

前言

近年来，随着互联网技术的广泛应用，中国对外贸易的磋商模式发生了崭新的变化。外贸函电在对外业务联络、外贸业务磋商、参与国际竞争的过程中的使用频率更高，发挥作用更大，所以函电写作成为外贸行业从业者需要掌握的基本技能之一。2007年9月出版的《英文外贸函电》教材收到广大高职高专院校师生的好评。为了满足新形势下高职高专商务英语教学的需要，进一步适应高职高专英语教育的改革和发展，更好地服务于一线教学实践，编者在广泛调研的基础上，适时推出了《英文外贸函电》（第二版）教材。该教材已被评为“十二五”职业教育国家规划教材。

《英文外贸函电》（第二版）是供高职高专商务英语、国际贸易等专业学生使用的实训教材。本教材共分12个单元，第一单元简要介绍外贸信函的基本要素、格式和写作技巧；2—12单元讲授外贸进出口流程中的主要环节：建立业务关系、资信查询、询盘与回复、促销、发盘与还盘、订购与确认订购、支付、包装、装运、海运保险及索赔与理赔等为主线组织内容。每一单元侧重于外贸环节中最常用的某一类往来信函进行介绍。

每个单元由概述、信函实例、写作技巧、实训指南、课后习题五部分组成。概述部分介绍信函的类别、写信的目的及相关的业务背景知识，旨在使学生了解专业术语，运用相关知识得体地处理往来信函。信函实例部分提供六至八个典型范例，每例各有侧重，信后附有中英文注释，解决语言和业务知识上的难点。写作技巧部分是对此类信函的特点、写作注意事项及常用语句的归纳与示例。实训指南由讨论和实际操练项目组成，供师生结合实际，进一步探讨业务中应注意的问题，通过实践提高信函写作与业务操作技能。课后习题以专业词汇、习惯表达、情景写作等练习内容为主，提供形式多样的联系，巩固课堂所学知识。

书后附有商务英语常用语句。



本教材建议教学时数为 72 学时，每单元 6 学时：理论 2 学时，实践 4 学时。教师可结合实际情况灵活安排教学模式，可采用背景知识讲解、信例分析示范、写作技巧与常用句型归纳总结、案例分析讨论、模拟操作训练、学生作业点评、个别辅导答疑等方式开展教学。要注意精讲多练，遵循写作技能与外贸业务操作技能教学相结合的原则，遵循知识、能力和素质培养相互协调的原则。

本书既可供外经外贸类专业学生作为教材使用，也可供自学者选用。

由于编者水平有限，疏漏之处在所难免。敬请专家和读者批评指正。

编者

2015 年 11 月



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Unit 1



General Introduction

Foreign trade letters are of great importance in international trade and business communication. Today, they are more frequently used in forms of notepapers, telegraphs, faxes, e-mails, etc.

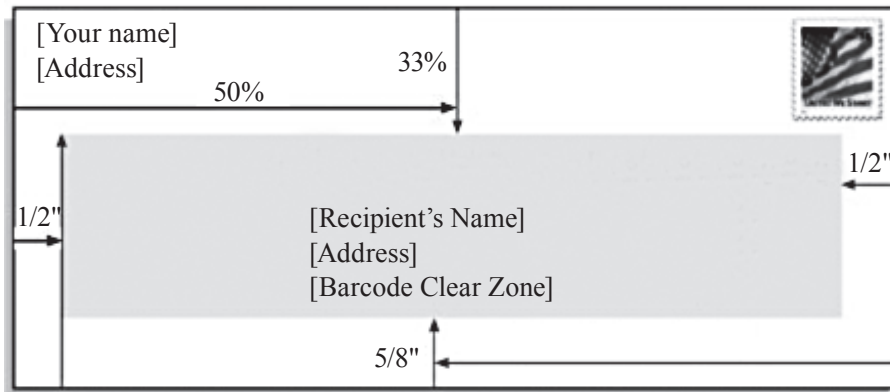
This book mainly dwells on 11 types of foreign trade letters widely used in foreign trade, which are about:

- establishing business relations;
- credit and status inquiries;
- inquiries and replies;
- sales;
- offers and counter-offers;
- orders and confirmations;
- payment;
- packing;
- shipping;
- marine insurance;
- claims and adjustments.



Layout of Envelopes

When you write an envelope, you should put your name and address at the upper left corner of the envelope and the recipient's name and address in the center of the envelope. The following is an example of a standard English envelope.

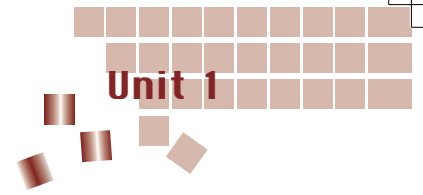


Generally, the information about the recipient is laid out in the following order:

- recipient's name (if known);
- company name;
- address or post office box;
- city, state, and postal code;
- country (if it is an international mail).

For example:

Susan Jones
ABC Company
1234 Main Street
Newtown, NY 20022
USA



Layout of Letters

Generally, a foreign trade letter can be divided into three parts: the pre-message, the message, and the post-message. It can be further divided into 16 segments.

The structure of a letter is demonstrated in the tables below illustrating the position of each part in a letter. After that, all segments will be introduced one by one with more details and examples.

Pre-message

Modern Truck 234 First Street Newtown, NY 20022 Tel: 01-2-555-1212 Fax: 01-2-555-4545	Letterhead (信头)
September 11, 2006	Date (日期)
Joe Martin First Trucking 5656 North Willow Road Middleton, NY 20088	Inside Address (信内地址)
Att: General Manager	Attention Line (指明收信人)
Ref: 12-5-56A	Reference Number (编号)
Sub: Replacement parts	Subject Line (事由 / 主题行)
Dear Mr. Martin,	Salutation (尊称)



Message (Body)

Valley Truck Supply is now in a position to reduce the cost of your truck spare parts. This is due to our growing number of satisfied customers over the past few years.

Opening Sentences (开头语)

Volume discounts are available to customers buying as few as six of an item with, however, a dollar minimum per order.

Main Body (主旨段落)

...
Please refer to the enclosed sheet for a list of widely purchased parts and the discount rates.

We hope this program will help you provide faster service to your customers. We look forward to continuing to serve you in the future.

Closing Sentences (结尾语)

Post-message

Sincerely,

Complimentary Close (结尾敬词)

John Smith

Signature (签名)

John Smith

Manager

Sales Department

JS/aw

Identification Initials (作者姓名缩写 / 打字员姓名缩写)

Encl.: List of Available Parts

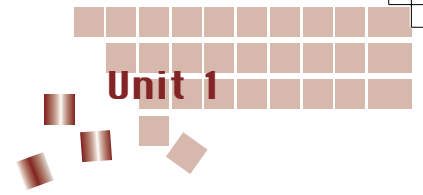
Enclosure (附件)

CC: Bob Wood

Copy Notation (抄送)

P.S.

Postscript (附笔)



■ Layout of the pre-message

1) Letterhead

Companies normally have their own letterhead templates customized with the logo, company name and address. The address includes street, city, state or province, postal code, and country (if necessary). Many companies also add a phone number, fax number, e-mail address or website to the letterhead. The letterhead can be on the left side of the page, in the middle, on the right, and it can also be put in long lines, e.g.:



2) Date

All foreign trade letters should be dated. The date includes the day, month and year. There are two basic forms of dates. The American form is as follows:



The British form is different:



3) Inside address

The order of the inside address includes the recipient's name, title, the company, then the street, city, state or province, postal code, and country (if necessary), e.g.:



*Charles Staples
General Manager
7 Studios
11943 Montana Avenue
Los Angeles, CA 90049
USA*

4) Attention line

The attention line is optional. It is used when the inside address includes only a company name. Its function is to tell to whom the letter should go. We can use such abbreviations as “Att” or “ATT” to indicate the attention line, e.g.:

*Att: Charles Staples, Game Designer
ATT: Mr. George Williams
Att: Sales Manager
ATT: President*

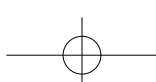
5) Reference number

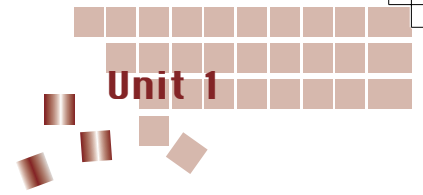
A reference number may be an order number, invoice number, part number or date. “Re” and “Ref” are the most common abbreviations, e.g.:

*Re: Order No. 789
Ref: PO No. 345
Re: Invoice No. 456*

Sometimes, we use “Your ref” to indicate to which letter we reply; “Our ref” is used as the reply letter’s reference number, e.g.:

*Your ref: CNN/255
Our ref: 1234/BD*





6) Subject line

The subject line shows the general idea or the purpose of the letter. It features a word or two, or a short phrase. The subject lines appear as follows:

Sub: Thursday's meeting
Sub: Sales conference
Sub: DELAY OF DELIVERY
Sub: Request for price lists

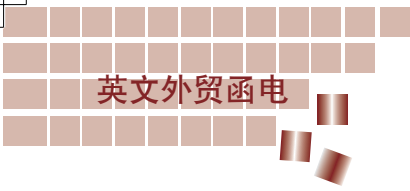
Usually, reference numbers and subject information are combined together to facilitate understanding, e.g.:

Re: Account No. FG 1234
Billing Dated 10-4-04
Error in Billing
Sub: Order No. 1234
Price Reduction

7) Salutation

A salutation is a way of greeting the reader or addressee. The name is usually combined with "Mr.", "Mrs.", "Miss", "Ms.", or an official title like "President" or "Doctor", etc. In American style, a salutation ends with a comma, e.g.:

Dear Mr. Smith,
Dear Mrs. Jones,
Dear Peter,
Dear President Jones,
Dear Professor Qin,



If the addressee's name is not known, you may use his title, or address the letter to his department, e.g.:

*Dear Sales Manager,
Accounting Department,*

If the letter is addressed to a company or organization, you may say:

Dear Sirs,

Sometimes letters are addressed in a more general way:

*Gentlemen,
Ladies and Gentlemen,*

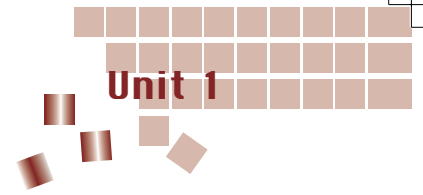
■ Layout of the message

The main part of the letter is divided into three sections: opening sentences, body, closing sentences.

1) Opening sentences

The opening sentences give the reader a general idea about what your letter is going to say, e.g.:

*In response to your letter of May 15...
Your letter has been received and we are pleased to say that...
After reading your advertisement...
Our Sales Manager, John Jones, suggested that I contact you regarding..*



2) Body

The body gives more details, asks questions, presents points of view, etc. Usually, a good foreign trade letter is not very long. Extra information other than the subject the letter deals with is kept out.

3) Closing sentences

The closing sentences of a letter can be an expression of gratitude, a suggestion or a request, e.g.:

Thank you for your attention.
Your assistance in this matter is appreciated.
I would appreciate your mailing this information today.
Please call me.
Our supply is limited. Act now!

■ Layout of the post-message

There are six parts in the post-message.

1) Complimentary close

The complimentary close is always followed by a comma and only the first letter is capitalized. The close can be formal or informal, depending on whether you are familiar with the addressee. Formal complimentary closes are like:

Very truly yours,
Yours cordially,
Respectfully yours,



Less formal ones are as follows:

Best regards,
Cordially,
Yours truly,

Examples for informal close include:

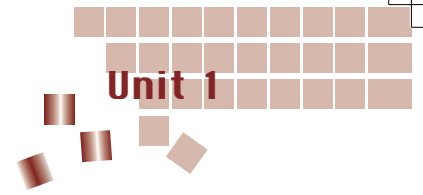
Best wishes,
Warmest regards,
See you in the near future,

2) Signature

The signature is put at the left margin, leaving three lines' space for the handwritten signature before the typed name, title and/or department. It usually looks like this:

Sincerely,

John Smith
John Smith
Sales Department



Some companies also include the name of the company as part of the signature, e.g.:

Sincerely,

Jean Gaecks
 Jean Goecks
 President
 NORTHWEST COMMUNICATION

3) Identification initials

Identification initials are the initials of the person who dictates the letter in uppercase characters (大写字母) and then the initials of the person who types the letter in lowercase characters (小写字母).

If the letter is dictated by David Green and typed by Beth Mark, it would be:

DG/bm

Examples in different styles are as follows:

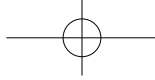
HM:lz
Hmorgan/lz

4) Enclosure

Enclosures are optional—it is used when you put something into the envelope together with the letter. We often use the abbreviation “Encl.” or “Enc.”; “Attachments” is also acceptable.

It is usually signified below the identification initials, on the left margin, e.g.:

Enc.



英文外贸函电

Encl. 2
1 Encl. Check
2 Encl. Order

Attachments

5) Copies

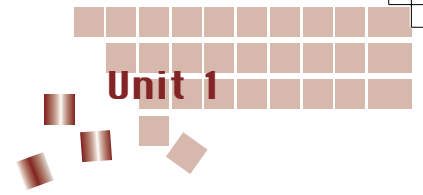
This part is often initialed as “CC”. It stands for “Carbon Copies”, which means to send a copy of your letter to someone other than the recipient, e.g.:

CC: Jean Goecks
CC: Sales Manager

6) Postscript

The postscript is used to add further information to the letter. It is always abbreviated as “PS”, “P.S.”, or “PSS”.

P.S. Hope to see you at the trade fair on August 10.
PSS Be sure to place your order soon!



Formats of Letters

There are three types of widely used formats of a business letter: semi-block, modified block and block format.

1 Semi-block format

The date, complimentary close and signature are lined up in the center of the page. Each paragraph is indented three to five spaces. There may or may not be a double space between paragraphs. The following is an example:


Letterhead


Date


Inside Address

Reference Line

Salutation

 _____

 _____

 _____

Complimentary Close

(Signature)



英文外贸函电

2 Modified block format

The date, complimentary close and signature are again lined up in the center of the page, but the paragraphs are not indented and there is a double space between paragraphs. The following is an example:

Letterhead

Date

Inside Address

Reference Line

Salutation

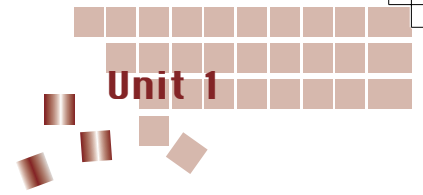
// _____

// _____

// _____


Complimentary Close

(Signature)



3 Block format

This format is most widely utilized in business communications in the US. Everything starts from the left edge of the page. The entire letter is single spaced except for a double space between paragraphs.

Letterhead 

Date

Inside Address

Reference Line


Salutation

// _____

// _____

// _____

Complimentary Close

(Signature) 



英文外贸函电

Sample Letters

1

STAPLES INCORPORATED
P.O. Box 1357
Atlantic Beach, NC 28512
252-555-3454
staples@clis.com

January 21, 2006

Brown's Furniture Store
1212 Main Street
Camas, WA 98607

Re: Catalog request

Dear Mr. Brown,

We have seen your advertisement online and we are interested in your products.

Please send us a catalog of your office furniture and supplies. We are planning to purchase new furniture and file cabinets. Please include your terms of payment and let me know how soon you will be able to ship after you receive an order.

Thank you for your assistance.

Sincerely,

Andrew Staples
Andrew Staples
Purchasing Manager



Unit 1

2

Labels Pty. Ltd.
Canterbury 8633, New Zealand
Tel: 04-4721388
E-mail: labels@govert.com.nz

November 10, 2006

ABC Bottles Pty. Ltd.
Kirra Road
Ashtown 1128

Re: *Late deliveries of stocks*

Dear Mr. Turner,

Thank you for your letter of October 31 about late deliveries of our labels.

We have had a series of industrial disputes at our Canterbury factory which have greatly delayed the production of our labels. There have also been transport problems which have not been overcome.

I sent a letter of explanation to your store manager, Mr. Tomkin, but he has apparently not passed it on.

We apologize for having disrupted your normal production and would be grateful for a chance to make whatever remedies we can to reduce the delays.

Yours faithfully,

R.G. Cole
R. G. Cole
Manager

CC: Mr. Tomkin



英文外贸函电

3

STAPLES INCORPORATED
P.O. Box 1357
Atlantic Beach, NC 28512
252-555-3454
staples@clis.com

May 14, 2006

Northwest Communications
4516 NW 18th Avenue
Camas, WA 98607

Re: Mailing list

Dear Mrs. Goecks,

Please have my name and address deleted from all mailing lists. I do not wish to receive unsolicited mails.

Thank you for your attention.

Sincerely,

Andrew Staples
Andrew Staples
Purchasing Manager



Writing Skills

Business writing requires adherence to the 7C Principles: Clarity, Completeness, Conciseness, Concreteness, Constructiveness, Casualness and Correctness.

- Clarity:** Use the language that the reader understands, and avoid jargon and unfamiliar words and phrases.
- Completeness:** Include all the information necessary to make the point and promote action from the reader.
- Conciseness:** Keep the letter short and to the point.
- Concreteness:** Use figures, ratios and facts whenever they are available to make the letter specific and definite rather than vague and abstract.
- Constructiveness:** Apply words and phrases that set a positive tone or cast recipients' actions or inactions in the most positive light possible so as to receive a favorable response, and thus more effectively accomplish the goal.
- Casualness:** Make the letter informal and conversational to be easily understood and better received.
- Correctness:** Ensure accuracy with respects to grammar, facts and opinions.

Apart from general principles, the following 10 points will provide you with more detailed guidance in writing an effective trade letter.

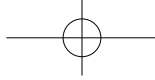
1 Limit the length of your letter.

The general rule is the shorter the better.

2 Use active verbs rather than passive verbs.

Look at the following two sentences and try to feel the differences.

- *Jane called Loraine on the phone.*
- *Loraine was called on the phone by Jane.*



Generally, active voice produces a more concise and powerful sentence than passive voice. An active construction immediately identifies the sentence's subject so readers can quickly understand and visualize who is doing what. Because of its clarity, the active voice is almost always the best choice in composing documents that are intended primarily to exchange information, such as foreign trade letters and memos.

3 Vary sentence length.

Overlong sentences may be confusing, and obscure the intention with too much information, both of which dull the impact. However, a series of short sentences may seem boring. Varying your sentence length works best.

4 Use modifiers.

Adjectives and adverbs are important to make descriptions clear and impress the reader effectively. Just be sure that you are not using too many modifiers to distract your reader.

5 Master verb power.

Verbs bring action to sentences, the more specific the verb, the clearer the message. Don't always rely on simple verbs; use words that have more exact meanings.

- *Original: Mr. Frederickson was promoted to Vice President last week. Please send your congratulations.*
- *Revised: Mr. Frederickson earned his stripes, and we're pleased to announce his rise to the level of Vice President. Please help us applaud his accomplishment.*

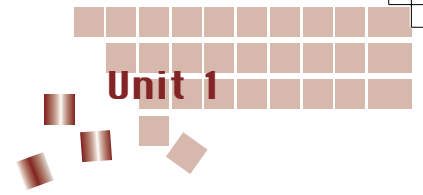
The revised sentence uses more colorful language to describe an occasion, and shows more feeling and excitement than the original sentence.

6 Avoid being overly formal.

Stiffness and overly formal approaches are common problems in trade communication. Read the following examples and think about the familiarity between the writer and the recipient.

- *Sarah, I really need your report as soon as possible.*
- *Ms. Smith, you have not yet submitted your report that was due a month ago. Please work only on this until it is finished.*

Decide the level of formality on the basis of the level of your familiarity with the recipient.



7 “I” or “we”.

“We” is considered less personal and more formal. “I” is often regarded more appropriate, while “we” often makes the responsibility of the letter the company’s, not the individual’s. “I” expresses personal opinions rather than the policy of the company. Remember that a company is an “it”.

8 Show details.

You should be specific, and include details, but only what are required. Compare the following sentences and decide which is better.

- *We have a new product on the market.*
- *We have created a superior product with a choice of features suited to your needs.*

9 Tone.

Tone is defined as the way someone speaks as an indicator of what he is feeling or thinking. Remember that your tone indicates how you feel and it should usually be friendly and encouraging unless a trouble caused by the other party annoys you. A friendly tone is more successful in getting what you want than one that shows anger or frustration.

- *Original: You need to fix this problem or I will find another business partner.*
- *Revised: I look forward to your help in solving this problem.*

10 Structure your paragraphs well.

Each paragraph should focus on one main idea or contain one topic sentence and the rest of the paragraph supports it. Also, each paragraph should be complete. But integrating too many ideas into one paragraph will distract the reader and make it difficult to understand. Therefore, it is better to divide a long paragraph into several short ones.



P

actice Guide

1 Discussion.

- What should be included in a foreign trade letter?
- What are the three basic styles of foreign trade letters?
- What are the 7C Principles of foreign trade letters?

2 Do it yourself.

Write a block format letter to give information about the main products made by a company you imagine.

E

xercises

I. Arrange the following information into a foreign trade letter.

- Sender's name: China National Light Industrial Products Import & Export Corporation, Shanghai Branch
- Sender's address: 128 Huqiu Road, Shanghai, 111111, China
- Sender's cable address: INDUSTRY SHANGHAI
- Sender's telex address: 33054 INDUS CN
- Date: March 23, 2006
- Recipient's name: H. G. Wilkinson Company, Ltd.
- Recipient's address: 245 Lombart Street, Lagos, Nigeria
- Salutation: Dear Sirs,
- Subject: Sewing Machines
- Message: We thank you for your letter of March 16 inquiring for the captioned goods.
The enclosed booklet contains details of all our sewing machines and will enable you to make a suitable selection.

...



Unit 1

II. Translate the following titles into Chinese.

- | | |
|--|--------------------------------|
| 1. Chairman of the Board/of Directors | 2. President/General Manager |
| 3. Managing Director | 4. Deputy/Vice President |
| 5. (Standing) Executive Director | 6. Director |
| 7. Standing Auditor | 8. Export Manager |
| 9. Import Manager | 10. Finance/Accounting Manager |
| 11. Administration/General Affairs Manager | 12. Personnel Manager |
| 13. Sales Manager | 14. Assistant Manager |
| 15. Department Manager | 16. Head of Sales Department |
| 17. Production Manager | 18. Acting Manager |
| 19. Section Chief | 20. Company Secretary |
| 21. Chief Clerk | 22. Clerk |
| 23. Representative | |

III. Change the layout of the following letter into the block format.

*English Department
Beijing Foreign Studies University
Beijing, P. R. China*

May 6, 2006

*Office of Admission
Teachers College, Columbia University
525 West Street
New York, USA*

Dear Sirs,

*It is with great pleasure that I take this opportunity to introduce to you
Wang Ning, my good friend and colleague.*



Mr. Wang graduated from Beijing Foreign Studies University in 1982, where he completed the four-year course, majoring in English. Upon graduation, he was engaged by his university as a teacher of English, saying that they have been most favorably impressed by him in many ways. He has shown himself industrious, dutiful, intelligent and reliable. You will not fail to find him amiable and cooperative.

It is for the above reasons that I highly recommend Mr. Wang to your institution. If you have any further questions about his qualifications, please feel free to write to me.

Yours sincerely,

Wu Xianghua

Wu Xianghua

IV. Situational writing.

Write an envelope with the following information:

Sender: Wang Ning, Department of Foreign Languages, Hubei Vocational-technical College, Xiaogan, Hubei, P. R. China, 432000

Recipient: Susan Jones, Atlantic Nut Company, 345 North First Street, Atlanta, GA 33415-0022, USA