仲裁机构裁决，而这个裁决对双方都有约束力，双方必须遵照执行。

B Think and Discuss

- 1 What does a letter of complaint usually include?
- 2 What does a letter of rejecting claim usually include?

Useful Sentences

- | | |
|--|--|
| <p>1 We regret to tell you that your claim can not be <i>entertained</i> as it is raised far beyond the time limit stipulated in the <i>contract</i>.
很遗憾你方的索赔不能接受，因已远超过合同规定的索赔期限。</p> <p>2 We <i>reserve</i> the right to claim <i>compensation</i> from you for any damage on the goods.
我们保留向你方索取货物受损赔偿的权利。</p> <p>3 With regard to the loss in weight, we are <i>enclosing</i> a surveyor's report in order to prove to you that the loss could only have occurred <i>en route</i>.
关于短重一事，我们随信寄去检查报告以证明短重只能是在运输途中发生的。</p> <p>4 We have taken <i>delivery</i> of our order No.586. But much to our regret, only 3 050 cases were found against 4 000 cases in the packing list.
我们已经提取了我方 586 号订单的货。但很遗憾，我们只发现 3 050 箱货，而不是装箱单中所列的 4 000 箱。</p> <p>5 We feel there must be some explanation for this <i>delay</i> and await your <i>prompt</i> reply.
我们觉得你们一定会对这次延误有所解释，并期待你们迅速回复。</p> <p>6 We agree to <i>compensate</i> for the total loss and enclose one <i>draft</i> for USD15 000 to pay therefore.
本公司同意赔偿全部损失，兹附上金额为 1.5 万美元的汇票一张，以资偿付。</p> <p>7 We <i>apologize</i> to you for this unfortunate matter and assure you that your claim will be treated with promptness.
对于这一不幸事件我们向你方表示歉意，并向你方保证，我们定会迅速处理你们的索赔。</p> <p>8 This is the <i>maximum concession</i> we can afford.
这是我们能承诺的最大让步。</p> <p>9 Should you not agree to accept our proposal, we would like to settle the case by <i>arbitration</i>.
如你方不接受我们的建议，我们将通过仲裁解决此事。</p> <p>10 The damaged goods were sold by public <i>auction</i> under the supervision of the Chamber of Commerce.
在商会监督下，该受损货物当众拍卖售出。</p> <p>11 This consignment is not up to the standard stipulated in the contract. We are now <i>lodging</i> a claim against you for USD2 000.
该货物未达到合同规定的标准。我们现在索赔 2 000 美元。</p> | <p>/ˌentə'teɪn/ vt. 接受
/'kɒntrækt/ n. 合同</p> <p>/rɪ'zɜ:v/ vt. 保留
/ˌkɒnpən'seɪʃn/ n. 赔偿</p> <p>/ɪn'kləʊz/ vt. (把公文等) 封入
/en' ru:t/ adv. 在途中</p> <p>/dɪ'lɪvəri/ n. 交货</p> <p>/dɪ'leɪ/ n. 延误
/prɒmpt/ adj. 迅速的</p> <p>/'kɒmpenseɪt/ vt. 补偿
/dra:ft/ n. 汇票</p> <p>/ə'pɒlədʒaɪz/ vt. 道歉</p> <p>/'mæksɪmə/ adj. 最大的
/kən'seɪʃn/ n. 让步</p> <p>/ˌɑ:bɪ'treɪʃn/ n. 仲裁</p> <p>/'ɔ:kʃn/ n. 拍卖</p> <p>/lɒdʒ/ vt. 提出</p> |
|--|--|



Complaining of Wrong Dispatch

Geoff Pullar, Sales Manager of Aegis Trading Company, places an order with Wongsheng & Co. for 1 000 dozen of men's golf woolen stockings and receives instead women's lisle ones. So he writes to Wongsheng & Co. complaining about the wrongly delivered goods and asks for immediate replacement.

Aegis Trading Company

Moorside, Industrial Estate,
Sheffield, SD92 PQ0, England

Tel: 44-031-678-7843 Fax: 44-031-654-7840

E-mail: Aegis@hotmail.com

Wongsheng & Co.
Rm 509-511 Tongle Bldg
Shennan Rd., Shenzhen (518044), China
Oct. 28, 2021

Dear Sir,

We are writing to complain about the shipment of our Order No. BT-708 for 1 000 dozen Men's Golf Woolen Stockings received this morning. These were ordered on Sept. 20, 2021 and confirmed by fax on Sept. 21 (enclosed copy). However, upon opening the boxes, we found that they contained 1 000 dozen women's lisle ones.

We regret that we can not keep this consignment, as we have an adequate stock already. We have no choice but to return them to you. We must ask you to arrange for the dispatch of replacement at once as we need the stockings we ordered to complete deliveries to our new customers.

We trust you will credit our account with the invoiced value of returned lisle stockings, including reimbursement for the returning charges of USD1 060.

Yours faithfully,

Geoff Pullar
Sales Manager

New Words

settlement /'setlmənt/ *n.* 解决, 清偿
 complain /kəm'pleɪn/ *vi. & vt.* 投诉, 抱怨
 dozen /'dʌzn/ *n.* 一打, 12 个
 stocking /'stɒkɪŋ/ *n.* 长(筒)袜
 lisle /laɪl/ *n.* 莱尔线(一种光滑坚韧的棉线)

replacement /rɪ'pleɪsmənt/ *n.* 代替, 替换物
 adequate /'ædɪkwət/ *adj.* 充分的, 足够的
 complete /kəm'pli:t/ *vt.* 完成, 使完满
 credit /'kredɪt/ *vt.* 把……记入贷方
 reimbursement /,ri:ɪm'bɜ:smənt/ *n.* 赔偿, 补偿

Notes

1 投诉的原因有很多, 按照责任主体不同主要可以划分为以下三大类。

卖方可能面对以下索赔:

- (1) non-delivery or part-delivery 未交货或交货不足
- (2) delay in delivery/shipment 延误装船
- (3) inferior or wrong quality 品质不良
- (4) wrong quantity 数量不符
- (5) insufficient packing 包装不当
- (6) failure in entering into contract 成交后不签约
- (7) non-fulfilment of contract 卖方未履行合同
- (8) discrepancies in specification 规格不符

买方可能面对以下索赔:

- (1) refuse to open an L/C 拒开信用证
- (2) delay in opening L/C 迟开信用证
- (3) delay in payment 延迟付款
- (4) commission unpaid 未付佣金
- (5) non-fulfilment of contract 买方未履行合同

承运方可能面对以下索赔:

- (1) short-landed 短卸货物
- (2) goods missing 货物丢失
- (3) rough handling 野蛮装卸

2 complain *vi.* 投诉; 抱怨

可构成短语: complain about sth. 投诉某事 或 complain to sb. of sth. 向某人投诉某事。

e.g. We have to complain about the inferior quality of the ball-pens.

我们不得不投诉圆珠笔的低劣质量。

The buyer complained to the seller of the late delivery.

买方对卖方迟交货提出投诉。

complaint *n.* 投诉; 抱怨

可构成短语 make complaint about sth. 投诉某事

3 dozen *n.* 一打; 12 个

与数词、many、several 等连用时, 复数不加“s”。

e.g. Two (many, several) dozen ball-pens 两(好多, 几)打圆珠笔。

e.g. I want three dozen of these eggs.

我要 3 打这样的鸡蛋。

dozens of 数打；几十

- 4 We have no choice but to return them to you.

我方不得不把这批货退给你方。

have no choice but to do sth.

不得不做某事

- 5 We trust you will credit our account with the invoiced value of returned lisle stockings, including reimbursement for the returning charges of USD1 060.

我们相信，你们会把所退回的莱尔线长袜发票金额，包括退货费 1 060 美元，贷记我方账户。

Activities

I Vocabulary review

- 1 Read the English expressions from a letter complaining of wrong goods. Decide whether the English meanings are matched with the Chinese meanings, if not, try to correct them.

- ☐ (1) Thank you for your prompt execution of this order. 感谢你方迅速换货。
☐ (2) do not conform to our sample ... 与我们的样品不一致。
☐ (3) arrange for the dispatch of immediate replacement... 安排立即交货。
☐ (4) complain about wrongly delivered goods ... 投诉货物的低质量。
☐ (5) We are holding the goods at your disposal. 我方将留下这批货自己处理。
☐ (6) allow us 20% discount ... 允许给我方九折优惠。

- 2 Read through the letter below and fill in the form with suitable English information from the letter.

Dear Sir,

We duly received the documents and took delivery of the goods on arrival of the S.S "Prince" at Alexandria.

We regret to find that the cases from No. 4 to No. 10 contained men's trousers in different sizes, amounting to 100 dozen in total. We think the wrong goods were sent to us as we ordered in metric sizes and you sent us sizes measured in feet and inches, or the contents of these cases were for another order. We should appreciate it if you would take some proper measures to check up with your factory and the shipping company at your end. Please let us know your findings.

We look forward to your prompt reply.

Yours faithfully,

以英尺和英寸计算的	measured in feet and inches
(1) 不同尺寸的货物	
(2) 以公制尺码订的	
(3) 与当地的运输公司核对	
(4) 盼马上回复	
(5) 采取适当的措施	
(6) 总计 100 打	

3 Choose the suitable expression for each blank.

- (1) Such being the case, we _____ cancel our order.
A. have no choice but B. can not help but
C. have no choice but to D. have only
- (2) Our end-users _____ the inferior quality against us.
A. complain about B. complains of
C. complaining D. complaint
- (3) Since the shipment consists of seasonable goods, it is important that it _____ as soon as possible.
A. was delivered B. be delivered
C. is delivered D. would be delivered
- (4) _____ a reply, he decided to write again.
A. Receiving not B. Not having received
C. Having not received D. Not receiving
- (5) _____ in 5 ply strong paper bags (5 层坚固纸袋) as stipulated in the contract, the 35 bags would not have been broken during transit.
A. To pack B. Packing
C. Packed D. Having been packed
- (6) An L/C requests all the following documents except_____.
A. commercial invoice B. bills of lading
C. sales letter D. packing list
- (7) If the quality of the material delivered does not match _____ of the sample, we are ready to replace the unsold part of the batch.
A. those B. that
C. with D. it

II Writing practice

Draft a letter to the company , complaining about short quantity as mentioned below.

Background: 2021 年 7 月 21 日，一位印度批发商从上海化工公司订购了 100 箱玻璃清洁剂，但只收到 80 箱。他给这家公司写了一封投诉信。

XX 先生:

我方 7 月 21 日所订购的玻璃清洁剂, 贵公司能迅速交货, 深表谢意。但遗憾的是, 我方所订购的 100 箱货品只收到 80 箱, 贵公司承运人无法解释所欠余数, 我方也未收到贵公司任何解释。

我方需要订单规定的全数货物, 请尽快安排发运其余的 20 箱货物, 不胜感谢。

Supplement:

玻璃清洁剂 glass cleaner

承运人 carrier

全数货物 full quantity of the goods



Apologizing for the Complaint

Mr. Li, Sales Manager of Wongsheng & Co. writes a letter of explanation and apology and assures Aegis Trading Company of an immediate delivery of the right goods.

Wongsheng & Co.

Rm509-511 Tongle Bldg
Shennan Rd, Shenzhen(518044), China
Nov. 4, 2021

Dear Mr. Geoff Pullar

Thank you for your letter of Oct. 21. We regret very much to learn that the Men's Golf Woolen Stockings you kindly ordered were omitted from the shipment and that Women's Lisle Stockings were sent to you instead. Your complaint was immediately sent to our Customer Relations Representative for investigation.

On going into the matter, we found that a mistake was indeed made by us. The slip-up occurred in our new automated inventory control system which is causing some problems during the data entry stage. Your order number was unfortunately confused with another one (BT-718). We sincerely regret that it caused you so much trouble, especially because the goods were intended for your special sale.

We have arranged for the right goods to be dispatched to you at once. Relative documents will be mailed as soon as they are ready.

We have already faxed to inform you of this, and we enclose a copy of the fax.

The women's stockings you kindly returned reach us today. Your account will be credited with the invoiced value of the lisle stockings and returning charges. Our credit note is enclosed.

We apologize again for this mistake and inconvenience caused to you.

Yours sincerely

New words

apologize /ə'pɒlədʒaɪz/ *vi.* 道歉
omit /ə'mɪt/ *vt.* 遗漏, 忽略
representative /,repɪ'zentətɪv/ *n.* 代理, 代表

investigation /ɪn'vestɪ'geɪʃn/ *n.* 调查
control /kən'trəʊl/ *n. & vt.* 控制, 支配
system /'sɪstəm/ *n.* 系统

data /'deɪtə/ *n.* 数据
 entry /'entri/ *n.* 登录
 slip-up /'slɪpʌp/ *n.* 错误, 疏忽
 occur /ə'kɜː/ *vi.* 发生
 automate /'ɔːtəmeɪt/ *vt.* 使自动化

inventory /'ɪnvəntri/ *n.* 存货清单
 unfortunately /ʌn'fɔːtʃənətli/ *adv.* 不幸地
 confuse /kən'fjuːz/ *vt.* 弄错; 把……混同
 inconvenience /,ɪnkən'viːniəns/ *n.* 不方便

Notes

- 1 回复投诉函的业务思路及信函的结构安排
 供应商收到投诉函后应立即回函, 态度要诚恳, 言词要谨慎, 要说明事故发生的原因。如确属己方错误应勇于承认, 真诚地表达歉意, 并提出改正措施。若不能立即处理投诉事务, 应先回复对方, 解释事情正在调查中, 并表示稍后将会圆满解决。
- 2 apologize to sb. for sth./ make an apology to sb. for sth. 为某事向某人道歉
 e.g. We made an apology to our customers for the poor quality of computers.
 因计算机质量差, 我们已向客户道歉。
- 3 On going into the matter, we found ... 经过调查, 我们发现……
 动名词 going 和介词 on 构成短语, 在句子中作状语。介词 on 是 immediately after 的意思, ……之后马上就……
 e.g. On opening the case, we found it contained completely different articles.
 一打开箱子, 我们发现装的是完全不同的东西。
 go into 调查; 仔细审查
- 4 ...because the goods were intended for your special sale. ……因为该批货为贵方的专卖品
 be intended for 预定(计划)给; (打算)供……用
 e.g. Our dictionary is intended for managers.
 我们的词典打算给经理们用的。
 intend to do sth. 或 intend doing sth. 打算做某事
- 5 Credit Note and Debit Note 贷记单和借记单, 又叫贷项通知和借项通知

Activities

I Vocabulary review

- 1 Choose the suitable English terms or expressions in a letter of apology from different columns and match them with expressions in Chinese.

A

Commodity; Order No. ;
 Quality; take some measures;
 look into; mode of delivery;
 returning charges; test;
 Order No.318; by air freight;
 carriage forward;

B

not up to the standard stipulated in the contract;
 not perfect;
 TS Brand Dust Catcher;
 replace the unsold balance of 800 ;
 a broken machine;

A		B	
Chinese	English	Chinese	English
商品品名		TS 牌吸尘器	
订单号		第 318 号订单	
质量		不符合合同规定的标准	
调查		损坏了的机器	
测试		不完美	
采取措施		替换未售出的 800 台 (个)	
交货方式		航空货运	
退货费用		运费到付	

2 Translate the English into Chinese and the Chinese into English.

(1) If you can't effect delivery within the stipulated time, we will have to lodge a claim against you for the loss.

(2) This consignment is not up to the standard stipulated in the contract, we are now making a claim against you for USD5 000.

(3) The damage to the electric fans occurred in transit, so you should make a claim on the insurance company.

(4) We are prepared to make you a reasonable compensation, but not the amount you claimed.

(5) 如能尽早处理这件事我们将不胜感激。

(6) 我们就 25 台有缺陷的洗衣机向你方索赔。

(7) 我们为质量低劣索赔 2 800 美元。

(8) 你方应该向船运公司而不是卖方索赔。

3 Complete a letter of apology.

(1) Translate the expressions in the box into Chinese:

apologies _____ as a result of _____ unusual _____ order _____ occur _____ missent goods _____ new deliveries _____ return _____ at a reduced price USD 1.20 _____ look into _____
--

(2) Fill in the blanks with the above words and expressions. Change the form where necessary.

Dear Sir,

It is regrettable to learn from your letter of Oct. 10 that 200 dozen of men's shirts are not the goods in the sizes you 1 _____.

On 2 _____ the matter, we found that the mistake 3 _____ in the packing 4 _____ a confusion of model numbers during an 5 _____ busy season. However, we will send you 6 _____ of 200 dozen men's shirts in the correct sizes within 10 days to replace the 7 _____ and would ask you to hold the goods for sale as seconds 8 _____. Alternatively, you may 9 _____ them to us within 20 days with freight collect.

Finally we would like to say that it is an exceptional mistake.

Please accept our sincere 10 _____ for the trouble it has caused you.

Yours faithfully,

II Writing practice

Draft a reply to the complaint made by a company with the information in I-1 and below.

Background: 一位加拿大客户投诉 TS 牌吸尘器质量差。TS 集团收到投诉信后, 立即给这位客户回信表示歉意。

XX 先生:

贵公司 6 月 1 日的来函收悉, 贵公司对第 318 号订单项下 TS 牌吸尘器提出的质量问题, 我方深表歉意。我方正安排通过海运发给贵公司 800 台吸尘器, 以换回未出售的 800 台。

再次向贵方表示歉意。

谨启



Replying to Ill-founded Complaint

Edward Horner, Sales Manager of Wallace Stores, writes to Miss Jane Stott, complaining that the quality of the woolen sweaters he has received is inferior to that of the sample. After investigation, Miss Jane Stott finds Mr. Horner's complaint ill-founded. She then expresses her views on this problem.

Sept. 9, 2021

Dear Mr. Horner

We are very regretful to learn that you are not satisfied with the goods shipped under your order No. BH-432.

We have closely compared the sample you returned with our reference sample and we can not find any difference between them. This has been confirmed by our Bureau of Commodity Inspection and Quarantine that both of the qualities are identical. We would like to remind you that we forwarded you a shipping sample prior to the shipment, and have not heard any objection from you till deadline (both of us agree on Jul. 4). We, of course, believe it to be in good order.

In view of the above, we can not help feeling that you are complaining with the sole aim of obtaining from us. If so, we are afraid further business between both of us will no longer be financially worthwhile.

We apologize for having to write you in this way, but hope you will understand that we can not accept your complaint without prejudice to our defenses.

Yours sincerely

Jane Stott

Sales Manager

New words

ill-founded /ɪl'fʌʊndɪd/ *adj.* 无理的，站不住脚的

satisfy /'sætɪsfai/ *vt.* 使满意

compare /kəm'peə/ *vt.* 比较，对照

forward /'fɔ:wəd/ *vt.* 发送，寄发货物等

forwarding agent 运输商，运输行

prior /'praɪə/ *adj.* 在前的，居先的

objection /əb'dʒekʃn/ *n.* 反对

bureau /'bjʊərəʊ/ *n.* 局，司，处

inspection /ɪn'spekʃn/ *n.* 检验，检查

quarantine /'kwɒrəntiːn/ *n.* 检疫
 identical /aɪ'dentɪkl/ *adj.* 同一的, 完全相同的
 view /vjuː/ *n.* 思量, 考虑, 观点

sole /səʊl/ *adj.* 单独的, 唯一的
 prejudice /'predʒudɪs/ *n.* 损害, 不利, 偏见
 defense /dɪ'fens/ *n.* 保卫, 保护, 辩护

Notes

- 回复无理投诉函的业务思路及信函的结构安排
 无理的投诉函通常是想得到对方的折扣或取消合同。回函应谨慎, 始终保持冷静的态度, 详细地陈述事实, 告知对方调查的结果, 明确表明自己的立场, 必要时简单说明公司对此类投诉的有关规定, 尤其在无法满足客户要求时更应如此。
 (1) 开头句或开头段援引投诉信的内容, 并表示歉意。
 e.g. We regret very much to receive your complaint that the material shipped to you was not of the quality expected.
 (2) 结尾句或结尾段告知对方无法接受他们的投诉, 并请原谅。
 e.g. We regret we can not entertain your complaint.
- be satisfied with sb./sth. 对某人或某事满意。
 e.g. We are satisfied with the result of the experiment.
 我们对试验结果满意。
- We closely compared the sample you returned with our reference sample.
 我们把你方退回的样品同我方参考样品做了详细比较。
 you returned 在句子中作定语从句, 修饰 the sample。
 compare ...with ... 把……和……进行比较。
- prior to 在……以前
 to 是介词, 后跟名词。
 e.g. It happened prior to my arrival.
 这发生在我到达之前。
- in good order 情况良好
- without prejudice to our defense 不损害我们的利益

Activities

I Vocabulary review

- Read the useful expressions in a reply to an ill-founded complaint and translate the English ones into Chinese and the Chinese ones into English.

(1) We are very regretful to learn that you are not satisfied with LH Brand Women's Blouses.

(2) 我方很遗憾地得知贵方不满意订单号码为 432 号的货物。

(3) We have compared the gloves you returned with our shipping sample.

(4) 我方已比较了贵方退回的样品及参考样品。

(5) Our Customs has confirmed that both of the qualities are identical.

(6) 我方海关已证实两种质量略有不同。

(7) We can not help feeling that you are complaining with an aim of obtaining a discount.

(8) 我方不得不认为贵方的投诉带着退货的目的。

(9) We hope you will understand that we can't accept this term.

(10) 希望你方能理解, 我方不能接受你方的投诉。

(11) In view of the long business relations between us, we would like to solve this problem amicably.

(12) 鉴于长期的友好关系, 我们愿意友好解决这次问题。

2 Choose the expressions in Column A that best match the expressions in Column B.

A

(1) The quality of this consignment is far from being () satisfactory.

(2) Such a complaint, as is without foundation, can not be () accepted.

(3) Such deviation between the products and the sample is () normal and permissible.

(4) We honestly believe that a single customer's () unhappiness with our product is not conclusive.

(5) The goods are not unusable, but we suggest that you () make us a reduction of 10 % in the price.

(6) We have been supplying the same material for some () time and have had no complaints about it so far.

(7) We can assure you that you will not have any more () complaints to make about our future deliveries.

B

a 我们保证, 你方对以后的发货不会再有抱怨。

b 该批货的质量远不能令人满意。

c 我们提供同样的材料已有一段时间了, 至今未收到投诉。

d 货物并不是不能用, 但建议你方降价 10%。

e 我方认为, 一个客户对我们的产品不满并不足以做出结论。

f 这种产品和样品之间的差异是在正常的允许范围之内的。

g 这一投诉没有根据, 不能受理。

3 Put the following letter into Chinese.

Dear Sir

We have received a number of complaints from our customers about your serge. The serge are clearly not in accordance with the sample you left us.

The serge complained about are part of the batch of 200 pieces of 50 yards supplied to our No.BH-857 of Nov. 4. We have ourselves examined some of the serge complained about and there is little doubt that some of them are shrinkable and others not color fast.

The complaints received relate only to the serge from the batch referred to. Serge supplied before these have always been satisfactory. We are therefore writing to ask you to accept return of the unsold balance of the batch referred to, amounting to 70 pieces in all, and to replace them by serge of the same quality as the sample.

Yours faithfully

II Writing practice

Draft an E-mail of complaint to TA Trading Company.

Background: 悉尼贸易公司从 TA 贸易公司购买了 30 吨大蒜，该公司采购部写了一封信投诉大蒜短重 5 434 千克。

XX 先生：

事由：我方第 876 号订单下的 30 吨大蒜

我方刚从悉尼检验局拿到检验报告，证实上述货物短重 5 434 千克。全面检查表明短重是由于包装不当造成的，供货商应对此负责。我方以悉尼检验局的检验报告为依据，要求你方立即补回短重的大蒜。随函附寄编号为 (2021) 362 的检验报告。

希望早日发货。

谨启

Supplement :

大蒜 garlic

上述货物 (指标题货物) the captioned goods

以……为依据 on the basis of

检验报告 survey report



Rejecting the Claim

Glen Turner, an English importer writes to Li Wei, explaining that his 50 cartons of woolen carpets were soiled due to improper packing. He asks for a 15 % allowance on the invoice value. The claim is rejected.

Smith & Sons Co., Ltd.

21 Blackett Street, Manchester M1 3PQ, England

Tel: 004471-455-1932 Fax: 004471-432-1945

E-mail: smith@hotmail.com

Wongsheng & Co.

Rm 509-511 Tongle Bldg

Shennan Rd., Shenzhen(518044), China

Oct. 25, 2021

Dear Mr. Glen Turner,

We regret to learn from your letter of Oct. 18 that 20 cartons of carpets shipped under your Order No. KL-457 were found soiled and we are required to grant you a 15 % allowance on the invoice value of the order.

We took your case seriously and have looked into the matter in detail. The packing department of our company informed us that the carpets were properly packed first in waterproof paper and then in double thickness of canvas as stipulated in the contract. Furthermore, the clean B/L covering the goods indicates that they were received for shipment in an apparent good condition. Therefore, we are certain that the damage must have occurred through careless handling in transit. In the circumstances, we are afraid that we can not accept your request and we would advise you to claim on the shipping company who should bear the responsibility.

At any rate, we thank you for bringing this to our attention and if you feel it necessary we shall be pleased to take the case up on your behalf with the shipping company concerned.

Yours sincerely,

Li Wei

New Words

reject /rɪ'dʒekt/ *vt.* 拒绝, 不采纳
 carpet /'kɑ:pɪt/ *n.* 地毯, 毛毯
 soil /sɔɪl/ *vt.* 弄脏, 变脏
 improper /ɪm'prɒpə/ *adj.* 不适当的, 不合适的
 allowance /ə'laʊəns/ *n.* 补贴
 grant /gra:nt/ *vt.* 同意, 准予
 seriously /'sɪəriəsli/ *adv.* 认真地

waterproof /'wɔ:təpru:f/ *adj.* 防水的
 canvas /'kænvəs/ *n.* 帆布
 transit /'trænzɪt/ *n.* 运输
 in transit 在运输途中
 responsible /rɪ'spɒnsəbl/ *adj.* 有责任的
 responsibility /rɪ'spɒnsə'bɪləti/ *n.* 责任

Notes

- 一般来说, 买卖双方都有可能是索赔方, 索赔主要包括以下原因:
 - (1) 买方违约引起。比如没有按时开立信用证, 致使卖方无法履行合同; 不按时付款; 无理由拒收货物等。
 - (2) 卖方违约引起。比如没有按时交货; 不按合同规定的品质、规格、包装、数量、重量交货; 不提供合同、信用证规定的合适单证等。
 - (3) 由于签订的合同条款不明确, 导致理解分歧而引起争议索赔。
 值得注意的是, 索赔也可能是向承运人的索赔。索赔原因主要是货物短卸, 比如货物未卸净, 或货物误卸在其他港口; 货物在运输过程中被盗窃, 或破损而导致货物短少; 由于承运人的责任导致货物损毁, 包括破损、毁坏、水渍、污染等。
 还有一种是保险索赔。对于保险单内规定范围的有关损失可以向保险公司索赔。
- 拒绝索赔函的业务思路及信函的结构安排
 客户提出索赔的项目通常为货物受损、质量欠佳、短重、延误交货等。回函拒赔时, 力争友好解决, 详细说明调查结果。不能让对方感到你方认为他的要求是无理的, 而使对方相信你方确实认真考虑了他的索赔, 并用具体事实说服对方接受你方的立场。
- due to 由于
 to 是介词, 后面接名词。
- ...grant you a 15% allowance on the invoice value of the order.
 按订单的发票金额给你们 15% 的折扣。
- We took your case seriously and have looked into the matter in detail.
 我方认真考虑了你方的情况, 并已做了详细的调查。
 take sth. seriously 认真对待某事
 look into sth. 调查某事
- contract *n.* 合同
 sign a contract 签订合同
 cancel a contract 取消合同
 carry out a contract 履行合同
 break a contract 违反合同
- clean B/L 清洁提单
 清洁提单是指提单中未注明承运方所接受交运的货物有任何表面问题。
- We would advise you to claim on the shipping company who should bear the responsibility.
 我方建议你方向运输公司索赔, 他们应该负责。

bear the responsibility... 负责

be responsible for ... 对……负责

e.g. The weather is responsible for the delay.

由于天气关系才耽搁了。

We must hold you responsible for all the consequences.

一切后果必须由你方负责。

claim on sb. 向某人索赔

claim sth. from sb. 向某人索赔

- 9 ...the damage must have occurred through careless handling in transit.

一定是在运输途中粗率搬运造成的损坏。

must have + 过去分词, 表示对过去事实的猜测, must 表示推测, 只用于肯定句中。

- 10 take the case up with the shipping company 将此事提交运输公司处理

- 11 on one's behalf /on behalf of sb. 代表某人

Activities

I Vocabulary review

1 Choose the suitable expression for each blank.

- (1) The goods under Contract No.23 left here _____.
 A. in a good condition B. in good conditions
 C. in good condition D. in the good condition
- (2) The shipment should be made _____ Aug. 9.
 A. no late than B. not later than C. no later to D. not late to
- (3) The goods _____ shipped already if your L/C had arrived by the end of November.
 A. would be B. must have been
 C. had been D. would have been
- (4) We find the quality of your shipment is not in conformity with the _____ specification (规格).
 A. agreed B. is agreed C. agreeing D. to agree
- (5) We are sorry for the short delivery by 10 tons. This _____ you some difficulty in meeting orders of your clients.
 A. must cause B. must have caused
 C. will be caused D. has caused
- (6) Your claim on the shortage of weight _____ to 3 980 kgs in all.
 A. account B. accounts C. amounts D. amounting
- (7) We very much regret that we can not accept your claim on the washing machines from the batch _____ you complain.
 A. which B. at which C. about which D. on which
- (8) Letters of complaint should be written with care _____ to harm(伤害) future business relations.
 A. in not order B. in order
 C. in order not D. not in order

2 Complete the following sentences.

- (1) Our company packed the goods _____ (按合同规定用双层帆布).
- (2) The damage was _____ (由于船运公司处理不当).
- (3) You should _____ (向他们索赔) for the recovery of the loss.
- (4) We would like to _____ (把此事提交给保险公司).
- (5) When the goods left Hong Kong, they were in perfect condition; _____ (由运输公司签发的洁净提单) can prove it.
- (6) Thus the damage must have taken place _____ (在运输途中).
- (7) We shall be appreciated if you _____ (尽早理赔).
- (8) Upon examination we find _____ (所有的货都弄脏了).

3 Read the information below and decide what the writer wants to do in each case.

- | | |
|--|---|
| <p>(1) We have examined the water-tank(水箱) and quite agree that it contains a small flaw (瑕疵). From the label, however, it is clear that the water-tank was one of a batch offered as “seconds” in our recent sale. Because of the flaw you referred to, the price was considerably reduced.</p> | <p>He wants to tell his customer...</p> <ol style="list-style-type: none"> a. he will accept his complaint b. he will reject his complaint c. he will take the water-tank back |
| <p>(2) We have already written to you twice reminding you of the importance of prompt delivery, but you have failed to make delivery on time. We need the goods for exhibition. Now it is too late.</p> | <p>The customer wants his supplier know...</p> <ol style="list-style-type: none"> a. he has no choice but to cancel the order b. he needs the goods urgently c. he will buy some other goods |
| <p>(3) The carpets you supplied were delivered by the railway company. When we took off the wrapping (包装), we were surprised to find that they were soiled and frayed (磨损) at the edge. Now the carpets are usable, but we can not offer them for sale at the normal price.</p> | <p>The customer wants to...</p> <ol style="list-style-type: none"> a. return the carpets b. get a discount c. lodge a claim against the supplier |
| <p>(4) You ask for permission to return Shenzhen Brand Alarm Clocks. I must tell you this kind of clock has been a very successful product for us, and our other retail customers have reported highly satisfactory experience with these excellent clocks.</p> | <p>The supplier ...</p> <ol style="list-style-type: none"> a. agreed to let his customer return the clocks b. offered his customer an allowance c. wanted to deny his customer's request |

II Writing practice

Draft an E-mail of settling a claim

Background: 我方短发 5 公吨红小豆, 外商提出索赔, 根据具体情况, 我方同意赔偿。

Kino 先生:

收到你昨天对我方短发 5 公吨红小豆提出索赔的电子邮件。对此事我方深表歉意。

经核查后, 发现这是由于我方粗心大意造成的。一经收到你方同意书, 我们将用支票付款 6 000 美元到你方英格兰银行账户。

盼你方消息。

Supplements:

红小豆 small red beans

粗心大意 negligence

同意书 agreement

用支票偿付 payment by check

在英格兰银行的账户 account with the Bank of England

ELECTRONIC BUSINESS COMMUNICATIONS

电子方式商务通信

Pre-study

A Terms to Learn

1 communication

通信

国际贸易的买卖双方通常远隔千山万水，面对面的交流很难实现，因而常常需要借助于各种通信工具相互沟通、交流信息。随着科技的进步，新的通信工具和手段也不断涌现。

2 telex

电传

“telex”是“telegraph exchange”或“teleprinter exchange”的缩写，电传又称用户电报或打字电报。由于计算机和卫星通信技术的应用，电传在20世纪90年代成为国际贸易中普遍使用的通信手段。国际电传分为两种，一种是用户电传，一种是专线电传。

3 business fax

商务传真

“fax”是“facsimile”的缩写，传真是利用曝光扫描方式将图文、印鉴等原样传送到另一地点的通信方式。传真的语言介于书信和电传之间，可繁可简。

4 E-mail

电子邮件

“E-mail”是“electronic mail”的缩写，电子邮件是利用互联网（Internet）传送文本或图像文件和声音等非文本信息到另一地点的通信方式。随着计算机和互联网技术逐渐普及，E-mail已成为国际商贸领域十分重要的通信方法，其写作风格取决于发件人与收件人之间的关系。

5 electronic data

interchange (EDI)

电子数据交换

电子数据交换是公司间以标准格式进行的从计算机到计算机的商务信息传输。一个电子数据交换传输只包含商务信息，而不包含任何相伴的冗余信息或自由格式信息。

B Think and Discuss

- 1 Why do partners communicate with each other by E-means in international business?
- 2 How do partners communicate with each other?

Useful Sentences

- 1 We understand that you are interested in our *raw* materials. We are offering you , by our *fax* of Mar.3 , at the price of USD500 per ton CIF.
获悉你方对我方原材料感兴趣, 我方于 3 月 3 日传真报价如下: 每吨 500 美元 CIF.
/rɔ:/ *adj.* 未加工的
/fæks/ *n.* 传真
- 2 We have pleasure in advising you that we are well placed to *supply* silk goods which have already met with a warm *reception* abroad .
欣告贵方, 在国外颇受欢迎的丝织品我方已做好供货准备。
/sə'plai/ *vt.* 供应
/rɪ'sepʃn/ *n.* 接受
- 3 As requested , we are offering you the following subject to our final *confirmation*.
根据要求, 现我方就如下货物向贵方报价, 以我方最后确认为准。
/ˌkɒnfə'meɪʃn/ *n.* 确认
- 4 We will fax you an offer as soon as there is *stock* available.
一有现货可供, 我方将通过传真发盘。
/stɒk/ *n.* 存货
- 5 We regret that we have not received your E-mail of 26th.
很遗憾, 我方没收到你方 26 日的电子邮件。
- 6 Since you are interested in our products, please feel free to visit the web site for your selection.
既然您对我们的产品感兴趣, 务请访问该网址以便选择。
- 7 Your request has been noted, thanks! Quotation will be sent upon your advice.
我们已注意到您的要求, 谢谢。一经通知, 我们就报价。
- 8 If you are ready to bear the 50% freight, then we can send you money by T/T.
如你打算承担 50% 运费, 我们就向你电汇货款。
- 9 The consignment by sea takes 50 to 60 days and we can not block money for 60 days.
海运寄售要花 50 到 60 天, 我们不能让资金被占压 60 天。
- 10 Please feel free to call us or write to us again or communicate with us by any other *means*.
欢迎再打电话或写信给我们或以任何其他的方式与我们联系。
means /mi:nz/ *n.* 方法, 手段
- 11 For further information or more details, E-mail Logman at logman@263.net.
若需要更多的信息或更详细的情况, 请通过电子邮件 (logman@263.net) 与 Logman 联系。
- 12 If you are interested in our products, please *contact* Logman via E-mail (logman@263.net).
若对我方的产品感兴趣, 请通过电子邮件 (logman@263.net) 与 Logman 联系。
/'kɒntækt/ *vt.* 联系
/'vaɪə/ *prep.* 通过



A Deal in Men's Shirts (Part one)

A transaction in Men's Shirts is concluded through E-mail and fax exchange between the Chinese seller and the foreign buyer. The correspondence is listed below for study:

Incoming E-mail

We learn your name and E-mail address from *Business Weekly* and that you are an exporter of Men's Shirts. As the article falls within the scope of our business activities, we would like very much to establish direct business relations with you. Please send us your latest catalogues and price lists.

Outgoing E-mail

Thanks for your E-mail of today and we are glad to enter into business relations with you. We'll send you our catalogues soon and expect your orders.

Incoming E-mail

Your catalogues and price lists have been received. We are interested in Art No.A15 and A18. Please make us an offer for 1 000 dozen of the goods respectively on CIF Hamburg/Copenhagen basis for shipment in April. Payment is to be made by D/P at sight.

Outgoing fax

YOUR THIRD E-MAIL HAS BEEN RECEIVED. WITH PLEASURE NOW WE ARE GLAD TO MAKE YOU AN OFFER FOR 1 000 DOZ OF ART NO. A15 AT THE PRICE OF \$100.00 PER DOZ CIF HAMBURG TO BE PACKED IN BOXES OF ONE PIECE EACH, FOR SHIPMENT DURING MAY. PAYMENT SHOULD BE MADE BY IRREVOCABLE LETTER OF CREDIT AVAILABLE BY DRAFT AT SIGHT. AS TO ART NO.A18, WE REGRET TO SAY THAT THEY ARE OUT OF STOCK FOR THE TIME BEING. WE WILL LET YOU KNOW WHEN THE GOODS ARE AVAILABLE. AS THE GOODS SELL WELL IN THE WORLD MARKET, PLS PLACE YOUR ORDERS WITH US ASAP.

Incoming fax

YOUR 4TH FAX HAS BEEN RECEIVED WITH THANKS. WE VERY MUCH REGRET TO FIND THAT YOUR PRICE IS ON THE HIGH SIDE. PLEASE REDUCE BY 5% OR ALLOW US A FIVE PERCENT DISCOUNT. SHIPMENT SHOULD NOT BE LATER THAN THE END OF APRIL SO THAT WE MAY CATCH THE SELLING SEASON. WITH BEST REGARDS.

New Words

on the high side (价格) 偏高
scope /skəʊp/ *n.* 范围

PLS=please
ASAP=as soon as possible

Notes

- 1 简单地说, 国际贸易活动分为磋商交易和履行交易两个阶段。要达成一笔国际商品交易, 即签订合同, 贸易双方可能要经过数次函电往来, 如建立业务关系、询盘、报盘、还盘、接受等环节磋商交易的具体条件, 以致达成交易。由于新老客户的不同, 商品品种的不同, 交易的环节当然也随之改变。
- 2 传真与电子邮件一样, 可传送图、表、文字(大写或小写字母)。本课中的传真用的是大写字母, 目的是让学生熟悉英语大写字母, 便于日后阅读电开信用证及其他商业文件。传真与 E-mail 写作风格取决于发件人与收件人之间的关系, 以及所谈问题的重要程度。
- 3 本课传真中出现了一些缩略字, 如 PLS, ASAP, 它们是以以前商业电传 (telex) 中遗留下来的用法。由于它们简明, 某些缩略语仍为商人们使用。例如:
 - (1) 用短语中每个词的起始字母
FYI=for your information ASAP=as soon as possible
 - (2) 用单词的首尾字母
RD=road YD=yard
 - (3) 保留具有该词特征的前半部分
DOC=document INV=invoice
 - (4) 略去单词中的元音字母
TKS=thanks ABV=above
 - (5) 用 T, MT 代替 ment
SHPT=shipment PAYMT=payment
 - (6) 用 G 代替 ing
SHPG=shipping PCKG=packing
 - (7) 用 D 代替 ed
SHPD=shipped RCVD=received
 - (8) 用 TN, SN 代替 tion, sion
CFMTN=confirmation DSCSN=discussion
 - (9) 用电报挂号来称呼某些名称较长的公司
CHINA TRANS=China National Foreign Trade Transportation Corporation
SINOCHEM=China National Chemical Import & Export Corporation
- 4 fall within the scope of=lie within the scope of 属于 (我们业务) 范围
- 5 catch the season=catch the selling season 赶上销售旺季
Please effect shipment by the end of October to catch the Christmas selling season.
请在 10 月底前装运以便赶上圣诞销售旺季。

Activities

I Vocabulary review

1 Read the following English sentences in capital letters and mark the number of Chinese translation in the central block.

(a) OUR FAX RECEIVES NO REPLY. GOODS ARE READY BUT L/C UNRECEIVED TO DATE.	(b) WE CAN NOT SHARE LOSS BUT AGREE TO SUPPLY 30MT BREAST MEAT AT EUR 7 400 PER MT.	(c) AS BUSINESS IS CLOSED ON FOB BASIS PLEASE INSURE WITHOUT DELAY.
(d) PLS ACCEPT OUR APOLOGIES FOR OUR DELAYED REPLY. WE HAVE CONTACTED OUR CUSTOMERS IN AUSTRALIA AND WE WILL HAVE THEIR INSTRUCTIONS SHORTLY.	(1) 由于是 FOB 生意请速投保。 (2) 我方电传未收到答复，货已备妥，但迄今未收到信用证。 (3) 第 3656 号销售确认书、第 567 号信用证下的 2 000 公吨红小豆已装天鹅轮，20 日 15 点 30 分驶离中国，下月 18 日抵你港，请做相应安排。 (4) 希能给见票后 30 天付款条件且目的港为美国东海岸港口。 (5) 拟购 32 号货二季度交货，请报 CIFC3 多伦多最惠价。 (6) 请改证为单价每千克 21.5 美元，而非每千克 2.15 美元，目的港为伦敦而不是神户。 (7) 迟复为歉。已与澳大利亚客户联系，很快会得到他们的意见。 (8) 我们不能分担损失，但同意以每公吨 7 400 欧元的价格提供 30 公吨鸡胸脯肉。	(e) REFERRING TO S/C 3656 L/C 567 2 000 MT SMALL RED BEANS HAVE BEEN SHIPPED S/S SWAN LEAVING CHINA 15 : 30 20TH ARRIVING YOUR PORT 18TH NEXT MONTH PLS MAKE ARRANGEMENTS ACCORDINGLY.
(f) INTERESTED IN ART NO.32 FOR DELIVERY IN THE SECOND QUARTER PLEASE QUOTE YOUR BEST PRICE ON CIFC3 TORONTO BASIS.	(g) WE HOPE YOU CAN GIVE PAYMENT TERMS 30 DAYS AFTER SIGHT AND PORT OF DESTINATION IS EAST COAST USA.	(h) PLEASE AMEND YOUR L/C TO READ UNIT PRICE USD 21.5/KG INSTEAD OF 2.15. DESTINATION LONDON RATHER THAN KOBE.

2 Read the following abbreviated words, write out their original ones.

TTL

MKT

VOL

FYI

VSL

PLS

NOV

CAAC

CN

ASAP

KG

A/C

QLTY

RD

CCPIT

3 Read the following fax sent in capital letters.

DEAR SIRS

THANK YOU VERY MUCH FOR YOUR FAX OF JAN. 8, 2021 AND ARE GLAD TO SEND YOU OUR BEST QUOTATION FOR THE ARTICLES YOU MENTIONED AS FOLLOWS:

ART NO. 2019 USD4.20 PER YARD CIF VANCOUVER MAY SHIPMENT PAYMENT BY IRREVOCABLE LETTER OF CREDIT AVAILABLE BY DRAFT AT SIGHT.

UNDER SEPARATE COVER WE SEND YOU TWO COPIES OF CATALOGUES. WE CAN SUPPLY ALL THE GOODS FROM STOCK. IF YOU HAVE OTHER REQUIREMENTS, PLEASE DO NOT HESITATE TO LET US KNOW, WHICH WILL RECEIVE OUR BEST AND PROMPT ATTENTION.

YOURS FAITHFULLY

II Writing practice

Translate the following sentences into English.

- 1 从中国日报上获悉贵公司名称和网址，今致函以求建立直接业务关系。请寄你方出口品目录与价目单。

- 2 很高兴收到贵公司电子邮件，我方愿意与贵公司建立业务关系。另封寄你方三份目录，希贵方早日向我们订货。

- 3 我方对 123 和 124 号货感兴趣。请报 CIFC3 迪拜 (Dubai) 最低价，说明最早装运期、付款条件和订购 5 000 吨或以上能给的折扣。

- 4 谢谢你方今日传真。很高兴报盘如下：红小豆 3 000 吨，每吨 4 800 美元 CIFC3 迪拜，11 月月底交货，即期 L/C 支付。

- 5 收到你方 16 日报盘。我们不得不指出你方价格偏高，歉难接受。请减 5% 以便成交。



A Deal in Men's Shirts (Part Two)

Outgoing fax

Referring to your sixth fax we are glad to inform you that your counter-offer is acceptable. All the terms are repeated as below:

Commodity: Men's Shirts Art. No.A15

Quantity: 1 000 dozen

Price: USD95.00 per dozen CIF Hamburg

Packing: In boxes, each containing 1 piece, 40 boxes to the carton

Shipment: Before the end of April

Payment: By irrevocable L/C payable by draft at sight, which should reach us before Feb. 28

Our S/C is attached for your signature.

Best regards.

Incoming fax

We are glad to have come to terms with you on the 1 000 dozen of Men's Shirts. We would like to advise that all the cartons should be clearly marked as follows :



S/C number

bale number

port of destination

In this way, our goods will be readily identifiable

By the A · B in diamond

Your cooperation in this matter will be appreciated

Incoming E-mail

Following our fax of yesterday, we are pleased to inform you that an irrevocable L/C No.11/333 dated Feb. 1, 2021 amounting to USD95 000 for the 1 000 dozen of Men's Shirts will be established in your kind favor.

Here is the L/C application for your kind information and necessary action.

Outgoing E-mail

Your L/C Application has come to hand. On checking your L/C against our S/C we find that consular invoice is required, which must be canceled, as there is no consulate in our city.

Outgoing E-mail

We are now glad to inform you that the shirts you ordered have been shipped on board S.S. "Peace" sailing for your port tomorrow and is due to arrive at Hamburg on or about May 20. We look forward to hearing from you that you are pleased with them.

New Words

come to hand 收到

consular /'kɒnsjələ/ *adj.* 领事的

consulate /'kɒnsjələt/ *n.* 领事馆

identifiable /aɪˌdɛntɪˈfaɪəbl/ *adj.* 可识别的

attach /ə'tætʃ/ *vt.* 附加, 贴上

draft /dræft/ *n.* 草稿, 草案

bale /beɪl/ *n.* 货包, 捆

destination /ˌdestɪˈneɪʃn/ *n.* 目的地

on board 已装船

readily /'redɪli/ *adv.* 容易地

diamond /'daɪəmənd/ *n.* 菱形, 钻石

mark /mɑ:k/ *n.* 标记, 唛头

Notes

- 1 在函电中, 对于对方的全部交易条件表示出 acceptable, accepted, have accepted, confirmed, have confirmed 等字样, 即已达成交易。
- 2 Packing : in box, each containing 1 piece, 40 boxes to the carton
包装: 纸盒装, 每盒装 1 件, 40 盒装一纸箱
each containing 1 piece 也可以这样表达 1 piece each
- 3 唛头主要有三种标志, 分别是运输标志 (shipping mark)、指示性标志 (indicative mark)、警告性标志 (warning mark)。运输标志由简单几何图案、文字 (目的港)、数字 (包件号、合同号或信用证号) 构成。



圆中有 A 字样

A in circle



正方形中有 AB 字样

AB in square



三角形中 ABC 字样

ABC in triangle



菱形中有 SL 字样

SL in diamond



ABC 下加横线

ABC is underlined



矩形中有 A. B. 字样

A. B. in rectangle

HLJ 1315 / 255515

LONDON

1-120

销售确认书编号下加横线, 其下为目的港, 再下为件数

with S/C number underlined below, destination and bale number below again

比较常见的外包装指示性标志有：

THIS SIDE UP! 请勿倒置！

HANDLE WITH CARE! 小心搬运！

FLAMMABLE 易燃物品

DO NOT CRUSH! 切勿挤压！

KEEP OUT OF THE DIRECT SUN! 避免阳光直射！

USE NO HOOK! 勿用挂钩！

FRAGILE 易碎品

KEEP FLAT! 保持平放！

KEEP IN DARK PLACE! 暗处存放！

- 4 有时（偶尔），买方可以把信用证申请书先传给卖方，卖方没有异议后再交给银行开证，以免事后改证。
- 5 领事发票：有些国家对进口要求卖方提供领事发票或领事签证的发票，作为估税、统计等依据。领事签发领事发票时要收取一定费用。
- 6 shipped on board 已装船。在国际贸易运输中，on board 字样很重要，表明货物已实际装上了运载工具。
on board B/L 已装船提单

Activities

I Vocabulary review

1 Read the following fax.

FACSIMILE MESSAGE

TO: LIAO WEIPING

THIRD GARMENT DEPT.

HEILONGJIANG TEXTILES IMP & EXP CORP

FROM: KADER

ADMIN/FINANCE MANAGER

SUBJECT: YOUR FAX REF NO. 02T2213

DEAR SIR

THANK YOU FOR YOUR FAX OF JUL. 8, 2021. I AM REALLY SORRY FOR MY DELAY IN FAXING YOU BECAUSE I WAS IN ANOTHER CITY.

WE WOULD KEENLY LIKE TO PLACE A TRIAL ORDER WITH YOUR COMPANY FOR LINEN FABRICS.

ART NO.	PRC ON CIF VANCOUVER BASIS	YARDS	TOTAL
1001	USD3.20 PER YD	200	USD640.00
2008	USD2.90 PER YD	200	USD580.00
<hr/>			
TOTAL	USD1 220.00		
<hr/>			

PLS DO UNDERSTAND THAT THIS WILL BE JUST THE BEGINNING OF OUR ORDERS WITH YOU. PLS CONFIRM THIS AND WE WILL ARRANGE FOR IRREVOCABLE L/C IMMEDIATELY. IN THE MEANTIME WE WOULD LIKE TO THANK YOU FOR ALL YOUR KIND HELP AND COOPERATION IN THIS MATTER.

LOOKING FORWARD TO HEARING FROM YOU SOON.

BEST REGARDS

P.T.ANDERSON

2 Read the following messages with the help of your dictionary.

- (1) If you'd like more information on the U.S. Commercial Service, please visit our web site.
- (2) We sell home electric appliance worldwide, including TV sets, refrigerators and DVD. They sell well in more than 40 countries and have won favorable reception from home and abroad for their unique design and reliable properties. Catalogues are available free of charge. Our prices are competitive, plus a discount of 5% on large orders. We take VISA, Master Card and other valid credit card.
For more information or you are interested, please E-mail logman@263.net.
- (3) WE WELCOME MR. GREEN AND MR. KINO VISIT OUR FIRM ON OR ABOUT OCT. 1. PLEASE CONTACT OUR COMMERCIAL COUNSELLOR IN YOUR CITY. KINDLY LET US KNOW FLIGHT NUMBER AND DATE OF ARRIVAL RGDS.
- (4) YOUR NAME AND E-MAIL ADDRESS WERE GIVEN BY OSAKA CHAMBER OF COMMERCE AND INDUSTRY AS PROSPECTIVE BUYERS OF CHINESE COLOR TV RECEIVERS PANDA BRAND. WE ARE GLAD TO ESTABLISH DIRECT BUSINESS RELATIONS WITH YOU AS TVS ARE OUR LINE.
- (5) NOW AS ORDERS ARE RUSHING IN FROM ABROAD, OUR STOCK IS RUNNING LOW AND MARKET IS BRISK, WE SUGGEST YOUR SENDING ORDERS SOON.

II Writing practice

Put the following sentences into English.

- 1 货物已装“和平”轮，明日起航，预计7月20日左右抵达你港。

- 2 请把信用证修改为“允许在新加坡转船”。

- 3 第2345号信用证已通过Habib Bank Limited以你方为受益人开出，金额为23 000美元。

- 4 兹欣告，第 222 号进口许可证获准，有关信用证正通过中国银行天津分行开立中，不日即将抵达你方。

AGENCY

代理

Pre-study

A Terms to Learn

1 agency 代理

在国际贸易中，代理是一种贸易方式。代理人代表委托人招揽客户和订单，代表委托人签订买卖合同，处理委托人的货物，收受货款等，本身并不作为合同一方参与交易。代理人通常用委托人的资金进行业务活动，如展销、做广告等。代理人代表委托人完成约定的代理业务活动，委托人就向其支付报酬，即佣金。

2 agent 代理人

代理有以下几种：

总代理（general agency）

总代理是在指定地区委托人的全权代表，除有权代表委托人签订买卖合同，处理货物等商务活动外，也可以从事一些非商业性的活动，有权指派分代理，并可分享代理的佣金。

3 exclusive agent 独家代理人

独家代理（exclusive / sole agency）

独家代理是委托人在指定地区委托的唯一代理。委托人在该地区不委托第二个代理人。

佣金代理（commission agency）

佣金代理又称一般代理，指在同一代理地区、时间及期限内，同时有几个代理人。

4 agency agreement 代理协议

为明确委托人与代理人之间的责、权、利，双方要签订代理协议。

有关代理方面的信函主要包括要求担当代理和货主指定代理。代理方应为委托方所了解、相信并被认为有能力为委托方开拓市场和扩大销售；委托方要向代理方提出要求。双方在协商基础上对所代理商品品种、时间、地区、销售量、费用、佣金率等达成一致意见后即签订协议。

5 modes of trade 贸易方式

除代理外，还有包销、寄售、补偿贸易、租赁贸易、期货贸易、拍卖等贸易方式。

B Think and Discuss

- 1 What is an agent?
- 2 What are the main terms included in an agency agreement?

Useful Sentences

- 1 In view of your past efforts in pushing the sale of our products, we have decided to accept your proposal and appoint you as our agent.

鉴于你方在推销我们产品上所做出的努力，我们已决定接受你方建议，指定你方为我们的代理。

- 2 We have already been represented by Messrs Kino Company as our agent in your territory.

在贵国境内，基诺公司已担当了我们的代理。

- 3 We should like to know your plan for promoting the sales of our products, the market consumption and the volume of business which you are able to conclude monthly or quarterly.

我们想了解你方对新产品的促销计划、市场消费情况和你们每个月或每季度能实现的营业额。

- 4 Although we have full confidence in your sales ability, we suggest that at this stage you do business with us on our usual trade terms.

虽然我们对你方销售能力充满信心，但我们建议目前你方仍与我们按通常条件做生意。

- 5 We are venturing to request you to appoint us as your agent in Canada for your color TV receivers.

我们冒昧地要求指定我们担当贵公司在加拿大的彩电代理。

- 6 We have drawn up a agency agreement. Please go over the detailed terms and conditions and advise us whether they meet with your approval.

我们已起草一份代理协议，请阅其详细条款，并告知你方是否同意。

- 7 As we are now only at get-acquainted stage we think it rather premature to take into consideration the matter of sole agency.

由于我们现在处于初交阶段，我们认为考虑独家代理一事时机尚未成熟。

- 8 A 6% commission on invoice value against each shipment will be remitted to Party B by Party A after receipt of the payment.

收到货款后，甲方就每批货物按发票金额的6%汇佣金给乙方。

- 9 Party B shall be responsible for the sending of reports every month to Party A for their reference, setting forth local market conditions of the said goods.

乙方每月负责向甲方寄送报告，说明该商品在当地市场的推广情况以供参考。

- 10 After a careful review of our business relations, we have decided to entrust you with the sole agency for our "Swan" Brand Wool Carpets in the territory of Egypt.

仔细回顾了我們之间的业务关系后，我们决定委托你方在埃及境内担当我们的“天鹅”牌毛毯独家代理。

- 11 We appreciate your suggestion that you sell our goods on an exclusive basis, but first of all we should like to know the approximate quantity you can sell in the coming year.

谢谢你方独家销售我方货物的建议，但首先我们想了解明年你方的大概销售数量。

/ˈterətri/ n. 国境

/kənˈsʌmpʃn/ n. 消费

/əˈbɪləti/ n. 能力

/ˈventʃə/ v. 冒险

/getəˈkweɪntɪd/ adj. 初识的

/ˈpremətʃə/ adj. 不成熟的，过早的，仓促的

/rɪˈmɪt/ v. 汇款

/ɪnˈtrʌst/ v. 委托

/əˈprɒksɪmət/ adj. 大约的



Asking for Sole Agency

If the goods are popular or can meet with a favourable reception, the buyer may ask for sole agency to enlarge their business. Today we receive a letter from a customer, who wish to be our sole agent for our electric products in their district.

HUAMAO AGENCIES

IMPORTER, EXPORTER & DISTRIBUTION

625 Aljunied Road, Singapore 389836

Tel:65-743 8883 (5 lines) Fax:65-7468570 E-mail:huamao@mbox4. singnet.com.sg

Malaysia Subsidiary

10 Jalan Selers 1. Taman Bukit Indeb 58200 Kuala Lumpur.

Tel:60-3-7814777 Fax:60-3-7814875 E-mail:huamao@mbox4.singnet.com.sg

Date: May 2, 2021

Heilongjiang Heitu Trading Co., Ltd.

130 Changjiang Road

Harbin, China 150001

Dear Sirs,

We are writing to you with regard to acting as an agent for the sale of your electric appliances in our district. We specialize in this line for decades and have wide business connections throughout the country. Malaysia is a vast and potential market for Steam Electric irons, TV Receivers, Refrigerators, Electric Fans and Air Conditioners. We intend to break fresh ground for you.

We have been working with Heilong Light Industrial Products Imp/ Exp Corp. for years and our relations have been proved mutually satisfactory. You may refer to them for any information concerning our firm.

We are interested in entering into an exclusive agreement with you for the promotion of sales of your products in Malaysia. Meanwhile we shall be pleased to hear from you at your earliest convenience.

Yours faithfully,

Qu Sanchuan

HUAMAO AGENCIES MALAYSIA SUBSIDIARY

New Words

agent /'eɪdʒənt/ *n.* 代理, 代理人
 appliance /ə'plaɪəns/ *n.* 器皿, 器具
 exclusive /ɪk'skluːsɪv/ *adj.* 独家的
 refrigerator /rɪ'frɪdʒəreɪtə/ *n.* 电冰箱

electric /ɪ'lektrɪk/ *adj.* 电的
 decade /'dekeɪd/ *n.* 十年
 potential /pə'tenʃl/ *adj.* 有潜力的
 agreement /ə'ɡri:mənt/ *n.* 协议

Notes

- 写要求担当代理的信件应说明己方所具有的优势和条件、所能承担的义务等, 要表现出诚恳、积极的态度, 并让对方感到可信、有能力。
- act as 担当, 担任, 充当 sales agent 销售代理 selling agent 销售代理
 buying agent 采购代理 advertising agent 广告代理
 shipping agent / forwarding agent 运输代理 insurance agent 保险代理
- agency 和 agent
 agency 一般是指代理机构、代理处, 是提供特定服务的机构, 而在 agency 里的工作人员, 就叫 agent, 也就是代理人。比如在营销机构 (marketing agency) 的工作人员就是营销代理 (marketing agent)。
- with regard to 关于
 I am writing to you with regard to your advertisement published in China Daily on May 18, 2021.
 兹致函贵公司有关贵方 2021 年 5 月 18 日在中国日报上刊登广告一事。
- electric 主要表示靠电驱动的
 e.g. an electric fan 电扇 an electric bell 电铃
 an electric lamp 电灯 an electric stove 电炉
 an electric motor 电动机
 electrical 主要表示与电有关的或研究电气科学的等
 e.g. electrical work 与电有关的工作 an electrical engineer 电气工程师
 electrical experiments 电气实验 an electrical fault 电气故障
- break fresh ground 开辟新天地
- specialize (specialise) in 专门经营
- refer to 参阅, 提及, 关于, 把……提交……, 向……查询
 e.g. As to shipment, please refer to Clause 8 in Contract No.3850.
 关于装运, 请参阅第 3850 号合同第 8 款。
 We have referred your letter to the ABC Co.
 我们已把你方来信转给 ABC 公司。
 Referring to Contract No.1234, we are glad to inform you that the I/L has been approved.
 关于第 1234 号合同, 我们高兴地通知你方, 该进口许可证已获准。
 reference *n.* 提及
 Reference is made to our letter of inquiry dated Mar.16, we have received your Proforma Invoice No.HL124.
 兹提及我方 3 月 16 日询购函, 我们已经收到你方第 HL124 号形式发票。
- enter into 进入, 达成, 签订
 e.g. We would like to enter into business relations with you.
 我们愿意与贵公司建立贸易关系。
 Through days discussions we have entered into the agreement.
 经过数天谈判, 终于达成了协议。
- exclusive / sole agency agreement 独家代理协议 exclusive agency 独家代理

exclusive distribution 总经销

exclusive sales 包销

exclusive sales agreement 包销协议, 独家经销协议

exclusive offer 独家发盘

11 promotion *n.* 促进、促销、推销

China Council for the Promotion of International Trade (CCPIT) 中国国际贸易促进委员会 (简称中国贸促会) 成立于 1952 年, 是全国性对外贸易投资促进机构。其主要职责是落实国家有关重大发展战略, 促进对外贸易、双向投资和经济技术合作; 负责中国参加国际展览等事务; 参与经贸政策法规制定、对外经贸谈判和国际商事规则制定; 开展法律顾问、商务争端调解、经贸和海事仲裁等工作, 签发和出具出口商品原产地证明书、对外贸易有关文件和单证, 提供专利申请、商标注册、诉讼维权等知识产权服务。

Activities

I Vocabulary review

1 Put the following into English.

独家代理	蒸汽电熨斗
代理协议	开辟新天地
有潜力的市场	广泛的业务联系
担当代理	达成协议
电风扇	空调机

2 Fill in the blanks with the words given.

contracts standard deliver receiving assistance identifiable
--

Dear Sirs,

RE: MARKING OF BALES FOR EXPORT

From time to time we experience the problem of not _____ goods (bales) which belong to us, which problem is caused by our dockworkers (码头工人) sometimes reading the S/C number incorrectly, and _____ the wrong bale/s to us.

In this case, with your co-operation we should like to adopt a _____ MARK for all goods, bought, and to be bought in the future by us.

Would you therefore, please note that with immediate effort, all packages for our _____ should be clearly marked as follows:

ABC Co.

S/C number

bale number

PORT OF DESTINATION

In this way our goods will be readily _____.

Your prompt _____ in this matter will be appreciated.

With best regards, we remain

Yours faithfully,

3 Complete the following sentences in English.

- ① 他们在过去几年中一直和贵公司做生意。
- (1) They state _____
 ② 他们可以为贵公司争取到更多订单。

- ① 与贵公司签订独家代理协议。
- (2) We are interested in _____
 ② 在埃及境内担当我方独家代理。

- ① 能为你方在非洲开辟新市场。
- (3) We specialize in this line and _____
 ② 能大量推销你方产品。

- ① 我们在服装贸易方面富有经验。
- (4) We plan to expand business with you, as _____
 ② 我们与经营该品种的批发商和零售商关系良好。

- ① 你方去年订货量不大。
- (5) As per our records _____
 ② 你们主要经营纺织品。

4 Read the following with the help of your dictionary.

Gentlemen:

As we will close our yearly Accounting Ledger Books at the end of the year, we request you to remit our entire pending commission immediately, enabling us to close our Accounting Books.

The Exchange Control Authorities of Bangladesh Govt. has been pressing hard to submit our commission statement to them immediately.

Therefore, we request you to send us your bank draft covering our entire pending commission by REGISTERED POST on or before 25/6/2021.

Thanking you and awaiting your bank draft, we remain

Yours faithfully,

II Writing practice

Background:

你从最近的上海国际摄影展了解到海鸥相机，其过硬的质量、吸引人的设计和合理的价格给你留下了深刻印象。你相信海鸥相机在澳大利亚会有很好的市场前景。因此你写信表达非常有兴趣成为海鸥相机在澳大利亚的独家代理。你公司是在摄影行业有 20 多年历史的主要进口商，你方对澳大利亚市场非常了解，并与当地主要零售商建立了良好的关系。

Supplement:

上海国际摄影展

International Photographic Exhibition in Shanghai

新颖的设计

attractive design

海鸥相机

Seagull camera

主要进口商

a leading importer

主要零售商

the local leading retailers

对双方有利

be beneficial to both of sides



Declining the Request for Agency

On *May 19*, 2021 We received a letter from Kadar Enterprises, UK, which wishes to act as our exclusive agent. We may decline their request if we do not have a long business relations with them or the business volume between the two parties is not good enough.

Heilongjiang Heitu Trading Co. ,Ltd.

Add:130 Changjiang Road
Harbin, China

Fax:0086-451-2627037
Tel:0086-451-2621564
E-mail:hthd@public.hr.hl.cn

Your ref:

Our ref: HHbc321

Date: May 19, 2021

Dear Sirs,

We thank you for your letter of May 19,2021, conveying your good intention to push sales of our dresses made of 100% pure linen material and your interest in acting as sole representative for this line in the UK market.

After serious consideration, we decided not to commit ourselves at this stage. In our opinion, it would be better for us to do some transactions first. We shall revert to the matter when the turnover between us in this line reaches or exceeds 50 000 pounds.

Please do not misinterpret the above remarks. A large number of transactions have been done between us in other lines in the past decade. We think it advisable to postpone the matter until your future sales warrant such a step.

We are sure you will appreciate our position and eye more our bright future.

Yours faithfully,

Nax Xiamin

(Assistant Manager)

HEILONGJIANG HEITU TRADING CO. , LTD.

New Words

convey /kən'veɪ/ v. 传递, 转送
 representative /ˌreprɪ'zentətɪv/ n. 代表, 代理
 revert (to) /rɪ'veɜ:t/ v. 重谈, 回到原话题
 remark /rɪ'mɑ:k/ n. 备注

warrant /'wɒrənt/ v. 保证, 使有 (正当) 理由
 linen /lɪnɪn/ n. 亚麻
 commit /kə'mɪt/ v. 承诺, 答应
 misinterpret /ˌmɪsɪn'tɜ:prət/ v. 误解

Notes

- 1 写这类信件应礼貌, 不伤害对方的感情, 应说明事情的原委, 并表示以后重谈此事或表达感谢。
- 2 convey 转达、传送
 e.g. Please convey our thanks to your branch office.
 请向你们的分公司转达我们的谢意。
 This liner conveys both passengers and goods.
 这艘班轮客货均载。
 conveyor n. 运输设备, 运输人
 conveyance n. 运输, 传送 means of conveyance 运输工具
- 3 material n. 布料、材料
 building material 建筑材料 reading material 阅读材料 linen material 亚麻布料
 raw material 原料 dress material 衣料
- 4 representative n. 代表 representative office 代表处 sole representative 独家代理
 e.g. Please send your representatives to Guangzhou for further discussion.
 请派代表到广州进一步磋商。
- 5 UK (United Kingdom) 英国
- 6 turnover n. 营业额、成交额
 annual turnover 年营业额 turnover rate 周转率 turnover tax 营业税
 e.g. Should you be prepared to appoint us as your agent, we would guarantee a turnover of USD100 000 each year.
 如贵方委派我方担当代理, 我们保证 10 万美元的年营业额。
- 7 It would be better for sb. to do sth. 最好做某事
 It would be advisable for sb. to do sth. 最好做某事
 e.g. It would be better for us to settle the problem first.
 最好先解决这个问题。
 It would be advisable for you to delete the clause.
 你方最好取消这一条款。
- 8 postpone...until... 把……推迟到 postponement n. 延期, 延迟
 e.g. We think it advisable to postpone the matter until your future sales warrant such a step.
 我们认为你方将来销售额达到采取这一步骤时再谈此事较为稳妥。
 The postponement of delivery is largely due to the breakdown of manufacturer's machinery.
 延期交货主要是由于厂方机器发生了故障。
- 9 warrant v. 认为正当, 保证
 e.g. The volume of business done does not warrant an agency appointment.
 营业额不够委托代理的条件。

The material is warranted (to be) pure wool.

这种料子保证是纯毛的。

- 10 at this stage 在目前阶段 at present 目前，现在
for the moment 目前，眼下 for the time being 目前，眼下

Activities

1 Put the following into English, then put them into the blanks in the following sentences.

纯亚麻布料 _____ 总代理与独家代理 _____
好意 _____ 目前 _____
在过去的十年中 _____ 谢绝代理请求 _____
推销 _____ 达到或超过 _____

- (1) If you will continue your efforts in _____ of our products, we shall be glad to discuss with you the matter of _____.
- (2) Although we have full confidence in your sales ability, we suggest _____ you do business with us on our usual trade terms. As soon as marked success is achieved by you, or the turnover between us _____ USD500 000, we will then take your proposal into consideration.
- (3) We appreciate your _____ to act as our sole agent for our garments made of _____ and your efforts made _____. Yet we very much regret that we have to _____, as we have been represented by the ABC Co. in your country.

2 Fill in the blanks with prepositions.

Dear Sirs,

We acknowledge _____ thanks your communication mentioned above.

_____ the UK there are excellent opportunities _____ Dresses made _____ 100% pure linen material, therefore we urgently need to have your comprehensive export catalogues .

We shall be most delighted to be your SOLE REPRESENTATIVE _____ the UK market, kindly forward your terms and conditions to establish a long and fruitful business relations _____ our two organizations.

We look forward _____ receiving your early reply.

Yours faithfully,

3 Read the following letter and then translate it into Chinese.

Dear Sirs,

Thank you for your letter of Nov. 14th asking for sole agency.

As we are now only at the get-acquainted stage, we think it rather premature to take into consideration of sole agency .In our opinion, it would be better for both of us to try out a period of cooperation to see how things prove.

We appreciate your efforts in pushing sales of our products at your end and hope you continue your efforts in

building a large turnover to justify the sole agency arrangement.

Yours truly,

4 Translate the following sentences into English.

(1) 我们将考虑你方担当我方独家代理的建议。

(2) 当我们之间的业务发展到双方满意时再重谈此事。

(3) 我方代表史密斯先生在广州和你们讨论过此事。

(4) 我们认为最好把此事推迟到明年。

(5) 鉴于我们之间的长期贸易关系，我们打算在埃及和邻近地区推销你方产品。

(6) 如能仔细考虑我方要求不胜感激。

(7) 在纽约，对你方亚麻服装需求量大。

(8) 请你方更多着眼于光明的前景。

(9) 在伦敦，你方纺织品有大好商机。

(10) 你们可以向第一国民银行了解我公司情况。

5 Read the letter, punctuate the sentences and divide it into paragraphs.

dear sirs this is to inform you that we are interested in acting as your sole agent in our district we specialize in textiles such as bed covers pillow cases and curtains we have done business with your shanghai textiles import and export corporation for 5 years you may inquire about our market ability and our status we wish you give the matter your due consideration and await your news with keen interest yours truly



Signing Sole Agency Agreement

On *Sept.17* After the exchange of business correspondence, the terms and conditions, such as the period of agency, commission, territory of agency, advertising and expenses, validity of agreement and so on, all have been settled, Party A (the supplier) appoints Party B as the sole agent and an agreement is to be signed.

Heilongjiang Heitu Trading Co., Ltd.

Add:130 Changjiang Road
Harbin, China

Your ref:

Our ref:

Fax:0086-451-2627037

Tel:0086-451-2621564

E-mail:hthd@public.hr.hl.cn

Date: Sept. 17, 2021

Dear Sirs,

Further to our letter of Sept.14, we are glad to inform you that after careful consideration of the proposal you put forward in your letter of Sept. 12, 2021, we are prepared to offer you the exclusive agency on the following terms and conditions (details as the enclosed Agency Agreement):

- 1 You act as our sole agent for a trial period of one year, commencing on Jan. 1st 2022.
- 2 We pay you a 5% commission on your sales of our products.
- 3 You undertake not to sell the competing products of other manufacturers.
- 4 You render monthly statements of sales, market reports and accept drafts we draw on you for the net amount due.
- 5 Do advertising for our products. The fees are to be deducted from our proceeds.

When this Agreement is signed, we will prepare a circular announcing your appointment as our agent.

Yours faithfully,

Liu Youlan

Heilongjiang Heitu Trading Co., Ltd.

New Words

appoint /ə'pɔɪnt/ v. 任命, 委派, 指派

commence /kə'mens/ v. 开始

statement /'steɪtmənt/ *n.* 报表

proceeds /'prəʊsi:dz/ *n.* 收入, 进款

announce /ə'naʊns/ v. 宣布

render /'rendə/ v. 提交

advertising /'ædvətaɪzɪŋ/ *n.* 广告宣传

circular /'sɜ:kjələ/ *n.* 公告

appointment /ə'pɔɪntmənt/ *n.* 任命, 指定

Notes

- 1 写这类信件应慎重,明确委托人和被委托人之间的义务,并附代理协议(主要包括当事人、代理的商品、代理范围、支付方法、佣金、费用、协议期限等条款)。
further to 继……之后。用在信件开头,表示和前文有关。
e.g. Further to our letter of 18th inst., we wish to inform you that we have sent the counter samples mentioned.
继我方本月 18 日函,兹通知所说的对等样品已寄出。
- 3 commence v. 开始(书面用语) commencement n. 开始
- 4 competing adj. 竞争的 competing products 竞争品
competitive adj. 有竞争力的 competitive price 有竞争力的价格
compete v. 竞争 competitiveness n. 竞争性,竞争力
- 5 statement n. 报表,表格
financial statement 财务报表 annual statement 年度报表
income statement 收益表 statement of sales 销售报表
- 6 You render monthly statements of sales, market reports and accept drafts we draw on you for the net amount due.
你方每月提交销售报表、市场报告并承兑我方向你方开出的汇票支付应付的净额。
due adj. 所欠的,适当的,及时的,到期,预定
e.g. After due consideration, we have decided to grant your request.
经过适当考虑,我们决定答应你方的要求。
The steamer is due next Monday.
该船预定下星期一到达。
This remittance is in payment of all commissions due you up to date.
这笔汇款是支付迄今为止欠你方的各项佣金。
We trust the shipment will reach you in due course.
我们相信这批货将按期抵达你方。
The time of shipment falls due next Sunday.
装船期下个星期天到期。
- 7 advertising n. 广告宣传 advertising agency 广告代理
advertising campaign 广告活动 advertising expenses 广告费用 advertising rate 广告费率
advertise v. 登广告,做广告
e.g. A company may advertise its products by means of newspapers, magazines and televisions.
公司可以通过报纸、杂志和电视对其产品做广告。
advertisement n. 广告
If you want to promote this new product of yours, put an advertisement in the newspaper.

如果你们要促销该新产品，就在报纸上登个广告。

We are writing in regard to your advertisement published in *China Daily*.

兹致函有关你方在《中国日报》上所登广告一事。

8 appoint v. 委派，任命

e.g. We have appointed an agent for our soybeans in your country.

我们已在贵国委任了大豆代理。

We have appointed Messrs Black & Sons our agent for the products.

我们已委任布莱克父子公司为该产品的代理。

appointment n. 委派，任命 make an appointment 约会 letter of appointment 委任状，委任书

to keep one's appointment 守约 to break one's appointment 违约

They have appointed Mr. Smith the representative to discuss the matter further.

他们已指派史密斯先生为代表进一步讨论此事。

Activities

1 Put the following sentences into Chinese.

(1) We learned that you are looking for a reliable firm with good connections in the trade to represent you in our country.

(2) We are confident we could develop a good market for you in Kuwait (科威特).

(3) ABC Co. is an old-established firm with many years' experience in the trade.

(4) The agent appointed must act in strict accordance with the provisions of the agency agreement signed between the two parties.

(5) Concerning our standing in the trade, we suggest you refer to our banker.

(6) In order to enable us to make a careful study of your proposal, we would like to know your plan for promoting the sales of our products and the volume of business which you are able to conclude monthly or quarterly.

(7) During the period of this agreement, both parties should strictly abide by the terms and conditions of this agreement.

(8) In the event of any breach of the terms by one party, the other party is entitled to claim the termination of this agreement.

2 Put the following into English and Chinese respectively, then compare the words which are of the similar meaning or the same root.

e.g. 修改信用证

amend L/C (amend, 修改, v.)

(1) 竞争产品

L/C amendment

信用证修改书 (amendment, 修改书, n.)

competitive price

(2) 实验期	test report
(3) 承兑汇票	acceptance of an offer
(4) 应付的净额	after due consideration
(5) 签署协议	put your signature
(6) 开发市场	developing country
(7) 月销售报表	selling agent
(8) 市场报告	marketable commodity
(9) 重议某事	talk again
(10) 做广告宣传	put an advertisement in

3 Fill in the blanks with prepositions.

- (1) We understand from ABC Co. that you are looking ____ a reliable firm ____ good connections ____ the title trade to represent you ____ Egypt.
- (2) We should be pleased to learn that you are interested ____ our proposal and ____ what terms you would be willing to conclude an agency agreement.
- (3) ____ view ____ your connections throughout that trade ____ Cuba(古巴), we feel there is much you could do to extend our business there.
- (4) The agent appointed must act ____ strict accordance ____ the provisions of the agency agreement signed ____ him and his principal.
- (5) Business companies which do not have a branch office or representative ____ a place may appoint an agent to act ____ their behalf.

4 Read the following sentences with the help of your dictionary.

- (1) After confirmation of an order, Party B shall arrange to open a 100% Irrevocable Letter of Credit available by draft at sight in favor of Party A within the time stipulated in the relevant S/C. Party B shall also notify Party A immediately after the L/C is opened, so that Party A may make preparations for shipment.
- (2) Party B shall have the obligations to forward once every three months to Party A detailed reports on current market conditions and on consumers' comments.
- (3) This agreement, when duly signed by the parties concerned, shall remain in force for one year to be effective as from Jan. 1, 2021 to Dec. 31, 2021.
- (4) For any business transacted between governments of both parties, Party A shall have the right to handle such direct dealings as authorized by Party A's government without binding themselves to the agreement.
- (5) Party A shall not supply the contracted commodity to other buyers in the above mentioned territory.
- (6) Should one of the parties fail to comply with the terms and conditions of this agreement, the other party is entitled to terminate the agreement.

词 汇 表

加“*”的是各单元常用句子中出现的词

A

a batch of	一批
above-mentioned	上面提到的
acceptable	可接受的
acceptance	接受, 承兑
accordance	一致, 和谐
accordingly	因此, 相应地
account	账户, 账目
additional	附加的, 额外的
adequate	充分的, 足够的
advantage	优势, 有利
advertising	广告宣传
agency	代理, 代理权
agreeable	适合的, 可同意
agreement	协议
airline	航空公司
airport	机场
air-tight	不透气的, 密封的
allowance	补贴
amendment	修改, 改正
amount	数量, 金额
announce	宣布
anticipate	预期, 期望
anxious	渴望, 担忧
apologize	道歉
appliance	器皿, 器具
application	申请, 应用
appoint	任命, 委派, 指派
appointment	任命, 委派
approach	接近, 联系
approve	批准, 满意
approximate*	大约的
apt	易于……
arbitration*	仲裁
arrangement	安排
as per	按照

assistance	援助, 帮助
assistant	助手
as requested	如同要求
assume	承担, 假定
assurance	保证
assure	保证
at all time	随时
athletic	运动的
at present	目前, 眼下
at sight	即期
automate	使自动化
avenue	林荫道, 大街
avoid	避免
await	等候

B

bale	货包, 捆
banker	开户行
base	基地, 基础
bear	负担
be looking forward to	盼望
be obliged for	感谢某事
be rest assured	请放心
be satisfied with	对……满意
benefit	利益, 好处
block	街区
book	订货
brand	品牌
breast meat	鸡胸脯肉
bureau	局, 司, 处
buyer	买主

C

canvas	帆布
caption	标题
cargo	货

carton	纸板箱	convey	传递, 转送
carpet	地毯	convince	使信服
cash register	收款机	copying machine	复印机
catalogue	目录	costumer	服饰供应商
cell	电池	cotton	棉花
charge	费用, 装船	count	数, 计算
circular	公告	cover	包含, 包括
claim	索赔	coverage	保险范围
clash and breakage risk	碰撞破碎险	covering	有关的
clause	条款	credit	把……记入贷方
client	客户	currency*	货币
collection*	托收	current	当前的
come to hand	收到	customary	惯例的
command	博得, 命令		
commence	开始		
commercial	商业的	D/A	承兑交单
commission	佣金	damage	损坏
commit	承诺, 答应	damp	湿气, 受潮
commitment*	承诺, 约定	data	数据
commodity	商品	date	标明日期
compare	比较, 对照	deadline	最终期限
compensate*	补偿	debit	借方, 借记
competitive	有竞争力的	decade	十年
complaint	抱怨, 牢骚	decline	衰退, 谢绝, 下降
complete	完成, 使完满	defense	保卫, 保护, 辩护
comply	顺从, 遵守	definite	明确的
comply with	与……相一致	delay	耽搁
component	元件, 成分	delete	删除
concern	关心	deliver*	交付, 交货
concession	让步, 减价	delivery	交货
confidential	机密的	demand	需求
confirm	确认, 证实	designate*	指定
confirmation	确认	destination	目的地
confuse	混淆	detail	详细
consideration	考虑	detailed	详细的
consular	领事的	deteriorate	变质
consulate	领事馆	diamond	菱形, 钻石
consumption*	消费	discount	折扣
contact	接触, 联系	dispatch	派遣, 发货
container	集装箱	distribution	分发, 分布
continual	连续不断	division	部门
control	控制, 支配	document	单据, 文档

D

dozen 一打, 十二个
D/P 付款交单
draft 汇票, 草稿
draw on sb. 向某人开汇票
drop 下降
due 应得的, 预期的
到期, 欠的
duly* 及时地

E

effect 实现, 效果
electric 电的
electronic 电子的
enable 使能够
enclose 随函, 附寄
encouragement 鼓励
engineering equipment 工程设备
ensure 保证
enter 进入
enter into 达成
entrust* 委托
entry 登录
equitable 公平的, 公正的
even though 即使
ex 由……运来
excellent 极好的
excessive 超额的, 超过的
exclusive 独家的
expand 扩大
expense 费用, 开支
explicitly 明确地, 清楚地
expire 期满, 到期
extension 展延
extent 范围, 程度
extra 额外的, 附加的

F

factor 因素
fail 失败, 未做
fair 交易会
fashionable 时髦的, 流行
favorable 有利的, 赞成

fax 传真
financial 财务的, 金融的
firm* 公司, 坚挺的
firmly 稳固地, 坚定地
follow-up 继续的, 重复
form 表格
for your information 供你方参考
franchise* 免赔率
freight 运费, 货, 货运
frequent 频繁的
fulfill 执行, 履行
fully 完全地, 充足地
function 功能
furnish 提供, 供应
further 进一层, 再
furthermore 此外, 而且

G

get-acquainted* 初交的
grant 同意, 准予
grateful 感激的

H

herewith 附同, 同此
hesitate 犹豫
highly 高度地

I

identical 同样的, 同一
identifiable 可识别的
ill-founded 无根据的
illustrate 图解
importer 进口商
inability 无能, 无力
in accordance with 按照
inconvenience 不方便
increase 增加
information 信息
in future 将来
inquiry 询问, 查询
inspection 检验, 检查
instrument 工具, 票据

insurance	保险
insurance policy	保险单
insure	投保, 保险
in this regard	关于此事
in this respect	在这方面
in transit	在运输途中
inventory	存货清单
investigation	调查
invoice	发票
involve	牵扯, 包括
in one's favor	以……为受益人
irrevocable	不可撤销的
item	货, 项目

K

kindly	请
--------	---

L

labor	劳动
latest	最新的
Letter of Credit	信用证
liable	有责任的
license	许可
limit	限度
linen	亚麻
liner	班轮
lisle	莱尔线
list	单, 列于表上
load	装货
loss	损失
lot	批

M

machinery	机械
mail	邮寄
maintain	维持, 继续
make	品牌, 型号
manager	经理
manufacturer	厂家
margin	利润, 边际
mark	标记, 唛头
marine	海的, 海运的

match	匹配
material	材料, 布料
maximum*	最大的
means*	手段, 方法, 财力
mention	提及
misinterpret	误解
mobile	可移动的
modification	修改
modify	修改

N

negotiate	谈判, 议付
negotiation	谈判, 议付
nominate*	指定
non-negotiable	非议付的, 不可转让的
note	注意
notify	通知

O

objection	反对
objective	客观的
obtain	获得
occur	发生
offer	报盘, 提供
omit	遗漏, 忽略
on board	已装船
on the high side	偏高
opportunity	机会
order	订货, 订单, 状况, 命令, 秩序
outline	概况, 轮廓
out of question	毫无问题

P

packing	包装
pamphlet	小册子
partial shipments	部分装运
particular	细节, 具体的
partner	伙伴
pattern	式样, 花色
payable	可支付的

payment	支付
per	每一, 由……运出
personal	个人的
PICC	中国人民保险公司
place	订货
plus	加
popularity	流行, 畅销
possession*	拥有
postpone*	延期, 推迟
preceding*	前面的
potential	潜在的
precisely*	精确地
prejudice	损害, 不利, 偏见
premium	保险费
previously	先前地
pricelist	价目单
prior	在前的, 居先的
priority*	优先, 重点
procedure	程序, 手续
proceeds	收入, 进款
proforma	形式
promising	有前途的
promote	促进, 促销
prompt	迅速的, 即期的
prospects	前景
prospective	预期的
punctual	准时的
purchase	购买, 采购

Q

quadruplicate	一式四份
quality	质量, 品质
quantity	数量
quarantine	检疫

R

raw*	未加工的
rayon	人造丝
readily	容易地
realistic	切合实际的
rebate*	回扣
receipt	收到, 收据
recommend	推荐, 建议

refer	谈及, 查询
refrigerator	电冰箱
regarding	关于
region	地区
regrettable	令人遗憾的
regular	经常的
reimbursement	付还, 偿付
reject	拒绝
relative	有关的
relevant	有关的
reliable	可靠的
remainder	剩余的货
remit	汇款, 汇付
remark	备注
render	提交
repeat	反复, 重复
replacement	代替, 替换
representative	代理, 代表
reputation	名誉
request	要求
require	要求, 命令
requirement	要求, 需求
reserve*	保留
respect	尊敬
respectively	分别地
response	回答, 反响
responsibility	责任
responsible	有责任的
result in	导致, 所以
revert to	重谈

S

sail	航行
salable	可销售的
sales-pushing	推销, 促销
sample	样品
satisfactory	满意的
satisfy	使满意
schedule	确定时间
scope	范围
seller	卖方
separate	分开的, 单独的
seriously	认真地

service	服务
settle	解决, 结算
settlement	解决, 结算
shipping space	舱位
share	份额
sight	视力, 见
similar	类似的
sincerely	诚挚地
slightly	轻微地
slip-up	疏忽
smoothly	顺利地
soil	弄脏, 变脏
sole	单独的, 唯一的
source	来源
space	间隔, 空间
specialized	专门的
specifications	规格
spoil	损坏, 扰乱
standing	名声, 声望
stage	阶段, 舞台
state	陈述, 国家
statement	报表
status	地位, 状况
steady	稳定的
steamer	船
step	步骤
sterling	英国货币
stipulate	规定
stipulated	所规定的
stipulation	规定, 约定
stocking	长(筒)袜
subject to	以……为条件
subsequent	后来的
substitute	代替
supplier	供应商
supply	供应
survey	调查
survey report	调查报告
sustain	承受, 支撑
system	系统

T

take pleasure in	高兴地……
------------------	-------

telegraphic	电信的
term	术语, 期限
territory*	国境
thereafter	其后
therefore	因此
tight	紧的, 不透水
Toronto	多伦多
tramp	不定期轮
transfer	转移, 转账
transit	运输
transshipment	转运
trial	试验
trust	信任, 信托
tie-up	占押
touch	接触
TPND	偷窃、提货不着险
T/T	电汇
type	型号, 类型

U

unaccommodating*	不通融的
under separate cover	另封
underwriter*	保险商
unfavorable	不利的
unfortunately	不幸地
unit	(计量)单位
unload	卸货
upon receipt of	一收到……
urge	催促
urgent	急迫的
urgently	急迫地
usual	惯例的

V

various	各种各样的
valid	有效的, 认可的
value	价值
VAT	增值税
venture*	冒险
vessel	船
via*	通过
victory	胜利
view	认为, 观看

	W				
warehouse*	仓库	work out	计算		
warrant	保证，使有（正当）理由	worth	值得的		
waterproof	防水的			Y	
water-tight	不漏水的	yard	码		
without delay	迅速地				

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