

Century Business English Translation(5th Edition)

世纪商务英语

翻译教程

第五版

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Unit 9

Business Letters

商务信函



What is a business letter?

商务信函 (business letters) 是指在日常的商务往来中用以传递信息、处理商务事宜以及联络和沟通关系的信函、电讯文书等。

商务信函是商务活动中书面交流信息的主要手段之一，是企业对外公共宣传关系中重要的手段，对于公司树立良好的形象有着极为重要的意义。

常用的商务信函主要有商洽函、询问函、答复函、请求函、告知函和联系函等。



9.1 Case Study



商务函电是国际商务往来中经常使用的联系方式，是开展对外贸易业务和有关商务活动的基础及重要工具。商务函电的作用，首先是索取信息或传递信息，其次是处理商务交流中的有关事宜，并用来联络与沟通感情。商务实践活动中，商务函电翻译质量的优劣直接关系到商务函电作用的发挥，甚至影响到国际商务活动是否能够顺利开展。

请阅读下列英文询价函的原文和错谬百出的译文，讨论并指出译文存在哪些错谬。你认为应如何正确翻译商务信函？怎样才能避免这种失败翻译？



9.1 Case Study



原文:

Date: Mar15,2016

Dear Sir or Madam,

We learn from Brother Co. that you are a leading exporter of table cloth.

Would you please send us details of your various ranges, including sizes, colors, prices, and samples of the different qualities of material used? We are large dealers in textiles and believe there is a promising market between us. If your prices are competitive and your goods up to standard, we shall order on a regular basis.

When quoting, could you give the following details:

1. Terms of payment
2. Discount
3. Delivery time when we purchase 1000 dozen of table cloth

We hope to hear from you soon.

Yours faithfully,

Jack

ABC Co., Ltd.

9.1 Case Study



译文：

日期:2016年3月15日

亲爱的先生或女士：

我们从兄弟公司的台布，你是一个领先的出口国。可否请你寄给我们你的各种范围的详细信息，包括大小，颜色，价格，和所用的材料不同质量的样品吗？我们是大型经销商在纺织品和相信，我们之间有一个广阔的市场前景。如果你方价格有竞争力的，你的商品达不到标准，我们将定期订购。

报价时，你可以给以下详细信息：

- 1.付款方式
- 2.折扣
- 3.当我们购买1000打表布的交货时间

我们希望听到您的到来。

此致

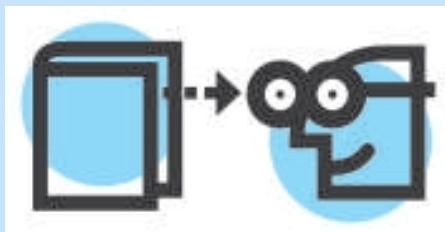
千斤顶

ABC有限公司

9.2 Learning Objectives



通过本单元的学习，希望同学们能够熟悉商务信函的格式和语言特点，并在此基础上，能结合本单元所介绍的翻译技巧对一般性的商务信函进行英汉互译。具体学习目标如下：



知识目标：

1. 了解商务信函的行文方式、格式和文体特点
2. 掌握商务信函的常用翻译技巧
3. 掌握状语从句的常用译法



能力目标：

1. 能够正确翻译商务信函常用词汇和句型
2. 能够熟练地翻译各类常见商务信函
3. 能够运用状语从句的常用译法正确翻译状语从句

9.3 Basic Knowledge



商务信函 (business letters) 是商务活动中书面交流信息的主要手段之一, 是企业对外公共宣传关系中重要的手段, 对于公司树立良好的形象有着极为重要的意义。

商务信函涉及商务活动的各个环节, 贯穿商务活动的始终, 内容广泛, 通常包括建立业务关系(establish business relationship)、询盘(inquiry)、发盘(offer)、还盘(counter-offer)、受盘(acceptance)、订货(placing orders)、保险(insurance)、装运(shipment)以及索赔(claim)等方面。

英语商务信函的构成一般可分为:

1. 基本部分, 即在一般情况下不可缺少的部分, 包括:

- | | |
|------------------------------|--------------------------------|
| (1) 信头(Letter Head) | (2) 日期(Date) |
| (3) 封内地址(Inside Address) | (4) 称呼(Salutation or Greeting) |
| (5) 信的正文(Body of the Letter) | (6) 结束礼词(Complimentary Close) |
| (7) 签名(Signature) | |

9.3 Basic Knowledge



2. 可选部分，即据实际需要而选加的部分，包括：

- (1) 附件(Enclosure), 简写Enc(l).
- (2) 附言(Postscript), 简写P.S.
- (3) 经办人姓名(Attention Line)
- (4) 事由(Subject or Heading)
- (5) 查号或参考编号(Reference No.)
- (6) 抄送(Carbon Copy Notation), 简写C.C.

BEATTY Ltd.
1095, Avenue of Hersham
Walbridge-on-Thames
Surrey, UK

Office of the Manager
Housewares Department
Zhejiang Light Industrial Products
Import & Export Corp.
233 Tiychang Rd.
Hangzhou 310009, Zhejiang
P. R. China

Oct. 20th, 2002

Dear Housewares Department: →

Your company's name has been given to us by the Chamber of Commerce of London.

We wish to buy porcelain tea and coffee cups and saucers of different shapes, fully decorated with flowers or other designs.

If you can supply this type of merchandise, kindly airmail us a sample cup. Also, please enclose your price list and all suitable illustrations.

We await your early reply.

Sincerely,
CEdeJoye
Catharina E. de Jonge
Manager

9.3 Basic Knowledge



商务信函通常具有以下特点：

1. 格式程式化。商务信函的内容须由上述部分组成；地址的排列规律及其他各部分的摆放位置等也都有严格的规范要求，例如：在格式上，商务信函有缩行式、平头式和混合式等不同的排列形式。
2. 内容比较简明。一方面开门见山，免却寒暄，直接入题，就事论事；另一方面，长话短说，行文简短，避免重复。
3. 语言准确，且使用富于格式化的套语和专业词汇。商务信函对重要的信息，尤其是涉及到双方的利益和责任的内容，强调完整具体；注意句子语法结构、逻辑结构、谦辞甚至是标点符号的准确性；由于商务信函是与商业贸易有关的书信，就不可避免地涉及到很多商业与贸易领域的术语，包括很多缩略词和套语等。

9.4 Warm-up Exercises



1. 一封完整的英文商务书信应该包括下列哪些内容？

A. letter head	✓	H. attention line	✓
B. date	✓	I. enclosure	✓
C. inside name and address	✓	J. postscript	✓
D. salutation	✓	K. carbon copy	✓
E. subject	✓	L. references	✓
F. complimentary close	✓	M. mailing notation	✓
G. signature	✓	N. body	✓

9.4 Warm-up Exercises



2. 试把上题中的答案译成汉语并填入下表（这是一封采用缩行式的商务信函，划横线处代表该位置应填写相关要素）。

- | | |
|---------------------|------------------|
| (1) <u>信头</u> | |
| (2) <u>查阅编号</u> | (3) <u>邮寄说明</u> |
| | (4) <u>日期</u> |
| (5) <u>信内名称和地址</u> | |
| (6) <u>请某人亲阅/办理</u> | |
| (7) <u>主题</u> | |
| (8) <u>称呼语</u> | |
| (9) <u>正文</u> | |
| | (10) <u>结尾敬语</u> |
| | (11) <u>签名</u> |
| (12) <u>附件</u> | |
| (13) <u>附言</u> | |
| (14) <u>副本抄送</u> | |

9.4 Warm-up Exercises



3. 商务信函在语言上应该有哪些特点？请从下列几项中试着作出选择。

- | | |
|------------|----------------------------|
| (1) 收函人为中心 | (Reader's Point of View) |
| (2) 礼貌 | (Courtesy) |
| (3) 直接简练 | (Directness & Conciseness) |
| (4) 准确清楚 | (Precision & Clarity) |

9.4 Warm-up Exercises



4. 试译下列词语

(1) export list

出口商品目录

(2) commodities fair

商品交易会

(3) non-firm offer

虚盘

(4) force majeure

不可抗力

(5) documentary L/C

跟单信用证

(6) port of shipment

装运港

(7) bill of exchange

汇票

(8) trial order

试购订单

(9) bid

递价

(10) insurance policy

保单

9.4 Warm-up Exercises



5.对于商务书信的翻译有人概括为ABCD四字诀，你能写出四个字母分别代表哪个单词吗？

A Accuracy (准确)

B Brevity (简洁)

C Clarity (清晰)

D Difference (差异)

9.5 Methods and Techniques



9.5.1. 商务信函的语言特点

商务信函属于比较拘谨正式的公文体，行文端正、用字洗练，一般遵守商务英语的写作原则，即七“C”原则：Correctness（正确）、Conciseness（简练）、Clearness（清楚）、Completeness（完整）、Concreteness（具体）、Courtesy（礼貌）、Consideration（体谅）。具体来讲，有以下几方面内容：

1. 在语气上，要以收函人为中心，礼貌并且友好。

虽然写信者必须陈述自己的观点、立场，但语气上要考虑对方、尊敬对方，所以会经常使用第一、二人称的代词，诸如I、We、You等；尽量多用一些直接和肯定的语气而避免使用否定句等，这都体现了其语言追求礼貌、尊敬的特点。例如：

We are enclosing a brochure outlining our company's goods available for export. 就要比

Enclosed is a brochure outlining this company's goods available for export. 显得亲切、有礼貌； Please let us know... 也胜过 You mail to tell us... 。

9.5 Methods and Techniques



9.5.1. 商务信函的语言特点

2. 在选词上力求准确清楚，避免陈词、长词及词义重复。

商务英语可谓字字千金，必须准确、清楚地表达所要传递的信息，慎用夸张、比喻等手法，尽量避免使用模棱两可的词语，以免产生不必要的争议，因为商务信函通常用来作为确定有关当事人权利和义务的依据。例如：

“We regret to advise you that we can not accept your offer.”就应该改为：“We are sorry to tell you that we can not accept your offer.”因为“regret”除了有“遗憾”和“抱歉”等意思外，还有“后悔”的意思，而“sorry”则除了有“遗憾”和“抱歉”等意思外，没有“后悔”的意思。因此，使用后者可以避免歧义。

“As per your request,”就应该改为“As you requested/According to your request/In accordance with your request,”因为as per这样的陈词很少出现在我们日常的商务书信中。

“Above-mentioned policy”中的“above-mentioned”是一长词，我们也应该避免使用，可改为“this policy”。

“Please send us your catalog at once and by return mail.”在此句中出现了词义重复的现象，应改为“Please send us your catalog at once.”

9.5 Methods and Techniques



9.5.1. 商务信函的语言特点

3.在内容表达上要言简意赅，能够传达足够信息且能够做到机智地表达。

商务信函通常是直接简练，开门见山，忌拖泥带水，过分修饰。一般会根据写信者所要表达的中心思想分段。正文每段的文字不会过长，尤其是开头和结尾，更常以简短为宜。例如：

“By this letter we would ask you to consider our proposal.”就不如“Please consider our proposal.”简洁；

“Please let us know whenever we can be helpful.”则比“Whenever there is any way in which we can be of assistance, please feel free to contact us.”表达好一些。

商务书信的语言须准确、完整，包含一切必要的信息，遗漏重要信息会损害公司形象，同时对于令对方不悦的事情，也应该婉转地表达出来，而不能直接地陈述。例如：

“Thank you very much for your inviting me to speak at your annual get-together of your staff members and friends in the business circle. Much to my regret, I can not go because at that time I will be on a business trip in Europe.”此处，作者就把自己不能参加对方的邀请说得非常机智且有礼貌，使邀请人读上去感到很自然，全然没有不悦的感觉。

9.5 Methods and Techniques



9.5.2. 商务信函的翻译技巧

商务信函的翻译本质上仍然是语篇层次上的翻译，必然要求我们综合运用有关的翻译方法和技巧，譬如：词类转换、语序调整、省词略词、语气转换、分句合句等等，但毕竟商务信函不同于其他题材，还必须结合自身的特点来进行翻译。

1. 遵循“忠实、通顺”的翻译标准

首先，应当准确、忠实地再现原文信函的思想内容及风格特征。准确达意、简洁明了是英文商务信函的基本特征，因此，合格的译文也理应具备这些特征；其次，由于商业信函与商业贸易业务往来有关，必然牵涉到很多的商务术语，因而在翻译时要结合上下文语境进行判断，例如：“offer”我们可以翻译为“提供、建议”，但在特定的书信中，“offer”则只能翻译为“要约、发盘”，相应的“offerer、offeree”就是“要约人、受要约人”；同时，在商务信函的翻译中，必须对英语和汉语两种语言在这种应用文体的结构程式和表达方式上的种种差异给予足够的重视，并有效地运用各种翻译技巧与方法灵活处理，使译文既准确地表达原文内容，又符合目的语的表达习惯，以实现“忠实、通顺”的翻译标准。

9.5 Methods and Techniques



9.5.2. 商务信函的翻译技巧

“We have obtained your name and address from the Singapore Chamber of Commerce, who have told us that you wish to import electric goods manufactured in China.”原译为：

“我方从新加坡商会处获悉贵方的名称和地址，得知贵方有意进口中国制造的产品。”此句的翻译应该说非常通顺，注重了信函的语言特点，但是它并没有做到忠实于原文，译文中漏译了“electric”。再如：

“I have the honor to notify you that we have commenced a business as commission agents for British goods.”原译为：“我很荣幸地告知你我们已经开始了一项业务，来作为英国货物的代理。”这句的翻译绝对忠实于原文，但却不能够达到通顺的要求，让人读起来感到特别生硬，须调整语序译为：“我们已经开始经营代销英国货物的业务，特此通告。”

9.5 Methods and Techniques



9.5.2. 商务信函的翻译技巧

2. 注意信函结构程式化的翻译

英汉两种语言在信函结构程式上有一定的差别。如收（寄）信人的地址、写信时间及它们的位置都是不一样的，需要我们在翻译时做出适当的调整，以适应目的语的格式规范。例如：把英语地址由小到大的顺序译为汉语的由大到小的顺序，或者有时根据汉语的习惯把地址栏省去；把时间也由英语当中的日/月/年或月/日/年的顺序改译为汉语中的年/月/日的顺序。例如：

John Wanamaker

68Fifth Street

Philadelphia11

U.S.A

美国费城第十一邮区第五大街68号 约翰·华纳麦克先生

2 November,2008

2008年11月2日

9.5 Methods and Techniques



9.5.2. 商务信函的翻译技巧

3. 运用套译的翻译方法

不论是英语还是汉语的商务信函里面都有许多套语，在翻译时套用即可。

(1) 称呼语的套译

英文信函中常用的是“Dear Sir(s)/Gentlemen/Ladies/Gentlemen”等，此处的“Dear”只是一种对收信人的尊称，是一种礼貌的习惯性表达方法，并不等同于汉语中的“亲爱的”，因此，根据汉语习惯我们可以套译为：“尊敬的阁下/先生/女士/夫人”，有时也可以套译为：“敬启者/谨启者/执事先生/尊鉴/台鉴”等。

(2) 结束礼词的套译

结束礼词的表达方式有很多，例如：Yours faithfully, Faithfully yours, Yours truly, Best regards, Sincerely, Best wishes, Yours sincerely, Kind regards等。它们可以直接套译为：“谨上、敬上、谨启、顺致敬意”等，而不能直接按照字面意思进行翻译。

9.5 Methods and Techniques



9.5.2. 商务信函的翻译技巧

(3) 信函正文中一些敬辞和谦辞的套译

商务信函的一大特色就是措辞婉约、注重礼节、多用套语。英语商务信函中频繁使用“appreciate、esteem、favor、grateful、kindly、oblige、please、pleasure、Allow us ...、Permit us to ...、May we ...”等。而汉语中常用的一些敬辞包括：“您鉴、贵方、贵国、贵公司、阁下、敬复、敬悉、惠请、惠函、惠顾、赐复、奉告、承蒙、恭候”等；常见的一些谦辞包括：“敝人、敝公司、敝处、卑职、愚见、拙见、拙作、拜读、过奖”等等。在翻译时应当采用功能意义相当的礼貌词语套译。例如：

We have pleasure in acknowledging receipt of your esteemed favor of the 8th May.

敬悉贵公司5月8日来函。

Kindly provide us with all possible information on your market.

惠请告知你方市场详情。

9.5 Methods and Techniques



9.5.2. 商务信函的翻译技巧

4. 商业信函翻译实例分析

February 5, 2017

Dear Mr. Lee,

Thank you for your letter of 1st February regarding payment terms.

We agree to your proposal, the terms of which are as follows.

(1) Payment will be made by confirmed, irrevocable letter of credit with draft at sight instead of direct payment at sight.

(2) The price quoted to us is with no discount.

The above payment terms have been approved by our Managing Director and will be acted on accordingly.

The order is being prepared and will reach you in the next ten days.

I would like to take this opportunity to inform you that our representative, Mr. John Green, will attend the forthcoming Guangzhou Fair. He will be writing to you shortly.

We sincerely hope that future discussions between our companies will lead to further mutually beneficial business.

Yours sincerely,

Denis Thorpe

Manager

9.5 Methods and Techniques



9.5.2. 商务信函的翻译技巧

4. 商业信函翻译实例分析

尊敬的李先生：

2月1日有关付款条件的来函已经收悉。

本公司同意贵公司如下建议：

- (1) 以见票即付的保兑不可撤销信用证付款，而非见票直接付款。
- (2) 贵公司的报盘不会有折扣。

以上建议获本公司总经理批准，今后将如述执行。

现正拟订有关订单，十日内将送达贵公司。

另外，本公司代表约翰·格林先生将参加即将举行的广州交易会，并会于不日以书面与贵公司联络。

诚望今后两公司间的会谈能促进双方的业务发展。

经理

丹尼斯·索普敬复

2017年2月5日

9.5 Methods and Techniques



9.5.2. 商务信函的翻译技巧

4. 商业信函翻译实例分析

分析：

比较原文和译文，我们可以看出，在格式上译文做了很大的调整，因为信封上已经存在收信人的地址，翻译时按照汉语的习惯将其省略了，另外，将日期调整到信函的最后。有关的商业术语如“confirmed, irrevocable letter of credit”和“the price quoted”等也分别遵从行业习惯翻译为“保兑不可撤销信用证”和“报盘”，语言也是力求简洁、准确，增略得当。

9.5 Methods and Techniques



9.5.3.常用翻译方法系列：状语从句的译法

英语中状语从句表示时间、地点、原因、条件、目的、结果、让步、方式和比较等等。英语中状语从句用在主句后面的较多,而汉语中状语从句用在主句前的较多。因此,在许多情况下,英语翻译成汉语时,应将状语从句放在主句前面。在英语文章中,各种状语从句出现的次数比较多,所以,状语从句翻译得是否合理直接影响着整篇文章的翻译。下面我们通过一些实例说明它们常用的翻译方法。

1.时间状语从句

时间状语从句在英语文章中出现的频率相当高,因此,时间状语从句的翻译十分重要。例如:

(1) Customers actually vote for products and companies when they make a purchase.

消费者购买商品实质上是在给不同的企业和产品投票。

(2) I'm sure you will think it fair on our part when we suggest that the total value of the parcel should be reduced by50%.

我方建议这批货的总价削减50%,相信你方会认为这样对我方是公平的。

9.5 Methods and Techniques



9.5.3.常用翻译方法系列：状语从句的译法

2.原因状语从句

原因状语从句主要由“as, because, since”等连词引导，在翻译过程中有时可以把连词翻译成“因为”，也可以翻译成“因此”、“所以”。例如：

(1) Since their purchase from China is only a small part of their total sales, the cost of doing so is absorbed by the large profit margin of their own material.

由于他们从中国购买的原材料只占其销售额的一小部分，所以，由此产生的费用就由其自己产品的巨大利润率所负担。

(2) Because the winter is coming, many fashion stores start to sell warm clothes.

因为冬天即将来临，所以许多商店开始销售御寒衣服了。

(3) The country's economy has emerged from recession because the government adopted some flexible policies.

因为政府采取了一些灵活措施，所以该国的经济已经开始复苏。

9.5 Methods and Techniques



9.5.3.常用翻译方法系列：状语从句的译法

3.条件状语从句

表示条件的状语从句，在英语中可放在主句前，也可放在主句后；而翻译成汉语时，一般都放在主句前。例如：

(1) We'd appreciate it if you could sell it to us for \$ 1,200 per unit.

如果贵方能以每台1,200美元卖给我方的话，我方会不胜感激。

(2) So if you should reduce your price by, say,5%, we might come to terms.

要是你们答应降价，比如5%，我们还有可能达成协议。

9.5 Methods and Techniques



9.5.3.常用翻译方法系列：状语从句的译法

4.让步状语从句

“虽然”、“尽管”、“即使”、“就算”等是汉语中表示“让步”的常用关联词。汉语中表示“让步”的分句一般前置（但现在也逐渐出现后置现象），英语中则比较灵活。例如：

(1) While it's unlikely that any store will purchase sufficient volume from Pacific distributors to qualify for the vacation bonus, the campaign may be creating additional interest in their product lines.

虽然似乎没有哪家公司的购买量能达到所规定的获得休假奖的标准，但这会提高购买其产品的兴趣。

(2) Although we've raised our market share by 5%, the competition remains fierce.

我们的市场份额虽然提高了5%，但目前的竞争依然激烈。

(3) While the Cafeteria A site poses the engineering and budget difficulties, it nonetheless remains the most feasible site when compared to existing alternatives.

虽然餐厅的一号选址方案在工程和资金方面都有些困难，但与现有的其他选址方案相比，仍是最可行的。

9.5 Methods and Techniques



9.5.3.常用翻译方法系列：状语从句的译法

5.目的状语从句

汉语里表目的的分句常用的关联词有“为了”、“省（免）得”、“以免”、“以便”、“生怕”等等，“为了”往往用于前置分句，“省（免）得”、“以免”、“以便”、“生怕”等一般用于后置分句。例如：

(1) The lounge must be centrally located so that employees have enough time to use it during an average break of 15 minutes.

休息厅的位置必须居中，以便员工在平均15分钟的休息时间能到那里去休息。

(2) For your convenience, we offer a range of conference packages, which we can, of course, extend to meet your requirements.

为了您的方便，我们准备了各种会议专案，同时完全可以根据贵公司的要求，随意扩展内容。

(3) To reduce loss and increase overall profits, the CEO told his product managers to get rid of all the dogs.

为了减少亏损，全面增加利润，公司的首席执行官告诉产品部的经理们销毁所有的次品。

9.6 Useful Words and Expressions



accept a claim

同意索赔

be fully booked (committed)

订货已满

be in a position to

能够做某事

be on the high side

偏高

be out of stock

缺货

be unable to entertain your counter-offer

无法接受贵方还盘

bid

递价

bill of exchange

汇票

book shipping space

订舱

9.6 Useful Words and Expressions



by direct steamer

经由直达轮

commercial counselor's office

商务参赞处

commodities fair

商品交易会

complaint & claim

申诉与索赔

confirm your order

确认你方定单

discount rate

贴现率

documentary L/C

跟单信用证

EMP (European Main Port)

欧洲主要口岸

enquiry

询盘

9.6 Useful Words and Expressions



export list

出口清单

for one's file

供某方存档

for your information (reference)

供贵方参考

force majeure

不可抗力

inquiry note

询价单

insurance claim & insurance indemnity

保险索赔与保险赔偿

insurance clause

保险条款

insurance policy

保单

insured goods (cargo)

投保货物

9.6 Useful Words and Expressions



keep an offer open until

保持报盘有效至

net shipping weight

离岸净重

non-firm offer

虚盘

Ocean Marine Cargo Insurance

海洋运输货物保险

offer

报盘

on one's own account

自负盈亏

payable by draft at sight

凭即期汇票付款

payment terms

付款条款

Prevailing (current or ruling) price

现行价格

9.6 Useful Words and Expressions



purchase confirmation

购货确认书

quotation sheet

报价单

revert to something

重谈某事

seaworthy packing

适于海运的包装

settle the dispute by arbitration

通过仲裁解决争议

shipment

装运的货物

shipping advice

装船通知

shipping documents

装船单据

shipping instructions

装船须知

9.6 Useful Words and Expressions



shipping order

装货单

survey report

检验报告

the difference in price

差价

to conclude (close, finalize) a transaction

达成交易

to establish a market

打开市场

trial order

试购订单

with (without) recourse

有（无）追索权

withdraw a claim

放弃索赔

9.7 Notes



- (1) 询盘(inquiry): 是指交易的一方欲买卖某项商品, 向交易的另一方询问买卖该项商品的各项交易条件的一种表示。
- (2) 发盘(offer): 是指交易的一方欲买卖某项商品, 向交易的另一方提出买卖该项商品的各项交易条件, 并愿意按照这些交易条件达成交易、订立合同的一种肯定的表示。
- (3) 还盘(counter-offer): 是指交易一方接到交易另一方的发盘后, 对发盘内容不完全同意而提出修改或变更其内容的表示。
- (4) 受盘(acceptance): 是指买卖双方任何一方同意对方的发盘或还盘, 并愿按此条件与对方达成交易并订立合同的一种表示。
- (5) 保兑的、不可撤销信用证(confirmed, irrevocable letter of credit): 指有信用证开证行以外的银行对信用证进行保兑。保兑行对信用证保兑后, 与开证行负有同样的付款责任, 对受益人来说有双重的银行保证, 更为可靠。保兑信用证必须是不可撤销的。
- (6) 即期汇票(draft at sight): 指明确规定见票即付的汇票。

9.8 Practice



1. 根据英语,完成下列句子的翻译。

- (1) We shall give prompt and best attention to any inquiries and provide adequate information as well.
任何询盘我们都会迅速而完善地处理, 并提供足够的信息。
- (2) We are e-mailing you our wishes to establish business relations with you in order to offer opportunities to develop the business between us.
今向你方发电子邮件以表示我们愿意和你方建立业务关系 以便提供机会发展双方贸易的愿望。
- (3) We shall thank you very much if you inform us soon of your price for the goods including both FOB London and CIF Guangzhou quotes.
请速告知这些货物的伦敦离岸价和广州保险、运费加成本价, 我们将非常感谢。
- (4) In compliance with your request, we are now making you the following offer, subject to your reply reaching us within ten days:
按照/应你方要求, 我方现作如下发盘, 以你方的回复十日内到为有效 :
- (5) In the usual practice we would like to be paid by irrevocable L/C drawn at sight.
我们通常要求的付款方式为不可撤销即期信用证。

9.8 Practice



2. 翻译下列语句。

(1) We should be obliged if you would let us have some names and addresses of likely importers of good standing from your customers, together with brief credit reports on them.

如蒙告知你方客户中你方认为可靠的进口商号的名称和地址，并附来他们的资信简报，将十分感谢。

(2) Would you please let us have the particulars of your products?

请告贵方产品的规格细目。

9.8 Practice



2. 翻译下列语句。

(3) It is our long-term wish to establish business relations with you.

与贵方建立贸易关系是我们多年来的愿望。

(4) If you are interested in setting up trade relations with us in this line, let us know your specific requirements/demands.

如贵公司有意与我方建立该商品的业务往来，请告知具体要求。

9.8 Practice



2.翻译下列语句。

(5) We would like to know what you can offer in this line as well as your term of sales.

我们想了解一下贵方在这方面的供货能力和销售条件。

(6) We are pleased to send you here with our Performa Invoice No.12 in triplicate as requested.

兹寄上我方形式发票第12号，按贵方要求一式三份。

9.8 Practice



2. 翻译下列语句。

(7) The above inquiry was forwarded to you on January the fifteenth, but we have not received your quotation yet. Your early offer will be highly appreciated.

上述询价已于一月十五日发往你方，但迄今未见你方发盘。望早日发盘，很感谢。

(8) As requested, we are sending you our quotation sheet in triplicate and wish you to place your order with us as soon as possible.

应贵方之请求，今寄上我方报价单一式三份，并望能尽快收到贵方定单。

9.8 Practice



2.翻译下列语句。

(9) Your order is receiving our immediate attention and you can depend on us to effect delivery well within your time limit.

贵方订单正在及时的处理中，请相信我们将在贵方时限内发送此货。

(10) Owing to your delay in delivery, we are no longer in the position to accept your goods. We hereby cancel our order.

由于你方没能如期交货，我们不能再接受你方货物，特此取消订单。

9.8 Practice



3. 翻译下列信件摘录。

(1) We would refer you to our captioned enquiry sent to you on the 22nd of June, which we trust must have long been in your possession, as up to date, we do not appear to have received any offer from you. We are at a loss to know whether the required commodity is supplyable now. We shall appreciate hearing from you at an early date.

我们6月22日寄去询价信，你方想必早已收到，但迄今未见你方回函报盘。
不知所要货物是否可供，速复为盼。

9.8 Practice



3. 翻译下列信件摘录。

(2) We were pleased to know from your letter of 24th October of your interest in our products and enclose the catalogue and pricelist asked for. Also enclosed you will find details of our conditions of sale and terms of payment.

奉读10月24日来函，欣悉你方对我们的产品有兴趣。兹附上你方索要的商品目录和价目表，并附上我们的售货条件和付款方式。

9.8 Practice



3. 翻译下列信件摘录。

(3) Considering this damage was due to the rough handling by the steamship company, we claimed on them for recovery of the loss; but an investigation made by the surveyor has revealed the fact that the damage is attributable to improper packing. For further particulars, we refer you to the surveyor's report enclosed.

考虑到这些损坏应归咎于轮船公司野蛮搬运所致。我们曾向他们提出了索赔；但调查员做出的调查结果表明，损坏是由于包装不当所致。有关详情，请看所附的调查员报告。

9.8 Practice



4. 翻译下列信函。

19 January 2012
Ms Sally McBride
Manager
Outback Wool Ltd
44 Bridge Street
Sydney
New South Wales
Australia

Dear Ms McBride,

We refer to our purchase contract No.954.

Under the terms of the contract, delivery is scheduled for June 2012. We would now like to bring delivery forward to March/April 2012.

We realize that the change of delivery date will probably inconvenience you and we offer our sincere apologies. We know that you will understand that we would not ask for earlier delivery if we did not have compelling reasons for doing so.

In view of our longstanding, cordial commercial relationship, we would be very grateful if you would make a special effort to comply with our request.

We look forward to your early reply.

Yours sincerely,

Eric Evans

Manager

9.8 Practice



4.翻译下列信函。

尊敬的麦克布瑞德女士：

有关第954号采购合同，条款列明交货日期为2012年6月。现欲提前于2012年3至4月交货。

本公司对于提早装运该货所引致的不便，深表歉意。然而，实因有急切需要，才做此要求，还望贵公司能加以谅解。

本着贵我双方长期良好的商业关系，相信贵公司定会尽力帮忙。

如蒙帮助，将不胜感激。速复为盼。

经理

（签名）

埃里克·埃文斯敬启

2012年1月19日

9.8 Practice



5.正确运用状语从句的翻译方法翻译下列句子。

(1) We offer to take ten percent off if your order is big enough.

如若贵方订货量足够大，我们愿意让利10%。

(2) Cultural, or workplace diversity refers to the differences among people in a work force due to race, ethnicity, and gender.

多元文化，亦作企业多元文化，指在同一个公司里，由于员工的种族、民族与性别不同而导致的各种差异。

9.8 Practice



5. 正确运用状语从句的翻译方法翻译下列句子。

(3) Even when it started, Debonair set itself slightly apart from its low-cost competitors by offering more seat comfort, a drink in-flight and simple frequent-flyer scheme.

即使在其初创时期，戴博纳航空公司就已经通过提供更舒适的座位、机上饮料以及普通的常客奖励计划来显示自己与其它低成本竞争对手的不同之处。

(4) If the beast of inflation escapes, the increase in interest rates needed to recapture it will then have to be bigger.

如果通货膨胀爆发，为了驯服它将不得不进一步提高利率。

9.8 Practice



5. 正确运用状语从句的翻译方法翻译下列句子。

(5) It is important to sound interested, helpful and alert when the secretary answers the phone.

秘书接电话时要使声音听起来关注、热情、敏捷，这是非常重要的。

(6) Although the net will change the way of the world, today's pioneering internet companies are unlikely ever to earn the vast profits needed to justify their current share prices.

尽管互联网将会改变整个世界的模式，如今领先的网络公司不大可能赚取合乎其当今股票价格的巨额利润。

9.8 Practice



5. 正确运用状语从句的翻译方法翻译下列句子。

(7) You may have to make or receive calls to or from regular customers and prospective customers, so a good telephone manner not only makes an impression in business, but also helps to make money.

有时你可能必须与老客户或潜在的客户通电话，因此礼貌地接打电话不仅能给业务伙伴留下好印象，而且还能帮助你赚钱。

(8) Unless you propose something definite together with larger improvement on your price, we are not inclined to place a large order.

除非你方提供具体建议，并较大幅度地降低价格，否则，我们是不会大批定货的。

9.9 Classic Translation



Enquiry询盘

Invitation to offer is the first step of the four procedures that generally involved in international trade negotiation. Both importers and exporters can make use of this step to initiate a potential transaction. Through it, exporters may make a conditional suggestion to the importer about a deal, and importers may aim to find out certain terms for a desired transaction. This is also known as inquiry.

邀请发盘通常是国际贸易谈判所涉及的四个步骤中的第一步，进出口商均可利用邀请发盘来开始可能的交易。通过这一步骤，出口商可以向进口商就某个交易提出有条件的建议，进口商也可以获得某笔交易的某些条件。这也称作询盘（询价）。

9.9 Classic Translation



For exporters, promotional communication is a very important step before getting inquiries from importers. Through it, exporters can make themselves and their commodities known to potential customers. Many ways could be used for promotional communication. Advertisements could be made through various mass media. Sales literature and price lists can be distributed. Trade fairs could be used to exhibit commodities.

对于出口商来说，在收到进口商的询盘前，促销活动是一个非常重要的步骤。通过促销，出口商可以提高自己产品的知名度。促销活动可以采取多种形式：可以在各种大众媒体上做广告，可以发送产品说明书和价目表，也可以在交易会上展示产品。

9.9 Classic Translation



In international trade, it is very common for potential customers to send their inquiries to ask for the terms of transaction. These inquiries may come in by fax, email, telephone or mail. Response must be sent immediately in the same way as the inquiry is sent. If quotations cannot be sent immediately, acknowledge the inquirer without delay to show your efficiency and sincerity. Each inquiry is a sales opportunity, an opportunity to foster a potential long-term relationship.

在国际贸易中，潜在的客户也常常会就贸易条件发出询盘。这些询盘可能通过传真、电子邮件、电话或信件等方式发来。即使无法立即报价，也应该及时告知询价人，以显示自己的工作效率与诚意。每一个询盘都是一个销售机会，一个可能带来长期合作关系的

9.9 Classic Translation



Generally speaking, an inquiry includes the commodity's name, quality, mode, the desired quantity and delivery date etc. experienced exporters may check on the inquirer's credit standing, financial strength and the import barriers of that country, etc. then decide whether the transaction should be pursued or not accordingly.

询价通常包括品名、品质、型号、预购数量和交货期等。经验丰富的出口商此时会对询价人的资信状况、财力和对方国家的进口壁垒等做一些调查，然后据此作出是否做这笔生意的决定。