

国际商务函电

主编 陈祥国

INTERNATIONAL
BUSINESS
CORRESPONDENCE



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国际商务函电

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前 言

加入世贸组织的成功使中国的对外贸易面临着巨大的机遇和挑战,经济全球化的趋势将使中国更加紧密地融入世界经济大潮。外贸英语函电作为国际商务的重要交流工具,其作用日益突出,而我国的职业教育日新月异,尤其是高职高专教育突飞猛进。在这种情况下,我们编写了适合高职高专学校商务英语(外贸英语)专业使用的《国际商务函电》(International Business Correspondence)。

本教材以外贸业务的展开为顺序,分为合同的洽谈和合同的执行两大部分,内容包括外贸信函(包括电子邮件)的格式,建立业务关系,询盘,报盘,还盘,装运,支付,保险,索赔,签约。范文的选材以让学生能够熟练撰写简单的英文函电为目标,强调实用性、操作性。注解详细实用。练习形式多样,练习量较大。有关章节提供了填制合同练习和修改信用证练习。我们注意从细处做文章,比如,要在注解中出现的重要词汇,表达均用加粗字体,便于学生查阅;产品名称尽量多样化、现代化;公司名称尽量做到真实或类似真实(而不是简单的 ABC Company);最大程度地增加信息量等等,通过这些细致工作尽力做到“读者友好”(Reader-friendly)。为方便学生尽快上手,第一、二章课文中的信函均有详细的格式。书后还有几个有用的附录,包括常用货币、英文简历、求职信、祝贺信、邀请函、常用电传缩略语。鉴于物流和集装箱化运输的发展,并考虑到大量国际贸易专业毕业生就业于货代领域,我们在装运部分增加了关于物流和集装箱运输的补充阅读。

本教材特点是内容新,跟形势,实用性强。

在多年的外贸函电教学经验基础上,本教材由山东外贸职业学院商务外语系编写而成,参加编写的人员及章节分别为:

陈祥国:第三、十一章,补充阅读,附录四

姚 元:格式、第四、九章

刘 丽:第四、九章

蒋 樱:第一章、附录一、二、三、五、六

丁礼章:第二章

张晓玲:第五、八章

刘启萍:第六、十章

袁秋红:第七章

全书由陈祥国修改并担任主编,由加拿大籍外教 Amanlee Beverley Choo-Foo 女士和 Edward K. Yersh 先生审稿。刘洪、张书勤、周树玲、孙永军等同志对本书提供了大量宝贵意见和指导,李学新同志对本书的出版给予了大力支持,在此一并感谢。

由于作者水平有限,书中难免出现错误及纰漏,请广大读者及业内人士批评指正,以便日后修改。

编 者

2003 年 6 月

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LAYOUT OF BUSINESS LETTERS AND E-MAILS



ESSENTIALS AND FORMS OF BUSINESS LETTER-WRITING

A business letter is written for the purpose of requesting or conveying information, making arrangements for business activities or dealing with matters concerning business negotiations. What one writes should be free from grammatical blemishes, and also free from the slightest possibility of being misunderstood. Clarity, conciseness and courtesy are the essential qualities of business letters. Moreover, complete contents, correct information and language, concrete ideas and consideration for the customers' needs are also important.

Although a less conventional and friendlier style is preferred nowadays in business letter writing, it is still better to follow a set standard determined by custom as the business world has become accustomed to such established practices.

Layout of a Business Letter

There are two main templates for layout. The conventional indented style (See Example 1) takes in five or six spaces in the first line of each paragraph, which makes the letter easy to read. The blocked style (See Example 2) now appeals to most readers for all the typing lines begin at the left-hand margin. To make the letter compact and tidy, the spaces between paragraphs should be increased.

However, now there is a third template for layout. The modified

blocked style (See Example 3) avoids the inconvenience of paragraph indentations in the indented form and the loss of clarity occasioned by the absence of indentation in the blocked style.

Whichever style is used, it is a good plan to adopt one form of layout and to stick to it.

Example 1—Indented Form



The Electrolux Group

St Gangsgatan 143 Stockholm, 105 45 Sweden

Telex: 53892 SHELEC SS

Our Reference No. H/W - T008

Tel: 46 - 8 - 738 - 6000

Your Reference No.

Fax: 46 - 8 - 738 - 6016

E-mail: hwlee@electrolux.com

Date: 30th March, 20...

Messrs. William & Warner

105 Roller Road

Sydney, Australia

Attention: Mr. Donnason, Marketing Dept.

Dear Sir,

Re: Shipping Advice of Freezers

With reference to your order No. F256 of February 5 for 1,000 sets of Freezers, we're pleased to inform you that the goods have been loaded on board the s/s "Peace", which is sailing for your port on April 1st.

We've sent a telex to the above effect this morning. Please insure the goods as contracted and make preparation for taking the delivery. We are now making out the necessary documents for negotiation.

We assure you that our goods will be found satisfactory upon arrival at your port. We also hope that we can close more business with you in the future.

Yours faithfully,

The Electrolux Corp.

Horis De Wolley

Horis De Wolley

(Manager)

Example 2—Blocked Form

Johnson & Johnson

1 J&J Plaza New Brunswick,
NJ 089333 U. S. A.
Tel: 732 - 524 - 0400
Fax: 732 - 525 - 0622
E-mail: carrie@jnj.com

Date: 22nd July, 20...

Soft Health Care Product Corp.
Room 2301 Yili BLD,
35 Nanjing Road,
Shanghai, China

Attention: Mr. Wang, Import Dept.

Dear Sir,

Re: SHAMPOO

We've received your letter of July 10th enquiring about our JOHNSON'S® Baby Shampoo With Natural Lavender, but unfortunately, the stock of this product is running low due to the heavy demand. But we will inform you as soon as the new supplies come up.

We sell a wide variety of Baby's Shampoo. All of them are made of the NO MORE TEARS formula. For your reference, we enclose an illustrated catalogue of our shampoos and we hope you will find it interesting.

We hope that we can close business to our mutual advantage in the future.

Yours faithfully,

Johnson & Johnson

Doris Ferguson

Doris Ferguson
(Manager)

Example 3—Modified Blocked Form

SAMSUNG

ELECTRONICS

SAMSUNG ELECTRONICS

310 Taepyung-ro 2-ga, Chung-gu
Seoul, 100-102, Korea

Tel: 82-2-3706-1114

Our Reference No. ODL-11

E-mail: qsl@samsungcorp.com

Your Reference No.

Date: 23rd December, 20...

Shandong Science & Technology Co. Ltd.

21/F Bright Plaza

138 Jinni Road, Jinan

Shandong, China

Attention: Mr. Zhou Jun, Import Dept.

Dear Sir,

Re: Our Offer for PDA Type III-H

Thank you for your interest in our latest Personal Digital Assistant Type III-H.

As requested, we offer you 500 sets of PDA at USD140 per set FOB Inchon for shipment in February, 20.... We require payment by L/C.

Because there is an increasing demand for this product, our price is non-negotiable. We look forward to your reply.

Yours truly,

Samsung Electronics

Lavis Kim

Lavis Kim

(Manager)

Parts of a Business Letter

A business letter consists of seven principal parts:

1. The letterhead
2. The reference and date line
3. The inside name and address
4. The salutation
5. The body of the letter
6. The complimentary close
7. The signature

Some letters may contain miscellaneous matters, which are optional parts as shown below:

8. The attention line
9. The subject line
10. The reference notation, or the identifying initials
11. The enclosure
12. The carbon copy notation
13. The postscript

The following sample letter illustrates the position of each part mentioned above.

Example 4—Parts of a Business Letter

1. China National Cereals, Oils and Foodstuffs Imp & Exp Corp.

8 Jianguomen Nei Dajie
Beijing 10005, China
Telephone: 86-10-6526-8888
Fax: 86-10-6527-6028
E-mail: carl@cofco.com.cn

2. Our Ref.

Your Ref.

Date: 15th November, 20...

3. Messrs H. Ronald & Co.

556 Eastcheap
London, E.C. 3, England

8. Attention: Import Dept.

4. Dear Sirs,

9. Aquatic Products

5. We thank you for your enquiry of 5 November.

In compliance with your request, we are sending you herewith a copy of our illustrated catalogue and a quotation sheet for your reference.

All prices are subject to our confirmation for our aquatic products have been selling well this season. Therefore, we would suggest that you advise us by a fax in case of interest.

We await your early favorable reply.

6. Yours truly,
China National Cereals, Oils and Foodstuffs Imp & Exp Corp.
7. Sig. _____
(Manager)
10. QS/AN
11. Enclosures
12. cc our Shanghai Branch Office
13. P.S. We require payment by L/C for a total value not exceeding USD50,000.

1. The Letterhead (The Heading)

This part, often already in printing, expresses the personality of a company that writes the letter, and contains the name of the company and its addresses (postal address, telephone number, fax number, telex number and e-mail address). Sometimes, even the logo, names of Chief Executives or icon of products are printed in the heading.

It is important to note that a postal address in English is written from the specific to the general:

Example 5 – A UK address

Air Environmental Mechanical Equipment Limited
2076 West Main Street
Devon, EX14 0RA
U.K.