

外贸商务英语第一篇:商务英语函电书信文体 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/243/2021_2022__E5_A4_96_E8_B4_B8_E5_95_86_E5_c29_243390.htm 1请求建立商业关系

Rogers Chemical Supply Co. 10E.22Street Omaha8,Neb Gentlemen:
We have obtained your name and address from Aristo Shoes, Milan ,
and we are writing to enquire whether you would be willing to

establish business relations with us. We have been importers of shoes
for many years. At present, We are interested in extending our, range
and would appreciate your catalogues and quotations.If your prices
are competitive we would expect to transact a significant volume of
business. We look forward to your early reply. Very truly yours 自米

兰职权里斯托鞋类公司取得贵公司和地址，特此修函，祈能
发展关系。多年来，本公司经营鞋类进口生意，现欲扩展业
务范围。盼能惠赐商品目录和报价表。如价格公道，本公司
必大额订购。烦请早日赐复。此致 2.回复对方建立商业关系

的请求 Thank your for your letter of the 16th of this month. We
shall be glad to enter into business relations with your company. In
compliance with your request, we are sending you, under separate
cover, our latest catalogue and price list covering our export range.
Payment should be made by irrevocable and confirmed letter of

credit. Should you wish to place an order, please telex or fax us. 本
月16日收到有关商务关系的来函，不胜欣喜。谨遵要求另函
奉上最新之出口商品目录和报价单。款项烦请以不可撤销保
兑之信用状支付。如欲订货，请电传或传真为盼。此致 敬礼

3.请求担任独家代理 We would like to inform you that we act on a

sole agency basis for a number of manufacturers. We specialize in finished cotton goods for the Middle eastern market: Our activities cover all types of household linen. Until now , we have been working with your textiles department and our collaboration has proved to be mutually beneficial. Please refer to them for any information regarding our company. We are very interested in an exclusive arrangement with your factory for the promotion of your products in Bahrain. We look forward to your early reply. `本公司担任多家厂家的独家代理，专营精制棉织品，包括各灯家用亚麻制品，行销中东。与贵公司向有业务联系，互利互作。贵公司纺织部亦十分了解有关业务合作之情况。盼望能成为贵公司独家代理，促销在巴林市场的货品。上述建议，烦请早日赐复，以便进一步联系合作。此致 敬礼 4.拒绝对方担任独家代理

Thank you for your letter of 1 September suggesting that we grant you a sole agency for our household linens. I regret to say that, at this stage ,such an arrangement would be rather premature. We would, however, be willing to engage in a trial collaboration with you company to see how the arrangement works. It would be necessary for you to test the market for our products at you end. You would also have to build up a much larger turnover to justify a sole agency. We enclose price lists covering all the products you are interested in and look forward to hearing from you soon. 9月1日有关建议担任家用亚麻制品独家代理的来信收悉。谨致衷心谢意。目前时机尚未成熟，不能应允该安排深感抱歉。然而，本公司乐意与贵公司先试行合作，为今后合作打下基础。为证明担任独家代理的能力，贵公司宜上述货品作市场调查，研究是否可

扩大现有之营业额。奉上该货品之报价单，敬希查照。专此候复。此致 敬礼

5.同意对方担任独家代理 Thank you for your letter of 12 April proposing a sole agency for our office machines. We have examined our long and ,I must say ,mutually beneficial collaboration. We would be very pleased to entrust you with the sole agency for Bahrain. From our records, we are pleased to note that you have two service engineers who took training courses at our Milan factory .the sole agency will naturally be contingent on you maintaining qualified aftersales staff. We have drawn up a draft agreement that is enclosed. Please examine the detailed terms and conditions and let us know whether they meet with your approval. On a personal note, I must say that I am delighted that we are probably going to strengthen our relationship. I have very pleasant memories of my last visit to Bahrain when you entertained me so delightfully .I look forward to reciprocating on your next visit to Milan . My very best wishes to you and your wife. 4月12日建议担任为公室器具之独家代理来信已经收悉。过去双方合作皆互利互助，能获您的眷顾作我公司于巴林的独家代理，殊感荣幸。据知您公司两服务技师曾到我公司米兰工厂受训。相信您公司在取得代理权后，仍会继续注重合格售后服务人员的训练。现随信附上协议草稿，请查实各项条款，惠复是盼。能加强业务，我亦感到欣喜，前次到访巴林，蒙盛情款待，不胜感激。祈盼您莅临米兰时，容我一尽地主之谊。此致 敬礼

6.借引荐建立业务关系 At the beginning of this month , I attended the Harrogate toy fair. While there , I had an interesting conversation with Mr. Douglas Gage of Edutoys plc about 0selecting

an agency for our teaching aids. Douglas described your dynamic sales force and innovative approach to marketing. He attributed his own company's success to your excellent distribution network which has served him for several years. We need an organization like yours to launch our products in the UK. Our teaching aids cover the whole field of primary education in all subjects. Our patented 'Matrix' math apparatus is particularly successful. You may have reservations about American teaching aids suiting your market. This is not a problem since we have a complete range of British English versions. I enclose an illustrated catalogue of our British English editions for your information. Please let me have your reactions to the material. I shall be in London during the first two weeks of October. Perhaps we could arrange a meeting to discuss our proposal.

本月初参观哈洛加特玩具交易会时有幸与教育玩具股份有限公司的道格拉斯盖齐先生一谈，提及本公司正物色代理人推广教学器材一事。盖齐先生赞扬贵公司积极推广产品，不断推出新的推销方法，并把其公司的成就归于贵公司完善的经销网络。贵公司的经验，正能替本公司在英国经销产品。本公司生产初级教育各学科的教育器材、专利产品梅特里克教学器材更傲视同侪。除美国教学器材外，亦备有全套英式英语版教材，适合当地市场，贵公司无需忧虑切合市场需求。现附上配有插图的英式英语版教材目录，盼抽空细阅，并赐知宝贵意见。本人拟于10月头两星期前往伦敦，未知能否安排会面，就以上建议作一详谈？此致 敬礼

7.邀请参观贸易展览会 Many thanks for your letter and enclosures of 12 September. We were very interested to hear that you are looking for an UK distributor for your

teaching aids. We would like to invite you to visit our booth, no.6, at next months London Toy Fair, at Earls court , which starts on 2 October. If you would like to set up an appointment during non exhibit hall hours please call me. I can then arrange for our senior staff to be present at the meeting. We look forward to hearing from you. 多谢9月12日的来信和附件。获悉贵公司有意物色英国销售商推广教学辅助设备，甚感兴趣。本公司将于10月2日于厄尔大楼举行的伦敦玩具商品交易会上展示产品，诚邀贵公司派员参观设于46号之摊位。如能安排于非展出时间面谈，烦请电复。定必委派高层人员赴会。本公司深知贵公司产品精美质优，希望能发展互惠之业务。特此奉告，并候复音。

8.与过去有贸易往来的公司联系 We understand from our trade contacts that your company has reestablished itself in Beirut and is once again trading successfully in your region. We would like to extend our congratulations and offer our very best wishes for your continued success. Before the war in Lebanon , our companies were involved in a large volume of trade in our textiles. We see from our records that you were among our best customers. We very much hope that we can resume our mutually beneficial relationship now that peace has returned to Lebanon. Since we last traded, our lines have changed beyond recognition. While they reflect current European taste in fabrics, some of our designs are specifically targeted at the Middle Eastern market. As an initial step , I enclose our illustrated catalogue for your perusal. Should you wish to receive samples for closer inspection, we will be very happy to forward them. We look forward to hearing from you. 从同行中获悉贵公司贝鲁

特复业，生意发展迅速。得闻喜讯，不胜欢欣。谨祝业务蒸蒸日上。黎巴嫩战事发生前双方曾有多宗纺织品交易；贵公司更是本公司十大客户之一。现今战事平息，亟盼能重展双方互惠的业务联系。自上次合作至今，产品款式变化极大。除了有迎合欧洲人口味的款式这外，亦有专门为中东市场而设计的产品。现奉上配有插图的商品目录供初步参考。如需查看样本，还望赐知。

9.确认约会 I would like to confirm our appointment to discuss the possibility of merging our distribution networks. I am excited of the prospect of expanding our trade. As agreed, We will meet of our office in bond street at 9.30a.m.on Monday 20 March. I have scheduled the whole day for the meeting. If for any reason you are unable to attend , please phone me so that we can make alternative arrangements. Please let me know if you would like our office to arrange hotel accommodation. I look forward with great pleasure to our meeting. 承蒙拨冗讲讨论合并双方销售网，以扩大贸易发展范围，深感兴奋。现特修函确定会议日程。谨于3月20日星期一在邦德街办公室候教，请贵公司代表于当日早上9时莅临指导。若因故未能抽空出席，烦请致电告知，以便另行安排会晤。未知是否需代为安排旅馆膳宿？请尽早赐知，以便早作准备，款待贵客。谨此预祝会谈成功。

10.感谢客户订货 Gillette-burns Co. 322 Gleenwood street Gleveland 5,Ohio Ggentlemen: Thank you for your order no,464 of 20 september. The models you 0selected from our showroom went out today under my personal supervision.The package is being airfreighted to you on swissair.The relevant documentation is enclosce.I enjoyed meeting yiu and hope that this order represents

the beginning of a long and prosperous relationship between our companies. The next time you visit us, please let me know in advance so that I can arrange a lunch for you with our directors. Sincerely yours

谢谢9月20日第464号订单。今天我已亲自监督发送您自展览室挑选的产品。该产品随附有关文件经瑞士航空公司运送。很荣幸与你会面，衷心希望是次订单能加强双方的关系。下次到访前，烦请赐知，俾能安排与本公司董事共进午餐。

11.向长期客户推销新产品 I enclose an illustrated supplement to our catalogue. It covers the latest designs which are now available from stock. We are most gratified that you have, for several years, included a selection of our products in your mail-order catalogues. The resulting sales have been very steady. We believe that you will find our new designs most attractive. They should get a very good reception in your market. Once you have had time to study the supplement, please let us know if you would like to take the matter further. We would be very happy to send samples to you for closer inspection. For your information, we are planning a range of classical English dinner services which should do well in the North American market. We will keep you informed on our progress and look forward to hearing from you.

随函寄奉配有插图的商品目录附页，介绍最新设计的产品。贵公司的邮购目录多年来收录本公司产品，产品销售成绩理想，特此致以深切谢意。最新设计的产品巧夺天工，定能吸引顾客选购。烦请参阅上述附页，需查看样本，请赐复，本公司乐意效劳。本公司现正设计一系列款式古典的英国餐具，适合北美市场需求。如感兴趣，亦请赐知。愿进一步加强联系，并候复音。

100Test 下载频道

开通，各类考试题目直接下载。详细请访问 www.100test.com