

21世纪国际商务教材教辅系列

总主编 余世明

副总主编 袁绍岐 张彬祥 何 静

English Correspondence for
International Business 第二版

国际商务英语函电

主 编 冼燕华

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编写说明

随着我国加入 WTO，国际经济与贸易迅猛发展，国际贸易对不同层次的人才需求不断扩大。中等职业学校国际商务专业的任务就是面对新形势，培养从事国际商务工作的一线初级人员以及为高等职业技术学院输送专业人才。为了培养“语言+专业”的高素质复合型人才，以适应全球经济一体化和我国对外贸易发展的需要，我们在研究、吸取现行多种同类教材优点的基础上，编写了本教材。

《国际商务英语函电》为国际商务专业主干课程，是一门实践性、操作性很强的课程。在编写过程中，我们尽可能贴近业务实际和学生特点，选用一些实际应用的信函范例以及合同、信用证、单据、保险单等实例供学生阅读和操作。做到准确精练、深入浅出，突出实用性和可操作性，充分体现职业教育“以能力为本，以应用为目的，以学生为主体”的特点。

本书共十章，按外贸业务进展的不同环节和内容进行编写。各章节包括业务介绍、国际业务往来函示例、词语注释、练习等四个部分，有些章节还补充了外贸公司的全真单据以供读者阅读。

本书融英语语言知识和国际商务外贸业务知识为一体，内容新颖，表达流畅，重点突出，实用性强，可作为中专、高职高专国际商务专业、外贸、外经和其他相关财经类专业学习国际商务英语函电的教材，也可作为有志于从事国际商务的人员自学或参加全国外销员资格考试的参考书。

本书的配套练习册已由暨南大学出版社 2005 年出版。使用本教材建议和练习册配合使用，效果更佳。

本书各章节编写分工为冼燕华（信函格式、第一章、第二章和附录），李涛（第三章、第四章），陈梅（第五章、第六章），曾馥（第七章、第八章），胡丽媚（第九章、第十章）。全书由冼燕华负责总纂和修审。

本书在编写过程中参考了多种同类教材，在此谨对前辈们和同行们所付出的辛勤劳动表示感谢。由于时间仓促，加之我们水平有限，书中不妥之处在所难免，欢迎广大师生和同行专家不吝赐教。

编者

2006 年 3 月

目 录

编写说明	(1)
The Layout of a Business Letter	
信函格式	(1)
Chapter One Establishing Business Relations	
第一章 建立业务关系	(9)
Chapter Two Enquiries	
第二章 询盘	(27)
Chapter Three Offers	
第三章 发盘	(45)
Chapter Four Counter Offers	
第四章 还盘	(62)
Chapter Five Orders & Conclusion of Business	
第五章 订单及成交	(77)
Chapter Six Payment Terms	
第六章 支付方式	(100)
Chapter Seven Letters of Credit	
第七章 信用证	(118)
Chapter Eight Shipment	
第八章 装运	(145)

Chapter Nine Insurance

第九章 保险 (164)

Chapter Ten Complains & Claims

第十章 投诉和索赔 (179)

Appendix I Useful Phrases and Expressions

附录一 常用词汇 (194)

Appendix II The Main Ports in the World

附录二 世界主要港口 (201)

Appendix III Main Currencies Abbreviation

附录三 常用货币符号 (204)

参考文献 (206)

THE LAYOUT OF A BUSINESS LETTER

信函格式

Forms of a Business Letter

Today almost all the business communities recognize with one consent the significance of essential communicating skills, for all business activities rely on the satisfactory exchange of information. Although formality in business letter-writing is rapidly giving way to a less conventional and more friendly style, the layout of a letter still follows more or less a set pattern determined by customs. Though choice of layout is a matter of individual taste, yet it is safer to follow those established practice to which the business circle has got used, in order to avoid confusion and save time for both the addresser and the addressee. It is a good plan to adopt one form of layout and stick to it.

Basically, two main patterns of layout are in current use—the conventional indented style and the modern blocked style. The indented style takes in the first line of each paragraph in the body of the business letter. The blocked style has now come to be much more widely used than before, because it is compact and tidy. Its outstanding characteristic is that all typing lines, including those for date, inside name and address, salutation, subject heading and complimentary close, begin at the left-hand margin.

1. Indented Form (缩进式)

EFC TRADING COMPANY
123 backstreet, San Francisco, CA94112
E-mail: efctrading@msn.com

23 September, 20..

William & Sons,
43 Butts Road,
Oxford, OX4 2JR, UK

Dear Sirs,

500 Dozen Men's Shirts

Thank you for your enquiry in your letter of September 2 for our Men's Shirts.

We are now sending you our quotation sheet for your selection. We also airmail samples and are sure that you will be satisfied with their superior quality.

We hope to hear from you soon.

Yours faithfully,
Gary Johnson

2. Blocked Form (齐头式)

EFC TRADING COMPANY
123 backstreet, San Francisco, CA94112
E-mail: efctrading@msn.com

23 September, 20..

William & Sons,
43 Butts Road,
Oxford, OX4 2JR, UK

Dear Sirs,

500 Dozen Men's Shirts

Thank you for your enquiry in your letter of September 2 for our Men's Shirts.

We are now sending you our quotation sheet for your selection. We also airmail samples and are sure that you will be satisfied with their superior quality.

We hope to hear from you soon.

Yours faithfully,
Gary Johnson

Parts of a Business Letter

Whether the indented style or the blocked style is used is determined by individual taste or by a firm's preferred style, whatever form is employed, an ordinary business letter consists of seven principle parts:

1. the letter-head
2. the date
3. the inside name and address
4. the salutation
5. the message, or the body of the letter
6. the complimentary close
7. the signature and position

Sometimes your letter might contain some more parts such as:

8. the reference
9. the attention line
10. the subject line
11. the enclosures
12. the carbon copy notation
13. the postscript

The following letter is designed to illustrate the position of each part mentioned above.

- Guangdong Textiles (Holdings) Corporation (1)
Guangzhou, China
Phone: 8620-83558988 Fax: 8620-8355900
Http: //www.gdtex.com E-mail: gdtex@gdtex.com
- January 9, 20.. (2)
- Your Ref. (8)
Our Ref.
- Miracle Trading Company (3)
43 Butts Road, Oxford
OX4 2JR, UK
- Attention: Purchasing Department (9)
- Dear Sirs, (4)
- Re: Chinese Cotton Pieces Goods (10)
- We thank you for your letter dated January 3. As requested, we are sending under separate cover our latest sample books and price list for your reference. (5)

All prices are on CIP Oxford basis, subject to our final confirmation. Payment is to be made by irrevocable L/C at sight.

As our products are enjoying fast sales, we would recommend you to advise us by e-mail if you are interested in any of the items.

Await your early reply.

Yours faithfully, (6)

Guangdong Textiles I & E Corporation (Group) (7)

David Wang

Encl. (11)

Cc: Our branch offices (12)

P. S. (13)

1. The Letter-head (信头)

Letter-heads include the essential particulars about the writer: name and postal address, phone and fax number, also e-mail address.

2. The Date (日期)

The date should be typed or written in full. For the day, either cardinal numbers or ordinal numbers can be used. However, there is a growing tendency to omit the ordinal suffixes (e. g. -st, -nd, -rd and -th) that follow the day of the month in the date line (e. g. 3 May for 3rd May). So the recommended forms for dates are, for examples, as follows:

October 25, 20..

Never give the date in figures, for it can easily cause confusion. For instance, 6/5 20.. would mean May 6; 20.. in Britain, but in the United States and some other countries it would be taken as June 5, 20..

3. The Inside Name and Address (封内名称和地址)

It is the usual practice to include, in all business letters, the name and complete address of the correspondent or organization for whom the mail is intended. We usually type the inside name and address in blocked paragraph form at the left-hand margin of the letter. This helps to give the letter a tidy appearance.

4. The Salutation (称呼)

The salutation is the complimentary greeting with which every letter begins. Its particular form depends on the writer's relationship with the receiver.

For ordinary business purposes "Dear Sirs" or "Gentlemen" is used for addressing for two or more, as where a letter is addressed to a firm. The salutation always appears on a line by itself and followed by a comma for "Dear Sir" and a colon for "Gentlemen". e. g. Dear Sirs, Gentlemen.

The trend to use the salutation these days is towards informality, especially if the receiver is known to the writer personally. Hence the warmer greeting: "Dear Mr White".

5. The Message, or the Body of the Letter (正文)

This is the part that really matters. Before you begin to write, you must consider the following two points:

- (1) What is your aim in writing this letter?
- (2) What is the best way to go about it?

To write the business letters effectively, you should be familiar with and follow certain essential qualities of business correspondence, which can be summed up in Three C's: Clearness, Conciseness and Courtesy.

6. The Complimentary Close (结尾敬语)

The complimentary close is merely a polite way of ending a letter. It should match the form of the salutation. The most common sets of salutation and complimentary close are:

- Formal: Dear Sirs→Yours faithfully, Gentlemen→Yours truly,
Informal: Sincerely yours, Best regards, etc.

7. The Signature and Position (签署)

The signature is the signed name or mark of the person writing the letter and taking responsibility for it, or that of the firm he or she represents. Because many hand-written signatures are illegible, the name of the signer is usually typed below the signature and followed by his job title or position.

8. The Reference (案号)

The references may include a file number, department code or the initial of the writer. They are marked "Our Ref." and "Your Ref." to avoid confusion. They may be placed immediately below the letter-head.

9. The Attention Line (注意事项)

The attention line is used to direct the letter to a specific individual or section of the firm. It generally follows the inside name and address.

10. The Subject Line (事由)

The subject is often inserted between the salutation and the body of the letter to draw the receivers' attention to the topic of the letter.

11. The Enclosure (附件)

Below the two line-spacing of the signature, the writer may indicate one or more enclosures in the letter by following any one of these examples:

- Enclosure
- Enclosures
- Enc.
- Encl. As stated

12. The Carbon Copy Notation (抄送)

When copies of the letter are sent to others, type "Cc" below the enclosure at the left margin. Notation for Cc would look like this in your letter:

Cc Guangzhou Branch Office

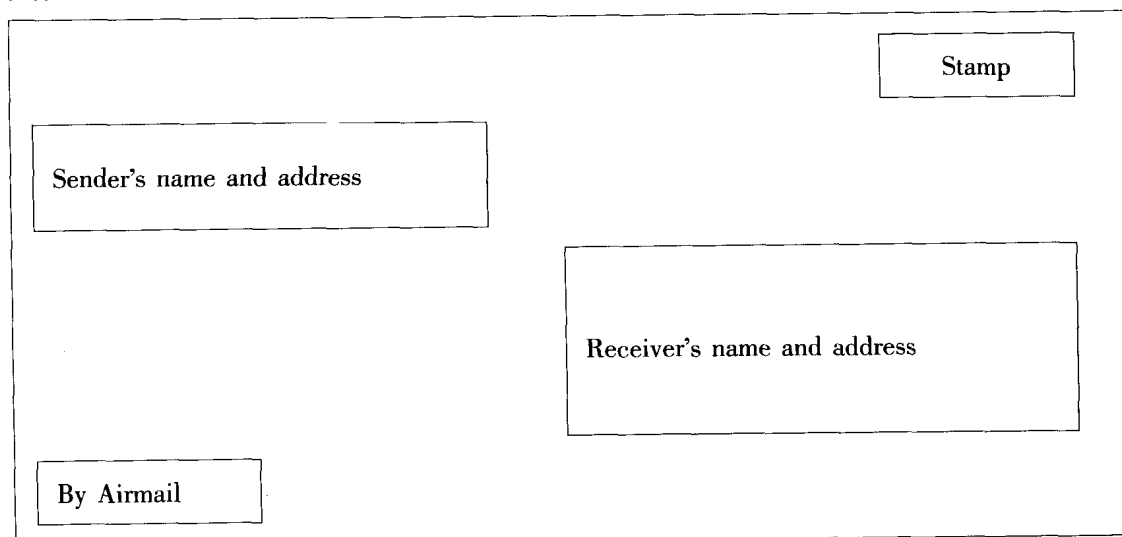
13. The Postscript (附言)

If the writer wishes to add something he forgot to mention, he may type his after-thought two spaces below the copy notation. Try to avoid the use of postscripts as far as possible, since it may suggest the writer fails to plan his letter before he writes it.

Envelope Addressing

The three important requirements of envelope addressing are accuracy, clearness, and good appearance.

The following layout shows where to write both the sender's and receiver's names and addresses.



Exercises

I. Arrange the following in proper form as they should be set out in the letter.

1. Sender's name: Guangzhou C/Y Trading Company Limited
2. Sender's address: 123 Huangpu Road, Guangzhou, China
3. Date: March 23, 20..
4. Receiver's name: P. Fellini Company, Limited
5. Receiver's address: Via Nicolosi 5, 20121 Milan, Italy
pfc@hotmail.com
6. Salutation: Dear Sirs
7. Subject-matter: Teenage fashion sportswear
8. The message:

We thank you for your letter of March 21 enquiring for the captioned goods.

The enclosed booklet contains details of all our Teenage fashion sportswear and will enable you to make a suitable selection.

We are looking forward to receiving your specific enquiry with keen interest.

9. Complimentary close used: Yours faithfully

II. Address an envelope to the above letter.

Stamp
By Airmail

CHAPTER ONE ESTABLISHING BUSINESS RELATIONS

第一章 建立业务关系

Introduction

In international trade, establishing business relations is the first step in a transaction in foreign trade. Writing letters to new customers for the establishment of relations is a common practice in business communications. To establish business relations with prospective dealers is one of the important measures either for a newly established firm or an old one that wishes to enlarge its business scope and turnover. There are several channels through which importers and exporters can get to know each other.

1. Necessary information can be obtained from the Internet.
2. They may introduce themselves or be introduced by their friends.
3. Banks are always ready to supply the names and address of exporters.
4. A chamber of commerce is an organization of businessmen. One of its tasks is to get business information and to find new business opportunities for its members.
5. Another way to get the information you want is through ads. in the newspaper and magazines.

In such cases, the writer usually informs his addressee of the following:

1. the source of his information;
2. his intention;
3. the business scope of his firm.

If the writer intends to buy for import, he may also make request for samples, price lists, catalogues, etc. To close the letter, the writer usually expresses his expectation of co-operation and an early reply.

Lesson One

(A) Request for the Establishment of Business Relations

【写信意图】日本 DOCKER 公司是一家皮制品贸易公司，从网上得知广州东方进出口公司的名称和地址，特致函该公司希望与他们建立业务关系。

DOCKER CORPORATION
1235 NIPPA-CHO KOHOKU-KU
YOKOHAMA, JAPAN
E-mail: yyto@docker.co.jp

May 5, 20..

Guangzhou East Import & Export Corporation
Room 425, No. 7-8 Daxing Road, Guangzhou, China
Tel. : 8620-88132455 E-mail: east@21cn.com

Dear Sirs,

Having obtained your name and address from the Internet, we are writing you in the hope of establishing business relations with you.

We are one of the largest leather trading companies in Japan, and have offices in all major cities in Japan. At present, we are interested in various kinds of Chinese Leather Goods and should appreciate your catalogues and quotations.

We look forward to hearing from you soon.

Yours faithfully,

(B) Reply to the Above

【写信意图】广州东方进出口公司在收到日本 DOCKER 公司的来信后，马上回函欢迎他们与本公司建立业务关系，并按要求寄送最新的商品目录和价格表。

Guangzhou East Import & Export Corporation
Room 425, No. 7-8 Daxing Road, Guangzhou, China
Tel. : 8620-88132455 E-mail: east@21cn.com

May 7, 20..

DOCKER CORPORATION
1235 NIPPA-CHO KOHOKU-KU
YOKOHAMA, JAPAN
E-mail: yyto@docker.co.jp

Dear Sirs,

We thank you for your letter of 5th May and shall be pleased to enter into business relations with you.

As requested, we are sending you under separate cover our latest catalogues and price lists for our exports.

If you see any of the items are of interest to you, please write to us.

Yours faithfully,

Enclosed as stated

Notes

1. **obtain** (v.) 获得

We wish to obtain a firm offer for Men's Shirts.

我们希望获得男式衬衫的实盘。

Now a lot of information can be obtained from the Internet.

现在可以从互联网获得许多信息。

2. **establish business relations** 建立业务关系

类似的表达方式还有 enter into business/trade relations with sb 等。

We are seeking to establish direct business relations with your firm.

我们寻求与贵商行建立直接的业务关系。

As this item falls within the scope of our business activities, we shall be pleased to enter into direct business relations with you at an early date.

由于这种商品属于我们的经营范围, 我们很高兴尽早与你们建立直接的业务关系。