



高职高专“十一五”规划教材

★经管类★

GUOJI SHANGWU HANDIAN

国际商务函电

郭莉 主编



北京理工大学出版社

BEIJING INSTITUTE OF TECHNOLOGY PRESS

高职高专“十一五”规划教材·经管类

国际商务函电

主 编 郭 莉
副主编 韩 婷 赵 明
杨开开 邓荟荟

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内 容 简 介

国际商务函电是高职高专院校国际贸易专业主干课程,也是一门重要的语言技能课。体现基础英语、专业英语和专业知识的三结合,使之成为一门系统性、指导性和可持续性较强的课程。本书内容涵盖了书信结构,建立业务关系,询盘、报盘和还盘,成交,支付方式,包装,装运,保险,索赔和理赔以及代理,投资,加工装配贸易和补偿贸易等其它贸易方式。

本书可作为经济贸易类学科的专业教材或辅助教材,也可作为其他层次、其他形式的外贸函电知识教育和培训的参考用书。

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图书在版编目(CIP)数据

国际商务函电/郭莉主编. —北京:北京理工大学出版社, 2007.8
高职高专“十一五”规划教材·经管类
ISBN 978-7-5640-1192-5

I.国… II.郭… III.国际贸易-英语-电报信函-写作-高等学校:技术学校-教材 IV.H315

中国版本图书馆 CIP 数据核字(2007)第 132286 号

出版发行 / 北京理工大学出版社

社 址 / 北京市海淀区中关村南大街 5 号

邮 编 / 100081

电 话 / (010)68914775(总编室) 68944990(批销中心) 68911084(读者服务部)

网 址 / <http://www.bitpress.com.cn>

经 销 / 全国各地新华书店

印 刷 / 北京市业和印务有限公司

开 本 / 787 毫米×1092 毫米 1/16

印 张 / 9

字 数 / 205 千字

版 次 / 2007 年 8 月第 1 版 2007 年 8 月第 1 次印刷

责任校对 / 张 宏

定 价 / 22.00 元

责任印制 / 母长新

图书出现印装质量问题,本社负责调换

前 言

随着世界经济一体化的发展及中国加入世界贸易组织,我国企业将更加直接地参与国际竞争。要想在竞争中站稳取胜,企业必需拥有一批既有外贸专业知识和扎实基本功,又有较高商务英语水平的外贸实用型人才,而培养高素质人才的重任自然要由教育来承担。函电始终是国际交流和商务往来的主要媒介,因而学会并掌握函电的基本知识和写作技能是此类人才的必备条件。

《国际商务函电》是高等职业院校国际贸易专业主干课程,也是一门重要的语言技能课。体现基础英语、专业英语和专业知识的三结合,使之成为一门系统性、指导性和可持续性较强的课程。编者在编撰过程中参阅了近年来国际商界的最新资料,内容时代性强,语言规范,体例新颖,有利于教学,便于自学。积极实行启发式和讨论式教学,激发学生独立思考和创新意识。

本书内容涵盖了书信结构,建立业务关系,询盘、报盘和还盘,成交,支付方式,包装,装运,保险,索赔和理赔以及代理,投资,加工装配贸易和补偿贸易等其它贸易方式。

编写时采取业务环节和案例教学相结合的方法,适应了形势发展的需要及高职学生的特点,突出了本学科教学的实用性、综合性和技能性。本书的教学时数为 54—60 学时,可供 18—20 周,每周 3 学时。

本书由郭莉担任主编,韩婷、赵明、杨开开、邓荟荟担任副主编,参与编写的还有孙涛、李琮、张雅双、李莹、张光。由于编写时间仓促,且编者水平有限,书中错误或不当之处在所难免,敬请广大专家、读者批评指正。如果读者对本书有任何建议,请与编者(bjzhangxf@126.com)联系。

编 者

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Chapter 1 Introduction

在国际经济交流中, 交易双方当事人在进行交易洽商中往往以商务信函的方式进行。商务信函是具有法律约束力的法律文件, 所以商务信函写作效果好, 可以为企业多联系到客户, 从而促进交易。要写好商务信函, 应该了解其基本组成部分(结构), 还应该掌握结构式信封的书写方法。

1.1 Introduction

[Learning Objectives](学习目标)

You will learn the format of a business letter:

- (1) The indented form(缩行式)。
- (2) The block form(平头式)。
- (3) The semi-indented form(混合式)。
- (4) The parts of a business letter(商务书信的组成部分)。
- (5) Guidelines of writing English business letter(英文商务信函的写作原则)。

[Teaching Contents](教学内容)

Guidelines of writing English business letter.

在拟写一封商务信函时为了达到交易目的和正确表达意思的效果, 在写作时应掌握以下原则:

- (1) Clarity (清楚)。
- (2) Correctness (正确)。
- (3) Conciseness (简洁)。
- (4) Concreteness (具体)。
- (5) Completeness (完整)。
- (6) Consideration and courtesy (体谅和礼貌)。

1.2 Seven Principal Parts and Seven Optional Parts

Normally a business letter consists of seven principal parts and seven optional parts.

一般英语商业书信从结构上可分为七个主要部分和7个可选部分。

1.2.1 Seven Principal Parts

1. The Heading or Letter-head (信头)

The letter-head of a business letter often indicates the writer's company name, address, telephone number, fax number, e-mail, Internet address and the kind of business carried on.

Many firms or companies have the letter-head printed on the writing paper so that the recipient will know immediately where the letter is from and take it as reference when giving a reply.

商务书信的信头表明发信人的公司名称、地址、电话号码、传真号码、电子信箱、网址以及所经营的业务等信息。

很多商号或公司的信笺都印有信头,使收信人一看就知道来信方,便于回信时参考。

2. The Date (日期)

The date should be typed in the logical order of day, month and year. For the day, either cardinal numbers or ordinal numbers can be used, it can also be placed after month, e. g.

日期按日、月、年的顺序全文缮写。日可用基数词或序数词表示,例如:

12th October, 2007 12 October, 2007

也可放在月份后面,例如:

March 1st, 2007 October 29, 2007

To give the day in figures (e. g. 2/6/2001) may easily cause confusion because in Britain this date means 2nd June, 2008 while in the U.S. and some other countries, it would mean 6th February, 2008.

All in all, when typing the date, please see to it that the year is typed in full, e.g. 2008 instead of 08 and the month in English instead of in figures. Such expression as 3/9/01 is not used in formal business letters.

用数字表示日期(例如 2/6/2008)容易引起误解。因为在英国这个日期是指 2008 年 6 月 2 日;而在美国以及其他一些国家,则是指 2008 年 2 月 6 日。

总之,打印日期时要注意年份应完全写出,不能用 08 来代表 2008;月份要用英语表示,不能用数字来代替,如 3/9/01 等不能在正式信函中使用。

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

The inside name and address are the name and address of the firm or the company to which the letter is sent. It should be the same as the name and address on the envelope, but begins from the left margin of the writing paper and two line-spacings below the date.

If the recipient of the letter is the head of a department, address the letter to him by his official title.

封内名称和地址指的是收信人所在商行或公司的名称和地址,写法和信封地址相同,但一般是沿页左边线在日期之下两行写起。

如果收信人是某部门的主管人员,可用他的职位称谓。

如: The Sales Manager

The Hercules Engineering Co., Ltd.

Brazennose Street

MANCHESTER M608 AS

England

In European and American countries, Messrs. (the plural form of Mr.) is used for firms or companies, the name of which include a personal element. e.g. Messrs. James Parrinton & Co., Ltd.

Do not use it if the title is impersonal, e.g. The Maryland Trading Company.

欧美地区习惯在以人的名称来命名的商行或公司名称前冠以“Messrs”(Mr.的复数),

如: Messrs James Parrinton & Co., Ltd.。

如果名称是非人称性的则不能这样用, 如: The Maryland Trading Company。

Generally, the inside name and address in an English business letter should include the following:

- (1) The name of the firm or company addressed to.
- (2) Number and street.
- (3) Name of city, state or county and its postal code.
- (4) Name of country.

英文信函的封内地址通常应由以下几个部分构成。

- (1) 收信商行或公司的名称。
- (2) 门牌号码和街名。
- (3) 所在城市、州、县名和其邮政编码。
- (4) 国家名称。

4. The Salutation (称呼)

It is a greeting to the recipient which appears two line-spacings below the inside name and address. Be sure that it agrees with the recipient in the inside name and address or in the attention line. The one customarily used in a business letter now is Dear Sirs followed by a comma, while the Americans use Gentlemen with a colon after it. Do not use Sirs alone; Gentlemen cannot be used in the singular. If the firm or the company is owned or managed by a woman, we often greet the recipient as Dear Madam.

这是写信人对收信人的一种称呼, 位于封内名称和地址的下两行。称呼应与封内名称和地址以及所着重提及的收件人相符。如今商务信函中常用的称呼之一就是后面跟有逗号的 Dear Sirs, 而美国人通常用 Gentlemen, Gentlemen 后面用冒号。不能单独使用 Sirs; Gentlemen 不能用单数。如果公司老板或管理者是女性, 我们常用 Dear Madam 称呼收信人。

5. The Body (正文)

This forms the body of the letter and is the part that really matters. As the main purpose of a business letter is to convey information, besides the contents which are of great importance of the

whole letter, a writer should take into consideration how to make his ideas understood and accepted in the most proper way by the recipient. A good business letter writer should know how to attract the recipients' attention, arouse their interest, stimulate their desire and induce them to take actions. To realize this, we should try our best to write our letters completely, correctly, concisely, clearly, courteously, grammatically and to the point. Avoid those old conventions and business jargon.

信的正文是信函的主体,是最重要的部分。由于商务信函的主要目的是传递信息,在强调内容重要的前提下,如何以最恰当的方式让对方了解并接受你的主张,是写信人在撰写书信时应予以考虑的。一封好的商务信函的作者应知道如何吸引对方的注意,引发其兴趣,刺激其欲望,并使其采取相应的行动。要达到这一目的,应该力求使我们的信函做到完整、正确、简洁、清楚、有礼貌,符合语法,并有针对性。避免使用那些陈规套语及难懂的业务术语。

6. The Complimentary Close (结尾敬语)

The complimentary close is a polite way of bringing a letter to a close. It keeps in tone with the salutation. The most common used sets of salutation and complimentary close are as follows.

结尾敬语是礼貌地结束书信的一种表达方式。它通常和前面的称呼相呼应。常用的固定搭配的称呼和结尾敬语有:

Formal:	Dear Sirs,	Yours faithfully,
	[DW] Gentlemen:	Truly yours,
Less formal:	Dear Mr. Henry:	Yours sincerely,
	Dear Ms. Smith:	Yours cordially,

7. The Signature (签名)

The name of the firm that the writer represents should be written in capitals below the complimentary close, followed by the signature of the manager. To sign with a rubber stamp shows discourtesy.

结尾敬语的下面,应将商行的名称用大写字母写出,再由负责人签名,用橡皮图章盖印有失礼貌。如:

THE NATIONAL TRANSPORT CO.,
T. M. White
Manager

1.2.2 Seven Optional Parts

1. The Reference Number (存档编号)

If necessary, the reference number can be indicated near the date or above the inside name and address so as to facilitate the writer's numbering and filing the letters he receives and enable the writer or the recipient to link the reply with the previous correspondence.

如有需要,一般可以在信笺的日期附近或封内名称和地址的上方注明存档编号,一是便于发信人编号归档,以便将来查阅;二是为了便于写信人或收信人将回函与以往的信件

联系起来。

2. The Attention Line (注意事项)

Generally, it is used where the letter is addressed to a firm or a company and the specific individual will be given to. It comes two line-spacings above the salutation, underlined.

通常，注意事项用于当写信人在发信给某个单位时希望把信递交给某个具体经办人。它出现在称呼之上两行，加下划线，如：

For the attention of Mr. Smith

Attention: Mr. Smith

3. The Subject Heading (事由)

It gives a brief indication of the content of the letter. There are two kinds of subject headings—main headings and paragraph headings. The main heading is typed two line-spacings below the salutation, underlined. The paragraph heading is placed at the beginning of each paragraph to show what subject the paragraph is dealing with.

标题给出了对信件内容的简要说明。标题分为主标题和段落标题两种。主标题在称呼下面隔两行处，加下划线。段落标题放在每段的开始，表示这一段所涉及的主题。

4. The Enclosure (附件)

If something is enclosed with the letter, type the word “enclosure” or the abbreviation of it (Encl.) at the left bottom with a figure indicating the number of enclosures, if there are more than one.

如果信函有附件，则应在信的左下角打上“Enclosure”或它的缩写“Encl.”。若附件不止一份，则需注明附件的份数。

如：Enclosure: Price list

Enclosures: 4

Encl. As stated.

5. The Reference Notation (经办人代号)

The reference notations are made up of the initials of the person who dictates the letter and of the secretary or typist. The initials are usually typed two line-spacings below the signature against the left-hand margin.

The two sets are separated by a colon or a slant, with the dictator's coming first. You may capitalize both, or neither, or only the first of the set.

经办人代号由书信口述人和秘书或打字员姓名的首字母组成。通常缮打在签名下面两行及靠左手页边距。

两组字母以口述人姓名的首字母开头，用冒号或斜线分开。可以全部大写，或全部小写，或只将口述人姓名的首字母大写。

如：HW/JZ HW: JZ HW: jz HW/jz

6. The Postscript (附言)

A postscript (P. S.) is an afterthought which we should try to avoid using, as in formal letters this is usually a sign of poor planning.

If something is forgotten, it is better for the writer to rewrite the letter. But as a special device, it has two legitimate functions:

(1) Some executives, to add a personal touch to their typewritten letter, occasionally attach a handwritten postscript.

(2) Writers of sales letters often offer the most convincing argument for emphatic conclusion in a postscript.

附言是一种追加, 应尽量避免使用, 因为在正规的商业书信中这是计划欠周的一种标志。如果有遗忘的内容, 最好重新缮写全信。但作为特殊手段, 它也有两个作用:

(1) 有些经营人员在打好了的信上偶尔随手附笔以示亲切。

(2) 有些写推销信的人为了加深印象, 常常把最有说服力的论点归纳在附言中。

7. The Carbon Copy Notation(抄送)

If the copy of the letter is to be sent to a third party, type cc or CC two line-spacings below the signature or immediately below the enclosure at left-hand margin, followed by the name of the recipient of the copy.

信件的内容需要抄送第三方时, 可在签名或附件下二行沿左边缘线打上“cc”或“CC”, 再打上抄送对象的名称即可。如 CC: Shanghai Branch Office

但是在有些国家, 由于商界几乎已全部采用影印件来抄送, 所以他们往往用 Xerox 代替 cc。

1.3 Two Styles of Layout

Basically, two main styles of layout are in current use: semi-indented style and blocked style. 目前使用的书写格式主要有两种: 混合式和平头式。

1.3.1 Semi-Indented Style

China National Light Industrial Products Import & Export Corporation
No. 910, 9th Section Jinsong, Chaoyang District,
Beijing, China

Telephone: 0086-10-67747246

E-mail: info@chinalig.com.cn

Fax: 0086-10-67747246

Internet: www.chinalight.com.cn

Our Reference No. J/W-CO18

Your Reference No.

Date: 30th November, 2006

Westminster Productions Inc.

51 High Street
Liverpool AY1 3BF
England

Attention: Mr. Arnold Simpson

Dear Sirs

Re: Our Offer of May 22

With reference to the subject offer, we regret that we have not had an order from you.

Naturally our catalogue could only show the standard types of our wide range of air-conditioners and it is quite possible that you could not find the model for which you are looking.

Please let us know the exact details of your requirements so that we can make our offers accordingly. We assure you that we will do our utmost to meet your needs.

We are most anxious to serve you and hope to hear from you soon.

Yours faithfully,

China National Light Industrial
Products Import & Export Corporation

(Sig.) _____

Manager

[Figure 1] Semi-intended Style

The beginning of each paragraph is intended four or six spaces. Each line of the inside name and address begins at the left-hand margin. The subject line is centered while the date, the complimentary close and the signature are just close to the right of the center.

[例 1] 混合式

每段开始通常要缩进 4~6 个空格。封内名称和地址的各行与左边边缘线对齐，事由居中，日期、结尾敬语及签名置于中间稍偏右的位置。

1.3.2 Blocked Style

China National Light Industrial Products Import & Export Corporation

No. 910, 9th Section Jinsong, Chaoyang District,

Beijing, China

Telephone: 0086-10-67766688 E-mail: info@chinalig.com.cn

Fax: 0086-10-6774724 Internet: www.chinalight.com.cn

Our Reference No. J/W-CO18

Your Reference No.

Date: 30th November, 2001

Westminster Productions Inc.

51 High Street
 Liverpool AY1 3BF
 England
Attention: Mr. Arnold Simpson

Dear Sirs

Re: Our Offer of May 22

With reference to the subject offer, we regret that we have not had an order form you.

Naturally our catalogue could only show the standard types of our wide range of air-conditioners and it is quite possible that you could not find the model for which you are looking.

Please let us know the exact details of your requirements so that we can make our offers accordingly. We assure you that we will do our utmost to meet your needs.

We are most anxious to serve you and hope to hear from you soon.

Yours faithfully,

China National Light Industrial Products Import & Export Corporation

(Sig.) _____

Manager

[Figure 2] Blocked Style

All typing lines, including the date, the inside name and address, the subject line, the complimentary close, the signature, begin at the left margin with no indentation in the letter.

[例 2] 平头式

所有各行，包括日期、封内名称和地址、标题、结尾敬语、签名，都是与左边边缘线对齐，整封信无首行缩进。

The following letter will illustrate the position of each part mentioned above:

下面的信函说明以上各部分在书信中的位置：

1) The Eastern Seaboard Corporation

350 Park Avenue, New York, New York 10517,

the U.S.A

Telephone: (212)22843775 Fax: (212)22843775

Internet: mme@mwccmme.com

8) Our Reference No. J/W-CQ25

Your reference No.

2) April 8, 2006

3) United Trading Company, Ltd.

27 Smithfield Road

London, E.C.3.

England

Attention: Import Dept.

Dear Sirs,

10) Re: New Price List

5) Thank you for your letter of the 2nd April.

As regards the telephone sets, if you can allow us a 15% discount on the price listed which we received yesterday, we may consider placing our orders.

6) Yours faithfully,

7) The Eastern Seaboard Corporation

G. B. Davis

12) NQ/sc

11) Encl.

13) cc: ABC Corporation

14) P.S. Wish to see you at the Trade Fair on April 20.

1.4 Envelope

The three important requirements of envelope addressing are accuracy, clearness and good appearance. The following are two samples of semi-intended style and blocked style:

信封的缮写三个重要的要求是力争正确、字迹清楚和美观。以下是混合式和平头式的两个例子:

(Semi-Indented Style)

Messrs. William & Sons T8 Lancaster House Manchester, England	Stamp
China National Chemicals Imp. & Exp. Corporation Er Li Gou, Xijiao, BEIJING, CHINA.	

(Blocked Style)

China National Chemicals Imp. & Exp. Corporation Er Li Gou, Xijiao, BEIJING, CHINA.	Stamp
Mr. F.M. Richard 213 Broad Avenue Los Angeles, CA, 96130 U.S.A	

Exercises

I. Read the following introduction of general business letters.

1. 信头 (Heading)
2. 日期(Date)
3. 我方参考号码(Our Ref. No); 对方参考号码(Your Ref. No)
4. 信内地址(Inside Address)
5. 称呼(Salutation)
6. 事由(Subject)
7. 正文(Body of the letter)
8. 结尾敬语(Complimentary close)
9. 签名(Signature)
10. 经办人代号(Reference Notation)
11. 附件(Enclosure)
12. 抄送(Carbon Copy)

II. Address the following envelope in English.

美国纽约百老汇大街 20 号 AVTOS 公司 邮编 10027 威廉·史密斯先生收
中国北京广安门大街 12 号
中国纺织品公司
邮编 100053

Chapter 2 Establishment of Business Relations

2.1 Introduction

It is fairly true to say no customers, no business. To establish business relations with promising dealers is of vital importance either for a newly established firm or an old one that aims to enlarge its business scope and turnover.

Customers abroad may be approached through some of the following channels.

- (1) Communication in writing (e-mails, faxes, letters, etc.).
- (2) Attendance at the export commodities fairs.
- (3) Contact at exhibitions held at home or abroad.
- (4) Mutual visits by trade delegations and groups.

Of all these channels, the first one is the most constantly used in business.

But by what means can a writer of business letters check all the necessary information about a new customer? Well, he may do so by referring to or with the help of:

- (1) Internet.
- (2) The banks.
- (3) The trade directory.
- (4) The advertisements.
- (5) The introduction from his business connections.
- (6) The branch office or representative abroad.
- (7) The market investigations.
- (8) The Commercial Counselor's Office.
- (9) The chambers of commerce both at home and abroad.
- (10) Enquiries received from the customers abroad.

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 and also its branches and liaison offices, if any.
- (4) The reference as to his firm's financial position and integrity.

If the writer intends to buy for import, he may also make request for samples, pricelists, catalogues, etc.

To close the letter, the writer usually expresses his expectation of cooperation and an early reply.