

A New Course for Business English

21世纪商务英语系列教材



新编外贸英语教程

任素贞 / 主编



北京大学出版社
PEKING UNIVERSITY PRESS

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前 言

国际化进程不断加速,国际贸易日益频繁,如何把握机遇并成功进行国际化交流、交际和交易离不开智慧和策略的载体——信函。成功的信函会吸引新客户、稳定老客户、招徕潜在客户。为此,青岛科技大学外国语学院几位富有深厚专业知识积淀和丰富教学经验积累的教师为您精心编写了这部商务函电教材。

本教材编写团队为商务英语函电优秀课程组的教师,他们不仅具有国外访学的国际视野、丰富的一线教学经验,而且具有外贸实战经历;另外,所培养的众多从事经贸行业的毕业生也成为他们强大的资源信息后盾。

在筛选不同行业多家贸易公司和货代公司的邮件、合同、代理协议以及单据的基础上,编者确保教材内容的全面系统,既传承经典,又紧跟时代步伐。

本教材以实用性为目标、以规范性为出发点、以全面性和系统性为指导原则、以精益求精为服务宗旨、以广大学生和国际商务工作者为读者目标,真诚奉献该团队多年辛勤积累的成果。

教材共有11章,以信函格式、建立业务关系、报盘还盘、成交签约、执行合同、包装、运输、保险、索赔、理赔等流程为主线。每一部分穿插国际贸易背景知识与理论知识导入,提供不同形式和内容的信函样本,增添具有鲜明时代特色的辅助阅读材料,标注适当的专业术语及生词注释,并且针对每一章内容设计形式多样的练习题。

通过各个部分的学习,读者能够系统掌握国际货物买卖的一般程序、惯例和规则,了解国际贸易实务流程各个业务环节及与之有关的银行、保险、运输等服务运作层面的英语专业术语、常用句式,把握信函的篇章构成和主要单证文书的语言表述特点等。读者可在原有英语读写能力的基础上融会贯通、灵活应用有关业务知识和语言技能,极大提高阅读、撰写、翻译对外贸易有关书信的能力,熟练掌握国际商务往来中不同类型信函写作模式和交际策略的同时,进一步提高使用英语进行跨文化交流、交际和交易的能力。

尽管我们力求严谨零差错,然而百密难免会有一疏,倘有任何差错,敬请广大读者不吝赐教!

编 者
2012.8

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Chapter One

Layout and Principles of Business Letters

Part I Introduction

Business letters are traditionally written in a formal and set style for commercial purpose, usually used when one business organization writes to another, or for correspondence between such organizations and their customers or clients and other external parties. The overall style of such a letter depends on the relationship between the parties concerned. Nowadays, business letter-writing tends to be less formal and more friendly, yet it still follows a certain layout.

A business letter usually consists of 10 parts:

- Letter-head/sender's address: name, postal address, phone, fax number and email address of the sender;
- Date: the formal date can be written as Oct. 25, 2012 in the American style (British style: 25th Oct., 2012), while the informal one can be written as 25/10/2012;
- Reference number;
- Inside address/recipient's address: the name and complete address of the correspondent or organization to which the letter is sent;
- Salutation: the popular ones are Dear Sir or Madam, Dear Sirs, or Ladies and Gentlemen;
- Subject line/Attention line;
- Body of the letter;
- Complimentary close such as: yours faithfully/yours truly, etc.;
- Signature and position;
- Enclosures.

Some parts, such as reference number, attention line and enclosures, might be omitted for the sake of convenience.

Part II Sample Letters

Sample 1

James & Sons Ltd.
67 Madison Square, Melbourne B.C. 3
Australia

31st Dec., 2011
Our ref.: 376
Your ref.: W.P.T.2

24 Jilong Rd.
China Machinery Imp. & Exp. Corp.
Guangzhou
P. R. C.

Gentlemen:

100 Cases Walnut Meat

Further to our letter of 15th Dec., in which we informed you that the above consignment has been stopped by the Medical Officer of Health, we enclose a copy of the relevant "Stop Notice" and a report issued by Messrs Oliver Clark & Co. Ltd., London, independent Surveyors and Assessors.

These documents will support the information given in our previous letter and, in addition, we are forwarding, under separate cover, a jar containing sample of the contaminated walnut meats sealed by the Wharfingers.

The goods are at present in process of being screened and fumigated and we shall in due course be rendering a Debit Note for the cost.

Looking forward to your reply.

Yours truly,
Encl.

Sample 2

Ken's Cheese House
34 Chatley Avenue Seattle, WA 98765

Oct. 23, 2011

Fred Flintstone

Sales Manager
Cheese Specialists Inc.
456 Rubble Road
Rockville, IL

Dear Mr. Flintstone:

With reference to our telephone conversation today, I am writing to confirm your order for 120 cases of Cheddar Cheese Ref. No. 856. The order will be shipped within three days via UPS and should arrive at your store in about 10 days.

Please contact us again if we can help in any way.

Yours sincerely,
Kenneth Beare
Director of Ken's Cheese House

Sample 3

China Textiles Import & Export Corporation
35 Chongming Rd., Xiaojiao, Beijing
P. R. C.

20th Nov., 2010
Ref. No.: GB33

Lanka Textiles Co.
P. O. Box 665
Colombo
Sri Lanka

Dear Sirs,

In response to your letter of 15th, enquiring for bed-sheets, we wish to inform you that the sample-cutting book, price list and catalogue required have been airmailed to you separately. We are confident that these will provide you with all the details you require. However, if you are in need of any other information not contained therein, please feel free to let us know. We shall satisfy you to the best of our ability.

Your payment terms by L/C at sight are acceptable to us. In order to ensure the punctual shipment of the goods to be ordered, please see that the covering L/C reaches us at least 30 days before the stipulated time of shipment.

We look forward to your orders soon.

Yours faithfully,

Quiz:

- (1) There are three styles of layout above: the blocked form which means all the typing lines start from the left-hand margin; the indented form which means the traditional style; the third style is a kind of blending between the blocked and the indented. Now please tell: _____ letter is in blocked form; _____ is in indented form and _____ is a blending form.
- (2) A business letter is usually composed of _____ (信头), _____ (案号及日期), _____ (封内名称和地址), _____ (称呼), _____ (事由), _____ (信文), _____ (结尾敬语), _____ (签名) and _____ (附件). Now can you find out these different parts in the above letters? Do you think the inside name and address stands for the writer or the receiver? Or both?
- (3) Is there any mistake in the Complementary Close of the third letter? If yes, how to correct it?
- (4) Where's the position of the Subject Line? Above or below the Salutation?
- (5) Do you write the word "No." before the number of an address or not? For instance, how do you translate the address 松岭路99号 into English?

Part III Business Email Writing

With the popularity of the Internet, more and more people use email to communicate for its quickness and convenience. The following are some tips to help you for writing business letters through email.

- A heading is not necessary in an email (your return address, their address, and the date).
- Use a descriptive subject line.
- Avoid using an inappropriate or silly email address; register a professional sounding address if you don't have one.
- Use simple formatting, keep everything beginning with the left margin; avoid special formatting and tabs.
- Keep your letter formal. Even if it is an email instead of a hard copy, there is no excuse for informality (Don't forget to use spell check and proper grammar).
- Try to keep your letter less than 80 characters wide. Some email readers will create line breaks on anything longer and ruin the formatting.
- If possible, avoid attachments unless the recipient has requested or is expecting an attachment. If it is a text document, simply cut and paste the text below your letter and strip out any special formatting.
- If the person's name is unknown, address the person's title, e.g. Dear Director of Human Resources.

Part IV Sample Emails

Sample 1

To: HK supplier
Subject: Walkie Talkie

Dear Madam/Sir,

We are a UK importer of many products and we are looking for promotional items for Christmas. Please can you provide the following information on your products? Volume would be in the region of 10,000 units.

Please provide an image of the products, packaging, your best price, dead time, international standards met.

We look forward to your early reply.

Yours sincerely,
Mr. John Citizen

UK Buyer

Sample 2

Business Email Sample

To: "Anna Jones" <annajones@buzzle.com>
Cc: All Staff
From: "James Brown"
Subject: Welcome to our Hive!

Dear Anna,

Welcome to our Hive!

It is a pleasure to welcome you to the team of _____. We are excited to have you join our team, and we hope that you will enjoy working with our company.

On the last Saturday of each month we hold a special staff party to welcome any new employees. Please be sure to come next week to meet all of our senior staff and any other new staff members who have joined _____ this month. You will receive an e-mail regarding the same with further details.

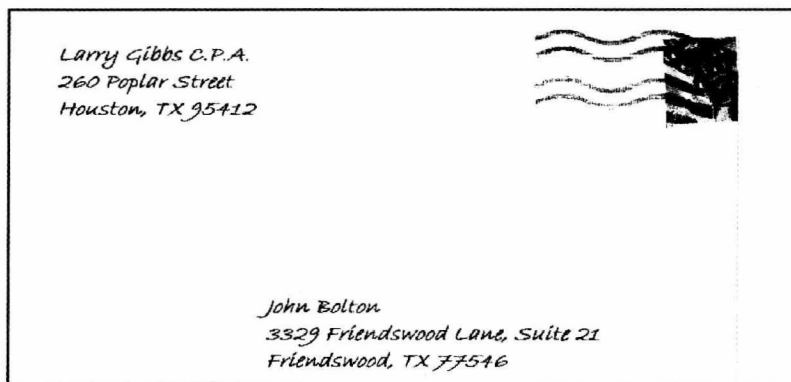
If you have any questions during your training period, please do not hesitate to contact me. You can reach me at my email address or on my office line at 000-0001.

Warm regards,
James

Jackie Brown, Manager, Staff
jamesbrown@abcd.com
Tel: 000-0001

Part V Envelope

Although people do not use envelopes to send letters as they used to, it is still essential for us to know how to write an envelope in a correct way. Below is an example.



Part VI Principles of Successful Communication

1. List the points to be communicated

You are expected to list all the points you are going to converse and arrange them in a logical order. If you are replying to a letter, then underline those parts which require reply or comments. In this way, you can not only ensure your writing is complete but also avoid wordiness or repetition. Paragraphing carefully can make your writing clearer and easier to read, while confining each point or topic to one paragraph can help your readers to focus on your topics.

2. Keep the balance between clarity and conciseness

Clarity and conciseness should go hand in hand. You are not supposed to achieve conciseness at the risk of clarity since it matters what you want to tell or to achieve clarity at the cost of conciseness in view of the fact that time is precious. To achieve such purpose, write briefly and completely so that the readers can better understand what you are driving at.

3. Be courteous and considerate

Being courteous and considerate means treating the reader with respect, friendliness, sincerity on the one hand and being tactful, thoughtful and appreciative on the other hand. It requires you to employ good human relation skills, which are of great importance in establishing business credit. So remember to reply letters promptly. Conflicts and discrepancies are inevitable. They should be tackled with sincerity and tactics.

4. Put yourself in the reader's shoes

Try to imagine you are the reader and how you would feel about what you write. Try to be persuasive, apologetic, sympathetic, firm, complaining and so on. The right tone will help to arouse the good will, warmth, cooperation and interest in your reader to ensure the possibility of achieving your purpose.

5. Check your letters

Be careful to create a good impression with each of your letter. Before sending it out, check it for the accuracy of its contents, and test its general suitability against such questions as the following:

- Is its appearance attractive or well laid out?
- Is there any spelling mistake or grammatical mistake?
- Does it cover all the essential points and is the information given correct?
- Is what I have written clear, concise and courteous?
- Does it sound natural and sincere?
- Does it adapt to the reader's point of view and will it be readily understood?
- Is its general tone right and is it likely to create the impression intended?
- Is it the kind of letter I would like to receive if I were in the reader's place?

Part VII Reading Materials

The Globalization of Business

Globalization

For better or for worse, globalization has changed the way the world does business. Though still in its early stages, it is all but unstoppable. The challenge that businesses and individuals face is learning how to live with it, manage it, and take advantage of the benefits it offers. The International Monetary Fund(IMF) defines globalization as the growing economic interdependence of countries worldwide through increasing volume and variety of cross-border transactions in goods and services and of international capital flows, and also through the more rapid and widespread diffusion of technology.

Cross-Country, Cross-Border

The current era of globalization—the world saw a similar global business push on the eve of World War I but technology and communication restraints were obvious limitations on the scope of globalization—began shortly after the end of World War II with the victorious Western powers supporting a worldwide “open” trade and investment policy. The idea was slow to catch on.

The number of companies that now deal across borders has mushroomed, as has the volume of international trade. The International Chamber of Commerce (ICC) cites statistics that show the international trade in goods and services stands at more than US\$6 trillion. Global capital flows have exploded. Foreign Direct Investment(FDI), which involves the control of businesses or property across national borders, is at an all-time high in dollar volume.

The accumulated stock of foreign direct investment was more than US\$3 trillion in 1997, compared to just US\$735 billion just ten years ago. Cross-border sales and purchases of bonds^① and equities^② by American investors have risen from the equivalent of 9 percent of gross domestic product (GDP) in 1980 to more than 170 percent in the mid-1990s. Daily foreign exchange turnover is up from US\$15 billion in 1973 to US\$1.5

trillion by 1995. The volume of cross-border currency transactions in London, Tokyo and New York alone was US\$1.5 trillion per day in 1997—more than twice what it was just five years earlier.

Technology Rules

Technology is one reason for the globalization phenomenon. Computers, which have eased telecommunication burdens, are cheaper now than they have ever been and more powerful, too. In fact, the cost of computers has fallen on average 17 percent a year over the past twenty years even while processing power has increased dramatically. One example of their impact on global communications: A one-minute telephone call from New York to London was US\$300 (in 1996 dollars) in 1930. Today it costs all of one dollar. New technology will lead to even further global business integration, as the Internet becomes more accepted as a business medium worldwide.

Technology has helped small and medium-sized companies take advantage of the new markets that globalization presents. It is these companies, unencumbered by large head offices and bureaucracies that can exploit global niche markets. Computers, faxes and E-mails have replaced large parts of the traditional office structures. Smaller companies can operate more efficiently on a much wider geographical basis with less overhead than ever before. The only barrier is the imagination of the entrepreneur.

Market Open

Those who argue that globalization is a good thing say that companies dealing on the world stage will eventually become much more efficient as they benefit from large economies of scale. Productivity will be boosted and living standards everywhere have the potential to rise as the world becomes richer and more prosperous because of globalization. There is ample evidence to support the benefits argument. According to the United Nations Development Program (UNDP), total global wealth is growing faster than populations. The UNDP estimates that in the decade of the 1990s, 500 to 600 million inhabitants of the developing world have attained income levels above the poverty line and over the next 30 years another two billion should do likewise. Also, between 1965 and the early 1990s, the number of manufacturing and service industry jobs in both the developing world and the industrial world has more than doubled to 1.3 billion. And things should get even better as China, with a population of 1.2 billion or one in every five inhabitants on Earth, opens itself to the global market economy. The fall of the Soviet bloc and economic liberalization in India has already brought an additional 1.5 billion people to the global consumer marketplace.

Global Quality

The naysayers take the opposite view, claiming that globalization has, in effect, triggered a “race to the bottom.” Countries with low wages are attracting jobs from higher wage-paying nations, thus dragging everyone down to their level. The alleged “exportation of jobs” has surfaced as an important political issue in most industrialized countries. Nike, the US-based sneaker manufacturer, has been raked over the coals for paying Vietnamese 84 cents an hour to make US\$100 sneakers. In France, the issue has been a hot button in several parliamentary elections in the 1990s with unions claiming that upwards of 30 to 40 percent of France’s more than 3 million

unemployed were the victims of such “job exportation.” In reality the number is less than 10 percent and most of those were in inefficient government-subsidized industries that could not adapt to global competition.

Globalization creates more jobs than it actually destroys, but they are in different sectors and in different geographic regions. It takes more skill, education and mobility to be employable. The jobs lost in Europe and North America over the decades have generally been those requiring relatively uneducated workers. Indeed, wage differentials^③ between the skilled and unskilled will likely increase. Both sides can point to ample examples to support their cases. But in the end, both are probably exaggerating to some extent. What is irrefutable^④ is that the world economic pie is indeed bigger because of globalization and it is being sliced differently than before.

Notes

- ① purchase of bonds 购买证券
- ② equity *n.* 股票, 普通股
- ③ wage differential 工资差别
- ④ irrefutable *adj.* 无可辩驳的, 驳不倒的



Questions

1. How does technology help push the globalization of business?
2. Do you think people in both developed countries and developing countries can benefit from the globalization?

Chapter **Two**

Channels of Establishing Business Relations

Part I Introduction

It goes without saying that no business relations, no business. Then how and where can people find the prospective customers? A complete business deal usually involves many parties, which include producer, exporter, banks, customs, shipping company, freight, importer and consumer. The following channels can be helpful:

1. Advertisements in newspapers, televisions, magazines, or printed on the products themselves;
2. The introduction from friends, other business connections;
3. Some business websites, like E-bay and Alibaba;
4. Exhibitions both at home and abroad;
5. Import and export fairs;
6. Customer's self-introduction;
7. The Commercial Counselor's Office.

As for the credit and integrity of the merchants, it's secure to consult the banks who can make a credit investigation for you. Here are some tips for writing letters of establishing business relations:

- Write the sources of your information including the name and address, business scope, etc.;
- Make a self-introduction including your scope of business, credit and integrity;
- Tell your intention and requests;
- Expect a cooperation and early reply.

Part II Sample Letters

Sample 1 Self-Introduction

Dear Sirs,

We are honored to seek an opportunity of doing business with your prestigious organization. To further explore the possibility, I would like to give a brief description of our field.

Our company is Eternal Creations Limited located in the heart of Nigeria's industrial, commercial and business center Lagos with an estimated population of over 7,000,000. We are an indigenous business firm with primary interest in consulting, marketing, distribution, international sales and manufacturers representation, franchising, publishing, travel and tours in the sub-Saharan Africa market.

The Board of Directors of our organization has resolved, as part of our diversification objective, to seek out international business partners, eager to launch its brands and products in Africa and particularly in Nigeria for maximum brand name and product exposure in this new emerging local and regional market.

We are particularly interested in discussing the possibility of representing your company domestically and regionally as Sales Representative, Independent Sales Rep., Distributor, Agent or Partner. We need not buttress the potentials of investments in the African and Nigerian markets as such information will be easily assessable to you.

We are, however, impressed of our ability, credentials and marketing capabilities to assist global companies in facilitating and promoting international business development, through sales representation using our marketing and business expertise through our local network of affiliates in Nigeria where we have particularly strong experience and an extensive network of business associates and contacts.

We look forward to a mutually beneficial relationship, as we can help reap the benefits of the global economy and achieve success in partnerships and business synergy.

Yours Truly,

Notes

1. Nigeria 尼日利亚
2. Lagos 拉各斯 (尼日利亚首都)
3. We are an indigenous business firm with primary interest in consulting, marketing, distribution, international sales and manufacturers representation, franchising, publishing, travel and tours in the sub-Saharan Africa market.
我们是一家本地公司, 主要兴趣有咨询、市场营销、分销、国际销售和制造商代理、特许经营、出版、旅游, 经营区域覆盖撒哈拉沙漠南部国家。
4. the Board of Directors 董事会
5. ...launching its new brands and products in Africa and particularly in Nigeria for maximum brand name and product exposure in this new emerging local and regional market.
在非洲, 尤其是尼日利亚发布自己的新品牌和产品, 以期在新兴的地域和城市把品牌做大, 提高产品知名度。
6. We are particularly interested in discussing the possibility of representing your company domestically and regionally as Sales Representative, Independent Sales Rep., Distributor, Agent or Partner.
我们非常想知道自己能否成为贵公司在尼日利亚国内和地区的销售代表、独家

销售代理、分销商、代理人或者合作伙伴。

7. We need not buttress the potentials of investments in the African and Nigerian markets...

我们无需强调非洲和尼日利亚市场的投资潜能……

8. ...using our marketing and business expertise through our local network of affiliates in Nigeria...

通过我们在尼日利亚的地方关系，使用我们的市场和商业资源……

9. credentials *n.* 资格，资质等级

10. synergy *n.* 共同作用，合力，协力

Sample 2 To a Potential Client Following up on Meeting

Dear Brian Johnson,

Thank you for taking the time to meet with me yesterday. I enjoyed our discussion and took careful note of your requirements in selecting business partners.

I believe very strongly that our company, a global leader in consumer electronics can provide you with the level of service you expect and deserve, and that we can establish a solid relationship with you. I welcome the opportunity to be of service to you in any way whatsoever, and look forward to meeting with you again.

I would be pleased to set up a lunch with my colleagues, as well as yourself and any colleagues you would like to bring along.

Thank you again for your time and consideration.

Sincerely,

Notes

1. a global leader in consumer electronics 一家全球领先的家用电子产品制造商

2. I would be pleased to set up a lunch with my colleagues, as well as yourself and any colleagues you would like to bring along.

我计划与同事举行午餐会，欢迎您和您的同事参加。

Sample 3 Approaching the Recommended Customers

Dear Sirs,

Your firm has been recommended to us by John Morris & Co., with whom we have done business for many years.

We specialize in the exportation of Chinese Chemicals and Pharmaceuticals, which have enjoyed great popularity in the world market. We enclose a copy of our catalogue