

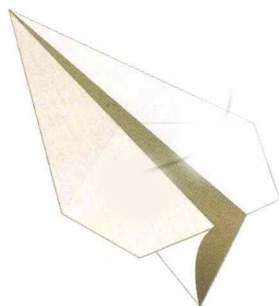



国际商务信函

Examples of International Business Letters

范例

张庆杰 编著



 知识产权出版社

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内容提要

本书共分十一个单元,各篇信函都是以现代商务活动惯用的书信体裁写成。不同种类的书信,如保险、代理、银行业务、订货、人事等一般用途的商务信函大都被辑录在内。而且,本书目录分类详尽,易于翻阅参考,可作为一般商务机构从业人员的案头参考书。

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Preface

International business activities both local and abroad are numerous and essential, the way of delivery includes fax, telex, e - mail and express. Few Business transactions are carried through successfully without correspondence at some point. Letters must be written to customers, salesmen, agents, suppliers, bankers, shipowners and many others, in order to cover every conceivable phase of business activity. At the same time, business letters are the firm's silent salesmen and often enough, represent its only contact with the outside world. Hence the need of efficient letter - writing is by no means essential and important.

In the following pages that follow are to be found specific letters dealing with a comprehensive range of transactions of the kind handled in every business day. These letters are written in the modern English style to illustrate the accepted principles of good business writing. Moreover, Chinese translation and explanation are given at the end of the book to facilitate better understanding for the Chinese readers.

For help in the preparation of the book, I am indebted to those business organization and people who generously permitted me to quote from published materials and who have made valuable contributions to this book.

Finally, I wish to thank my good friends for their reading through of my manuscript and making valuable suggestions for improvement. Special thanks are given to my parents, who encouraged me to publish this book.

内容简介

国际商务活动一般都是通过信函往来进行的，其传递方式除邮寄外，还包括传真、电传、电子邮件和特快专递。一次商务活动，往往涉及很多人或团体，如客户、销售人员、代理商、银行、保险公司和运输公司等。贸易上的接触，尤其是海外贸易，在不便当面洽商时，必须靠信函往来。因此，掌握有效的信函写法是十分重要的。

本书共分十一个单元，各篇信函都是用现代商务活动惯用的书信体裁写成。不同种类的信函，如保险、代理、银行业务、订货、人事等一般用途的商务信函大都被辑录在内。而且，本书目录分类详尽，易于翻阅参考，可作为一般商务机构从业人员的案头参考书。

本书内容精练，不空谈理论，注重实用。每篇范例都有详尽的中文译文和注释，对商人、秘书、国际贸易专业的学生和自修者都有很大帮助。



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Unit One Written patterns

1. Opening Phrases

—Dear Sirs,

We have received your letter of...

—We thank you for your letter of...

—Your letter enclosing (stating that..., asking us to do..., requesting us to do...,) has been considered (given proper attention)

—In reply (In response) to your letter of...

—In confirmation of our (their) telephone conversation (talks, held in...) we wish to inform you that...

—With reference to (Referring to) our letter of... we wish to inform you that...

—With further reference to...

—We are pleased (We are glad) to inform you that...

We have pleasure in informing you that...

—We are sorry (We regret) to have to remind you that...

—We learn from your letter that...

—In connection with our letter of... and in confirmation of your cable of...

—We offer apologies for the delay in answering your letter

—We apologize for...

Please accept our apologies for...

—We regret (We are sorry) to learn from your letter of... that...

—We are sorry we are unable to meet your request...



- We are surprised to learn from your telex...
- Further to our letter of...
- We have to remind you that...
- We have pleasure in offering you...
- You are no doubt aware that...
- You may know that...
- We enclose (are enclosing) a copy of a letter from... about...
(in connection with...)
- Please note that...

2. Binding Phrases

- We express confidence that...
- We are sure (confident) that...
- At the same time we would like to remind you that...
- We find (consider) it necessary (important , reasonable) to
note...
- Apart from the above [said] ...
- Further to the above...
- In addition to the above...
- We would welcome the opportunity...
- We are taking the opportunity to remind you that...
- It is self understood...
- It goes without saying...
- We wish to draw your attention to the fact that...
- We would like you to note that...
- We wish to bring to you notice that...
- In view of the above [said] ...
- In this connection...



—In connection with your request...

—In connection with the above [said] ...

—Otherwise we shall have...

—As to (as regards, with regard to) your request (your order, your claim) ...

—The matter is...

The point is...

—In the circumstances...

—In our opinion...

We believe...

We think...

We feel...

—As requested by you...

—In case of delay in delivery (in payment, in sending specialists)

...

—We have (are having) no difficulty in...

—We have (are having) difficulty in...

—We have to admit that...

—So far (Up till now) we have received no reply...

—We cannot accept your point of view for the following reasons...

—In case of your refusal...

Should you refuse...

—In case of your failure to make payment [s] ...

Should you fail to make payment [s] ...

—To avoid delay in...

—In accordance with (Under) the contract enclosed...

—You state (write, are writing) in your letter that...

—Further you write...

—Moreover...



—Nevertheless...

—First of all (In actual fact/Actually/Virtually) ...

—Besides...

3. Closing Phrases

—Your early reply will be appreciated

—If we can be of any assistance please do not hesitate to contact us

—We are looking forward to hearing from you

We expect your early reply

We expect to hear from you in the near future

—Please, inform us (let us know) in the shortest possible time (at your earliest convenience)

— [Up] on receipt of the letter [will you] please cable (telex) your confirmation (consent)

—We would like to assure you...

—We wish (would like) to maintain cooperation with you

—Your prompt execution of our order will be (would be) appreciated

—We shall not fail to contact (to get in touch with) our organizations (design organizations, manufacturers)

—We assure you that we shall get in touch with organizations concerned without delay

—We assure you that we shall take prompt action (urgent measures) to remedy (correct, rectify) the situation

—We are expecting your representatives (officials, engineers) to arrive for the talks

—We are looking forward to [receiving] your consent (approval, confirmation)



—Yours faithfully

Faithfully yours

Yours truly

Truly yours

Yours sincerely

Sincerely yours



Unit Two Inquiry

1. An inquiry for office equipment, with demonstration

(1) An inquiry for office equipment

a. Inquiry

123 Fuxing Road
Beijing
19th March 2007

Office Appliances Ltd. ,
24 Nanjing Road
Shanghai.

Dear Sirs ,

We should be glad to know whether you supply an electric typewriter suitable for tabulating , with a carriage able to take up to 40 cm wide.

We also require a high – speed power – operated printer. Please send us particulars of any models you recommend and supply from stock.

Yours faithfully ,

b. Reply

24th March 2007

Dear Sir ,

We thank you for your inquiry of 19th March. I am pleased to say that we can help you.

The “Sony” typewriter is an excellent machine and is quite suitable for tabulation. We have it in stock and can supply it with a carriage able



to take papers up to 45 cm wide. The enclosed booklet describes the machine in detail.

Also from stock we can supply other makers of power – operated printers, including the well – known Acer and Legend models. Both are excellent machines able to turn out copies. Illustrated leaflets describing the machines are enclosed.

We feel you may be also interested in a very modern system of filing recently put on market by AMB of the United States. The system is specially designed for firms handling the accounts of large numbers of customers.

May we suggest a visit to our showrooms. We could then demonstrate the various machines and show you our very range of modern office appliances and equipment.

Yours faithfully,

(2) Demonstration

a. Demonstration requested

28th March 2007

Dear Sirs,

I have studied with interest the literature you send me with your letter of 24th March. The typewriter and printers both appear to be suitable, but before placing an order I should like to see them. A demonstration would certainly help and perhaps you will suggest a day and time when I may call. I could do so any morning next week.

Yours faithfully,



b. Demonstration Arranged

30th March 2007

Dear Sirs,

We were glad to learn from your letter of 28th March that the machines we mentioned to you appear to be suitable.

We shall of course be glad to arrange a demonstration and, unless we hear from you to the contrary, will expect you next Wednesday morning, 4th April, about ten o'clock. When you arrive, please ask for me.

Yours faithfully,

(3) A Tabulated Inquiry for Information

a. Inquiry

2nd July 2007

Dear Sirs,

During a recent visit to the Happy Home Exhibition I saw a set of plastic furniture of your company. This type of furniture would, I think, be suitable for the setting of my house, but I have not been able to find anyone who is familiar with it. Would you please give me the following information:

- (a) Is this type of furniture fireproof?
- (b) In what colours and designs can the furniture be supplied?
- (c) Is it breakable?
- (d) Can you recommend a specialist to design a set for the particular setting of my house?

I shall appreciate your answers to these questions.

Yours faithfully,

**b. Reply**15th July 2007

Dear Sir,

Thank you for your inquiry of 2nd July about our plastic furniture. We enclose a copy of our brochure showing the designs and range of colours in which the furniture are supplied.

Messrs. Wang An Brothers, 43 Changqing Street, are a very reliable firm and do all our work in your district. I have asked Mr. Wang An to call on you to inspect the setting of your house. He will advise you which set of our plastic furniture suits your liking.

Our plastic furniture is long lasting and manufactured under excellent workmanship. I am sure this furniture will give you lasting satisfaction.

Yours faithfully,

(4) A "First" inquiries from a foreign importer**a. Inquiry**

2nd April 2007

Dear Sirs,

We learn from Thomas H. Pennie of New York that you are producing hand - made gloves in a variety of leathers. There is a steady demand here. For gloves of high quality at moderate prices.

Will you please send me a copy of your glove catalogue, with details of your prices and terms of payment. I should find it most helpful if you also supply samples of these gloves.

Yours faithfully,



b. Reply

9th April 2007

Dear Sir,

We welcome your inquiry of 2nd April and thank you for your interest in our products. A copy of our illustrated catalogue is being sent to you today, with samples of our products.

Mr. Smith, our overseas director, will be in Rome early next month and will be glad to call on you. He will have with him a wide range of our manufactures, and when you see them we think you will agree that the quality of the materials used, and the high standard of craftsmanship will appeal to the most selective buyer.

We also manufacture a wide range of hand – made leather shoes in which we think you may be interested. They are fully illustrated in the catalogue and are of the same high quality as our gloves. Mr. Smith will be able to show you samples when he calls.

We hope the samples will reach you in good time and look forward to your order.

Yours faithfully,

2. Requests for catalogues

(1) Routine requests for catalogues not requiring written replies

Example 1

Dear Sirs,

Will you please send me a copy of your catalogue and price – list of portable typewriters, and copies of any descriptive leaflets that I could pass to prospective customers.

Yours faithfully,