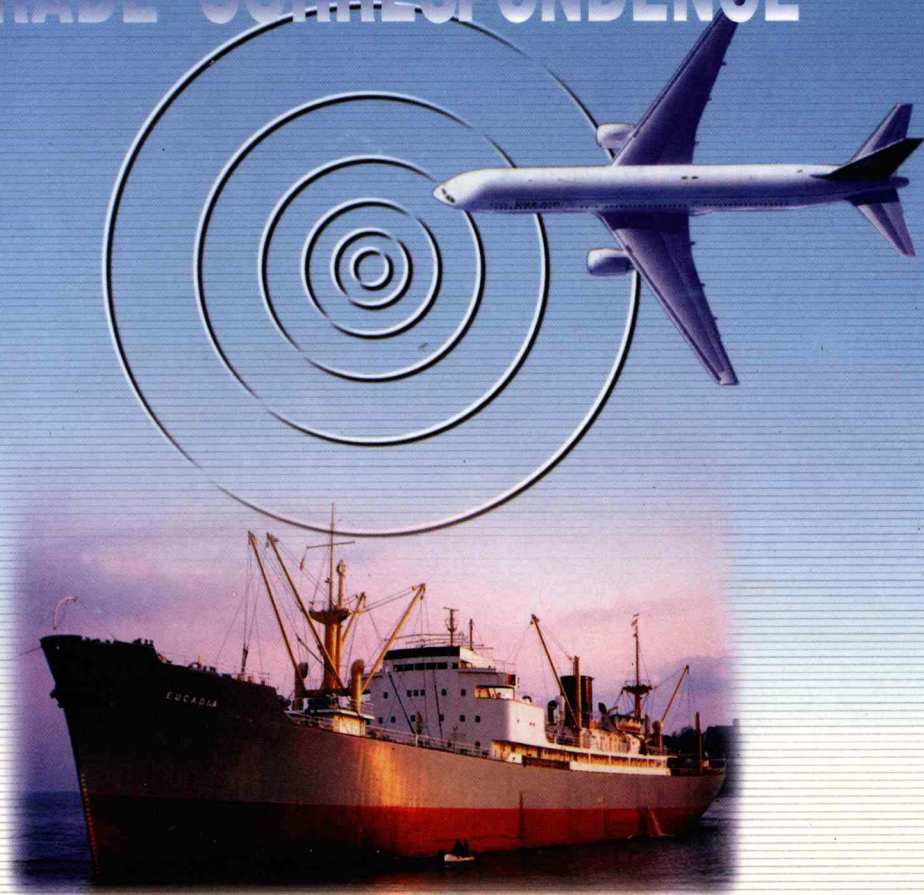


新编外贸函电

主编 白世权 董玉宽

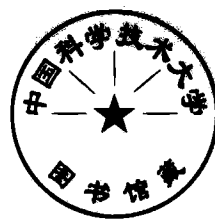
NEWLY COMPILED FOREIGN
TRADE CORRESPONDENCE



NEUPRESS
东北大学出版社

新编外贸函电

主 编	白世权	董玉宽
副主编	吴志刚	徐 燕
	张晓芬	王 妍
	朱 旭	



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内 容 简 介

本书是外贸函电教学用书,总体上按进出口贸易中所采用的步骤进行编写,由课文和教学参考两部分组成。课文部分 15 章,59 课,包括:建立贸易关系,询价,订购与确认,保险,申诉与理赔,货物航运,付款与结账,寄售、易货及代理贸易,补偿贸易、来料加工与来件装配贸易,合资经营与租赁贸易,招标投标,国际信贷,电报电传,外经贸合同;有些章节(课)附有单据、票据实样。教学参考部分是课文译文及练习题答案。本书内容系统,重点突出,以适应对外开放招商引资的需要,也可拓宽外贸函电知识面。

本书可作为大专院校外贸专业教材,也可作为外贸工作人员自学用书,还可作为外经外贸工作者的参考书。

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前 言

随着快速发展的知识经济的到来,作为外贸本科或专科大学生以及从事外贸工作的人员,应能够按照正确的信函格式,运用准确的词语熟练地书写电报、电传或传真。近年来,不乏外贸函电方面的成功之作,然而根据外贸实践和高校教学的反馈意见,急需编写《新编外贸函电》一书。此书可以作为教学用书,也可以作为从事外经外贸管理的工作人员的参考书。

本书以外贸业务为主,也涉及到某些外经活动,例如船务代理业务、各种外贸合同的编写、不符单据处理办法、国外代收程序(出口托收)。与其他同类书相比,此书第一次推出上述4项内容。本书的某些课文引用的商品名称是虚拟的,有些课文还提供了有关单据及与合同有关的某些环节,为方便读者学习,还给出课文译文及练习题答案。本书体系完整,内容实用,有利于拓宽外贸函电知识面。

本书1,2,8,10,11,15章及第9章的第38课由主编白世权、董玉宽完成。其余部分由副主编吴志刚等5人编写。主编对全书进行了修改、统编、定稿,并精选有价值的单据、票据。

编写中,得到锦州船务代理公司经理朱旭及商务英语专家安格斯·达尔里姆宝·史密斯的支持与帮助,对此我们深表谢意。

因时间紧迫,错误难免,欢迎批评赐教,则不胜感激。

白世权

1999年1月1日

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第 一 部 分

课 文



Chapter I The Layout of a Business Letter

It is Commonly acknowledged that the layout of a business letter still follows a more or less set pattern determined by custom. To follow established practice can avoid confusion and waste of time for both the sender and the receiver. Sticking to the established practice will benefit a lot.

There are two main patterns of layout in current use; indented style and the modern blocked style. The indented style is characterized by taking in the first line of each paragraph in the body of the letter, five spaces for pica type and six for elite type, though deeper indentation than these are sometimes preferred. Letter Specimen of Indented Style:

The United Import Co. , Ltd.
48 Ashanti Road
ACCRA

Our ref:

Your ref:

May 20, 19--

TIANJIN IMPORT & EXPORT CORPORATION
45 BAODING STREET
Telex: 23234 TJTOY CN Telephone: 3102238

Dear Sirs,

Re: Our Order No. 1004 for 500 cases Toys

We wish to refer you to our Order No. 1004 for 500 cases of toys, from which you will see that this order is placed on a C & F basis.

As we now desire to have the shipment insured at your end, we shall be pleased if you will arrange to insure the goods on our behalf against all risks at invoice value plus 15 % , i . e . , £2 200.

We shall of course refund to you the premium upon receipt of your debit note or, if you like, you may draw on us at sight for the amount required.

We sincerely hope that our request will meet with your approval.

Yours faithfully,
The United Import Co. , Ltd.
(Sig) _____
manager

The outstanding feature of the blocked style is the commencement of all typing lines, including those for the date, inside name and address, salutation, subject heading and complimentary close, at the left-hand margin without leaving spaces for pica type.

Specimen letter of Block Style

(1) TIANJIN CHEMICALS IMPORT & EXPORT CORPORATION

58 Nanjing Road

Tianjin China

Cable Add: "SINDCHEM" Tianjin

Telex: 23223 TJCHM CN Telephone: 311290

(2)

3rd May, 1987

(3) Messrs, J. Brown & Co.

143 Eastcheap

London, E. C. 3

(4) Attention: Import Dept.

(5) Dear Sirs,

(6) PHARMACEUTICALS

(7) We thank you for your letter of April 21.

In compliance with your request, we are sending you here with a copy of our latest price list for your reference.

All prices are understood to be CIF European Main Ports, subject to our final cable confirmation. Payment is to be made by irrevocable letter of credit available by draft at sight.

As there is a heavy demand for our products, we would suggest that you advise us by cable in case of interest.

We are looking forward to your early reply.

(8) Yours faithfully,

Tianjin chemicals Imp. & Exp. Corporation

(9) (Signature)

(10) NQ/SC

(11) Enc.

(12) cc our Branch Offices

(13) P. S. Your letter of the 22nd April has just come to hand. As requested, we'll airmail you two packets of sample tomorrow.

Notes

(1) The Letter-Head (信头)

Letter-Head include the essential particulars about the writer — his name and telephone number, telex address. If any, the fax number or cable address.

(2) The Reference and Date

When one firm writes to another, each will give a reference, and there are marked "our ref;" and "your ref;" to avoid confusion. The reference consists of the initials of the person dictating the letter followed by those of the typist: Our ref: LGB/ww; Your ref: JDM/je.

(3) The Inside Name and Address(封内名称及地址)

This part includes the addressee's name, telex number, cable address, which is often located in the upper left-hand side of the sheet. Mr., Mrs., or Messrs. are the ordinary courtesy titles used for addressing correspondents.

It is the usual practice to type the inside name and address in blocked paragraph form in alignment with the left-hand margin of the letter.

(4) Attention line(注意事项)

This part mainly invites the attention of the addressed person or an organization concerned.

(5) The Salutation(称呼语)

The salutation is the complimentary greeting with which the writer opens his letter. The salutation always appears on a line by itself. "Dear Sirs" is followed by a comma; "Gentlemen" followed by a colon.

(6) The Subject Line(事由)

Often useful as a time-saver is the practice. This part often centres over the body of the letter.

(7) The Body of the Letter(信体)

This part states the real matter. Write simply, clearly, courteously, grammatically and to the points. Type it accurately, aiming at attracting and pleasing the addressees.

(8) The Complimentary Close(结尾敬语)

This part is merely a polite way of ending a letter.

The conventional one is the use of "Yours faithfully", and "Yours truly" can be used in American English. The first letter must be capitalized and a comma is usually placed at the end.

(9) The Signature(签署)

The signature is the signed name of the person writing the letter or that of the firm he represents. It is written in ink immediately below the complimentary close. Never sign your letter with a rubber stamp.

(10) The Reference Notation(经办代号)

This part of a business letter is somewhat like the (2) part, which shows only the initials of the names of both the dictator and the typist. If the dictator's name is not typed in the signature area, acceptable forms are shown as follows: NQ/SC; NQ;sc; NQ/sc; NQ sc.

(11) Enc.(附件)

The writer may indicate one or more enclosures in a letter. This part is used. Whether the indented style or the blocked one is used, it is determined by personal taste or by a firm's preference. Any business letter consists at least of seven parts:

- ① the letter-head
- ② the reference and date
- ③ the inside name and address
- ④ the salutation
- ⑤ the body of the letter covering important message

⑥the complimentary close

⑦the writer's signature

(12)The Carbon Copy Notation(抄送)

'cc' is the abbreviation of carbon copy and 'bcc' is the abbreviation of blind carbon copy. Each of them is followed by the person or the name of the organization who will receive the copy of the letter for filing purpose in general.

(13)P · S(附言)

If the writer wishes to add something he forgot to mention or for emphasis, this part can be available. In fact, it's better for writers to avoid using this part.

As for addressing an envelope, some suggestions should be followed:

(1) Type the name and address of the receiver in the lower part of the envelope, beginning at least $1\frac{1}{2}$ inch from the top so as to leave ample space for stamps and postmark.

(2) Use your correspondent's full address, including the post town followed by the country name and postcode.

(3) Type your correspondent's name exactly as he uses it himself, and be sure to spell it correctly.

(4) Type words such as Street, Road, Avenue in full.

(5) Use envelopes within Post Office Preferred range of sizes to assist mechanical sorting.

(6) If a letter is to be taken from you(the writer) by someone to the addressee, put his name below the addressee's with the following words in front of it; Kindness of ...; Per Favour of ...; With favour of ...; Favoured by ...

Example: Mr. Green

With Favour of Miss. Chen Hong(敬请陈红女士面交格林先生)

(1) The Envelope of Indented Style

China Ceramics & General Trading Enterprise Business Dept. No. 3 Beijing 100020 China	Stamp
Airmail	Messrs. G. P. Glover & Co. 416 Skinner Road KARACHI Pakistan

说明:在信封左下角注明投递方式:Registered 或 Reg 挂号信,By(Via) Air Mail(或 PAR AVION)航空,Express 快信,Immediate(Urgent)急件,Printed Matter 印刷品,Private & Confidential 机密亲启,Secret 密件。

信封中央稍偏右写上收信人姓名,一般加上头衔,以示礼貌尊敬。如果没有职衔,通常在姓

名前写上 Mr. ,Mrs. ,或 Ms. ,但 Ms. 不表示收信人的婚姻状况。如果父子同名,在儿子名字后加“Jr. ”,在父亲名字后加“Sr. ”。

收信人姓名下写地址,可占 2~4 行,先写公司名称,然后由小到大:门牌号,街道,城镇(有区,加在城镇名称之前),州省,邮政编码,国家。Road, Street, Avenue 可分别缩写为“Rd. ”, “St. ”和“Ave. ”。州名也可以缩写:美国的:NY→New York; Pa→Pennsylvania; Cal→California; 澳大利亚的:Vic→Victoria 州;加拿大的:Que→Quebec 省。

如果信内容可能接受海关或邮政部门检查,信封口用透明胶封口并注明:Please lift here to inspect content. 如果信件需要绕路,为求快捷可注明 Via…(地点名称)。

(2) The Envelope of Blocked Style

6/F. ,China Arts Building, Jixiangli Chaoyangmenwai, Beijing, 100020, China	Stamp
Registered	Messrs. G. P. Glover & Co. 416 Skinner Road KARACHI Pakistan

Exercises

I . Write a letter with the given items. (Blocked Style)

1. Sender's address: Jinzhou Imp. & Exp. Corporation
29, section 3, Jie fang Road Jinzhou, China
2. Sender's telex address: 813033 JZWMJ CN
3. Date: August 30, 1998
4. Receiver's name: Messrs. Samih Ghadban & Co.
5. Receiver's address: 15 Homs Avenue. Tripoli. LYBIA
6. Salutation used: Dear Sirs,
7. Subject Line: ROWA color TV sets
8. The message:

We thank you for your letter of July 16 enquiring for the captioned goods.

Enclosed please find our price list of the products, which will enable you to make a selection.

We look forward to your early reply with keen interest.

9. Complimentary close used: Yours faithfully,

II . Address an envelope for the above letter. (Blocked Style)