

国际贸易 英文函电

English Letters for International Trade



田野青 郭蕊 主 编
张吉国 常昕 副主编



机械工业出版社
China Machine Press

21世纪高等院校专

H315/588

际经济与贸易专业】

2010

国际贸易 英文函电

English Letters for International Trade



田野青 郭蕊 主 编
张吉国 常昕 副主编
张健如 王骞 参 编



机械工业出版社
China Machine Press

本书以英文信函的写法起始,讲授了涵盖外贸业务主要流程和环节的各种信函的写作技能,包括建立商业联系、交易磋商(询盘、发盘、还盘、接受)、支付条件、装船、检验、报关、保险、索赔以及合同签订等方面。在主要章节中,设置了导言、知识点、样函、有用句式四部分,在内容中注重国际贸易最新发展动态和贸易信息,将对外贸易业务的基本知识与培养学生的英语应用能力二者有机地结合了起来。

本书适用于国际经济与贸易以及相关专业的学生。

封底无防伪标均为盗版

版权所有,侵权必究

本书法律顾问 北京市展达律师事务所

图书在版编目(CIP)数据

国际贸易英文函电/田野青,郭蕊主编. —北京:机械工业出版社,2010.4
(21世纪高等院校专业课系列教材·国际经济与贸易专业)

ISBN 978-7-111-30151-6

I. 国… II. ①田… ②郭… III. 国际贸易—英语—电报信函—写作—高等学校—教材
IV. H315

中国版本图书馆CIP数据核字(2010)第044315号

机械工业出版社(北京市西城区百万庄大街22号 邮政编码 100037)

责任编辑:顾煦 版式设计:刘永青

北京瑞德印刷有限公司印刷

2010年4月第1版第1次印刷

184mm×260mm·12印张

标准书号:ISBN 978-7-111-30151-6

定价:24.00元

凡购本书,如有缺页、倒页、脱页,由本社发行部调换

客服热线:(010) 88379210; 88361066

购书热线:(010) 68326294; 88379649; 68995259

投稿热线:(010) 88379007

读者信箱:hzjg@hzbook.com

前 言

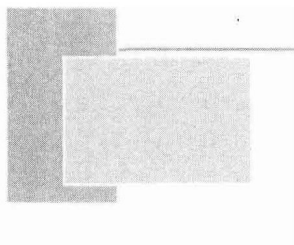
改革开放以来,尤其是加入世界贸易组织之后,中国对外贸易蓬勃发展,对外贸易在国民经济中的地位越来越重要,中国经济总量不断增加,成为世界经济的重要组成部分。对外贸易的快速发展,需求大量熟悉国际贸易知识、能够熟练地与外商沟通和洽谈业务的专业人员。英语作为一门国际通用语言,在对外交流上起着越来越重要的作用。因此,掌握对外贸易英文函电的写作技能,能够根据实际业务的需要,运用专业知识与外商进行业务沟通和合作,已经成为外贸从业人员必须具备的基本素质。

外贸英文函电是国际经济与贸易以及国际商务本科专业的核心主干课程。本课程既讲授对外贸易业务的基本知识,又培养学生的英语应用能力,有机地将二者融合起来。教材从英文信函的写法讲起,涵盖了外贸业务的主要流程和环节,包括建立商业联系、交易磋商(询盘、发盘、还盘、接受)、支付条件、装船、检验、报关、保险、索赔以及合同签订等。在主要章节中,设置了导言、知识点、样函、有用句式四部分,便于教师教学与学生学习。

教材精选了外贸实务中具有典型代表性的信函作为样函,新颖翔实,基本内容使用英文撰写,对一些名词和专业术语适当辅以中文解释,在帮助学生深入体会英文信函写作的基本知识的基础上,熟悉外贸业务各个环节中的常用语,包括词汇、短语、句型以及习惯表达方式等,从而达到掌握并熟练使用的目的。通过教学,使学生能根据外贸业务的实际需要,针对不同的业务环节,撰写出格式规范、行文流畅、表达准确的各种信函,提高学生开展实际业务的能力。

本书可作为普通高等学校国际经济与贸易、国际商务、商务英语等专业的学生教材,也可作为从事国际贸易工作的专业人士的自学参考书。东北财经大学的兰天博士为本书的写作提出了很好的建议,机械工业出版社的张娴竹编辑为本书的出版做了大量务实而有价值的工作,编者在编写过程中参阅了多种国内外相关文献,在此一并表示衷心的感谢。由于编者水平和学识所限,书中难免出现差错,恳请读者不吝指正。

编者



教 学 建 议

教 学 内 容	学 习 要 点	课 时 安 排
Chapter 1	<ol style="list-style-type: none"> 1. introduction to English letter for international trade 2. layout of an envelop 3. addresses of both the sender and the receiver 4. the importance of the letter head 5. language style of international trade letters 	4
Chapter 2	<ol style="list-style-type: none"> 1. introduction to setting up business relations 2. useful information for the chapter 3. sample letters of business relations referred through friends, chamber of commerce, commercial counsellor, trade fairs, trade associations, etc. 4. useful expressions 	6
Chapter 3	<ol style="list-style-type: none"> 1. introduction to enquiry, credit status and offer 2. useful information for the chapter 3. sample letters of products enquiry, credit status enquiry, and reply, and offer to enquiry 4. useful expressions 	8
Chapter 4	<ol style="list-style-type: none"> 1. introduction to counter offer and acceptance 2. useful information for the chapter 3. sample letters of counter offer and acceptance 4. useful expressions 	6
Chapter 5	<ol style="list-style-type: none"> 1. introduction to the chapter 2. useful information for the chapter 3. sample letters of payment terms negotiation, pressing for L/C, notification of establishing L/C and other documents relating to payment 4. useful expressions 	6
Chapter 6	<ol style="list-style-type: none"> 1. introduction to the chapter 2. useful information of the chapter 3. sample letters of terms of payment such as shipping advice, instruction of shipping mark, packing and guarantee of quality and choosing a carrier 4. useful expressions 	6

(续)

教学内容	学习要点	课时安排
Chapter 7	1. introduction to the chapter 2. useful information for the chapter 3. sample letters of communication on commodity inspection and customs clearance issues such as obtain and issuing various documents for commodity inspection and customs clearance 4. useful expressions	8
Chapter 8	1. introduction to the chapter 2. useful information for the chapter 3. sample letters on insurance and claims in relating to communication between the insured and the insurer, the importer and the exporter, filing claims and making complaint on short delivery 4. useful expressions	6
Chapter 9	1. introduction to the chapter 2. useful information for the chapter 3. sample contracts frequently used in international trade such as sales and purchase contracts, project contract, contractual agreement on purchase, agreement on consulting services, etc.	10
课时总计		60

目 录

前 言

教学建议

CHAPTER 1 Writing International Business Letters in English

1.1	Introduction	1
1.2	Layout of Envelop	2
1.3	Letterhead	6
1.4	The Structure of an English Business Letter	8
1.5	Language Features of English Letters for International Trade	13

CHAPTER 2 Setting up Business Relations

2.1	Introduction	15
2.2	Useful Information for This Chapter	17
2.3	Sample Letters	18
2.4	Useful Sentences	35

CHAPTER 3 Enquiry, Credit Status and Offer

3.1	Introduction	37
3.2	Useful Information for This Chapter	39
3.3	Sample Letters	40
3.4	Useful Sentences	62

CHAPTER 4 Counter Offer and Acceptance

4.1	Introduction	65
4.2	Useful Information for This Chapter	67

4.3	Sample Letters	68
4.4	Useful Sentences	78

CHAPTER 5 Terms of Payment

5.1	Introduction	81
5.2	Useful Information for This Chapter	83
5.3	Sample Letters	85
5.4	Useful Sentences	97

CHAPTER 6 Terms of Shipment

6.1	Introduction	100
6.2	Useful Information for This Chapter	102
6.3	Sample Letters	105
6.4	Useful Sentences	118

CHAPTER 7 Commodity Inspection and Customs Clearance

7.1	Introduction	121
7.2	Useful Information for This Chapter	123
7.3	Sample Letters	125
7.4	Useful Sentences	134

CHAPTER 8 Insurance and Claims

8.1	Introduction	136
8.2	Useful Information for This Chapter	138
8.3	Sample Letters	140
8.4	Useful Sentences	149

CHAPTER 9 Agreements and Contract

9.1	Introduction	152
9.2	Useful Information for This Chapter	154
9.3	Sample Contracts	154

参考文献	182
------------	-----

CHAPTER 1

Writing International Business Letters in English

1.1 Introduction

Writing international business letters in English is one part of international business communication. Communication with foreign business partners nowadays are no longer something mysterious as it was looked at before. This is attributed to the development of the internet technology. Ever since telegraph was used to exchange messages between international traders some twenty years ago, many changes have taken place in the tools of communication between international traders.

How many channels have been introduced up to now? Just by looking at the communication technologies we are using today, we can see that the number of types did not increase a lot, but the efficiency of communication has increased greatly through such channels as telephone, fax and email.

Though postal mail and telegraph are still in use for international trade today, traders have to consider the economic cost and efficiency when they start to contact their potential international clients. In regards to the cost of the communication, when traders are not sure whether the business will go through or not, using telephone and postal mail are both expensive and slow. Telegraph, due to its limitation to information capacity and inconvenience to translate the codes into normal words, traders prefer not to use it except for money transfer.

When traders talk about business, a promise of a deal in the form of contract or order or

any other forms of document should bear legal binding power. Does telephone have this effect? Unless you have set up the recording system in your telephone, what you are talking about with your trade partners can not be proved true just by your statement. Many countries regulate that recording other people's talking should have their permission. It is therefore not applicable to consider the legal effect of telephone communication. In regarding to the legal effect of paper documents, western business people are accustomed to using personal signature to effect a legal document. That is different from the way the Chinese conduct business. In China, a document does not have legal effect without the red prints by the relative authorities. Thus, although a fax can convey the same messages as a postal mail does and can be as fast as people talk through telephone, it can not bear personal signature.

The features of main communication channels for international trade are summarized below:

1. Postal mails: slow, expensive but confidential, having high legal effect. Most important documents are required to be delivered through postal mails.
2. Telephone: fast, expensive and lacking confidentiality, having legal effect conditionally.
3. Fax: fast, cheap but lacking confidentiality and it is not good to environment, having legal effect on condition. Only general messages of business negotiations are exchanged through fax.
4. Telegraph: fast, expensive, confidential, and limited to its information capacity, having legal effect. In most cases, only money transfer involves telegraph nowadays.
5. email: fast, cheap and confidential, having legal effect. Small volume of business can be determined through exchange of email messages.

Among the five most useful channels of communication in international trade, except for telephone, all the other four channels require communicators' writing skills. Obviously the most frequently used today is email rather than the other channels.

Traditional English letter writing skills require very strict formalities and courtesies. Those formalities require formal layout of the letter and the envelop and the language style in the letter. Although emails allow writers more freedom to express themselves, we have to notice that many business partners frequently ask the writers to attach documents in their emails. Thus formal writing technologies will have to be brought back to the desk again.

In the rest part of this chapter, we shall discuss the layout and structure of English letters as well as the language styles for international trade communication step by step.

1.2 Layout of Envelop

■ Envelop Layout

In international trade, most important documents such as contracts and other business

documents are generally required to be delivered through postal mails. A mail envelop convey two types of messages. One is to instruct the messengers to send the letter to the right receiver. The other is to pass the submessage of the sender's organizational culture.

The most frequently used layouts of envelops are indented style, blocked style and semi-blocked style. The following are examples of the envelop layout.

Sample 1 Blocked Style

Sender BTG Messe-Spedition GMBH Parkstr. 35 D-86462 Langweid Augsburg, Germany	Stamp
Remarks By Air	Receiver Baltrans Logistics Inc. 1818 Gilbreth Road, suite 135 Burlingame CA 94010, U.S.A

By blocked style, we mean every line is aligned straight to the left. What people take as a joke is the part of remarks. You can find it when you buy an envelop from the post office. All the envelops are printed with the remarks of "By Air". We say it is a joke because this part has never been changed since letters began to be delivered by air, which is meant to separate the mails from those to go "By Sea".

Sample 2 Indented Style

Sender China UNICOM. Ltd No. 21 Financial Street, Xicheng District, Beijing 100140, P.R.China	Stamp
Remarks	Receiver Baltrans Logistics Inc. 1818 Gilbreth Road, suite 135 Burlingame CA 94010, U.S.A

By indented style, the sender's address is aligned to the center and the receiver's address shrinks one or two blocks to the right each line. The messages conveyed are the same. Generally speaking, letters from business to consumers sometimes bear the remarks such as a) private, b) personal or c) confidential. Letters from business to business may convey remarks such as a) printed materials or b) sample etc.

■ The Order of Addresses

Both the sender's and the receiver's addresses are in the same order as: house number, street, area code, city, country, telephone number and nowadays email address.

An experience from the post office in processing international mails is that if the letter is sent from the U. S. A. to China, then the receiver's country can be written in Chinese. Because the work of delivering the letter to the receiver is actually split between both the U. S. A. and China, the American postal workers first recognize that the letter should go to China and then the Chinese postal workers are in charge of finding out where the receiver is in China. Of course the bottom line is that the American writer knows how to write Chinese.

The order of address in English mails is completely reverse to the Chinese mails, which always go from the broadest region to the closest location. Compare the same receiver's address in both Chinese and English:

100140

中国北京市西城区金融街 21 号中国联通公司

李女士 收

Ms. Li

China UNICOM. Ltd.

No. 21 Financial Street, Xicheng District,

Beijing 100140, P. R. China

Postal code arrangements are different in each country. For example, in China, postal codes are serieses of 6 digit numbers, as 271003. In Canada, postal codes go with two groups of three characters such as the postal code of the University of Toronto: M5S 1A1. In the United

States, postal codes consist of 5 digit numbers such as the postal code of the University of Pennsylvania: 19104. In the past, postal codes were not very helpful to the postal workers. But now postal codes do matter to them in finding out the location of the receiver. The letter writer should make sure the postal code is correct before throwing the letter to the mail box.

Local geographic areas of the addresses may include street, avenue, circle, curve, road, boulevard, square and so on. These places sometimes share the same name but locate in different areas. For example, we frequently see the name of Pine on a city map, but with different geographic features, such as Pine Street, Pine Valley, Pine Avenue, Pine Circle, Pine Curve, Pine Road, Pine Square, or Pine Boulevard. These addresses may be shown on the envelop in their abbreviations, such as Pine St. , Pine Val. , Pine Ave. , Pine Cle. , Pine Cv. , Pine Rd. , Pine Sq. , or Pine Blvd.

■ Foreign Company Titles

In countries where English is not the official language, the government may strictly regulate the use of company titles in its own language, but it can be lenient in other languages like English. The misapplication of English company titles is not uncommon especially in the past. For example, company title like “Co. Ltd.” is being used by some sole proprietorship, and titles like “factory”, “manufacturing” and “industry”, which suggest a manufacturing entity, are being used by some export-traders. The exporter may misuse the company title in order to project a more attractive image to the buyer. The misuse of the company title may not be intended to harm the buyer, but it is tantamount to deception which may lead to the buyer's loss of confidence in the exporter.

Letters for international trade also involve many foreign company titles. The company title usually reflects the form of a business organization, but it does not always have an English language equivalent. It can be helpful to know the form of foreign business organization that the exporter is dealing with, especially when such issues as import decision making and importer's liability are concerned. The following is a list of examples of foreign company titles:

Table 1-1 Foreign Company Titles and the English Translation

Title Abbrev.	Foreign Term	Language	English Translation
A/B	Aktiebolaget	Swedish	Joint stock company
A. G.	Aktiengesellschaft	German	Joint stock company
A/S	Aktieselskabet	Danish	Joint stock company
B. V.	Besloten Vennootschap	Dutch	Private limited company
Ca.	Compagnia	Italian	Company
Cia.	Companhia	Portuguese	Company

(续)

Title Abbrev.	Foreign Term	Language	English Translation
Cfa.	Compañia	Spanish	Company
Cie.	Compagnie	French	Company
C. V.	Commanditaire Vennootschap	Dutch	Limited partnership
Ges.	Gesellschaft	German	Company
G. K.	Gomei Kaisha	Japanese	Unlimited partnership
G. m. b. H.	Gesellschaft mit beschränkter Haftung	German	Limited liability company
Handelsges.	Handelsgesellschaft	German	Trading company
H. B.	Handelsbolaget	Swedish	Trading company
K.	Kaisha	Japanese	Company
K. G.	Kommanditgesellschaft	German	Limited partnership
K. G. K.	Kabushiki Goshi Kaisha	Japanese	Joint stock limited partnership
K. K.	Kabushiki Kaisha	Japanese	Joint stock company
Komp.	Kompagnie	German	Company
Lda.	Limitada	Portuguese	Limited
Ltda.	Limitada	Portuguese, Spanish	Limited
N. V.	Naamloze Vennootschap	Dutch	Limited company
Oy	Osakeyhtiö	Finnish	Limited company
PLC	(Public Limited Company)	(U. K.)	Public limited company
Pty.	(Proprietary)	(Australia, Singapore, South Africa)	Corporation
Pty. Ltd.	(Proprietary Limited)	(Australia)	Limited liability company
S. A.	Sociedad Anónima	Spanish	Public limited company
S. A.	Sociedade Anónima	Portuguese	Public limited company
S. A.	Société Anonyme	French	Public limited company
S. A. R. L.	Société À Responsabilité Limitée	French	Private limited company
S. C. A.	Sociedad en Comandita por Acciones	Spanish	Limited partnership
S. p. A.	Società per Azioni	Italian	Public limited company
S. R. L.	Società Responsabilità Limita	Italian	Private limited company
S. R. L.	Sociedad de Responsabilidad Limitada	Spanish	Private limited company

1.3 Letterhead

The first impression is long lasting. The letter usually is the front line of an export sale, that is, it is the first to come in contact with a buyer. A neatly typewritten letter with a well designed letterhead and mailing envelope will attract the buyer's attention. A fancy or

complicated design reduces the professional appeal of a letter. The proper choice of paper texture and color is important. Environmental consciousness is growing worldwide. The use of recycled paper is becoming more important than ever.

Business letters are different from private letters in many ways. Not only the layout of the whole letter structure but also the language skills are important. Private letters do not need to choose headed letter paper. But for business people who want to exchange and transfer messages all the time, who you are and where you are should be clearly shown in the letterhead. Smart companies always take this chance to promote their business information. Why not advertise their companies everywhere, even in the letterhead? So far, Chinese companies are still away from recognizing the importance of letterhead and the texture of business letter paper. In western countries, many international companies choose to design their business letter paper with their company names in water printing marks. These two features of letterhead and paper texture designs help very much for trade partners to contact the company.

The following is a common letterhead style.

(Letterhead) China UNICOM.Co., Ltd. No. 21 Financial Street, Xicheng District, Beijing 100140, P.R.China Tel: 000-1111 Fax: 111-2222 Email: abc@china.unicom.com.cn	
<div style="float: right; border: 1px solid black; padding: 5px; width: 150px;"> Sender's address Ref. No. Date: </div> <div style="clear: both;"></div>	
Receiver's address	
Dear _____	
Re: Caption	
_____ _____ _____	
Regards, Signature and writer's business title	

Well designed company head letter papers save many troubles for letter writers. Mistakes in giving business partners the right addresses are greatly reduced and letter writers do not have to repeat the company's address in the letter body again. Nevertheless, people who are used to traditional writing styles still follow the habit of repeating the sender/writer's address at the top-right area of the letter.

Then how much room is left for the letter body? Chinese people may find it strange that in English business letter layout, half of the letter space is taken by the sender's and receiver's addresses. Only less than half of the space is left for carrying messages. That looks pretty much uneconomical. Even English people and Americans laugh at this arrangement of a letter themselves. Letters are supposed to be private and confidential. Now both the receiver's and the sender's addresses are put inside the letter. Should the messenger open the letter to find out where the letter should go? Or are they put there in case the letter writer forgets where his/her own address is? This is just a humor. The habit of putting both parties' addresses inside the letter should be dated back to the history of postage and is beyond the scope of our discussion here.

With the development of internet technology, most trade information has been exchanged through emails. The layout of traditional letter forms is generally denied by the email system. Therefore, email styles look like less formal and less conservative. Writers do not have to consider about arranging the addresses of both parties. The system automatically carries the reply address.

1. 4 The Structure of an English Business Letter

■ The Addresses inside the Letter

As is discussed before, the upper half of a letter conveys the letterhead and the receiver's address. Sender's address should not be repeated if the letter is written on a company headed letter paper. For those blank letter papers, sender's address must be included. Below is the upper half of a letter without letterhead.

Sender's address 1 Ref. No. Date:	Sender's address 2 Ref. No. Date:
Receiver's address	
Dear	

The position of the sender's address differs between British and American styles. The British style is much traditionally placed in the top right corner of the letter, where is the position of Sender's address 2. It goes like this:

Receiver's address	Britain Import GmbH Londoner Weg 25 87953 Posemuckel Tel 0049 741 6291 October 30, 2009
XXXXXXX	
XXXXXX	

In American English the sender's address is usually placed in the top left corner, below the date, which is shown in the position of Sender's address 1, or at the end of the letter, below the signature. Below are two examples of American style.

Example 1 In the Top Left Corner

October 30, 2009	
Britain Import GmbH Londoner Weg 25 87953 Posemuckel Tel 0049 741 6291	
Receiver's address	
XXXXXXX	
XXXXXX	