

高职高专国际贸易专业（含金融方向）系列规划教材

外贸函电

BUSINESS CORRESPONDENCE

主编 郑黎明
副主编 丁波玲 陈丽萍

赠送
电子课件



西安交通大学出版社
XI'AN JIAOTONG UNIVERSITY PRESS

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图书在版编目(CIP)数据

外贸函电/郑黎明主编. —西安:西安交通大学出版社, 2011.6
ISBN 978-7-5605-3939-3

I. ①外… II. ①郑… III. ①对外贸易-英语-电报信函-高等职业教育-教材 IV. ①H315

中国版本图书馆 CIP 数据核字(2011)第 087250 号

书 名 外贸函电
主 编 郑黎明
责任编辑 黄科丰

出版发行 西安交通大学出版社
(西安市兴庆南路 10 号 邮政编码 710049)
网 址 <http://www.xjtpress.com>
电 话 (029)82668357 82667874(发行中心)
(029)82668315 82669096(总编办)
传 真 (029)82668280
印 刷 陕西丰源印务有限公司

开 本 787mm×1 092mm 1/16 印张 9.75 字数 232 千字
版次印次 2011 年 6 月第 1 版 2011 年 6 月第 1 次印刷
书 号 ISBN 978-7-5605-3939-3/H·1233
定 价 19.80 元

读者购书、书店添货、如发现印装质量问题,请与本社发行中心联系、调换。
订购热线:(029)82665248 (029)82665249
投稿热线:(029)82668133
读者信箱:xj_rwjg@126.com

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前 言

21 世纪是经济日益全球化的世纪,中国与世界各国的交往日益频繁,国际贸易事业发展迅猛,因此,我国对国际商务人才的需求量也在不断增加。外贸函电始终是国际交流和商务往来的主要媒介,因此学会并掌握外贸函电的基本知识和写作技能将是此类人才的必备条件。

本书编写的总体设计思路是对外贸业务相关岗位进行工作任务和职业能力分析的基础上,依照与企业、行业专家组共同开发的国际商务专业职业能力标准和相关岗位标准,打破以知识体系为线索的传统编写模式,按照“任务驱动”、“项目导向”的课程开发思路,以工作任务为中心组织课程内容,让学生在完成具体项目的过程中学会完成相应的工作任务,构建相关理论知识,发展职业能力。课程内容突出对商务函电应用能力的训练,理论知识紧紧围绕工作任务的完成需要选取,同时兼顾相关职业资格证书对知识、技能和态度的要求。在课程单元(学习情境)设计上,以典型工作项目为载体,以相应的工作任务为中心,整合理论与实践,实现理论与实践一体化,“做、学、教”一体化,不把实训割裂开来安排独立的课时,而是以 CIF 方式下出口业务中外贸从业人员所使用的函电为主线,以“给出任务——教师示范/学生模仿——概括总结——提炼系统知识——学生能力巩固——知识拓展”这种方式来安排每个单元(学习情境)的教学内容。

本书适用于高等职业技术学院、高等专科学校、成人高校、本科高校举办的二级职业技术学院及继续教育学院等大专层次的国际贸易、国际商务、商务英语等专业的教学,也可供从事国际贸易的从业人员培训和自学之用。

本书由无锡工艺职业技术学院商务英语专业主任郑黎明老师负责编写大纲设计以及最后的定稿。编写人员分工如下:郑黎明(学习情境 1、学习情境 5、学习情境 6、综合测试附录部分)、无锡工艺职业技术学院王菊芬(学习情境 2、学习情境 3)、江苏联合职业技术学院苏州建设交通分院李静(学习情境 4)、无锡工艺职业技术学院陈丽萍(学习情境 7、学习情境 8、学习情境 9)、南京正德职业技术学院

丁波玲(学习情境 10)、石家庄外经贸职业学院麻坤(学习情境 11)。本书能顺利完稿并交付出版,首先应该感谢无锡工艺职业技术学院院系领导和西安交通大学出版社祝翠华编辑的大力支持与关心。本书在编写过程中,参考了很多专家学者的著作,虽在参考文献中列出了这些著作和作者,但难免有所疏漏,在此向本书参考的所有著作的作者们表示真诚的感谢。

由于时间有限,请广大专家和师生对书稿中的不足,给予指正和修改。

编 者

2011 年 03 月

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Learning Situation

Establishment of Business Relations

Learning Objectives

Skills Requirements:

- To be able to write letters of establishing business relations with new customers in accordance with the requirement of importers.

Knowledge Requirements:

- To be able to learn how to obtain the information on new customers and understand the requirement;
- To be able to understand and use words and expressions related to letters of establishing business relations.

Item Presentation

Wang Juan, a foreign trade salesperson from Jiangsu Textile Industry (Group) I/E Co., Ltd., has just known a customer, from Australia, will purchase garments on July 2, 2009 from the Internet in China Council for the Promotion of International Trade. In order to expand business activities, she is going to write a letter of establishing business relations to the prospective customer. Purchase letter is as follows:

We are engaged in various garments retail and would like to contact to purchase all types of ladies' woolen knitted garments, men's garments and kid's wear. And they must be genuine products. Please send us more information.

COMPANY NAME: Alpine Clothing Inc.

COMPANY ADDRESS: 249 Monroe Street, Passaic, NJ 07055, Australia

CONTACT: Director, Mr. Ian Barry

TEL: (973) 365 - 5800

FAX: (973) 365 - 0007

HTTP: www.alpineclothing.com.au

E-MAIL: Barryhouse2@bigpond.com

INTEREST: Garments

Wang Juan, as a foreign trade salesperson, is required to accomplish the following tasks:
Task 1: To understand the content of Purchase Letter from Australia customer accurately.
Task 2: To discuss main points on letters-writing of establishing business relations.
Task 3: To write a letter of establishing business relations.

Instructors Demonstration

Step 1: To understand the content of Purchase Letter accurately

王娟认真阅读了澳大利亚客商的求购信的内容, 特别注意求购产品的相关信息。

澳大利亚客商主要经营各种服装产品的零售业务, 现想求购女式羊毛服装、男式服装及童装, 并提供了联系人及公司的联系地址, 要求欲合作的供应商提供更多信息, 以便进一步洽谈。

Step 2: To discuss main points on letters-writing of establishing business relations

Establishing business relations is the first step in dealing with and developing mutual trade. The business growth and broadening depends on the establishment of business relations. So it is a very important part to write business letters in business communication. To establish business relations is to know about your clients including: financial credit; business lines; capacities; the intention of trade contacts.

In international trade, one may establish business relations with other countries, or firms and companies through the following channels:

1. Banks
2. Chamber of Commerce
3. Trade Directory
4. Business associates of the same Trade
5. Commercial Counselor's Office
6. Commercial Office of a Foreign Embassy
7. Advertisements
8. Exhibitions and Trade fairs
9. Market survey
10. Recommendation by a business friend or a client
11. Other sources

After having obtained the desired names and address of the companies from any of the above sources, you may start sending letters or circulars to the firms concerned.

Writing letters of establishing business relations generally includes the following points:

- The source of information;
- Self introduction about the financial situation, prestige and reputation, business scope, products of the corporation;
- The expectation of cooperation and an early reply.

Step 3: To write a letter of establishing business relations

Sample Letter

JIANGSU TEXTILE INDUSTRY (GROUP) I/E CO. , LTD.
482 ZHONGSHAN DONG ROAD
NANJING, JIANGSU, CHINA, 215236
TEL:0086 - 25 - 88560111 87429697
FAX:0086 - 25 - 87400258 87428333
E-MAIL: admin@sutex. net. cn
HTTP://www. Sutex. net. cn

Reference Number: SD45873236

July 3, 2009

ALPINE CLOTHING INC.
249 MONROE STREET
PASSAIC, NJ 07055, AUSTRALIA
TEL: (973) 365 - 5800
FAX: (973) 365 - 0007
HTTP:www. alpineclothing. com. au
E-MAIL:Barryhouse2@bigpond. com

Attention line: Director Mr. Ian Barry

Dear Ian,

Subject: Supply Garments

We learned from the Internet in China Council for the Promotion of International Trade that you are in the market for ladies' woolen knitted garments, men's garments and kid's wear. As this article falls within the scope of our business activities, we wish to express our desire to enter into business relations with you.

As one of the leading manufacturers and exporters in China, we have been handling various kinds of garments over 20 years. Our products have enjoyed great reputation at home and abroad for their high quality and fine workmanship.

To give you a general idea, we are sending you by separately posting a copy of illustrated catalogue. Should any of the items meet your interest, please let us know. We shall be glad to forward you samples and quotations upon receipt of your specific enquiry.

We look forward to your early reply.

Sincerely Yours,

JIANGSU TEXTILE INDUSTRY (GROUP) I/E CO. , LTD.

Wang Juan

Foreign Salesperson

Enclosure: Illustrated Catalogue

Language Focus

Notes

(1) be in the market for 想购买……

- As we are in the market for household appliances, we should like to know details of your products.

我方拟购家用电器, 希望了解你方样品的详细情况。

- a brisk/dull market 市场繁荣/萧条

a rising/falling market 行情上涨/下跌

a good/poor market 销路看好/销路不好

(2) fall within the scope of our business activities 属于我们的经营范围

(3) establish/enter into business relations 建立业务关系

(4) the leading/largest importers 最大的进口商

(5) handle/deal in/specialize in 经营/专营

- We deal in various kinds of textiles.

我们经营各种各样的纺织品。

(6) enjoy great reputation/ enjoy great popularity 享有盛誉

(7) by separate post/under separate cover 另邮

- We are sending you by separate post (airmail) the samples for the new season.

近另邮(航邮)下季度样品数份与你。

(8) upon/on receipt of 一俟收到

- Quotations and samples will be sent upon receipt of your specific enquiries.

一旦收到你方具体询价, 当即寄样报价。

(9) illustrated catalogue 带插图的目录

brochure/booklet/pamphlet 小册子(常包括推销材料或产品信息)

Competence Practice

Zhang Jie, a foreign trade salesperson from Jiangsu Sheng Da Garment Co., Ltd., has just known a customer, from Cambodia, will purchase female fashion clothing at the Chinese Textiles Commodity Fair in Nanjing during October. In order to expand business activities, she is going to write a letter of establishing business relations to the prospective customer. The following is specific purchase information.

Need supplier for female fashion clothing. I am looking for supplier who design and stock. I am not looking for factory to make my design. If you have any designs with stock, please mail me the catalogue.

COMPANY NAME: Cambodia Industrial Textile Co., Ltd.

COMPANY ADDRESS: No. 999, Street 217 Chom Chao, Toul Pongror Viaalage,
Sangkat Chom Chao, Cambodia

CONTACT: Purchase manager, Mr. Baghayi

TEL: 023 - 424512

E-MAIL: paco_bermejo@yahoo.com

Zhang Jie, as a foreign trade salesperson, is required to accomplish the following tasks.

Task 1: To understand the content of Purchase Letter from Cambodia customer accurately.

Task 2: To write a letter of establishing business relations according to the above requirements.

Task 3: To make group discussion on letters written by learners, then instructors make the summary of key writing points such as expressions, patterns and structures in the letter of establishing business relations.



Knowledge Extension

1. Useful Sentences

- (1) Your name and address have been recommended to us by the Chamber of Commerce of your city.

我们从本市中国商会处获悉贵公司的姓名和地址。

- (2) We have seen your advertisement in *South China Morning Post* and are writing this letter to you in the hope of establishing trade relations with you.

我们看到你方在《南华早报》上登的广告,现写信来希望与你们建立业务关系。

- (3) You have been introduced to us by Johnson Co., Ltd. as one of the leading importers of electronic products.

承蒙约翰逊有限公司介绍,你们是电子产品的首要进口商之一。

- (4) We learn from the Commercial Counselor of our Embassy in Beijing that you deal in the import and export of garments.

我们从驻北京商务参赞处得知,你们从事服装进出口业务。

- (5) We are willing to enter into business relations with your company on the basis of equality and mutual benefit.

我们愿意在平等互利的基础上与你公司建立业务关系。

- (6) This corporation specializes in /has been handling the import and export business of electronic products and wishes to enter into business relations with you.

本公司专营/经营电子产品的进出口业务,希望与你们建立业务关系。

- (7) Our company has been in this line of business for many years and enjoys high international prestige.

我们公司在此领域经营已有多年,在国际上享有盛誉。

- (8) Our products are of very good quality and our firm is always regarded by our customers as the most reliable one.

我们的产品质量上乘,一直被顾客看作最可靠的公司。

2. Principles of Business Letters Writing

The 7C Principles of business writing: 7C means consideration, courtesy, clarity, conciseness, concreteness, completeness and correctness.

(1) **Consideration**: Share your reader's viewpoint and keep their needs in mind, put you in the position of others. (Prepare every message with the reader in mind and try to put yourself into his/her place.)

e. g. We allow a 5% discount for cash payments. ("we"—attitude)

You earn a 5% discount when you pay cash. ("you"—attitude)

(2) **Courtesy**: Write in a friendly and courteous tone. Use the sentence like "Thank you for your recent order" rather than a cold statement "We have received your order".

e. g. We cannot deliver the goods all at one time.

I'm afraid we cannot deliver the goods all at once.

(3) **Clarity**: Make sure that what you write is so clear that it can't be misunderstood (convey your message to the recipient without being misunderstood). Always write in direct, plain and simple language instead of ambiguity, vagueness, and clichés etc.

e. g. We can supply 50 tons of the item only. (only this item)

We can only supply 50 tons of the item. (only 50 tons)

e. g. The L/ C must reach us not later than September 1st for arranging shipment.

The L/ C must reach us for arranging shipment not later than September 1st.

(4) **Conciseness**: Saying things in the fewest possible words. To achieve this, try to avoid wordiness or redundancy.

e. g. We have begun to export our machines to the foreign countries.

We have begun to export our machines.

Analysis: The word "export" means "selling the machines to foreign countries". However, we can say, we have begun to export our machines to Japan/ USA/ Germany (some specific country).

(5) **Concreteness**: Making the message specific, definite and vivid.

e. g. The Universal Trading Company is one of our big buyers.

The Universal Trading Company placed over US. \$ 2,000,000 worth of business with US each year.

Analysis: The adjective "big" can't express the degree in specific figures.

(6) **Completeness**: See to it that all the matters are discussed and all the questions are answered.

e. g. The goods can be delivered.

The goods can be delivered by June 14.

(7) **Correctness**: Appropriate and grammatically correct language, factual information and accurate reliable figures (such as names of articles, specifications, quantity, price and units, etc.).

e. g. You ask very short delivery for your order.

You require prompt delivery of your order.

Learning Situation 1 Establishment of Business Relations

Analysis: short delivery: short—weight, the quantity of shipment is less than that of order. prompt delivery: quick delivery

3. The Format of Business Letters

Heading	RESEARCH ASSOCIATES, INC. 457 Plains Highways North Platte, Nebraska 6901 U. S. A.
Reference Number	Ref: 12-5-56A
Dateline	September 11, 2010
Inside Address	Shanghai Customs College, 45 Fen Yang Road Shanghai 200031 P. R. OF CHINA
Attention Line	Attention: Mr. Wu Bao-kang
Salutation	Gentlemen;
Subject Line	Subject. The Elements of a Business Letter
Body	You are reading a letter containing all the parts of a business letter. The attention line follows the inside address. Because it is really a part of the address, it should also be paced on the envelope. The subject line follows the salutation. It is considered part of the body of the letter.
Complimentary Close	Sincerely,
Company Signature	RESEARCH ASSOCIATES, INC
Signer's Identification	(Signature)-(Ms.) Sherry Zhang
Identification Mark	President
Reference Initials	SZ/aw
Enclosure	Encl.
CC Notation	CC: Bob Wood.
Postscript	P. S. The postscript should never be used as an after thought. It may be used, however, to emphasize or to personalize.
<i>Note: Some of them are necessary to a business letter, but others can sometimes be optional.</i>	

(1) **Heading:** The heading is to contain the writer's address, which is the point of reference for the recipient. As the first and 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, etc.

(2) **Reference Number:** The reference number includes a file number, the goods type,

department code, etc.

(3) 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, and 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, 2008—American form; 9th September, 2008—British form.

(4) Inside name and address: The inside name and address is the receiver's address, identical to the delivery address on the envelope. It is typed at the left-hand margin about two to six paces to the date. English addresses may have the following parts (Not all addresses have all the parts):

Name of house

Name of house and Name of street

Name of city or town

Country or state and its post-code

Name of country

(5) Attention Line: Attention line is used when you want your letter attended by or directed to a specific person or department of a firm. It is generally typed following the inside address, above the salutation.

(6) Salutation: The salutation is complimentary greeting to the receiver. It usually includes a personal or professional title and the name of the receiver. Its form depends on the writer's relationship with the receiver and the formality level of the letter.

(7) Subject Line: The purpose of subject line is to invite attention to the topic of the letter. It is usually centered over the body of the letter and two lines below the salutation.

(8) Body: This is the most important part of any business letter. It is typed two lines below the salutation. As mentioned above, the body of the letter should be written according to seven important principles; it should be planned and paragraphed carefully. Usually, the first paragraph refers to the previous correspondence; the middle paragraph is the discussion of business in detail and the last one to future actions and plans.

(9) Complimentary Close: Complimentary close, like the salutation, is just a polite way of closing a letter and doesn't mean anything to the message. It is typed two lines below the final line of the body of the letter.

(10) Signature: All letters must be signed, because signed letters have authority. You may sign your name in ink (a rubber stamp is a form of discourtesy) and type your name, job title or position below the signature.

(11) Typist's initials: The typist's initials are the initials of the writer and the typist. Many businesses prefer to drop the typist's initials. The initials usually are in capital letters. The two sets are separated by a colon or a slant.

(12) Enclosure: Enclosure refers to the added documents followed two lines below the

signature at the bottom left-hand, with a figure and certain kinds indicating the number of enclosures, if there are more than one.

(13) Copy notation: When copies of the letter are sent to others, type c. c. or CC two lines below the signature or immediately below the enclosure.

(14) Postscript: A postscript (P. S.) is an emphasis, aiming at drawing the reader's attention, in which the writer wishes to add something he forget to mention or for emphasis.

e. g. PS: I'm expecting your visit next Monday evening.

4. The Layout of Business Letters

Although business letter-writing tends to be a less conventional and more friendly style, the layout or mechanical structure of a letter, as it is called, still follows a more or less set pattern determined by custom. Usually speaking, there are four kinds of layouts of business letters: semi-block style, full-block style, indented style, semi-indented style.

(1) Semi-Block Style

Almost all addressing lines are placed at the left-margin, except the letterhead, except the letterhead, date, the complimentary close and signature. Semi-blocked style has come to be much more widely used than before.

ABC Co. Ltd.
442 West Third Street
Gloversville, NY 12078

ATTENTION; MS MARLA CHEN

June 14, 2010

MR. Tony Wood, Manager
International Investment, Inc.
3117 Avenue E
Seattle, Washington 20103, USA

Ladies and Gentlemen,
Subject: Upright Pianos

Sincerely yours,

Richard Wood,
Sales Manager
AWB: t1
CC: William John

外贸函电

(2) Full-Block Style

A uniform left margin each line of the letter should be followed including the date and signature lines etc.

ABC Co. , Ltd.
442 West Third Street
Gloversville, NY 12078
ATTENTION: MS MARLA CHEN
June 14, 2010
MR. Tony Wood, Manager
International Investment, Inc.
3117 Avenue E
Seattle, Washington 20103, USA

Ladies and Gentlemen,
Subject: Upright Pianos

Sincerely yours,

Richard Wood,
Sales Manager
AWB: t1
CC: William John

(3) Indented Style

In the indented form, each second line of the inside name and address and any other places that need to be separated into another line are indented two to three more spaces than preceding line; in the body of the latter, the beginning line of each paragraph should be indented four spaces.

ATTENTION: MS MARLA CHEN

ABC Co. , Ltd.
442 West Third Street
Gloversville, NY 12078

June 14, 2010

MR. Tony Wood, Manager
International Investment, Inc.
3117 Avenue E
Seattle, Washington 20103, USA

Ladies and Gentlemen,
Subject: Upright Pianos

Sincerely yours,
Richard Wood,
Sales Manager
AWB: t1
CC: William John

(4) Semi-Indented Style

The semi-indented style is the most attractive of all letter styles, for its compact, tidy and easy reading. Indented style is adopted for the first line of a new paragraph of the letter body.

ATTENTION: MS MARLA CHEN

ABC Co. , Ltd.
442 West Third Street
Gloversville, NY 12078

June 14, 2010

MR. Tony Wood, Manager
International Investment, Inc.
3117 Avenue E
Seattle, Washington 20103, USA

Ladies and Gentlemen,
Subject: Upright Pianos
