

ENGLISH INTERNATIONAL BUSINESS  
COMMUNICATION

# 英文 对外经贸业务 函电

王文贤 编著



青岛海洋大学出版社

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## 前 言

《英文对外经贸业务函电》一书是为适应改革开放发展和对外经贸企业迅速增多的形势出版的。它有一些突出的特点：（1）适合多层次读者的需要，供出的单词和短语很多，共计2800多个（条）。（2）可供大学外经贸本科或其他各类学校作教科书，几乎每单元后部都有练习。教学时，可选用每单元前部的若干课；学习能力强的学生，在教师指导下可多研究选读篇的内容。（3）内容范围很广，分不同单元列出。撰写各种文件，包括联合投资、补偿贸易、来料加工、投标和租赁业务等，都可以选到英文范本。（4）注释较细，包括大量同义词不同用法的比较，让学生和读者正确使用这些词语。（5）每单元都包括“有用表示方法”（Useful Expressions），进一步扩大了学员研读的范围。

由于编写该书的时间较短，差错难免，望读者指正。

编著者  
1993年8月

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# UNIT ONE

## BUSINESS LETTER WRITING

### I BUSINESS LETTER WRITING

Business letter writing is a very important matter for the people who work in a corporation or enterprise dealing with the foreign economic relations and trade. There are certain essential qualities of business writing, which can be called Seven C's and Three S's. The Seven C's are Clearness, Courtesy, Conciseness, Correctness, Concreteness, Completeness and Consideration and the Three S's to be called Soon, Strategy and security.

A. Clearness The writer must try to express himself clearly so that the reader will understand. To achieve this, he should keep in mind the purpose of his letter and use appropriate words in correct sentence structures to convey his meaning.

B. Courtesy Courtesy is not mere politeness. It will mean a sincere You-attitude. The courteous writer should be sincere, tactful and thoughtful.

C. Conciseness Conciseness means writing and saying

something in the fewest possible words. A concise business letter should express things briefly but completely without losing clarity or courtesy.

D. Correctness In business writing, correctness means appropriate and grammatically correct language, factual information and accurate reliable figures.

E. Concreteness Try to make the message specific, definite and vivid.

F. Completeness In business communications, the message should include all the necessary details and informations.

G. Consideration Prepare every message with the reader in mind and try to put oneself in his place. Plan the best way present the message for the reader to receive. Emphasize the You attitude rather than the I or We.

H. Soon To give a reply to the message received in time will help promote business.

I. Strategy Strategy means opportunity and method of work and it will help fulfill business negotiation and achieve good result.

J. Security To pay careful attention to all matters you deal with will make business smooth at any time.

## **II LAYOUT OF BUSINESS LETTER**

Business letters will involve the following parts:

1. The Heading or The Head of Letter ( 信头, 包括发信人的地址、电报挂号、电传号码、传真号码和日期栏等 )

2. The Inside Address ( 封内地址 )

- 3.The Date Line ( 日期栏 )
- 4.The Reference Number ( 查询号 )
- 5.The Attention line ( 经收入栏 )
- 6.The Salutation or The Greeting ( 称呼 )
- 7.The Subject Heading or The Caption ( 事由 )
- 8.The Opening Sentences ( 开头语 )
- 9.The Body of the Letter ( 信函正文 )
- 10.The Closing Sentences ( 结尾语 )
- 11.The Complimentary Close or The Closing ( 结束礼词 )
- 12.The Signature ( 签名 )
- 13.The Identification Initials ( 主办人代号 )
- 14.The Postscript – P.S. ( 再启 )
- 15.The Enclosure ( 附件 )
- 16.The Carbon Copy ( 抄送说明 )

The main Part of the above sixteen items are the items Nos.1,2,3,4,6,7,8,9,10,11 and 12.

- |   |                                     |                      |
|---|-------------------------------------|----------------------|
| 1 | SINO – BRITISH TRADE COUNCIL        |                      |
|   | 25Queen Anne's Gate,London SW1H 9BU |                      |
|   | Cable Add.                          | Telex                |
|   | Tel.                                | Fax                  |
| 2 | The liaison Office                  | 3 Date: 2nd May,1992 |
|   | Dongfang Hotel                      |                      |
|   | Guangzhou,China                     |                      |
|   | 4                                   | Our Ref.:            |
|   |                                     | Your Ref.:           |
| 5 | Attention:Mr,Chen lin               |                      |

6 Dear Sirs.

7 Re: Business Discussion

8 Your letter of 28th April has been duly received.

9 The British Delegation is due to arrive at the  
Guangzhou Fair from Beijing on Monday, 9th  
May, and I shall be grateful if you kindly inform the  
relevant Trade Export Corporations or Trade Delega-  
tions that each member of the mission would like to  
have a business discussion with the appropriate  
import department.

The mission will be at the Fair only for one full  
working week, and is due to leave by the morning  
train to Hongkong on Sunday, 15th May.

I attach herewith a name-list of mission members  
and a schedule for discussion proposal, and shall be  
grateful for your assistance in arranging the mee-  
tings.

10 Thank you in advance for your good cooperation.

11 Yours sincerely,

12 ( Signature )

P.S. Marshall

Director of Trade

13 PD/ED Promotion

14 P.S

15 Enc. As stated

16 C.C.CCPIT Guangzhou Office

Trade Delegation of

Machimpex

## Trade Delegation of CNLIPIEC

### III FORMATS OF BUSINESS LETTERS

There are five main patterns in format of business letter.

#### a. The Indented Form

Many Chinese in the foreign trade corporations write business letters with this pattern. Readers can study the following specimen letter.

HANS WARNKE – IMPORT – AGENTUR  
5500, Schauenburger Strasse  
2200 HAMBURG 1

Messrs.

9th Nov., 1991

Boyee Foodstuffs Ltd.

5, Peking Road

Our Ref.:

Hong Kong

Your Ref.:

Dear Sirs,

In the last few months I noticed that some of your Corporations deducted the commission for me in the invoices.

You know very well from our long years experience that my Company is only dealing on the basis of an Agent. It is also well understandable that the buyers do not need to know how much commission I get. Therefore be so kind as continuation as in the past not to show commission in the invoices and separately transfer the commission to me.

I thank you very much for your endeavours.



meanwhile 1 remain,

Yours faithfully,  
( Signature )

**b.Full Block Form**

It is a modern form in business letters and started to be used in America. For its features, please read the following specimen letter.

O M N I C O R P   I N T E R N A T I O N A L  
17 Bunder Hill Road  
Shrewsbury MA 01545  
Liverpool, England

June 3, 1992

Our Ref.BDD/MJ

Mr R Jameson

25 Silverthorn Gardens

Bath Somerset BA2 9AN

Britain

Dear Mr Jameson

Filing System catalogues

We should be grateful for three copies of your current catalogues. We are particularly interested in filing cabinets Nos.1001 and 1029.

Please send us your price lists stating the earliest time of shipment and terms of payment.

Yours sincerely

B D Davis

Managing Director

**c.Modified Block Form**