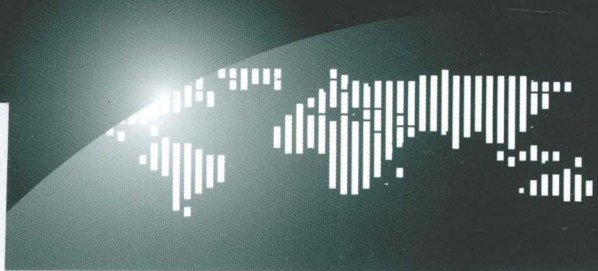


新编国际经济与贸易专业系列教材

外贸函电

FOREIGN TRADE CORRESPONDENCE

于晓云 主编



 首都经济贸易大学出版社
Capital University of Economics and Business Press

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前 言

随着经济全球化的不断深入,各国间的经济贸易联系日益密切。据海关统计,2014年前11个月,我国进出口总值23.95万亿元人民币(折合3.9万亿美元),并且贸易伙伴呈现多元化的趋势。这使得外贸函电也需在内容和形式上发生一些变化。外贸函电课程是国际经济与贸易专业的核心业务课程之一,是一门将英语与外贸业务相结合的课程,在商务英语专业、国际贸易专业和国际商务专业人才培养过程中占有重要的地位。它的作用在于培养学生熟练掌握外贸业务中常用的基本术语及表达技巧,其指导思想是培养具有外贸业务工作能力的高素质国际贸易人才。

为此,本书以Jin Yuan进出口公司和Fashion General Trading Co.两家公司就桑蚕丝的交易过程为背景,让学生对进出口流程有一个大致了解,掌握往来信件中的专业词汇、常用句型。全书共分十三个单元,包括商务书信的结构、写作技巧、建立业务关系、询盘、报盘、还盘、订货、支付条款、装运条款、保险、索赔等环节的书信。其中,我们应重点关注建立业务关系、询盘、报盘、还盘、订货信的写作。每单元分为九部分:学习目标、案例导入、内容介绍、样本信、词语注释、常用表达式、练习、信件选读和扩展阅读。每单元的第一封信件为Jin Yuan和Fashion公司按照业务环节所撰写的商务信函,这是本书的一大特色。此外,案例导入、信件选读和扩展阅读使全书的内容更加联系实际和完整。

前言

本书由于晓云编写。在编写过程中作者参阅了国内外与商务写作、贸易实务相关的书籍,在此向有关作者致以真诚的敬意。

编者

2014年12月

Contents

Chapter 1	Structure and Formats of Business Letters	
	商务书信的结构和格式	1
Chapter 2	Writing Principles of Business Letters	
	商务书信的写作原则	24
Chapter 3	Establishment of Business Relations	
	建立业务关系	38
Chapter 4	Enquiries	
	询盘	55
Chapter 5	Offers	
	报盘	70
Chapter 6	Counter-offers	
	还盘	88
Chapter 7	Orders	
	订货	101
Chapter 8	Terms of Payment	
	支付方式	119
Chapter 9	Packing and Shipping Mark	
	包装与唛头	142
Chapter 10	Shipment	
	装运	157
Chapter 11	Insurance	
	保险	171
Chapter 12	Complaints, Claims and Settlements	
	申诉、索赔与理赔	186

目录

Chapter 13 Letters of Congratulations, Thanks and Invitations	
祝贺信、感谢信与邀请信	199
Key to the Exercises	
练习答案	209
References	
参考文献	238

Chapter 1 Structure and Formats of Business Letters

商务书信的结构和格式



Learning Objectives

- Grasp the structure of a business letter
- Learn the formats of a business letter
- Master the layout of envelope for a business letter
- Have a general idea of the characteristics of fax and e-mail
- Grasp the structure of a fax
- Grasp the structure of an e-mail

学习目标:了解商务书信的结构、格式、信封的写法;对传真和电子邮件有一定认识。

Introduction

Business letter is the most frequently used form of communication in international trade. An effective business letter should state clearly and simply. If a businessman is unable to write an effective business letter, it is very difficult for him to express his ideas or requests clearly.

As major business is transacted by the business letter, its importance can be recognized clearly. Along with the development of modern technology, more and more people are using the facsimile and the e-mail to transmit the formal business letters in international trade. The form of transmission may be variable, but its essence remains unchanged.

There are three formats of business communication: the blocked style, the indented style and the semi-blocked style.

Structure of Business Letter

商务书信的结构

Business letter has its special structure. Generally speaking, a business letter consists of basic parts and optional parts.

1. Basic parts 必备部分

A typical business letter usually includes seven basic parts: letterhead, date line, inside name and address, salutation, body, complimentary close and signature.

(1) Letterhead 信头

In letterhead stationery of many companies, letterhead is professionally printed at the top of the page. Of course, sometimes it may be printed at the bottom or even at the upper-left corner of the page. If letterhead stationery is not available, the writer can type the heading, which normally comprises of the name, address, telephone, fax number, e-mail address of the company sending the letter. Sometimes a logo or corporate design can be included in the letterhead. For example:

Wanli Batteries Group Ltd.

No. 11 Zonghan Industrial Park, Cixi

Zhejiang Province, 315300, PR China

Tel: 0574-66540000 Fax: 0574-66540000

(2) Date 日期

The date should be typed three or four lines below the letterhead. It is typed at the centre for modified block format and flush left for block format. The date can be arranged in the order of day, month, year or month, day, year. The month should be typed in full and not abbreviated; otherwise, it may easily cause confusion. The day

can be expressed in either cardinal numbers (1, 2, etc.) or in ordinal numbers (1st, 2nd, 3rd, etc.). For example, 09/03/2013 can be taken as September 3, 2013 by Americans or 9 March, 2013 by British. The date should be expressed as follows:

March 4, 2013

March 4th, 2013

4th March, 2013

(3) Inside Name and Address 封内地址

Normally, the inside name and address should include some or all parts of the following: the name of the receiver, the name of the department, the name of the company, room number, street address, city, postcode, state/province and country. It appears exactly the same way as that on the envelope. The inside name and address cannot be left out, as the envelope is often thrown away. Besides, the inside name and address can avoid the mistakes of putting the letter in a wrong envelope.

Mr., Mrs., Miss, and Messrs. are the courtesy titles for use on the first line of the inside address in writing to an individual. If you do not know whether a person is a man or a woman and you have no way to find out, omit the courtesy title and give the full name.

If a receiver holds a business title, the title should follow the person's name. It can be placed on the same line of the person's name or on the line below. If the title appears on the same line, place a comma between the name and the title. For example:

Mr. James Marsh, President

Or

Mr. James Marsh

Assistant President

If the name of a specific person is unavailable, the letter can be addressed to

the department followed by the name of the company. For example:

Strategic Investment Department
International Trading Co. , Ltd.

If the name of the company contains a person's name, the word "Messrs." is put before the name of the company to show courtesy. For example:

Messrs. Marsh Corporation

In order to avoid ambiguity, if a letter is addressed to a company in a certain country, the name of the country should be included in the inside name and address, even if the city mentioned is the capital of the country.

Of all these parts, postcode is very important. It helps to facilitate mechanical mail-sorting.

The inside name and address appears on the left margin and usually starts two to four lines below the date.

(4) Salutation 称呼

The salutation is an expression of courtesy with which a letter begins. It should be identical to the first line of the inside name and address. Its form depends on the relationship between the writer and the receiver.

The customary formal greeting in a business letter is "Dear Sir" or "Dear Madam", used for addressing one person. "Dear Sirs" "Dear Mesdames" or "Gentlemen" are used for addressing two or more people. If the writer knows the receiver personally, a warmer greeting such as "Dear Mr. Marsh" is preferred. If the writer is not sure whether the letter will be received by a man or a woman, the greeting may be "Ladies and Gentlemen". The salutation should be followed by a colon or a comma.

The salutation is set out flush left and two lines below the inside name and address.

(5) Body of the Letter 正文

The body of the letter is the most important part in a letter. It expresses the writer's idea, opinion, purpose, etc. . Normally a letter includes three parts: the introductory paragraph, the supporting paragraph and the closing paragraph. The introductory paragraph refers to any previous correspondence or introduces the purpose of the writing. The supporting paragraph provides detailed information. The closing paragraph is short and serves as a request or suggestion.

The body usually begins one or two lines below the salutation. Lines within a paragraph should be single-spaced and double-spaced between paragraphs.

(6) Complimentary Close 客套性结尾

Complimentary close, like salutation, is merely a matter of courtesy and a polite way of ending a letter. It usually consists of a few conventional words or phrases. The first letter of the first word in the close should be capitalized and there is sometimes a comma after the last word. For example:

Yours faithfully,
Faithfully yours,
Yours truly,
Truly yours,

The complimentary close is placed under the body of the letter.

(7) Signature 签名

Every business letter must be signed. The person taking legal responsibility for it should sign a letter in ink. As hand-written signatures are illegible, the name of the signer should be typed below the signature and followed by his job title or position. For example:

John Smith——handwriting signature
John Smith——typewritten signature
President——position

2. Optional Parts 可选部分

The optional parts can be included in a business letter according to the specific situation.

(1) Reference Number 存档编号

The reference number is used to indicate the file number of the writer's letter or the receiver's letter. When a reference number in a letter is mentioned, the writer or the receiver will understand immediately which letter is referred to.

If the writer uses a reference number indicated in the previous letter, the receiver should quote this number after the notation "Your ref." in the reply letter. For example:

Your ref: NMB 129

Our ref: WFR 328

Reference number is typed immediately below the letterhead. If desired, the reference number may form part of the first paragraph of the reply letter. For example:

Dear Sir,

Thank you for your letter, reference No. NMB129, of Sep 3rd.

Reference number is normally typed three to six lines below the heading.

(2) Attention Line 注意事项线

If the writer of the letter wishes to direct the letter to a specific person or department, the attention line (abbreviated to Attn.) is used to ensure the letter can reach the right person or department on time. It generally follows the inside name and is typed about two lines above the salutation, underlined and centered. For example:

The Sales Manager

The International Corporation

23 Street, London

U. K.

For the attention of Mr. James Smith or

Attention: Mr. James Smith

(3) Subject 主题

The subject is the general idea of a letter. The subject is especially useful if two companies have a lot of correspondence with each other on a variety of subjects, as it immediately tells the receiver what the letter is about. The subject can refer to invoice number or an L/C number. For example:

Subject: L/C No. 125 for Air Conditioners

As the subject's content and placement indicate its function, the word "subject" can be omitted but underlined. For example:

L/C No. 125 for Air Conditioners

The subject is inserted between the salutation and the body of a letter, usually two lines below the salutation.

(4) Identification Marks 经办人代码

The identification marks are usually the initials of the person who dictated the letter and the initials of the secretary or typists. The former indicates who should shoulder the responsibility of the letter if any dispute concerning the letter occurs. If the dictator and the typist are the same person, this part can be omitted. For example:

LMN/ py

LMN: py

LMN * py

Identification marks may be added below the signature and is usually placed at the left margin.

(5) Enclosure 附件

When something (such as a catalogue, a price list, a sample) is sent together with a letter, the writer should add the enclosure notation such as “Enclosure” “Encl. ”, or “Enc. ”. If more than one enclosure is sent, the writer had better list the number. For example:

Enclosures (3): 1 Packing List
 1 Invoice
 1 Letter of Credit

Encl.

Encl. A/S

Enclosure is usually placed at least two lines below identification marks.

(6) Carbon Copy Notation 抄送

If the writer wants to send a copy of the letter to a third person, indicate with “C. C. ”, “c. c. ”, “B. C. ” (blind copy), or “P. C. ” (photocopy). If the copies are sent to more than one person, list their names in alphabetical order by surname. For example:

C. C. Mr. Douglas Alien

 Mr. Black Ruth

Carbon copy notation is usually placed below the enclosure notation.

(7) Postscript 另启

If the writer wishes to add something he forgot to mention in the letter or for emphasis, he may add the postscript (abbreviated to PS). In business letters,

postscript is not commonly used. This notation is usually used in the informal styles of letters. This part had better be avoided as far as possible, as it implies that the writer is careless. Sometimes it serves the purposes as a message that requires emphasis. For example:

P. S. : The sample will reach you in two days.

The postscript can be placed two lines below the carbon copy notation.

Formats of a Business Letter

商务书信的格式

There are various styles of the business English letter. Choice of letter format is a matter of individual taste, but it is better to follow the established practices. The following styles are the most commonly used nowadays.

1. Block Format 平头式,完全齐头式

In the block format, every part of a letter begins from the left margin. As this format is simple and can save the typist's time, it becomes the most popular format now. However, this format appears unclear to some extent. This disadvantage may be avoided by enlarging the space between the parts. The specific layout of letter in this format is as follows:

<p>Wanli Batteries Group Ltd. No. 11 Zonghan Industrial Park, Cixi Zhejiang Province, 315300, PR China Tel: 0574-66540000 Fax: 0574-66540000</p> <p>March 3, 2014</p>
--

Bourdon de France
39, Rue Croix-des-Petits-Champs
Paris Cedex 01

Dear Mr. Bourdon,

I regret to inform you that an unfortunate error in our quotation No. D 8765 of January 23, 2013 has just come to light. The correct charge for laboratory animal care products and accessories should be US \$ 98.95 per set, not \$ 89.95 as first quoted.

The mistake is due to a typing error and we are sorry it was not noticed before we sent the document to you last week.

We are therefore enclosing an updated quotation sheet for the correction.

Yours sincerely,

Kong Fei
Director of Export
Encl.

2. Indented Format 缩行式

In the indented format, the heading is typed in the up-middle part. The date line is placed on the right margin of the paper. Each line in the inside address is indented 2—3 spaces. The first line of each paragraph is indented 2—4 spaces. The complimentary close and the signature are aligned block with the date. The specific layout of letter in this format is as follows:

Wanli Batteries Group Ltd.
No. 11 Zonghan Industrial Park, Cixi
Zhejiang Province, 315300, PR China
Tel: 0574-66540000 Fax: 0574-66540000

March 3, 2014