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外贸英文 函电



**BUSINESS
ENGLISH
CORRESPONDENCE**



东南大学出版社
SOUTHEAST UNIVERSITY PRESS



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· 南京 ·

内 容 提 要

本教材是商务英语和国际贸易等专业的主干课程,旨在提高学生的商务函电能力和外贸职业技能。本书“以就业为导向,以任务为驱动,以商务流程为主线”,通过背景知识介绍、样信实例、常用词汇和表达、练习和训练、知识拓展等部分,培养学生不同商务流程阶段应具备的函电写作能力和职业素质。本教材适合于高等教育、职业教育商务英语和国际贸易专业学生使用,也适用于社会上从事进出口业务工作的人员提高和拓展函电知识之用。

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PREFACE 前言

随着世界经济一体化的迅猛发展,中国对外贸易活动日益频繁,越来越多的企业和部门直接参与国际贸易活动,对外贸专业人才的需求规模骤升,也对外贸专业人员的专业化要求更高。外贸英文函电作为国际商务往来经常使用的联系方式之一,了解外贸信函的写作原则和熟练地掌握外贸业务各个环节中的信函写作方法和技巧显得尤为重要。

为了使那些将来有志于从事外贸工作的学生能更快、更好地适应外贸业务活动的需要,帮助他们系统地学习掌握外贸英语信函的格式、写作原则以及写作技巧和方法,帮助他们提高在外贸业务活动中正确熟练地用英语进行对外联络和对外沟通的能力,本书编者根据多年从事英文函电的教学经验,以及多次到外贸公司和有关业务部门调研,积累了大量素材和写作经验,编写了这本《外贸英文函电》。

本书分5个模块,13个项目,每个项目明确了能力目标和主要任务。涵盖了外贸业务各个重要环节的信函写作:建立业务关系、询盘、报盘、还盘、订单、确认、付款条件、信用证的催开及修改、包装、装运、保险、投诉和索赔、代理和补偿贸易等,同时,还通过介绍和样信等形式介绍了每个模块的背景知识、写作原则、书信格式与构成,以及国际信函的语言特点,相关信函中常用的表达、配套练习和拓展阅读等,便于老师的教学和学生的学习。

感谢陈庚、郭玉祥、刘云、高洁、王平、陈欣、刘锦等老师,他们参与了本书的提纲讨论、资料整理、文字校对等工作。

由于编者水平有限,不足之处在所难免,恳请各位专家及读者不吝赐教。

编者

2013年9月



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The Module One Business Correspondence

Project 1 The Layout of Business Letter

Ability Objectives

- Identify the various parts of a business letter.
- Be able to format the different parts of a business letter.
- Could address the envelope.

Tasks

- Format a Business Letter.
- Address an Envelope.
- Make an E-mail and Fax.

1. Introduction

Most of the transactions in international business are discussed in detail through airmail letters, telegrams, telexes, faxes or E-mails, as buyers and sellers are residing in different countries and separated by thousands of miles.

Although formality in business letter-writing is rapidly giving way to a less conventional and more friendly style, the layout still follows a more or less set pattern determined by custom. It is safe to follow established practice so as to avoid confusion and waste of time for both sender and receiver.

Good form in letter-writing, like good form in any other activity, comes from making correct practice habitually. It is a good plan to adopt one form of layout and to stick to it.

Generally, two main patterns of layout are in current use—the conventional indented style and the modern blocked style.

2. Indented Style (Form)

Nanjing Trading Company, Ltd.

26 Zhongshan Road

Nanjing, China

Tel: (025) 89131218

Fax: (025) 89131219

E-mail: sales@163.com

Your reference: J/W-CO18

Our ref:

Date: October 30, 2012



Mr. Williams

36 Tower Street

Sydney, Australia

Dear Sirs,

Re: SHEEP WOOL

With reference to our TC303 of 30 September for 50 M/T Sheep Wool, we shall be glad to know when we may expect delivery, as these are urgently required.

When we made the initial enquiry, your department assured us that delivery would only take two months, and we placed the order on that understanding as we wished to have the wool before the end of November. Your failure to delivery by the promised date has caused us great inconvenience.

Will you please inform us by letter when you can ship these goods?

We look forward to hearing from you.

Yours faithfully,

Nanjing Trading Company, Ltd.

(Signature). _____ manager

3. Blocked Style (Form)

Nanjing Trading Company, Ltd.

26 Zhongshan Road

Nanjing, China

Tel: (025) 89131218

Fax: (025) 89131219

E-mail: sales@163.com

Your reference: J/W-CO18

Our ref:

Date: October 30, 2012

Mr. Williams

36 Tower Street

Sydney, Australia

Dear Sirs,

Re: SHEEP WOOL

With reference to our TC303 of 30 September for 50 M/T Sheep Wool, we shall be glad to know when we may expect delivery, as these are urgently required.



When we made the initial enquiry, your department assured us that delivery would only take two months, and we placed the order on that understanding as we wished to have the wool before the end of November. Your failure to delivery by the promised date has caused us great inconvenience.

Will you please inform us by letter when you can ship these goods?

We look forward to hearing from you.

Your faithfully,

Nanjing Trading Company, Ltd.

(Signature). _____ manager _____

Placement of the date on the left-hand side of the paper may cause inconvenience when particular letters are required from the files. Because of this, some firms using the blocked style of layout prefer a date position on the right.

4. The Form of Business Letter

Whether the indented style or blocked style is used is determined by personal taste or by a firm's preference. But either style used in the ordinary business letter consists of seven parts:

a) The Letter-head (信头)

Letter-heads include the essential particulars about the writer—his name and postal address, his telephone number, his fax and his E-mail. Good quality paper and a neat, well-balanced letter-head combine to enhance the prestige of the firm that uses them.

b) The Reference and Date (日期)

Most letter-heads provide reference letters and numbers. When one firm writes to another each will give a reference, and there are marked "Our ref;" and "Your ref;" to avoid confusion.

Quite commonly, and especially in small offices, the reference consists of no more than the initials of the person dictating the letter followed by those of the typist:

Our ref: LGB/wy

Your ref: JDM/xw

The date should be typed one or two line-spacing below the letter-head and, always be typed in full and never abbreviated. Never give the date in figures(e. g. 10/2/2007); it could be confusing easily.

24th March, 2007 (Br.)

March 24th, 2007 (Am.)

c) The Inside Name and Address (信内名称和地址)

The preferred position for the correspondent's name and address is on the upper left-hand side of the sheet, one or two line-spacing below the line of the date. The address was written from small place to large place.



d) The Salutation (称呼)

Dear Sir or Dear Madam is used for addressing one person, and Dear Sirs or Gentlemen (or Mesdames) for addressing two or more, as where a letter is addressed to a firm. It always appears in a line and one or two line-spacing below the inside name and address, followed by a comma for Dear Sirs and a colon for Gentlemen.

e) The Body of the Letter (正文)

This is the part that really matters. When writing, pay attention to the following:

- i. Write simply, clearly, courteously, grammatically and to the point.
- ii. Organize paragraphs correctly, confining each paragraph to one topic.
- iii. One or two line-spacing between paragraphs.

f) The Complimentary Close(结束敬语)

It is a polite way of ending a letter, so is the use of Yours faithfully, Yours truly, Yours sincerely and similar expressions. The first word should be capitalized and a comma is usually placed at the end.

g) The Signature(签名)

The signature is the signed name or mark of the person writing the letter or that of the firm he represents. It is written in ink immediately below the complimentary close. Because a signature is the distinguishing mark of the one who uses it, the same style must always be adopted.

The signature as written and the signature as typed must correspond exactly.

Never sign your letters with a rubber stamp.

Other parts of the business letter:

h) The Attention Line(注意事项)

The phrase "For the attention of" or simply "Attention" is used when the writer of a letter addressed to an organization wishes to direct it to a particular official. It is underlined and with fully-blocked letter-style.

e. g. For the attention of Mr. Wang or Attention: Mr. Wang

i) The Enclosure(附件)

Two line-spacing below the signature or the Reference Notation(经办人代号) the writer may indicate one or more enclosures in the letter by following any one of these examples:

Enclosure: Price list

Enclosures:

Enclosures 4

Encl.



Enc.

Specimen Letter

The following is one sample letter with indented style and the letter-head is already printed.

<p>Foshan Highjude Electronics Technology Co. , Ltd. 108 Nanguo Road, Shunde, Foshan, China Tel: (0757)22688733 Fax: (0757)22688732</p>	Letter-head
<p>Your ref: DF234 Our ref: ER265 September 10, 2013</p>	Reference and Date
<p>The Vice President The Eagle Pan Company 24 South Bank Birmingham Alabama U. S. A.</p>	Inside Name and Address
<p><u>For the attention of Marketing Department</u></p>	Attention Line
<p>Dear Sirs,</p>	Salutation
<p><u>Table-cloth</u></p>	Subject Line
<p>We have received your offer dated August 21. We are quite satisfied with your products and would like to place an order with you. An order form has been enclosed for your reference.</p>	Body
<p>We hope to hear from you soon.</p>	
<p>Yours faithfully, Nancy</p>	Complimentary Close
	Signature
<p>Encl: Order form</p>	Enclosure



5. The Envelope

(Intended Style)

China National Chemicals Import & Export Corp. Beijing, China Mr. Smith 215 Market Street New York, America Registered	Stamp
--	-------

(Blocked Style)

Overseas Trading Corp. 215 Market Street New York, America Par Avion	Stamp	Miss Zhang China National Chemicals Import & Export Corp. Beijing, China
---	-------	---

The following are some suggestions about addressing an envelope:

(1) Use your correspondent's full address, including the Post Town followed by the country name and postcode;

(2) Don't use No. before street numbers, but include it when using a Post Office Box Number, thus, P. O. Box No. ...

(3) Type the name and address of the receiver in the lower part of the envelope, beginning at least one and half inch from the top so as to leave ample space for stamps and postmark.

(4) When a letter is mailed to a third person who is bound to pass it onto the addressee, write the third person's name down below the addressee's with the words "Care of" (c/o) in front of it.

e. g. Mr. Park Davis c/o Mr. Harold Wood.



6. Practice

I. Arrange the following in the proper form as they should be set out in a letter.

Sender's name: China National Light Industrial Products Import & Export Corporation, Shanghai

Sender's address: 186 Hongqiao Road, Shanghai, China

Sender's E-mail: nlipc@163.com

Date: March 26, 2007

Receiver's name: H. G. Wilkinson Company, Ltd.

Receiver's address: 267 Lombard Street, Lagos, Nigeria

Salutation: Dear Sirs

The message:

We thank you for your letter of March 15 enquiring for the captioned goods.

The enclosed booklet details the Sewing Machines for your information.

We look forward to hearing from you soon.

Complimentary close: Yours faithfully

II. Address an envelope for the above letter.

III. Please write the above letter through E-mail.

7. Supplementary Reading

(1) Business Fax

Fax in communications, is the transmission of still image by wire or radio. A fax transmission scans a document and produces electrical signals that are sent to a fax receiver, which produces a copy of document. Fax equipment is used when a copy of document has to be transmitted rapidly from one place to another. It is used to send weather maps, charts, newspaper proof pages, X-ray photos, order forms, bank documents, telegrams and other documents and papers.

When you are ready to send the message, you dial the telephone number at the receiving terminal and push the transmit button. However, fax can transmit only what is already prepared, since there is no keyboard. Therefore, you would prepare the message on a typewriter or computer before putting the finished document on the fax machine.

Fax machines are convenient and simple to use, and transmission of one page costs less than sending a first-class letter and much less than using overnight express or placing a long-distant telephone call.



(2) E-mail

Electronic mail (E-mail), widely used in modern business circles, refers to computer-based system whereby one computer sends a message to another. Since computers can store data, an incoming message is said to be filed in an electronic "mail-box". A private electronic "mail-box" means that only the intended recipients can read their own mails.

Large firms today often aim for greater integration of computers and word processing operations, fax transmission, telex and other messaging. Combining E-mail with other operations is a logic step in that direction, although the use of this system is dependent on receivers having compatible computer equipment to accept one's message. Though the installation costs are high, but once the equipment is in place, there are usually savings in copying, long-distant delivery, and other traditional costs.

Example:

From: Zhenght68@163.com

To: Equipmentliu@evergreen.com

Sent: Wednesday, May 12, 2007 3:45 PM

Subject: Quotation for Sewing Machines

Attachment: 1 Quotation Sheet

Dear Mr. Liu,

Thank you for your enquiry of May 10. We are pleased to attach our quotations.

The prices are quoted on CIF basis. And these prices do not include packing, freight as usual.

We are looking forward to receiving your early reply.

Yours faithfully,
Paul Zheng
Manager



The Module Two Business Negotiation

Project 2 Establishing Business Relations

Ability Objectives

Know how to obtain new firms' information from varied channels.

Grasp the useful expressions related to business relations establishment.

Tasks

Establish business relations with a letter.

Write a self-introduction.

1. Introduction

To establish business relations, we must, first of all, find out whom we are going to do business with. This is the initial step and the most important step in any business transactions. As we all know, no customer, no business. But in the field of international trades, it's almost unlikely for a firm to get the detailed information of its counterparts abroad. Therefore, any chance available should be caught to get the relevant information of such firms. Generally, such information can be obtained through the following channels:

- (1) the banks;
- (2) the periodicals;
- (3) the advertisements in newspapers;
- (4) the market research;
- (5) the Commercial Counsellor's Office;
- (6) the chambers of commerce at home and abroad;
- (7) the Internet;
- (8) enquiries received from the merchants abroad;
- (9) old customers;
- (10) self-introduction by merchants themselves.

Information from the above sources makes it possible for a firm to communicate, esp. in writing, which has been widely used in all business activities, with the new counterparts.

Having obtained the desired names and addresses of the firms, you may start sending a letter or circular to the parties concerned. Usually, such a letter begins by telling the addressee how his name



is known, and other information as to:

- (1) the source of his name, and other information;
- (2) his intention;
- (3) the business scope of his firm and also the branches and liaison offices;
- (4) the reference as to his firm's financial position and integrity;
- (5) the information about samples, pricelist, catalogues, etc., if you are an exporter.

With the development of information technology, E-commerce has come to be the quickest, and the most convenient way of transaction. More and more people today are trying to seek for all useful information and some are doing business on the Internet. It is expected, as time goes on, that E-commerce will gradually replace the traditional ways of business transactions.

In a word, business connections are of great value to firms engaged in foreign trade. Therefore, traders must try all means possible to search for new connections while consolidating the established relations.

Writing Skills

When writing a letter for establishing relations to an importer for the first time, you should include the following information.

Part	Content	Example
1	Tell the recipient how his information is known.	We obtained your name and address from Commercial Counsellor's Office of the Swedish Embassy in Beijing.
2	Express your wish to establish business relations.	We would like to take this opportunity to enter into trade relations with you.
3	Introduce your own company briefly. State simply what you can sell and what you enclose.	We specialize in the export of air conditioners, electric fans and refrigerators. We enclose our catalogue for your reference.
4	Express your hope of receiving a reply.	We look forward to your early reply.

This only gives you some general rules for composing a letter of business relations establishment. There is no standardized way of writing such a letter. As long as the letter can help you achieve your purpose, you can arrange the different items of your letter in any way you like.