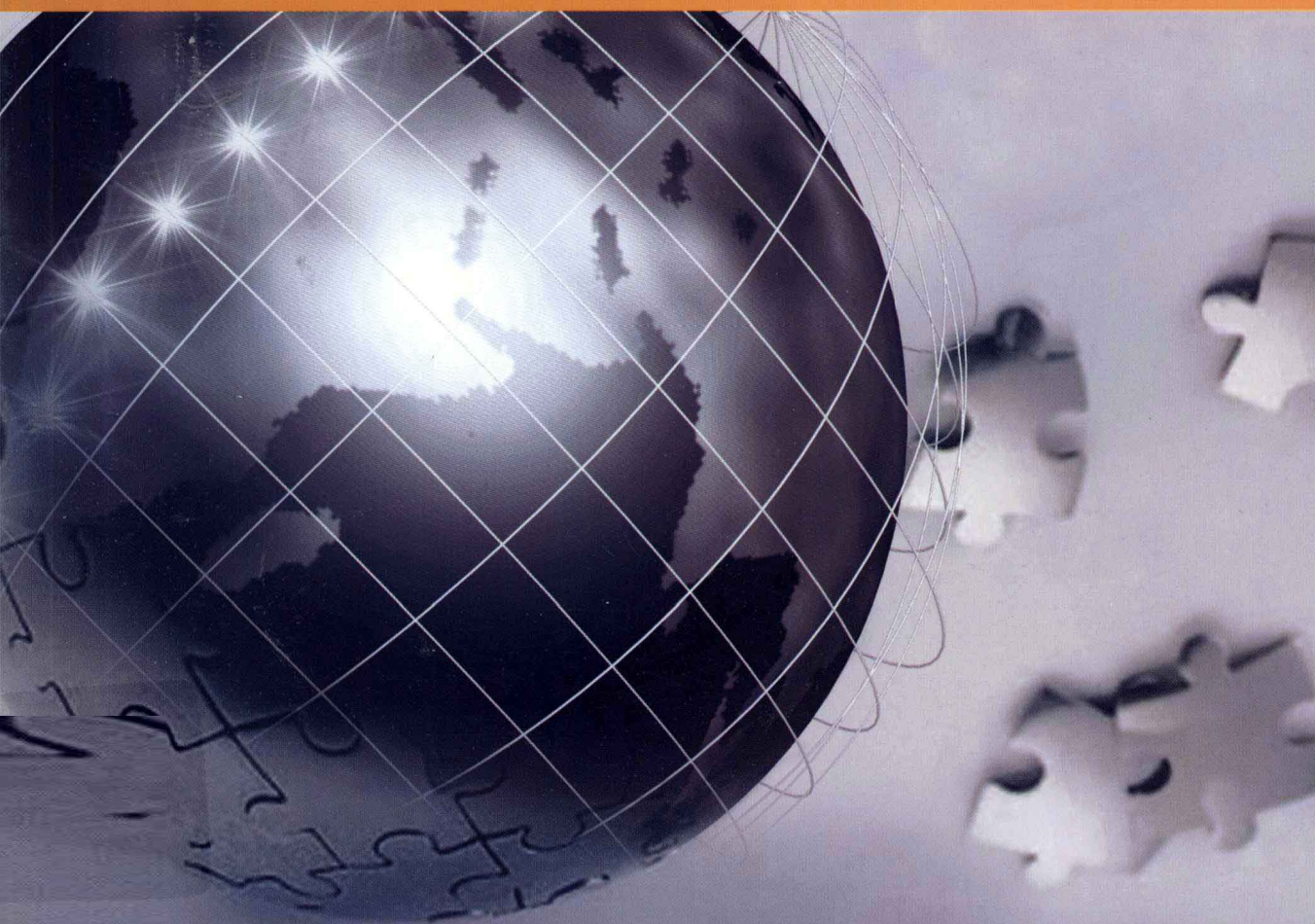


21世纪高校商务英语专业系列规划教材

International Business
English Correspondence

国际商务英语函电

吴雯 编著



对外经济贸易大学出版社

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21 世纪高校商务英语专业系列规划教材

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International Business English Correspondence

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前 言

加入 WTO 后,随着全球经济的发展和市场化运作,对商务人才的培养也提出了新的要求。一位优秀的商务人员不仅需要掌握国际上通行的贸易作法和商务程序,有一定的国际商务实际操作经验,而且要具备商务英语沟通能力和函电写作技巧,以适应充满机遇和挑战的时代,成为成功的复合型人才。

本教材的编写正是在上述前提下应运而生。本教材以培养学生商务英语信函写作能力为核心,在内容上将英语语言能力和商务知识学习有机地结合起来。在培养学生英语语言能力的同时,注重培养学生动手能力,使学习者在真实的场景下学习专业语言知识,掌握国际商务英语的交际和实战操作技能。

教材特点:

教材编排 本书主要以鞋子为主题商品,教学内容围绕一个案例展开,介绍了产品的分类、公司结构、报价细节等,覆盖了国际贸易一个完整的流程,如询盘、报盘、签订合同等,本书增加了样品与费用的环节,因为该环节是贸易流程中不可缺少的一部分。

全书采用模块教学,包含五大模块十三章。第一模块介绍商务英语信函和电子邮件的基本要素、格式和写作技巧,第二模块开发客户,第三模块为业务磋商,包含询盘、样品、报盘与还盘,第四模块为合同的执行,包含合同、付款方式、审证、包装、装运、保险与索赔,第五模块为单证样本与实训。全书根据国际贸易进出口流程的主要环节逐一呈现知识点、相关实例与实训,每章由 Objectives, Introduction, Writing Tips, Lessons, Exercises, Skill Training, Business Link & Useful Expression 这几个部分组成。每章相互衔接又单独成一个教学环节,增加了翔实性与生动性。

教材内容 教材内容采用公司信函实例,表格形式多,实用性强。(1) 词汇与专业术语 每个环节都收进了业务常用的最新术语与词汇,并分环节对国际贸易语言点进行介绍。例如: OEM, ODM, MOQ, leading time, HQ, TNT, Pay bal 等, 缩略语如 Pls, ASAP, yr 等。每个环节介绍了相关的专业知识,例如: retailer 境外零售商,包括百货公司、超级商场、商店类与特许经营组织等。(2) 信函内容 采用公司业务实例,还原公司的商务操作,如 order inquiry 信函实例,与以往教材重复的内容不同,带来新颖性。单据图片特别是信头、询盘单、报价单与订购单等都是公司来的实例,有别以往教材只用几个表格表示的方式,也呈现了新颖性与实用性。

教材练习 本书的练习多样,练习题结合了托业考试的最新题型。此外根据每章的特点有针对性地设计了不同的练习形式。教材练习中的产品名称也以日常使用、学生喜欢的商品为主,如: 背包、服装、工艺品、化妆品等。

实训环节 实训内容紧跟业务员的实际操作,形式尽可能多样化,注重单项技能训练与综合能力培养相结合。例如: 现在建立业务关系主要是从网络与广交会获取信息,

因此在实训中出现了网站建立公司、名片联系业务的练习,使场景更真实。此外合同、信用证也是采用实际案例,特别是按一笔交易展开,审核信用证就是根据前面签订成交的合同审核。

教材排版 自改革开放以来,函电教材一直是以冷冰冰的文字出现,与学生缺少互动,与其他教材相比少了趣味性与真实性。而本教材在介绍、课文、练习、实训等中穿插了不少的图片,既然是贸易,那么加进有关与商品有关的图片或者是公司的情景,传递重要信息,能调动学生学习的积极性。

教学资源 同步提供与教材配套的教学参考书、教学课件。

本书由福建对外经济贸易职业技术学院吴雯副教授任主编并负责全书的策划和统稿,王玮韦、戴浙闽担任副主编,全书共五个模块十三章。具体分工为:吴雯老师负责第一、二、三、六章和第十三章,第一至第十章实训及附录一、二的编写,福建工程学院陈宁老师与企业人员吴伟负责第四、五章的编写,福建师范大学戴浙闽老师负责第七、八、九章的编写,集美大学王玮韦老师负责第十、十一、十二章及附录三的编写,福建东方星进出口公司的企业人员吴伟提供了询盘单、报价单、估价单等大量的原始单据与素材并对业务环节进行指导,在此表示感谢。

本书在编写过程中,参考了大量的相关书籍和资料,既有传统教材的优势,又有推陈出新的地方,在此也一并表示感谢。

编者

2011年8月

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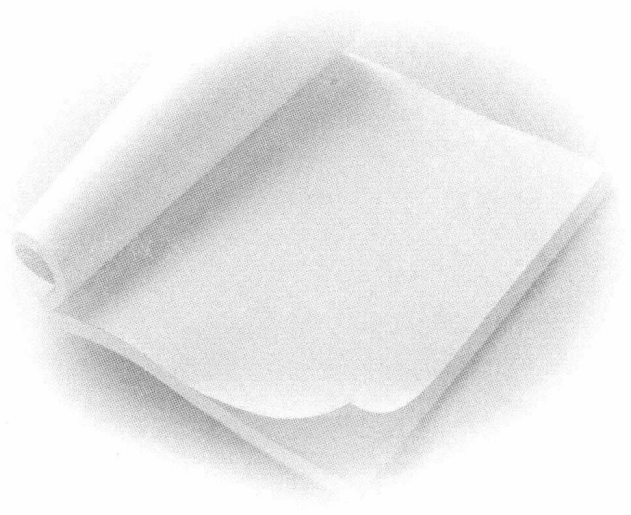
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Module I

International Business English Correspondence Basics



Chapter I

International Business English Correspondence Basics



Objectives:

After studying this chapter, hopefully you will have some clear ideas about:

1. Principles and approaches of writing business letters.
2. The usual structure of a business letter and e-mails.
3. How to edit layouts and arrange the parts of a business letter in good order.
4. Some knowledge about products and trade organizations.

I. An Introduction to the Course

1. What is Business English?

Business English focuses on vocabulary and topics used in the worlds of business, trade, finance, and international relations. It also refers to the communication skills used in the workplace, and focuses on the language and skills needed for typical business communication such as presentations, negotiations, meetings, small talk, socializing, correspondence, report writing, and so on. People study business English for very practical reasons: to improve their work performance, enhance their prospects for promotion, or in order to find a job.

2. Business English vs. General English

People study English for different purposes. Thus English falls into two categories: English for General Purposes (EGP) and English for Specific Purpose (ESP). Business English is a part of ESP and can be considered a specialism within English language learning and teaching. It implies the definition of a specific language corpus and emphasis on particular kinds of communication in specific context, while General English may encompass the broad vocabulary and varieties of styles found in literature and other general reading and in the world of entertainment and the media. Individuals may have interest in the culture; desire to travel or live abroad; a feeling that language skills will be useful or lead to better job prospects.

3. International Business English Correspondence

International business consists of transactions that are devised and carried out across national borders to satisfy the objectives of individuals and organizations. Correspondence means communication. When people do business at the international level, they need to communicate with each other through letters, faxes, e-mails, telephones, online chatting tools and some other modern means. Letters have been the principle and traditional channels by business firms to exchange messages for a long time. E-mails can be considered the electronic version of the letter. Today E-mail has become a primary source of communication in the workplace. Therefore, this course focuses on writing good business letters in the context of international business. In international trade, a business letter not only serves as a business document, but also provides a permanent record. Successful business letters can facilitate positive and promising business dealings. This course is intended to develop skills of writing good business letter.

II. Guidelines for Effective Business Correspondence

1. Writing Approaches for Business English Letters

A business letter is very short, brief and direct. The contents of a business letter usually consist of three or four paragraphs. The general rule is, one point for one paragraph.

The purpose of Business English letters is to deliver messages. Generally speaking, the messages conveyed in the letters can be divided into two categories: good news and bad news. Accordingly, there are two writing approaches for business English letters: direct approach and indirect approach. Direct approach is employed in delivering good news. Indirect approach is used in delivering bad news. In letters of establishing business relations, making inquiries and offers, placing orders and signing a contract, writers tend to adopt a direct approach. The writer will begin with the most important point and work downward. The direct approach gives the reader the sense of immediacy. Usually letters delivering good news contain three paragraphs or even less. The usual steps are opening, purpose and ending or only a paragraph stating the purpose. In business letters with bad news, you have to go through five steps. They are neutral statement as a buffer, reasons, refusal, alternative and an ending. Letters of making counter offer, declining terms of payment or repeat orders and lodging a claim fall into this category.

2. Writing Principles for Business English Letters

To make your writing effective, you may follow some generally accepted principles. Since all these principles are begun with the letter "C", they can be summed up as 7Cs, i.e. Clarity, Consideration, Courtesy, Completeness, Conciseness, Concreteness and Correctness.

Clarity is the most important characteristic of good business writing. It means conveying

your message to the recipient without being misunderstood. Avoid using ambiguous words or rarely used words. For example: As to the steamer sailing from Hong Kong to San Francisco, we have bimonthly direct services. The word “bimonthly” has two meanings. One is “twice a month”, and another is “once every two months”. Therefore, we can revise the sentence as follows:

We have a direct sailing from Hong Kong to San Francisco every two months.

We have a direct sailing from Hong Kong to San Francisco semimonthly.

We have two direct sailings from Hong Kong to San Francisco every month.

Consideration means sharing your reader’s point of view and keeping your reader’s needs in mind. Consideration mainly lies in “you-attitude”. Compare the following sentences and you will find sentence b) is better and thoughtful.

a) We allow 2% discount for cash payment.

b) You may earn 2% discount if you can pay us cash.

Avoid using “you-attitude” when conveying bad news. In this situation, you have to handle it tactfully. Instead of saying, “Your letter is not clear at all. I cannot understand it.” Just say: “If I understand your letter correctly...”

Courtesy is more than politeness. A good business letter should be positive, friendly, sincere and tactful. “Kindly please send me some pictures of your models” is courtesy and more effective than “We ask for some pictures of your models”. Subjunctive mood is often used to give a polite request. Besides, respond to people and give an immediate response will improve courtesy in the communication process because people no longer get frustrated waiting for an answer.

Completeness implies sending complete information to the recipient. Be sure to include all the necessary information so as to avoid the trouble of busy exchange of correspondence which sometimes results in the loss of time and, what is worse, loss of opportunity. As in making an offer, the offer is incomplete if the seller does not include the price or important terms and conditions.

Conciseness is to make your point brief and clear. The message you convey is as short as possible while being complete. To achieve conciseness, the writer should avoid wordy statement and fancy language. Compare the following two pairs of sentences, you will find sentence b) is concise.

1. a) I wish to express my heartfelt gratitude to you for your kind cooperation.

b) Thank you for your cooperation.

2. a) We wish to acknowledge receipt of your letter of May 2 with the check for \$200 enclosed and wish to thank you for the same.

b) We appreciate your letter of May 2 and the check for \$200 you sent with it.

Concreteness is to make the message specific, definite and vivid. It is important especially when we write contracts, agreements, notices, advertisements and business letters like inquiries and offers. These materials should be written with specific facts, figures and time. Instead of writing, "This contract will come into effect from Oct. 1." Just say, "This contract will come into effect from and including October 1, 2009." This will avoid disputes and financial losses. Furthermore, expressions such as "prompt", "immediately", "as soon as possible", and the like should not be used in stipulations of time of shipment. If they are used, banks will disregard them.

Correctness refers not only to correct usage of grammar, punctuation and spelling, but also to standard language, proper statement, accurate figures and the correct understanding of commercial jargons. In terms of language, you should make sure that you make no grammatical mistakes. Pay attention to punctuation for it will affect the meaning of the sentence. For example:

Our shop, in Canada, was destroyed by fire.

From this sentence, we know that the writer has only one shop.

Our shop in Canada was destroyed by fire.

Here we know that the writer has more than one shop.

III. Layout of Business Letters & E-mails

1. Layout of Business Letters

(1) The Structure of a Business Letter

A formal business letter consists of fourteen parts in which nine parts are important and five parts are optional.

A. Nine Important Parts

1) The letterhead

Letter head is often printed on quality paper beforehand. It includes the essential particulars about the writer: the companies' name, postal address and zip-code, telephone and facsimile numbers, websites, etc. You can see examples below:

Sample 1



中國福建國際經濟技術合作公司

CHINA FUJIAN CORPORATION
FOR INTERNATIONAL TECHNO-ECONOMIC COOPERATION

中國福州茶林路 257 號
257, HUALIN ROAD, FUZHOU, CHINA

電話: 7577815
電挂: 8054 福州
傳真: 7578240
郵編: 350013
TEL: 7577815
CABLE: 8054 FUZHOU
FAX: 7578240
ZIP: 350013

Sample 2



Generally, a company is a form of business organization but the precise definition may vary in different situations and in different countries. In China, state-owned enterprises, private companies, joint ventures and corporations are fairly common. In common law countries today, the most commonly addressed forms are corporations (Inc., Co., Corp.), limited companies, limited liability partnerships, limited partnerships, not-for-profit corporations, partnerships, sometimes called “general partnerships” and sole proprietorships”. The following are some examples of names of trade organizations in China:

China National Cereals, Oils & Foodstuffs Imp/Exp. Corp. 中国粮油食品进出口公司
 China National Construction Materials Imp/Exp. Corp. 中国建材进出口公司
 China National Arts & Crafts Imp/Exp. Corp. 中国工艺品进出口公司
 China National Metals & Minerals Imp/Exp. Corp. 中国五金矿产进出口公司
 China National Textiles Imp/Exp. Corp. 中国纺织品进出口公司
 China National Light Industrial Products Imp/Exp. Corp. 中国轻工产品进出口公司
 China National Garments & Costumes Imp/Exp. Corp. 中国服装进出口公司
 China National Arts & Crafts Imp/Exp. Corp. 中国工艺品进出口公司
 China National Petroleum Imp/Exp. Corp. 中国石油进出口公司
 China National Nonferrous Metals Imp/Exp. Corp. 中国有色金属进出口公司
 China National Electric Wires & Cables Imp/Exp. Corp. 中国电线电缆进出口公司
 China National Chemicals Imp/Exp. Corp. 中国化工进出口公司
 China National Complete Plant Imp/Exp. Corp. 中国成套设备进出口公司
 China National Agricultural Machinery Imp/Exp. Corp. 中国农业机械进出口公司
 China National Aero-Technology Imp/Exp. Corp. 中国航空技术进出口公司
 China National Medicines & Health Products Imp/Exp. Corp. 中国医药保健品进出口公司
 China Metallurgical Imp/Exp. Corp. 中国冶金进出口公司
 China National Foreign Trade Transportation Corporation 中国对外贸易运输公司
 China Ocean Shipping Agency 中国外轮代理总公司
 China Export Bases Development Corporation 中国出口商品基础建设公司
 China Ocean Shipping Company 中国远洋运输公司

2) The date

The date should be placed two or four spaces below the letterhead to the right for indented style or the left for the blocked style. The date should be written in full and not abbreviated. Spell out the name of the month, and do not show the date in figure like 11/9/2007 to avoid confusion. This is because there are two ways in writing the date.

3) The inside address

The inside address usually consists of name of the person to whom the letter is sent, often with a social title and his or her company title, the name of the firms, and the mailing address of the firm. It appears exactly the same way as on the envelope, but not in all capital letters as on the envelope.

4) The salutation

The salutation is the polite greetings with which a letter begins. The customary formal greeting in a business letter is "Dear Sirs" or "Gentlemen". It should be placed two spaces below the inside address.

5) The subject line

Often useful as a time-saver is the practice of including at the head of a letter a short title announcing the subject-matter. It is often inserted between the salutation and the body of the letter to invite attention to the topic of the letter.

6) The body of the letter

This part carries the actual message of the letter.

7) The complimentary close

The complimentary close is merely a polite way of ending a letter. Just as the use of Dear Sir, etc., is purely conventional, so is the use of Yours faithfully, Yours truly, Cordially yours, and similar expressions. Nowadays, Best regards is customary formal ending.

8) The signature

A letter should be signed by hand, and in ink. Because many hand-written signature are illegible, the name of the signer is usually typed below the signature and followed by his job title or position.

9) The enclosure

Enclosure is important in a business letter as the recipient will know that samples or pricelists are sent as well. Two line spacing between the carbon copy notation the writer may indicate one or more enclosures in the letter. Sometimes you may use the abbreviation "Enc."

B. The Optional Parts

10) The references

The references may include a file number, department code or the initial of the signer of the writer. They are marked "Our ref." and "Your ref." to avoid confusion. They may be placed immediately below the letterhead.

11) The attention line

The attention line is used to direct the letter to a specific individual or section of the firm. It generally followed the inside address.

12) The reference notation

The reference notations are made up of the initials of the person who dictates the letter and of the secretary or typist. The initials are usually typed two line spacing below the signature against the left-hand margin. The two sets are separated by a colon or a slant, with

the dictator's coming first. You may capitalize both, or neither, or only the first of the set.

Eg. HW / JZ HW: JZ HW: jz HW / jz

13) The carbon copy notation

If the copy of the letter is to be sent to a third party, type cc or CC two line spacing below the signature or immediately below the enclosure at the left-hand margin.

14) The postscript

Try to avoid the use of postscripts as far as possible, since it may suggest the writer failed to plan his letter before he wrote it or dictated it.

The following is designed in indented style to illustrate the position of each part mentioned above.

Letterhead (写信人的名称与地址, 下附电话、传真等) (1)	
	The references (10)
	Date: _____ (2)
The inside address (写信人的名称与地址、电话、传真等) (3)	
The attention line (11)	
The salutation (Dear Sirs,) (4)	
Subject line (5)	
<p>Body of the letter (I'm sending you a copy of a letter by internal post that I received this morning from Brian Rogers of Avalon Industries. He says that the machine they received had a damaged case and that it did not work when turned on. What's strange is that last week we received a fax confirming the arrival of the machine in good condition.) (6)</p>	
	Complimentary close (7)
	Signature (8)
	Your name and Title
The reference notation (12)	
The enclosure (9)	
The carbon copy notation (13)	
Postscript (14)	