

英汉对照

International Business

国际商务

函电与合同

Communications and Contracts

INTERNATIONAL BUSINESS
COMMUNICATIONS AND CONTRACTS



华语教学出版社

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国际商务函电与合同

陈永生 赵金仲 编著
陈晓鹏 杨 栋

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作 者 陈永生 赵金仲 陈晓鹏 杨 栋

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社 址 北京百万庄大街 24 号 邮政编码 100037

电 话 (010) 68326333 68995871

传 真 68326333

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前 言

随着改革开放的不断深入,我国对外贸易取得了很大发展。为满足广大涉外经贸人员及高等院校涉外经贸专业学生的需要,我们编写了《国际商务函电与合同》一书。

本书由两部分组成:

上编为商务函电。该部分有十六个单元,涉及信函结构与格式、建立经贸关系、资信调查、询盘与还盘、促销与订购、电报与电传、支付条款、装运与保险、争议与索赔等内容。

下编为贸易合同。该部分包括十七个不同类型的贸易合同实例,涉及订购、销售、代理、补偿贸易、合资企业经营等内容。

本书采用英汉对照方式编写,译文力求简明、准确。因“国际商务函电与合同”与国际经贸业务有密切关系,故实用性是本书的最大特点。

本书由陈永生、赵金仲、陈晓鹏、杨栋四同志共同筹划、编写。在编写过程中,参阅了大量的国内外教材、工具书及国际商务函电与合同范例;山东财政学院及山东省粮油食品供应公司的诸位同事给予了悉心指导,提出了许多宝贵意见;北京华语教学出版社单瑛同志与山东教育出版社毕唐书同志给予了积极帮助。在此,对有关作者、编者及所有给予本书编写以大力帮助的同志,表示衷心感谢。

因水平有限,不当之处在所难免,敬请读者批评指正。

编著者

1999年2月

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PART ONE CORRESPONDENCE

Unit One **Business Letters**

Section One **The Structure of a Business Letter**

A well-constructed business letter in English is usually made up of seven parts and some miscellaneous matters:

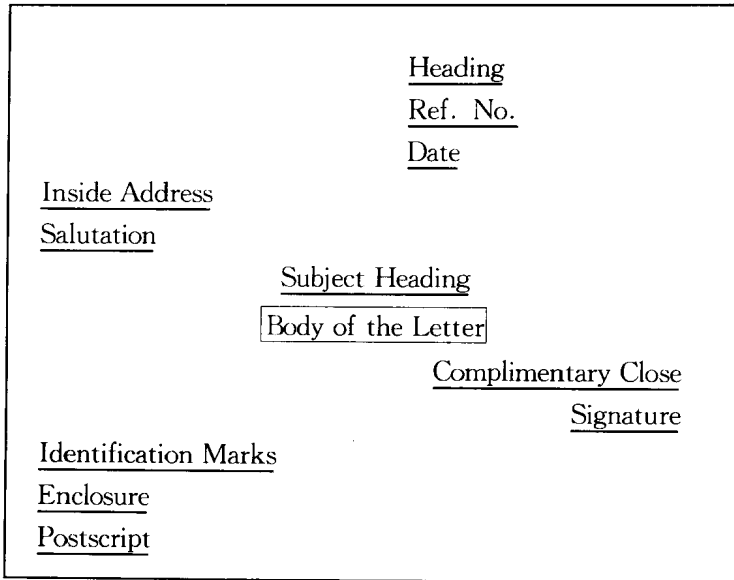
1. The Heading;
2. The Date;
3. The Inside Address;
4. The Salutation;
5. The Body of the Letter;
6. The Complimentary Close;
7. The Signature.

Miscellaneous Matters:

- a. The Reference;
- b. “For the Attention of...”;
- c. The Subject Heading;
- d. The Enclosure;
- e. The “Per Pro” Signature;
- f. The Identification Marks;
- g. The Postscript.

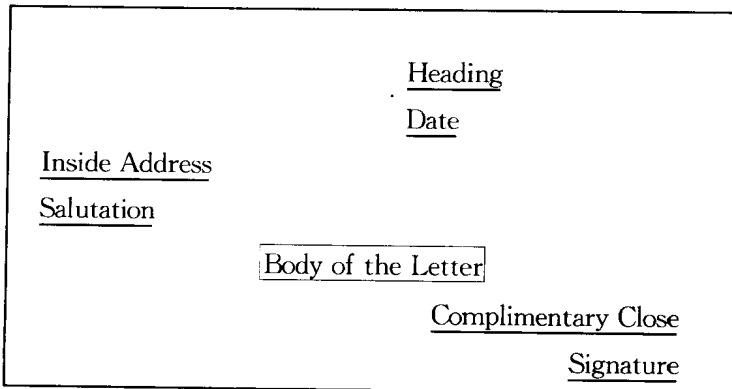
(I)

The General Structure of a Business Letter



(II)

**The Structure of a Business
Letter from an Individual to an Institution**



(III)

**The Structure of a Business
Letter Between Two Institutions**

	<u>Heading</u>
<u>Your ref:</u>	
<u>Our ref:</u>	
<u>Date</u>	
<u>Inside Address</u>	
<u>Salutation</u>	
	<u>Subject Heading</u>
	<u>Body of the Letter</u>
	<u>Complimentary Close</u>
	<u>Name of the Institution</u>
	<u>Signature</u>
<u>Identification Marks</u>	
<u>Enclosure</u>	

1. The Heading

The heading (or the letter-head) of a business letter, which expresses a firm's personality, helps to form one's impression of the sender's firm. Besides the name and address of the firm, it may include telephone and fax numbers, e-mail and telegraphic addresses, the telegraphic codes used, telex numbers, and the kind of business carried on. The heading of a business letter is usually printed on the letter paper used in the firm, e. g.

SINOLINGUA

Add: 24 Baiwanzhuang Road,

Beijing, 100037, China
Tel: 86-010-68994599/68326333
Cable: FOLAPRESS BEIJING
Telex: 222475 FLP CN
Fax: 86-010-68326642
E-mail: sinolingua@ihw.com.cn

2. The Date

The date is written immediately below the address to tell the receiver when the letter is written. The date should be written in full, in the logical order of month, day, year (chiefly AmE) or of day, month, year (BrE). For the day, either cardinal numbers (1, 2, 3, 4, etc.) or ordinal numbers (1st, 2nd, 3rd, 4th, etc.) can be used, e.g.

March 29 (or 29th), 19...(AmE)

1 (or 1st) October, 19...(BrE)

To give the day in figures (e.g. 10/7/19...) is in bad taste, and it may easily cause confusion because Americans would start with the month, followed by the day and the year, but the British tend to write the day before the month. So the date "10/7/19..." means October 7, 19... in America, but means 10 July, 19... in Britain.

3. The Inside Address

The inside address of a business letter usually includes the name and address of the receiver. If the appropriate head of department is known, the official title should be used. The general rule of writing the inside address is as follows:

- (1) the name (and the title) of the receiver;
- (2) the name of the house;

- (3) the number of house or flat and the name of the street;
- (4) the name of the city or town;
- (5) the county or state and its post-code;
- (6) the name of the country (when the letter is sent abroad).

The courtesy titles used in correspondence are as follows:

- (1) Mr—for a man;
- (2) Mrs—for a married woman;
- (3) Miss—for a girl or an unmarried woman;
- (4) Ms—for either a married or an unmarried woman;
- (5) Dr—for a person who holds a doctor's degree;
- (6) Professor (Prof.)—for someone who is a professor;
- (7) Messrs (abbreviated from the French Messieurs)—the plural form of Mr (used only for companies or firms, the names of which include a personal element), e. g.

1) Mr Zhang Hua

Shanghai Institute of Biochemistry
20 Hunan Road
Shanghai, China

2) Mr. W. W. Dawson, Pres.

Dawson-Jones Corp.
347 fifth Street
Boone, Conn.
U. S. A.

3) Messrs. Finn & Sledge

Leicester Building
Hinton Street
Karachi
Pakistan

4. The Salutation

The salutation of a letter is the complimentary greeting. It is always placed on the left hand side of the sheet, about half an inch below the inside address.

Business letters are always formal. If you are writing to someone you know by name, you should write preferably “Dear Mr ____”. If you don’t know the person by name, then the proper way of addressing is “Dear Sir” for a man or “Dear Madam” for a woman. It is also possible to use “Dear Sirs” when a partnership is addressed. But the Americans usually use “Gentlemen” instead of “Dear Sirs”. Nowadays, companies are sometimes owned and/or managed by woman, so it is more and more customary to use the greeting “Dear Madam or Sir” if the writer is not sure whether the letter will be read by a man or a woman. The common salutation used in a business letter is as follows:

Dear Mr ____

Dear Sir

Dear Madam

Dear Sirs

Gentlemen

Dear Madam or Sir

5. The Body of the Letter

The body of the letter, which contains the message you want to send across to receiver, is the core of the letter. A good letter will not only get the business done but also promote good will.

In the business world, people often use 5 Cs to determine whether a business letter is well written or not. The 5 Cs are:

(1) conciseness;

- (2) clarity;
- (3) correctness;
- (4) completeness;
- (5) courtesy.

The body of the letter should start on the next line under the salutation and about an inch from the left-hand side of the sheet.

6. The Complimentary Close

This is the good-bye you say to your correspondent before you sign your name and slip the letter into the envelope. It usually consists of a few conventional words or phrases which are placed under the body of the letter. The first letter of the first word in the close should be capitalized and there is sometimes (not always) a comma after the last word.

The most common phrases to be used are as follows:

- (1) You can use “Yours sincerely” if you know the receiver by name;
- (2) If you are not acquainted with him personally, the most common forms to be used are “Yours faithfully” and “Yours truly”;
- (3) If the letter is of a particularly official nature, you can use “Yours most cordially”, “Yours respectfully” and the like;
- (4) If the letter is to the higher authorities, the form to be used is:

I have the honour to remain, Sir,
Your obedient servant.

7. The Signature

The signature should be written in ink immediately below the