

新标准高职商务英语系列教材

英文外贸函电

English for Business Correspondence

学生用书
Student's Book

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使用说明

《英文外贸函电》遵循高等职业教育培养应用技术型人才的规律,着眼于新世纪条件下的高等职业教育的特点和要求,注重培养学生英文外贸函电的写作能力和在国际商务活动中的英语沟通能力。本书编写始终贯彻外贸英语教学的基本思路,将英文外贸函电写作技能与商务英语基础知识有机融合,使学生在提高英语语言技能的同时了解有关国际商务知识,培养以国际贸易和国际商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。本着必需、够用的原则,在降低学生学习难度的同时,激发学生的学习兴趣。以技能训练为主线强化对学生职业能力的培养,以实用的知识结构为支撑突出教材的实用性,以理论与实践相结合的教学方式提高学习效果。

本书共分14个单元。其中第1和第2单元系统地介绍了外贸函电写作的基本知识;第3至14单元则遵循外贸常规流程,依次介绍了建立业务关系、信用查询、推销信、询盘、报盘、还盘、订单、销售合同、信用证、装运和包装、保险、索赔等内容。最后还有一个复习板块,通过两则案例对两笔完整的外贸业务过程进行分析。

本书每个单元包括五个基本部分:学习目标、专题介绍、范例、专题总结以及补充材料。

1. 学习目标部分简明扼要地说明每个单元的学习重点。
2. 专题介绍部分针对国际贸易业务各个环节进行了详细具体、深入浅出的讲解,使学习者真正了解国际贸易的常规流程和业务知识。
3. 范例部分以国际贸易中的往来电子邮件或信函为案例,具体讲解英文外贸函电的写作技巧和特点。这些范例均源于编者长期的教学实践和研究成果,或选自真实的国内外贸易公司的业务往来函电、或选自原版的英语商务书籍及有影响力的企业网站,不仅反映了当今国际贸易沟通内容和形式的变化,而且极具代表性和实用性。每则范例都附有详细的注释,对一些常用术语也作了解释,有利于学习者掌握英语外贸函电的写作技巧和方法。
4. 专题总结部分对各类信函写作步骤进行了归纳总结,为学习者提供了实践写作的各类提纲。
5. 补充材料部分提炼了函电中出现频率较高的表达方式,并且进行了分类,方便学习者选择使用。此外,还特别归纳了英语介词的用法,旨在

帮助学习者掌握外贸函电中英语介词的一些特殊用法。

为增强本书的实用性,附录部分选用了SWIFT信用证样本、海运提单样本、常见港口名称、常用外贸函电词汇及外贸函电常用词汇缩写等内容。学习者可根据学习和实践的需要,参考使用。

本书可用作我国高等职业院校、高等专科学校、继续教育学院等大专层次的国际贸易、国际商务、商务英语等专业的“商务英语写作”及“外贸英语函电”等课程的教材,也可作为国际贸易从业人员自学和参考用书。本书对本科阶段相关专业的学习亦具有参考价值。

由于编者水平有限,书中疏漏之处在所难免,希望专家、学者、同仁与读者不吝赐教。

编者

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Unit 1

BASIC KNOWLEDGE OF BUSINESS WRITING

Part I Learning Objectives

1. Have a general idea of the definition and functions of business letter;
2. Learn what a business letter consists of in structure;
3. Learn the styles of business letter;
4. Master the layout of the envelope for business letter;
5. Grasp the writing principles of business letter.

Part II Introduction

1. The Definition and Functions of Business Letter

As one of the most popular means of communication in business activities, the business letter, which is used to support the goal of buying and selling goods or services, plays an irreplaceable role in the fulfillment of business transactions.

Basically, a business letter has the following functions:

A business letter possesses the information function. It is an effective way to convey a large amount of information in order to complete the routine business operations. The business letter is a kind of commercial dialogue among business partners in the written form through mail or other telecommunication methods. It is normally sent after careful consideration. Business letters have the advantage over the telephone or face-to-face talk in that they can reduce to a great extent the oversights or misunderstandings in communication.

Besides, a business letter is of the interpersonal function. A well-written business letter, which shows sincerity, consideration and goodwill to the business counterpart, builds and promotes the harmonious business relations.

As a written material, the business letter is a part of a company's permanent record. When some questions occurring in the transaction must be checked, one can always refer to the copy of the letter for confirmation. When business disputes happen between the two sides, the business letter serves as important

legal evidence, which is fully recognized by the court.

Therefore, business letters deserve one's great concern and attention.

2. The Structure of Business Letter

Generally speaking, a business letter consists of the essential parts and the optional parts.

2.1 The Essential Parts

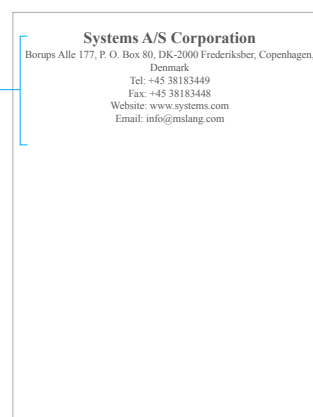
In spite of various writing purposes of business letters, the following seven essential parts should always be included in a business letter.

2.1.1 The Letterhead

Letterhead, which is also called return address, includes the sender's name, postal address, telephone number, fax number, email address, website and logo of the sender's company, if any.

Usually letterhead is printed in the up-center or top-left margin of a letter paper.

When a letter runs more than one page long, the second page heading is necessary for quick identification, including the page number, the name of the receiver, and the date of the letter. For example:



The Letterhead

EXAMPLES

or Mrs. Mina Bland -2- July 4, 2009
or Mrs. Mina Bland, July 4, 2009, Page 2
Timmy Imp. & Exp. Corporation
Page 2
July 4, 2009

2.1.2 The Date

The date should always be typed in full and not in abbreviated form. (e.g. Write December instead of Dec.) The -th, -st, -nd and -rd that follow the date can be omitted. (e.g. 5 May for 5th May, June 1 for June 1st) Write 2009 instead of 09 for the year.

Avoid typing dates in figures (e.g. 10/2/2009), since it is likely to cause confusion. British form follows the order of date, month and year while the American practice is to write in the order of month, day and year. So 10/2/2009 could be taken as either October 2, 2009 or February 10, 2009.

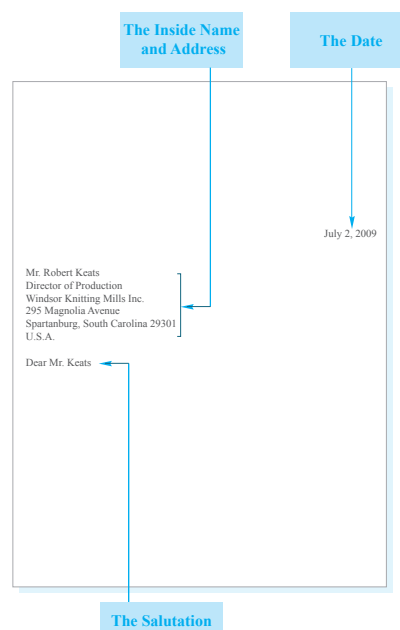
The date is placed two or four lines below the letterhead, either on the right-hand side or on the left-hand side, depending on the style of the letter.

2.1.3 The Inside Name and Address

The inside name and address means the receiver's name and address. It appears exactly the same way as on the envelope and its order should be from a smaller place to a larger one, namely:

- ↓ Name of the person addressed
- ↓ Title/position of the person addressed
- ↓ Name of organization
- ↓ Street number and name
- ↓ City, State and postal code
- ↓ Country of destination

The inside name and address is usually typed at the left margin about two or four lines below the date.



2.1.4 The Salutation

Salutation is the complimentary greeting with which the receiver opens his letter. Its form depends on the sender's relationship with the receiver. The customary formal greeting in a business letter is "Dear Mr./Mrs./Miss/Ms." followed by the receiver's surname in case his or her surname is known. If not knowing the receiver's surname, use "Dear Sir" or "Dear Madam". When addressing to a company, use "Dear Sirs" followed by a comma or "Gentlemen" followed by a colon.

Salutation is usually typed two or four lines below the inside address or the attention line.

2.1.5 The Body

The body is the main part of the letter. It expresses the sender's ideas, opinions, purposes and wishes. The body of a business letter typically has three paragraphs: introductory paragraph, one or more body paragraphs and concluding paragraph.

If there has been previous correspondence, the reply letter will refer to it in the first paragraph. The sender's plans, hopes and expectations will be expressed in the last paragraph.

When writing, pay attention to the following:

- (1) Your letter should be simple, clear, courteous, grammatically correct and to the point;
- (2) Keep each paragraph addressing one topic;
- (3) Keep your letter in an attractive and pleasing appearance by accurate typing and artistic displaying.

The body of the letter is positioned two lines below the salutation, or below the subject line, if any. For very short letters you may adopt double-line spacing except for the inside name and address, for which single-line spacing should always be used.

2.1.6 The Complimentary Close

Complimentary close is merely a polite way of ending a letter. It is in keeping with the salutation. The most commonly used sets of salutation and complimentary close are:

EXAMPLES

Formal:

Dear Sirs,

Yours faithfully,
Faithfully yours,
Yours truly,
Truly yours,
Very truly yours,

Less formal:

Dear Mr. Henry,

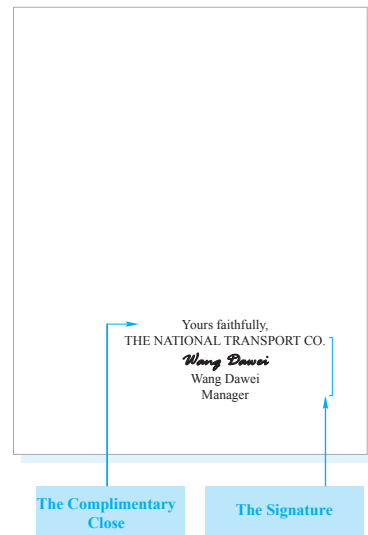
Sincerely,
Yours sincerely,
Sincerely yours,
Very sincerely yours,

The first letter of the first word of the complimentary close is capitalized. The complimentary close is followed by a comma, and placed two lines below the body of the letter.

2.1.7 The Signature

A complete signature part consists of the name of the signer's company, the signer's handwritten signature, type-written signature and job title or position. Since handwritten signatures are sometimes illegible, the name of signer is usually typed below the signature, and followed by his job title or position. Never sign a letter with a rubber stamp.

The signature is common to type immediately below the complimentary close.



2.2 The Optional Parts

Besides the above seven essential parts, some business letters may include the following optional parts.

2.2.1 The Attention Line

The attention line is used when the sender of a letter addressed to an organization wishes to direct the letter to a specific individual or section of the receiver's company. This will speed up the sorting process within a company.

It is generally put two lines below the inside name and address.

The forms of attention line can be adopted as follows:

EXAMPLES

Attention: Mr. Johnson Blair

Attn: Mr. Johnson Blair

ATTENTION: PURCHASE MANAGER

For the attention of Mr. Johnson Blair

Attention of Marketing Manager

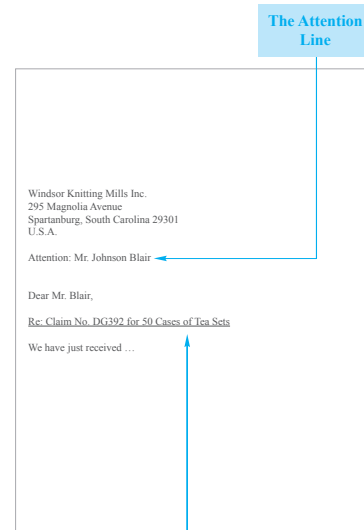
2.2.2 The Subject Line

The subject line is actually the general idea of a letter. It calls the receiver's attention to the topic of the letter. It is inserted between the salutation and the body of the letter, starting with the word "Subject:" or "Re:" and sometimes underlined.

The following examples are other styles for the subject line:

EXAMPLES

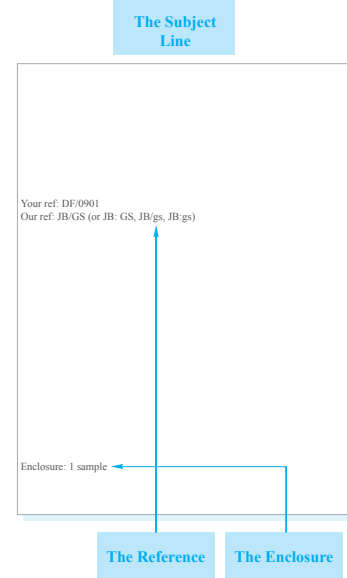
Subject: Chinese Pure Silk Products
Our Order No. 487
URGING PROMPT SHIPMENT



2.2.3 The Reference

In business communication, when a company writes to another, each will give a reference. The reference may include a file number, departmental code or the initials (all in capital letters) of the signer followed by those (normally in lower case letters) of the typist of the letter. If the sender uses a reference number in the previous letter, the writer should quote this number after the notation "Your ref.:" in the reply letter. If the writer's letter has a file number to refer to, it is written after "Our ref.:" to avoid confusion.

The reference number is usually positioned two lines below the letterhead.



2.2.4 The Enclosure

If catalogs, price lists, samples, documents, etc. are sent together with a letter, the sender should add the enclosure notation such as "Enclosure:", "Enc." or "Encl." at least two lines below the signature at the left margin.

EXAMPLES

Encls. Commercial Invoice (3 copies)
Insurance Policy
Enclosure: 1 sample
Enc. (3)
Enclosure: as stated

2.2.5 The CC (Carbon Copy Notation)

When the writer wants to send the copies of the letter to others, type "cc" or "CC" two lines below the signature or enclosure at the left margin.

EXAMPLES

C.C. Mr. George Blair, Sales Manager
c.c. Jia Hua Aluminum Trading
Company

2.2.6 The Postscript

If the sender wishes to add something he forgot to mention or for emphasis, he may add his postscript (often shortened into “P.S.”) two lines below the carbon copy notation.

EXAMPLES

P.S. The latest price list will be airmailed to you tomorrow.

ps. Through the month of December we are having a storewide liquidation sale on **ALL** our products. So call or email me today for a copy of our most up-to-date price list.

3. The Styles of Business Letter

Usually there are three styles of business letter. They are the indented style, the block style and the modified block style.

3.1 The Indented Style



Honesty International Co., Ltd.
17 Xingcai Road, Heze 274000, Shandong, China
Tel: 86-21-530-2739788 Fax: 86-21-530-6260908
Website: www.honestyintl.com
Email: info@honestyintl.com

Your ref: MG/879
Our ref: S124

July 2, 2012

Hans Dizard
Purchasing Manager
Décor Trading Inc.
221 Norman Bay Road,
Norman Bay, NSW 2252,
U.S.A.

Dear Mr. Dizard,

Re: Your Order No. 2052

We have received your Order No. 2052 in duplicate dated June 28, 2012.

In reply, we regret to say that the said order cannot be filled at this time due to the delay on the part of the bankruptcy of our major supplier. This means that we have to find another supplier who could fulfill all the outstanding contracts we have to complete. As you will appreciate, this will take some time.

We are confident that we should be able to arrange to get our materials and deliver consignments to our customers by the middle of next month.

We regret for the unfortunate situation over which we had no control and apologize for the inconvenience.

If you would like to discuss this matter further, please feel free to contact us.

Yours very sincerely,
Honesty International Co., Ltd.
Zhang Guangjun
Zhang Guangjun
Export Manager

In the indented style the letterhead is typed in the up-middle part. The date is placed on the right margin of the paper, and the complimentary close and the signature are placed block on the right. Each line of the inside name and address is indented 2–3 letter spaces. The first line of each paragraph is indented 4–6 letter spaces.

3.2 The Block Style

H. WOODS & CO. LTD.

Nesson House, Newell Street
Birmingham B15 3EL, UK
Tel: (44-121) 4560000 Fax: (44-121)4560001

Your ref: 05485
Our ref: IP21

1 March, 2012

L. M. Jiang
Purchasing Manager
Shanghai Sun Technology Trading Co. Ltd.
72 Zhongshan Rd.
Shanghai 200001
China

Dear Mr. Jiang,

Re: Electric Stoves

We are glad to receive your letter of February 23, informing us of your interest in our electric stoves.

We have been manufacturing quality electric stoves since 1974 and enjoying increasing market shares in many countries. We are enclosing you a new sample book of electric stoves we have recently produced. You will earn a special discount of 2% provided we receive your order before the end of this month.

We are looking forward to receiving your order at an early date.

Yours sincerely,
H. Woods & Co. Ltd.
Larry Crane
Larry Crane
Regional Manager

Enclosure: 1 sample book

In the block style, every part of the letter is typed from the left margin. It is convenient to be typed and commonly used.

3.3 The Modified Block Style

The Nile Trading Co. Ltd. 161 Pyramid Street, Alexandria, Egypt Tel: (20-3) 4900000 Fax: (20-3) 4900001	
Your ref: MG/879 Our ref: AA/jh	
	11th May, 2012
China Motorbike Co. Ltd. 34 Fazhan Street Jinan, Shandong P.R.C.	
Attention: Export Manager	
Dear Sirs,	
Subject: Motorbikes	
We are interested in importing a range of motorbikes and would be grateful if you would send us a copy of your latest catalogue, your price list and export terms. Could you also let us know the name of your import agent in Egypt?	
We look forward to hearing from you.	
	Yours faithfully, The Nile Trading Co. Ltd. Abdul Aziz Abdul Aziz Import Coordinator
C.C. Mr. John Mullen	

In the modified block style, the first line of each paragraph in the body of the letter is typed 4–6 letter spaces indented. The inside name and address are typed at the left margin while the date, complimentary close and signature are typed at the right corner of the letter paper. This is a traditional style.

4. The Layout of the Envelope for Business Letter

In the upper left corner of a business envelope is normally printed the return address, that is, the address of the sender. The receiver's name and address should be typed about middle part of the envelope. The postmark or stamps should be placed in the up right-hand corner. The bottom left-hand corner is for post

notations such as “Confidential”, “Printed Matter”, “Sample”, “Via Airmail”, “Sample of No Value”, “Urgent” or “Photo Enclosed”, etc. See a sample below:

The Magellan Group. Inc. 3111 Charles St., Apt, 1A Baltimore, MD 21218 U.S.A.	
Registered	Fujian Provincial Cereals, Oils & Foodstuffs Imp. & Exp. Corporation 8/F Foreign Trade Building, 35 Hubin Rd., Xiamen, 361004 Fujian, China

5. The Writing Principles of Business Letter

Business letters play an important role in the development of friendly trade relationships. Generally speaking, business letter writing follows the rules of 7Cs, that is, correctness, courtesy, consideration, completeness, concreteness, conciseness and clarity.

5.1 Correctness

Correctness means not only correct grammar, punctuation and spelling, but also giving factual information, accurate figures and exact terms in writing business letters. The rule of correctness seems especially important when business letters involve the duties, the rights and the interests of both sides. Compare the sentences:

VS

Our competitors' prices are 2%–3% lower than us.

Our competitors' prices are 2%–3% lower than ours.

It is the lowest price available to you.

It is the lowest price that we can offer you now.

5.2 Courtesy

Courtesy means to show tactfully in business letters the honest friendship, thoughtful appreciation, sincere politeness, considerate understanding and heartfelt respect. Modal auxiliaries such as “will”, “would”, “can”, “could”, “may”, “might” are often used to express questions, requirements or suggestions in a more polite way. Such expressions are useful: “Would you please ...”, “Would you kindly ...”, “We would appreciate ...”. Look at the following examples:

EXAMPLES

We should appreciate it if you would let us know what discount you may grant us if we place an order for 20,000 sets.

We are glad to confirm your order of May 23 for 30,000 pieces of Plastic Toys.

Would you please effect shipment no later than September 23?

Courtesy becomes more important in business letters that convey bad news or messages. As such letters may do harm to the receiver's benefit and may therefore not be accepted by the receiver, writing skills for courtesy become more crucial, which may include:

(1) Using neutral words instead of negative ones

It is important to avoid words with strong negative meanings like "refuse", "unpleasant" or "carelessly", etc., which are likely to make people feel upset or even offended. Compare the two sentences:

VS

Your order will be delayed for two weeks.

Your order will be shipped in two weeks.

(2) Using passive voice

The use of passive voice can leave the writer uninvolved in the unfavorable news conveyed in the business letter. It also obscures the actor, which helps eliminate partly (and sometimes completely) the responsibility of the actor for the bad news. Compare the two sentences:

VS

You have put us into inconvenience by your delay in delivery.

We have been put into inconvenience by the delay in delivery.

(3) Using hedges

Hedges can make the expressions more flexible so as to improve and maintain the relationship between the sender and the receiver. Some hedges like "sort of", "kind of", "somewhat", "to some extent" limit the negative effect of the bad news and soften the tone of the expressions. Other hedges such as "I'm afraid", "I'm sorry", "I'm sorry to inform you that", "It is said" and "according to the contract" are used to express the writer's hesitation or speculation. Compare the sentences:

VS

We can't deliver all the goods in one lot.

We regret to inform you that we can't deliver all the goods in one lot.

We cannot accept the price you offered.

I'm afraid we cannot accept the price you offered.

5.3 Consideration

Consideration means trying to put yourself in the receiver's place and give consideration to his or her wishes, demands, interests and difficulties.

In a positive business letter, lay stress on the use of pronoun "you" to express the sender's concern towards the receiver. More use of "you" can highlight the benefit to the receiver from the sender. Compare the following sentences:

VS

We are pleased to inform you that if you could supply goods of this type and quality required, we may place regular orders for large quantities.

You will be pleased to know that you will obtain our regular orders for large quantities if you could supply goods of this type and quality required.

In a negative business letter, avoid using the pronoun "you" but use the third personal pronoun and passive voice in order to ease the tension. Compare the sentences:

VS

You didn't reply our letter on time.

We did not receive the reply on time.

5.4 Completeness

Completeness means all the necessary information is conveyed in business letters and all the composing parts are included. It is necessary for the sender to plan his writing and make an outline beforehand and then write the letter accordingly. Before sending the letter, it is also essential to check the completeness of the letter's structure and contents.

5.5 Concreteness

Concreteness means what is said in the letter should be specific, definite rather than vague, abstract and general, for vague or general information can cause ambiguity or even disputes. Compare the following sentences:

VS

I refer to your recent communication.

I refer to your letter of June 7.

We confirm our order dispatched yesterday.

We confirm our order of May 3.

We have opened the L/C.

We have opened an irrevocable Letter of Credit No. 548 for the amount of USD40,000 covering our Order No. 132 with the Bank of China, Tianjin Branch.

5.6 Conciseness

Conciseness means that complete message is expressed in a way that is briefest but does not sacrifice clarity or courtesy. A good business letter should be precise and to the point. Generally speaking, simple words, phrases and short sentences are more efficient than clauses. Try to compare the following examples:

VS

enclosed herewith
enclosed

at this time
now

due to the fact that
because

We wish to acknowledge receipt of your letter.
We appreciate your letter.

Please be advised that we have received your L/C.
We have received your L/C.

5.7 Clarity

Clarity means that you express yourself clearly and logically in the simplest language, for plain and simple words are more easily understood and logical arrangement of information is easy to follow. When writing, avoid ambiguous word that has more than one meaning in the same context and avoid jargon which refers to the abbreviations or special words that are difficult for the receiver to understand. Look at the sentences:

VS

One of our CSOs will contact you later.

One of our Customer Service Officers will contact you within 24 hours.

Part III Supplements

Useful Expressions with Preposition “for” (1)

FOR 因为，由于

Thank you *for* your interest in our products.
感谢你方欲购我方的产品。

Our products are well known *for* their fine quality.
我们的产品因优质而闻名遐迩。

The buyer claimed USD1,000 *for* breakage.

买方对货物破损要求索赔1,000美元。

Please accept our apologies *for* our inability to make you an offer at present.

请原谅我们目前不能向你方报盘。

FOR 交换，替代

to sell the goods *for* USD10,000

将货物卖一万美元

to pay RMB25 *for* the book

付25元人民币购书

Enclosed is a check *for* £50 in payment of your commission.

随函寄去50英镑支票一张，以支付你方佣金。

L/C stands *for* letter of credit.

L/C即“信用证”(letter of credit)。

A lawyer acts *for* his client.

律师代表其当事人行事。

We have for years been agents *for* your sister firm here.

我们多年来是贵公司在此地分公司的代理。

FOR 有关某商品的某单据

the quotation/offer/inquiry/order/catalogue/sample book/invoice/price list/license/confirmation/agreement/proforma invoice *for* the goods
产品的报价/报盘/询盘/订单/商品目录/样本/发票/价目表/许可证/确认书/协议书/形式发票

但如果表示“某单据项下的某商品”时，常用介词under，如：

the goods *under* L/C No. 111 第111号信用证项下的货物

FOR 表示金额、数额总计时，常用for the amount of，也可以用in the amount of或to the amount of:

An L/C *for* the amount of USD10,000 has been established with the Bank of London this morning.

金额为一万美元的信用证今晨已由伦敦银行开出。

FOR 表示船期

for July shipment

7月船期

for shipment during August and September

8/9月船期

for prompt shipment

即期装运

We are in a position to accept only the order *for* shipment in November.
我们只能接受11月船期的订单。

FOR 其他用法

The first steamer available this month will sail *for* London.
本月第一艘汽船将开往伦敦。

We have drawn a clean draft on you *for* the balance of USD60.00.
我们已开出光票向你方索取该项余款60美元。

For our part, we will do our best to make everything go smoothly.
就我们这方面来讲，我们将尽力使一切顺利发展起来。

For all their defects these articles are still in great demand.
虽然有很多缺陷，这种商品仍很抢手。

Unit 2

FAX AND EMAIL

Part I Learning Objectives

1. Have a knowledge of the features of fax and email;
2. Be familiar with email etiquettes;
3. Grasp the layout of fax and email;
4. Be able to use the proper words and phrases in fax and email writing.

Part II Introduction

Fax and email are modern communicating tools in international business. As buyers and sellers are living in different countries far away from each other, convenient, fast and economical communication means are preferred. Fax and email can well satisfy these requirements and therefore are becoming very popular nowadays.

1. Fax

Fax, short for facsimile, is commonplace in offices of all sizes. It provides an inexpensive, fast, and reliable method for transmitting correspondence, contracts, handwritten notes, and illustrations over a telephone line.

1.1 Features of Fax

A fax machine consists of an optical scanner for digitizing images on paper, a printer for printing incoming fax messages, and a telephone for making the connection. The optical scanner generally does not offer the same quality of resolution as standalone scanners. Some printers on fax machines are thermal, which means they require a special kind of paper. When you are sending a message, you just need to dial the telephone number at the receiving terminal and push the transmit button.

Different from the telegram and telex, the language in a fax is just the same

as a letter, which does not need to use abbreviations.

Fax is as fast as an international phone call. It is a 24-hour service and the message can be received unattended.

Fax machines come with a variety of dialing features. Autodialing enables you to program the fax to send a document at a future time so that you can take advantage of the lowest telephone rates.

In many corporate environments, standalone fax machines have been replaced by “fax server” and other computerized systems capable of receiving and storing incoming faxes electronically, and then routing them to users on paper or via an email (which may be secured). Such systems have the advantage of reducing costs by eliminating unnecessary printouts and reducing the number of inbound analog phone lines needed by an office.

When sending documents to people at a long distance, faxes have a distinct advantage over postal mail in that the delivery is almost instantaneous, yet its disadvantages in quality have relegated it to a position beneath email as the prevailing form of electronic document transferal.

1.2 Layout of Fax

The layout of fax is simple and the fax body is just the same as a business letter.

A “cover” sheet is the first sheet of a fax and contains the following information:

- (1) Who the fax is to — name of person and company;
- (2) Who the fax is from;
- (3) The fax number you are sending the fax to;
- (4) The date of the fax;
- (5) Your fax number (this is often printed at the top of the sheet);
- (6) The number of pages, including the cover so the receiver knows how many pages have been sent.

2. Email

Email, short for electronic mail, is one of the popular functions on the Internet and an integral part of e-commerce activity. It can send a message to any person in any place who has an email address within a short time. By email a message can be like a letter, together with attached sound and picture files.

2.1 Layout of Email

Email message consists of three parts: the heading, the body and the signature block.

2.1.1 The Heading

The heading normally contains the date, the “To:” address, the “From:” address and the “Subject:” line. There are also other elements to use which are explained below.

Date(发送时间)

The date and time at which the message is sent including time zone.

From(发件人)

The email address of the person who sent the message.

To(收件人)

The email address(es) of the person(s) who will receive the message.

Subject(主题, 事由)

The subject tells recipients what your message is about before they read the whole message. This is probably the most important part of an email. What you write here will determine whether the recipient opens your email. This means it's a good idea to take the time to create a subject line that's catchy and concise. You have to spark curiosity and lure the reader into the email. Mention the most crucial details first so it doesn't get cut off. Something meaningful is like “My Order No. 12345 for Furniture”. Don't just write “Your Email” or “Letter”, which are not very helpful at all. Also, if you include a subject and the recipient replies by clicking on “Reply”, your subject is automatically added to the reply (with the abbreviated expression “Re:”).

To(收件人), **Cc**(抄送), **Bcc**(密送)

Make sure you know the difference! Send the message to the right person. “To:” should contain email contacts that you are directly addressing. You want these people to respond. “Cc:” (carbon copy) should contain contacts that you are indirectly addressing. You don't expect these people to reply. Any email address you add to the “Cc:” box will receive a copy of the message, and the original person you are writing to (the “To:” box) will see the email address that you sent a copy to. “Bcc:” (blind carbon copy) is like “Cc:” except that these addresses are not visible to the other email recipients. Any email address you add to the “Bcc:” box will also receive a copy of the message, but this time the original person you are writing to will not see this. He or she will not even know that you sent a copy to someone else.

Reply(回复) and **Reply to All**(回复全部)

Be mindful. Make sure you've hit the right button. Nothing is more frustrating than a group of people getting an email that's directed at a single person. Hit “Reply:” to respond to one person. Hit “Reply to All:” to respond to many people. If you click on the wrong one, you could wind up with an inbox full of annoyed contacts.

Attachment(附件)

Email messages can be in two different forms: inline plain text and attachment. Inline text is the normal text that you write in an email. An attachment is a file from your computer (for example a Word document or .gif image) that you “attach” or add to your email. When a person receives an email with inline (normal) text, he can read it immediately. When he receives an attachment, he has to “open” the attachment with the right program (for example Word or PaintShop). There are several problems with attachments, including: (1) Recipients may not have the program for the attachment; (2) Attachments can contain viruses; (3) Some attachments can take a long time to download.

Many people do not like to receive attachments. Usually, it is better to send inline text. Only send an attachment when it is not possible to send the information as inline text and you are sure the receiver agrees. Generally speaking, the attached files’ size limit is different in various email system servers. Therefore, if you’re going to send an attachment of a large size, the best practice is to consult with your contacts before your email attachments bog down their computers.

2.1.2 The Body

Basically, the body of a business email is not different from that of a business letter. It contains salutation and complimentary close as well. The one formatting distinction is this: email programs automatically format the body in single spaced, full block style. It’s a design function of the program and meant to ensure that the text of an email appears on the recipient’s screen exactly as it does on the sender’s.

2.1.3 The Signature Block

The signature block in a business email does the work of the letterhead found in the format of a business letter. In other words, it supplies the contact information belonging to the sender. This is the last item in an email. It is always located at the left-hand margin below the signature line and is often separated from the body with a short line of keyboard characters. For example:

Equal Sign =====

Asterisks *****

Minus Sign _____

Underscore _____

A signature block should contain all the contact information a recipient might require in order to respond to an email. It should begin with the Sender’s Name, Title, and Business Organization. A Physical Location, Phone Numbers, Email Address, and Website should follow. Here is an example:

Peter Connor
Export Manager
Royal Bicycles Co.
645 Fifth Avenue, New York, USA
Tel.: 937-6443915
Fax: 937-6423738
Email: exportdept@royalbike.com
Website: [http:// www.royalbike.com](http://www.royalbike.com)

You can create a “signature block” that you add to the end of all messages. Many email services let you create an “auto-signature” that appears at the end of every email you send.

2.2 Email Etiquettes (Netiquettes)

Netiquette, or network etiquette, is the term for the proper way people communicate and interact with each other using emails on the Internet. People are gradually becoming aware of the importance of the email etiquettes when writing an email. Here is a list on how to send an effective email.

Use the right greeting

Use formal salutations like “Dear Sirs”, “Gentlemen”, “Dear Mr./Ms. Yang”, “To whom it may concern”, “To the Marketing Department”, “Dear Sales Manager”, instead of casual greetings, “Hi”, “Hey”, “Hello”, etc.

Be concise and to the point

Do not make an email longer than it needs to be. Remember that reading an email is harder than reading printed communications and a long email can be very discouraging to read.

Answer all the questions, and pre-empt further questions

An email reply must answer all the questions, and pre-empt further questions. If you do not answer all the questions in the original email, you will receive further emails regarding the unanswered questions, which will not only waste your time and your customer’s time but also cause considerable frustration. Moreover, if you are able to pre-empt relevant questions, your customer will be grateful and impressed with your efficient and thoughtful customer service. Imagine for instance that a customer sends you an email asking which credit cards you accept. Instead of just listing the credit card types, you can guess that their next question will be about how they can order, so you also include some order information and a URL to your order page. Customers will definitely appreciate this.

Answer swiftly

Customers send an email because they wish to receive a quick response. If

they did not want a quick response, they would send a letter or a fax. Therefore, each email should be replied to within at least 24 hours and preferably within the same working day. If the email is complicated, just send an email back saying that you have received it and that you will get back to them soon. This will put the customer's mind at rest and usually the customers will then be very patient!

Avoid abbreviations and emoticons (表情符号)

A “:)” (smiling face) and a “LOL” (laugh out loud) might suit a personal email. However, when you get down to business, it's best to stray from abbreviations and emoticons. That means no winks or sad faces and no TTYL (talk to you later).

Adopt proper ending expressions

Some good endings are as follows:

- *We are looking forward to your early reply.*
- *If you need further information, please feel free to contact me.*
- *Thank you again for your order and support of our business.*
- *We appreciate your prompt attention to this matter.*
- *We are glad to serve you.*

Fonts and format

Stick to the default fonts and simple format. Do not abuse format function in email software to format the fonts or letter paper of the email. Don't make your email of colorful backgrounds, fancy fonts and vivid images as in your personal blog. Think about the reasons: Too much beautifying will expand the email capacity and lengthens the time to send and receive it, thus resulting in not only wasting time and money, but also giving superficial and unserious impression on your recipient. What's more, the email software in recipient's computer probably does not support the functions of your email software. Consequently, he or she sees nothing but a lot of messy code, failing to know what you wrote. In such a case, he or she may take the trouble to ask you to send it again, or simply ignore the email.

Part III Specimen Letters

1. A Confidential Fax for Reply to Credit Inquiry

Background: 陕西Sunbright贸易公司会计部主任杨立伟先生3月20日向MacDonald & Evans有限公司销售部的Bert Merton查询J.A. Husman公司的信誉状况。3月23日Bert Merton传真回复并要求保密。

MacDonald & Evans, Ltd.

Estover Road, Plymouth PL667PZ

England

Tel: (0752)70525188

Fax: 446342

Email: macdonaldevans@yahoo.com

TO: Shaanxi Sunbright Trading Co. FROM: Bert Merton, Sales Department

FAX #: 86(29)3348768

DATE: March 23, 2009

OF PAGES: 1

MESSAGE:

Dear Mr. Yang,

In reply to your letter of March 20, we wish to inform you that we have now received from the Standard Chartered Bank, London Branch, the information you required.

J.A. Husman Co., P.O. Box 386, London, was established in 1979 with a capital of Stg. 21,000. They major in the import and export of machines and electrical equipment. Their suppliers' business with them is reported to have been satisfactory. We consider them good for small business engagement up to an amount of Stg. 3000. For large transactions we suggest payment by sight L/C.

The above information is strictly confidential and given without any responsibility on us.

Yours sincerely,

Bert Merton

Bert Merton

Business Executive

STATEMENT OF CONFIDENTIALITY: The information contained in this facsimile message is a client privileged and confidential information intended only for the use of the individual or entity named above. If the reader of this message IS NOT the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please immediately notify us by telephone and return the original message to us at the above address via the Postal Service. Thank you.

Notes

1. in reply to 兹答复
2. major in the import and export of machines and electrical equipment 主要从事机器和电气设备的进出口业务
major in 主要从事……, 主要经营……
3. small business engagement 小额交易
4. up to an amount of ... 金额至……
5. payment by sight L/C 用即期信用证来支付
payment by... 用……来支付, 如payment by T/T, 意思是“用电汇方式支付”, 也可以用句子来表达, Payment is to be made by T/T.

2. A Fax for a Claim

Background: 上海Wiscon医疗电子设备贸易公司由于到货质量出现问题, 向MITSUI 有限公司新加坡分公司提出索赔并要求尽快解决。

**Shanghai Wiscon Medical
Electronics Trading Co.**
No. 39 Chengzhong Road, Jiading District, Shanghai,
201800, China
Tel: 86-21-69982689
Fax: 86-21-69981838
Email: jamiexiao1121@126.com
Website: <http://www.swmet.com>

To: MITSUI & CO., LTD., Singapore Branch From: Jamie, Xiao
Fax: (65)6224-3458 Pages: 1
Phone: (65)6321-3111 Date: August 5, 2009
Re: CC: General Manager

☐ For Review ☐ Please Comment ☒ Please Reply

Message:

Dear Sirs,

We have received the goods under our Order No. 223 and are disappointed to find that some goods have quality problem and are out of shape, and we

presume that there must have been some mistakes in executing the order.

We have mailed you a sample of this consignment, as well as an inspection report, so that you can find out the problem and see the poor quality presented. As the goods are unsuitable for the sale, we have to return them. If impossible, we are afraid we have to present our claim for the full settlement of them.

We are looking forward to your prompt reply.

Yours faithfully,

Jamie Xiao

Jamie Xiao

Import Manager

Notes

1. out of shape 变形
2. presume *vt.* 推测, 假设
I presume that an agreement will eventually be reached. 我想最终是会达成协议的。
We presume there must be a mistake in information transmission. 我们猜测一定是在信息传递过程中出了差错。
3. execute the order 执行订单
4. consignment *n.* 货物, 寄售的货物, 寄售(方式)
5. inspection report 检验报告
6. present one's claim 提出索赔

3. A Fax for Requesting an Appointment

Background: Wong Electronics公司出口部经理王鸿欲向Binton公司的Sally Liu推荐一款新型手提电脑, 希望能预约时间见面介绍。

Wong Electronics Ltd.

Phone: 64486353

Fax: 64483788

Address: 8 Shelton Way, Singapore

TO: Ms. Sally Liu

FROM: Mr. H. Wong

FAX #: 24866986

FAX #: 64483788

DATE: September 20, 2009

OF PAGES: 1

MESSAGE:

Dear Ms. Sally Liu,

Would you be interested in a new-type laptop computers? I would very much like to brief you on this great innovation. Could we make an appointment?

The machine is the same size as most laptops but comes with some totally new features. In addition, the retail price will be lowered by at least 20%.

I shall be in the U.K. from September 25 to October 20. If you would like to know more, just fax me.

Best regards,

H. Wong

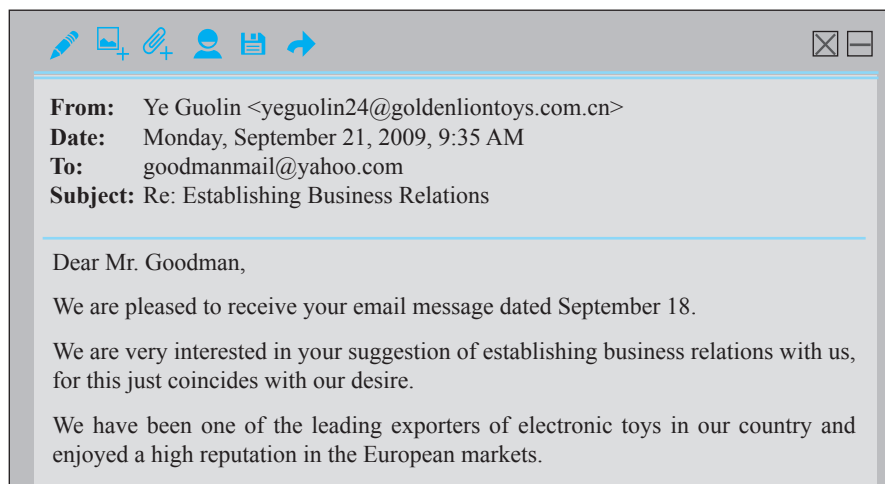
H. Wong
Export Manager

Notes

1. brief sb. on sth. 向某人简要介绍某事
The board briefed the directors on most recent developments in the line. 董事会向董事们简要介绍了行业最近的发展。
2. retail price 零售价
3. be lowered by ... 降低了……。如果想说“降低到……”，应该是be lowered to ...

4. An Email for Establishing Business Relations

Background: Goodman先生于9月20日向金狮电动玩具公司发去电子邮件，希望建立贸易关系。次日金狮公司业务经理叶国林回复电子邮件，表示同意。



In order to promote the development of our business and relationship, we are attaching our catalogs covering the items we are dealing in at present for your reference. If any items are of interest to you, please let us know immediately.

We appreciate your prompt reply.

Yours sincerely,
Ye Guolin

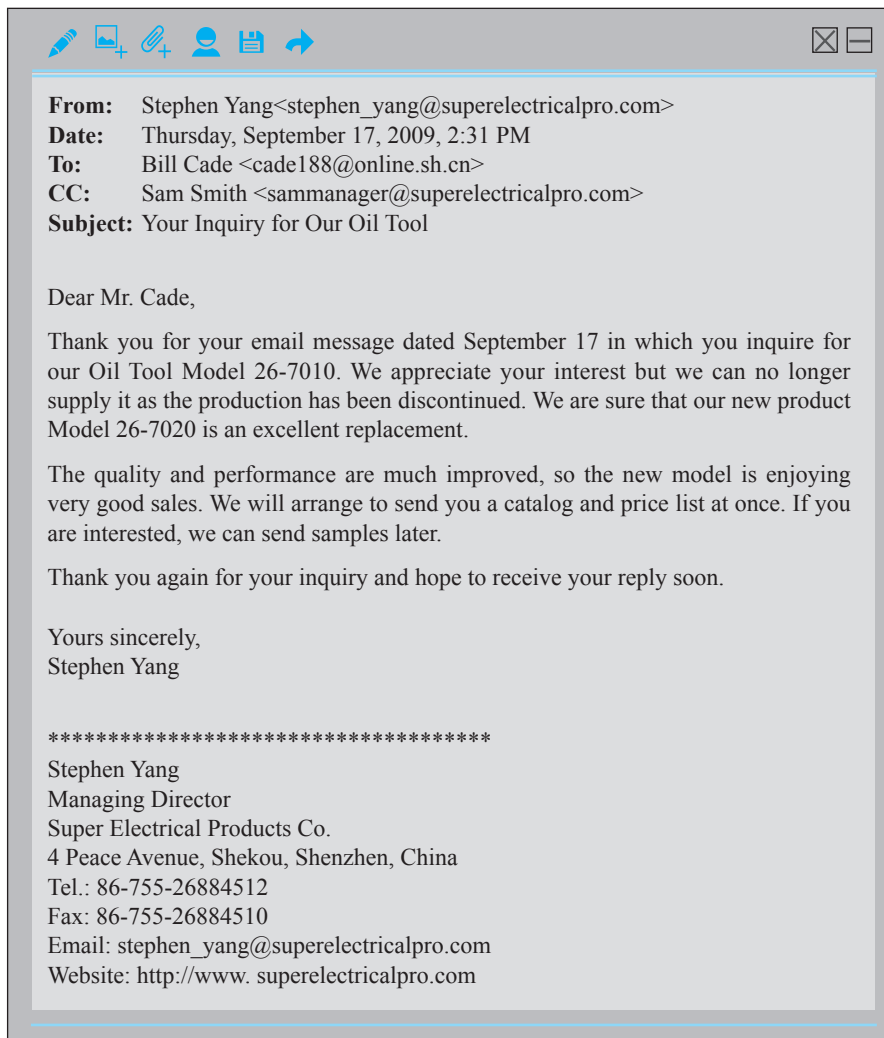
Ye Guolin
Business Manager
Golden Lion Electronic Toys Co., Ltd.
47 Fukang Road, Tianjin, China
Tel.: 86-22-24357788
Fax: 86-22-24358789
Email: yeguolin24@goldenliontoys.com.cn
Website: <http://www.goldenliontoys.com.cn>

Notes

1. This just coincides with our desire. 这一点与我方愿望不谋而合。
2. catalog *n.* 产品目录
3. cover *vt.* 包括, 涵盖
4. item *n.* 产品, 项目, 条款
5. deal in 经营, 从事
Our company is dealing in the import of electronic calculators in Australia.
我公司在澳大利亚从事计算器的进口业务。
6. for your reference 供你方参考

5. An Email for Reply to an Inquiry

Background: Bill Cade先生于9月17日向卓越电气产品公司发去电子邮件, 对26-7010型号的石油工具询价。当日卓越公司的总经理Stephen Yang回复电子邮件, 提供替代品, 并将邮件抄送给出口部经理Sam Smith。



Notes

1. inquire for sth. 对某产品询价
2. replacement *n.* 替代品, 代用品 (也可以用substitute)
3. performance *n.* 性能, 特性
 The new machines have presented excellent anti-shock performance. 新机器展现出优良的防震性能。
4. enjoy good sales 畅销, 大量销售
5. arrange *vt.* 安排, 准备, 计划
 You can ask my secretary to arrange a time and place for our next meeting.
 你可以和我的秘书定好我们下次会议的时间和地点。

I've arranged to see her tonight. 我已安排今晚同她见面。

arrange for sb./sth. to do sth. 安排、准备某人/某事以做某事(注意介词用for),
如:

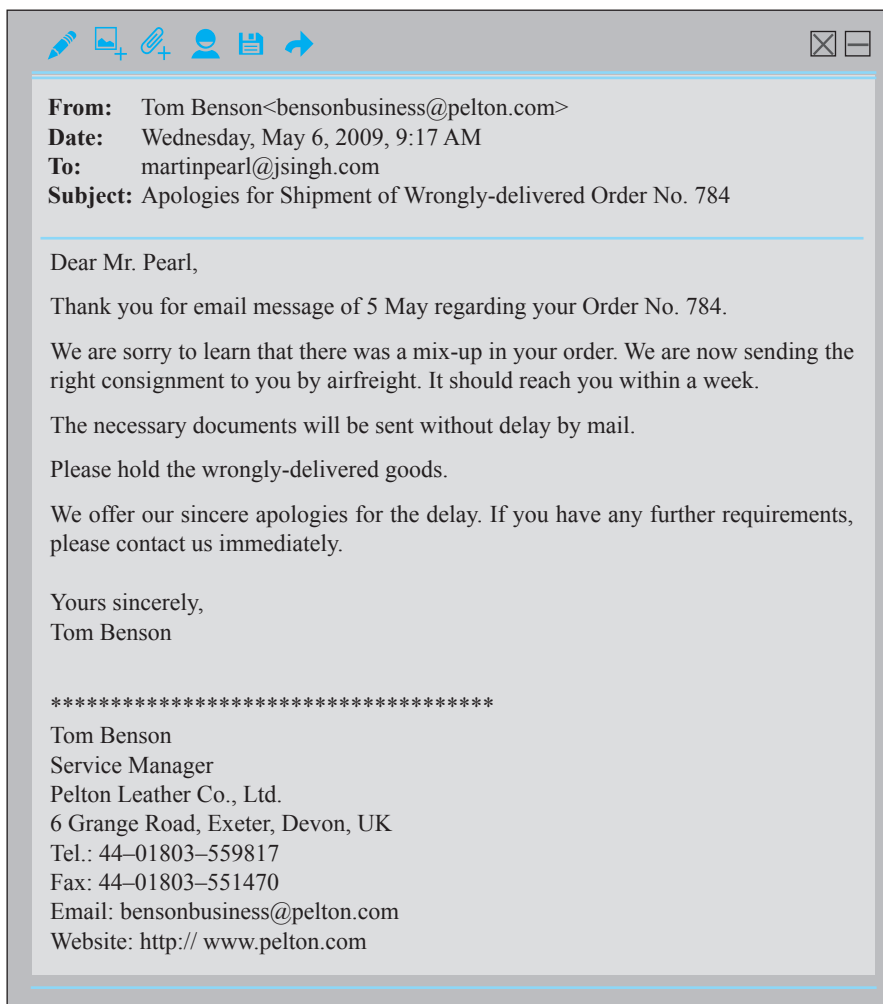
I've arranged for a car to pick them up at the station. 我已安排了一辆汽车去
车站接他们。

He's arranged for me to attend the meeting. 他已安排我去参加会议。

6. price list 价目表, 价格表

6. An Email for Apologies for Shipping a Wrong Order

Background: Pelton皮革有限公司的Tom Benson先生因错运货物向Martin Pearl先生致歉, 并提出解决方法。



Notes

1. regarding *prep.* 关于
2. mix-up *n.* 混淆
3. reach you 抵达贵处。注意reach是个及物动词，后面要有宾语；而arrive是不及物动词，后面常接介词in或at，试比较：
We believe that the goods will reach you in good condition.
We believe that the goods will arrive (in your place/at your end) in good condition.
我方相信货物会完好地抵达贵处。
4. document *n.* 单据(在对外业务中，常指各种装运单据，也可指各种商业票据)
5. without delay 立即(也可以用without further delay, with the least possible delay等)
6. hold *vt.* 保留，保存
7. wrongly-delivered goods 错发的货物
8. offer/make an apology to sb. for sth. 因为某事向某人致歉
They have to make an apology to customers for the rude behavior of their salesman. 他们不得不为销售人员的粗鲁行为而向顾客致歉。

Part IV Supplements

Useful Expressions with Preposition “for” (2)

FOR (表示目的)为，替，给，对

for the convenience of our customers 为了客户的便利

to press the seller *for* assurance of an early delivery 催促卖方保证早日交货

for the sake of developing economic cooperation and technical exchange 为发展经济合作和技术交流

You must approach the insurance company *for* settling your claim. 你必须找保险公司解决索赔问题。

Our prices were calculated without insurance *for* any special risks. 我们的价格计算不包括任何特殊险别。

Your letter of May 12 has been passed on to us *for* attention. 你方5月12日的信函已转交我方处理。

We will apply *for* an import license to the authorities. 我们将向当局申请进口许可证。

We can arrange *for* a loan from our state bank. 我们可以向国家银行申请贷款。

There is always a ready market here *for* men's shirts. 此处男式衬衫总是很畅销。

There is little or no demand at present *for* this article. 这种商品目前很少或没有需求。

They made a request to us *for* additional samples. 他们要求我们给予更多的样品。

FOR (表示对象、用途)为, 对于, 供, 适合于

for your reference 供参考

for your information 供参考, 有消息说

for your inspection 供审查

for your perusal 供细阅

for your attention 供你方处理

for your acceptance 供你方接受

for our file/record 供我方备案, 供我方存档

the goods not *for* sale 非卖品

the latest date *for* shipment 最迟装运期

Please fax us *for* our confirmation/approval. 请传真以便我方确认。

Your price is not fit *for* the market at our end. 你方价格不适合我方市场。

The L/C remains valid *for* negotiation in London till the 15th day after shipment. 该信用证在装船后15天内在伦敦议付有效。

The weather is responsible *for* the delay in shipment. 装运延误应归咎于天气。

Insurance clauses are drawn up to cater *for* different kinds of commodities. 保险条款是适应各种商品情况而制订的。

Please inform us if the 25th June is convenient *for* an interview. 请告知6月25日面谈是否方便。

When can the contract be ready *for* signature? 合同何时能签?

Unit 3

ESTABLISHING BUSINESS RELATIONS

Part I Learning Objectives

1. Learn the sources of obtaining information about potential trade partners;
2. Be able to write the letter about requesting to establish business relations and the reply to it.

Part II Introduction

1. What is Establishing Business Relations?

Establishing business relations actually means to choose and determine the trade partner. This is the first step for a company to start its business because the transaction can be made only after the business relations have been built. One party needs to get to know the counterparty's financial position and credit standing, operating capacity, business scope and some other essential conditions, and after they agree to establish business relations with each other, they will talk about the real business such as price and quality, etc. Only on the condition of trust and mutual benefit can the transaction be carried out smoothly.

2. The Sources of Obtaining Information about Potential Trade Partners

It is vital for a company to seek new customers as well as to hold old ones, especially for a company that wishes to expand its market and enlarge its business scope and turnover. But by what sources can a company obtain the necessary information about a new market and a new customer? The following channels are frequently used to secure the necessary information of the potential customers:

- (1) Banks;
- (2) Advertisements in newspapers, periodicals, magazines, from broadcast, TV and through Internet;

- (3) Introduction from the business connections;
- (4) Introduction from the subsidiaries or branches, agents abroad;
- (5) Chamber of Commerce both at home and abroad;
- (6) Commercial Counselor's Office in Embassy;
- (7) Attendance at various kinds of trading fairs and exhibitions both at home and abroad;
- (8) Self-introductions or inquiries received from the merchants abroad.

3. Letters about Requesting to Establish Business Relations

When writing a letter to establish business relations, the writer usually informs his receiver of the following:

- (1) Source of information (one of the ways above), i.e. where or from whom the writer obtains the receiver's name and address;
- (2) Intention of writing this letter, e.g. to establish business relations with the receiver;
- (3) Self-introduction of the writer's company, generally including two parts: introduction to the business scope and his main products to buy or sell, and reference as to his company's financial position and integrity;
- (4) Indication of having sent the enclosed catalog, samples or price list if the writer is an exporter or indication of making requests for these materials if the writer is an importer;
- (5) Expectation of cooperation and an early reply from the receiver.

Make sure that the letter should be cordial and warm, stressing the writer's sincere desire of cooperating with the receiver and of entering into a favorable trade connection, since the first impression matters a lot.

4. Reply to Letters about Requesting to Establish Business Relations

The letter of establishing business relations should be replied without delay. And a proper reply is considered essential to a company to maintain his sound image and grasp the prospective chance of future cooperation. Normally, there are two kinds of replies: positive and negative. Whether the reply is positive or negative, it should follow the principle of sincerity and courtesy, which applies especially to the case of negative reply. The letter should include the following:

- (1) Thanks to the letter of requesting to establish business relations;
- (2) If it is a positive reply, the writer should provide the information required by the other party; if negative, the writer should express regret at first and then state the reasons for refusal;

(3) Hope of establishing business relations promptly in a positive reply while hope of an opportunity to cooperate in the future in a negative reply.

Part III Specimen Letters

1. A Letter from Manufacturer to Importer

Background: 中国飞扬包具生产企业出口部的Bill Chen给加拿大Modern背包贸易公司的Howard Binks去函，希望双方能建立贸易关系。

Feiyang Bag Products Co. Ltd.

219 Xinhua Rd., Yanling County, Xuchang
Henan, 461200, China
Tel: 86-374-2281459
Fax: 86-374-2281657
Website: www.feiyangbags.com

6 August, 2009

Mr. Howard Binks
Modern Backpacks Trading Co.
78 Riverside Avenue
Vancouver
Canada

Dear Mr. Binks,

We have obtained your name and address from a commercial website: *www.alibaba.com*. We understand that you are one of the major importers of backpacks in Canada and we are now writing you for the establishment of business relations.

We take this opportunity to introduce ourselves as a manufacturer dealing in backpacks with various designs. Our products are of high quality and good design with very high reputation. In over seven years' export experience, we have supplied our clients with a wide range of durable backpacks at very competitive prices. We believe that we will have a promising future if we cooperate with each other.

In order to acquaint you with our business lines, we are enclosing a copy of our latest catalog regarding the details of all the items available for export at present for your reference, and hope some of these items will be of interest to you. Quotations and samples will be sent to you upon receipt of your specific inquiries.

We are looking forward to your favorable reply.

Yours sincerely,

Bill Chen

Bill Chen
Export Department

Encl. one copy of catalog

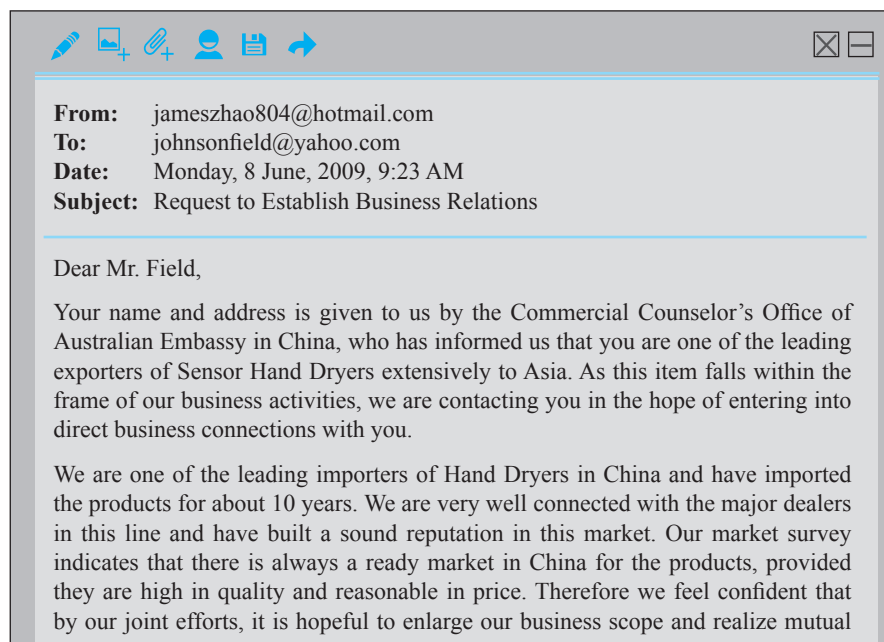
Notes

1. manufacturer *n.* 制造商, 生产商, 厂商
 manufacture *n. & v.* 制造(品), 制造业
 manufactured goods/articles/products 人工制品, 制成品, 工业产品
 Chinese manufactures = Chinese makes 中国制品
 silk manufactures 丝制品
 textile manufacture 纺织业
 of Chinese/home/foreign manufacture 中国/本国/外国制造
2. We are now writing (to) you ... 兹具函……
3. establishment of business relations 建立贸易关系
 “建立” 还可以说 set up, enter into, build up
 “贸易关系” 也可以说 trade relations, trade connections, business relationship
4. We take this opportunity to introduce ourselves as ... 我方借此机会自荐, 我方是……
5. deal in 经营
 类似的表达有 handle, trade in, specialize in, be in the line of
 Our company is in the line of the import and export of chemical products.
 我公司经营化工产品的进出口业务。
6. a wide range of 各种各样的
7. durable *adj.* 结实的, 耐用的
8. at competitive prices 以有竞争力的价格
 competitive power/strength/edge 竞争力
 If your price is competitive, we will place an order with you. 如果贵方价格具有竞争力, 我方将向贵方下订单。
9. acquaint sb. with sth. 使某人熟悉、了解某事
 In order to acquaint you with our products, we airmailed you two samples this morning. 为使贵方熟悉我方产品, 我方于今晨航寄样品两份。
10. enclose *v.* 随函附寄
 We enclose a copy of our latest price list. 我方随函附寄最新的价目表一份。
 under cover 也是“随函附寄”的意思, 上面的例句也可以说:
 We send you under cover a copy of our latest price list.
 enclosed *adj.* 随函附寄的 (the enclosed 可用以指随函附寄的东西)
 enclosure *n.* 附件 (缩写为 Enc. 或 Encl.)
11. latest catalog 最新的产品目录
12. regarding *prep.* 关于
 类似的表达还有 as regards, with regard to, in regard to
 Regarding the terms of payment, we require confirmed and irrevocable Letter of Credit. 关于支付条件, 我方要求保兑的、不可撤销的信用证。

13. available for export 可供出口的
 available *adj.* 可获得的, 可利用的
 The Item No. 25 is not available. 第25号货物缺货。
 We will ship the goods by the first available steamer next month. 货物将由下月第一条便船装运。
 This is the only stock available. 这是唯一可供之货。
14. for your reference 供贵方参考
 还可以用 for your information, for your consideration, for your scrutiny, for your perusal
15. quotation *n.* 报价
 quotation list/table/sheet/form 报价单, 报价表, 价目表
16. upon receipt of 一经收到
17. inquiry *n.* 询盘, 询价
 inquiry for 对某商品的询价
18. favorable *adj.* 有利的, 优惠的
 favorable reply 有利回复, 佳音
 favorable price 优惠的价格

2. An Email from Importer to Exporter

Background: 南京洁而净科技有限公司海外业务部的James Zhao给澳大利亚Dawood贸易公司的Johnson Field发电子邮件, 希望双方能建立贸易关系并进口感应式干手器。



benefit.

In order to have a better understanding of your company and products, we shall appreciate it if you would send us your illustrated brochure and latest price list together with other necessary information.

For more information about us, please browse our website: www.jieerjing.com.cn. As to our finances and credit standing, please refer to the Bank of China, Nanjing Branch.

We are looking forward to your favorable and early reply with keen interest.

Yours sincerely,
James Zhao

James Zhao
Overseas Business Department
Nanjing Jie Er Jing Technology Co. Ltd.
12 North Taoyuan Road, Gaochun Economic Development Zone
Nanjing, 210007, Jiangsu
Tel.: 86-25-84635488
Fax: 86-25-84486554
Email: jameszhao804@hotmail.com
Website: www.jieerjing.com.cn

Notes

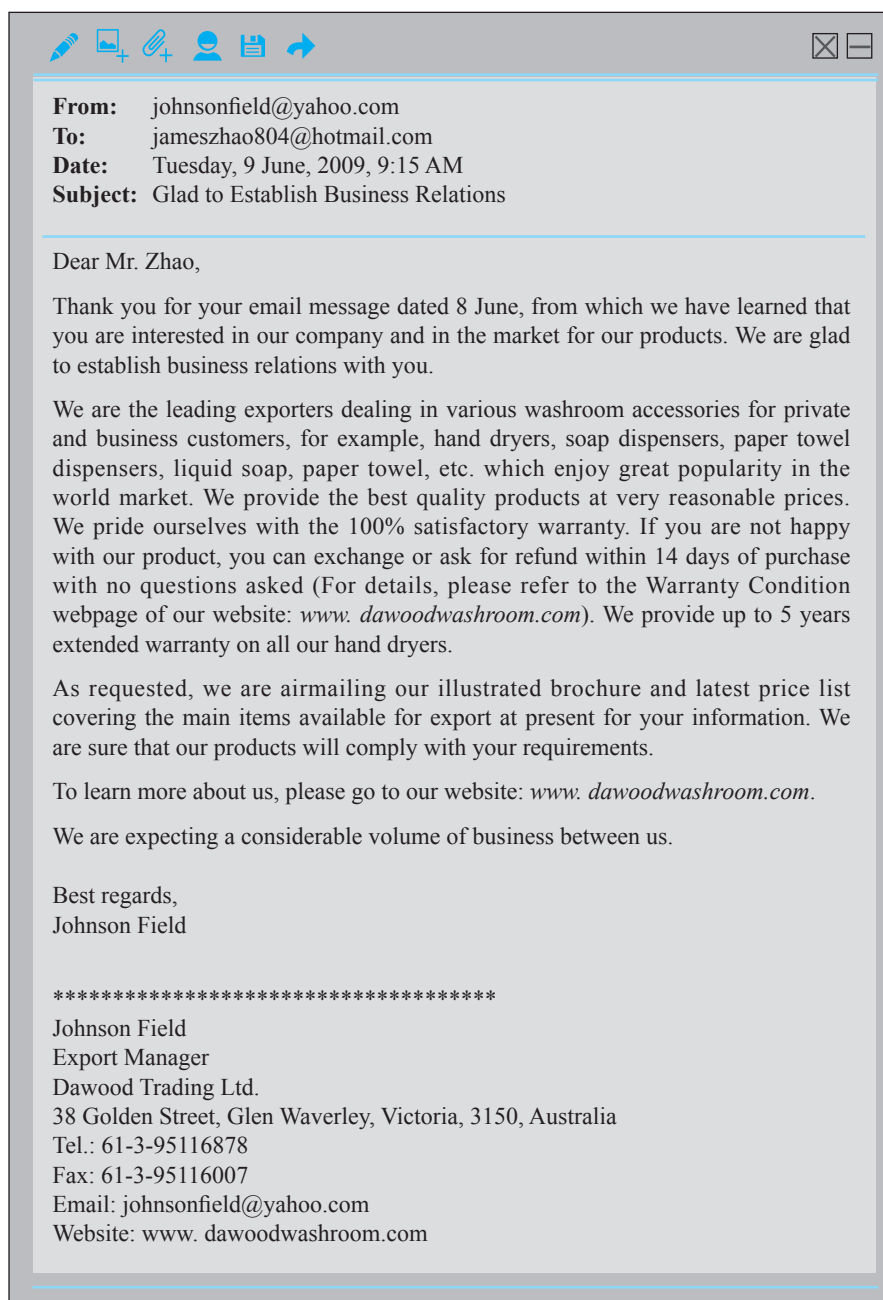
1. commercial counselor 商务参赞
Commercial Counselor's Office 商务参赞处
2. embassy *n.* 大使馆
the American Embassy in China 美驻华大使馆
ambassador *n.* 大使
3. inform *vt.* 通知, 告知
inform sb. of sth. 通知某人某事 (类似用法的动词还有 notify, advise)
Please inform us of your trade terms and send us your samples. 请告知我方贵方的交易条件并寄送样品。
Please inform us of the market conditions at your end. 请告知你方市场情况。
He was kept informed of the fluctuation of the prices. 他不断地得到物价波动的消息。
We wish to inform you that we are in the market for chemicals. 兹告知贵方我方欲购化工产品。
4. leading *adj.* 主要的, 大的
5. fall within 属于
类似的表达有 be within, lie within, come within, come under

6. business activities/lines/sphere/scope/frame 经营范围
7. contact *vt.* 与……接洽, 与……联系(注意该动词在使用时不能再与介词with搭配。approach也是这种用法, 但approach可用于被动语态), 如:
We'll contact you again as soon as any fresh supply comes in. 一旦有新货源上市, 我们立即再与你方联系。
Please don't hesitate to approach us again. 请立即与我方再次联系。
We have been approached by several buyers for the supply of walnuts. 已有好几家买主与我方联系核桃供应事宜。
8. in the hope of 希望、以期、为了, 还可以用with a view to, 后面都接名词, 如:
Will you please let us know your business terms and forward your samples in the hope of getting into business in the near future? 请寄来样品并告知交易条件, 以期在不久的将来进行交易。
With a view to supporting your sales, we have specially prepared some samples of our new products. 为了支持你们的销售, 我们专门准备了新产品的样品。
9. be very well connected with ... 与……联系甚广, 与……有密切联系
10. dealer *n.* 商人、经销商
exclusive dealer 独家经销商
deal *n. & v.* 贸易, 成交, 经营
make/do a deal with ... 与……做交易
deal on credit 凭信用交易, 赊账买卖
11. in this line 在这个行业
12. sound reputation 良好的声誉
13. There is a ready market for ... 对……有潜在的需求(也可以将market换成demand)
14. joint efforts 共同努力
15. enlarge business scope 扩大经营范围
expand market 扩大市场
extend our interests 扩大双方的业务
16. have a better understanding of ... 更好地了解……
17. appreciate *vt.* 感激, 感谢
常用结构有:
后接名词: We highly appreciate your close cooperation. 感谢贵方密切配合。
后接动名词: We shall appreciate your giving this matter your serious consideration. 若贵方对此事给予认真考虑, 我方将不胜感激。
后接从句: We shall appreciate it very much if you could send us a sample book by air immediately. 如能立即航寄样本一份, 我方将十分感激。
18. illustrated *adj.* 带有插图的

19. brochure *n.* 产品手册
20. finances *n.* (常用复数) 财务状况
21. standing *n.* 情况, 状况
credit standing 信用状况
financial standing 财务状况
22. refer 作为动词, 常见的意思及用法有:
- (1) 谈及, 提到(与to搭配)
We refer to our fax dated May 20. 兹谈及我方5月20日的传真。
Referring to your inquiry of May 12, we very much regret that we have no supply in stock. 关于贵方5月12日的询盘, 非常抱歉我们手头无现货。
- (2) 参照, 参阅(与to搭配)
Please refer to our email of July 2. 请参阅我们7月2日的电子邮件。
We referred to our records and found that the said commission had already been paid. 我们查阅了我方记录, 查明该笔佣金已付。
- (3) 提交, 交付(与to搭配)
We have referred this matter to our factory in Dalian. 我们已将此事提交我们在大连的厂家处理。
- (4) 指示, 接洽(与to搭配)
We have referred them to you for their requirements. 我们已请他们向你们洽购所需货物。
Your Commercial Counselor's Office has referred us to you for establishing business relations with your corporation. 贵国商务参赞处让我们与您联系有关与贵公司建立业务关系的事宜。
- reference *n.* 谈到, 关于
with reference to, in reference to, reference is made to 常置于句首, 表示“关于”, 如:
With reference to our usual payment terms, we can do otherwise than L/C at sight. 关于通常的支付条件, 我们除即期信用证外也接受其他支付方式。
In reference to the quality of the new product, no complaint can be made. 新产品的质量无可挑剔。
Reference is made to your inquiry of March 2. 兹关于贵方3月2日的询盘。
23. look forward to sth./doing sth. with keen/much/great interest 期盼某物/做某事
We look forward to receiving your orders with much interest. 期盼收到贵方的订单。

3. A Positive Reply to a Letter of Building Business Relations

Background: 澳大利亚Dawood贸易公司的Johnson Field发电子邮件回复南京洁而净科技有限公司海外业务部的James Zhao, 同意双方建立贸易关系并提供有关公司和商品信息的资料。



Notes

1. in the market for 欲购买
One of our clients is in the market for Chinese Black Tea. 我方一客户欲购买中国红茶。
2. washroom accessory 卫生间配套设施

3. soap dispenser 给皂机
paper towel dispenser 自动型纸巾桶
liquid soap 洗手液
4. enjoy great popularity 享有盛誉, 畅销
类似的表达有:
The goods are most popular in our market.
The goods have commanded a good market.
The goods are selling fast.
The goods enjoy fast sales.
The goods are universally acknowledged.
“畅销品”可以说ready seller, quick seller, quick-selling product
5. warranty *n.* 保修期
The machine is still under warranty. 这台机器仍在保修期内。
6. exchange *v.* 换货
7. refund *n.* 退款
claim/pay/obtain a refund 要求/支付/获得退款
refund *vt.* 退还, 偿付
refund a deposit 退还押金
Postage costs will be refunded to you. 邮费将退还给你。
8. be happy with sth. 对某物感到满意
We are pleased to know that you are happy with our after-sales service. 我们很高兴得知您对我们的售后服务感到满意。
9. as requested 按照贵方要求(也可以说at your request)
10. comply with 满足
名词形式是in compliance with 满足, 依照, 按照
in compliance/agreement/accordance/conformity with 与……相一致
In compliance with your request, we are sending you by air a catalog together with a range of pamphlets for your reference. 按要求, 我们航寄目录一本, 并随附小册子一套, 供你方参考。
11. a considerable volume of business 大笔交易
英语中表示“业务、交易”的词比较多, 常用的有business, transaction, deal等。其中business是不可数名词, 而transaction和deal是可数名词。因此, “两笔交易”的表达是two transactions或two deals或two items of business。现将business, deal, transaction的用法总结如下:
business *n.* 商业, 贸易, 业务, 交易, 买卖(都是不可数名词), 如:
We have done business with them for many years. 我们与他们已做了多年生意。
What's your line of business? 你们经营什么业务?
They have concluded substantial business with that company. 他们已与该公司达成大量交易。

另外, business还有“工商企业、公司、商行(可数名词)”之意, 如:

He owns a small electric appliance repair business. 他拥有一个小型电器修理行。

There are many businesses engaged in the line of furniture. 许多企业从事家具行业。

deal *n. & v.* 交易(可数名词), 如:

Through mutual efforts, we have closed several big deals with them. 由于共同努力, 我们已与他们达成几笔大交易。

deal in 经营, 意思与trade in, handle一样, 如:

This business deals in the export of plastic toys. 这家企业经营塑料玩具的出口业务。

deal with 与……打交道, 与……做生意, 处理……, 如:

We have been dealing with your branch in Paris in the past few years. 这几年我们一直与你方在巴黎的分公司做生意。

Please deal with the order carefully. 请认真处理该订单。

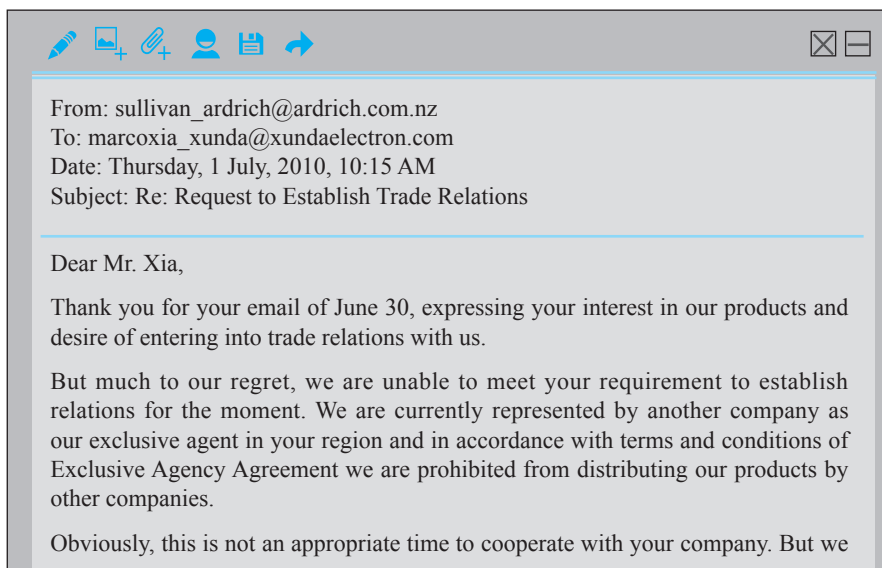
transaction *n.* 处理, 交易(可数名词), 如:

For large transactions, we prefer payment by sight L/C. 对于大笔交易, 我方建议用即期信用证支付。

We hope you will tell us the name of your bank before the conclusion of the first transaction between us. 在达成第一笔交易前, 请告知贵方银行名称。

4. A Negative Reply to a Letter of Establishing Business Relations

Background: 新西兰Ardrich有限公司的业务经理Sullivan Smith发电子邮件回复温岭迅达电器有限公司出口部的Marco Xia, 婉拒了对方建立贸易关系的请求并表明了原因。



promise to keep your email and will get in touch with you as soon as the agreement expires.

We express our regret again and sincerely hope that we may have the chance to cooperate and establish a long-term and mutual benefit trade relations in the near future.

Best regards,

Yours sincerely,
Sullivan Smith

Sullivan Smith
Business Manager
Ardrich Limited
8 Hannigan Drive, Auckland, 1072, New Zealand
Tel: 64-9-5702584
Fax: 64-9-5702544
Email: sullivan_ardrich@ardrich.com.nz
Website: www.ardrich.com.nz

Notes

1. much to our regret 令我方十分遗憾的是
2. for the moment 暂时，当前
The goods are so popular that they are out of stock for the moment. 该货十分畅销，以至于现在已经脱销了。
3. We are currently represented by another company as our exclusive agent. 当前由另一家公司做我方的独家代理。
agent *n.* 代理商
commission/multiple agent 佣金代理商，一般代理商(在同一地区和期限内委托人可以同时委派几个代理人代表委托人行事。代理人不享有独家专营权。佣金代理完成授权范围内的事务后按协议规定的办法向委托人计收佣金。)
exclusive/sole agent 独家代理商(在指定地区和期限内单独代表委托人行事、从事代理协议中规定的有关业务的代理人。委托人在该地区内不得委托其他代理人。)
4. in accordance with 根据，按照(也可以用according to)
5. terms and conditions 交易条款，交易条件
6. exclusive agency agreement 独家代理协议
7. expire *vi.* 期满，终止
When does your equipment lease expire? 你们的设备租赁何时到期?
expiration *n.* 终止，期满，满期
The two parties decide not to cooperate at the expiration of the agreement.
协议期满后双方决定不再合作。

Part IV Summary

Steps of Writing a Letter of Establishing Business Relations

- A. Source of information;
- B. Intention of the letter;
- C. Self-introduction (business scope, finances and credit standing);
- D. The enclosure or the request;
- E. Hope of receiving an early reply.

Part V Supplements

Useful Expressions about Establishment Letter

A. Source of information

We have learned/heard from ... that ...

我方从……获悉……

We have read your advertisement in the ...

我方在……上看到了贵方的广告。

We have obtained your name and address from *The Journal of Commerce*.

我方从《商业日报》获悉贵方的名称和地址。

Your name and address have been given to us by ...

通过……，我方得知了贵方的名称和地址。

We learn your company from the Internet that you are one of the leading manufacturers in this line.

我方从网上了解到贵公司是这一行业的主要生产商之一。

We are given to understand that you are potential buyers of Chinese ..., which comes within the frame of our business activities.

我方得知贵方是中国……(产品)的潜在购买商，而该产品属于我方的经营范围。

Your name and address have been recommended to us by ..., with whom we have done business for many years.

与我方有多年贸易往来的……向我方推荐了贵方的名称和地址。

We note with pleasure from our Commercial Counselor in ... that you are interested in establishing business relations with us on the supply of ...

从我方在……(地点)的商务参赞处得知了贵方因……供应事宜欲与我方建立贸易关系。

On the recommendation of Harvey Co., we have learned with pleasure the name of your firm.

通过哈维公司的介绍，我们得知了您公司的名称。

B. Intention of the letter

We write to you now with a view to building up business relations with your firm.

兹具函以期与贵公司建立贸易关系。

We are now writing you for the establishment of business relations/connections.

兹去函希望与贵方建立业务关系。

We express our desire to establish business relations with your firm.

我们盼望与贵公司建立业务关系。

We shall be glad to enter into business relations with you.

我方将很高兴与贵公司建立业务关系。

As this item falls within the scope of our business activities, we shall be pleased to enter into business relations with you.

由于该产品属于我方的经营范围，我方十分高兴与贵方建立贸易关系。

We see that your firm specializes in Light Industrial Goods, and we are willing to establish business relationship with you.

我们了解到你们经营轻工产品，想和你方建立业务关系。

We approach you today in the hope of establishing business relations with you.

今与贵方联系希望能与贵方建立贸易关系。

We shall be pleased to enter into direct business relations with you on the basis of equality, mutual benefit and exchanging needed goods.

希望能在平等、互利、互通有无的基础上与贵方建立直接的贸易关系。

We have been working on expanding our scope of cooperation with China.

我们一直致力于扩大在中国的合作领域。

Our company is thinking of expanding its business relationship with China.

我公司欲扩大与中国的商务联系。

Being closely connected with reliable wholesalers here, we shall be able to do considerable import business with you.

我方与此地可靠批发商有密切联系，因此能与贵方做可观的进口业务。

C. Self-introduction (business scope, finances and credit standing)

Our company deals in (trades in, handles, is in the line of, specializes in) the import and export of ...

我公司经营……的进出口业务。

We are one of the largest/leading/major exporters/importers of ... in our country/in this region and have been in this line for many years.

我方是我国/本地……(产品)的最大/主要的出口商/进口商之一，且从事该行业已有多年。

We write to introduce ourselves as one of the major importers from the United Kingdom, of a wide range of Electric Goods.

兹具函自荐，我方是英国多种电器的主要进口商之一。

It is a pleasure for us to introduce ourselves to you as a commission agent for ...

We have been in this post for over 5 years now.

我方有幸自荐，我方是……(产品)的代理商，从事该行业已有五年多。

We have the pleasure to take this opportunity to introduce ourselves to you with a view to ...

我方有幸借此机会自荐，希望……

We are a state-operated corporation, handling the export of animal byproducts and we are willing to enter into business relations with your firm.

我们是一家国有企业，经营动物产品的出口，希望和贵公司建立业务联系。

Specializing in the export of Chinese foodstuffs, we wish to express our desire to trade with you in this line.

我们专营中国食品的出口业务，希望在这一行业与你方合作。

This is to introduce the Pacific Corporation as exporters of light industrial products having business relations with more than 80 countries in the world.

现介绍太平洋公司，它是轻工产品的出口商，与世界上80多个国家都有商务联系。

We write to introduce ourselves as exporter of fresh water pearls having many years' experience in this particular line of business.

作为有多年出口经验的淡水珍珠出口商，我们写信介绍自己。

We take the opportunity to introduce ourselves as large importers of fertilizers in our country.

作为我国大型的化肥进口商，借此机会我们介绍自己。

... is within (falls within, lies within, comes within, comes under) our business scope.

……(产品)属于我方的经营范围。

As this is our first transaction with you, will you kindly send us the name of your bank to whom reference can be made?

鉴于这是双方初次交易，请告知贵方银行以便我方查询贵方的资信状况。

Our bankers are ... They can provide you with information about our business and finances.

我方的银行是……。他们可以向贵方提供有关我方的业务和财务状况。

For (As to, Regarding, As regards, With regard to, In regard to) our credit standing, please refer to ... (We are permitted to mention ..., as a reference.)

关于我方信用状况，请向……查询。(我方已征得……的同意，将其作为我方的查询之处。)

D. The enclosure or the request

We enclose a copy of our latest ... covering the details of all the items