

**國貿商務英文**  
English for International Trade and Business

商務英文書信 International trade Terminology

商務英文書信種類 Types of letters  
Introduction  
詢問與覆詢問  
Credit inquiry  
Quote & Counter  
Order & Accept  
Complain  
Collection  
Social goodwill  
Minutes  
Memoranda  
Job application

商務英文書信結構 Structure of letters  
商務英文書信格式 Letter format  
商務英文書信種類 Types of letters

Inquiry & Reply 測試與評量 Test & Evaluation

Enquiry

We have learned about your company from the Trade Center, and that you are exporters of electronic products. We would be grateful if you could send us a catalogue regarding your PDAs, digital cameras and LCDs.

We are a wholesale distributor of electronic products and have a number of retail outlets in Taiwan. Recently, there is a great demand in this country for the products mentioned above. However, we must point out that there is a range of similar electronic products in the market. As a result, it is essential that your products should be clearly distinguished from others.

然而，我們必須指出在市場上充斥著大量相似的電子產品。

字彙填空 Filling in  
句子重組 Restructuring  
聽力測驗 Listening Test  
英翻中寫作 Translation Practice  
中翻英寫作 Translation Practice

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## 1. 商務英文書信之基本介紹

### (1) 商務英文書信的基本結構

- 信封結構
- 信文結構

### (2) 商務英文書信格式

### (3) 商務英文書信種類與線上演練

- 書信種類：根據查詢、訂購、還價、抱怨、催款、社交與徵信等情境規劃 20 餘篇中英互譯之信文，並提供英語發音功能
- 線上商務英文書信演練

**國貿商務英文**  
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Business Writing 國際貿易實務 Terminology

信用狀 Letter of credit, L/C  
Concerned parties  
信用狀種類  
Format of L/C

進出口貿易流程 Trade process  
付款 Payment  
信用狀 Letter of credit, L/C  
包裝、裝運與保險 Pack, Ship & Insurance

Types of L/C 測試與評量 Test & Evaluation

Types of letters of credit

1. Revocable L/C  
The revocable L/C can be amended or cancelled at any time before the beneficiary negotiates with the bank, notifying the exporter.

2. Irrevocable L/C  
The irrevocable L/C cannot be amended or canceled unless permitted by the beneficiary and all concerned banks.

3. Confirmed L/C  
非經受益人與相關當事人同意，不得修改或撤銷的信用狀

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## 2. 國貿實務流程

### (1) 進出口貿易流程：包括市場調查、發出招攬

信、徵信、詢報價、還價與接受、訂貨與確認、信用狀開發、貨品檢驗保險與艙位申請、出口報關與裝運通知、出口押匯與付款、進口報關與提貨等流程圖

### (2) 付款：條件、方法、方式

### (3) 信用狀：關係人、種類

### (4) 包裝、裝運與保險

## 3. 中英詞彙：依英文字母的先後建立選單供參考。

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Business Writing International trade Terminology

Terminology

A B C D E F  
G H I J K L  
M N O P Q R  
S T U V W X  
Y Z All

H

harbour duties	商港建設費
headquarters	總行
health insurance	健康保險
heavy trading	大交易
hedge fund	投機性投資團體
hedging	對沖買賣
hidden tax	隱蔽性租稅
high return	高獲利
high-priced stock	高價股
high-technology industry	高科技產業
high-yield bond	高收益債券
hit a new high	創新高

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## 二、軟體功能

提供該專業英語文之「聽、說、讀、寫、譯」五項技能的訓練，並輔以電腦多媒體動畫作說明。相關功能說明如下：

1. 重要字彙：以不同顏色區分，並顯示其中文釋意
2. 發音、文法與翻譯練習：滑鼠碰觸的段落會反藍，續按滑鼠左鍵提供「英文發音」；若按滑鼠右鍵則提供「中譯」及「英文句型結構說明」之功能。
3. 多元評量：設計字彙填空、句子重組、聽力測驗與翻譯寫作（中翻英、英翻中）等多元評量系統，並提供『參考答案』、『重新回答』與『自動勘誤』的功能，以便進行演練與學習成效評量。
4. 講義列印：軟體中的內容將可藉由 Text Print 的功能鍵進行列印參考。