

## 《海事海务英文商业函电撰写培训》

### Maritime affairs English business correspondence writing training

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#### 【课程背景】 Course Background

在全球化的商业环境中，海事海务行业的企业与国际合作伙伴之间的沟通至关重要。特别是对于游轮和货轮等领域，准确、专业且规范的英文商业函电撰写能力是企业成功开展业务的关键。

随着国际贸易和航运业的不断发展，有效的沟通能够避免误解、减少纠纷，确保业务的顺利进行。无论是与供应商协商采购、与客户沟通服务，还是与港口当局协调运输安排，清晰准确的英文函电都是必不可少的工具。

对于企业来说，提升员工在海事海务英文商业函电方面的撰写能力，可以增强企业在国际市场上的竞争力，树立专业的企业形象，拓展业务合作的机会。同时，良好的函电沟通也有助于建立长期稳定的商业关系，提高客户满意度，保障航运业务的安全和高效运行。

In the globalized business environment, communication between enterprises in the maritime and marine affairs industry and international partners is of vital importance. Especially in fields such as cruise ships and cargo ships, the ability to accurately, professionally, and standardly write English business correspondence is the key to the successful operation of enterprises.

With the continuous development of international trade and the shipping industry, effective communication can avoid misunderstandings, reduce disputes, and ensure the smooth progress of business. Whether negotiating purchases with suppliers, communicating services with customers, or coordinating transportation arrangements with port authorities, clear and accurate English correspondence is an indispensable tool.

For enterprises, enhancing employees' writing skills in maritime and marine affairs English business correspondence can enhance the competitiveness of enterprises in the international market, establish a professional corporate image, and expand opportunities for business cooperation. At the same time, good correspondence communication also helps to establish long-term and stable business relationships, improve customer satisfaction, and ensure the safe and efficient operation of shipping business.

#### 【课程收益】

##### 1、掌握海事海务行业概述与英文函电特点

Master the overview of the maritime industry and the characteristics of English correspondence and telecommunications.

##### 2、掌握海事海务行业概述与英文函电特点

Master the overview of the maritime industry and the characteristics of English correspondence and telecommunications.

##### 3、掌握经典格式与金句 Master classic formats and golden sentences

##### 4、掌握各种场景下函电撰写能力

Master the ability to write letters and telegrams in various scenarios

### **【课程特色】 Course Features**

易学易懂，强互动，风趣幽默，实战案例多，干货没有废话

Easy to learn and understand, strong interaction, humor, actual combat cases, no nonsense

### **【课程对象】 Target Audience**

有商务函电撰写需求的员工、高管、董事长等

Employees, executives, chairmen, etc., who need to write business correspondence

### **【课程时间】 Course Time**

1天 (6小时/天) One days (6 hours/day)

### **【课程大纲】**

上午 (9:00 - 12:00)

#### **一、9:00 - 9:30 课程介绍与目标设定 (Course Introduction and Goal Setting)**

1、介绍课程的主要内容和学习目标

Introduce the main contents and learning objectives of the course

2、强调海事海务英文商业函电的重要性

Emphasize the importance of English business correspondence on maritime affairs

#### **二、9:30 - 10:30 海事海务行业概述与英文函电特点 (Overview of the Maritime and Marine Affairs Industry and Characteristics of English Correspondence)**

1、介绍海事海务行业的主要业务领域和运作流程

Introduce the main business areas and operation processes of the maritime industry

2、分析该行业英文函电的语言特点、专业术语和常用格式

This paper analyzes the language characteristics, professional terms and common formats of English correspondence in this industry

#### **三、10:30 - 11:00 案例分享一：某游轮公司与供应商的采购协商函电 (Case Sharing 1: Purchase Negotiation Correspondence between a Cruise Company and Suppliers)**

1、分析函电的结构和内容 Analyze the structure and content of the letter

2、讲解其中的沟通技巧和注意事项 Explain the communication skills and precautions

#### **四、11:00 - 11:30 案例分享二：某货轮公司与港口当局的运输安排函电 (Case Sharing 2: Transportation Arrangement Correspondence between a Cargo Ship Company and Port Authorities)**

1、剖析函电中的关键信息和表达方式

Analyze the key information and expression in the letter

2、强调与政府部门沟通的要点

Emphasize the key points of communication with government departments

## 五、11:30 - 12:00 小组讨论与总结 (Group Discussion and Summary)

### 1、组织学员分组讨论案例中的经验和教训

Organize students to discuss the experience and lessons from the case in groups

### 2、总结上午的学习内容 Summarize the morning learning content

下午 (13:30 - 16:30)

## 六、13:30 - 14:30 B2B 英文商务函电的撰写原则与技巧 (Writing Principles and Skills of B2B English Business Correspondence)

### 1、讲解清晰、简洁、礼貌的撰写原则

Explain clear, concise and polite writing principles

### 2、介绍如何组织函电的结构和内容

How to organize the structure and content of the letter

## 七、14:30 - 15:00 经典格式与金句分享 (Classic Formats and Golden Sentences Sharing)

### 1、提供至少十个经典格式和金句，用于函电的开头和结尾

Provide at least ten classic formats and sentences for the beginning and end of the letter

### 2、解释其适用场景和效果 Explain its applicable scenarios and effects

## 八、15:00 - 15:30 案例分享三：某航运企业与客户的服务沟通函电 (Case Sharing 3: Service Communication Correspondence between a Shipping Enterprise and Customers)

### 1、分析如何处理客户投诉和提供解决方案

Analyze how to handle customer complaints and provide solutions

### 2、学习维护良好客户关系的方法

Learn how to maintain good customer relationships

## 九、15:30 - 16:00 案例分享四：某海事保险公司的业务拓展函电 (Case Sharing 4: Business Expansion Correspondence of a Maritime Insurance Company)

### 1、探讨如何吸引潜在客户和介绍产品优势

Discuss how to attract potential customers and introduce product advantages

### 2、了解保险业务在函电中的表达特点

Understand the expression characteristics of insurance business in correspondence

## 十、16:00 - 16:30 实践与反馈 (Practice and Feedback)

1、学员进行函电撰写练习 Students conduct correspondence writing exercises

### 2、讲师进行点评和反馈 The lecturer gives comments and feedback

### 经典格式金句 Classic Formats and Golden Sentences Sharing

"Dear Sir/Madam," (尊敬的先生 / 女士, )

"We are writing to inform you that..." (我们写信是为了通知您.....)

"Thank you for your kind attention to this matter." (感谢您对此事的关注。)

"We sincerely hope that..." (我们衷心希望.....)

"Best regards," (致以最诚挚的问候, )

“I am looking forward to your prompt reply.” (期待您的及时回复。)

“If you have any further questions, please do not hesitate to contact us.” (如果您有任何进一步的问题, 请随时与我们联系。)

“With regards to...” (关于.....)

“It is our pleasure to...” (我们很荣幸.....)

“Kindly be informed that...” (敬请知悉.....)

**经典海事海务英文商业函电范例 (可选择 3-5 个最感兴趣类目现场分享讲解, 根据课程时间调整) Classic examples of maritime affairs English business correspondence (3-5 categories of interest can be selected to share and explain on site, adjusted according to the course time)**

1、某游轮公司向港口申请靠岸许可的函电 (Correspondence of a Cruise Company Applying for Berthing Permission from the Port)

2、货轮公司通知客户货物延迟交付的函电 (Correspondence of a Cargo Ship Company Informing Customers of Delayed Delivery of Goods)

3、船舶供应商向船运公司推荐新产品的函电 (Correspondence of a Ship Supplier Recommending New Products to a Shipping Company)

4、港口向航运公司发布航道变更通知的函电 (Correspondence of a Port Issuing Notification of Channel Changes to Shipping Companies)

5、海事监管机构向船舶下达安全整改要求的函电 (Correspondence of Maritime Regulatory Agencies Issuing Safety Rectification Requirements to Ships)

6、航运公司向船员发布工作安排的函电 (Correspondence of a Shipping Company Issuing Work Arrangements to Crew Members)

游轮公司与旅行社协商合作细节的函电 (Correspondence of a Cruise Company

7、Negotiating Cooperation Details with Travel Agencies)

货轮公司向保险公司索赔的函电 (Correspondence of a Cargo Ship Company Making a

8、Claim to the Insurance Company)

船舶维修厂向船东汇报维修进度的函电 (Correspondence of a Ship Repair Factory Reporting Repair Progress to the Shipowner)

9、海事律师事务所向客户提供法律意见的函电 (Correspondence of a Maritime Law Firm Providing Legal Opinions to Clients)

10、优秀海事海务行业英文商业函电培训范本

游轮公司与旅游代理的合作邀请函 (Cooperation Invitation Letter from a Cruise Company to a Travel Agency)

11、货轮公司与燃料供应商的价格协商函 (Price Negotiation Letter between a Cargo Ship Company and a Fuel Supplier)

12、港口管理部门与航运公司的安全通知函 (Safety Notification Letter from a Port Management Department to a Shipping Company)

13、船舶维修公司与船东的维修报价函 (Maintenance Quotation Letter from a Ship Repair Company to a Shipowner)

14、海事律师事务所与客户的法律咨询回复函 (Legal Consultation Reply Letter from a Maritime Law Firm to a Client)

15、船舶设备制造商与采购商的产品介绍函 (Product Introduction Letter from a

Ship Equipment Manufacturer to a Purchaser)

16、航运保险公司与投保人的保险条款说明函 (Insurance Clause Explanation Letter from a Shipping Insurance Company to an Insured)

17、船舶租赁公司与承租方的租赁合同确认函 (Lease Contract Confirmation Letter from a Ship Leasing Company to a Lessee)

18、海员劳务公司与船运公司的船员派遣函 (Crew Dispatch Letter from a Seafarer Labor Service Company to a Shipping Company)

19、海事监管机构与航运企业的法规执行通知函 (Regulatory Enforcement Notification Letter from a Maritime Regulatory Agency to a Shipping Enterprise)