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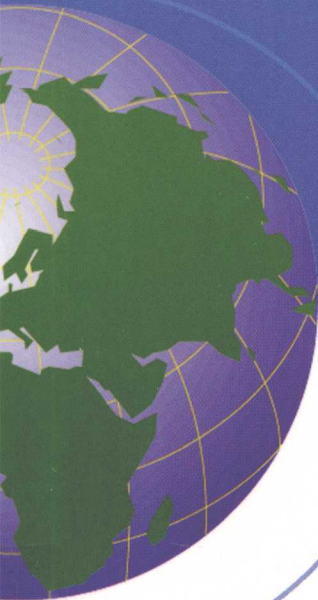
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主编 田文平



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新编国际贸易系列教材

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主 编 田文平

副主编 樊斐然 毛文莉 李 璇

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总 序

改革开放30年我国的对外贸易一路高歌，创造了举世瞩目的奇迹。改革开放初期的1978年，我国进出口规模只有206亿美元，到2007年发展到21738亿美元，是30年前的105倍。1978年，我国对外贸易在世界的排名为第32位，1997年上升到第10位，2007年跃居世界第三贸易大国，第二出口大国。我国的对外贸易额占世界贸易额的比重从改革开放初期的0.78%提高到2007年的8%左右。加入世界贸易组织的谈判和履行承诺极大地促进了我国改革开放的历史进程，以1980年为基数的我国对外贸易额翻两番用了12年，以2000年为基数的对外贸易额翻两番只用了6年多。对外贸易对我国经济增长的拉动作用明显增强。2007年我国的对外贸易对GDP增长的贡献率达到了24%，拉动GDP增长2.8个百分点，为社会提供了超过1亿个就业岗位。目前我国有38.7万家企业和30万家外资企业参与进出口贸易。

对外贸易的发展和我国经济与世界经济的融合，企业对从事国际贸易人才的需求也在不断增加，尤其是一些中小企业迫切需要具有国际贸易知识和较强实际操作能力的外贸业务人员。为了适应这一需要，我们组织了一批具有丰富国际贸易教学经验的教师和从事外贸业务的专家编写了这套“新编国际贸易系列教材”。本系列教材暂定为《国际贸易》、《国际贸易实务》、《国际金融》、《国际商法》、《国际市场营销》、《商务谈判》、《海关报关实务》、《国际商务英语》、《商务英语函电》、《基础会计学》、《电子商务》、《风俗与贸易》等12本，以后将根据需要陆续推出其他科目。

该系列教材的特点是：新颖、实用、与外贸形势和政策联系密

切。教材中采用的是最新的国际贸易惯例的内容,例如《UCP600》;高度重视国际贸易理论与实践的结合,既有一定的理论深度,又具有可操作性,用通俗易懂的语言介绍了国际贸易理论和实务操作,书中附有大量的实例来帮助读者理解和掌握所学内容;并与我国外贸和国际贸易的情况相结合,例如,结合我国外贸的实际情况,加大了进口部分的内容。本系列教材可作为大专院校国际贸易相关专业学生的教材,也可供企业外贸业务人员自学。如果这套系列教材对在校学习企业管理、国际贸易、国际商务英语、营销等专业的学生及从事国际贸易实践的企业家、经营者、营销人员有所帮助和启迪,我们将感到欣慰。

苗永清

2008年12月

前 言

商务英语函电往来是涉外商务活动的重要组成部分，是通过邮寄或其他电讯手段进行的书面形式的商务对话。能够正确理解并撰写商务英语函电，是从事涉外商务活动的人员不可或缺的基本能力。

本书是以就业为导向，以能力为本位，以岗位需要为依据，以促进学生的职业生涯发展为目标，本着实用新颖的原则而编写。

本书共分十五章。第一章简要介绍撰写商务英语函电应遵循的原则。第二章至第十四章以进出口货物贸易的一般程序为主线，内容涉及：寻找业务伙伴、询盘、报盘、还盘、订单、合同、包装、运输、保险、支付、索赔等。每章包括相关业务知识简介、样函、生词和短语、注释、练习、扩展阅读等部分。第十五章为商务公关函件，包括介绍、预约、通知、祝贺、邀请、致谢等方面。第十六章是总复习题。

本书体例简单，但重点突出，实用性强，主要供商务英语和其他涉外经贸专业的学生作为教材使用。书中样函经典多样、练习针对性强，正在从事涉外经贸活动的人员或报考相关专业资格证书考试的考生也可作为自学参考资料。

本书由田文平担任主编，樊斐然、毛文莉、李璇担任副主编，李晓龙、石雪、郑杰任编委。第一、十五、十六章由郑杰编写，第二、十四章由李晓龙编写，第三、四、五章由毛文莉编写，第六、七、八章由李璇编写，第九、十章由石雪编写，第十一、十

二、十三章由樊斐然编写。裴信伟、王金凤老师提出了很好的建议。

本书在编写过程中参考了许多专家学者的书籍和资料，也得到了各方的大力协助和支持，在此一并表示感谢。

由于时间仓促，编者能力有限，书中难免有不当之处，希望广大使用者提出宝贵意见。

编者

2008年11月

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Chapter 1 Principles of Business Letter-writing

The objectives of business letters are to obtain complete understanding between the writers and recipients, and elicit the responses required. To achieve these objectives, the following principles should be observed as a good rule of thumb.

Clarity

Clarity means to make your message clear so that the recipient can easily understand. A message that is ambiguous will cause trouble to both sides, therefore further exchange of messages for explanation will be inevitable, thus time will be lost and operating expenses will be increased, and your goodwill or business image will be lost.

In order to maintain clarity in your message, you must first of all make sure about what you want to say and say it in plain, simple words. Good, straightforward and simple English is what we need. Next, you should be careful with your choice of the mode and design of the format.

Correctness

Correctness refers to such content as appropriate and grammatically correct language, factual information, accurate and reliable figures and conventional practice, etc.

In business writing, special attention should be paid to errors with pronouns, adjectives, articles, verbs, adverbs, conjunctions, participles, etc.

There are errors of fact, too. For instance, errors with name of article,

specifications, quantity, trading terms, price quotation, sales discount, currency option, payment modes, etc. are often made. These errors are usually caused out of one's inattention and carelessness such as careless typing, insufficient proofreading, or too hasty correction or erasures of mistakes are not consulted when necessary.

So your message must be checked and rechecked before it is sent out.

Conciseness

Conciseness means saying things in the fewest possible words. A concise message should say things briefly but completely without losing clarity and courtesy. In short, say everything that must be said but do not waste your reader's time in words. Keep your sentences short, avoid unnecessary repetition, and eliminate excessive detail.

A concise message is not necessarily a short one. Sometimes your message deals with a multiplicity of matters. In this case it cannot avoid being long.

Concreteness

Concreteness means being specific, definite, and vivid rather than vague and general. Whether you are sending an initial message or making a reply, you must make sure that your message contains all the information that your reader needs to act upon. Avoid incomplete information. You may either not mention something or write about it in detail. Expressions with precise meanings would be your choice in writing. Messages with vague ideas should be avoided. You must never keep your readers in guessing your meanings.

Courtesy

Courtesy means using good human relation skills in your message. The courteous messenger should be sincere, friendly, cultivated, appreciative and resourceful. A courteous business communication helps to strengthen your present business connection and deepen your friendship.

Courtesy is not mere politeness. It's not neutral or negative. Courtesy is of positive value. If the occasion demands firmness, deal with it that way, but not show your anger. It must be borne in mind that a message may be firm but still courteous. It should also be remembered that to be prompt and punctual in

handling your business communications is also a way of courtesy.

Consideration

Consideration means that you prepare every message with your recipient in mind and try to put yourself in your reader's place, say what your reader wants to say, think what your reader is thinking about, feel what your reader feels, show respect for your reader's feelings and attitude. In other words, you should keep in mind the person you are writing to, see things from his point of view, visualize his surroundings, see his problems and express your ideas in terms of his experience. When communicating, you should use "you" instead of "I" or "we". This thoughtful consideration is also called "you-attitude", empathy, the human touch, or understanding of human nature.

Completeness

Completeness means comprehensive treatment of the subject or problem at hand. Only when the idea you are to convey is complete will your message be made clear enough and your goal be attained.

There are several reasons for completeness to be one of the principles that you must apply. First of all, a complete message will save you from the embarrassment of having to clarify repeatedly your points in subsequent messages, and the possible expenses otherwise incurred. Secondly, formulating a complete message shows your wish for a favorable reaction from the reader and thus help build up goodwill. Finally, being complete in business writing will help you avoid costly lawsuits you may be faced with simply because some essential information has been omitted by mistake in your outgoing messages.

Words and Phrases

1. principle *n.* 原则
2. clarity *n.* 清楚
3. correctness *n.* 正确
4. conciseness *n.* 简洁
5. concreteness *n.* 具体
6. courtesy *n.* 礼貌

7. consideration *n.* 体谅
8. completeness *n.* 完整
9. factual information 有事实依据的信息
10. conventional practice 惯例
11. a multiplicity of 许多
12. act upon 遵照……行事

Extensive Reading

To be correct is a principle we must adhere to when writing business messages.

Correctness here refers to correctness in grammar, spelling, and punctuation, appropriateness of tones, reliability of information, authenticity of facts and accuracy of figures. Generally speaking, errors that generally occur in business writing fall into three categories. The mistakes under the first category are typographical, such as wrong printing and improper spacing, which are relatively easy to avoid so long as writers can be a little more cautious when they are making out their documents. The occurrence of the second category of mistakes may be attributed to unintended failure to check reference sources and to detect misspelled names and words of other parts of speech, faulty figures, or other errors such as in wording, dating, capitalization and punctuation. These mistakes can be prevented by meticulous collation as well as careful typing, adequate proofreading and proper correction of erasures. The mistakes under the third category are not easy to identify because they are problems of deep structure, such as the lack of sentence unity or coherence, dangling modifiers, fragmented sentences, illogical combination of ideas and so on. To solve these problems, a writer must be linguistically proficient. This means he or she must be knowledgeable not only in grammar, but also in logic, rhetoric, semantics, pragmatics and other related branches of linguistics. A comprehensive mastery of the knowledge in these fields may help a writer become duly sensitive to the mistakes of this nature.

Let's look at the following several statements:

The accountant prepares the firm's financial statements. For example, the balance sheet and the income statement.

Here we have two sentences, but obviously the second is not a complete

one, which may as well be subordinated to the first sentence:

The accountant prepares various financial statements of the firm, such as the balance sheet and the income statement.

As a customer of our company, I am sure you will want to take advantage of the best price we can quote you for this item.

The phrases *a customer of our company* and *you*, instead of *I*, are in apposition to each other; therefore, the sentence shall be re-written to read:

As a customer of our company, you will want to take advantage of the best price we can quote you for this item.

Chapter 2 Seeking Business Partners

Introduction

Seeking business partners is the first step in dealing with and developing mutual trade. The business growth and broadening depends on the establishment of business relations. So it is a very important part to write business letters in business communication. To seek business partners and establish business relations is to know about your clients including financial credit, business lines and capacities, and the intention of trade contacts. In international trade, one may establish business relations with other countries, or firms and companies through the following channels:

- (1) Banks
- (2) Chamber of Commerce
- (3) Trade Directory
- (4) Business associates of the same trade
- (5) Commercial Counselor's Office
- (6) Commercial Office of a Foreign Embassy
- (7) Advertisements
- (8) Exhibitions and Trade Fairs
- (9) Market survey
- (10) Recommendation by a business friend or a client
- (11) Other sources

Generally speaking, this type of letter begins by telling the addressee how his name is known. Some general information should be given as to the lines being handled. The writer should state clearly and concisely what he can sell or what he expects to buy.

Learning Objectives

By learning this unit, you are supposed to be able to

1. Identify the letter layout and writing style.
2. Comprehend how the writing strategies achieve the effects.
3. Grasp the useful expressions used in the letters.
4. Accomplish a stimulated writing in practice.

Lesson One Requests for the Establishment of Business Relations

Sample Letter 1

Dear Sirs:

Your name and address have been given to us by the Commercial Counselor's Office of our Embassy in Pakistan.

We are now writing to you in the hope of entering into business relations with you on the basis of equality and mutual benefit and exchanging what one has for what one needs.

We are very well connected with all the major dealers here of industrial products, and feel sure we can sell large quantities of industrial goods if we can get your offers at competitive prices.

We invite you to send us details and prices, possibly also samples, of such goods as you would be interested in selling, and we shall gladly study the sales possibilities in our market. On the other hand, please favor us with a list of those goods you are interested in obtaining from us so that we might be able to quote and give you all the necessary information regarding supply possibilities.

We look forward to your favorable reply.

Yours faithfully,

Sample Letter 2

Dear Sirs,

Your company has been introduced to us by Messrs. Freeman & Co. Ltd., in

England, as a prospective buyer of Chinese cotton piece goods. As this item falls within the business scope of our corporation, we shall be pleased to enter into business relations with you at an early date.

To give you a general idea of the various kinds of cotton piece goods now available for export, we enclose a brochure and a sample-cutting booklet.

Quotations will follow the receipt of your specific enquiry.

We look forward to hearing from you soon.

Yours faithfully,

Sample Letter 3

Dear Sirs,

We desire to expand the amount of business we do with the Middle East, and would be most grateful if you could provide us with a list of reliable business concerns in your area which might be interested in importing Chinese electronic products.

We are well-established exporters of all kinds of Chinese goods, especially of electronic and hi-fi products (see enclosed catalogue). Having been in business for more than 30 years, we are confident we can give our customers complete satisfaction.

As to our credit and financial standing, we can refer you to the Bank of China and the Chamber of Commerce in Guangzhou.

Your assistance will be greatly appreciated, and we earnestly await your reply.

Yours faithfully,

Lesson Two Credit Enquiries

Sample Letter 1

Dear Sirs,

As we are on the point of executing a considerable order from Messrs. J. A. Hussain & Co., P. O. Box 386, Karachi, we should be much obliged if you would inform us, in confidence, of their financial standing and modes of business.

The reference they have given us is the Standard Chartered Bank, Karachi Branch. Will you please be good enough to approach the said bank for all possible information we require.

It goes without saying that any information you may obtain for us will be treated as strictly confidential and without any responsibility on your part.

We thank you in advance.

Yours faithfully,

Sample Letter 2: A favorable reply

Dear Sirs,

In reply to your letter of 25th March, we wish to inform you that we have now received from the Standard Chartered Bank, Karachi Branch, the information you require.

Messrs. J. A. Hussain & Co., P. O. Box 386, Karachi, was established in 1979 with a capital of £10,000. They majored in the import and export of machines and electrical equipments. Their suppliers' business with them is reported to have been satisfactory. We consider them good for small business engagement up to an amount of £3,000. For large transactions we suggest payment by sight L/C.

The above information is strictly confidential and is given without any responsibility on this bank.

Yours faithfully,

Sample Letter 3: An unfavorable reply

Dear Sirs,

Upon receipt of your letter of 30th October, we made inquiries respecting the firm you mentioned and have obtained the following information:

Messrs. Willing & Co. made an arrangement with their creditors in December 20××. Their liabilities were £5,000, with assets £4,000. The creditors agree to a composition of 60p in the pound. A first dividend of 20p in the pound was paid after six months and a second dividend of 20p three months later, but nothing further. The business is said to be making no progress at the present time, and we would advise you to exercise extreme caution in your dealings with this firm.