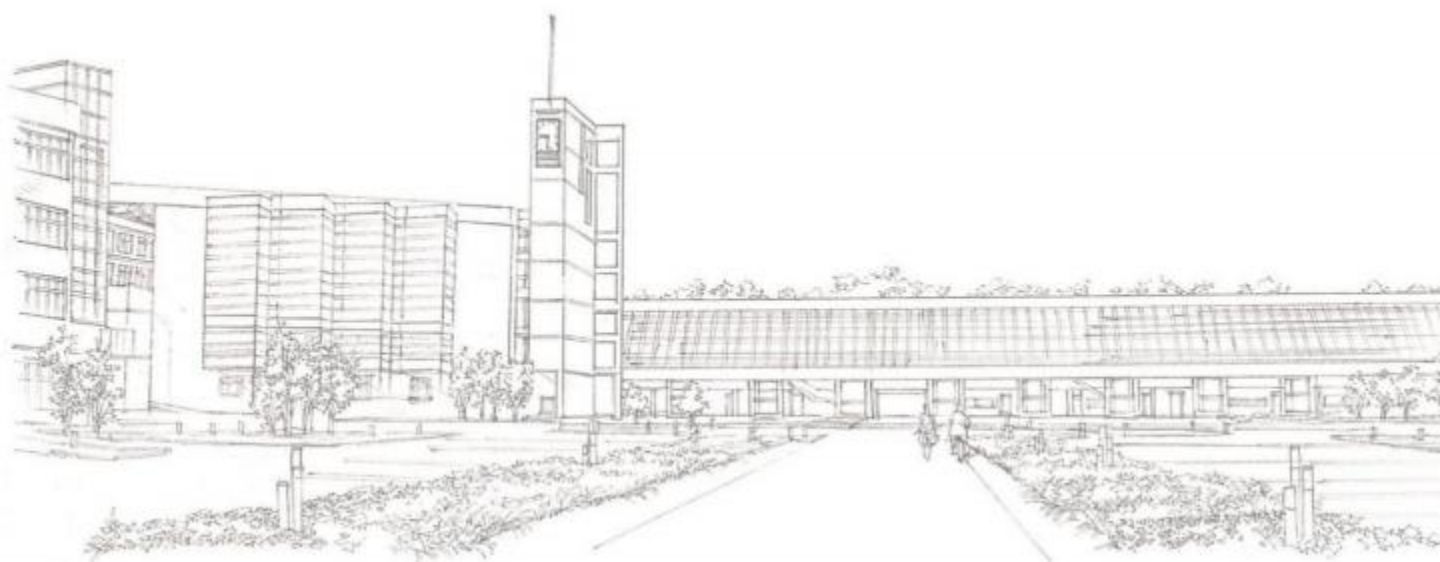




日照职业技术学院
RIZHAO POLYTECHNIC

《外贸英文函电》单元设计

商学系






《外贸英文函电》单元设计




1-1-1 Fundamentals of Business Communication----letters

1. Learning aims


Knowledge aims:

-  Know the layout, components and writing principles of business letter;
-  Know how to write an envelope;
-  Know the form of email.

Ability aims:

-  can arrange a business letter properly;
-  Can address an envelope properly;
-  Can write business letters by email.

Ideological and political objectives:

 Guide students to establish correct world outlook, outlook on life and values, and strengthen the belief in socialism and communism;

2. Class task

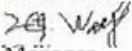
Part 1: Parts of a business letter

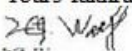
Main parts

1. Letterhead (信头)
2. Reference and Date Line (编号和日期)
3. Inside Name and Address (封内名称和地址)
4. Salutation (称呼)
5. Letter Body (正文)
6. Complimentary Close (结尾敬语)
7. Signature (签名)

Some other parts

8. 8. Attention Line (经办人)
9. 9. Subject Line/Caption (事由)
10. 10. Reference Notation (经办人代号)
11. 11. Enclosure/Encl. (附件)
12. 12. Carbon Copy Notation/CC (抄送)
13. 13. Postscript /P.S. (附言)

BEIJING LIGHT INDUSTRIAL PRODUCTS IMP. & EXP. CORPORATION Tel:(010)66668888 E-mail:bjlipc@yahoo.com.cn			<u>Letter head</u>
Your Ref038/te	Our RefQYT/zcs	April 9,2015	<u>Reference and Date</u>
P&H Company 8000 Lincoln Drive New York, NY 1122 U.S.A.			<u>Inside name and Address</u>
Attention:Import Dept.			<u>Salutation</u>
Dear sirs,			<u>Letter body</u>
Subject:Leather Jackets			<u>Complimentary close</u>
We thank you for your letter of March 28.			<u>Signature</u>
As requested, we are sending you herewith a copy of our latest price-list for your reference. Please note that all prices are understood to be subject to our final confirmation.			
We look forward to your specific enquiry.			
Yours faithfully,			
 Manager			
zcs			
Encl.: as stated CC: our Branch Offices P.S.: Your letter of April 2 has just arrived. We will look into the matter.			

BEIJING LIGHT INDUSTRIAL PRODUCTS IMP. & EXP. CORPORATION Tel:(010)66668888 E-mail:bjlipc@yahoo.com.cn			
Your Ref038/te	Our RefQYT/zcs	April 9,2015	
P&H Company 8000 Lincoln Drive New York, NY 1122 U.S.A.			<u>Attention line</u>
Attention:Import Dept.			<u>Subject line/caption</u>
Dear sirs,			
Subject:Leather Jackets			<u>Reference notation</u>
We thank you for your letter of March 28.			<u>Enclosure/Encl.</u>
As requested, we are sending you herewith a copy of our latest price-list for your reference. Please note that all prices are understood to be subject to our final confirmation.			<u>Carbon Copy Notation/CC</u>
We look forward to your specific enquiry.			<u>Postscript/P.S.</u>
Yours faithfully,			
 Manager			
zcs			
Encl.: as stated CC: our Branch Offices P.S.: Your letter of April 2 has just arrived. We will look into the matter.			

Part 2: Layouts of a business letter

**Marketing Department of Huaqiang Company
200 Beijing Road, Changchun, Jilin, 130001, China**

Sept. 12, 2012
Prof. Thompson
Harvard University
Boston, MA 02163
U.S.A.

**Blocked-style--All typing
lines begin at
the left margin of a letter.**

Dear Professor Thompson,

To celebrate the fiftieth anniversary of the founding of our company, we request the honor of your presence at a reception which is to be held at Dayu Hotel, Changchun on September 30 from 7 p.m. to 9 in the evening.

We would be glad if you could come.

Yours faithfully,
Mike Tang

**Marketing Department of Huaqiang Company
200 Beijing Road,
Changchun, Jilin, 130001, China**

Sept. 12, 2012

Prof. Thompson
Harvard University
Boston, MA 02163
U.S.A.

**Full-blocked style--
All typing lines including the
letter head begin at
the left margin of a letter.**

Dear Professor Thompson,

To celebrate the fiftieth anniversary of the founding of our company, we request the honor of your presence at a reception which is to be held at Dayu Hotel, Changchun on September 30 from 7 p.m. to 9 in the evening.

We would be glad if you could come.

Yours faithfully,
Mike Tang

1. Each line in the letterhead and the inside name and address is indented one or two spaces.

2. The letterhead is in the middle or on the right hand side. (personal letter usually on the right hand side)

Harvard Universit
Boston, MA 02163, U.S.A.

Sept. 20, 2012

Mr. Mike Tang
Marketing Department
Huaqiang Company
200 Beijing Road
Changchun, Jilin 130001
China

3. The date should be placed on the right hand side.

4. Paragraphs of a letter are indented, usually four or five spaces.

Dear Mr. Tang,

Thank you very much for your invitation to join the fiftieth anniversary of the founding of your company at Dayu Hotel, Changchun on September 30.

I will be happy to be there at 6:50 p.m. to take part in the reception, and look forward to it with pleasure.

Yours sincerely,
Thompson

Complementary close and signature begin at the center point.

245 Zhongshan Street
Fuzhou, Fujian 350001
China

July 25, 2012

Miss Helen Brown
128 Berry Drive
Minneapolis, MN 55106
U.S.A.

We have received *****.

We hope we can place large orders.

ZHAO


- All parts of a letter begin at the left margin of the page.
- This style omits the salutation and the complimentary close.

Part 3: Principles of business letter writing

- Principles of Business Letter Writing
- 7Cs principle
 1. Courtesy (礼貌)
 2. Clarity (清楚)
 3. Conciseness (简洁)
 4. Consideration (体谅)
 5. Completeness (完整)
 6. Concreteness (具体)
 7. Correctness (正确)

Part 4: Envelope Addressing

1. The Blocked Style

Elegance Clothing Company 60 South Street Dilian 116000 China		
<table border="1"><tr><td>CONFIDENTIAL</td></tr></table>	CONFIDENTIAL	Mr. Allan Addison 1220 South Main Street Atlanta, GA 30091 U.S.A
CONFIDENTIAL		

2. The Indented Style

Elegance Clothing Company 60 South Street Dilian 116000 China	Mr. Allan Addison 1220 South Main Street Atlanta, GA 30091 U.S.A
--	---

Tips: How to put the address into English

Room→Building→Number→Road/Street→District→City→Province/State/County→Country

Examples

1. Assistant Professor of Finance

College of Business, Iowa State University

2330 Gerdin Business Building

Ames, IA 50011-1350

2. Chinese address: 中国浙江省宁波市中山北路 392 弄32 号703 室

English-written: Room 703, No. 32, Lane 392, North Zhongshan Road, Ningbo, Zhejiang, China

3. Chinese address: 北京市东长安街 6 号

English-written: 6 East Changan Avenue, Peking/Beijing

Part 5: Email

外发的邮件



3. Summary

Parts of the Business letter—

7 main parts: letterhead, date, inside name and address, salutation, letter body, complimentary close, signature

other parts: attention line, subject line, reference notation, enclosure, carbon copy, postscript

Attention: the order of each part

4. Assessment

3-1 Sales Confirmation

1. Learning aims

Knowledge Aim:

- Get a general idea about the format and main contents of a sales contract/confirmation;
- Know the structure and some useful expressions of a S/C letter;
- Understand the concept as well as main functions of proforma invoice and purchase order;
- Acquaint yourselves with some names of electrical appliances;
- Learn how to draw a sales confirmation/proforma invoice and the related

Ability Aim:

- Have the ability to draw a Sales Confirmation/Contract and write S/C letter.

Ideological and political objectives:

- Strengthen flexible communication and coordination ability, learn to establish mutually beneficial and win-win cooperative relationship with others, and strive to be a qualified socialist builder and reliable successor.

2. Class task

Case

宁波飞扬家电有限公司的周华与赞比亚CPG公司的托尼·哈里森先生经过几轮协商后达成意向。周华遂发去签约函和电子销售确认书，敦促对方速开信用证以便及时装运。

Useful Expressions

1. with reference to 关于
2. confirm acceptance of your order 确认你的订单
3. enclosed is... 附上
4. via email or fax 通过电邮或传真
5. It is understood that... 不言而喻

6. relevant letter of credit 相关的信用证
7. turn out to one's satisfaction 使某人满意

Useful Sentences

1. In reply to your email dated Jan. 26, 2018, we are happy to confirm your order for 5,000 sets of microwave ovens.
2. Thank you very much for your emails, as per copies attached, resulting in a transaction of 1,000 sets of electric heaters.
3. We are glad that through our mutual effort, finally we have reached the agreement.
4. Hereby we enclose our Sales Confirmation No. 130 as requested.
5. If you find everything in order, pls. kindly sign and return one copy to us for our record.
6. We trust that you will open the necessary L/C at an early date.
7. We will ship the goods without fail as early as possible.
8. We hope our cooperation in this first order will lead to a brighter future of our business relationship.

The letter: Exporter's Request for the Countersignature of the Sales Confirmation

Dear Tony,

With reference to our recent exchange of e-mails, we have pleasure in confirming acceptance of your order for 800 sets of electric fans.

Enclosed is our Sales Confirmation No. FY052, a copy of which is to be returned to us via email or fax after being countersigned. If there is any problem or misunderstanding, please don't hesitate to call us.

It is understood that the relevant letter of credit should be established as soon as possible so that we can arrange our shipment in time.

Hoping the goods will turn out to your entire satisfaction!

Kind regards,

Zhou Hua

3. Summary

(1) The Head

Contract Title

Contract Number

Date and Place of Signing the Contract

Names and Addresses of Both Parties

Preface

(2) The Body

The body is the most important message of a contract, reflecting duties and obligations of both parties:

(3) The End

Copies

Language Validity

Law Application

Signature

Seal

4. Assessment

《外贸英文函电》教案

4-2-4 Shipping Advice

3. Learning aims

Knowledge Aim:

- (1) identify shipping instructions and shipping advice;
- (2) acquaint yourselves with some names of mould products;
- (3) know the structure of letters on shipment as well as related terms and useful expressions;
- (4) learn how to analyze cases and write letters on shipment.

Ability Aim:

Have the ability to analyze cases and write letters on shipment.

Ideological and political objectives:

Establish the standard consciousness of professional post practice, enhance the students' sense of teamwork, and develop the professional ethics of honesty and trustworthiness;

4. Class task

Background Information

Buyers generally send their shipping requirements to sellers

Sellers usually send shipping advice to buyers: ①ETD ②the shipped goods; ③vessel name; ④container No.; ⑤seal No.; ⑥enclosed

Parties involved in the shipment

B/L

Case

韩国K. Ly贸易公司所订的货物已装船, 故上海百思得贸易公司给其发去了装运通知。

Useful Expressions

- | | |
|----------------------------|------|
| 1. shipping advice | 装运通知 |
| 2. blowing molding machine | 吹塑机 |

3. immediate shipment	立即装运
4. prompt shipment	即期装运
5. shipment as soon as possible	尽快装运
6. forward shipment	远期装运
7. near shipment	近期装运
8. direct shipment	直达船装运
9. indirect shipment	非直达船装运
10. optional port	任意港
11. calling port	挂靠港
12. destination port	目的港
13. ice-free port	不冻港
14. free port	自由港
15. loading port	装货港
16. unloading port	卸货港
17. expedite shipment	加速装船
18. extend shipment	展延装运期
19. advance shipment	提前装船

Useful Sentences

1. We take pleasure in advising you that we have shipped the 2 sets of injection moulds you ordered today.
2. We advise you that your Order No. 332 has been on board S.S. “ Pigeon ” .
3. The shipment of moulds for mobile phone shells under Contract No. 436 will be effected by M.V. “ God ” , which is scheduled to leave here on 19 July.
4. We have pleasure in notifying you that we have shipped today by S.S. “ Beijing ” 100 boxes of shoe moulds. They are to be transshipped at Singapore and are expected to reach your port early next month.
5. We advise you that the toy moulds you ordered in September will be effected by S.S. “ Flight ” next Tuesday.
6. The remainder of the goods will be shipped in early November.
7. We will arrange shipment immediately upon receipt of your L/C.
8. We have pleasure in advising you that we will ship the 1 set of front lamp mould you ordered in June, to be more exact, July 22nd.

The letter: Shipping Advice

Header

From:	lisa@ bester.com.cn
To:	leey@ kly.com.kr
Cc:	
BCc:	
Subject:	Shipping Advice for Order 181012

Dear Mr. Lee,

We take the pleasure in informing you that the blowing molding machines you ordered in October this year under Contract No. 637 have now been dispatched per S.S. “Red Five Star” sailing tomorrow (October 8) from Shanghai to Seoul.

In order to assure you of the goods’ reaching you in good condition, all of them were packed in special containers. We wish you to unpack and examine them immediately on arrival. Any complaints as to damage should be notified to us and the shipping company within ten days.

Meanwhile we’ ve faxed you one set of Shipping Documents covering this consignment which comprise:

1. one copy of non-negotiable Bill of Lading
2. one copy of Commercial Invoice
3. one copy of Certificate of Origin
4. one copy of Certificate of Quality
5. one copy of Packing List
6. one copy of Insurance Policy
7. one copy of Survey Report

Please confirm your receipt, and we hope this shipment will reach you in time and in good order to meet with your full satisfaction.

Best regards,

Lisa

5. Summary

1. identify shipping instructions and shipping advice;
2. Structure of the letters on shipment
3. Useful expressions and useful sentences
4. You need to practice your reading and the writing more.

4. Assessment

《外贸英文函电》教案

4-2-5 Transshipment

6. Learning aims

Knowledge Aim:

- (1) identify shipping instructions and shipping advice;
- (2) acquaint yourselves with some names of mould products;
- (3) know the structure of letters on shipment as well as related terms and useful expressions;
- (4) learn how to analyze cases and write letters on shipment.

Ability Aim:

Have the ability to analyze cases and write letters on shipment.

Ideological and political objectives:

Establish the standard consciousness of professional post practice, enhance the students' sense of teamwork, and develop the professional ethics of honesty and trustworthiness;

7. Class task

Background Information

Buyers generally send their shipping requirements to sellers

Sellers usually send shipping advice to buyers: ①ETD ②the shipped goods; ③vessel name; ④container No.; ⑤seal No.; ⑥enclosed

Parties involved in the shipment

B/L

Case

2018年7月份韩国K. Ly贸易公司与上海百司得贸易公司达成一笔交易。韩国K. Ly公司要求订购2副手机模具，但经过多方努力，上海百司得公司未能在开往首尔的直达船上定到舱位，而信用证规定禁止转船，因此不得不要求韩国K. Ly公司修改信用证。

。

Useful Expressions

- | | |
|---------------------------------|---------|
| 1. strenuous effort | 坚持不懈的努力 |
| 2. value of export/export value | 出口货值 |
| 3. direct vessel | 直达船 |
| 4. space booking或book a space | 订舱 |

Useful Sentences

1. As there is no direct liner to the destination, please allow transshipment.
2. According to the shipping documents, transshipment and partial shipment are permitted.
3. If transshipment is allowed, the port of transshipment is marked.
4. Your present letter seems to contradict the previous one. Please make a clarification.
5. In compliance with your request, we have to arrange transshipment.
6. The container was off-loaded by the shipping company at Busan, we have to transship.
7. On account of lack of direct steamer please allow transshipment in your L/C.
8. Please amend L/C No. 1636 to allow transshipment and partial shipment.

The letter: Asking for Allowing Transshipment

Header

From:	Leey@kly.com.kr
To:	lisa@ bester.com.cn
Cc:	
BCc:	
Subject:	Transshipment for Order 181012

Dear Mr Leeyoun,

We thank you for your Letter of Credit No. E-204

Regarding shipment, we regret to inform you that despite our strenuous efforts, we are still unable to book a space on the direct steamer sailing to Seoul. Therefore, it is very difficult for us to ship 2 sets of mobile mould to Seoul directly.

In view of the difficult situation, We would appreciate it if you could

amend the L/C to allow transshipment at Hongkong.

Please be assured that we will ship the goods to Hongkong immediately upon receipt of the L/C amendment.

Your early amendment to L/C will be appreciated.

Best regards,
Lisa

8. Summary

5. identify shipping instructions and shipping advice;
6. Structure of the letters on shipment
7. Useful expressions and useful sentences
8. You need to practice your reading and the writing more.

4. Assessment

《外贸英文函电》教案

4-3-1 Asking the Seller to Cover Insurance

9. Learning aims

Knowledge Aim:

Have a concept of international cargo insurance;
Know related expressions and terms of insurance;
Acquaint yourselves with some terms of light products;
Learn how to analyze cases and write letters on the insurance issues.

Ability Aim:

Have the ability to analyze cases and write letters on the insurance issues.

Ideological and political objectives:

Establish the standard consciousness of professional post practice, enhance the students' sense of teamwork, and develop the professional ethics of honesty and trustworthiness;

10. Class task

Background Information

Insurance was originally applied to losses at sea, where risks were always great. Now it has become a vast subject, entering into almost every activity of human beings. The purpose of insurance is to provide compensation for those who suffer from loss or damage. In other words, it is a contract of indemnity, a contract to restore to someone, either the full amount of the loss that may be incurred, or a specified percentage of the amount of the loss.

various kinds of risks to be covered by insurance

- 1.F.P.A.(Free from Particular Average)
- 2.W.A. or W.P.A. (With Average or With Particular Average)
- 3.All Risks
- 4.T.P.N.D. (Theft, Pilferage & Non-delivery)
- 5.Fresh and / or Rain Water Damage Risk
- 6.Shortage Risk
7. Intermixture & Contamination Risks
8. Leakage Risk

9. Clash & Breakage Risks
10. Taint of Odour Risk
11. Sweating & Heating Damage
12. Hook Damage Risk
13. Rust Risk
14. Breakage of Packing Risk
15. S.R.C.C. (Strikes, Riots, Civil Commotions)
16. War Risk
17. Import Duty Risk
18. On Deck Risk
19. Rejection Risk
20. Failure to Delivery Risk
21. Aflatoxin Risk
22. Survey in Customs Risk
23. Survey at Jetty Risk

Case

加纳联合进口有限公司来函请求中国宁波阳光进出口有限公司代替其在宁波办理电灯组件的保险事项，要求按发票金额加10%投保一切险，费用由加纳公司承担。

Useful Expressions

1. covering 有关，适用
2. refer to 查阅
3. at your end 在你（贵）方
4. on behalf of sb.,
on one's behalf 代表
5. insure (the goods) against (xxxrisk) (给货物) 保xxx险
6. debit note (D / N) 索款通知，借方通知
7. credit note (C / N) 付款通知，贷方通知
8. draw (a draft) on sb. for (money)

开出（汇票）向某人索要（款项）

Useful Sentences

1. We wish to refer you to our Order No. 1001 for 500 sets of “Forever” lights.
2. As per our phone conversation, we would like to leave insurance arrangements to you.
3. Please insure the goods against All Risks and War Risk at your end.
4. We would like you to help us with the insurance and we appreciate it very much.
5. We shall be pleased if you could have the goods covered against All Risks on our behalf for 110% of the invoice value.
6. We would like to cover the goods for All Risks and War Risk for 110% of the invoice value.
7. Please help us to cover the insurance as per the clause stipulated in the contract.
8. The order is on CFR basis, so we will cover the insurance for your side.

Letter Asking the Seller to Cover Insurance

From:	LukeB@united.com.gh
To:	Zbin@nbsunshine.com.cn
Cc:	
BCc:	
Subject:	Insurance for Order No.1001

Dear Mr. Zhao,

We wish to refer you to our Order No. 1001 for 5,000 sets of “Panda” light fixtures, which was placed on CFR basis at invoice value plus 10%, i.e. USD5,500.

We shall of course refund to you the premium upon receipt of your debit note or, if you like, you may draw on us at sight for the amount requested.

We are looking forward to your early reply.

Best regards,
Luke Brown

11. Summary

A letter for the said purpose is likely to contain:

1. Asking for insurance arrangement.
2. Replying to an insurance application.

3. Asking for extra insurance.

4. Clarification of insurance terms

4. Assessment

《外贸英文函电》教案

4-3-2 Informing the Insurance

12. Learning aims

Knowledge Aim:

Have a concept of international cargo insurance;
Know related expressions and terms of insurance;
Acquaint yourselves with some terms of light products;
Learn how to analyze cases and write letters on the insurance issues.

Ability Aim:

Have the ability to analyze cases and write letters on the insurance issues.

Ideological and political objectives:

Establish the standard consciousness of professional post practice, enhance the students' sense of teamwork, and develop the professional ethics of honesty and trustworthiness;

13. Class task

Background Information

Insurance was originally applied to losses at sea, where risks were always great. Now it has become a vast subject, entering into almost every activity of human beings. The purpose of insurance is to provide compensation for those who suffer from loss or damage. In other words, it is a contract of indemnity, a contract to restore to someone, either the full amount of the loss that may be incurred, or a specified percentage of the amount of the loss.

various kinds of risks to be covered by insurance

- 1.F.P.A.(Free from Particular Average)
- 2.W.A. or W.P.A. (With Average or With Particular Average)
- 3.All Risks
- 4.T.P.N.D. (Theft, Pilferage & Non-delivery)
- 5.Fresh and / or Rain Water Damage Risk
- 6.Shortage Risk
7. Intermixture & Contamination Risks

8. Leakage Risk
9. Clash & Breakage Risks
10. Taint of Odour Risk
11. Sweating & Heating Damage
12. Hook Damage Risk
13. Rust Risk
14. Breakage of Packing Risk
15. S.R.C.C. (Strikes, Riots, Civil Commotions)
16. War Risk
17. Import Duty Risk
18. On Deck Risk
19. Rejection Risk
20. Failure to Delivery Risk
21. Aflatoxin Risk
22. Survey in Customs Risk
23. Survey at Jetty Risk

Case

宁波阳光进出口有限公司去函感谢新加坡东方贸易公司通过新加坡银行及时开立了信用证。但在审查信用证条款时，宁波阳光进出口有限公司发现，对方要求除平安险和战争险外还投保偷窃提货不着险和罢工暴动民变险，而这两种险在谈判时是未经双方同意的。宁波阳光进出口公司答应代办这两种险别，但要求保险费由新加坡东方贸易公司承担，同时催促其尽早到银行办理修改信用证，增加额外的保险费用

Useful Expressions

1. go through
2. under / in the circumstances
3. at one's cost
4. in compliance with
5. see one's way to

Useful Sentences

1. Please amend the insurance clause in your L/C.
2. We go through the L/C and find out the insurance clause is inconsistent with the contract.
3. We will have the captioned goods insured immediately under such circumstances to meet your requirements.
4. T.P.N.D. is not mentioned in the contract so the premium should be on your side.
5. If you want to add extra insurance, the premium should be on your side.
6. We have already arranged for the shipment in compliance with your request.
7. You should amend the L/C to increase the clause for extra insurance otherwise we can't cover the insurance.
8. We will cover the extra insurance for you, please be rest assured.

The letter:

From:	chenl@sunshine.com.cn
To:	lee@oriental.com.sg
Cc:	
BCc:	
Subject:	Insurance for Order No.TK305

Dear Mr. Chen,

We thank you for your email of December 6 and your L/C No. TK305 for RMB25,000 issued by the Bank of Singapore, advised through the Bank of China, Hong Kong.

On going through the stipulations of your credit, we regret to find that in addition to F.P.A. and War Risk, you require insurance to cover T.P.N.D. and S.R.C.C., which were not agreed upon by both parties during our negotiations.

Under the ordinary circumstance, no loss or theft of such merchandise as pendant lamps is likely to occur during transport or after arriving at its destination. Therefore, it is our practice to cover F.P.A. for such commodity. Since you desire to have your shipment insured against T.P.N.D., we can arrange such insurance at your cost.

With regard to S.R.C.C., we wish to state that the People's Insurance Company of China, from now on, accepts this special coverage and is in compliance with the usual international practice.

We hope you will see your way to arrange with your bank for an amendment to your L / C to increase the amount in order to cover the extra premium under advice to us.

We assure you that as soon as your amendment reaches us, we shall, of course, make the necessary arrangement for the shipment.

Best regards,

Lee

Summary

A letter for the said purpose is likely to contain:

1. Asking for insurance arrangement.
2. Replying to an insurance application.
3. Asking for extra insurance.
4. Clarification of insurance terms

4. Assessment

《外贸英文函电》教案

5-1 Complaints and Claims

14. Learning aims

Knowledge Aim:

- (1) explain the common causes for complaints and claims;
- (2) learn how to make complaints and claims;
- (3) learn how to reply to complaints and claims;
- (4) understand rules and procedures for writing complaints and claims;
- (5) acquaint yourselves with some names of chemical products.

Ability Aim:

Have the ability to analyze cases and write letters on the claim issues.

Ideological and political objectives:

promote education of excellent traditional Chinese virtues, professional culture, craftsman spirit, and revolutionary tradition;

15. Class task

Background Information

kinds of complaints or claims being frequently made by buyers:

(1) The genuine complaint or claim, which arises from one of the following situations:

- The wrong goods may have been sent
- The quality may not be satisfactory
- The shipment may have been found damaged, short or late

(2) The complaint used as excuses:

Case

日本Kayaku贸易公司客户人员在对浙江华达公司发来的DCP进行检查时发现部分产品有结块现象，于是，Kayaku公司的科林·迈耶先生与华达公司经理张斌联络有关退货及换货事宜。

Useful Expressions

1. arrive in ... condition
2. make a complaint

3. cake
4. caking lump
5. ask for replacement
6. return ... to
7. take sth. back
8. make an inspection
9. make an investigation
10. take measures
11. reefer container

Useful Sentences

1. We are writing to complain about the shipment of our order No. 345 for ... received yesterday.
2. We regret very much that it is necessary to complain about ...
3. We regret to inform you that the goods forwarded to us are in unsatisfactory state.
4. Referring to our order No. 456, we have taken delivery of the goods which arrived on S.S. Red Star at New York.
5. We have taken delivery of ... you sent us, but on examination, we regret to find out that ... were in a very damaged condition.
6. The merchandise ordered on September fifth hasn't arrived yet.
7. It's obvious that you sent us defective articles.
8. We shall be glad to have your explanation of ...
9. We will appreciate it if you could look into the matter, and let us know your disposal.
10. We have to ask you to replace them with new ones.
11. Would you kindly let us know if you will take them back?
12. Please look into the matter at once and take urgent measures to ensure that nothing like this will happen in the second and the third lots.

The letter:

Header

From:	Cmeyer@Kayaku.com.jp
To:	Pzhang@huadachemical.com.cn
Cc:	
BCC:	
Subject:	DCP Caking

Dear Mr. Zhang,

We regret having to inform you that DCP covered by our order No. 2348 and shipped per S.S. “Orient” arrived in unsatisfactory condition. After carefully examining the goods received, one of our important clients, Kita-Nippon Electric Cable Ltd. found that 7 packages of DCP had been caked. We have received official complaints from them and they returned around 350 kg of caking products to our company.

We made careful inspections of them and confirmed the caking lumps in all returned products. As the goods are quite unsuited to the needs of our customers, we have no choice but to ask you to take them back and replace them.

In order to prevent the same trouble in the future, may we ask you to make an investigation and take proper measures. Meanwhile, we would like to request your shipments during June and October to be made by reefer containers (now only shipments during June and September are made by reefer containers) .

We highly appreciate your cooperation and expect further development of business between us.

Best regards,
Colin Meyer

Summary

The usual steps of making a complaint

- (1) Begin by regretting the need to complain.
- (2) Give a detailed presentation of facts to explain what is wrong.
- (3) State your reasons for being dissatisfied and ask for an explanation.
- (4) Refer to the inconvenience caused.
- (5) Suggest how the matter should be put right

The usual steps of making a claim

- (1) Inform the receiver of details related to the goods to be claimed.
- (2) Make clear what your claim is.
- (3) Request the action: a replacement, repair, refund or compensation.

4. Assessment

《外贸英文函电》教案

5-2 Settlement

16. Learning aims

Knowledge Aim:

- (1) explain the common causes for complaints and claims;
- (2) learn how to make complaints and claims;
- (3) learn how to reply to complaints and claims;
- (4) understand rules and procedures for writing complaints and claims;
- (5) acquaint yourselves with some names of chemical products.

Ability Aim:

Have the ability to analyze cases and write letters on the claim issues.

Ideological and political objectives:

promote education of excellent traditional Chinese virtues, professional culture, craftsman spirit, and revolutionary tradition;

17. Class task

Background Information

kinds of complaints or claims being frequently made by buyers:

(1) The genuine complaint or claim, which arises from one of the following situations:

- The wrong goods may have been sent
- The quality may not be satisfactory
- The shipment may have been found damaged, short or late

(2) The complaint used as excuses:

Case

浙江华达化学有限公司在接到日本Kayaku贸易公司的投诉后即着手调查此事。在向日本Kayaku贸易公司致歉的同时寄去了替代产品。同时答应Kayaku公司的在6~10月用冷藏箱装运货物的要求

Useful Expressions

1. complain about
2. apologize to sb. for sth.

3. arrange for
4. replacement
5. dispatch

Useful Sentences

1. We have received your email of ... and regret to hear that ...
2. We have received your email of ... complaining about ...
3. We are in receipt of your email dated ... and are sorry to note your complaint respecting ... we sent you by S.S. “Dongfeng” .
4. We have made investigation on the matter and found that we did make a mistake in packing.
5. On going into the matter we find that ...
6. We apologize for causing you a good deal of inconvenience.
7. We are sorry for the trouble caused by the error and wish to assure you that care will be taken in the execution of your further orders.
8. I’ d like to explain about the damaged goods.
9. We’ ll send a representative to check the extent of the damage.
10. We are arranging to send you ... to replace the unsold balance ...
11. We trust the goods will arrive in suitable time and be found to your satisfaction.
12. We assure you that every possible action will be taken by our management to prevent a repetition of same in future orders.

The letter: Apologizing for DCP Caking

From:	Pzhang@huadachemical.com.cn
To:	Cmeyer@Kayaku.com.jp
Cc:	
BCc:	

Subject:	Re: DCP Caking
----------	----------------

Header

r

Dear Mr. Meyer,

We are sorry to learn from your email dated April 24, 2018 complaining about the caking of DCP we sent you by S.S. "Orient". Thank you for bringing this matter to our attention.

We shall immediately make a thorough investigation which, however, will take a little time, and shall advise you of the result upon the conclusion of our enquiry.

For your information, we arranged for the replacement to be dispatched to you upon receiving your letter and shall do everything we can to ensure that nothing like that will happen again.

As for your request for shipment during June and October by reefer containers, we have taken this matter up with Logistics Department and they agreed to your proposal.

We apologize for any inconvenience we have caused.

Best regards,
Peter Zhang

Summary

How to reply to complaints

- (1) Express your thanks for the letter received.
- (2) Apologize for the inconvenience caused.
- (3) Indicate what steps you are taking to set the matter right.
- (4) Express your expectations for further cooperation.

How to reply to claims

- (1) Begin by expressing your regret and promise to put the matter right.
- (2) State briefly the reason for the mishap.
- (3) Let the receiver know what actions have been taken.
- (4) End your letter with assurance and desire for future development.

4. Assessment

《外贸英文函电》教案

5-3 Declining a Claim

18. Learning aims

Knowledge Aim:

- (1) explain the common causes for complaints and claims;
- (2) learn how to make complaints and claims;
- (3) learn how to reply to complaints and claims;
- (4) understand rules and procedures for writing complaints and claims;
- (5) acquaint yourselves with some names of chemical products.

Ability Aim:

Have the ability to analyze cases and write letters on the claim issues.

Ideological and political objectives:

promote education of excellent traditional Chinese virtues, professional culture, craftsman spirit, and revolutionary tradition;

19. Class task

Background Information

kinds of complaints or claims being frequently made by buyers:

(1) The genuine complaint or claim, which arises from one of the following situations:

- The wrong goods may have been sent
- The quality may not be satisfactory
- The shipment may have been found damaged, short or late

(2) The complaint used as excuses:

Case

浙江华达化学有限公司收到了美国约翰逊公司因为延时交货而提出的赔偿要求，调查发现是由于暴雨天气原因轮船未能在指定时间到达目的地，因此回复对方因不可抗力因素致损而拒绝理赔。

Useful Expressions

1. due to
2. vessel

3. as the result of
4. Force Majeure clause

Useful Sentences

1. We regret to see from your email that our shipment arrived in a badly damaged condition.
2. It is very surprising and regrettable to us that these problems have occurred and caused you so much trouble.
3. We have already made a careful inspection on the case.
4. We hope we can reach an amicable settlement.
5. In case no settlement can be reached amicably through negotiation, the case shall then be submitted for arbitration.
6. Any dispute that may arise under this Contract shall be settled by arbitration.
7. We specify in the L/C the terms and conditions concluded.
8. It is established beyond controversy that the shipping company is responsible for the damage of the goods in transit.
9. The evidence provided by you is not sufficient, so we can not entertain your claim.
10. We regret that your claim on shortage cannot be accepted.

The letter: Apologizing for DCP Caking

Header

From:	Pzhang@huadachemical.com.cn
To:	Cmeyer@Kayaku.com.jp
Cc:	
BCC:	
Subject:	Re: DCP Caking

Dear Lisa,

We are sorry to learn that you have lost USD 2,000 as a result of our delay in delivery.

Due to the storm, the vessel failed to arrive at the destination in due time. However, we cannot accept your request for penalty. According to the Force Majeure clause in our contract, the result is beyond our control.

Since we have delivered the goods on time, you have the duty to extend the performance time for us. If you have any suggestions, please let us know.

Best regards,
Jim Liu

Summary

How to reply to complaints

- (1) Express your thanks for the letter received.
- (2) Apologize for the inconvenience caused.
- (3) Indicate what steps you are taking to set the matter right.
- (4) Express your expectations for further cooperation.

How to reply to claims

- (1) Begin by expressing your regret and promise to put the matter right.
- (2) State briefly the reason for the mishap.
- (3) Let the receiver know what actions have been taken.
- (4) End your letter with assurance and desire for future development.

4. Assessment

《外贸英文函电》教案

第一次课

Teaching Aim:

Getting to know the basic frame of the whole course;

Knowing how to learn the subject;

Teaching Methods :

Lecturing, practicing, role play

Teaching Means:

PPT

Teaching Process:

V. Teaching Process:

Ideological and Political Education (课堂思政主题探讨)

Warm-up:

- Qs: 1. What's the position of Chinese in the international market?
2. Why do we study English?
3. And how to learn English well?

(并穿插“老外在中国”的短音频材料作为课堂英语听力补充材料,让学生在欢声笑语中接受爱国主义教育)

1. What to learn?

序号	模块(或子模块)名称	学时
1	贸易前的准备	8
2	贸易磋商	14
3	签订合同	4
4	执行合同	24
5	后续问题	6
合计		56

2. Attendance

- You should come to class on time
- You shouldn't leave in advance
- You should preview and review the text book
- You should finish the assignment on time
- You should listen to me carefully

- You should believe yourself and work hard

3. Main teaching steps

- Before class: film, speaking contest, lecture or news showing.
- Representation
- Check the homework if there is any.
- One saying a day (relating to the content of the lecture)
- Background knowledge
- new words (by the Ss themselves' ppt)
- Scan and analyse the structure of the text
- key words, phrases, drills.
- Sum up the text: the main idea, the writing feature, what you have got from it.
- Exercises: do them by Ss themselves first before class and ask them to race to answer and give their reason or reference.
- Homework assigning

4. The main goal of this term

- Improve our English skills in listening, speaking, reading , writing and translating to meet our needs in the future.
- Prepare for our CET 4 Examination

5 Group Division

Each group can found a company dealing with the foreign trade. Name your company by yourselves.

6. Evaluation

Summary

Assignment

Preview the fundamentals of Business Communication.

《外贸英文函电》教案

1-2-1




Request for Establishing Business Relations

I. Learning aims


1. Knowledge aims:

- (1) know the basic layout, format, components and writing principles of fax;
- (2) know the basic layout, format, components and writing principles of email;
- (3) get to know some other common communication methods like Skype and MSN

2. Ability aims:

-  can arrange a business fax properly;
-  Can choose the communicating ways properly;
-  Can write business letters by email.

3 Ideological and political objectives:

 Guide students to establish correct world outlook, outlook on life and values, and strengthen the belief in socialism and communism;

II. Class task

1. Characteristics of Fax

- (1) A fax machine is easy to operate. Just insert the documents into the slot and then dial the fax number of the opposite party. One can easily send the documents to his opposite party's fax machine, and the documents will be printed out.
- (2) Fax has its own layout.
- (3) The cost of fax or electrical transmission is expensive before. Now the fee is decreasing.
- (4) A fax can only be sent one piece in one time, and documents can't be saved as E-mail format.

2. Layout of Fax

Fax can have many different formats, but they all stick to certain rules such as containing "to" and "from" parts. Companies may have their own templates. Consult your senior fellows when doing the job. Following are some samples.

In writing a fax message, all the four layouts of letter can be used, including the blocked style, the indented style, the modified style and the simplified style. But the blocked style is more often used.

3. How to Use a Fax Machine

When operating a fax machine, you should pay special attention to the following points:

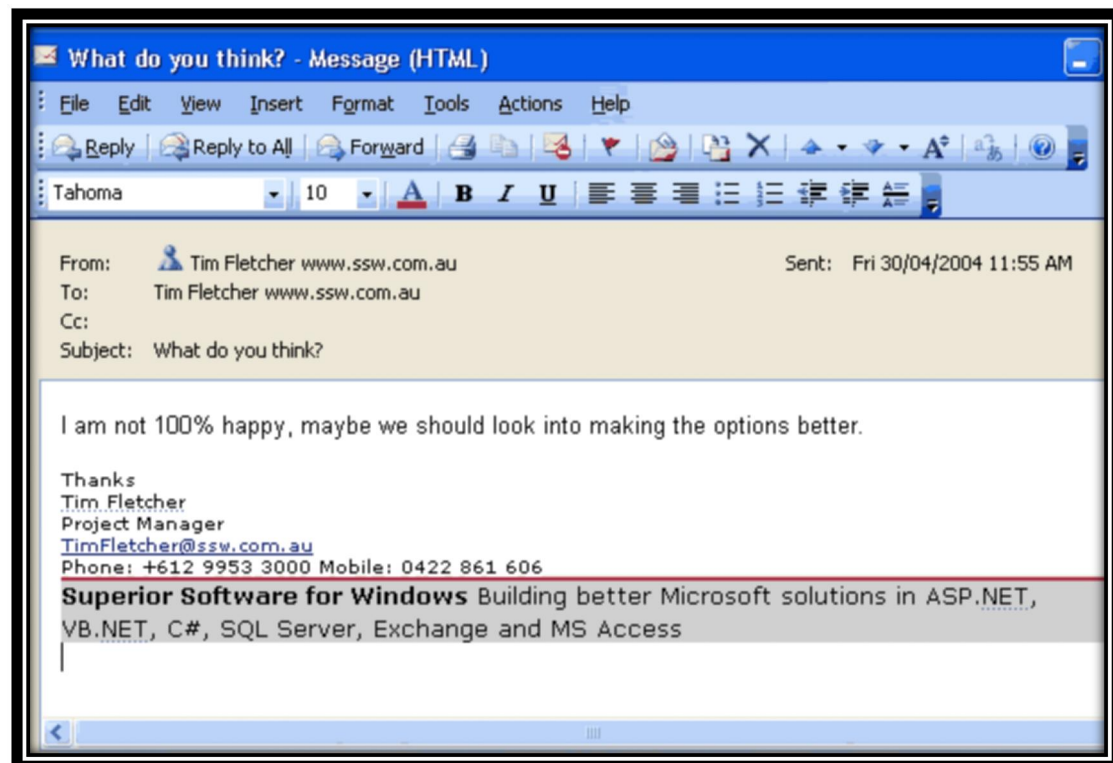
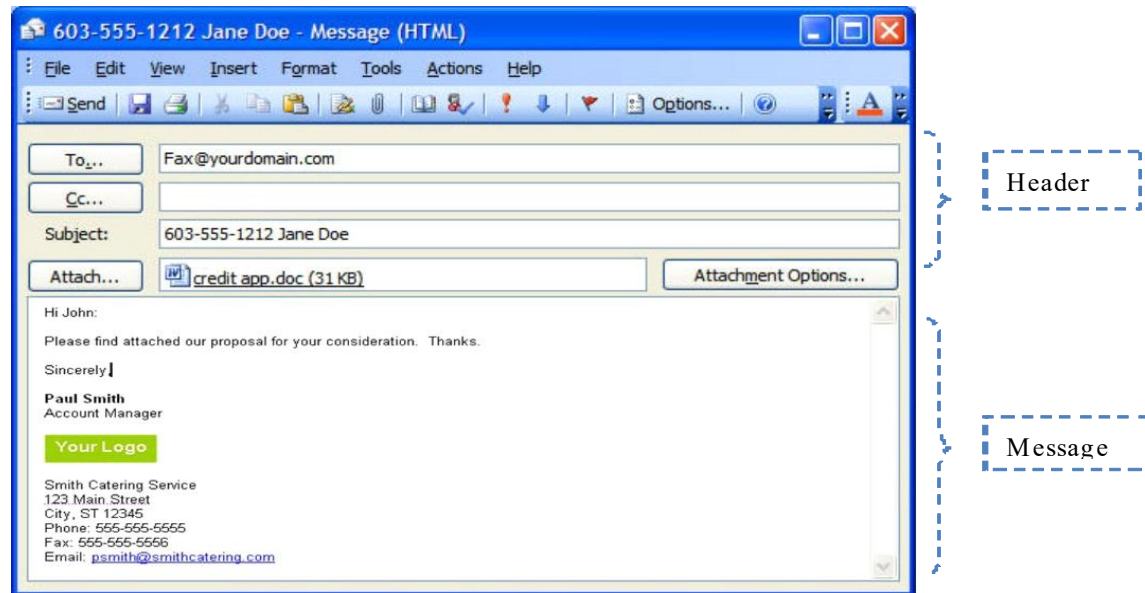
- (1) The direction of fax files.
- (2) The fax number.

(3) The signal of transmission being over.

4. Benefits of email

E-mail can also be called or written as email, Email and e-mail. E-mail is so popular in modern business because of its following benefits:

5. Layout of an E-mail



6. Analysis of An E-mail Addresses

An Email address can tell a lot of things.

For example: JohnS@hotmail.com

JohnS: the name of the email account holder. People prefer to use their names, initials, or special date/figure to be their account names.

@: read as "at".

hotmail.com: domain, read as "hotmail dot com".

Hotmail is the name of the actual computer that handles the mail. There are public E-mail hosts, such as hotmail, yahoo, 263. Some big companies may have their own domains, such as "flossrecycling.com".

III. Summary

Company Name

Street Address
Address 2
City, ST ZIP Code
Phone: 555.555.0125
Fax: 555.555.0145
E-mail address

FAX

Fax Transmittal Form

To
Name:
Organization Name/ Dept:
CC:
Phone Number:
FaxNumber:

From
Sender's Name:
Sender's Title:
Company:

Urgent
For Review
Please Comment
Please Reply

Date Sent:
Time Sent:
of pages including cover page:

Message:

IV. Assessment

《外贸英文函电》教案

4-1-1 Remittance

20. Learning aims

Knowledge Aim:

have some basic idea about how to negotiate the terms of payment in the clearing of international trade, namely remittance, L/C and collection, mostly focusing on L/C;

know the structure of letters on issuing, amending and extending L/C as well as related terms and useful expressions;

acquaint yourselves with some names of mechanic products;

Ability Aim:

Have the ability to analyze cases and write letters on negotiating terms of payment, urging establishment of L/C, as well as L/C amendment and extension.

Ideological and political objectives:

Establish the standard consciousness of professional post practice, enhance the students' sense of teamwork, and develop the professional ethics of honesty and trustworthiness;

Class task

Background Information

Three principal modes of payment

(1) L/C: Letter of Credit 信用证

(2) Remittance 汇付

Telegraphic Transfer (T/T) 电汇

T/T in advance

T/T after shipment

Mail Transfer (MT) 信汇

Demand Draft (DD) 票汇

(3) Collection 托收

D/P a. D/P at sight

b. D/P after sight

D/A

Case

林小姐通过阿里巴巴平台与以色列汽车配件客户达成一笔关于2000个衬套的订单，在双方确认了报价、核对完样品之后，林小姐现去函对方，告知其以T/T方式支付货款。

Useful Expressions

1. bushing
2. forwarder
3. advanced payment
4. deposit
5. T/T=telegraphic transfer
6. T/T in advance
7. T/T after shipment

Useful Sentences

1. We are sorry to inform you that the listed terms of payment do not correspond to our customary business practice.
2. Our usual practice is to make payment by T/T.
3. Considering the small amount involved, we are prepared to accept payment by T/T for the value of your first trial order.
4. Can you make advanced payment of the total amount by T/T so that we can deliver the goods within 7 days after payment?
5. Our payment is to be made by advanced T/T of 50% of the total amount and the rest by T/T after delivery.
6. Please transfer the full amount of the invoice value to our bank account within the stipulated date.

The letter:

Dear Dave,

Have a nice day!

Very glad that you have accepted the price for 2,000 pieces of bushing and we are

now preparing to manufacture the shipment within the minimum duration.

Maybe you can contact a forwarder now and ask them to quote you the best for ocean freight in that our quotation is on FOB basis.

Pls. feel free to contact me if you have any question.

Waiting for your further reply with many thanks.

Best regards,

Vivian Lin

21. Summary

letters on negotiating terms of payment

(1) Recalling the satisfactory terms and conditions agreed upon for the transaction.

(2) Stating the practice for the terms of payment of the exporter.

(3) Showing the cooperative spirit of the two parties to conclude the transaction the soonest possible.

4. Assessment

《外贸英文函电》教案

1-2-1

Request for Establishing Business Relations

22. Learning aims

Knowledge Aim:

- ✎ know the channels for obtaining information about prospective dealers;
- ✎ Know the structure of letters on the establishment of business relations as well as related useful expressions and useful sentences

Ability Aim:

- ✎ Can establish business relations with foreign customers.

Ideological and political objectives:

✎ Establish the standard consciousness of professional post practice, enhance the students' sense of teamwork, and develop the professional ethics of honesty and trustworthiness

23. Class task

Basic Knowledge

Channels for Obtaining Information About Prospective Dealers

- Attendance at trade fairs and exhibitions (<https://www.cantonfair.org.cn/en/>)
- B2B web (alibaba, amazon, made in China, etc. aliexpress, ebay etc.)
- Search engine.
- Social media (www.linkedin.com)
- Yellow pages(www.yellowpages.com)
- Customer referrals
- Commercial counselor's office in foreign countries
- Chamber of commerce both at home and abroad

Two types of letters on the establishment of business relations:

- Self introduction(sales letters)
- Exhibition/trade fair follow-up

Guidelines for letter on establishing business relations:

- Self introduction(sales letters)
- ✓ (1) Where you get the information about the person or company to whom you are writing the letter.
- ✓ (2) Your intention of writing.

- ✓ (3) A brief introduction of your business scope, experience and / or products.
- ✓ (4) Expectation for cooperation and an early reply.
- Exhibition/trade fair follow-up
- ✓ (1) Express your thanks for your customer's visit at your booth in the exhibition/trade fair.
- ✓ (2) Make Self introduction (your company and products).
- ✓ (3) Provide meeting memo or photos(if any).
- ✓ (4) Express the expectation of cooperation and early reply.

Task: Write a letter

业务场景: 日照纺织品进出口创建于 1982 年, 主营的纺织品范围广, 从原材料到制成品。主要产品有纺织面料 (粗棉布、色织、扎染、印花布, 床上用品, 毛巾类产品, 厨房用纺织品, 家庭装饰布, 服装 (牛仔服装、针织服装、休闲服装、儿童服装等), T 恤衫, 内衣等。产品销往世界各地。你是公司业务员, 需要对外联系客户, 销售产品。

日照市纺织品进出口公司，地址：日照市烟台路 10 号，邮编：276826，电话：86-633-7987147 传真：86-633-7987146 网址：www.rztextile.com.net

请撰写一封信交函，包括下列内容：

- 1.日照市纺织品进出口公司通过 B2B 网站了解到芬兰基础服装有限公司(Basic Fashion Co., Ltd. Tyopa Jaktu 2, P.O. Box 1 00581 Helsinki, Finland) ，并了解对方公司想要购买纺织品。
- 2.借此机会介绍你们公司，你们公司专营纺织品的进出口业务已有好多年了，为了让对方熟悉你公司的业务，你随函附上了目前可供的主要商品的商品目录供对方参考。
3. 如果目录中的任何商品令对方感兴趣，就请对方询盘，一旦接到对方具体询盘，你方就会报最优惠价。
- 4.期待收到对方的早日询盘。

Vocabulary

- 1 prospective [prə'spektɪv] adj. 预期的
- 2 dealer ['di:lər] n. 经销商
- 3 engine ['endʒɪn] n. 引擎
- 4 brochure [brɒʃ'ʃʊr] n.小册子
- 5 B2B(business to business) 企业对企业通过电子商务的方式进行交易
- 6 fair [fer] n.展览会
- 7 client ['klaɪənt] n. 客户；顾客；委托人
- 8 commercial [kə'mɜ:rl] adj. 商业的
- 9 counselor ['kaʊnsələ] n. 参事（英：counsellor）
- 10 chamber ['tʃeɪmbər] n. 会所
- 11 commerce ['kɔ:mɜ:rs] n.贸易，商业
- 12 literature ['lɪtrətʃər; 'lɪtrətʃʊr] n.（产品说明书之类的）印刷品
- 13 stylish ['staɪlɪʃ] adj. 时髦的；时尚的，现代风格的
- 14 specialty ['speʃəlti] n.专业，专长
- 15 renowned [rɪ'naʊnd] adj. 著名的，有声望的
- 16 reputed [rɪ'pjʊ:tɪd] adj. 名誉好的
- 17 gratitude ['grættɪtʊ:d] n.感谢（的心情）感激
- 18 forward ['fɔ:rwərd] vt.转寄；运送
- 19 query ['kwɪri] n. 疑问；询问
- 20 specialize ['speʃəlaɪz] vi. 专门从事
- 21 quotation [kwɒʊ'teɪʃn] n. 报价
- 22 booth [bu:θ] n. 摊位
- 23 supplier [sə'plaɪər] n. 供应商
- 24 enquiry [ɪn'kwɪəri] n. 询盘
- 25 esteemed [ɪ'sti:md] adj. 受人尊敬的
- 26 plush [plʌʃ] n. 长毛绒
- 27 obliged [ə'blaɪdʒd] adj. 因受恩而感激的
- 28 manufacture [ˌmænju'fæktʃər] n. 制造；产品；制造业 vt. 制造；加工；捏造 vi.制造
- 29 manufacturer [ˌmænju'fæktʃərə] n. 制造商；厂商
- 30 inflatable [ɪn'fleɪtəbl] adj. 膨胀的，可充气的；得意的
- 31 item ['aɪtəm] n. 商品
- 32 revert [rɪ'vɜ:rt] vi.回复
- 33 coincide [ˌkɒɪn'saɪd] vi. 一致，符合

- 34 catalogue ['kætələ:g] n. 目录
35 commission [kə'mɪʃn] n. 佣金; 委员会
36 appreciate [ə'pri:ʃiət] v. 欣赏
37 sample ['sæmpl] n. 样品
38 specific [spə'sɪfɪk] adj. 明确的, 具体的

In-class Task

Samples

Case 1

宁波兴隆公司成立于 1990 年, 主要从事电子玩具的生产与出口, 从阿里巴巴网站得知澳大利亚悉尼约翰·史密斯公司想购买电子玩具, 于是去函表达与之建立业务关系的愿望。Useful expressions(1)

1. learn from
2. be in the market for
3. electronic toys
4. specialize in
5. competitive price
6. make a quotation
7. submit a quotation
8. specific enquiry
9. business relations
10. establish business relations with

Letter one

Dear Mr. Burns,

Have a nice day!

We **learn from** www.alibaba.com that you are **in the market for** electronic toys.

This is Ningbo Xinlong Co., Ltd. **specializing in** the **manufacture** and export of electronic toys. Our products are all in excellent quality with **competitive price**.

For more information, pls visit our website at <http://www.nbxltoy.com.cn>.

If you need our quotations, pls send me your enquiry by email. We sincerely hope to establish good business relations with your esteemed corporation.

Waiting for your kindly reply.

Best regards,

Wang Qiang

Case 2

王强通过全球最大的职业社交网站 linkedin (领英) 搜索到格林先生所在公司信息, 得知该公司经营毛绒玩具, 于是写信与之联系。

Useful Expressions

1. face difficulties in doing sth.
2. plush toy
3. in the business of
4. a range of
5. production capacity
6. make sb. an offer
7. upon receipt of

8. look forward to

9. business deal

Exporter's request for establishment of business relations

Dear Mr. Green,

Do you face difficulties in getting your customers with good stylish and quality plush toys they are asking for? We at Xinglong Toy do the designing and the manufacture of toys of high quality. Plush toys are our specialties.

Xinglong Toy is one of the renowned and reputed names in the business of toys in China. We are providing a fine range of toys with monthly production capacity of about 2 million pieces. Thanks to the professional design team led by chief Korean designer who has been working in this business for more than 25 years, Xinglong toy has become one of largest plush toys suppliers of Miniso Life in Japan. So far, we have cooperated with many other well-known enterprises such as Disney, Dreamworks, Minecraft, Wal-Mart, Coca-Cola and McDonald's.

For more details you can visit our website

<http://www.linkedin.com/company/123456>. If any of items interests you, please let us know. We will make you offers upon receipt of your detailed requirements. We are looking forward to a great business deal.

Best regards,

Wang Qiang

3. Summary

1. Channels for obtaining information about prospective dealers.
2. Structure of the letters on establishment of business relations
3. Useful expressions and useful sentences
4. Some samples letters on establishment of business relations
5. practice your reading and the writing more.

4. Assessment

《外贸英文函电》教案

1-2-2

Reply to the Request for Establish Business Relations

24. Learning aims

Knowledge Aim:

- ✎ know the channels for obtaining information about prospective dealers;
- ✎ Know the structure of letters on the establishment of business relations as well as related useful expressions and useful sentences

Ability Aim:

- ✎ Can establish business relations with foreign customers.

Ideological and political objectives:

✎ Establish the standard consciousness of professional post practice, enhance the students' sense of teamwork, and develop the professional ethics of honesty and trustworthiness

25. Class task

C

a

s

e

3

陈先生参加了第 124 届广交会，在展会上遇见林恩·琼斯先生。琼斯先生要求陈先生提供报价单。回公司后，陈先生立即与林恩联系，随函附上报价单一份。

Trade fair follow-up

Dear Lynn

I would like to express my sincere gratitude to you for taking time to visit our booth 5H-E68 in the 124th Canton Fair.

This is Bill from Ningbo Xinglong Co., Ltd., which specializes in manufacturing various toys including wooden toys, plush toys, educational toys, plastic toys, battery operated toys, etc., and all our products are CE and EN71 certified.

As we discussed in the meeting, I am forwarding you the quotation sheet with some hot items for your review. If you have any further queries, please feel free to contact me.

Looking forward to hearing
from you. Thanks and best
regards,
Bill Chen

Case 4

在香港玩具展上阿尔伯特拜访了张先生的摊位，双方交换了名片，张先生也拍过阿尔伯特来摊位的照片。回公司后，张先生对客户的信息进行了整理，并对阿尔伯特进行了跟进联系。**Trade fair follow-up**

Dear Albert,

It was nice to meet you at Hongkong Toys & Games Fair and thank you for your visiting XG Toy

booth No. F-345.

XG Toy is a professional toy supplier dealing in wooden toys. Enclosed are some photos of you at our booth, which I believe will remind you of our company and products. We should be grateful for your furnishing us with details of your requirements, and XG's products will definitely facilitate your requirements.

You prompt attention to this matter will be appreciated.

Best Regards

Park Zhang

Case 5

澳大利亚詹姆斯公司愿意与宁波东方贸易公司就益智玩具建立业务关系。进口商希望出口商提供目录和样本。

Importer's Favorable Reply

Dear Mr. Wang,

We are happy to learn that you, as an exporter of intelligence toys, are willing to establish business relations with us. This happens to coincide with our desire.

At present, we are interested in intelligence toys in medium price ranges and shall be pleased if you will kindly send us catalogues, sample books and all necessary information.

Meanwhile, please give us your lowest quotations, CIF Auckland, including our 3% commission. Looking forward to your early reply.

Best regards,

Henry

Case 6

上海飞跃进出口公司多年来从事塑料玩具的进口。得知澳大利亚悉尼大卫·米勒公司主要从事该产品的出口。他们希望建立正常的贸易关系，飞跃公司希望出口方能提供产品目录和报价。

Importer's request for establishment of business relations

Dear Lisa,

Having obtained your name and address from Messrs. Anderson & Co., Australia, we are writing to you **in the hope of** establishing business relations between us.

We have been an importer of plastic toys for many years. At present, we are interested in various kinds of Australian plastic toys, and we would appreciate your catalogues and quotations.

We trust that important business can be materialized if your prices are **in line with** the prevailing market level.

We are looking forward to receiving your early reply.

Best regards,

Tim Liang

Case 7

徐先生同意罗伊先生要求建立业务关系的要求，并按其要求寄去公司最新的目录和价格表。

Importer's Favorable Reply

Dear Mr. Roy,

Thank you for your letter of October, 25. We shall be excited to come into business relations with your company.

According to your request, we are sending you our latest catalogue and price list. If you find business possible, please contact us at 0574-87888999 or mail me.

Your early reply will be greatly appreciated.

Best regards,

Paul Xu

Writing

Complete the letter

We learn from the Commercial Counselor's Office in Beijing that you (是食品出口商) are an exporter of foodstuff. As a retailer specializing in canned food, (我们写信给你希望同你方建立业务关系) We are writing to you in the hope of setting up business relations with you. From your leaflets, we note that (你方能够供应各种罐头食品) you can supply various kinds of canned food. We shall appreciate it if you will (提供给我们你方最近的商品目录和价格单) you will supply us with your latest price lists and illustrated catalogues.

We shall buy large quantities if (你方的产品价格优惠，质量上乘) if your goods are favourable in price and excellent in quality.

We await your early reply.

Dear sirs,

Glad to get your company's name and e-mail address from B2B website and learn that you are in the market for Textiles. We specialize in export of the following textiles for several years:

- 1.Towel products (beach towel, washcloth, hand towel, etc.);
- 2.Kitchen products (potholder, oven-mitten, apron, dishcloth, etc.);
- 3.Bedding products (bedspread, bed sheet, quilt cover, pillowcase, etc.);
- 4.Home decoration cloth (curtain, sofa covering, etc.);
- 5.Fabric (denim, yarn dyed fabric, solid dyed and printed fabric, knit fabric, etc.);
- 6.Garments (jeans, knitting apparel, casual apparel, children's apparel, etc.);
- 7.T-shirts and underwear;

Should any of the items be of interest to you, please let us know. We shall give you our lowest quotations upon receipt of your specific enquiry.

Look forward to receiving your inquiries soon.

Yours faithfully,

XXX

Sales Manager

Rizhao Textiles Imp. & Exp. Co., Ltd.

10 Yantai Road, Rizhao City, Shandong Province China 276826.

[Tel:86-633-7987147](tel:86-633-7987147)

Fax:86-633-7987146

Website: www.rztextile.com.net

3. Summary

6. Channels for obtaining information about prospective dealers.
7. Structure of the letters on establishment of business relations
8. Useful expressions and useful sentences
9. Some samples letters on establishment of business relations
10. practice your reading and the writing more.

4. Assessment

1. Learning aims

Knowledge Aim:

《外贸英文函电》教案

2-1 Enquiry

- ✎ Know the structure of letters on the general enquiry and reply to general enquiry as well as related useful expressions and useful sentences

Ability Aim:

- ✎ Can make general enquiry and reply to general enquiry.

Ideological and political objectives:

Guide students to establish correct world outlook, outlook on life and values, and strengthen the belief in socialism and communism;

2. Class task

Task: Write a letter

芬兰基础服装有限公司收到日照纺织品进出口公司的建交信函以及商品目录后，对 T 恤感兴趣，遂向对方询盘，要求对方报 CIF 价，并注明支付方式、最早的装船期以及最小的起订量。请撰写一般询盘信函。

日照纺织品进出口公司在收到芬兰基础服装有限公司的询盘信函后进行答复：该司可供应漂白的和着色的欧洲尺码和亚洲尺码 T 恤衫，请对方告知需要的花色品种及每种类型的尺码。请撰写一封答复询盘信函。

In-class Task

Samples

Useful expressions(1)

1. search from
2. Alibaba
1. handicraft article
2. brocade handbag
3. leading importer
4. quote sb. a price for sth.
5. general inquiry
6. specific inquiry

Letter one A general enquiry for Brocade Handbag

Dear Sirs,

We searched your company name and email address from Alibaba and found that you can offer a wide range of brocade handbags.

Our company is one of the leading importers of handicraft articles in Canada. As there is a steady demand here for high quality brocade handbags, we would like you to send us as soon as possible your illustrated catalogues, samples and all necessary information about the goods. Meanwhile, please quote your lowest price, CIF Vancouver, stating the earliest date of shipment.

Should your quality be suitable and the price competitive, we trust our business will be materialized soon.

Yours faithfully,

Martin Crown

Purchasing manager

Thomas Co., Ltd.

Add.: 120 Garden Street Vancouver V5Z3G7, Canada

Fax: 1-604-2130891

Tel: 1-604-2130822*620

Email: martincrown@thomas.com

Useful Sentences

1. Your firm has been recommended by Messrs. (Messieurs)Johnson Co. in Paris, as one of the leading exporters of handicraft articles.
2. We have obtained your name and email address from the website: Alibaba.

3. We would like to introduce us as one of the leading importers of handicraft articles in Canada.
4. We are a leading company with many years' experience in the import of handicraft articles.
5. We enjoy a good reputation internationally in the circle of handicraft.
6. Our company is in the market for high quality jewellery box, aiming at high end market.
7. We are very much interested in your brocade handbags, and would appreciate it if you will let us have information as to prices, quantity available, and the other relative particulars.
8. As we are in the market for brocade handbags, would you please send us a copy of your illustrated catalogue with details of your prices and payment terms?
9. Please quote us your lowest prices, CIF..., including our 5% commission.
10. We may place regular orders for large quantities if your quality is suitable and the prices competitive.
11. If the quality of your brocade handbags is satisfactory and the prices acceptable, we shall be able to give you considerable orders.

3. Summary

11. Channels for obtaining information about prospective dealers.
12. Structure of the letters on establishment of business relations
13. Useful expressions and useful sentences
14. Some samples letters on establishment of business relations
15. practice your reading and the writing more.

4. Assessment

《外贸英文函电》教案

2-2-1

Offer--Reply to the Request

26. Learning aims

Knowledge Aim:

- ✎ know the channels for obtaining information about prospective dealers;
- ✎ Know the structure of letters on the establishment of business relations as well as related useful expressions and useful sentences

Ability Aim:

- ✎ Can establish business relations with foreign customers.

Ideological and political objectives:

Guide students to establish correct world outlook, outlook on life and values, and strengthen the belief in socialism and communism;

27. Class task

Reply to Case 1

宁波钱湖贸易公司的出口部收到了汤姆逊公司的询盘信并指示陈峰与未曾谋面的加拿大客户联络，早日促成合作

Letter Two exporter's reply to the importer's general enquiry

Dear Martin,

We welcome you for your enquiry of March 2 and thank you for your interest in our brocade handbags!

At your request, we are enclosing our e-catalogues, giving you a general idea of our brocade handbags and other items you might be also interested in.

As you can find from our e-catalogues, we deal in a wide range of brocade handbags, satisfying different kinds of needs and markets, ranging from coin/purse brocade handbags, to shoulder brocade handbags, from evening ones to daily-used ones, from traditional-pattern ones to fashionable modern ones. We would offer you detailed quotation upon receipt of your specific enquiry.

We await your reply keenly.

PS: Can I have your MSN or/and

Skype? Thanks and best

regards,

Samuel Chen
Ningbo Qianhu
Trading Co., Ltd. Tel:
86-574-87240893
Fax: 85-574-87240891

MSN: samuelchen1988@hotmail.com

Useful sentences

1. We are in receipt of your inquiry dated March 2 with thanks.
2. We are appreciative of your inquiry for tea pots.
3. We take great pleasure in receiving your inquiry for 5000pcs of wooden table.
4. Enclosed please find our latest e-catalogue and price list for your reference.
5. Can I know your market or the type of your end-users, and then I can recommend some suitable articles to you.
6. Your inquiry will receive immediate response.
7. The detailed quotation would follow once we receive your specific enquiry.

Writing

真实业务:

Dear Nick,

This is May Liu (Michael's wife), do you still remember me? So long time no contact between us since you came to Rizhao, China last time and how have you been?

Our Company still handles Groundnuts, Pumpkin seeds, Sun Flower seeds and Beans. Since the new crop products are on the market now, I write to you hoping to do business with you again. Please feel free to contact me if you need any of our products and I would offer you upon receipt of your specific enquiry.

Your early reply will be appreciated.

Best wishes for you!

May Liu (Ph.D.)

3. Summary

16. Channels for obtaining information about prospective dealers.
17. Structure of the letters on establishment of business relations
18. Useful expressions and useful sentences
19. Some samples letters on establishment of business relations
20. practice your reading and the writing more.

4. Assessment

《外贸英文函电》教案

2-2-2

Voluntary Offer

28. Learning aims

Knowledge Aim:

- ✎ know the channels for obtaining information about prospective dealers;
- ✎ Know the structure of letters on the establishment of business relations as well as related useful expressions and useful sentences

Ability Aim:

- ✎ Can establish business relations with foreign customers.

Ideological and political objectives:

Guide students to establish correct world outlook, outlook on life and values, and strengthen the belief in socialism and communism;

29. Class task

Case

钱湖贸易公司的陈先生在2018年4月份的广交会参展时遇到了来自于加拿大的潜在客户Martin Crown先生。在摊位上，Martin Crown先生对型号为QWB-12与QWB-016的锦缎手袋十分感兴趣，并对此拍过照片，询过价。交易会结束后，陈先生准备向Martin Crown先生主动报盘，争取合作机会。

Useful Expressions

1. at your request 根据你方要求
2. meet one's interest 符合某人的兴趣
3. a variety of 各种各样的...

Useful Sentences

1. We are informed from one of our clients at your end that you are in the market for table cloth.
2. We have sufficient confidence that you will be interested in our products.
3. Enclosed are our detailed illustrated catalogue and latest price list for your reference.

4. The price can be discounted if your quantity is in large size.
5. You may rest assured that we will give our best attention to your order.

The letter:

Hi Martin,

Nice meeting you at Canton Fair! We appreciate your short stay at our booth and are glad to know that our brocade handbags meet your interest.

I am Samuel, from Ningbo Qianhu Trading company, dealing in a variety of handicraft articles, including brocade handbags, wooden handicrafts, bamboo handicrafts and so on.

We are now sending you the enclosed quotation sheet for the items you have enquired in the Canton Fair. If there's anything unclear, please do not hesitate to let me know.

For further information, you can visit our company's website:
www.qianhu.com.cn.

Best regards,

Samuel Chen

Ningbo Qianhu Trading Co., Ltd.

Tel: 86-574-87240893

Fax: 85-574-87240891

Skype: samuelchen1995

3. Summary

21. Channels for obtaining information about prospective dealers.
22. Structure of the letters on establishment of business relations
23. Useful expressions and useful sentences
24. Some samples letters on establishment of business relations
25. practice your reading and the writing more.

4. Assessment

《外贸英文函电》教案

2-2-3

Non-firm Offer

30. Learning aims

Knowledge Aim:

- ✎ know the channels for obtaining information about prospective dealers;
- ✎ Know the structure of letters on the establishment of business relations as well as related useful expressions and useful sentences

Ability Aim:

- ✎ Can establish business relations with foreign customers.

Ideological and political objectives:

Guide students to establish correct world outlook, outlook on life and values, and strengthen the belief in socialism and communism;

31. Class task

Case

收到加拿大汤姆逊公司的具体询盘信后, 宁波钱湖贸易公司外销部的陈先生与Martin Crown 先生进行了接洽, 由于该锦缎手袋目前有一定的存货, 故对锦缎手袋发出虚盘报价。

Useful Expressions

1. with reference to 关于.....
2. take pleasure in doing sth. 感到荣幸乐意做某事
3. have the pleasure of doing sth. 感到荣幸乐意做某事
4. please note that... 请注意
5. be subject to 以...条件, 以...为有效
6. balance 余款, 尾款
7. run out 用完, 用尽
8. take advantage of 利用

Useful Sentences

1. With reference to your enquiry of May 24, we make you the following offer, which is subject to our final confirmation.
2. Replying to your enquiry of May 8, we have the pleasure of quoting our brocade handbags as follows.
3. We are in receipt of your enquiry of May 24, and send you samples of our various brocade handbags, for which we can quote you as follows.
4. These quotations are all subject to the fluctuation of the market, and we hope to have your definite enquiries shortly.
5. We offer, subject to goods being unsold.
6. We offer, subject to prior sale.
7. We hope you will agree that our prices are very competitive for these good quality brocade handbags, and we look forward to your initial order.
8. This favourable offer will not be repeated for some time, and we accordingly look forward to an early order from you.
9. As for the above offer, it is extremely probable that the prices will rise still more, and it would therefore be to your interest to place your orders without delay.
10. As the prices quoted are exceptionally low and likely to be adjusted, we would advise you to place orders without delay.

The letter: Exporter' s Non-firm Offer to Importer' s

Specific Enquiry

Dear Martin,

With reference to your enquiry of March 2, we take pleasure in making the following offer.

Please note that this offer is subject to our final confirmation.

1. Article: QWB-012 brocade teardrop-shaped evening handbag

Price: US\$ 4.20 /pc, FOB Ningbo

Quantity: 5,000 pcs

Lead Time: 5 days

Packing: polybag; 12 dozen/CTN

2. Article: QWB-016 laptop brocade handbags

Price: US\$8.00 /pc, FOB Ningbo

Quantity: 5,000 pcs

Lead Time: 5 days

Packing: polybag; 12 dozen/CTN

Terms of Payment: 30% deposit and the balance paid against the copy of shipping documents.

As we have received a large number of orders from our clients, it is quite probable that our present stock may soon run out. We would therefore suggest that you take advantage of this attractive offer.

We look forward to receiving your order.

Best regards,
Samuel Chen

3. Summary

26. Channels for obtaining information about prospective dealers.
27. Structure of the letters on establishment of business relations
28. Useful expressions and useful sentences
29. Some samples letters on establishment of business relations
30. practice your reading and the writing more.

4. Assessment

32.



《外贸英文函电》教案

2-3-1

Counter Offer for Price Discount

33. Learning aims

Knowledge Aim:

-  know the channels for obtaining information about prospective dealers;
-  Know the structure of letters on the establishment of business relations as well as related useful expressions and useful sentences

Ability Aim:

-  Can establish business relations with foreign customers.

Ideological and political objectives:

Guide students to establish correct world outlook, outlook on life and values, and strengthen the belief in socialism and communism;

34. Class task

Case

价格是贸易双方极为关注的交易条件。Martin Crown先生收到陈先生的报盘后认为其报价过高，于是对其价格进行了还盘。

Useful Expressions

1. be on the high side 偏高
2. be out of line with 与.....不一致
3. keen competition 激烈的竞争
4. make a counter-offer 进行还盘

Useful Sentences

1. Thank you for your letter of June 1. We regret to say that we can not accept your offer, as your price is on the high side.
2. We appreciate the good quality of these brocade handbags, but unfortunately your prices appear to be on the high side.

3. We find your price too high and out of line with the prevailing market level.
4. Your competitors are offering considerably lower prices, and unless you can reduce your quotations, we shall have to buy elsewhere.
5. We thank you for your offer, but we are buying at lower prices. Are these the best prices you can offer?
6. We do not see any advantage in your quotations, and would like to know whether you have any better value to offer.
7. May I suggest that you could perhaps make some allowance on your quoted prices that would help to introduce your goods to our customers?
8. We, on behalf of our client, make the counter-offer as follows.
9. As the competition here is very keen, we regret we are unable to accept your prices, which will leave us a very small margin of profit.
10. In view of the above, we suggest that it is to your interest to accept our price without delay.

The letter: Counter Offer for Price Discount

Dear Mr. Chen,

We are in receipt of your email of June 1 offering 10,000 pieces of brocade handbags.

In reply, we regret to inform you that our end-users here find your price too high and out of line with prevailing market level here. You may be aware that some Indonesian dealers are lowering their prices. No doubt, there is keen competition in the market.

We do not deny that the quality of your brocade handbags is slightly better, but the difference in price should, in no case, be as big as 5%. To step up the trade, we, on behalf of our end-users, make counter-offer as follows:

1. Article: QWB-012 brocade teardrop-shaped evening handbag

Price: US\$ 4.56 /pc, FOB Ningbo Quantity: 5,000 pcs

2. Article: QWB-016 laptop brocade handbags

Price: US\$ 8.36 /pc, FOB Ningbo Quantity: 5,000 pcs

As the market is declining, we recommend your acceptance.

We are anticipating your early reply.

Best regards,

Martin Crown

3. Summary

31. Channels for obtaining information about prospective dealers.
32. Structure of the letters on establishment of business relations
33. Useful expressions and useful sentences
34. Some samples letters on establishment of business relations
35. practice your reading and the writing more.

4. Assessment



《外贸英文函电》教案

2-3-2

Re-counter Offer

35. Learning aims

Knowledge Aim:

-  know the channels for obtaining information about prospective dealers;
-  Know the structure of letters on the establishment of business relations as well as related useful expressions and useful sentences

Ability Aim:

-  Can establish business relations with foreign customers.

Ideological and political objectives:

Guide students to establish correct world outlook, outlook on life and values, and strengthen the belief in socialism and communism;

36. Class task

Case

收到Martin Crown先生的锦缎手袋还盘后（5个点），陈先生认为由于目前手工艺品市场见长，且人工费用又增长，故决定反还盘。考虑到客户的诚意，决定让1个点。

Useful Expressions

1. be appreciative of 对.....表示感激
2. make some allowance 打折扣
3. labor cost 人力成本
4. to be frank 坦白来说
5. likelihood 可能性
6. foreseeable future 可预见的未来
7. initial transaction 首笔交易
8. make an exception to do sth. 破例做某事

Useful Sentences

1. In reply to your counter-offer for wooden carvings, asking for 10% discount, we...
2. We appreciate your immediate response to our offer for pattern flower.
3. It's our company's policy not to discount on our standard prices.
4. Considering the quality of the goods offered, we do not feel that the prices we quoted are excessive at all.
5. We admit our price is a little higher than other suppliers', but our quality is much better than others.
6. Due to continuing appreciation of RMB, there's no room for us to make any discount.
7. As I've mentioned in the last email, USD 4.80 is the best offer we can make.
8. If you insist on a 10% discount, we recommend you to choose another model which has similar appearance.
9. As you think a 15% discount would be the attractive price in your market, for this item, we suggest using other brand materials instead, see enclosed details.
10. We make this allowance because we would like to do business with you if possible, but I must stress that it is the furthest we can go to help you.
11. I hope this revised offer will now enable you to place an order.

The letter: Re-counter Offer for Price Discount

Dear Martin,

We are appreciative of your email of March 7 which requested a 5% discount. But we regret to inform you that we can't make such a great discount due to increased labor cost. And to be frank, the market for handicraft articles is still firm and tending upward.

There is very little likelihood of any decline in the foreseeable future.

However, in order to encourage our initial transaction, we decide to make an exception to give you 1% discount, which is the best we can offer:

1. Article: QWB-012 brocade teardrop-shaped evening handbag
Price: US\$ 4.75/pc, FOB Ningbo Quantity: 5,000 pcs
2. Article: QWB-016 laptop brocade handbags
Price: US\$ 8.71/pc, FOB Ningbo Quantity: 5,000 pcs

In view of the above, we suggest that you accept our offer without delay as the price might soon soar up.

Looking forward to your early acceptance.

Best regards,
Samuel Chen

3. Summary

36. Channels for obtaining information about prospective dealers.
37. Structure of the letters on establishment of business relations
38. Useful expressions and useful sentences
39. Some samples letters on establishment of business relations
40. practice your reading and the writing more.

4. Assessment

《外贸英文函电》教案

2-4 Acceptance

37. Learning aims

Knowledge Aim:

- ✎ know the channels for obtaining information about prospective dealers;
- ✎ Know the structure of letters on the establishment of business relations as well as related useful expressions and useful sentences

Ability Aim:

- ✎ Can establish business relations with foreign customers.

Ideological and political objectives:

Guide students to establish correct world outlook, outlook on life and values, and strengthen the belief in socialism and communism;

38. Class task

Case

收到Samuel Chen先生关于支付方式（100% 的即期信用证支付方式）建议后，Thomas 公司决定接受钱湖贸易公司的反还盘，并要求他们传真一份已签署盖章的形式发票以备他们签发订单。同时要求形式发票上需注明对方的银行信息以便开证。

Useful Expressions

1. signed P/I 已签署的形式发票
2. bank details 银行信息
3. company chop 公司章
4. open an L/C 开立信用证
5. delivery time 交期

Useful Sentences

1. We accept your re-counter offer of March 8 and are pleased to confirm having concluded the transaction of the captioned goods with you.
2. Please send us the soonest possible your proforma invoice for 5,000 pcs cloisonné

bracelets with prices CIF Ankara, so that we can obtain our client's confirmation.

3. It would be appreciated if you could airmail us the P/I in triplicate by FedEx at our expense.

The letter: Importer's Acceptance

Hi Samuel,

I have received your samples and am glad to inform you that we decide to accept your revised offer, including your suggested terms of payment. Please fax us the signed P/I with your company chop covering the following points:

1. Article: QWB-012 brocade teardrop-shaped evening handbag

Price: US\$ 4.75/pc, FOB Ningbo

Quantity: 5,000 pcs

2. Article: QWB-016 laptop brocade handbags

Price: US\$ 8.71/pc, FOB Ningbo

Quantity: 5,000 pcs

Terms of Payment: by 100% irrevocable documentary L/C at sight in seller's favor

Delivery Time: within 20 days after receipt of the L/C

Please don't forget that bank details should be marked in the P/I for us to open the L/C. We will issue the order upon receipt of your P/I.

Best regards,

Martin

3. Summary

41. Channels for obtaining information about prospective dealers.
42. Structure of the letters on establishment of business relations
43. Useful expressions and useful sentences
44. Some samples letters on establishment of business relations
45. practice your reading and the writing more.

4. Assessment

《外贸英文函电》教案

3-1 Contract

39. Learning aims

Knowledge Aim:

Get a general idea about the format and main contents of a sales contract/confirmation;

Know the structure and some useful expressions of a S/C letter;

Understand the concept as well as main functions of proforma invoice and purchase order;

Acquaint yourselves with some names of electrical appliances;

Learn how to draw a sales confirmation/proforma invoice and the related

Ability Aim:

Have the ability to draw a Sales Confirmation/Contract and write S/C letter.

Ideological and political objectives:

Strengthen flexible communication and coordination ability, learn to establish mutually beneficial and win-win cooperative relationship with others, and strive to be a qualified socialist builder and reliable successor.

40. Class task

Background Information

Signing a contract is a fairly important procedure in international trade practices. When an offer is accepted or confirmed, the seller usually makes out a contract which contains all the necessary points agreed upon during the negotiation, and sends it to the buyer for countersignature.

There are mainly four written forms of contract in import & export business, e.g. Contract, Confirmation, Agreement and Memorandum, among which the former two are the most commonly used. Both the sales contract and the sales confirmation have the same legal effect, equally binding on the rights and obligations of the two parties. The main differences lie in the fact that contract is comparatively more formal and detailed, while confirmation covers only the essential terms of the transaction, and is often used for smaller deals or between familiar trade partners.

Case

宁波飞扬家电有限公司接受了加拿大阿斯顿公司关于2000台全自动洗衣机的还盘后，发去签约函和销售合同，要求对方尽快签返，并期盼今后有更多

的合作。

Useful Expressions

1. conclude a transaction with sb. 与某人达成交易
2. full-automatic 全自动的
3. the scanned copy of our sales contract 销售合同的扫描件
4. for one's file 供.....存档
5. execute the order 履行订单
6. conform to 符合
7. S/C stipulations 销售合同条款

Useful Sentences

1. We are glad to have concluded business with you in the captioned goods.
2. We appreciate your Order No. 235 for 500 sets of sewing machines, and are pleased to accept your terms.
3. Enclosed we are sending you is the scanned version of our S/C No. ZH7452.
4. You are required to sign the sales conformation and fax it back for our file at your earliest convenience.
5. Please see to it that L/C terms should be in exact accordance with the stipulations in our S/C.
6. We assure you that your order will receive our best attention.
7. We believe the first transaction will turn out to be profitable to both of us.
8. Thank you for your cooperation and we are expecting your future orders.

The letter: Exporter's Request for the Countersignature of the Sales Contract

Dear Mr. Thomas,

We are very pleased to have concluded with you a transaction of 2,000 sets of full-automatic washing machines, and are sending you the scanned copy of our Sales Contract No. FY035.

Please countersign and return one copy for our file.

Of course, we will execute the order strictly conforming to the S/C stipulations.

Looking forward to receiving your future enquiries and orders.

Best regards,

Zhou Hua

3. Summary

(1) The Head

Contract Title

Contract Number

Date and Place of Signing the Contract

Names and Addresses of Both Parties

Preface

(2) The Body

The body is the most important message of a contract, reflecting duties and obligations of both parties:

(3) The End

Copies

Language Validity

Law Application

Signature

Seal

4. Assessment

《外贸英文函电》教案

4-1-2 Letter of Credit

41. Learning aims

Knowledge Aim:

have some basic idea about how to negotiate the terms of payment in the clearing of international trade, namely remittance, L/C and collection, mostly focusing on L/C;

know the structure of letters on issuing, amending and extending L/C as well as related terms and useful expressions;

acquaint yourselves with some names of mechanic products;

Ability Aim:

Have the ability to analyze cases and write letters on negotiating terms of payment, urging establishment of L/C, as well as L/C amendment and extension.

Ideological and political objectives:

Establish the standard consciousness of professional post practice, enhance the students' sense of teamwork, and develop the professional ethics of honesty and trustworthiness;

42. Class task

Background Information

Three principal modes of payment

(1) L/C: Letter of Credit 信用证

(2) Remittance 汇付

Telegraphic Transfer (T/T) 电汇

T/T in advance

T/T after shipment

Mail Transfer (MT) 信汇

Demand Draft (DD) 票汇

(3) Collection 托收

D/P a. D/P at sight

b. D/P after sight

D/A

Case

宁波思壮国际贸易有限公司是一家主营机械配件的出口公司，目前已经与美国威高公司初步达成一笔交易，购买30 000个数控加工零件。双方已就产品合同的各条款进行确认，但就支付方式仍未达成共识，于是思壮公司去函要求威高公司以信用证方式支付。

Useful Expressions

1. CNC machined parts
2. terms and conditions
3. usual practice
4. confirmed credit
5. irrevocable credit
6. documentary credit
7. in one's favor/in favor of sb.
8. establish an L/C

Useful Sentences

1. To be on the safe side, we insist on payment by L/C.
2. In terms of payment, we could only accept confirmed, irrevocable L/C.
3. The sooner we get your L/C, the sooner shipment can be effected.
4. Please open an L/C without any delay to facilitate early shipment.
5. An irrevocable, transferable L/C would be most appropriate.
6. It is our usual practice to ask for payment by confirmed, irrevocable letter of credit.

The letter:

Dear Dave,

Have a nice day!

We are very glad to have reached an agreement with you on 30,000 pieces of CNC machined parts.

All the terms and conditions have been confirmed except the terms of payment. As the usual practice goes, our terms of payment are by confirmed, irrevocable letter of credit in our favor, available by draft at sight, reaching us one month ahead of shipment, remaining valid for negotiation in China for another 21 days after the prescribed time of shipment.

Hope you will establish the L/C at an early date in that the sooner we get your L/C, the sooner shipment can be effected.

Waiting for your favorable reply at an early date.

Best regards,
David Lee

43. Summary

letters on negotiating terms of payment

- (1) Recalling the satisfactory terms and conditions agreed upon for the transaction.
- (2) Stating the practice for the terms of payment of the exporter.
- (3) Showing the cooperative spirit of the two parties to conclude the transaction the soonest possible.

4. Assessment

《外贸英文函电》教案

4-1-3 Urging Establishment of L/C

44. Learning aims

Knowledge Aim:

have some basic idea about how to negotiate the terms of payment in the clearing of international trade, namely remittance, L/C and collection, mostly focusing on L/C;

know the structure of letters on issuing, amending and extending L/C as well as related terms and useful expressions;

acquaint yourselves with some names of mechanic products;

Ability Aim:

Have the ability to analyze cases and write letters on negotiating terms of payment, urging establishment of L/C, as well as L/C amendment and extension.

Ideological and political objectives:

Establish the standard consciousness of professional post practice, enhance the students' sense of teamwork, and develop the professional ethics of honesty and trustworthiness;

外贸焦点

45. Class task

Background Information

letters on urging establishment of L/C

- (1) Reporting the receipt of the buyer's letter, if any.
- (2) Urging the buyer to establish the covering L/C by stating your reasons.
- (3) Making other requirements.
- (4) Expressing your expectations.

Case

宁波埃美柯有限公司主要生产 牌铜阀门、铁阀门、不锈钢阀门、水暖器材、水表、铝塑复合管及铜管道配件等系列产品,是中国最大的铜阀门生产和出

口基地。在与美国J.B劳森进口公司达成一笔以信用证方式付款的交易之后，迟迟未收到信用证，因此，该公司业务员向进口商催开信用证。

Useful Expressions

expedite

avoid doing sth.

be in conformity with

customs invoice

consular invoice

Useful Sentences

But much to our disappointment, we have not received your L/C yet.

Please do your utmost to expedite the establishment of the relevant L/C.

Please do your best to expedite the covering L/C, so that we may execute the order smoothly.

We are eager to know when you can open the relative L/C as the goods have been ready for shipment for quite a few days.

We must point out that unless your L/C reaches us by the end of this month, we shall be unable to effect shipment within the stipulated time limit.

If you fail to open the L/C in time, we shall have the right to terminate the contract.

The letter:

Dear Jennifer,

According to the stipulation of our S/C, your covering L/C should have reached us by the middle of this month. We regret to note that up to this moment we have not received it yet. Please expedite the establishment of the relevant L/C upon receipt of this email, so that we may effect shipment in time as stipulated.

In order to avoid subsequent possible amendments, please see to it that the L/C stipulations are in conformity with those of the Sales Confirmation.

Awaiting your favorable news in the shortest possible time.

Best regards,

Grace He

46. Summary

letters on negotiating terms of payment

(1) Recalling the satisfactory terms and conditions agreed upon for the transaction.

(2) Stating the practice for the terms of payment of the exporter.

(3) Showing the cooperative spirit of the two parties to conclude the transaction the soonest possible.

4. Assessment

《外贸英文函电》教案

4-1-4 L/C Amendment

47. Learning aims

Knowledge Aim:

have some basic idea about how to negotiate the terms of payment in the clearing of international trade, namely remittance, L/C and collection, mostly focusing on L/C;

know the structure of letters on issuing, amending and extending L/C as well as related terms and useful expressions;

acquaint yourselves with some names of mechanic products;

Ability Aim:

Have the ability to analyze cases and write letters on negotiating terms of payment, urging establishment of L/C, as well as L/C amendment and extension.

Ideological and political objectives:

Establish the standard consciousness of professional post practice, enhance the students' sense of teamwork, and develop the professional ethics of honesty and trustworthiness;

48. Class task

Background Information

letters on L/C amendment

- (1) Expressing the writer's thanks for the L/C issued.
- (2) Pointing out the discrepancies and instructing the receiver to make amendments.
- (3) Showing the gratitude to the receiver again for his cooperation and expressing the writer's expectation to receive early amendment for the sake of the smooth performance of sales contract.

Case

宁波余姚希望进出口有限公司在收到巴西格林公司向其开立的信用证后,通过单证员仔细审核该证,发现有3条条款与两家公司先前达成的销售合同有差异。为此,公司业务员致函格林要求修改信用证中的不符之处。

Useful Expressions

1. transshipment prohibited
2. in a single lot
3. in two equal lots
4. mutual benefit

Useful Sentences

We have received your L/C, but we regret to say that we have found some discrepancies after examining it carefully.

Please insert the word “about” before the quantity in your L/C No. 123.

As there is no direct steamer from Ningbo to your port during January/February, it is imperative for you to delete the clause “by direct steamer” and insert the wording “partial shipment and transshipment are allowed.”

The amount in your L/C appears insufficient. Please increase the amount by \$600.

Please amend L/C No. 234 to read “This L/C will expire on July 12, 2018.”

We look forward to receiving the relevant amendment at an early date and thank you in advance.

The letter:

Dear James,

We have received with thanks your L/C No. 6433 established against S/C No. 2018082513, but much to our regret, there are some discrepancies between the L/C and the S/C. Hereby we list them as follows for your attention.

1. According to S/C No. 2018082513, your L/C shall allow transshipment instead of “TRANSSHIPMENT PROHIBITED”.
2. “Shipment is to be made in a single lot not later than September 28, 2018,” should be amended to “shipment should be effected in two equal lots within September”
3. The word “about” should be put before the quantity and amount in the L/C .

We would like you to make the necessary amendments immediately. As you know, we will be unable to make shipment unless the above discrepancies are corrected.

Looking forward to your early amendment for the relevant L/C.

Best regards,

Jack Min

49. Summary

letters on negotiating terms of payment

- (1) Recalling the satisfactory terms and conditions agreed upon for the transaction.
- (2) Stating the practice for the terms of payment of the exporter.
- (3) Showing the cooperative spirit of the two parties to conclude the transaction the soonest possible.

4. Assessment

《外贸英文函电》教案

4-1-5 L/C Extension

50. Learning aims

Knowledge Aim:

have some basic idea about how to negotiate the terms of payment in the clearing of international trade, namely remittance, L/C and collection, mostly focusing on L/C;

know the structure of letters on issuing, amending and extending L/C as well as related terms and useful expressions;

acquaint yourselves with some names of mechanic products;

Ability Aim:

Have the ability to analyze cases and write letters on negotiating terms of payment, urging establishment of L/C, as well as L/C amendment and extension.

Ideological and political objectives:

Establish the standard consciousness of professional post practice, enhance the students' sense of teamwork, and develop the professional ethics of honesty and trustworthiness;

51. Class task

Background Information

letters on L/C extension

- (1) Expressing the writer's thanks for the L/C issued.
- (2) Stating the writer's reasons for L/C extension.
- (3) Asking for L/C extension.
- (4) Expressing the writer's apologies or expectations.

Case

由于8月份是宁波嘉鹏工贸有限公司的销售旺季，再加上一些加工厂延误生产，因此该公司无法按原计划在8月底向智利艾文公司交付2 000个定制车床机械配件的订货。无奈之下，进出口部李小姐要求艾文公司修改信用证，对原证中的装船期和议付有效期分别进行展期

Useful Expressions

1. customized lathe machine parts
2. extend an L/C
3. owing/due to some delay
4. manufacturer
5. get the goods ready
6. negotiation validity
7. respectively

Useful Sentences

We are sorry that owing to some delay on the part of our suppliers, we are unable to get the goods ready before the end of this month.

We trust you will extend the shipment date of your L/C to June 10 and negotiation validity to June 25 respectively, thus enabling us to effect shipment of the goods in question.

Owing to the late arrival of the steamer on which we have booked space, we would appreciate your extending the shipment date and the validity of your L/C No. 5567 to May 1 and May 16 respectively.

The shipment covered by your L/C No. 809 has been ready for quite some time, but the amendment advice has not yet arrived. So an extension of 15 days is requested.

.Under the circumstances, we regret to ask you to extend the above said L/C to October 10 and October 25 for shipment and negotiation validity respectively, with the amendment to reach us by the 25th of August, otherwise the shipment will be further delayed.

Therefore, it is impossible for us to ship the goods this month, and we would ask you to do your best to extend the L/C as requested in our letter of April 8.

The letter:

Dear Jacquelyn,

Thank you for your L/C No. 2351 covering your order for 2,000 pcs of customized lathe machine parts. We regret to notice that, due to some delay on the part of our mThe earliest shipment we can arrange is just the middle of September.

For the above reason, we called you this morning for the extension of the L/C. We are sure that you will give us cooperation by extending the shipment date to September 15 and the negotiation validity to September 30 respectively.

We are sorry for the inconvenience caused by our delay in delivery.

Thanks and regards,
Lily Li

3.Summary

letters on negotiating terms of payment

- (1) Recalling the satisfactory terms and conditions agreed upon for the transaction.
- (2) Stating the practice for the terms of payment of the exporter.
- (3) Showing the cooperative spirit of the two parties to conclude the transaction the soonest possible.

4. Assessment

《外贸英文函电》教案

4-1-2 Letter of Credit

52. Learning aims

Knowledge Aim:

have some basic idea about how to negotiate the terms of payment in the clearing of international trade, namely remittance, L/C and collection, mostly focusing on L/C;

know the structure of letters on issuing, amending and extending L/C as well as related terms and useful expressions;

acquaint yourselves with some names of mechanic products;

Ability Aim:

Have the ability to analyze cases and write letters on negotiating terms of payment, urging establishment of L/C, as well as L/C amendment and extension.

Ideological and political objectives:

Establish the standard consciousness of professional post practice, enhance the students' sense of teamwork, and develop the professional ethics of honesty and trustworthiness;

53. Class task

Background Information

Three principal modes of payment

(1) L/C: Letter of Credit 信用证

(2) Remittance 汇付

Telegraphic Transfer (T/T) 电汇

T/T in advance

T/T after shipment

Mail Transfer (MT) 信汇

Demand Draft (DD) 票汇

(3) Collection 托收

D/P a. D/P at sight

b. D/P after sight

D/A

Case

宁波思壮国际贸易有限公司是一家主营机械配件的出口公司，目前已经与美国威高公司初步达成一笔交易，购买30 000个数控加工零件。双方已就产品合同的各条款进行确认，但就支付方式仍未达成共识，于是思壮公司去函要求威高公司以信用证方式支付。

Useful Expressions

1. CNC machined parts
2. terms and conditions
3. usual practice
4. confirmed credit
5. irrevocable credit
6. documentary credit
7. in one's favor/in favor of sb.
8. establish an L/C

Useful Sentences

1. To be on the safe side, we insist on payment by L/C.
2. In terms of payment, we could only accept confirmed, irrevocable L/C.
3. The sooner we get your L/C, the sooner shipment can be effected.
4. Please open an L/C without any delay to facilitate early shipment.
5. An irrevocable, transferable L/C would be most appropriate.
6. It is our usual practice to ask for payment by confirmed, irrevocable letter of credit.

The letter:

Dear Dave,

Have a nice day!

We are very glad to have reached an agreement with you on 30,000 pieces of CNC machined parts.

All the terms and conditions have been confirmed except the terms of payment. As the usual practice goes, our terms of payment are by confirmed, irrevocable letter of credit in our favor, available by draft at sight, reaching us one month ahead of shipment, remaining valid for negotiation in China for another 21 days after the prescribed time of shipment.

Hope you will establish the L/C at an early date in that the sooner we get your L/C, the sooner shipment can be effected.

Waiting for your favorable reply at an early date.

Best regards,
David Lee

54. Summary

letters on negotiating terms of payment

- (1) Recalling the satisfactory terms and conditions agreed upon for the transaction.
- (2) Stating the practice for the terms of payment of the exporter.
- (3) Showing the cooperative spirit of the two parties to conclude the transaction the soonest possible.

4. Assessment

《外贸英文函电》教案

4-2-2 Inner Packing

55. Learning aims

Knowledge Aim:

- (1) Know how to pack goods and what specific terms and conditions should be included in packing;
- (2) Master typical sentences and expressions of packing;
- (3) Acquaint yourselves with some names of electronics;
- (4) Learn how to analyze cases and write letters on packing.

Ability Aim:

Have the ability to analyze cases and write letters on packing.

Ideological and political objectives:

Establish the standard consciousness of professional post practice, enhance the students' sense of teamwork, and develop the professional ethics of honesty and trustworthiness;

56. Class task

Background Information

Outer Packing Includes cases, bales, barrels, bags, baskets, pallets, containers, and so on. Such stuffing materials as paper scrap, paper wool, wood shavings, saw dust, waterproof paper and different plastics are necessary for prevention of shaking, breakage, dampness and rust.

Inner Packing Is not only designed to protect goods, but also to help customers identify goods, make goods appeal to customers, publicize the goods and promote sales.

Case

澳大利亚詹姆斯公司向宁波电子公司就电子熊产品提出改进内包装意见。宁波电子公司业务员Adela去函说明内包装改进事宜。

Useful Expressions

1. push sales
2. water-proof

3. shake-proof
4. leakage-proof
5. background color
6. font color
7. bar code
8. gift box
9. electronic bears

Useful Sentences

1. Each smart card is wrapped by water-proof and dust-proof plastic sheet, then one dozen to an inner box, preventing any collision and squeezing.
2. The inner packing is beautifully designed gift boxes, and you will find them ideal for gift presenting and surely a help for sales.
3. 3. Packing cost is included in the offer4. Please open an L/C without any delay to facilitate early shipment.
4. We usually do the labeling ourselves as we are responsible for the brand labels of our own products.
5. You will find that we have made some improvements in the packing. Attractive sales packing would help you sell the goods.
6. We will meet any of your special requirements to the best of our ability.
7. The improved packing can avoid any damage in transit and facilitate the promotion of sales.
8. We have improved the inner packing to be small and exquisite to help sales and the outer packing to be light and strong to be easy to carry.
9. We trust that you will accept our latest design of color boxes.

The letter:

Dear James,

As regards the inner packing for electronic bears, we have changed the background color to red and font color to yellow respectively according to your comments in the last email. Meanwhile, we also have changed the size accordingly. Bar Code is also added to the gift box.

Enclosed is the artwork of inner package for your confirmation. If you have any

suggestions, please let us know as early as possible.

We are looking forward to your early reply.

Best regards,

Adela

Ningbo Electronic Co., Ltd.

Fax: 86-574-87888666

Tel.: 86-574-87888666 Mobile: 8613957412345

Skype: Adela

Add.: 120 Nanjing Road, Ningbo, China

57. Summary

letters on negotiating terms of payment

(1) Recalling the satisfactory terms and conditions agreed upon for the transaction.

(2) Stating the practice for the terms of payment of the exporter.

(3) Showing the cooperative spirit of the two parties to conclude the transaction the soonest possible.

4. Assessment

《外贸英文函电》教案

4-2-3 Urging the Shipment

58. Learning aims

Knowledge Aim:

- (1) identify shipping instructions and shipping advice;
- (2) acquaint yourselves with some names of mould products;
- (3) know the structure of letters on shipment as well as related terms and useful expressions;
- (4) learn how to analyze cases and write letters on shipment.

Ability Aim:

Have the ability to analyze cases and write letters on shipment.

Ideological and political objectives:

Establish the standard consciousness of professional post practice, enhance the students' sense of teamwork, and develop the professional ethics of honesty and trustworthiness;

59. Class task

Background Information

Buyers generally send their shipping requirements to sellers

Sellers usually send shipping advice to buyers: ①ETD ②the shipped goods; ③vessel name; ④container No.; ⑤seal No.; ⑥enclosed

Parties involved in the shipment

B/L

Case

韩国K. Ly贸易公司向上海百思得贸易公司订购了十台外圆磨床,但一直没有得到出货消息,因此K. Ly公司来函催促上海百思得贸易公司尽快发货。

Useful Expressions

- | | |
|---------------------------------|------|
| 1. cylindrical grinding machine | 外圆磨床 |
| 2. deferring in delivery | 推迟交货 |

3. make delivery	交货
4. take delivery	提货
5. shipping company	船公司
6. shipping order	装船单
7. shipping space	舱位
8. consignment note	托运单, 收据
9. ETA: estimated time of arrival	预计到达时间
10. ETD: estimated time of departure	预计离开时间
11. booking note	订舱单
12. EMP: European main port	欧洲主要港口
13. production line	生产线
14. day after night	夜以继日
15. shipping agents	货代

Useful Sentences

1. Since our customers are in urgent need of the lamp mould, please arrange the shipment as soon as possible.
2. To catch the peak season, we hope you can advance the shipment.
3. I wonder if it is possible for you to effect shipment in March.
4. For loading arrangements, please communicate with our shipping agent Shanghai Fast Corporation.
5. We shall appreciate it if you would manage to advance the shipment.
6. As the busy season is approaching, we would appreciate it if you could deliver the set of blow mould on time.
7. Till today we didn't get the 25 punches we ordered under the Contract No.1474, please make the shipment immediately.
8. Your shipment should be effected in two equal monthly lots during November and December.

The letter: Urging Prompt Shipment and Reply

Header

From: leey@kly.com.kr

To: lisa@bester.com.cn

Cc:

BCc:

Subject: Shipment for Order 181012

Dear Ms. Lisa,

We have sent you a fax dated Nov. 17th, asking about the delivery of the order No. 2137 for 10 sets of cylindrical grinding machines originally scheduled for Nov.15th. It's a pity that up till now we haven't received any news of delivery of these goods. Our customers are in urgent need of them to put into production. Your deferring in delivery will cause us great inconvenience. If you have any difficulty in fulfilling this order, you must inform us in time, so we can seek an alternative source of supply. Meanwhile, the extra cost caused by this delay should be for your account according to our contract.

Hope that you will do your utmost to deliver the goods as soon as possible.

We are waiting for your reply.

Best regards,

Leeyoun

60. Summary

9. identify shipping instructions and shipping advice;
10. Structure of the letters on shipment
11. Useful expressions and useful sentences
12. You need to practice your reading and the writing more.

4. Assessment