



21世纪全国高职高专国际贸易类规划教材

国际商务函电

INTERNATIONAL BUSINESS CORRESPONDENCE

魏莉霞 周 峰 主 编
张 颖 刘维瑛 副主编



北京大学出版社
PEKING UNIVERSITY PRESS



21 世纪中国商务函电中国英语 商务交际教材

国际商务函电

INTERNATIONAL BUSINESS LETTERS AND COMMUNICATIONS

第 2 版

清华大学出版社

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内 容 简 介

本书为高职高专院校国际经济与贸易、国际商务及商务英语等专业“国际商务函电”课程的教材,按照涉外商务的各个过程分模块逐一介绍国际商务业务所涉及信函的写作要领和写作技巧,采取范文举例和写作实践相结合的方式进行系统的讲解,并联系实际加入函电写作实训的环节,形式新颖,内容丰富,条理清晰。

本书不仅适合教学需要,而且可供从事相关工作的人员作为商务函电写作的参考资料,可以根据个人工作需要有针对性地选择相关信函,按照信函范文模式,改变具体内容,从而快捷有效地写出高质量的国际商务函电。

图书在版编目(CIP)数据

国际商务函电/魏莉霞,周峰主编. —北京:北京大学出版社, 2006.7

(21世纪全国高职高专国际贸易类规划教材)

ISBN 7-301-10027-2

I. 国… II. ①魏… ②周… III. 国际贸易—电报信函—写作—英语—高等学校:技术学校—教材 IV. H315

中国版本图书馆 CIP 数据核字(2005)第 132735 号

书 名: 国际商务函电

著作责任者: 魏莉霞 周峰 主编

责任编辑: 胡伟晔

标准书号: ISBN 7-301-10027-2/F·1292

出 版 者: 北京大学出版社

地 址: 北京市海淀区成府路 205 号 100871

电 话: 邮购部 62752015 发行部 62750672 编辑部 62765126 出版部 62754962

网 址: <http://www.pup.cn>

电子信箱: xxjs@pup.pku.edu.cn

印 刷 者: 涿州市星河印刷有限公司

发 行 者: 北京大学出版社

经 销 者: 新华书店

787 毫米×980 毫米 16 开本 12.25 印张 268 千字

2006 年 7 月第 1 版 2006 年 7 月第 1 次印刷

定 价: 19.00 元

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总 序

在世纪之初，我国成功地加入了世界贸易组织以后，全国的经济与贸易发生了翻天覆地的改变。对于我国外向经济型企业来说，急需一大批可与国际业务运作相接轨的应用型人才，以适应国际化的需要。对于高职高专的教育来说，主要是为国家培养各类战斗在第一线的人才，使他们拥有扎实的基础知识，了解 WTO 的规则，以便于有效地实施各种应对突发事件的方案。然而，事实上却存在着诸多问题，比如，有些老师只有理论知识，没有实践经验，不知外贸企业如何操作；很少有适合高职高专教育特点的教材，现有的教材也有诸多不尽如人意之处等；另外，在 2004 年 9 月，教育部等七部门又提出了高等职业教育基本学制逐步以两年制为主。由此可见，重新开发适合新世纪的高职高专教育需求的教材迫在眉睫。

在此情况下，北京大学出版社联合了全国三十多所学校的七十多位老师，一起承担了建设《21 世纪全国高职高专国际贸易类规划教材》的任务，在编写教材的时候尽量体现出“适用、实用、够用”的特点。

根据实际情况，本次共编写了如下 11 册教材：

《国际贸易》

《国际贸易实务》

《国际贸易单证实务》

《WTO 与中国对外贸易》

《国际金融》

《海关实务》

《商务谈判》

《国际货运与保险》

《国际商务函电》

《商务英语交际与写作》

《商务英语口语》

本系列教材有如下特点：

首先，与实践紧密结合，参与编写的老师基本上都是在教学一线的“双师型”教师，有些在企业担任过多年的总经理，对企业的运作非常熟悉，有着丰富的实践经验，同时拥有丰富的教学经验，他们愿意将自己的心血化为文字，以培养更多的有实战能力的学生。

其次，把握了“以学生为主体”的思想，牢牢站在学生的立场上来编写，并采用了多

种方式，比如课件等多媒体工具，以达到“易教、易学、易懂、易上手”的目的。

再次，内容上力求创新，剔除了陈旧的内容，结合了资格考试内容，组合了新知识和新材料，体现了最新的发展动态。而且语言简洁凝练、概念明确、案例丰富、理论与实训安排得当，并采用富有弹性的模块式结构。

此外，还采用了适量的专栏或者案例，以帮助学生更好地在现实中理解和体会这些理论，更适合高职高专的学生使用。

在内容及版式的设计上还添加了一些新的元素，使整体风格活泼而不枯燥，且更具人性化。

本系列教材不仅可以供高职高专的学生使用，也可以供培训机构或学校采用，还可以供政府及企业相关人员和广大学习爱好者参考。

编委会

2006年1月

前 言

自中国加入 WTO 以来,外向型经济蓬勃发展,对各层次的国际商务人才的需求与日俱增,这就要求我们的高职高专院校培养的国际商务人才不仅要有扎实的国际商务知识,还要有过硬的英语应用能力,而写好英文商务函电是学生毕业后从事涉外商务活动必须具备的一项基本技能。为适应高职高专国际经济与贸易、国际商务及商务英语等专业“国际商务函电”课程的教学需要,我们特组织了全国部分高职高专院校外经贸英语教学的专家、学者和一线教师,在广泛研究和参照国内外同行的书籍、外贸公司的最新案例和信函的基础上,编写了本教材。

本教材的主要特色是:第一,模块式。按照内容编排分为三大部分,又按照外贸过程的各环节将第三部分分为两章共 12 节内容,模块之间过渡自然,承上启下,清楚有序,一目了然。第二,实用性。有关商务函电的内容包括典型句型 (Sentence Structures and Examples)、范文解析 (Specimen Letters)、英汉注释 (Notes) 和练习 (Exercises),系统地讲解了常用国际商务信函的格式和写作技巧。书后附有补充内容和习题答案,学生可以在熟读范文的基础上,掌握各种文体的格式要求,并有针对性地加以练习,可操作性强。第三,内容新颖,难易适度。

本教材由魏莉霞、周峰任主编,张颖和刘维瑛任副主编。参加编写工作的有:魏莉霞 (Part I、3.1.5 节)、朱雪茹 (Part II)、任大力 (3.1.1 节)、张颖 (3.1.2 节、3.1.3 节)、周峰 (3.1.4 节、APPENDIX)、张秀美 (3.2.1 节)、蔡俊芳 (3.2.2 节)、孙涛 (3.2.3 节、3.2.4 节)、杜顺 (3.2.5 节)、刘维瑛 (3.2.6 节)、潘韧 (3.2.7 节)。魏莉霞、周峰做最后修改。本书含配套的电子课件,可以上网 <http://www.pup.cn/newstype.jsp> 下载。编写过程中我们参考了有关专家、学者的著作和有关教材的内容,以及一些公司信函案例,在此对他们表示深深的谢意。

由于水平有限,编写中难免出现不当和疏漏之处,我们诚恳地期待各位读者不吝赐教。

编 者

2006 年 3 月

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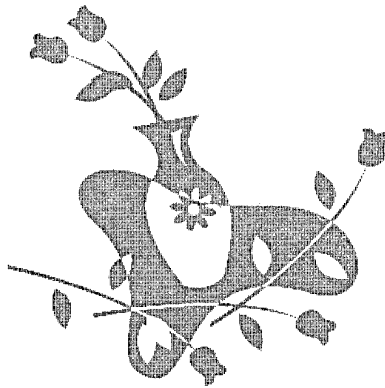
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Part I Layout of Business Letter Writing

Study Guide

The purpose of communication is to obtain complete understanding between the parties involved, and elicit the responses required. In this part, students are required to acquire some basic knowledge about the layout of business letter writing, and master the established practice so as to avoid confusion and waste of time for both sender and receiver.



Brief Introduction to Business Letter

Business letter has its special features, especially in format and structure. Considered in its most fundamental terms, a business letter may be defined as a message that attempts to influence its receiver to take some action or attitude desired by the sender. Thus, the ability to write an effective business letter will help those who want to represent themselves positively to their customers, competitors and employers.

1.1 Layout of Business Letters

Usually, seven essential elements are involved in formal business letters. They are: letterhead, date, inside address, salutation, body of a letter, complimentary close and signature. Sometimes other elements may appear in the business letters such as reference number, attention line, subject line, IEC block, etc.

The general position of these elements is shown in the following sample:

Letterhead (信头)
Reference number (案号)
Date (日期)
Inside address (信内地址)

Attention line (注意项)
Salutation (称呼)
Subject line (事由)
Body of the letter (正文)

Complimentary close (信尾敬语)
Signature (签名)
IEC block (缩写名、附件、分送标志)

1. Letterhead (信头)

Letterhead should appear at the head of the first page of business letter. It includes the essential particulars about the writer—the name of his company, the full address of the company, postcode, telephone number, fax number, internet address and e-mail address.

<Sample 1>

SHANGHAI FOXBORO COMPANY LTD.
166 Caobao Road, Shanghai 200233, P. R. China
Tel: 021-61234567 Fax: 021-61234666 E-mail: abcsale@163.com

<Sample 2>

SHANGHAI FOXBORO COMPANY LTD.	
166 Caobao Road	Tel: (86)021-61234567
Shanghai 200233	Fax: (86)021-61234666
P. R. China	E-mail: abcsale@163.com

2. Date (日期)

Date is a vital part in business letters, which has special relevance: it might be a decisive factor as to whether an order is executed, a bill is paid, or a guarantee claim is met. Therefore, never omit the date in business letters. The placements of the date in English business letters are much different from those in Chinese letters. It can be aligned with the left or right margin below the letterhead. Usually there are two styles in which business letters are dated.

(1) The American style is:

- ◆ month, spelled out in full;
- ◆ day of the month, in digit, without th, nd, etc., followed a comma;
- ◆ year in digit.

For example: September 10, 2005; October 4, 2005.

(2) The British style is:

- ◆ day of the month, in digit;
- ◆ month, spelled out in full;
- ◆ year, in digit.

There is no comma between the name of the month and the year.

For example: 10 September 2004; 4 October 2005.

<Sample 3>

SHANGHAI FOXBORO COMPANY LTD.
166 Caobao Road, Shanghai 200233, P. R. China
Tel: 021-61234567 Fax: 021-61234666 E-mail: abcsale@163.com
September 10, 2005

<Sample 4>

SHANGHAI FOXBORO COMPANY LTD.	
166 Caobao Road	Tel: (86)021-61234567
Shanghai 200233	Fax: (86)021-61234666
P. R. China	E-mail: abcsale@163.com
4 October 2005	

3. Inside Address (信内地址)

We include the address in the letter although it already appears on the envelope, because the envelope is usually thrown away. The inside address is often put two lines under the date line, aligned with the left margin. Generally, the inside address should include any or all of the following: the person's name and title, company name, street address, city, state or province, ZIP code and country.

<Sample 5>

Mr. Roland Smith, Sales Manager
ABC Company
123 Berry Drive
Minneapolis, MN55667
USA

4. Salutation (称呼)

A salutation is the complimentary greeting with which the writer opens his letter. It is typed flush with the left margin below the inside address. In a very formal letter, you always need to address the reader with his/her surname, such as "Dear Mr. Smith", "Dear Ms. Green". If you

have a close relationship with the receiver, you can use his/her first name such as “Dear Eager” or “Dear Jennifer”. Be sure to salute to the correct addressee appeared in your inside address. Salutations in business letters can be followed by a comma or no punctuation at all.

5. Body of a Letter (信的正文)

This is the most important part of a letter. And the following parts of this book will offer detailed advice for making this part as effective as possible. Attention here should be paid to the physical precision of the body. It usually begins one or two lines below the salutation.

6. Complimentary Close (信尾敬语)

The complimentary close, like the salutation, is purely a matter of convention and a polite way of ending a letter. Therefore we should carefully select the most appropriate complimentary close to match the character of our communication and salutation. The correct punctuation for the complimentary close is a comma. Notice also that only the first word in a complimentary close is capitalized.

The following are the usual matches used in modern business letters:

	Salutation	Complimentary Closing
Formal	Dear Sir or Madam,	Very truly yours, Yours very truly, Very sincerely yours, Very cordially yours,
Semi-formal	Dear Mr./Mrs./Ms.,	Sincerely yours, Cordially yours, Yours sincerely,
Informal	Dear Lisa,	Sincerely, Cordially, Yours truly, Yours,

7. Signature (签名)

The signature is the signed name or mark of the person writing the letter or that of the company he/she represents. In both cases, there should be a typed version of the name underneath the signature. The signature is put at the margin, leaving three-line spaces for the signature before typing the writer's name, title and department.

Never sign your letter with a rubber stamp.

<Sample 6>

Yours sincerely,
Michel Chen (signature)
Michel Chen
Sales Manager

But often, business letters still have some special elements apart from the above seven essential elements: reference number, attention line, subject line and IEC block.

8. Reference Number (案号)

In some business letters, reference number is written for reference, quoting or filing. Its specific position is right below the writer's address and above the date.

<Sample 7>

SHANGHAI FOXBORO COMPANY LTD.

166 Caobao Road
Shanghai 200233
P. R. China

Our Ref. No. FPB/SB-95

Your Ref. No.
4 October, 2005

9. Attention Line (注意项)

Usually, when the inside address doesn't contain the individual's name, attention line is used to name the specific person the letter is addressed to. Attention line is put between the inside address and the salutation, or within the inside address.

<Sample 8>

ABC Company
123 Berry Drive
Minneapolis, MN55667, USA
Attention: Mr. Roland Smith
Dear Sir,

10. Subject Line (事由)

Subject line is right below the salutation, at the center or the left place. It is usually underlined so as to arrest the reader's attention. Since it is briefly written, denoting the name of goods, the number of contract or letter of credit, it is convenient for reference and filing.

<Sample 9>

ABC Company
123 Berry Drive
USA
Dear Sir,

Re. /Subj.: L/C No. 228 for 3500 Dozen Shirts

11. IEC Block (initials, enclosures and carbon copies) (缩写名、附件及分送标志)

The IEC block appears on the left-hand margin two or three lines below the signature block (including complimentary close, signature, and typewritten identification).

1.2 Format of Business Letters

1. Full-Block Format (全齐头式)

	Letterhead
Date	
Inside address	
Salutation	
Body of letter	
Complimentary close	
Signature	

<Notes>

In the full-block format, all lines begin at the left margin. There is no indention in the letter at all. This format is simple, easy to type, and is often used in business letters.

2. Semi-Block Format (半齐头式)

Date	Letterhead
Inside address	
Salutation	Body of letter
Complimentary close Signature	

<Notes>

This format is a more conservative one of layout. In this format, the date, complimentary close and signature begin to the right of the center of the paper. All the other elements are blocked against the left margin.

3. Conventional Format (传统式)

	Letterhead	Date
Inside address		
Salutation	Body of letter	
Complimentary close Signature		

<Notes>

The difference between this format and the semi-block format is that it takes four or five spaces in the first line of each paragraph of the letter. The positions of other elements are quite similar to those in the semi-block.