

国际

刘 斌 王海华 刘 明 编著

商务

函电

Principally because of the unexpected relative hardness of the magnes
erratic lack of uniformity from one shipment to the another, the incorporation
Chinese bauxite into the conservative and cautious refractory operations of t
world has been a slow process. Compounding the problem has been the delay
awareness by refractory manufacturers that in China one is not working with
e gle gle uniform Guizhou-type bauxite. Locally doses of refractory-gra
0101010011010100 0010101001000
itaxitxite. With five principal provinces in China, each of the three ma
ces os of Guizhou, Henan, and Liaoning could have as many as ten existing cent
hh hh having a raw bauxite frequently showing significant differences in chemical
physical characteristics. While the huge reserves of crude bauxite and progress
China are especially abundant and of a better quality than others.



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内容提要

本书分为函电、求职自传两部分。函电部分共包括 38 封商务信函,从建立公司的业务联系开始,含有报盘、递盘、确认、签订合同、催证、开证、改证、报关报验、租船定舱、港口监装、银行收汇、打包贷款、多式联运、现代物流、因特网通讯、索赔、贸易纠纷的解决、售后服务、招投标等英文书信,具有极强的实践性。求职自传部分包括 10 封求职信。从形式上来看,函电分 3 种格式:第 1 种是正式的信函格式,从给普通客户写信到给部长、总统写信都包括其中;第 2 种是因特网使用的格式;第 3 种是国际商界普遍采用的格式。为配合教学,每篇函电之后都辅以新词解释及练习。本书根据课时要求,将函电正文和练习有机地结合在一起。在练习中,结合函电的主要内容,强化练习重点,有时强调单词的练习,有时强化句子的练习,有时加强函电逻辑之间的练习,从而给读者以启迪。部分练习译文可在书后找到。

各函电之间既自成一体,又相互照应,每一封信都有一个独立的情节,每一个情节都含有一个包袱,为下一个突如其来的贸易变化做好准备,从而引人入胜。本书模拟商战中的实景,将可能出现的贸易冲突体现在两家公司的 4 个人物身上,中方公司(出口公司)以杨氏耐火材料公司的杨帆和马军为代表,美方公司(进口公司)以美国北美矿产公司的艾雷克·威廉姆斯和约翰逊·沃克为代表。本书的主人公在函电的谈判中寸土不让,寸权必争,每一次的函电回答都有新感觉,每一次的感觉都使读者坠入一个新的危机。面对危机,本书的“英雄”都能从容不迫地力挽狂澜,带领我们走入一片新天地。从这个意义上讲,本书又是一部小小的英雄史诗。

本书不仅实战性强,而且生动有趣。有的长篇大论,口若悬河,有的寥寥数语,掷地有声。稳定、冷静、理性、老练、洗练的函电写作手法,将使读者在实际贸易生涯中赢得商机,从而在竞争的环境中取胜。

序

内容提要中已将本书的内容做了介绍。本书具有很强的实用性,内容与现代商界的实际情况和发展密切相关,既有一般业务中所需的常识和操作方法,又包括了贸易界人士所亟须了解和掌握的贸易本质及贸易内涵等大量内容。

本书为本科生和贸易界人士提供了许多很好的英文信函的实例。通过这些生动、翔实的内容,读者可以了解到国际贸易中相互较量的诀窍以及全球贸易原则等国际通用的准则,以此增强我国贸易界人士在国际贸易中的竞争实力。

作者既具有深厚的英文函电写作功底,又有多年从事国际贸易的实践经验,是编写国际商务函电的最佳人选。这些信函将对留学学子、合资及独资企业人员、赴海外劳务人员提供有价值的书面交流方法。

本函电语言洗练,内容紧凑,实践性强。应该说,本书是一部不可多得的集实践经验与理论知识为一体的好书。

杨 赞

教授,博士生导师

2001.5

前 言

全书由刘斌与刘明共同构思、设计、策划并编写大纲。函电部分由刘斌撰写,求职自传部分由刘明编写,练习、参考译文部分由王海华编写。全书由刘斌统稿。感谢杨赞教授为本书写序,也感谢美国露州大学的巴奈尔教授,他给本书提出了许多建设性的意见。机械设备进口公司的刘连杰经理为本书的投标部分提供了重要的参考资料。最后,我们要感谢美国阿拉巴马州立大学图书馆的张晓燕小姐(Shirley Zhang),她为本书的写作提供了许多参考文本。

本书适用于高等学校经济、管理、贸易类各专业本科学生,可作为其基础课或专业基础课的教材使用,更可作为从事国际贸易的各类人士的参考用书。

在本书的编写过程中,我们学到了很多東西,希望读者的收获比我们还大。我们想尽善尽美,但经验告诉我们,那是难以办到的,因此,希望读者把意见反馈给我们。

E-mail:bl403881@ hotmail.com

刘 斌

2001 年 4 月

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Part 1 Letters

Letter 1 Business Setup

Young Fan

President and CEO

Young's Refectory Materials Inc.

No.1, Men's Avenue, Zhongshan District

Dalian, Liaoning Province

Tel: 0411-286-5151

Email: Youngl@youngrm.com

Date: September 18, 2001

Eric H. Williams

Purchasing Manager

North American Minerals

905 48th Avenue

New York, N.Y. 10159

Tel: (212) 490-2456

Email: Ericw@yahoo.com

Subject: Business Setup

Dear Mr. Eric H. Williams,

It was nice talking to you about our business establishment on the

plane from New York to Hong Kong before the 2001 Christmas. Here again I wish you Merry Christmas and Happy New Year.

China is emerging. The People's Republic of China could very well be considered the largest untapped mineral and metal resource in the world for the 21st century. The proven reserves of antimony, barite, bauxite, fluorspar, graphite, lithium, magnesite, mercury, molybdenum, phosphate, pyrite, rare earths, talc, tin, titanium, tungsten, vanadium and zinc are among the largest in the world.

Any company involved in the purchase or supply of industrial raw materials has undoubtedly followed the phenomenal growth of some of the Chinese mineral commodities, where growth in production of more than 300 percent has occurred during the last ten years in the last century, for commodities like barite, cement, gold, gypsum, silver and talc. Others, like bauxite and phosphate, experienced production increases in one year alone of over 75 percent, from 1990 to 2000.

America has been boomed during the last decade, now "America is sinking, the Chinese is rising". Maybe this prediction in the last issue of Business Week is right, however there is undoubtedly a fact that the Chinese successfully completed her 9th five-year development binge. Eric, I wish that America and China shall be on the same boat to march on toward the 21st century and your company and my company shall share the 10th five-year economic boom in the following years. My company was credited AAA by Morgan-Stanley in 1999. We deal with all the products mentioned above. I shall des-

ignate Mr. Ma Jun, a high efficient materials manager, to get contact with you. I believe you two will create some quickness for both of our companies. Should you have any questions, please feel free to ask me.

Yours Sincerely,

Young Fan

President and CEO

Young's Refectory Materials Inc.

cc: mj

New Words and Expressions

untapped	<i>a.</i>	塞子未开的, 未使用的
barite	<i>n.</i>	重晶石
bauxite	<i>n.</i>	矾土, 铝土矿
fluorspar	<i>n.</i>	[矿] 氟石
graphite	<i>n.</i>	石墨
lithium	<i>n.</i>	[化] 锂
magnesite	<i>n.</i>	菱镁矿
mercury	<i>n.</i>	水银, 汞, [M-][罗神] 墨丘利(众神的信使)
molybdenum	<i>n.</i>	[化] 钼
phosphate	<i>n.</i>	磷酸盐
pyrite	<i>n.</i>	[矿] 黄铁矿
rare earths		稀罕的泥土
talc	<i>n.</i>	[矿] 滑石

tin	<i>n.</i>	[化]锡, 马口铁, 罐头; <i>v.</i> 涂锡于; <i>a.</i> 锡制的
titanium	<i>n.</i>	[化]钛
tungsten	<i>n.</i>	[化]钨
vanadium	<i>n.</i>	[矿]钒, 铅矿
zinc	<i>n.</i>	锌; <i>v.</i> 涂锌于
cement	<i>n.</i>	水泥, 接合剂
gypsum	<i>n.</i>	[矿]石膏, [农]石膏肥料
designate	<i>v.</i>	指定, 指派
intercourse	<i>n.</i>	交往, 交流
incessantly	<i>ad.</i>	不间断地
sovereignty	<i>n.</i>	君主, 主权, 主权国家
arbitration	<i>n.</i>	仲裁, 公断

Exercise

Exercise 1.1 Compare the following letters with letter 1.

Specimen letter 1

Re: Business Establishment

Since our country established diplomatic relations with yours, friendly intercourse and economic and cultural exchanges have been pushing forward increasingly. This accords with the interests and the desire of our two peoples. As a foreign trade corporation, we are always ready to direct our efforts to strengthen the economic ties between our two countries. We learn that you have been dealing with Chinese industrial products for many years, and wish to enter into

friendly business relationships with you. We shall be pleased to forward you for your study catalogues of any lines in which you're interested.

Specimen letter 2

Re: Founding of the Company

Dear Sirs,

This is to announce the establishment of the corporation of Young's Materials Inc. . This company is for the purpose of carrying on import and export business as well as other activities in connection with foreign trade.

With a view to developing foreign trade for the acceleration of the modern China, this corporation will devote itself to commercial intercourse with the trade and financial circles of various countries and districts. On the basis of independence and self-reliance, we will strive to expand economic cooperation and exchanges of technology with foreign countries, and will also utilize common and reasonable international practices in a more flexible way.

As is widely known that equality and mutual benefit and supplying each other's needs are the basic principles of foreign trade of our country. We advocate mutual respect for sovereignty and reasonable demands on the part of both trading partners. We advocate conducting business according to just and reasonable prices, never forcing unreasonable terms on them. With regard to delivery, transportation, inspection, arbitration and settlement of accounts, equal rights

and obligations should be stipulated in business contracts.

Enclosed please find a booklet including a general introduction, the scope of business and other topics for your reference. We welcome inquiries and discussions about all aspects of trade development and business cooperation.

Sincerely yours,

Young Fan
President and CEO
Young's Refectory Materials Inc.

Exercise 1.2 Translate the followings into Chinese.

1 Tablecloth

Dear Sirs:

We have your name and address from the Commercial Office of Chinese Embassy in New York. We take this opportunity to write to you with a view to set up friendly business relations with you.

We are a state-owned company dealing specially with the export of tablecloth. We are in a position to accept orders according to the customer's samples. In the customer's samples, request about the assorted pattern, specification and package of the needed goods can be indicated particularly.

In order to give you a general idea of various kinds of the tablecloth we are handling, we are airmailing you under separate cover our latest catalogue for your reference. Please let us know immediately if you are interested in our products. We will send you our price list and sample to you as soon as we receive your specific inquiry.

Looking forward to your early reply, we are.

Yours faithfully,

2 Invitation

Dear Mr./Ms. :

We would like to invite your corporation to attend the 2001 Dalian International Fair which will be held from April 29 to May 4 at the above address. Full details on the Fair will be sent in a week.

We look forward to hearing from you soon, and hope that you will be able to attend.

Yours faithfully,

Manager
Lai Jihui

Sample of Acceptance

Dear Mr. Jihui:

Thank you for your letter of March 20 inviting our corporation to participate in the 2001 Dalian International Fair. We are very pleased to accept and will plan to display our electrical appliances as we did in previous years.

Mr. Li will be in your city from April 2 to 7 to make specific arrangements and would very much appreciate your assistance.

Yours faithfully,

Manager
Wang Dong

Sample of Refusal

Dear Mr. Jihui:

Thank you very much for your invitation to attend the 2001 Dalian International Fair. As we are going to open a repair shop in Beijing at that time, we are sorry that we shall not be able to come.

We hope to see you on some future occasion.

Yours faithfully,

Manager
Wang Dong

3 Honor

1. Today, we feel very much honored to have Prof. M. Wilson with us.
2. We feel specially honored to be given this opportunity to meet such a nice group of distinguished people like you.
3. We have the honor of doing...or
We have the honor to do...

4 Appreciation

1. We appreciate your telling us about the defective sets, and are glad to make things right.
2. While thanking you for your valued support, I wish to ask for a continuance of your confidence in the new company.
3. We take this opportunity to thank our patrons and friends for the liberal support extended to us during our business career.
4. We take this opportunity of thanking you for your past valued support, and of assuring you that your orders will continue to receive our best personal attention.
5. We can confidently assert that any business with which you may favor us will be transacted in such a manner that will afford you the fullest satisfaction.
6. We thank you for your inquiry.
7. Thank you very much for your courtesy.
8. Thank you for your good intention.

5 Service

1. We are always pleased to serve you at any time.