



全国高等教育医药经管类规划教材

Pharmaceutical

Foreign Trade Correspondence

医药对外贸易函电

主编 康姗姗

中国医药科技出版社

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全国高等教育医药经管类规划教材

主要内容

本书是“全国高等教育医药经管类规划教材”之一，是根据教育部《普通高等学校本科专业目录》和《普通高等学校本科专业设置与人才培养质量标准》的要求，结合我国医药外贸函电工作的实际情况，在广泛调研的基础上，参考国外同类教材编写而成的。本书可作为医药类、经管类专业及相关专业的教材，也可供从事医药外贸函电工作的有关人员参考。

医药对外贸易函电

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全国高等医药类规划教材

内 容 提 要

《医药对外贸易函电》是全国医药经管类规划教材的重要课程。本教材有很好的通用性与适用性，医药行业特色明显，主要介绍了与医药产品进出口各个环节相关的英文信函的写作，其任务是培养学生掌握医药外贸过程中书信写作的基本技能，提高学生翻译和撰写医药外贸信函的能力，并能在实际业务中熟练地加以运用。

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前 言

医药产品是防病治病、保护人民健康的特殊商品,在促进经济发展和社会进步方面,发挥着十分重要的作用。自加入 WTO 以来,我国医药行业进出口保持了快速的发展,截至 2011 年,我国医药进口总额达到约 288 亿美元,医药出口总额达到约 445 亿美元。医药进出口的快速发展推动了我国医药产业的发展,实现了国民经济结构的优化,也推动了医药行业的技术进步,对促进医疗卫生事业的发展,保障国民生命健康具有重大意义。

医药贸易已成为我国对外贸易中的重要组成部分,随着我国医药对外贸易的蓬勃发展,对复合型、高水平的医药外贸人才需求与日俱增,英语信函写作能力是对每个医药国际贸易工作人员必备的基本沟通能力。新的发展形式对普通高等医药院校及高职、高专院校外贸人才的培养提出了新的要求,即:新型医药类外贸人才不仅要掌握扎实的外贸专业知识,同时还要具备娴熟的语言沟通与运用能力。为此,我们根据多年的教学积累和研究,在外贸函电原有教材的基础上,结合医药产品对外贸易的特点,编写了《医药对外贸易函电》教材。本教材适合于普通高等医药院校在校学生,也可作为药学高职、高专等在校学生的专业辅助教材。

《医药对外贸易函电》主要介绍了与医药产品进出口各个环节相关的英文信函的写作,其任务是培养学生掌握医药外贸过程中书信写作的基本技能,提高学生翻译和撰写医药外贸信函的能力,并能在实际工作中熟练地加以运用。

本教材按理论与实践相结合的原则编写,共分为 15 个单元,主要内容包括:商务信函的基本要素;书写商务书信的口吻;建立商务联系;资信调研;促销信函;询价;发盘和还盘;订单和履行;付款条件;信用证开立、修改及展期;包装;运输;保险;索赔与理赔;销售代理。在每个单元中,主要包含以下环节:①提出“教学目标”,帮助学习者对本单元的主要内容、重点、难点在整体上加以把握;②结合医药产品贸易的实践介绍相关的理论知识;③介绍此类信函的写作技巧,从内容与措辞两个层面总结出信函的写作步骤、惯用表达及技巧规律;④导入医药产品相关信函的实例,便于学习操作;⑤“词汇和句型”,通过对核心词汇、重要句型的注释和总结,夯实语言基础;⑥本章小结,对本单元的内容进行概括;⑦“练习”,

每个单元都有针对性的练习，通过讲练结合，使学生进一步领会本单元的教学内容。

本教材由中国药科大学国际医药商学院康姗姗副教授主编，王星丽副教授、胡霞副教授为副主编，符一男、初云波等参编。由于编者水平有限，书中难免有疏漏和不足之处，敬请读者不吝赐教。

前言

编者

2013年6月于南京

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Unit 1
第一单元**Writing Essentials**
商务信函的基本要素**Learning objectives**

1. Understand the purpose of business letters
2. Remember the function of format elements of business letters
3. Study the business letter layout
4. Learn the e-mail format

教学目标

1. 了解商务信函写作的目的
2. 熟悉常用商务信函格式的不同功能
3. 掌握商务信函的合理结构
4. 重点掌握电子商务信函的格式

Use the correct business letter format

The way a business letter looks immediately gives the reader their first impression even before they read it. Your organization is manifest in all the details: the layout, the margins, spacing and more. A weakness in any of these trivia can detract from the effectiveness of the message, even though it is well written. Below are the elements of the formal business letter format.

在阅读函电的内容之前，对方的第一印象来自于函电的外在形式。企业形象就体现在这些细节里：结构，边距和空行等。即使信函本身写得很好，这些细节上的任何瑕疵都能够影响信息传递的效果。以下是正式商业信函的格式：

Layout 格式

In a business letter format, there are many layouts; the three most popular are the indented, blocked and semi-blocked (samples shown below in the same sequence).

商业电函包含多种函电格式，其中有三种最常用的格式分别是缩行式，平头式和混合式（下为示例）

intended 缩行式

<p>Grey Cat Real Estate 256 Dupont Lane New York, NY 1001 (212) 777-5555</p> <p>5th July, 2006</p> <p>Big City Productions 822 Logan Place New York, NY 10023</p> <p>Dear Mr. Ben Nevis,</p> <p>Sincerely, Zoe Grey Vice President</p>

The indented layout of business letter, a traditional British practice, is what people are most used to because this is how letters were written before PCs. In a lot of countries indenting paragraphs in a business letter is still a must, but in the US the indented letter does look a little outdated. If you choose the indented layout, you'd better use the mixed punctuation as well, which requires an absence of punctuation marks from the date line, the inside address lines and the signature block lines except a colon or comma after the salutation and the complimentary close.

缩行式是传统的英国信函格式，在电脑普及前应用广泛。目前许多国家仍要求商业信函采用缩行的格式，但在美国这种格式会显得落伍。如果你选择缩行式，那么相应地最好采用混合标点法，即日期，封内地址，签名都省去标点符号，但称呼，结尾谦辞之后的冒号或逗号仍保留。

Blocked 平头式

Grey Cat Real Estate
256 Dupont Lane
New York, NY 10011
(212) 777-5555

5ty July, 2006

Big City Productions
822 Logan Place
New York, NY 10023

Dear Mr. Ben Nevis,

Sincerely,
Zoe Grey
Vice President

The blocked is the easiest to format as everything starts at the left margin. Thanks to its striking feature, the traditional American style has come to be more widely used than before. Comparatively, the open punctuation pattern, compact and tidy, is used – the end of the date line, the inside address lines, the salutation, the complimentary close and the signature block lines are unpunctuated, but the comma between the date and the year in the date line and the full stop after the abbreviation are still needed.

平头式是一种最简单的信函格式，内容从左起顶格写。这种传统的美国信函格式由于其鲜明的特点比以前得到了更广泛的应用。相比较而言，这种紧凑而整齐的开放式的标点格式是将结尾的日期，封内地址，称呼，结尾谦辞和签名的标点符号都省去，但仍需保留日期与年之间的逗号及缩写词后的句号。

Semi - blocked/ Modified - blocked 混合式

Grey Cat Real Estate
256 Dupont Lane
New York, NY 1001
(212) 777-5555

5ty July, 2006

Big City Productions
822 Logan Place
New York, NY 10023

Dear Mr. Ben Nevis,

Sincerely,
Zoe Grey
Vice President

Modified block business letter is a mix of the above two styles. In the modified block style the return address, date, complimentary closing and the signature line are slightly to the right of the center of the paper.

混合式商业信函包含以上两种形式，在混合式函电中回信地址，日期，结尾谦辞和签名都写在纸中央稍微靠右的位置。

Margins 边距

Word's default margins are 1.0 inch for the top and bottom and 1.25 inches for the right and left sides of the page.

词语距纸上下边框 1.0 英寸，左右边框 1.25 英寸。

Spacing 空行

Most business letters using the correct business letter format are single spaced. Use double space for short letters. Leave one blank line between paragraphs, 2 blank lines before the complementary close (i. e. Sincerely) and 3 to 4 lines for the signature.

单空行是大多数商业电函采用的正确的电函格式，短的信函用双空行。段落之间空一行，结尾谦辞前空两行，签名前空 3 到 4 行。

Font 字体

Another important factor in the readability of a letter is the font. The generally accepted font is Times New Roman, size 12, although other fonts such as Arial may be used. When choosing a font, always consider your audience. If you are writing to a conservative company, you may want to use Times New Roman. However, if you are writing to a more liberal company, you have a little more freedom when choosing fonts.

让电函能清晰易读的另一个要素就是字体。尽管其他字体,例如 Arial 也能使用,但被普遍接受的字体是 Times New Roman 12 号字体。当你选择一种字体时需要考虑你的读者是谁。如果你是写给一个保守的公司,那么你可能就需要用 Times New Roman 字体。但是,如果你是写给一个不拘泥的公司,就可以有更自由的选择。

Envelopes 信封

Make sure the address on your envelope is easy to read. Place the address just below the vertical center and just to the right of the horizontal center. Type the names of foreign countries all in caps.

信封上的地址要清楚明了。将地址写在信封的右下方。外国的国家名称应大写。

Spell out all numerical street names from one to ten and use a hyphen between street and residence numbers, such as:

127 Ninth Avenue, North

556 - 91 Street

Five Park Avenue

用 1 到 10 的数字写明数字命名的街道名称并且在街道和住所编号之间用连字符号连接。例如:

第九大街向北 127 号

91 大街 556 号

第五公园大街

Any special instruction such as "Personal," "Please Forward," or "Confidential," goes on the left side of the envelope below the return address. Place an "attention line" directly below the company name on an envelope.

任何特殊标注比如“私人的信件”,“请转交”或“密件”,都写在信封回信地址的左下方。而“指定交给”则在公司名称的正下方。

Xu Fang
Star Sewing Machines
2 Guangzhou Road,
Shanghai, China

Mr. J. Armstrong, the sales manager,
United Steel Inc.
648 Eastern Avenue,
Pittsburgh
Pennsylvania, USA

Common Business Letter Format Elements

一般的商业电函格式

The following examples contain the most common elements in a professional business letter format.

以下是专业的商业电函中最常用的格式。

Grey Cat Real Estate
256 Dupont Lane
New York, NY 10011
(212) 777-5555

5ty July, 2006

Big City Productions
822 Logan Place
New York, NY 10023

Dear Mr. Ben Nevis,

Sincerely,
Zoe Grey
Vice President

1. Return address 回信地址

In most business situation, a company pre-printed letterhead (name of the company and address) is used. If you are using a blank paper, then type out the address. Do not write the sender's name or title, as it is included in the letter's closing. Include only the name of the company and the street address (street number first then the name of the street), city, country and zip code.

商业往来中,多数公司使用印有信头(包括公司名称和地址)的信纸。如果使用空白信纸,那么就需要写明地址。发信人的姓名或头衔不用写,因为它包括在信的结尾。只要注明公司名称,街道地址(街道编号在名称之前),城市,国家和邮区编号。

2. Date Lines 日期

Place the date at least two spaces below the letterhead. The line may be flush left or right, or centered below the letterhead.

December 10, 2010

10 December 2010

Both date orders listed above are appropriate; however, the former is used mainly in the United States, whereas the latter is used outside the U. S. or by the U. S. government.

Do not hyphen the month or use nd, st, or th with the day numbers, like May 6th, 2011. Also, do not use a month's number, like 5/6/2011.

日期写在信头下至少空两行的位置。可以向左或向右对齐或者在信头的正下方。

December 10, 2010

10 December 2010

以上列出的两种日期顺序都是正确的;只是前一种主要在美国用,而后一种用于美国之外的国家或是用于美国政府。

不要使用连字符或是在日期后面添加 nd, st, 或 th, 比如 May 6th, 2011。也不要这样用数字表示月份,如: 5/6/2011。

3. Receiver Address 收信地址

Place the receiver's address or the inside address at least two lines below the date. In business letter, the inside address is usually as follows:

在日期下方至少空两行写收件地址或封内地址。在商业信件中,封内地址通常如下:

Addressee

Address

City, State Zip

收件人

地址

城市,州的邮编

When address a person, do not use both the title and the degree of the person. For example, write either Peter Wyatt, D. D. S. or Dr. Peter H. Wyatt and not Dr. Peter Wyatt, D. D. S.

Place a person's title after his name unless it is unusually long, then go to the next line. The comma before the abbreviations Jr. and Sr. is optional.

在写人称时,不要同时将头衔和学历都写上。例如,可以写 Peter Wyatt,

D. D. S. 或者 Dr. Peter H. Wyatt 但是不要写成 Dr. Peter Wyatt, D. D. S。

头衔通常放在人名之后, 如果头衔太长则需要另起一行。缩略词 Jr. 和 Sr. 前的逗号是任意的。

John William, Prof.

Joe Smith Sr.

Edward William

Vice President of I&D Centers

4. Salutation 称呼

Salutation is typed two lines below the inside address, flush with the left margin. As a complimentary greeting it may reveal the relationship of the two sides. Therefore, it is advisable to follow the rule:

Always use the name of the individual if you know it. Use Mr. to address a man and Ms. a woman, instead of Mrs. or Miss, in business letters; "Dear Amy" is used to address a personal friend or a close business associate.

If you don't know the name of the individual and really cannot find it out, you may address it to the individual's title in the company and then use "Dear Sir or Madam" for one person or "Dear Sirs or Madams" for two or more. Besides, colon usually follows a formal greeting. Here is an example:

称呼与封内地址间隔两行, 靠左边对齐。作为问候语, 称呼能够体现双方的远近亲疏。因此, 需遵循以下规则:

知道对方的姓名时, 务必用其姓名称呼对方。用 Mr 称呼男性, 用 Ms 称呼女性而不是 Mrs. 或 Miss, 在商业信函中 "Dear Amy" 用于私人的朋友或亲密的商业合作伙伴。

如果不知道而且也无法知道对方的姓名, 可以用公司的头衔称呼, 然后, 当写给某个人, 可用 "Dear Sir or Madam"; 如果是两个或以上多人时, 则用 "Dear Sirs or Madams"。此外, 在正式的问候语之后需要加上冒号。例如:

Head of R&D Department, Lilly Company 43 Sesame Street

Dear Sir or Madam:

If you don't know a reader's gender, use a nonsexist salutation, such as "To Whom It May Concern." It is also acceptable to use the full name in a salutation if you cannot determine gender. For example, you might write Dear Chris Drucker: if you were unsure of Chris's gender. When you address to an organization instead of an individual, then use the following:

Ladies and Gentlemen:

如果不清楚读信人的性别, 就用一个没有性别色彩的称呼, 例如 "To Whom It May Concern"。或者用姓名的全称也可以。例如: 可以写 Dear Chris Harmon, 如果你不知道 Chris 的性别。如果你是给一个组织而不是给某个人写信, 可以使用: Ladies

and Gentlemen:

And if you want to highlight the letter to an individual (s) or a department in the organization, use the attention line, which is usually typed two lines above the salutation, as follows:

如果希望公司某人(数人)或特定部门关注该信件所述事项,则可以使用“经办人”,通常置于称呼上边隔两行的位置:

- Attention: Miss J. Fonda, CEO and Mr. M. Jackson, CFO

Ladies and Gentlemen:

- For the attention of Mr. John White

- Attention of Ms. Linda Friedman, CEO

5. Letter Body 信的正文

This is the body of your letter. The rest of this book explains more about how to write effectively for each type of letter you want to write.

这是信件的主体部分。后边章节会详细地介绍怎样有效地书写各类信函。

6. Complimentary close 结尾谦辞

It is an ending format of a business letter. For a normal business letter format, Sincerely, and Sincerely yours are preferred. Other acceptable formal business letter close includes Yours faithfully, faithfully yours, Cordially, Cordially yours, Very sincerely yours, Very cordially yours, Yours very truly, Very truly yours and if the person is of high stature, Respectfully yours.

这是商业电函的结尾部分。Sincerely 和 Sincerely yours 是最常用的。其他可以使用的结尾谦辞包括 Yours faithfully, Faithfully yours, Cordially, Cordially yours, Very sincerely yours, Very cordially yours, Yours very truly, Very truly yours, 如果对方身居高位则可用 Respectfully yours.

7. Signature 签名

Even the name and the title of the addresser has been typed ahead, it is required that the addresser should sign the letter by hand and in ink above the typed one.

The official business title goes under the typed name, which is optional and depends on how serious you want to be. If the name of the company is printed on the letterhead, it is not necessary to repeat it below the business title. For example:

即使发信人的名称和头衔已经在信中写明,发信人仍应在打印的姓名上方签名。

公务上的头衔放在打印名称的后面,这取决于你是否想让信函更正式一些。如果公司的名称已经包含在回信地址中,就没有必要再重复了,例如:

Sincerely yours,

Frank J. Williams

Frank J. Williams

Managing Director of the Sales Dept.

Other Less Common Business Letter Format Elements 其他较少使用的商业电函格式

Grey Cat Real Estate
256 Dupont Lane
New York, NY 1001
(212) 777-5555

5ty July, 2006

Big City Productions
822 Logan Place
New York, NY 10023

Dear Mr. Ben Nevis,

Sincerely,
Zoe Grey
Vice President

8. Reference lines 参考行

“Reference lines” assist with filing or routing correspondence. Reference lines can refer to your early correspondence and/or your reader’s and ensure that the letter reaches the right person or department without delay. It usually includes a file number, department code or the initials of both the signer and typist. Place your reference lines between the opening address and the date (just as in the above sample letter) or somewhere in the first paragraph of a reply letter.

参考行有助于信函归档和查阅，可注明双方之前的信件，有利于信件及时送达相关部门和人员手中。通常包含档案号码、部门编码、信件签名人和打印人的名称首字母缩写。参考行通常写在回信地址和信函日期之间（如上信函范例所示），或者写在回信的第一段中。

9. Subject Line 标题

The subject line is a statement of the main focus of the letter – a reference to previous correspondence or an order in discussion. Sometimes to speed up the handling of your mail, it may be wise to use a subject line, placed under the salutation.

标题用于说明信函的主题，可以是对某封信的回函或内容有关某订单。有时为了提高邮件的处理效率，使用标题是比较明智的，通常将其放在称呼的下方。

Dear Mr. M. Jackson;

Subject: Order No. 456 - 9A6

10. Identification Initials 身份识别栏

The “identification line” gives the initials of the person who typed the letter.

DDB: dms “DDB” indicates that the person who originated the letter

DDB/dms “dms” refers to who typed it.

“身份识别栏”包括写信者以及信函打印者的姓名首字母的大写。DDB: dms 表明了此信件的笔者是 DDB, 而 dms 指信函的打印者。

11. Enclosure Notations 附件

The “enclosure notation” goes flush left two lines below the signature block or the typist’s initials, if they’re included. If you have enclosed any documents along with the letter, such as a price list, you indicate this simply by typing Enclosures. As options, you may type as follows:

如果有附件, 则放在有签名或打印者大写姓名首字母下方空两行, 居左对齐。如果随信有任何附件, 比如价目表, 只需打上 Enclosures 来说明。可以选择以下形式打印:

Enc.

Enclosures: 3

Enclosures:

1. B/L No. 4563

2. Invoice #459990

12. Copy Notations 副本记录

CC, meaning carbon copy, goes at the very end of the letter and flush left when used in a correct business letter format, as follows:

CC 表示副本抄送, 在规范的商业电函格式中, 副本记录在每封信的结尾且居左对齐, 如下例所示:

CC: Import Dept.

If you do not want your reader to know that you are sending a copy to another person, omit cc and instead, type bcc, blind carbon copy, only on your copy of the letter.

如果你不想让对方知道你给别人发了副本, 则可以用 bcc 即秘密抄送代替 cc, 并只在你的副本上标注。

13. Postscripts 附言

Postscripts serve two purposes:

1) to re-emphasize a key point

2) to be informal and personal.

附言有两个作用:

1) 用于再次强调关键点