

新世界  
NEW WORLD



全国高职高专院校规划教材·商务英语专业

New English  
Communication  
for Business

# 新编 外贸英语函电

徐美荣 编著



对外经济贸易大学出版社  
University of International Business and Economics Press

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中国·北京

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## 新编外贸英语函电 New English Communication for Business

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研究生和本科层次的商务英语教材适用于全国各高等院校英语专业的商务英语方向或国际贸易、国际经济、国际工商管理等商科专业的学生。

高职高专层次的商务英语教材适用于全国高职高专院校英语专业的商务/应用/外贸英语方向以及国际贸易或财经类专业的学生。

根据国家教育指导思想，目前我国高职高专教育的培养目标是以能力培养和技术应用为本位，其基础理论教学以应用为目的、够用为尺度、就业为导向；教材强调应用性和适用性，符合高职高专教育的特点，既能满足学科教育又能满足职业资格教育的“双证书”（毕业证和技术等级证）教学的需要。本套教材编写始终贯彻商务英语教学的基本思路：将英语听说读写译技能与商务知识有机融合，使学生在提高英语语言技能的同时了解有关商务知识，造就学生“两条腿走路”的本领，培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

本套教材——“新世界全国高职高专院校规划教材·商务英语专业”——包括《商务英语综合教程（上册）》、《商务英语综合教程（下册）》、《商务英语阅读（上册）》、《商务英语阅读（下册）》、《商务英语听说》、《商务英语口语》、《商务英语写作》、《商务英语翻译》、《外贸英语函电》、《商务谈判》、《国际商务制单》共 11 册教材。作者主要来自天津对外经济贸易职业学院、山东外贸职业学院、安徽国际商务职业学院、安徽商贸职业技术学院、大连职业技术学院和广东科学技术职业学院等。他们都是本专业的“双师型”名师，不仅具有丰富的商务英语教学经验，而且具有本专业中级以上职称、企业第一线工作经历，主持或参与过多项应用技术研究，这是本套教材编写质量的重要保证。

此外，本套教材配有辅导用书或课件等立体化教学资源，供教师教学参考（见书末赠送课件说明）。

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# 前 言

在教育部十六号文件的指导下,在全国高职高专示范校建设的推动下,我们组建了由专任教师、企业兼职教师和行业专家的教材开发小组,着力对教材进行了以工作过程为导向、以工作任务为主线的开发。满足企业需求是高等职业院校生命力之所在,为区域经济建设服务,培养高素质技能型人才是高等职业院校办学的宗旨。

外贸英语函电课程是一门语言与专业课程(国际贸易实务、进出口业务等多个领域)的结合体。它的特点就是以英语语言为工具、以培养商务写作技能为目标的专业技能课。

基于这一特点,以典型工作任务分析为依据,将本教材开发为三个学习情境(客户的开发与维护、合同的磋商与签订、合同的履行),采用十个模块,以进出口两家公司的角色来完成一笔具体的进出口业务,实现了真正意义上的理论实践一体化。同时,本教材详尽介绍了当今商务函电往来的新知识和流行趋势;设置了学习目标、知识导入、知识输入(任务提出、案例讨论分析、归纳写作步骤、样例信函分析和样例信函自学)、知识吸收、知识输出(模拟实训)等内容,充分满足高职高专学生的学习需求。

本教材以理论实践一体化为核心,突出实践操作环节的运用,适用于高职高专院校商务英语、国际贸易等相关专业,也是外贸业务人员、商务英语行业人士不可或缺的参考用书。本教材配有教学 PPT 课件,可登陆 [www.uibep.com](http://www.uibep.com) 下载使用。

感谢您对本教材的赏识,并恳请各位同仁和朋友能一如既往地对本教材予以支持和批评指正。

编著者 徐美荣

2011年5月

# Contents

## Part I Basic Knowledge of Business Letter Writing

<b>Module One Written Communication—An Overview</b> .....	(3)
1. Parts of a Business Letter .....	(5)
2. Format of Business Letters .....	(10)
3. Envelope Addressing .....	(13)
4. Language and Tone .....	(14)
5. Structuring Communications .....	(20)
6. E-mails .....	(22)
Intake .....	(32)

## Part II Customers Development & Maintenance

<b>Module Two Establishment of Business Relations</b> .....	(37)
Specimen Letters for Analysis .....	(41)
Specimen Letters for Self-study .....	(43)
Intake .....	(47)
Output .....	(48)
<b>Module Three Inquiries and Replies</b> .....	(49)
Specimen Letters Analysis .....	(51)
Specimen Letters for Self-study .....	(52)
Intake .....	(56)
Output .....	(57)
<b>Module Four Making Quotations and Offers</b> .....	(59)
Specimen Letters for Analysis .....	(61)
Specimen Letters for Self-study .....	(62)

Intake.....	(67)
Output.....	(68)

### **Part III Negotiation & Signing Contracts**

<b>Module Five Making Counteroffers and Declining Orders.....</b>	<b>(71)</b>
---	-------------

Specimen Letters for Analysis .....	(72)
Specimen Letters for Self-study.....	(74)
Intake.....	(77)
Output.....	(78)

<b>Module Six Acceptance and Orders.....</b>	<b>(79)</b>
--	-------------

Specimen Letters for Analysis .....	(81)
Specimen Letters for Self-study.....	(82)
Intake.....	(85)
Output.....	(87)

<b>Module Seven Terms of Payment.....</b>	<b>(89)</b>
---	-------------

Specimen Letters for Analysis .....	(91)
Specimen Letters for Self-study.....	(93)
Intake.....	(96)
Output.....	(98)

### **Part IV Execution of Contracts**

<b>Module Eight Letter of Credit.....</b>	<b>(101)</b>
---	--------------

Specimen Letters for Analysis .....	(103)
Specimen Letters for Self-study.....	(106)
Intake.....	(109)
Output.....	(111)

<b>Module Nine Packing and Shipment.....</b>	<b>(115)</b>
--	--------------

Specimen Letters for Analysis .....	(117)
Specimen Letters for Self-study.....	(119)
Intake.....	(125)



Output.....	(126)
<b>Module Ten Insurance</b> .....	(127)
Specimen Letters for Analysis .....	(129)
Specimen Letters for Self-study.....	(131)
Intake.....	(134)
Output.....	(135)
<b>Module Eleven Complaint and Claim</b> .....	(137)
Specimen Letters for Analysis .....	(140)
Specimen Letters for Self-study.....	(141)
Intake.....	(145)
Output.....	(147)
<b>Appendix 1 Contract 合同</b> .....	(149)
<b>Appendix 2 SWIFT 信用证</b> .....	(159)
<b>Appendix 3 Invoice and Other Certificates 发票及单据</b> .....	(165)
<b>Appendix 4 Maritime Port 海运港口</b> .....	(175)
<b>Appendix 5 Airport (Airdrome) 世界主要航空港 (站) (机场)</b> .....	(181)
<b>Appendix 6 Useful Phrases and Expressions</b> .....	(183)
<b>参考文献</b> .....	(193)

# **Part I**

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## **Basic Knowledge of Business Letter Writing**

Module One    Written Communication  
—An Overview



# Module One

---

## Written Communication —An Overview

### *Learning Objectives*

- Be able to grasp the basic principles of business letter writing
- Be able to grasp the layout of business letters
- Be able to grasp the envelope addressing
- Be able to grasp e-mail writing

### *Lead-in*

There are many modern communication methods available today, but the traditional business letter remains an important means of sending printed messages. In this respect, it is good business practice to ensure good quality stationery and printing of the letterheaded paper. The business letter also conveys an impression of the company in many other ways.

Developments in technology have made it possible for us to have instant communication all over the world. Speed is now becoming the key to successful business communications. As a result, fax and e-mail messages are taking the place of many business letters. E-mails are also phasing out the use of internal memos, although they still remain popular in some companies. All these methods of written communication will be discussed in this module.

Whatever method you choose to convey your printed message—by letter, fax, e-mail, memo, etc.—your aim should be to ensure a high standard in all the important areas named above: presentation, structure, language and tone. Remember the importance of giving a first impression. By setting a high standard in the important area of written communications, you will help to create and enhance the corporate image of your organization.

In today's competitive business world, high communication standards are vital. Therefore it is essential that the need for speed does not harm the standards of communications. Instead,

the constant advances in technology will improve business communications, and thereby optimize corporate potential.

## Key Words & Expressions

standard	parts	optional	parts	letterhead	date
inside	address	salutation	body	complimentary	
close	signature	references	special	markings	subject
line	enclosure	carbon	copy	notation	blocked
style	indented	style	modified	blocked	style
with	indented-paragraphs				

## Input

### Task 1

#### Warming-up Discussion

Suppose you work for China National Garment Imp. & Exp. Corporation. You note from Counsellor's Office of the British Embassy in Beijing that a buyer in London is in the market for silk blouses. Please write a letter to the buyer. Can you give a layout of your business letter?

The relevant references about the two parties:

Seller's name & address:

China National Garments Imp. & Exp. Corporation, Dalian Branch

No. 100 Broad Street, Dalian 116011 China

Buyer's name & address:

Fashion Trading Co. Ltd.

125 Fitzroy Street, London, SW8 2DY England

## Specimen Letter

### Letter 1

The Martin Electronics Imp. & Exp. Co., Ltd.

P O Box No. 116, Ankara, Turkey

May 18, 2009

Shanghai Home Appliances Co., Ltd.

No. 180 Hanjing Road

Shanghai 200000, China

Dear Sirs,

Our client in Ankara, Turkey, requests us to obtain from you a proforma invoice for Washing Machines with the following specifications: “Haier” Brand, Mini Type, XQBM21-12 and XQBM21-16 (each 500 sets).

Please airmail us soonest possible your proforma invoice for 1 000 sets of washing machines with prices CIF Ankara, so that we can obtain our client’s confirmation. There is no question about our getting the necessary import licence. When the said licence is approved, we shall open an L/C in your favour.

We thank you for your close cooperation in this respect.

Yours sincerely,

John Smith, Manager

The Martin Electrics Imp. & Exp. Co., Ltd.

## The Layout of Business Letters

- |              |                       |                  |              |
|--------------|-----------------------|------------------|--------------|
| ① letterhead | ② date                | ③ inside address | ④ salutation |
| ⑤ body       | ⑥ complimentary close | ⑦ signature      |              |

### 1. Parts of a Business Letter

#### A. The Standard Parts

A standard business letter consists of seven parts: letterhead, inside address, date, salutation, body of the letter, complimentary close, and signature.

##### 1-1 The Letterhead

It includes the essential particulars about the writer—name, postal address, zip code, telephone, fax and e-mail address.

##### Example

The Wilson Company  
1377 Main Street  
Dallas, Texas 75226  
U.S.A.

##### 1-2 The Date

The date should be placed two or four spaces below the letterhead to the right for the indented style or the left for the blocked style. The date should be written in full and not be

abbreviated. In the UK it is usual to show the date in the order of day/month/year. No commas are used.

☞ **Example**

8 May 2006 or 8th May 2006

In some other countries like the USA, the date is typed in the order of month/day/year, often with a comma after the month.

☞ **Example**

May 8, 2006 or May 8th, 2006

### 1-3 *The Inside Address*

It consists of the recipient's name and address. It should be placed two spaces below the date. It appears exactly the same way as on the envelope. Care should be taken to address the recipient exactly as he signs his letter. For example, a person signing 'Douglas Cowles' should be addressed as such in the inside address, preceded with the courtesy title 'Mr.' To address him as 'Mr. D. Cowles' would not be appropriate.

☞ **Example**

Mr. Douglas Cowles

General Manager

Cowles Engineering Co. Ltd.

12 Bracken Hill

Manchester

M68 8AS

### 1-4 *The Salutation*

The salutation begins a letter. If your letter is addressed to an organization and not to a specific person, the customary formal salutation in a business letter is 'Dear Sirs' or 'Gentlemen'. It should be placed two spaces below the inside address.

☞ **Example**

Dear Sirs,

Gentlemen:

If your letter is addressed to a head of department or organization whose name is not known, then it would be more appropriate to use a salutation as shown below:

☞ **Example**

Dear Sir or Madam,

**1-5** *The Body of Letter*

This part contains the actual message of a letter.

**1-6** *The Complimentary Close*

The complimentary close is mere a polite way of ending a letter. It should match the form of the salutation. The most commonly sets of salutation and complimentary close are:

**Examples**

Dear Sirs,  
Dear Sir,  
Dear Madam,  
Dear Sir or Madam,  
Gentlemen:  
Dear Mr. Bush,  
Dear Mrs. Smith,  
Dear Mary,  
Dear Tom,

**Yours faithfully,**

Yours truly,

**Yours sincerely,**

**1-7** *The Signature*

A letter should be signed by hand, and in ink. Because many hand-written signatures are illegible, the name of organization that the signer represents should be written in capital letters below the complimentary close, followed by the signature and his/her job title or position.

**Example**

THE NEW YORK TRADING COMPANY  
George Bush  
Sales Manager

When a letter has to be signed on behalf of the sender, it is usual to write 'for' or 'pp' in front of the sender's printed name. 'pp' is an abbreviation for per procuracionem, which means 'on behalf of'.

**Example**

THE NEW YORK TRADING COMPANY  
Tom Smith  
For George Bush  
Sales Manager



## B. The Optional Parts

The optional parts of a letter are: references, special markings, subject line, enclosure, and carbon copy notation. These parts may be used as the writer wishes.

### 1-8 The References

In the past, letterheads used to have 'Our Ref.' and 'Your Ref.' printed on them. Today this is rarely the case because with modern word processors and printers it is difficult to line up the printing on such pre-printed stationary. Instead, the typist normally inserts the reference on a line its own. The reference may include the initials of the writer (usually in the upper case) and the typist (in the upper or lower case, as preferred). A file or departmental reference may also be included.

#### ☞ Example

BC/EN/0701

BC stands for the initial for Bill Clinton, the manager of the company. And EN is the initial for Edward Nancy, the secretary of the company. 0701 may stand for a special marks of the company.

### 1-9 The Special Markings

If a letter is confidential it is usual to include this as part of the inside address, one clear line space above it. This may be typed in upper case or in initial capitals with underscore.

#### ☞ Example

CONFIDENTIAL

Mr. Jack Lee

Personnel Director

Dalian Vocational & Technical College

100 Xiabo Road, Ganjingzi District,

Dalian 116035, China

Some decades ago an attention line was used when the writer simply wanted to ensure that the letter ended up on a certain person's desk, even though the letter was addressed to the company in general, and always began with 'Dear Sirs'.

#### ☞ Example

For attention of the Manager of Export Department

Miss Alice Bush

12 South Bank

Toronto

Canada