

高等学校国际经济与贸易专业规划教材

# 国际贸易英语函电

English Correspondence for International Trade

董晓波 主编



清华大学出版社

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# 国际贸易英语函电

English Correspondence for International Trade

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English Correspondence for International Trade

清华大学出版社  
北京交通大学出版社  
· 北京 ·

## 内 容 简 介

本书保持了国际贸易业务环节的系统性和完整性,科学地将国际贸易知识、商务技能与英语写作能力融为一体。取材真实,内容适当。包括建立业务关系、资信调查、询盘、报盘、还盘、订货、支付、信用证、包装、装运、保险、投诉与索赔、代理,以及交易的达成,等等。通过本书的学习,读者可以掌握国际贸易法和外贸实务的基本理论知识,熟悉各种各样的函电格式和常用句型,了解国际贸易活动的人文背景,以及具体操作规范及程序,从而提高从事国际贸易往来的业务能力。

本书不仅适用于经贸英语专业,也可供高等院校财经类、国际贸易法类相关专业使用,同样适合自学考试考生和其他有志于从事国际贸易的读者作自学参考之用。

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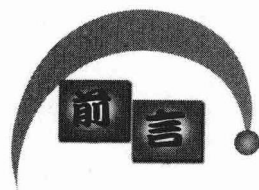
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对外贸易是中国经济持续增长的重要力量，随着全球经济一体化和中国对外开放的进一步扩大，中国正以更快的步伐融入全球化的浪潮中，并在众多的领域特别是在经济和贸易领域全面与国际接轨。中国社会需要大量外语基础好、又精通国际贸易规则的高素质复合型人才。为了满足各大专院校培养复合型商务英语人才及社会上各阶层国际贸易工作者的需要，我们特编写了《国际贸易英语函电》一书。

在本书编写过程中，我们参考了国内外最新的相关资料，尤其是本人在美国佐治亚大学法学院做博士后期间所收集的资料，同时也得到了国内一些在外贸公司和合资企业工作的朋友们的大力支持。本书共15章，其中第1章简要而系统地介绍了国际商务英语函电的基础知识，包括商业信函的格式、结构组成、文体特点和拟写原则等。第2~14章为业务环节专题章节，基本按业务过程的先后顺序编排。这些环节包括建立业务关系、资信调查、询盘、报盘、还盘、订货、支付、信用证、包装、装运、保险、投诉与索赔、代理，以及交易的达成。在第15章中，介绍了常见的一些国际商务活动，如合资企业、补偿贸易、投招标。每章都由5部分组成：①专题基本介绍，掌握要点，写作特点；②信函实例；③注释；④常用表达；⑤练习。为了方便自学，所有练习均在书后附有参考答案。附录提供了外贸常见英文缩略词和国际贸易常用单据。

本书保持了国际贸易业务环节的系统性和完整性，科学地将国际贸易知识、商务技能与英语写作能力融为一体，目的在于帮助读者通过系统地学习国际贸易函电，掌握国际贸易法和外贸实务的基本理论知识，熟悉各种各样的函电格式和常用句型，了解国际贸易活动的人文背景，以及具体操作规范及程序，从而提高从事对外贸易往来的业务能力。本书不仅适用于经贸英语专业，也可供高等院校财经类、国际贸易法类相关专业使用，亦同样适合自学考试考生和其他有志于从事国际贸易的读者作自学参考之用。

本书由董晓波主编，陈钟梅、黄菁副主编，黄静雅、陆燕萍、王红丽和郭婷婷参编。在整个编写过程中，我们力求完美，但是限于水平，不乏偏颇和疏漏之处，恳请广大同仁和读者不吝指正，以便充实与完善。

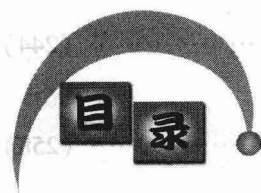
董晓波

2010年8月

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## Chapter

# 1

## An Overview of Business Letter Writing

### 商务信函写作概论

#### Introduction

Business today is requiring more and more written communication. Any important transaction must be reported on paper. The written word stands as a permanent record. Nowadays, even oral agreements made in person or by phone are usually confirmed in writing to avoid mistakes and misunderstandings. In business, paperwork is especially overwhelming. Letters are used to handle routine matters, to establish credit, to adjust complaints, etc. A letter is often the evidence of an arrangement or a contract, therefore it must be written with care.

In the business world, writing means communicating with different people, including top managers, customers, shareholders, workers, clerks, etc. So when writing a letter, we must direct our messages according to the interest and benefits of the readers. We must stand in the readers' position, and write the letter for them.

A business letter, by definition, is a letter written in formal language, usually used when writing from one business organization to another, or for correspondence between such organizations and their customers, clients and other external parties.

Good learning of writing various parts of English business letters is very important. Only after mastering the correct writing can you strengthen the good impression your corporation gives to the outside world and increase its prestige. It is also beneficial to raise the position and the trust of your corporation in the international field and in the business circle.

#### Writing Strategy

### 商务信函应包含的内容

#### 1. Letterhead

A letterhead is the heading at the top of a sheet of letter paper. It usually consists of a name



and an address, and a logo or corporate design, and sometimes a background. Letterhead may also refer to a piece of letter paper imprinted with such a heading.

## 2. Date

It includes the accurate year, month and day.

## 3. Inside address

The inside address should include the receiver's name and title, company name, street address, city, state (province), post-code, and country (if necessary). They are typed at the upper left-hand margin of the sheet, starting two to three lines below the last line of the letterhead.

## 4. Salutation

Salutation is placed two lines below the inside address. The salutation is "Gentlemen" if the letter is addressed to an organization. In business correspondence, the most commonly used salutation forms are:

Dear Sirs, (British Style)

Gentlemen: (American Style)

Dear Sir,

Dear Madam:

Dear Mr. Brown:

Whether married or unmarried, a woman is always addressed as "Dear Madam", never as "Dear Miss". The Americans prefer to use "Gentlemen" while the British use "Dear Sirs". Even when the firm's name is the name of a single individual, the salutation of plural form is preferred.

In writing to a firm consisting of both men and women, or even to a firm consisting of women alone, the salutation of "Gentlemen" is preferably used.

The salutation of "Dear Sirs" is followed by a comma and "Gentlemen" is followed by a colon.

## 5. Body of the letter

This part is the most important one in business correspondence. The body of the letter generally consists of four essential parts.

### 1) Opening (or Introduction)

The opening is actually the background of this letter. It indicates the referring letter, contract or letter of credit to which response will be made.

### 2) Details

The details refer to the enquires, problems, requirements, etc. which will be put forth by the letter. Some relative details will be illustrated in this part.

### 3) Response (or Action)

In this part the expected response or possible decision will be expressed here.



#### 4) Close

In this part a short close must be made politely. Attention must be paid to the keeping of friendly relations between the letter writer and the letter receiver. Business development should not be hindered by a discourteous letter close.

In writing the body of the letter you must always ask yourself about the purpose of writing this letter. You must always consider the best ways of accomplishing your hope and conveying your ideas to your correspondent. Try your best to streamline your letter and use short sentences and short paragraphs for giving your correspondent a brief letter to read fast. Start a new paragraph for each point you wish to stress and make your letter to be read easily and clearly and as well inspire the action or response you desire.

#### 6. Complimentary close

It is the courtesy expressions used when ending the letter.

Complimentary close is used to provide the letter with a courteous ending. The correct position for complimentary close is two lines below the body of the letter to the right side of the page, in line with the date block at the top.

In business correspondence, "Yours truly" is the style used most frequently. Here are some more styles which can be used: Yours sincerely, Sincerely yours, Yours faithfully, Faithfully yours.

If continuation sheets are needed, plain paper of the same quality as the letterhead must be used and typed with a heading to show the following:

- (1) The number of the sheet (in the center of the page).
- (2) The name of your correspondent (on the left-hand side).
- (3) The date of the letter (on the right-hand side).

#### Example 1 – 1

— P2 —	
China Textile I/E Corp.	Nov. 1 <sup>st</sup> , 2009

#### 7. Signature

The signature is the signed name of the person writing the letter. It is signed by hand in black or blue ink. Since the hand-written signature is illegible, the name of the signer should be typed below the signature. The name should be written out in full, as initials may be misleading or confusing. It is common to have the writer's name typed several lines below the complimentary close, leaving space between for the hand-written signature, followed by one's job title or position.

If the writer writes the letter for his firm, not for himself, he should type the name of his firm in capital letters below the complimentary close, followed by his signed name right below it.

#### 8. Postscript

When the letter writer forgets to mention or to emphasize something in his letter, he may add





his postscript two spaces below the carbon copy notation, as follows:

P. S. The catalogue will be airmailed to you under separate cover.

However, the adding of a "P. S." will show that the writer's letter is lack of good planning and well consideration, so the adding of a "P. S." should be avoided as far as possible.

## 商务信函的形式

商务信函基本上有 3 种形式。

### 1. Block Style (齐头式)

除了信纸的信头 (letterhead) 已印制于公司专用信纸的中央顶端, 其他各项均集中于信纸的左端。

<u>Letterhead</u>
<u>Date</u>
<u>Inside Address</u>
_____
_____
<u>Salutation</u>
<u>Body</u>
_____
_____
_____
_____
_____
<u>Complimentary Close</u>
<u>Signature</u>

### Example 1 - 2

<b>Jill &amp; Johnson Co. Ltd.</b>	
28 Linkin Street, Toronto, Canada	
Tel: *****	E-mail: *****
Fax: *****	Post Code: *****





20 July, 2009

Mr. \*\*\*

General Manager

**Jiangsu Textile Imp. & Exp. Corp.**

Renming Street, Gulou District

Nanjing, China

Our Ref. No. \*\*\*\*\*

Attention: General Manager

Dear Mr. Lee,

Re: Establishing Business Relationship

Your name and good experiences of managing the import and export businesses in the line of textile industry have been known to us for a long time, but it's a great regret that we have not yet established definite business relationship between us.

As you know, it is our policy to trade with the people of all countries on the basis of equality and mutual benefit. Our firm has been keeping long direct relations with our competitive domestic manufacturers. We believe the establishing of our business relationship will greatly help the economic development of our two nations.

We hope to receive your reply as soon as possible.

Yours sincerely,

Jill & Johnson Co. Ltd.

Signature (hand-signed)

Jill Smith (typed Our Branch)

## 2. Semi-block Style (混合式)

该形式又称“Modified Block Style with Indented Paragraphs”。混合式把日期 (date) 和参照号 (references) 的位置固定在右边, 以方便归档和检索工作的进行; 结尾敬语 (complimentary close)、签名 (signature) 及打印的姓名 (typed name) 同信纸的信头 (letterhead) 一起居中放, 其余部分放在信纸左端。



LetterheadDateInside Address

---

---

SalutationBody

---

---

---

---

---

---

Complimentary CloseSignature**Example 1 - 3****Jill & Johnson Co. Ltd.**

28 Linkin Street, Toronto, Canada

Tel: \*\*\*\*\*

E-mail: \*\*\*\*\*

Fax: \*\*\*\*\*

Post Code: \*\*\*\*\*

27 July, 2009

Mr. \*\*\*

General Manager

**Jiangsu Textile Imp. & Exp. Corp.**

Renming Street, Gulou District

Nanjing, China

Dear Sirs,

Re: Expediting the Delivery of the Goods

With reference to our 2,000 dozen silk dresses under our Sales Confirmation No. K963, we think it is our duty to remind you that the date of delivery is approaching, but we still haven't received your Shipping Advice. Since our L/C has already been opened for one month, please expedite the delivery of the goods to meet the urgent needs of our customers.





12 November, 2009

Mr. \*\*\*

General Manager

**Jiangsu Textile Imp. & Exp. Corp.**

Renming Street, Gulou District

Nanjing, China

Dear Sirs,

Mr. James Green, president of our Corp. and Mr. Joseph Johnson, Marketing Manager, would like to visit China to continue our discussion on the production line. They are planning to leave Toronto in the beginning of December and to stay in your city about one week.

Would you please let us know your opinion on this planned visit? If their visit is agreeable and is convenient for you, please request your Embassy here to issue them the necessary visa. We would be very glad if you would offer us your suggestion on their itinerary.

Sincerely,  
Henry Smith

## 商务信函写作时应注意的要点

These seven principles are all begun with the letter "C", so we can call them the "7C's".

### 1. Consideration

In preparing every piece of information and before taking every step, you must always keep your reader in mind and think about your opposite side. There is an old saying: "Put yourself into the reader's shoes." It means that you must always show your consideration for your correspondents.

### 2. Courtesy

When writing to your correspondents, it is necessary for you not only to be polite, but also to be sincere and tactful, thoughtful and appreciative. It is also a kind of courtesy for the tradesmen to answer the letters and the enquiries promptly. Any delay in dealing with the matters is discourteous.

### 3. Clarity

The writer should express his aims, ideas and requirements clearly not only by distinct and







understandable wordings, but also by correct phrases, tenses, voices and sentence structures in order not to be misunderstood or misinterpreted. Writing letters to and fro for enquiring about the same thing will enable you to miss business opportunities.

#### 4. Conciseness

A letter written with wordiness or redundancy will not be welcomed in the business circle. The business field is just like a battle field. The aim of doing business is to gain profits from fighting a quick battle to force a quick decision in winning over the business opportunities. In writing letters, the sentences you use must be brief and to the point.

#### 5. Concreteness

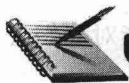
The enquiries of others about something and your answers to the others' letters must be made with reality and concreteness. Any ambiguous and vague words must not be used and the information must be supplied with definiteness and concreteness.

#### 6. Completeness

The business letters must consist of complete and intact information. The incomplete information will fail to enable the tradesmen to seize the business opportunities of doing mutually beneficial trades.

#### 7. Correctness

Whenever you are writing letters, faxing or emailing, you must check the typing of figures, types, specifications, etc. again and again before sending them out in order not to make any mistakes which will bring injuries to your business.



### Useful Expressions



1. Thanks for your attention. 多谢关注。
2. Thank you for your interest in our products. 感谢对我方产品的关注。
3. We wish to thank you most sincerely for the kindness with which you gave us much help.  
衷心感谢贵方的大力协助。
4. We thank you for your efforts on our behalf. 感谢贵方为我方出力。
5. Please accept our thanks for the trouble you have taken. 有劳贵方之处, 不胜感激。
6. We tender you our sincere thanks for your generous treatment of us in this affair. 对贵方在此事中的慷慨之举, 深表谢意。
7. We much appreciate this first order from you and we hope that it will be the beginning of a long and friendly connection between us. 对贵方的初次订货深表谢意, 希望这将是彼此长久友好关系的开端。





8. It will be greatly appreciated if you will kindly send us your samples. 如承惠予样品, 我方将不胜感激。
9. We shall appreciate it a lot if you will give our bid at your favourable consideration. 如承优惠考虑报价, 我方将不胜感激。
10. We should be grateful for your trial order. 如承试订货, 我方将不胜感激。
11. I hope you will forgive me for not having written to you immediately. 迟复函, 望谅。
12. We regret the trouble we are causing you. 此事烦扰贵方, 望海涵。
13. Much as we regret it, we prefer not to work on this business in this instance. 深以此次不能成交为歉。
14. We wish to crave your kind forbearance for this trouble. 此事烦扰贵方, 望海涵。
15. We assure you of our best services at all times. 我方保证向贵方随时提供最优质的服务。
16. We spare no efforts in endeavouring to be at the service to you. 我方将不遗余力为贵方效劳。
17. Our experienced staff will give our clients excellent service, reliable performance, immediate shipment and competitive prices. 我方办事人员经验丰富, 愿为用户提供最佳服务, 办事可靠, 交货迅速, 价格优惠。
18. We are pleased to render ourselves at your disposal, and if there is any way in which we may be of service to you, please don't hesitate to contact us. 我司乐意为贵司效力, 如果任何方面需我司提供服务, 请及时与我司联系。
19. We take this opportunity to re-emphasize that we shall always do everything possible to give you whatever information you desire. 我们借此机会再次强调, 我方定会尽力随时提供贵方所需任何信息。
20. We welcome your inquiries and patronage. 欢迎垂询惠顾。
21. We have recently expanded our market into Canada. 我们最近已打入了加拿大市场。
22. If you need further information, please do not hesitate to contact us at any time. 如果你们需要进一步了解情况, 请随时与我们联系。
23. Please supply us with the following information by the end of this month, at the latest. 最迟请在这个月底之前, 将以下资料寄给我们。
24. We hope you will get some idea of our company's structure. 我们希望贵公司能对我们公司的结构有所了解。
25. As requested, we are enclosing our company brochure. 如你们所要求的, 我们附上了我们公司的小册子。
26. Your early reply would be very much appreciated. 若贵方能尽早作答复, 将不胜感激。
27. We are pleased to send a catalog in which our new items are listed. 我们很乐意将我们最近产品的目录寄给你们。
28. The manuals are not available at the moment and we must ask you to wait another week before they reach you. 简介手册尚未准备好, 所以请你们再等一个星期。
29. We can assure you that our new products are certain to satisfy your customers. 我们可以向贵方保证, 我们的新产品一定可以使你们的顾客满意。
30. It's our great pleasure to offer you the lowest possible price. 我们很乐意为你们提供可能的最低价格。

## Chapter

## 2

### **Establishment of Business Relations & Credit Status Enquiries**

### **建立业务关系和资信调查**

#### **Introduction**

Establishing business relations with prospective customers is one of the important measures to maintain or expand business activities in doing all trades. Customers are the basis of business expansion, therefore, it is a common practice in business communications that newly established firms or firms that wish to enlarge their business scope and turnover are required to write letters to new customers for the establishment of relations.

People usually get products or service information of a company from advertisements, agent's relative banks' introduction, etc. Therefore, when we establish relationship with a new client, it's favorable to have the following information in your mail: C = company's name, P = product, S = service, I = information source, R = recommendation (either the name of a company or a person).

#### **Writing Strategy**

To be specific, the information in the first letter should contain the following information:

- (1) The source of the information, i.e. how and where the writer got the name and the address of the receiver's company.
- (2) The intention or desire of writing this letter.
- (3) A self-introduction, including the business scope, branches, financial status, integrity of the writer's company, and other necessary information.
- (4) Writer's expectation of cooperation between two parties.

If you are interested in buying some products, you may first ask for samples, price-lists, catalogues or other reference materials. No matter what you are interested in buying or selling, your letters should be written politely, simply, clearly and concisely.

The first impression matters a lot. Be positive to follow the standard format and try your best to avoid making mistakes. Be sure to answer in full without any delay after you receive any letter. Only in this way can you create goodwill and leave a good impression on the reader.