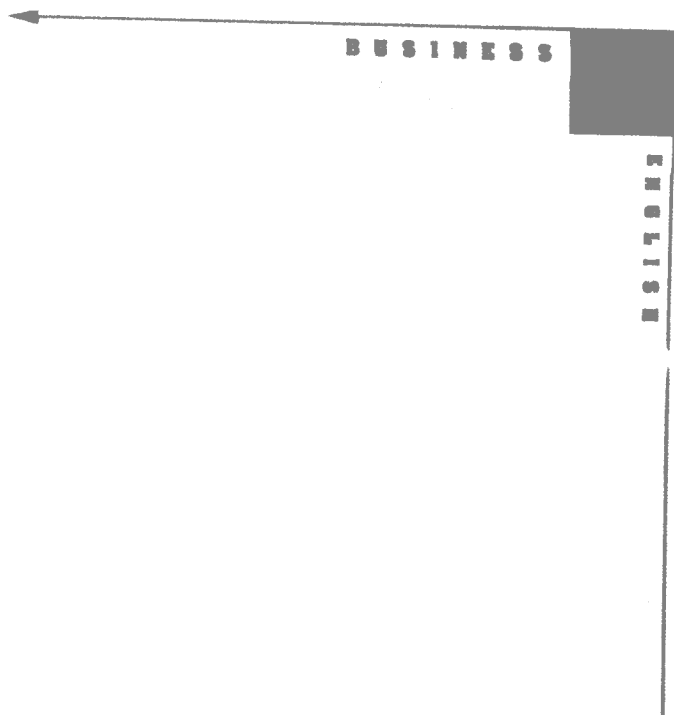




Chapter 1

Establishing Business Relationship

1. Announcing the establishment of a trading corporation

Dear Sirs ,

This is to announce the establishment of Middle East Trading Corporation in this city 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 , this Corporation will devote itself to commercial intercourse with the trade and financial circles of various countries and districts . 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

第一章

建立贸易关系

1. 通告成立贸易公司

敬启者：

兹通告中东贸易公司已在本市成立，经营进出口及办理其他和对外贸易有关的业务。

为了发展对外贸易，本公司愿致力与各国、各地区的贸易和金融界开展商业往来。我们将努力发展对外经济合作与技术交流，并灵活



flexible way.

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

Yours faithfully ,

Encl . : As stated

2.Promoting sales of one's own products

Dear Sirs ,

We have received with thanks your letter of the 25th March and are glad to note that you are one of the leading firms in Tokyo doing extensive business in hardware for some twenty years and that you are now interested in promoting the sale of our goods in your market.

采用国际上通用的各种合理做法。

附上本公司概况、业务范围和其他事项的简介一本，供参阅。欢迎就发展贸易和商业合作的各项有关问题提出询问，并共同进行商讨。

谨上

附件：如文

2. 推销自家产品

敬启者：

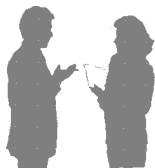
你方 3 月 25 日函收悉。得知贵方是东京较大的公司之一，从事五金行业已有 20 多年的历史。现在有意在你们的市场上推销我方货品。

We are a state-owned enterprise and carry on trade with manufacturers and merchants of all countries on the basis of equality and mutual benefit for the development of commercial relations with the peoples of different countries. We wish to avail ourselves of this opportunity to extend to you our welcome for your desire to establish business contact with us. Enclosed herewith please find two copies of our latest catalogue together with the price lists. As soon as we are in receipt of your specific inquiry, we shall send you samples without the least delay.

Our terms of payment are by confirmed, irrevocable letter of credit available by draft at sight. The quality and weight of the goods shipped depend on inspection certificates issued by the America Commodity Inspection Bureau which shall be regarded as final.

我方是一个国营公司，我们本着平等互利的原则同各国厂家和商人进行贸易，以同各国人民发展贸易。借此机会，对你愿意同我们建立贸易关系表示欢迎。随函附寄样本两册，报价单一份，请查收。一俟收到贵方具体询价，我即寄样品给你。

我方的付款条件是采用保兑的，不可撤销的即期信用证。我们的货物质量和重量均以美国商品检验局的检验证为准。



Looking forward to receiving your early reply, we are.

Yours faithfully,

Encl. : As stated

3. Asking for information from an old customer

Dear Sirs,

There is a firm in your district by the name of Richardson Co., who have recently written to us giving themselves out to be one of the largest importers in your locality dealing mainly in Indian products and stating that for some reasons or others they would switch to England for purchases of the similar commodities.

As we have had no dealings with them in the past, we feel some hesitation in taking their word for it. Therefore, we should be

盼 复

谨 上

附件 如文

3. 向老客户询问情况

敬启者：

贵处有一家商号为理查森的公司，最近来函称自己为当地的几家大的进口商之一，主要经营印度产品，并告知由于某种原因打算转向英国购买类似的商品。

由于我方以前与该公司从无交往，情况如何，不甚了解。为此特致函贵公司，务望代



grateful to you if you could get some information for us concerning their credit standing, ability to conduct business, the way they have transacted with India and the reason why they are going to turn to England for supply instead of maintaining their original sources.

You may rely on us to treat your information as strictly confidential. Meanwhile, we wish to thank you for your kind services.

Yours faithfully ,

4. Soliciting opinions from a customer who has stopped ordering for a long time

Dear Sirs ,

In casting a retrospective glance through our account for the past year, we observe that we have not had any orders from you for a

为了解他们的资信、经营能力情况，该公司与印度贸易进展情况，以及为何不保持其原进货渠道而改向英国购货等等。

贵公司可以相信，我们对贵方提供的情况将严守秘密。顺致谢意。

谨上



4. 向中断订货的客户征求意见

敬启者：

回顾过去一年的情况时，我们发现好久未

long time .

Assuming that you are still interested in the market for garments we handle , we would be grateful if you would inform us of the intentions and purposes of your imminent sales . If you have any comments or suggestions in respect of placing orders with us , please lay your case before us so that we may give it our careful study . Thanks .

Yours faithfully ,

接到贵方订货了。

您若依然对我方经营的服装感兴趣，务望
能将您近期的经销意向对我方作一个介绍。
若贵方在与我方在订货方面有何建议和意见，
请直陈高见，以便我方加以研究。顺致谢意。

谨上



Chapter 2

Credit Reference

1. Seller's request for references

Dear Sirs ,

Thank you for your order of 6 November. As it is your first with us, we would like to say how pleased we were to receive it.

When opening new accounts it is our practice to ask customers for trade references. Will you therefore please send us the names and addresses of three other suppliers with whom you have dealings? We shall be glad to receive this information by return and meanwhile have put your order in hand for despatch immediately we hear further from you.

Yours faithfully ,

第二章

资信调查

1. 卖方要求提供信用资料

敬启者：

感谢贵公司 11 月 6 日寄来的订单，由于这是贵公司给我方的第一次订单，所以我们非常高兴。

在开立新账户时，我们通常要求客户提供商行信用资料。不知能否提供与贵公司有业务往来的三个供应商的名称和地址？盼收到有关资料的回函。一有回音，我方即备妥货待发运。

谨上



2. Asking for references

Dear Sirs ,

Thank you for letter of 10 September, 1999.

We are pleased to note that you have many subsidiaries abroad which can distribute our products among department stores there. As we have not had previous transactions, we would like to know where your subsidiaries are, how you deliver our supplies to them, by air or by parcel post, and at what interval you make deliveries to them. Would you please give us a list of the principal customers and banks with whom you are maintaining business connections. With such information, we shall be glad to make further study.

We look forward to your early reply.

Yours faithfully ,

2. 要求提供信用资料

敬启者：

感谢贵公司 1999 年 9 月 10 日来函。

我们高兴了解到贵公司有许多子公司在国外可向当地百货公司分销我方产品。由于过去我们未曾和贵公司建立业务关系，我们希望能了解你们的分公司设在哪些地方，用何方法交货，空运还是邮寄，每次交货间隔多久。我们还希望贵公司能提供和贵方往来的主要客户和银行名单。根据所提供的资料，我们将进一步加以研究。

望早日回复。

谨上

