

BUSINESS ENGLISH CORRESPONDENCE

新编外贸英语

主 编 李 蓉 赵凤玉
副主编 莫运夏 胡 金霞
蒋 霞

函电

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前 言

外贸函电是国际经济与贸易类专业的核心专业课,是国际贸易实务知识在外贸和商务工作中的应用。本教材主要针对外贸工作中的实际业务,侧重实例,使学生通过实例举一反三,学以致用,学会撰写符合规格的外贸英语函电和拟定有关业务的合约、协议,是外贸工作者与客户进行通信联系的参考材料。

全书共有十一章,第一、二章详细介绍了外贸英语函电的结构及撰写的注意事项,其他章节主要内容有询盘及回复、发盘与还盘、订货与确认、支付条款、包装、装运、保险、投诉与调停、代理与合同。每章内容分为三部分,第一部分为导入部分,配有课前思考问答题,便于学生预习,引旧联新,复习相关经贸知识,学习相关术语;第二部分介绍本章的主要内容及写作要点,根据主题配有不同的典型样信,样信和例句力求突出,同时尽量覆盖各种使用场合的需求,同时,每一章节都配有相应的经贸知识注解,以帮助学生熟悉掌握相关经贸知识,增强学生运用经贸知识进行函电写作的输出能力;第三部分为即时练习,体现讲练结合,强调培养学生实践能力。

本教材的范文广泛地运用外贸企业的实际案例,可开阔学生视野、增长学生见识,同时突显“简单英语”在当今国际商务文书中使用的特点,使读者不被“复杂、古典”的英语用法所困,增强使用英语的自信心。

本教材把外贸函电与相关的国际贸易实务课程的内容有机地结合起来,内容的编排充分体现“以学生为中心”这一原则,向学生展现真实业务环节,诱发学生的学习兴趣,激发学生的学习主动性。特别是附录部分的贸易单证,为实践教学提供了相应的素材,便于学生将学习与实习、就业联系起来,充分调动学生的学习积极性和参与性。本教材适合高职、高专和本科院校经贸方向学生使用,也适合有志于从事国际贸易的人士参考使用。

编者

2007年3月

非常感谢您使用本教材。我们将免费向教师提供本书的练习参与答案，需要参考答案的教师烦请填写下表并经院系主任签字盖章后寄回我们的联系地址，以确保教辅材料仅为教师获得。

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CHAPTER 1 LAYOUT OF THE BUSINESS LETTER

Questions for Thinking

1. What are the characteristics of the full block form?
2. What are the characteristics of the indented form?
3. What are the characteristics of the simplified form?
4. What are the characteristics of the block form?
5. What are the main parts of a business letter?

Quite a large part of the business of the world is conducted by means of correspondence. It is extremely important to be able to write good business letters.

An attractive, well-groomed business letter is made up of some essential qualities, which are embodied in the layout of the letter.

Tips for Composing of Business Correspondence

Choosing appropriate methods to send message

Message can be sent in many different ways, such as phone, telex, fax, letter and E-mail. Each has its own advantages and disadvantages. Choose appropriate methods to send message to meet your need. Here we will focus on the discussion of letter and E-mail, the most popular forms of business correspondence nowadays.

Even spacing

Whether long or short, your business letter should present an even, well-balanced appearance, neither cluttered at the top of the page nor sitting lopsidedly on one side of it. Try to estimate the length of your letter and visualize its position on the page before you begin to type it. Then plan your margins accordingly, so as to provide an even frame for your letter. This seems easier on a word-processor, for you may first draft your message, then polish it, and adjust the whole layout before finally having it printed out.

Bear in mind that wide margins make your letter more readable and inviting, so if your letter is a very long one, plan on using two sheets instead of crowding it all on one. But don't use an additional sheet for only one or two concluding lines of a letter. In that case it's better to get it all on the preceding page.

Most business letters are single-spaced, with double spaces between the paragraphs. However, very short letters look better when they are double-spaced, with either double or triple spaces



between paragraphs.

Paragraphs may be indented or not, as preferred. But if they are indented, they should all line up exactly the same distance from the margin. Don't start one paragraph one centimeter from the margin, another two or more from the margin, as that gives your letter a careless and untidy appearance.

Short paragraph

Business letters should look easy to read and inviting to the eyes, as long and wordy blocks of type is anything but inviting. Keep your sentences and paragraphs short. Use a new paragraph for each new thought or idea, and express that thought as simply and briefly as possible.

Correct grammar, spelling and punctuation

No letter should ever be permitted to go out with a misspelled word, a typographical error, or an incorrectly or poorly constructed sentence. This may seem comparatively unimportant to you at the moment, if you happen to be more concerned with the tone and the spirit of your letter and what you want it to accomplish for you. But make no mistakes about it! Poor grammar, misspelled words, lack of punctuation or the improper use of it, prejudice the reader against you and destroy the effectiveness of your letter. It pays to check each letter carefully before it goes out and correct any errors that may cost you the confidence and respect of your correspondent.

The proper use of punctuation is especially important, for it helps to clarify and emphasize your thoughts, and makes your letter easier and more pleasant to read.

Adopting correct layout

The layout of the business letter will cover the topic of "forms of the letter" and "parts of the letter".

Major Forms of Business Letter

Generally speaking, there are four major forms of business letter, which will be introduced in detail with the following examples. The most important thing of writing a business letter is to adopt one form from the beginning to the end of the letter.



Sample 1 Full Block Form

Blyco F&B Group B. V.
Ossterstra 27524DZ Enschede
The Netherlands
Tel: 53-8774
Telex: 45635
Fax: 53-333117

Your ref: C9246
Our ref: bw/bw

Date: April 24, 2005

Xi'an F&B Corp
108 Lianhu Road
Xi'an, Shaanxi, China

Dear Sirs,

Thank you for your letter of April 18, 2005. We are a company that is—for years already—engaged in importing food stuff from your country, although not from Xi'an.

We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in HK at the moment, will contact you when he returns.

Yours faithfully,
Blyco F&B Group B. V.
(signed)
J. Kistemaker, Manager



Sample 2 Indented Style

Blyco F&B Group B. V.
Ossterstra 27524DZ Enschede
The Netherlands

Tel: 53-8774 Telex:45635 Fax: 53-333117

Your ref: C9246 Our ref: bw/bw Date: April 24, 2005
Xi'an F&B Corp
108 Lianhu Road
Xi'an, Shaanxi, China

Dear Sirs,

Thank you for your letter of April 18, 2005. We are a company that is—for years already—engaged in importing food stuff from your country, although not from Xi'an.

We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in HK at the moment, will contact you when he returns.

Yours faithfully,
Blyco F&B Group B. V.
(signed)
J. Kistemaker, Manager



Sample 3 Simplified Form

Blyco F&B Group B. V.
Ossterstra 27524DZ Enschede
The Netherlands
Tel: 53-8774
Telex: 45635
Fax: 53-333117

Date: April 24, 2005

Xi'an F&B Corp
108 Lianhu Road
Xi'an, Shaanxi, China

Thank you for your letter of April 18th, 2005. We are a company that is—for years already—engaged in importing food stuff from your country, although not from Xi'an.

We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in HK at the moment, will contact you when he returns.

J. Kistemaker, Manager



Sample 4 Block Form

Blyco Textile Group B. V.
Ossterstra 27524DZ Enschede
The Netherlands
Tel: 53-8774
Telex: 45635
Fax: 53-333117

Your ref: C9246 Our ref: bw/bw Date: April 24, 2005
Xi'an Textile Import and Export Corp
108 Lianhu Road,
Xi'an, Shaanxi, China

Dear Sirs,

Thank you for your letter of April 18, 2005. We are a company that is—for years already—engaged in importing clothing items from your country, although not from Xi'an.

We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in HK at the moment, will contact you when he returns.

Yours faithfully,
Blyco Textile Group B. V.
(signed)
J. Kistemaker, Manager



Parts of the Letter

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

- a. Hualian Chemical Products Company
Shenzhen, China
Tel: 678044 Telex: 446834 Fax: (5677)678008
- b. Your ref: Our ref: bw/bw
Date: 3 May, 2005
- c. Messrs. J. Brown & Co.
234 Eastcheap
London, E. C. 3.
- d. Attention: Import Dept.
- e. Dear Sirs,
- f. Sheep Dipping
- g. We thank you for your letter of April 4, 2005.
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 CFR European Main Ports, subject to our final confirmation.
Payment is to be made by irrevocable Letter of Credit available by draft at sight.
- As there is a heavy demand for the goods, we would suggest that you advise us by E-mail in case of interest.
- We are looking forward to your early reply.
- h. Yours faithfully,
Hualian Chemical Products Company
- i. (Signed)
Wang Dawei
Manager
- j. Encl. as stated
- k. cc. our Branch Offices
- l. P. S. Your letter of April 22 has just come to hand. As requested, we will airmail you two samples tomorrow.



The appropriate name for each part of the letter is demonstrated as follows:

- a. letter head
- b. reference and date
- c. inside name and address
- d. attention line
- e. salutation
- f. subject line
- g. body
- h. complimentary close
- i. signature
- j. enclosure
- k. carbon copy notation
- l. postscript

Ways of Writing Parts

Every well-constructed business letter is made up of the seven parts detailed as follows:

The letterhead

Letterhead includes the sender's name, postal address, telephone number, telex number, fax number, cable address, and logo (This is usually an eye-catching emblem or trademark of a company.), etc. Usually letterhead is printed in the up-center or at the left margin of a letter.

Hualian Chemical Products Company
Shenzhen, China
Tel: 678044
Telex: 446834
Fax: (5677) 678008

In some countries the letterhead contains other details. For example, in the U. K., the directors' names of a company are given or icon of products (This is usually a miniature of the products the company manufactures or sells, such as an automobile, a computer or a motorcycle. A glance at the icon will tell you what line of business the firm is in.)

Directors R. B. North, M. W. Beevers
W. D. J. Argent, D. A. F. Sutherland
MACDONALD & EVANS LTD
Eastower Road Plymouth PL6 7PZ
Telephone: Plymouth (0752) 705251
Cable address: MACEVANS PLYMOUTH
Telex: 45635



Reference and date

In business communication, when firms write to each other, they will give a reference. The reference may include a file number, departmental code or the initials of the signer followed by that of the typist of the letter. These are marked “Our ref:” and “Your ref:” to avoid confusion:

Your ref: JBD/WM

Our ref: WDW/LP

They are typed immediately below the letterhead. If desired, the reference initials can also be placed at the lower left margin two lines below the name of the signer.

The date line is generally typed two or three lines below the letterhead. The date line may start from the left margin, or be centered, or appear on the right-hand side, with the last figure serving as a guide for the right-hand margin.

The date should be typed in one line and generally the week days do not appear. It is preferably typed in the order of D/M/Y: day, month, and year, because nowadays most computer-processed forms bear a date box in such an order; but, in practice, quite a few people write the date in the M/D/Y order.

The date may be expressed either in cardinals, e. g. 1, 2, 3, 4 ... or in ordinals, e. g. 1st, 2nd, 3rd, 4th... If you use ordinals, pay special attention to the numerals containing the units 1, 2 and 3, because when dating a letter, beginners are apt to write 1th, 2th, 3th, 21th, 22th, 23th, and 31th, or 11st, 12nd and 13rd. To avoid making such mistakes, use cardinals.

Avoid typing dates in figures (e. g. 10/2/2005), for it may easily be confusing. English form follows the order of day, month and year while the U. S. practice is to write in the order of month, day and year. So, 10/2/2005 could be taken as either October 2, 2005 or February 10, 2005.

However, since the D/M/Y order is widely used on word-processors, and, since most Europeans write the date in a highly abbreviated form — 1. 7. 99 —, if you prefer to write the month in numerals, it is always advisable to adopt the D/M/Y order, and express the day, month, and year with two digits. For example, 01/07/99. Besides, as we have only twelve months in a year, if the day is 13 or larger, the month can be assuredly expressed in numeral. For example, 13/01 or 01/13 is doubtlessly January 13.

In case the date line is typed in the M/D/Y order, then after the day (especially when it is in cardinals) you should use a comma to separate the numerals respectively expressing the day and year, e. g. January 1, 2005.

Inside name and address

The name and address of the receiver is typed at the left-hand margin about two to four spaces below the date. It appears exactly the same way as on the envelope.



Mr. , Mrs. , Miss. , and Ms — the ordinary courtesy titles are used to address to one person. Mr. for a man, Mrs. Miss. or Ms. for a woman.

e. g. Mr. C. E. Eckersley

Ms. M. C. Mar

After the name, his or her official position should follow, if there is any.

e. g. Mr. C. C. Eckersley, Director

Ms. M. C. Mar, President

Messrs. (abbreviation of Messieurs) is, also a courtesy title, used for partnerships whose firm's name includes a personal element, as in Messrs. Macdonald & Evans. It is not used when the name already carries a courtesy title, as Sir William Dobson & Sons, or when the word " the " forms part of the name, as The Grayson Electrical Co.

The following are the two examples to show the way of writing an inside name and address:

e. g. Messrs. William & Werner

36, Tower Street

North York, Ont.

M2H1 W8, Canada

Mr. C. E. Eckersley

The London Export Corporation

6 and 7 Clifford Street

London, W. 1, England

Attention line

Attention line is used when the writer of a letter addressed to an organization wishes to direct the letter to a specific individual or section of the firm. It generally follows the inside address.

e. g. Attention: Mr. Smith

Attention: The Sales Manager

Salutation

Salutation is the complimentary greeting with which the writer opens his letter. Its form depends on the writer's relationship with the receiver. The customary formal greeting in a business letter is "Dear Sir" or "Dear Madam" used for addressing one person; and "Dear Sirs", "Dear Mesdames", or "Gentlemen" (always should be in plural form and never write "Gentleman") for addressing two or more people. If the receiver is known to the writer personally, warmer greeting "Dear Mr. Sb." is then preferred.

Salutation is usually typed three spaces below the inside address of the attention line, and followed