



应用型本科规划教材

国际贸易函电

COMMUNICATION IN INTERNATIONAL TRADE

◆ 主 编 张干周
副主编 胡松华 郭社森



ZHEJIANG UNIVERSITY PRESS

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图书在版编目 (CIP) 数据

国际贸易函电 / 张干周主编. — 杭州: 浙江大学出版社, 2007. 1

应用型本科规划教材

ISBN 978-7-308-05044-9

I. 国... II. 张... III. 国际贸易 - 英语 - 电报信函 - 写作 - 高等学校 - 教材 IV. H315

中国版本图书馆 CIP 数据核字 (2006) 第 137575 号

国际贸易函电

张干周 主编

策 划 朱 玲

责任编辑 朱 玲

封面设计 刘依群

出版发行 浙江大学出版社

(杭州天目山路 148 号 邮政编码 310028)

(E-mail: zupress@ mail. hz. zj. cn)

(网址: http://www. zjupress. com)

排 版 浙江大学出版社电脑排版中心

印 刷 富阳市育才印刷有限公司

开 本 787mm × 960mm 1/16

印 张 17

字 数 305 千

版 印 次 2007 年 1 月第 1 版 2007 年 9 月第 2 次印刷

书 号 ISBN 978-7-308-05044-9

定 价 24.00 元

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浙江大学出版社发行部邮购电话 (0571)88072522

应用型本科院校经管专业规划教材系列

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总 序

胡祖光

应用型本科教育是在我国经济建设现代化和高等教育大众化推动下产生的一种新类型本科教育。研究型 and 教学研究型高校主要培养理论型人才,高职类院校培养技能型人才,而大量的教学型本科院校、独立学院培养的是介于前两类院校之间的应用型人才。应用型本科教育作为一种独立的教育类型,它具有自己的人才培养目标、培养规格、培养过程、培养方式和评价标准。

随着办学规模的快速扩大和分类指导、分层教学的开展,应用型本科高校的人才培养定位日益清晰,但作为实现培养目标重要工具的教材建设却远远滞后。由于应用型教材种类和数量的匮乏,使得许多院校不得不沿用传统研究型教学的教材。严重影响了应用型本科院校人才培养目标的实现。浙江大学出版社一直关注应用型本科院校的建设与发展,把开发应用型本科教育教材列为重要工作,组织力量并与相关高校密切合作,与广大一线教师、院系教学领导进行充分有效的研讨、交流,组织优秀的作者队伍编写教材,努力编写出适合应用型人才需要的教材。

应用型本科院校大多设置有经管类专业,在学人数量很大,涉及的课程也很多。浙江大学出版社在调查研究基础上,优先开发了教学急需、改革方案明确、适用范围较广的教材。

胡祖光 浙江工商大学党委书记、校长,浙江省社会科学界联合会主席,教授、博导。

本系列教材具有以下特色:

1. 强调教材要符合应用型本科教育的定位和人才培养目标。考虑到应用型本科教育既要符合高等教育法关于本科教育学业标准的规定,又要充分体现应用性的特点,强调以应用为主线来构建教材的结构和内容,做到基本理论适度,实际应用性突出。同时,把经管类学生应当学习和掌握的应知应会的基本技能贯彻于教材中,把理论与实验实训有机结合起来。

2. 强调教材及时反映新观点、新技术、保证学生接收和掌握前沿实用的知识和技能。把当前生产工程、管理、服务一线的新观点、新技术收到教材中,增强学生的学习能力、就业能力、转岗能力和创业能力。

3. 聚集多校力量,吸纳各校教改成果,提高教材质量。将情况较为类似的学校组织到一起进行教材编写,挑选业务水平高、教学经验丰富的一线骨干教师作为主编。通过集体讨论来决定教材的整体框架、内容选取,把各校的教学改革成果体现到教材中。

相信这套精心策划、认真编写出版的系列教材会得到广大院校的认可,对于应用型本科院校经济管理类专业的教学改革和教材建设将起到积极的推动作用。

2006年8月

前 言

随着我国进一步对外开放,对外贸易快速发展,越来越多的单位开始经营对外进出口贸易,这使得对于既有扎实的外贸知识又具有较强英语运用能力的人才需求量急剧上升。同时,随着经济的高速发展,我国的高等教育也迎来了新一轮大发展。应用型本科院校作为一种新型办学模式,正快速地发展成为我国高等教育中一支日益强大的力量,为适应我国对外经济发展和满足应用型本科院校教学的需求,由浙江大学出版社策划并组织全省高校一线教师编写了一套实用性强又适合应用型本科院校培养应用型高级人才需求的系列教材。

《国际贸易函电》是本系列教材之一。全书共分十八章,涉及对外经济和贸易等国际商务联系等方面的内容。随着计算机技术的广泛应用和现代通讯技术的发展,国际商务通讯的联系方式也发生了变化,过去常用的电报、电传已逐步被电子邮件所取代,为使本书内容适应对外贸易等业务发展的实际情况和需求,本书作者搜集了许多有关函电的具体实例,并在吸取百家之长的基础上,增加了招投标、国际会展、电子商务等内容。

本书的主要特点是通过实例系统地讲解了国际贸易函电的格式和写作技巧,为了便于课堂教学和自学,帮助学习者更好地了解、掌握和运用,每章安排有背景介绍、样信、写作模板、关键词汇和短语以及练习五个部分。读者使用本书时如能熟读范文,掌握各种文体格式的要求,结合写作模板勤加练习,定能打下外贸写作的坚实基础。

本书由杭州师范学院、浙江大学宁波理工学院、浙江工业大学之江学院等高校长期在教学一线直接从事本专业教学的教师编写。参加编写的人员有(按姓氏拼音排列):冯珍娟、郭社森、胡松华、李淑贞、李贞、宋泽华、张干周、周映。另外,在本书定稿过程中,美籍教师 Linda Lu Gearhart 女士和 Gerald Lee Gearhart 先生参与了审稿工作,在此特表感谢。

由于编者的水平有限,书中不妥之处敬请读者批评指正。

编者于杭州
2006年10月

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Chapter 1

Structure and Format of Business Letters

Introduction

Effective written communication is one of the most important and valued skills in business, and the most common use of this skill is the business letter. Despite increased dependence on technology, such as video-conferencing and voice-mail, telegrams, telexes and cables, the most frequent type of business communication is the written document.

It is estimated that close to 100 million business letters are written each workday. Although it is recognized that the style of modern business letters tends to be something like a piece of conversation by post, many executives prefer a written document to other forms of communication. Not only can it serve as a contract, but it provides a permanent record. In this way no one is required to rely on memory. You never know what will happen with a verbal conversation. This is why it is important for learners of business communications to master the skill of writing a good business letter, whose function is to obtain or to convey business information, to make or to accept an offer, and to deal with various businesses.

Good English is one of the bases of good business letters, especially, free from grammatical errors. Thus, a business letter can be challenging to write, because you must consider how to keep your readers' attention. Therefore, every business letter could be considered a sales letter. Simply speaking, writing a business letter is like any other document. First, you must analyze your reader and determine your purpose. Then, gather information, create an outline, write a draft, and revise it. Finally, get to the point quickly and present your information clearly. There are

certain essential principles of business writings.

Five Principles

Correctness

Correctness here not only refers to the correct grammar rules, contents, and the forms, but also accuracy in style, language, and typing. No excuse can make any errors acceptable in business letters, because it concerns the rights, benefits, responsibilities of both sides. Incorrectness causes inconvenience, disputes, and may destroy the relationship between both sides.

On one hand, to choose the right words, that is, to choose the words that can most closely convey the meaning of your thoughts is one of the ways to improve the readability of your business writings. Try to write free from the slightest possibility of being misunderstood. Of course, flowery words and jargon are not included in the right words.

On the other hand, the right tone is also significant. According to the Merriam-Webster dictionary, tone is the use of accent and inflection to express a mood or emotion. Often, it is not what you say, but how you say it. In writing any letter, it is always a good idea to think about your tone so that you do not risk upsetting the reader. Usually, mistakes with tone can be avoided by using the following techniques:

Place more emphasis on the reader than yourself.

Avoid extreme cases of humility, flattery, and modesty.

Avoid condescension.

Avoid lecturing.

In a word, in order to eliminate mistakes, the more urgent the matter is, the more carefully the letter should be checked and rechecked.

Clearness/Clarity

A point that is ambiguous in a letter will cause trouble to both sides, and further exchange of letters for explanation will become inevitable, thus time will be lost. In this way, clarity is often considered to be one of the main writing principles and language features.

To achieve clearness and clarity, you must first have a clear idea of what you wish to convey in the letter, such as the purpose, the attitude, and the matter

concerned. Only a clear mind can express clearly. While drafting an outline, pay attention to the organization, as it is a key to effective business writing. A paragraph for each point is a good rule. Thus, the recipient may find each point so clear that it can't be misunderstood. Secondly, you should study the reader's interest and the level of the reader's understanding, and try to imagine how he will feel about what you write. For this reason, business letter must be clear and easily understood. It is said that more than twenty words in a sentence makes reading harder. Thirdly, avoid making the idea confusing by writing the exact words. For example, you should avoid using these words instant (this month), ultimo (last month), proximo (next month) and so on.

Conciseness

Clarity and conciseness often go hand-in-hand. Today businessmen are very busy, so clear and concise letters, without sacrificing completeness, are becoming more and more popular. Conciseness is often the most important writing principle. A concise letter is not always a short one. It is found that a succession of short sentences, however, has a disagreeable jerky effect and the best letters are those which provide a mixture of sentences of varying length. A concise letter should be written in a simple and natural way, directly and to the point. Avoid wordiness, flowery words, and the over-frequent use of such conjunctions as "and", "but", "however", etc..

Courtesy

Here, courtesy not only means politeness, but also means thinking about the reader's interest, by expressing your enthusiasm, consideration and friendliness. So while writing, put yourself in your reader's shoes, and find out what really concerns him. An honest and professional manner may gain you a cooperative partner.

Firstly, promptness is very important. No one likes to wait endlessly for a reply. So if you cannot respond promptly, write and explain why and when you will write again.

Secondly, a warm and friendly tone is more suitable for letter writing. It helps you keep a friendly relationship with the partner and continue to develop your trade relationship.

Thirdly, Americans lay great emphasis on the "you" attitude. In our letters, we should always remember the person to whom we are writing.

Last, as the buyer and the seller have both common and contradictory interests,

keep in mind the distinction. While writing, be yourself, and express your thoughts firmly and in your own way. Any virtue overdone will bring with it some undesirable effort.

Completeness

In business letters, keep in mind that all the information should be expressed clearly. Try your best to answer all the questions and requirements put forward by the readers. Incompleteness will lead to the counterpart's unfavorable impression of your firm. If it is urgent, or if other firms can provide him more detailed information, he may give up the deal. Sometimes, incompleteness will even cause unnecessary disputes and lawsuits. There is a way to verify the completeness of what you write, that is five "Ws" (who, what, where, when and why) and one "h" (how). So try to check and recheck the letter.

Format

When writing a Business Letter, you will follow a general format. However, your company may have specific requirements that you must use. For instance, a company might have a particular way of presenting a salutation or may use a specific type of letterhead. Because a business letter is an effective way to communicate a message, its format should allow readers to quickly grasp information. This information should stand out as the document is scanned. Remember, a business letter reflects your professionalism. The items are listed in the order that they normally appear:

	Letterhead
	Reference number
	Date
Inside name and address	
Salutation	
	For the attention of . . .
	Subject line
	Body
	Complimentary close
	Signature
Enclosure	
Carbon Copy	
Postscript	

Letterhead

In your letter, the letterhead is to contain the writer's address, which is the point of reference for the recipient. As the first and most obvious part of a company's business letter, the letterhead has a function to convey a favorable impression of the writer's firm. In many companies, the letterhead is often printed, containing the company's name, address, postcode, telephone number, telex number, telegraphic address, etc. The order should be:

Name and address of the firm

Telephone numbers

Telegraphic addresses

Telegraphic codes used

Telex numbers

The kind of business carried on

If the letterhead stationery is used, the format of the letterhead shall be:

CMC INTERNATIONAL ENGINEERING CO.,LTD.

Our Ref.

Page(s) No.

Date:

78,Guang'anmen Wai Street, Beijing, P.R. China Post Code : 100055
Phone : 0086-10-63452195 0086-10-63451188-61837 Fax : 0086-10-63260351
Banghdad Office: Al-Andlus Q. -Mahala 611-Zukak 77 - House No.8 Tel: 5417118

If the letterhead stationery is not used, the format of the letterhead shall be:

Weavewell Woolen Co. ,Ltd.
354 Park Avenue
New York, New York 10007
Tel. 224 - 4980 Telex: 897877
Cable addr: WEAWEWELL, London

Date

Every letter should be dated. The date should be placed two to four spaces below the letterhead. Remember to write the date in full, in the logical order of day, month, year. For the day, either cardinal numbers (1, 2, 3, 4, etc.) or ordinal numbers (1st, 2nd, 3rd, 4th, etc.) can be used, but cardinal numbers are preferred. The day can also be written after the month, in this way, a comma must be used between the day and the year. e. g.

September 9, 2005—American form

9th September, 2005—British form

It is unwise to give the day in figures (e. g. 5/10/1998), and it may easily cause confusion because in Britain this date would mean 5th October 1998, but in the United States and some other countries it would mean the 10th of May 1998.

Inside name and address

The inside name and address of the receiver is typed at the left-hand margin and two to six spaces below the date. But in official (i. e. Government) correspondence,

it is sometimes placed at the foot, in the bottom left-hand corner. The town should be in capital letters. In order to avoid ambiguity, when you write letters to other countries, always include the name of the country, even if the city mentioned is the country's capital. English addresses may have the following parts (Not all addresses have all the parts) :

Name of person addressed
 Title of person addressed
 Name of organization
 Name and number of house
 Name and number of street
 Name of city or town
 Country or state and its post-code
 Name of country

When the receiver is a company, the inside name and address should be written as follows :

e. g. The Space Engineering Co. , Ltd.
 998 Mountain Place
 LONDON N. W. 4
 England

at this point one must pay, pay attention, when the firm is named after one or more persons,

e. g. James, Brown Co. ,
 You can also write Messrs. James & Co.

When the receiver is an individual in the company, the person's name should be preceded by the courtesy title.

Mr. /Messrs (plural)
 Mrs. —for mistress, used for a married woman
 Miss—for an unmarried woman.
 Ms. —for all women, married or unmarried, particularly career women, who strongly object to being addressed as Mrs. or Miss.
 e. g Ms. Sarah Davis
 Sales Manager

The Acme Shoe Co. , Ltd.
24 Sunny Road
Telex System, Inc.
Shanghai Branch P. O. Box 350
China

The Salutation

You begin your letter, with the salutation, the polite greeting. To some extent, the salutation settles the form of the complimentary close. The salutation is always placed two lines below the address.

Dear Madam or Sir or centered in a line “to whom it may concern:”

—If you are not certain whether a man or woman manages the company, you’d better use Dear Madam or Sir, which is often followed by a comma.

Dear Sir/Dear Madam (Dear Sirs/Dear Mesdames)

—often followed by a comma.

Gentlemen

—Americans prefer to use Gentlemen, but it cannot be used in the singular followed by a colon. One may also use “Ladies and Gentlemen”.

The Body

The body of a business letter should begin two lines below the subject line, if there is one, or the salutation, it is the actual message of the letter. As mentioned above, the body of the letter should be written according to five important principles: correctness, clearness, conciseness, courtesy and completeness, it should be planned and paragraphed carefully. Usually, the first paragraph refers to the previous correspondence and the last one to future actions and plans. There should be only one topic in each paragraph. The next two questions may help you conceive the letter: What is the purpose of writing the letter? And what is the best way to start writing it? In a reply, the day and reference number should be mentioned to remind the reader, e. g. Thank you for your letter 458GW/gp of October 23, 2000.

Here are some tips. Sometimes business letters have two or more sheets. You should use plain paper of the same quality, size and color as the first page, and type a second-page heading. The phrase “to be continued” may be added on the right hand side at the bottom of the first page. There are two forms of second-page headings: