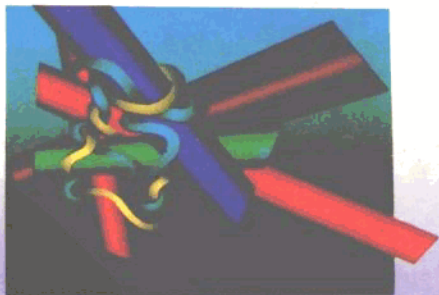




新编国际贸易与涉外经济系列丛书

国际商务函电

UOJISHANGWU



SHANXI JINGJI CHUBANSHE

●主编 徐以敬

山西经济出版社

PDG

新编国际贸易与涉外经济系列丛书

国际商务函电

GUOJISHIANGWU



主 编 徐以敬
副主编 李 蕾 吴易明
山西经济出版社

《新编国际贸易与涉外经济系列丛书》

编委会

主任委员	宋醒民		
副主任委员	杨天赐	伍世安	廖进球
编委委员	毛礼铎	苏鸿基	景进安
	张 谦	王 乔	徐以敬
	朱美娥	吴泗宗	刘 骏
总 主 编	廖进球	景进安	

〔晋〕新登字 4 号

书 名： 国际商务函电

作 者： 主编 徐以敬
出版者： 山西经济出版社(太原市并州北路 11 号)
发行者： 山西省新华书店
印刷者： 太原新华印刷厂

开 本： 850×1168 1/32
印 张： 9.75
插 页：
字 数： 241 千字
印 数： 0001—5000 册
版 次： 1994 年 1 月第 1 版 1994 年 1 月第 1 次印刷

书 号： ISBN 7—80577—709—8/F·709
定 价： 8.80 元

序

党的十一届三中全会作出了对外开放的重要决策,把发展对外经贸,利用国内国外两种资源,打开国内国外两个市场,学会国内建设和发展对外经济关系两套本领作为我国经济发展的战略确定下来了。十五年来,我国对外开放迅速扩大,对外经济贸易的发展取得了举世瞩目的成就。

第一,全民的对外开放意识大大增强。十一届三中全会特别是邓小平同志南巡讲话以后,广大干部和群众日益深刻地认识到,要加速发展经济,实现到下个世纪中叶达到中等发达国家水平的战略目标,就必须坚持对外开放的基本国策,通过大力发展对外经济技术和文化交流,来充分利用世界上一切可以利用的积极因素,以天下之长,补一国之短。如果夜郎自大,闭关自守,关起门来搞建设,就会永远落后和被动挨打。

第二,多层次、全方位的对外开放格局已基本形成。经过10多年的探索,我国已基本形成经济特区——沿海开放城市——沿海开放地带——沿边、沿江、沿线和内陆中心城市——内地逐步推进的对外开放格局。经济特区的“窗口”作用日益显著,沿海开放城市和地区的示范作用大大加强,内地中心城市的辐射作用已开始发挥。对外开放正源源不断地为我国经济注入勃勃生机,成为我国经济高速增长的强劲动力。

第三,外贸体制改革促进了对外贸易的蓬勃发展。1978年以来,伴随整个经济改革的推进,我国对原有外贸体制进行了一系列

改革,外贸企业逐步走上了自负盈亏、自主经营、自我发展、自我约束的道路,这无疑有力地推动了对外贸易的发展。1992年,我国进出口总额达到1656亿美元,其中出口850亿美元,进口806亿美元,在世界贸易地位中上升到第十一位。出口商品结构也不断优化,已实现了由主要出口初级产品向主要出口制成品转变,开始进入由主要出口粗加品向主要出口精加工制成品的转变。

第四,利用外资和其他经济合作全面展开。通过对外开放,我国取得了大量的对外借款用于能源和基础设施建设,从1979年到1992年,我国仅利用外国政府贷款建设的项目就达1100个。同时,我国已经和正在吸收大量的外商直接投资。从1979年到1993年6月,我国累计批准外商投资企业13.4万余家,协议外资金额1692亿美元,外商实际投入资金437亿美元。此外,我国的对外工程承包、劳务合作、技术引进和对外援助工作也获得了长足的发展。

由此可见,对外开放的基本国策正在我国得到充分贯彻,对外经贸交流已成为我国国民经济发展不可缺少的条件。

刚刚闭幕的十四届三中全会通过的《中共中央关于建立社会主义市场经济体制若干问题的决定》进一步强调要:“坚定不移地实行对外开放政策,加快对外开放步伐,充分利用国际国内两个市场、两种资源,优化资源配置。积极参与国际竞争与国际经济合作,发挥我国经济的比较优势,发展开放型经济,使国内经济与国际经济实现互接互补。”可见,对外开放和大力发展对外经贸活动已成大势,方向不可逆转。

随着对外开放和外贸体制改革的深化,我们将面向一个更加广阔的国际市场,更广泛地参与国际经贸活动。与国内市场相比,国际市场有着其自身的运动规律,有着更多的不确定因素;与国内经贸活动相比,国际经贸活动要受到更多的制度和法规的约束,更具复杂性和风险性。因此,为促进对外开放和对外经贸活动的发

展,必须培养一大批系统掌握国际经贸理论和政策、熟悉国际商务惯例和法律,懂经营会管理的高层次专门人才。

江西财经学院部分教师编写的国际经贸系列丛书,将很好地适应这种需要。这套系列丛书包括《国际贸易》、《国际贸易实务》、《国际经济合作》、《国际商法》、《国际商务函电》、《国际商务谈判》、《国际市场营销》、《跨国公司导论》、《国际税收》、《涉外会计》、《涉外流通企业管理》和《进出口商品检验》共十二本。这套丛书比较全面系统地介绍了从事国际经贸活动所必备的理论知识与知识。方法与技巧,既可用于高等院校各类专业的教学参考,也可供对外经贸部门各类人士和业余爱好者学习之用。我相信,这套系列丛书的出版,对于发展我国对外经贸教育事业传播国际经贸知识将起到有益的作用。勿庸讳言,根据本人在对外经贸大学多年从事对外经贸教育与科研的见识,认为这套丛书在编写体例上,专业术语的使用上,有些不甚科学,尚待提高,愿希读者提出宝贵意见。

对外经贸大学 薛荣久

1993年11月24日北京耕斋

编审说明

为了适应我国建立社会主义市场经济体制、积极参与国际交换和国际竞争以及加速“复关”的要求,满足财经院校国际贸易与涉外经济专业学生和广大从事外经外贸工作人员学习国际经贸知识的需要,我们组织江西财经学院国际经贸系的部分专家教授和从事外贸工作的企业家共同编著了这套《新编国际贸易与涉外经济丛书(系列教材)》,共12本,内容涉及外经外贸工作的各个方面,知识体系完整,并吸收了国外同类研究的最新成果,有一定理论深度;尤其对实际操作技巧作了详尽的胞述,是财经院校学生和实际工作者学习外经外贸知识的理想读本。

该丛书的编写突出质量意识,从选题、主编人选的确定到编写大纲的审定及定稿工作均由编审委员会严格把关,各书实行主编负责制,聘请有经验的教授和企业家担任主编并总纂书稿,使丛书质量得到保证。

本书出版得到山西经济出版社领导,尤其是李肖敏、寇志宏同志的大力支持,中国对外经济贸易大学国贸系主任、博士生导师薛荣久教授为丛书作序,江西财经学院领导和科研处的同志为丛书的编写和出版给予大力指导和帮助。在此,一并表示谢忱。

由于编著时间较紧,编著者水平有限,缺点错误在所难免,恳请读者批评指正。

编审委员会

1993.12.20.

CONTENTS

Unit One	The Make—up of the Business Letter	1
Unit Two	Business Letterwriting	20
	Words & Expressions	27
	Exercises	28
Unit Three	Status Enquiries	30
	Specimen Messages	30
	Words & Expressions	33
	Useful Sentences	36
	Exercises	37
Unit Four	Establishing Trade Relations	41
	Specimen Messages	42
	Words & Expressions	46
	Useful Sentences	47
	Exercises	50
Unit Five	Inquiries & Replies	53
	Specimen Messages	54
	Words & Expressions	57
	Useful Sentences	58

	Exercises	59
Unit Six	Quotation, Offer & Counter—Offer	62
	Specimen Messages	63
	Words & Expressions	67
	Useful Sentences	69
	Exercises	70
Unit Seven	Contract	72
	Specimen Messages	73
	Words & Expressions	75
	Useful Sentences	77
	Exercises	78
Unit Eight	Orders & Their Fulfilment	80
	Specimen Messages	80
	Words & Expressions	82
	Useful Sentences	84
	Exercises	85
Unit Nine	Packing & Marking	87
	Specimen Messages	88
	Words & Expressions	91
	Useful Sentences	94
	Exercises	96
Unit Ten	Payment Part A; Terms of Payment &	
	Rushing the Establishment of L/C	99
	Specimen Messages	100
	Words & Expressions	102

	Uesful Sentences	104
	Exercises	106
Unit Eleven	Payment Part B;L/C Amendment &	
	Extension	112
	Specimen Messages	113
	Words & Expressions	116
	Useful Sentences	118
	Exercises	120
	Amendment Advice	122
Unit Twelve	Shipment	125
	Specimen Messages	127
	Words & Expressions	130
	Useful Sentences	132
	Exercises	133
Unit Thirteen	Insurance	136
	Specimen Messages	138
	Words & Expressions	140
	Useful Sentences	144
	Exercises	145
Unit Fourteen	Inspection	148
	Specimen Messages	149
	Words & Expressions	152
	Useful Sentences	153
	Exercises	155
Unit Fifteen	Telegram	157

	Telegram—Composing	165
	Words & Expressions	167
	Commonly Used Commercial Cables	168
	Exercises	172
	Some Common Abbreviations & Combinations Used in Telegrams	174
Unit Sixteen	Telex	179
	Telex—Composing	182
	Words & Expressions	186
	Exercises	187
	A List of Abbreviations and Simplified	190
	Commonly Used Commercial Telexes	192
Unit Seventeen	Facsimiles	194
Unit Eighteen	Trade Disputes	197
	Specimen Messages	198
	Words & Expressions	204
	Useful Sentences	205
	Exercises	207
Unit Nineteen	Complaints, Claims & Adjustments	209
	Specimen Messages	210
	Words & Expressions	212
	Useful Sentences	215

	Exercises	217
Unit Twenty	Arbitration	220
	Specimen Messages	222
	Words & Expressions	224
	Useful Sentences	225
	Exercises	227
Unit Twenty—one	Agency	230
	Specimen Messages	231
	Words & Expressions	233
	Useful Sentences	235
	Exercises	236
Unit Twenty—Two	Sales Promotion	238
	Specimen Messages	239
	Words & Expressions	241
	Useful Sentences	242
	Exercises	243
Unit Twenty—three	Joint Venture	246
	Specimen Messages	246
	Words & Expressions	248
	Useful Sentences	249
	Exercises	250
Unit Twenty—Four	Compensation Trade	253
	Specimen Messages	253
	Words & Expressions	256
	Useful Sentences	257

	Exercises	258
Unit Twenty—Five	Technology Transfer	261
	Specimen Messages	262
	Words and Expressions	264
	Useful Sentences	265
	Exercises	267
Appendix	Key to the Exercises for	
	Reference Only	269

Unit One

The Make—up of the Business Letter

In a business letter, there are eight essential parts and five optional parts.

Now, let's see the structure of a business letter.

1. the Letter-head

The letter-head is usually printed on the letter-paper which is mostly white and of quality. But the design of the letter-head may vary. It is usually artistically designed and printed on the page. The position of the letter-head, the size of type and spacing are a matter of taste.

The letter-head includes the name, postal and telegraphic addresses, telephone, telex and fax numbers of the organization. On some letter paper, it also includes the kind of business the firm is engaged in and name of executive director of the organization, even capital of the organization.

2. Reference Number (Reference Initials)

The reference number is used as a useful indication for filing and for indicating the responsibility of writing and typing the letter. It is often placed two lines below the letter-head.

The reference number may consist of a number and/or the initials of the person sending the letter and the initials of the person typing the letter. So, if Davis Black is the sender of the letter and

Mary Brown the typist, the reference number is set out like this:--
Our ref. 345 DB/mb. Notice the sender's initials come first, in capital letter. The typist's initials in small letter, after the bar.

The reference number of the letter under reply should be included, if any, as it serves as a guideline for filing by the recipient. So, if Tom Wolf sent a letter to Peter Fox, typed by Caty Grace, the reference number on Peter Fox's reply would look like this:

Your ref: TW/cg

Our ref: 345 (the initials of the sender of the typist of Peter's Co.)

3. Date

Usually the date is typed two lines below the last line of the letterhead.

Note there are two ways in writing the date, the American form (May 15, 1993) and British form (15th May, 1993).

You couldn't abbreviate the name of the month nor show the date in figures like 11/9/1992 nor 9/11/1992. In business letters, it is vital that the date should be correct.

4. Inside Address

The inside address usually consists of the name of the person to whom the letter is sent, often with a social title and his company title, the name of the firm, and the mailing address of the firm.

The inside address is placed directly below the date at left margin.

When the receiver is a company, the inside address is written like this:

The Acme Shoe Co., Ltd.

234 Piccadilly

London, WN OBH

UK

'Messrs' is the plural form of 'Mr', and is used only when the firm is named after one or more persons, e. g. Harrison, Smith; Brown & Sons, etc.

Messrs. Willian & Werner,

34, Tower Street,

Toronto 4,

Canada

'Esq' is sometimes used instead of Mr for certain classes of persons. e. g. judges, magistrates, should always follow the personal name, e. g.

Mr W. Bray

or W. Bray Esq.

'Esq' is used in Great Britain.

When the letter is addressed only to an individual in the company, the person's name should be preceded by the courtesy title--Mr, Mrs, Miss or MS.

Sometimes, his or her position--Director, Manager, etc. is given in addition to the company's address. Thus, if the firm or the addressee's title is long, it may be typed on two lines. Indent the second line two spaces;

Mr James Allen

Executive Secretary to

the Chairman

Martin & Simnons, Inc.

234 Commonwealth Avenue

Boston, MA 34567

U. S. A.

If the letter is addressed to the company but directed to the attention of an individual, use ATTN: (Attention line), the inside address is written thus:

The Acme Shoe Co. Ltd.

359 Piccadilly

London, WIN OBH

UK

ATTN: MR Paula R. Scott

Account Department

5. Salutation (Greeting)

The salutation is the friendly greeting that precedes the body of the letter. This should be made just under the inside address and near the left margin, two lines below the inside address and two lines above the body of the letter. The salutation should match the name on the envelope and inside address, although the whole name should not be written, e. g., if the person you are writing to is William T. Holmes, his name on the envelope and inside address will be typed exactly in that way. You may write either 'Dear Mr Holmes' if you don't know him very well, or 'Dear Willian' if you do know him. If you're addressing your letter to the company as a whole, write 'Dear Sirs' or 'Gentlemen'.

6. Subject Line

Occasionally, you may wish to highlight the subject matter of your letter by writing a subject line. The subject line helps to tell your reader at a glance what your letter is about. It also helps in filing. The subject line may include or omit the word 'Subject' or 'About'. It is usually placed either on the same line with the saluta-