

# ESTABLISHING BUSINESS RELATIONS



张云清

福建农林大学文法学院

# Learning objective

- Introduction to establishing business relations
- Skills to draft a letter of establishing business relations



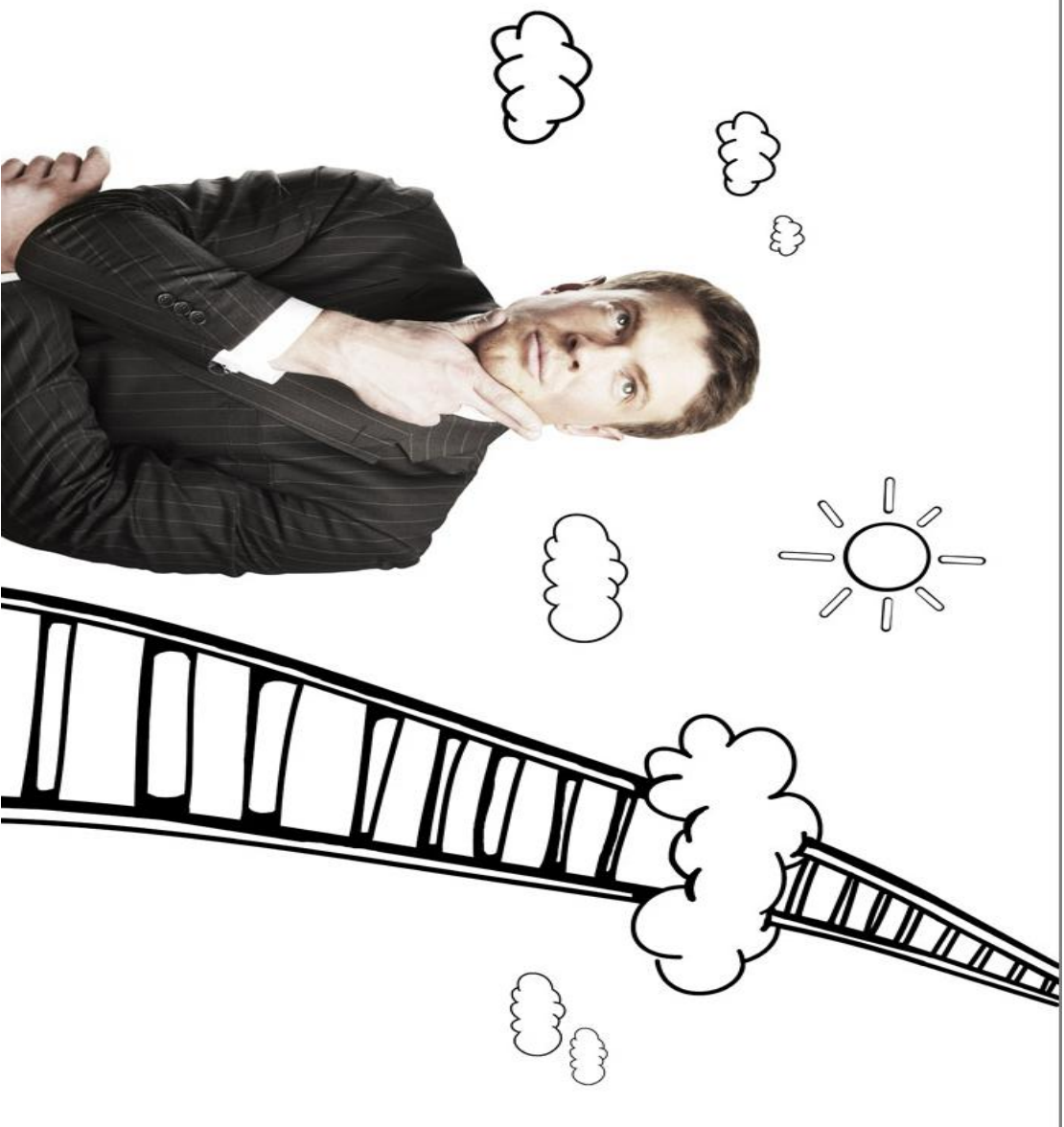
# Purpose of establishing business relations

A foreign firm needs extensive business connections as follows:

- **To seek new customers**
- **To consolidate existing relations**
- **To expand new markets**
- **To enter into new fields of business activities**



# Source of information



# Website

## 1. B2B platform

- [www.alibaba.com](http://www.alibaba.com)
- [www.globalsources.com](http://www.globalsources.com)
- [www.made-in-china.com](http://www.made-in-china.com)
- [www.busytrade.com](http://www.busytrade.com)



# Website

## 2. Search engine

- [www. yahoo.com](http://www.yahoo.com)
- [www. google.com](http://www. google.com)
- [www. eniro. se](http://www. eniro. se) SeachEngine (UK)



# Other Sources

- ◆ Chamber of Commerce (商会)
- ◆ Exhibition and trade fair
- ◆ Trade directory
- ◆ Banks
- ◆ Advertisements
- ◆ Market Survey
- ◆ Trade press
- ◆ Commercial Counselor's Office

# Initial letter

The initial letter refers to the letter for establishing business relations, which must be **friendly, simple and informative in language, mostly adopting passive voice.**

Before you write this letter, you should consider the following questions:

- 1) What is your objective?
- 2) Who is your reader?
- 3) What kind of presentation should you use?



## **Basic structure of the initial letter**

1. Source of information and your intention
2. Introducing your company or yourself  
(Emphasizing your strength)
3. Providing some information of your products  
or the other party may require.
4. Ending

# ***Contents of Initial Letter***

## **1. The source of information.**

**The initial letter should, in the first paragraph begin by telling the other party how his name and address are obtained.**

**Eg. 我们从贵国驻我国的商务处获知你方姓名和地址。**

**We have obtained the name and address of your corporation from the Commercial Counselor's Office of your Embassy in our country.**

## More Examples

1. Your firm **has been recommended to us** by the Chamber of Commerce in Tokyo, Japan.
2. We **learn/note from the Internet** that you are one of the leading importers and distributors of ladies' dresses in the US.
3. **Glad to hear that you're on the market for textiles .**
4. How are you doing? **Glad to get your name card from HK fair.**

## 2. Intention of writing the letter

**We can express our desire to enter into the business relations with the firm we are writing to.**

**1. 我们与您联系是希望有可能与您建立贸易关系。**

**We are very pleased to communicate with you for the possibility of establishing business relations.**

**We are getting into contact with a view to \_\_\_\_ (把你们产品引入我们市场)。**

### 3. Introducing your company

1. 我们从1990起一直从事运动鞋进口,并且在这一行享有很高的声誉。

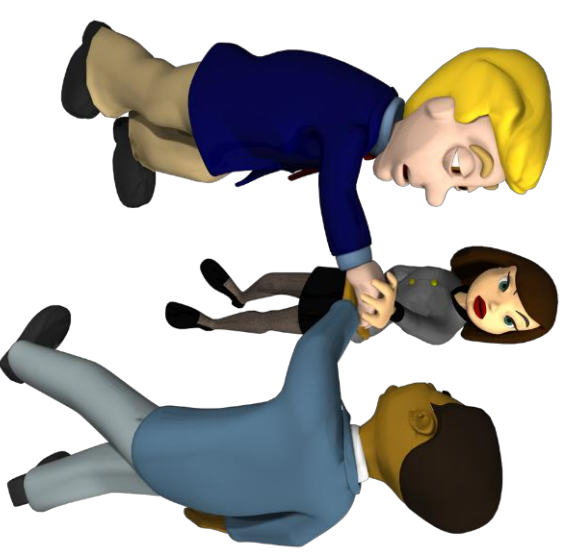
We have been in business as an importer of sports shoes since 1990 and enjoy a high reputation in this line.

2. We specialize in this field for 12 years, with the strength of chopped strand mat, which are superior quality with competitive price.

Can you translate it into Chinese?

# Additional Expression

- We are in the line of ...
- Our lines are mainly in
- We specialize in....
- We deal in/with....



## 4. Providing the information

1. Enclosed please find our latest **catalogue and price list**.
2. We are airmailing you the **samples** you required.
3. Regarding the FUN MINI DVR you selected on the fair, pls find the details with best **offer** in **attachment**.

## 5. Ending

1) 我们相信通过双方的努力，贸易往来定会朝着互利的方向发展。

**We are convinced that with joint efforts business between us will be developed to our mutual benefit.**

2) **It would give us a great pleasure to render you a similar service, should an opportunity occur.**

我方如有机会同样效劳贵方，将不胜欣慰。



# More examples

1. Look forward to your early reply.
2. *Awaiting your favorable reply.*

## Sample

Dear Sirs

We learned from the Commercial Counselor of our Embassy in Ottawa that you deal in tablecloths.

Source of  
information

We sell Chinese tablecloths. They are of good quality and have fine workmanship. Chinese tablecloths are very popular in Europe. We would like to work with you to market them in Canada.

Self-introduction  
and intention

We are sending you under separate cover by airmail a copy of the latest catalog. Please let us know if there are any items which are of interest to you and we will send you quotation and samples.

Providing  
information and  
invite enquiry

We hope to hear from you soon.

Sincerely,

# Questions

- What are the language features of initial letter?
- How can we make the other party respond to your letter or email promptly?

大家道！

Thank You

# Chamber of Commerce

It is an organization of business people that promotes local commercial interests.

- U.S. Chamber of Commerce
- ICC: International Chamber of Commerce
- British Chamber of Commerce





**Aice**  
**Associazione Italiana  
Commercio Estero**  
**Italian Association of Foreign Trade**



**中國國際商會陽江商會**  
**CHINA CHAMBER OF INTERNATIONAL COMMERCE**  
**YANGJIANG CHAMBER OF COMMERCE**