

外贸函电

*CORRESPONDENCE FOR
INTERNATIONAL
BUSINESS*

陈拥宪 / 主编

吴向阳 申 蕾 / 副主编



华东理工大学出版社
EAST CHINA UNIVERSITY OF SCIENCE AND TECHNOLOGY PRESS

CORRESPONDENCE FOR
INTERNATIONAL BUSINESS

外 贸 函 电

主 编 陈拥宪

副主编 申 蕾 吴向阳

地址：上海
电 话：(021)
电 邮：(021)
网 址：press.east.cn

本 书 开 本 710mm × 1000mm 1/16

印 张 14.75

字 数 380千字

定 价 2012年8月第1版

次 2012年8月第1次

号 ISBN 978-7-302-4329-0

定 价 32.00元

字 数 380千字

次 2012年8月第1版

次 2012年8月第1次

华东理工大学出版社
EAST CHINA UNIVERSITY OF SCIENCE AND TECHNOLOGY PRESS



图书在版编目(CIP)数据

外贸函电 / 陈拥宪主编. —上海: 华东理工大学出版社, 2015.8
ISBN 978-7-5628-4329-0

I. ①外… II. ①陈… III. ①对外贸易-英语-电报
信函-高等学校-教材 IV. ①H315

中国版本图书馆CIP数据核字(2015)第148849号

外贸函电

外贸函电

主 编 / 陈拥宪
副 主 编 / 吴向阳 申 蕾
责任编辑 / 徐知今 张 扬
责任校对 / 李 晔
封面设计 / 裴幼华
出版发行 / 华东理工大学出版社有限公司
地 址: 上海市梅陇路130号, 200237
电 话: (021) 64250306 (营销部)
(021) 64252722 (编辑室)
传 真: (021) 64252707
网 址: press.ecust.edu.cn
印 刷 / 江苏省句容市排印厂
开 本 / 710mm × 1000mm 1/16
印 张 / 14.75
字 数 / 280千字
版 次 / 2015年8月第1版
印 次 / 2015年8月第1次
书 号 / ISBN 978-7-5628-4329-0
定 价 / 36.00元

联系我们: 电子邮箱 press@ecust.edu.cn
官方微博 e.weibo.com/ecustpress
天猫旗舰店 <http://hdlgdxcbbs.tmall.com>



前 言

近年来,我国对外开放的力度日益增大,商务活动更加频繁,特别是中国(上海)自由贸易试验区的建立标志着我国对外开放进入崭新的阶段,这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了解国际上通行的贸易做法和商务程序,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。

为满足社会经济发展对人才的需求,我们编写了本教材。教材的编写立足于应用型本科人才培养目标,充分体现应用型本科特点,以强化应用为重点,紧密联系业务实际,注重应用能力培养,突出针对性和实用性。

本教材共十二个单元,第一单元为外贸函电基础知识,包括信函的结构、传真与电子邮件等;第二至第十二单元为国际贸易业务环节所涉及的信函写作,包括建立业务关系、询盘、报盘、还盘、订单、支付、包装、装运、保险、投诉索赔。除第一单元外,其余单元都是由下列部分组成:学习目标、背景知识、写作指导、信函实例、常用句型、课后练习。练习部分内容丰富,有选择、填空、连词成句、英汉互译、组句成文、补译信函和任务写作等题型,学习者可以实现由词到句再到篇章的由浅入深的练习。

在本书的编写过程中,我们参考了许多国内外商务和外贸函电的相关书籍和资料,一些商界人士和长期从事国际贸易工作的业务人员提供了宝贵的参考资料,在此我们向他们表示由衷的感谢。同时,我们也特别感谢石其宝副教授在本教材编写过程中给予的大力支持和帮助。

由于时间和水平有限,书中疏漏和不足之处在所难免,恳请专家学者及广大教师、读者不吝批评指正。

编 者

2015年6月

Contents

Unit 1 Essentials of Business Correspondence 1

Related Business Knowledge	1
Writing Guide	2
Exercises	13

Unit 2 Establishing Business Relations 15

Related Business Knowledge	15
Writing Guide	16
Specimen Letters	17
Useful Expressions	22
Exercises	25

Unit 3 Enquiries and Quotations 34

Related Business Knowledge	34
Writing Guide	35
Specimen Letters	36
Useful Expressions	42
Exercises	43

Unit 4 Offers 52

Related Business Knowledge	52
Writing Guide	54
Specimen Letters	54
Useful Expressions	60
Exercises	62

Unit 5 Counter-offers	71
Related Business Knowledge	71
Writing Guide	72
Specimen Letters	73
Useful Expressions	78
Exercises	81
Unit 6 Order, Acceptance and Refusal	89
Related Business Knowledge	89
Writing Guide	90
Specimen Letters	91
Useful Expressions	97
Exercises	98
Unit 7 Terms of Payment (I)	107
Related Business Knowledge	107
Writing Guide	110
Specimen Letters	111
Useful Expressions	117
Exercises	119
Unit 8 Terms of Payment (II)	128
Related Business Knowledge	128
Writing Guide	130
Specimen Letters	131
Useful Expressions	136
Exercises	138

Unit 9 Packing	148
Related Business Knowledge	148
Writing Guide	152
Specimen Letters	152
Useful Expressions	158
Exercises	160
Unit 10 Shipment	168
Related Business Knowledge	168
Writing Guide	169
Specimen Letters	170
Useful Expressions	175
Exercises	178
Unit 11 Insurance	187
Related Business Knowledge	187
Writing Guide	189
Specimen Letters	189
Useful Expressions	196
Exercises	198
Unit 12 Complaints and Adjustments	207
Related Business Knowledge	207
Writing Guide	208
Specimen Letters	209
Useful Expressions	215
Exercises	217
References	226

Essentials of Business Correspondence

Learning Objectives

After learning this unit, students should be able to:

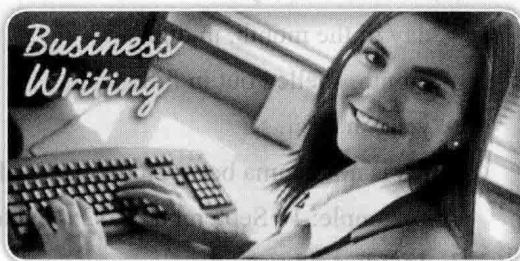
- Learn about the functions the business letter and its importance in business activities;
- Know principles of the business letter writing;
- Get familiar with the layout of a business letter;
- Master useful sentences and words in writing business letters.



Related Business Knowledge

A business letter is a formal means of communication between two people, a person and a corporation, or two corporations.

Nowadays millions of business letters are being sent by fax or E-mail to carry out business routine. All these faxes or E-mails are on the basis of writing skills in business letters. Good writing may lead you to gain more opportunities, and is also the step stone to success, while bad writing may cause misunderstanding, conflicts, even miserable business war. So when you are writing business letters, you should be careful enough to expressing your meaning in correct words and expressions.





Writing Guide

I The Principal Parts of a Business Letter

A business letter consists of seven principal parts: letterhead, date, inside address, salutation, body of a letter, complimentary close and signature.

1. Letterhead

Letterhead should appear at the head of the first page of a business letter. It includes the essential particulars about the writer — the name of his company, the full address of the company, postcode, telephone number, fax number, internet address and e-mail address.

Sample

SHANGHAI FOXBORO COMPANY LTD.

166 Caobao Road, Shanghai 200233, P. R. China

Tel: 021-61234567 Fax: 021-61234666 E-mail: abcsale@163.com

2. Date

Date is generally typed two lines below the letterhead. It may start from the left margin or be aligned with the right margin. Usually there are two styles in which business letters are dated.

(1) The American style

- ◆ month, spelled out in full;
- ◆ day of the month, in digit, without th, nd, etc., followed by a comma;
- ◆ year in digit.

For example: September 10, 2012; October 4, 2013.

(2) The British style

- ◆ day of the month, in digit;
- ◆ month, spelled out in full;
- ◆ year, in digit.

There is no comma between the name of the month and the year.

For example: 10 September 2012; 4 October 2013.

3. 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 firm, and the mailing address of the firm. It appears exactly the same way as on the envelope, but not in all capital letters. The inside address is often put two lines under the date line, aligned with the left margin.

Sample

Mr. Roland Smith, Sales Manager

ABC Company

123 Berry Drive

Minneapolis, MN55667

USA

4. Salutation

A salutation is the complimentary greeting with which the writer opens his letter. It is placed against the left-hand margin with at least two lines below the inside address and two lines above the body of the letter. In a very formal letter, you always need to address the reader with his/her surname, such as “Dear Mr. Smith”, “Dear Ms. Green”. If you have a close relationship with the receiver, you can use his/her first name such as “Dear Eager” or “Dear Jennifer”. Be sure to salute to the correct addressee appeared in your inside address. Salutations in business letters can be followed by a comma or no punctuation at all.

5. Body of a Letter

This is the most important part of a business letter. And the following parts of this book will offer detailed advice for making this part as effective as possible. It usually begins two lines below the salutation, or below the subject line, if any.

6. Complimentary Close

The complimentary close, like the salutation, is purely a matter of convention and a polite way of ending a letter. “Yours faithfully”, “Yours truly”, “Cordially yours”, and similar expressions are usually used. Nowadays, “Best regards” is a customary ending. The complimentary close is placed two lines below the final line of the body of the letter against the left-hand margin or on the right, according to your firm’s or your own preference.

7. Signature

The signature can include the name of your company, your signature, your typed name, and your business title, which is usually followed by the name of the department you represent. It is generally placed two lines immediately below the complimentary close, against the left-hand margin, in the center or on the right of the page, depending on where the complimentary close is placed.

Sample

Yours faithfully,
Michael Chen (signature)
Michael Chen
Sales Manager

II The Optional Parts of a Business Letter

Apart from the above seven essential elements, a business letter can include some optional parts: reference number, attention line, subject line, enclosure, carbon copy notation and postscript.

1. Reference Number

Reference number is used for reference, quoting or filing. It may include a file number, department code or the initial of the writer. It is marked "Our ref." or "Your ref." to avoid confusion. Its specific position is right below the writer's address and above the date.

2. Attention Line

The attention line is used to direct the letter to a specific individual or section of the firm. It generally follows the inside address and two lines above the salutation.

Sample

China National Machinery Import & Export Corp.
36, Jianshan Road
Dalian, 116023
People's Republic of China
Attention: Mr. Wang, Export Manager

3. Subject Line

The subject line gives a brief indication of the content of the letter. It is placed two lines below the salutation and above the body of the letter. The line may begin with or without the word “Subject”, or be typed in block letters, as preferred. It can also be underlined so as to arrest the reader’s attention.

Sample

Subject: Proposed delay of the delivery

Re: Proposed delay of the delivery

SUBJECT: ACCOUNT NO. 689

4. Enclosure

The enclosure indicates something is enclosed with the letter — such as a bill, catalogue, brochure, etc. It is placed two lines below the signature. The word “Enclosure” can be shortened to “Enc” or “Encl” and followed by a period or colon. If necessary, you may list the enclosed documents or matters.

Sample

Encls: 2 commercial invoices

Enc: 1 B/L

1 certificate

5. 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.

Sample

cc: Dalian Branch

CC: Jean Kipman, Vice President

6. Postscript

When you find something forgotten to be included in the letter body before the envelope is to be sealed up, you may state it in a postscript. The adding of a

“P.S.” should, however, be avoided as far as possible, since it may suggest you fail to plan your letter well before you write it.

If unavoidable, write the “P.S.” two lines below any other notations, and flush with the left margin.

Sample

P.S. The catalogue will be sent to you tomorrow.

III The Formats of Business Letters

There are several acceptable formats of business letters. All serve the same purpose: to tell the reader when, where, and by whom the letter is written, exactly for whom it's intended, and how its writer should be addressed in reply.

The common formats of business letters are:

1. Full Block Format

Sample

Letterhead	
Date:	_____
Inside Address	_____
Salutation,	_____
Body	_____
Complimentary Close,	_____
Signature	_____

2. Semi-block Format

Sample

Letterhead	
	Date: _____
Inside Address	

Salutation,	

Body	

Complimentary Close, Signature	

3. Indented Format

Sample

Letterhead	
	Date: _____
Inside Address	

Salutation,	

Body	

Complimentary Close, Signature	

4. Conventional Format

Sample

Letterhead	
Date: _____	
Inside Address	

Salutation,	
Body	

	Complimentary Close, Signature

IV Envelope Addressing

Accuracy, clearness and good appearance are the three important requirements of envelope addressing.

Ordinarily the return address is written in the upper left corner of the envelope. The name and address of the receiver should be written above half way down the envelope.

The following two formats are usually used in envelope addressing:

1. Block Format

Sample

Complimentary Close, Signature	
-----------------------------------	--

Stamp	
China National Machinery Import & Export Corp.	
36, Jianshan Road	
Dalian, 116023	
People's Republic of China	
P&G Company	
24 Madison Avenue	
Columbus, OH 43004	
U.S.A.	

2. Indented Format

Sample

Stamp	
China National Machinery Import & Export Corp.	
36, Jianshan Road	
Dalian, 116023	
People's Republic of China	
P&G Company	
24 Madison Avenue	
Columbus, OH 43004	
U.S.A.	

V Faxes

Nowadays, faxes are widely used in trade communication. The format used for faxes varies greatly. Different companies have different styles of formats for their business persons to use. However, the official fax forms of a great number of firms include the company logo, or at least the firm's name, which is in large print. The conspicuous "Facsimile", "TELEFAX", "Telefax Message" or "Fax Message" takes an attention-grasp line. Besides the company logo/ name and one of the telefax titles, all fax forms contain lines or boxes for the addressee, the writer and the date, as in the following example:

Letterhead	Date:
------------	-------

Facsimile

To: _____

Company: _____

Fax No: _____

Pages: _____

From: _____

Page 1 of 2

Dear _____,

• Body/Message

Yours sincerely,

(Signature)

VI Emails

Although in the past people could not even imagine the wonders made by modern electronic and computer technology, these tools are now nearly indispensable in modern offices. The full name of Email is "electronic mail". It