

实用进出口 函电写作

Practical Letter and Email Writing for
Import and Export

胡茵芃 孟庆升 编著



南开大学出版社

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前 言

随着我国经济的迅速发展、对外交流合作的深化,以及国际贸易活动的网络化,我国对外贸易的结构、规模和方式等发生了重大变化,从而对外贸从业人员提出了更高的专业要求。为了更好地顺应国际贸易发展的新形势,我们结合外贸行业的特点编写了《实用进出口函电写作》一书。本书旨在提高学习者在外贸背景下英语语言的实际运用能力,增进对国际贸易的常规、外贸函电常用语句及实务写作的了解,培养符合国际贸易规范的外贸函电写作能力。

本书包括 14 个教学单元。其中第 1 单元系统地介绍了外贸函电写作的基本知识;第 2 至 14 单元则遵循外贸常规流程,依次介绍了信用查询、建立贸易关系、询盘、推销信、报盘、还盘、订购、包装、付款、保险、装运、索赔和理赔、代理等内容。

本书每个单元包括三个部分:

1. **背景知识介绍:** 针对国际贸易业务各个环节用英语进行了深入浅出的讲解,使学习者了解国际贸易的常规流程和业务知识。
2. **常用语句:** 对各类外贸信函写作步骤进行了归纳总结,为学习者提供了实践写作的各类提纲。在各写作步骤常用语句部分,本书提炼了函电中出现频率较高的表达方式,并且进行了分类,形成一个语料库,方便学习者选择使用。
3. **电子邮件范例:** 本书的范例以国际贸易中常用的电子邮件为载体,讲解外贸函电的写作技巧和特点。这些范例均源于编者长期的教学实践和研究成果,或选自真实的国内外贸易公司的业务往来函电,或选自原版的英语商务书籍及有影响力的企业网站,不仅反映了当今国际贸易沟通内容和形式的变化,而且极具代表性和实用性。每则范例都附有详细的注释,并且对常用术语进行了讲解,有利于学习者深入掌握外贸函电的写作技巧和方法。

为增强本书的实用性,附录部分选用了 SWIFT 信用证、销售合同、海运提单样本、外贸函电常用词汇缩写等内容。学习者可根据学习和实践的需要,参考使用。

本书还配有练习册,通过设计新颖、编排合理且与实践联系紧密的阶梯性练习,帮助学习者巩固外贸函电的写作技巧和方法,掌握制作与审核相关单据的要求。此外,练习还增强了填制合同、审查信用证和撰写改证函等技能的训练。

本书既可供高等院校商务英语、国际经济与贸易及其他相关专业的师生使用,也可供业已从事和有志于从事外贸工作的人员学习使用。

由于编者水平有限,书中疏漏之处在所难免,希望专家、同仁与读者多提宝贵意见。

编 者

2013 年 3 月

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Unit 1 Introduction to Letter and Email Writing

信函和电子邮件写作概述

背景知识

1. The Components of a Business Letter (商务信函的组成部分)

(1) Letterhead	Dunbar & Co. Ltd. 55 Castle Street, Glasgow, Scotland, DF8 56S, UK Tel: (44-131) 6233700 Fax: (44-131) 6233701
(2) Reference	Your ref: 65887 Our ref: GJI566
(3) Date	1 March, 2012
(4) Inside Name and Address	Tianjin Everbright Trading Co. Ltd. 98 Hongqi Rd. Tianjin 30000 China
(5) Attention Line	Attn: Purchasing Manager
(6) Salutation	Dear Sirs,
(7) Subject Line	<u>Re: Electric Stoves</u>
(8) Body	<p>We are glad to receive your letter of February 26, informing us of your interest in our electric stoves.</p> <p>We have been manufacturing quality electric stoves since 1974 and enjoying increasing market shares in many countries. We are enclosing you a new sample book of electric stoves we have recently produced. You will earn a special discount of 2% provided we receive your order before the end of this month.</p> <p>We are looking forward to receiving your order at an early date.</p>
(9) Complimentary Close	Yours faithfully,

(10) Signature	H. Woods & Co. Ltd. David Creith David Creith Regional Manager
(11) Enclosure	Enclosure: a sample book
(12) CC	CC: Cecilia Humphries, Marketing Manager
(13) Postscript	P.S. Looking forward to your visit at the Trade Fair on 25 April in London.

(1) Letterhead or Heading (信头)

Letterhead includes the sender's name, postal address, telephone number, fax number, email address, website and logo of the sender's company, if any.

Usually letterhead is printed in the up-center or at the top left margin of a letter paper. For example:

<p style="text-align: center;">Systems A/S Corporation</p> <p style="text-align: center;">Borups Alle 177, P. O. Box 80, DK-2000Frederiksber, Copenhagen, Denmark</p> <p style="text-align: center;">Tel: +45 38183449</p> <p style="text-align: center;">Fax: +45 38183448</p> <p style="text-align: center;">Website: www.systems.com</p> <p style="text-align: center;">Email: info@mslang.com</p>
--

When a letter runs more than one page long, the second page, i.e. continuation sheet, should use the letter paper of the same quality as the first page. The heading on the second page is necessary for quick identification, including the page number, the name of the receiver, and the date of the letter. For example:

Mrs. Alice Rawsthorn	-2-	July 4, 20__
----------------------	-----	--------------

or

Mrs. Alice Rawsthorn, July 4, 20__, Page 2
--

or

<p>Timmy Imp. & Exp. Corporation</p> <p>Page 2</p> <p>July 4, 20__</p>
--

(2) Reference (编号)

In business communication, when a company writes to another, each will give a reference. The reference may be a file number, departmental code or the initials (all in capitalized letters) of the signer followed by that (normally in lower case letters) of the typist of the letter. If the sender uses a reference number in the previous letter, the writer should quote this number after the notation "Your ref:" in the reply letter. If the writer's letter has a file number to refer to, it is written after "Our ref:" to avoid confusion. The reference number is usually positioned two lines below the letterhead. For example:

Your ref: DF/0901

Our ref: JB/GS (or JB:GS, JB/gs, JB:gs)

(3) Date (日期)

The date should always be typed in full and not abbreviated (e.g. December for Dec.) and the -th, -st, -nd and -rd that follow the date can be omitted (e.g. 5 May for 5th May, June 1 for June 1st).

Avoid typing dates in figures, e.g. 10/2/2012, since it is likely to cause confusion. British form follows the order of date, month and year while the American practice is to write in the order of month, day and year. So 10/2/2012 could be taken as either October 2, 2012 or February 10, 2012.

The date is placed two lines below the reference, either on the righthand side or on the lefthand side, depending on the layout of the letter.

(4) Inside Name and Address (封内名称和地址)

This is the receiver's name and address. It appears exactly the same way as on the envelope and its order should be from the smaller place to the larger one such as:

- (1) Name of the person addressed
- (2) Title/position of the person addressed
- (3) Name of organization
- (4) Street number and name
- (5) City, State and postal code
- (6) Country of destination

The inside name and address is usually typed at the left margin about two lines below the date.

Look at the following examples.

To a company: (致某公司)	To a job title: (致公司中某职位)	To a specific person: (致公司某人)
Fashion Clothing plc. 77 Eastern Road Chiswick London W9 5FE UK	Director of Production Fashion Clothing plc. 77 Eastern Road Chiswick London W9 5FE UK	Mr. Robert Keats Director of Production Fashion Clothing plc. 77 Eastern Road Chiswick London W9 5FE UK

(5) Attention Line (经办人、收阅人)

Attention line is used when the sender of a letter wishes to direct the letter to a specific person,

a job title or a department of the receiver's company. This will speed up the sorting process within a company. It is generally put two lines below the inside name and address. For example:

Fashion Clothing plc.

77 Easten Road

Chiswick

London 89S 5FE

UK

Attention: Mr. Robert Keats

Other forms of attention line can be adopted as follows:

Attn: Marketing Manager

ATTENTION: PURCHASE MANAGER

For the attention of Mr. Johnson Blair

(6) Salutation (称呼)

Salutation is the complimentary greeting with which the receiver opens his letter. Its form depends on the sender's relationship with the receiver. Salutation is usually typed two lines below the inside address or the attention line. Look at the table below.

Formal salutation (to a single person with name known)	Formal salutation (to a single person with name unknown)	Informal salutation (to a single person with name known)	Formal salutation (to more than one receiver or a company)
Dear Mr. /Ms. /Miss/ Mrs. + surname,	Dear Sir, Dear Madam, Dear Sir or Madam, Dear Production Manager,	Dear Tom, Dear Shakira,	Dear Sirs, Gentlemen: Dear Customers, Dear Friends, Dear Readers, Dear Subscribers,

(7) Subject Line (主题栏、事由栏)

Subject line is actually the general idea of a letter. It calls the receiver's attention to the topic of the letter. It is inserted between the salutation and the body of the letter, starting with the word "Subject:" or "Re:" and sometimes underlined. For example:

Dear Mr. Green,

Re: Claim No. DG392 for 50 Cases of Tea Sets

We have just received...

The following examples are other styles for the subject line:

Subject: Chinese Pure Silk Products

Our Order No. 487

URGING PROMPT SHIPMENT**(8) Body (正文)**

This is the main part of a letter. It expresses the sender's ideas, opinions, purposes and wishes. The body of a business letter typically has three paragraphs: introductory paragraph, one or more body paragraphs and concluding paragraph. If there has been previous correspondence, the reply letter will refer to it in the first paragraph. The sender's plans, hopes and expectations will be expressed in the last paragraph. The body of a letter is positioned two lines below the salutation, or below the subject line, if any.

When writing, pay attention to the following:

- (1) Your letter should be simple, clear, courteous, grammatically correct and to the point.
- (2) Keep each paragraph addressing one topic.
- (3) Keep your letter in an attractive and pleasing appearance by accurate typing and artistic displaying.

(9) Complimentary Close (结尾敬语)

Complimentary close is merely a polite way of ending a letter. It keeps up with the salutation. The first letter of the first word of the complimentary close is capitalized, followed by a comma, and placed two lines below the body of the letter. The most commonly used sets of salutation and complimentary close are:

Salutation	Complimentary Close
Dear Sirs,	Yours faithfully, Yours very faithfully, Faithfully yours,
Gentlemen:	Yours truly, Truly yours, Very truly yours,
Dear Mr. Henry,	Yours sincerely, Sincerely yours, Very sincerely yours,
Dear Melisa,	Best wishes, With kind regards, Yours, Best regards,

(10) Signature (签名)

A complete signature part consists of the name of the signer's company, the signer's handwritten signature, type-written signature and job title or position. Since hand-written signatures are sometimes illegible, the name of the signer is usually typed below the signature, and followed by his job title or position. Never sign a letter with a rubber stamp. The signature is to type immediately below the complimentary close. For example:

Yours faithfully,
THE NATIONAL TRANSPORT CO.

Kate Tylor

Kate Tylor
Manager

(11) Enclosure (附件)

If catalogs, price lists, samples, documents, etc. are sent together with a letter, the sender should add the enclosure notation such as “Enclosure:”, “Enc.” or “Encl.” at least two lines below the signature at the left margin. For example:

Encls. Commercial Invoice (3 copies)

Insurance Policy

Enclosure: 1 sample

Enc. (3)

Enclosure: as stated

(12) CC (抄送)

When the writer wants to send the copies of the letter to others, type “cc” or “CC” two lines below the signature or enclosure at the left margin. For example:

C.C. Mr. George Blair, Sales Manager

c.c. Jia Hua Aluminum Trading Company

(13) Postscript (附言、再启)

If the sender wishes to add something he forgot to mention or for emphasis, he may add his postscript (often shortened into “P.S.”) two lines below the carbon copy notation, for example:

P.S. The latest price list will be airmailed to you tomorrow.

ps. Through the month of December we are having a storewide liquidation sale on ALL our products. So call or email me today for a copy of our most up-to-date price list.

But the postscript part should be avoided in a business letter.

2. Layouts of Letter Writing

Usually there are three styles of business letters. They are the indented style, the block style and the modified block style.

2.1 Indented Style (缩进式)

In the indented style the letterhead is typed in the up-middle part. The date is placed on the right margin of the paper, so are the complimentary close and the signature block. Each line of the inside name and address is indented 2-3 spaces. The first line of each paragraph is indented 2-8 spaces. For example:

Prima International Co., Ltd.

17 Fuxing Road, Futian District, Shenzhen 518048, Guangdong, China

Tel: 86-21-755-82919889

Fax: 86-21-755-82919888

Website: www.primaintl.com

Email: info@primaintl.com

Your ref: MG/879

Our ref: S124

July 2, 20__

Hans Dizard

Purchasing Manager

Bradley Trading Inc.

221 Norman Bay Road,

Norman Bay, NSW 2252,

USA

Dear Mr. Dizard,

Re: Your Order No. 2052

We have received your Order No. 2052 in duplicate dated June 28, 2007.

In reply, we regret to say that the said order cannot be filled at this time due to the delay on the part of the bankruptcy of our major supplier. This means that we have to find another supplier who could fulfill all the outstanding contracts we have to complete. As you will appreciate, this will take some time.

We are confident that we should be able to arrange to get our materials and deliver consignments to our customers by the middle of next month.

We regret for the unfortunate situation over which we had no control and apologize for the inconvenience.

If you would like to discuss this matter further, please feel free to contact us.

Yours very sincerely,

Prima International Co., Ltd.

Guangjun Zhang

Guangjun Zhang

Export Manager

2.2 Block Style (齐头式)

In the block style, every part of a letter is typed from the left margin. It is convenient to be typed and commonly used. For example:

H. Woods & Co. Ltd.

Nesson House, Newell Street

Birmingham B15 3EL, UK

Tel: (44-121) 4560000 Fax: (44-121) 4560001

Your ref: 05485

Our ref: IP21

1 March, 2001

L. M. Jiang

Purchasing Manager

Shanghai Sun Technology Trading Co. Ltd.

72 Zhongshan Rd.

Shanghai 200001

China

Dear Mr. Jiang,

Re: Electric Stoves

We are glad to receive your letter of February 23, informing us of your interest in our electric stoves.

We have been manufacturing quality electric stoves since 1974 and enjoying increasing market

shares in many countries. We are enclosing you a new sample book of electric stoves we have recently produced. You will earn a special discount of 2% provided we receive your order before the end of this month.

We are looking forward to receiving your order at an early date.

Yours sincerely,
H. Woods & Co. Ltd.

Larry Crane

Larry Crane
Regional Manager

Enclosure: a sample book

2.3 Modified Block Style (改良齐头式)

In the modified block style, the first line of each paragraph in the body of the letter is typed 4-6 spaces indented. The inside name and address are typed at the left margin while the date, complimentary close and signature are typed at the right corner of the letter paper. This is a traditional style. For example:

The Nile Trading Co. Ltd.

161 Pyramid Street, Alexandria, Egypt

Tel: (20-3) 4900000 Fax: (20-3) 4900001

Your ref: MG/879

Our ref: AA/jh

11th May, 2001

China Motorbike Co. Ltd
34 Fazhan Street
Jinan, Shandong
P. R. C.

Attention: Export Manager

Dear Sirs,

Subject: Motorbikes

We are interested in importing a range of motorbikes and would be grateful if you would send us a copy of your latest catalogue, your price list and export terms. Could you also let us know the name of your import agent in Egypt?

We look forward to hearing from you.

Yours faithfully,
The Nile Trading Co. Ltd.

Abdul Aziz

Abdul Aziz
Import Coordinator

C.C. Mr. John Mullen

3. The Layout of Envelope

In the upper left corner of a business envelope is normally printed the return address, that is, the address of the sender. The receiver's name and address should be typed about middle part of the envelope. The postmark or stamps should be placed in the up righthand corner. The bottom lefthand corner is for post notations such as "Confidential", "Printed Matter", "Sample", "Via Air-mail", "Sample of No Value", "Urgent" or "Photo Enclosed", etc. See a sample below:

The Magellan Group. Inc.
3111 Charles St., Apt, 1A
Baltimore, MD 21218
U. S. A.

