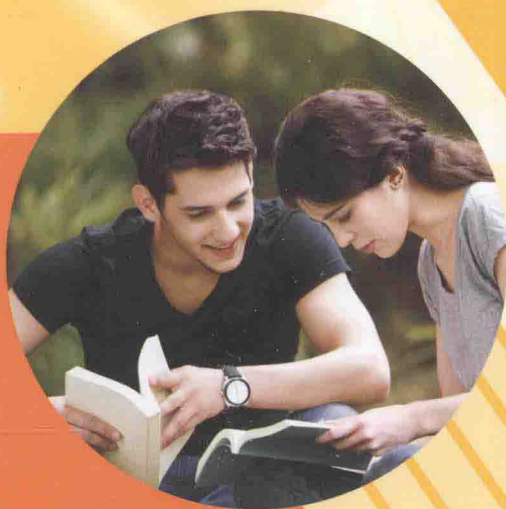




21世纪立体化高等院校规划教材·英语系列

外贸英语 综合教程

主 编 赖 艳 左燕茹



ENGLISH



南京大学出版社



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内 容 简 介

本书是编者在认真学习 2015 年最新颁布的《大学英语教学指南》(征求意见稿)的基础上,顺应国家大学英语教学改革和高校对外贸英语教材的需求而编写的一部具有较强实用性的教材。

本书共分 10 章,内容包括国际贸易简介、国际商务信函、外贸术语、进出口贸易流程、国际商务谈判、国际商务合同签署、国际支付、国际货物运输、保险、商检、索赔、不可抗力与仲裁等。

本书的编写特点是理论与实践相结合、实务与信函相结合。在内容的编排上结合国际贸易实务需要,除对重要贸易环节、贸易术语进行了详细阐述以外,还对相关环节的英文函电写作进行了例示与说明。此外,对各贸易环节涉及的重要单证也进行了解释,并附上主要单证样本,以方便学生理解。

本书既可作为大学英语拓展课程中外贸英语课程的教材,也可作为商务英语专业及国际贸易专业的教材,还可作为国际贸易工作者的自学用书。

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前言

我国经济的持续发展和全球经济一体化步伐的加快为高校外语人才的培养提出了更高的要求。2015年最新颁布的《大学英语教学指南》（征求意见稿）指出：“大学英语课程是高等学校人文教育的一部分，兼有工具性和人文性的双重性质……大学英语教学的主要内容可分为通用英语、专门用途英语和跨文化交际三个部分，由此形成相应的三大类课程。”

外贸英语是一门专门用途的英语课程，它凸显大学英语工具性特征，将特定的国际贸易学科内容与英语教学目标相结合，旨在培养学生在国际贸易环境中运用英语进行有效交际的能力。目前，培养既掌握一定的外贸知识，又具备较高的外语应用能力的高级复合型人才，已成为我国高校外语教育的重要任务之一。本书正是为了顺应国家教育改革和经济发展需要而编写的一本具有较强实用性的外贸英语教材。

全书共分10章，内容包括国际贸易简介、国际商务信函、外贸术语、进出口贸易流程、国际商务谈判、国际商务合同签署、国际支付、国际货物运输、保险、商检、索赔、不可抗力与仲裁等。

本书的编写原则是理论与实践相结合，使学生既能较详细、全面地了解外贸实务中各环节的相关理论知识，又能掌握运用这些理论知识进行外贸磋商的技巧。此外，还对国际贸易各个环节中涉及的单证进行了较详细的解释与说明，并附上单证样本，以方便学生理解与掌握。

本书主要章节由理论介绍、函电写作和技能训练三大板块组成，正文后面附有本单元中出现的核心术语汇总及形式多样的综合练习，旨在提高学生运用英语处理外贸实务的能力。

本书由赖艳、左燕茹担任主编，王玉环、李明秋、王青、吴夏芸、吴彩灵担任副主编，李艳、孙海琳、赵清、丁树亭、王帅群参加编写。本书在编写过程中参考了大量国内外相关教材及专著，谨此表示衷心的感谢！

由于编者水平有限，书中不妥之处在所难免，恳请广大专家及读者斧正。

编者

2015年8月

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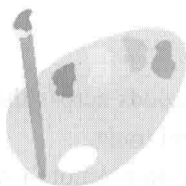


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Chapter One

Introduction to International Trade



Brief Introduction

This chapter mainly focuses on the brief introduction to international trade, including the history of international trade, the reasons for and the categories of international trade, etc. The basic knowledge about international trade discussed in this chapter aims to provide a general understanding of international trade for the learners, which will lay a solid foundation for further study of international trade.

1.1 A Brief History of International Trade **国际贸易历史简介**

Trade refers to the activity of purchasing, vending, or exchanging goods or services between or among people, firms, or countries. International trade, also called foreign trade, occurs when goods and services are exchanged across national boundaries, involving the usage of two or more currencies.

In our country, the history of international trade can be dated back to the primitive societies. In the old days, people in the neighboring countries exchanged goods directly with each other, which is known as barter trade today. In Han Dynasty, Zhang Qian's travel to the western regions (Xiyu) had opened the Silk Road. Later in Ming Dynasty, the voyage of the famous navigator, Zheng He, to more than thirty countries had greatly promoted the development of international trade in our country.

In the modern world, international trade develops very fast due to the social and economic globalization. More and more countries, both developed and developing, are involved in international trade. Meanwhile, more and more kinds of commodities, both visible and invisible, are included in international trade. International trade becomes a very important factor in evaluating a country's comprehensive strength. Therefore, more and more countries give top priority to their competitiveness in international market in order to boost their international trade quality and quantity.

1.2 Reasons for International Trade

国际贸易产生的原因

International trade has occurred and developed under certain historical conditions. The emergence of international trade is based on the following two conditions:

- The Development of Social Productive Forces 社会生产力的发展

With the development of social productive forces, more and more countries have surplus products which can be exchanged as goods, thus making international trade possible.

- Formation of the Countries 国家的形成

The occurrence of classes and countries greatly expands the exchange of goods across the boundaries of different countries, which promotes the development of international trade.

With the development of the modern society, some specific reasons begin to promote the development of international trade, such as the uneven distribution of world resources, unbalanced economic development, and political reasons, etc.

In the modern society, international trade plays a very important part in promoting a country's economic development. The pursuit of economic benefits becomes the major motive for conducting international trade. A famous economist, David Ricardo, developed the classic theory of comparative advantage in 1817 to show that the major purpose of international trade is to get the most advantages. Ricardo holds that international trade is and should be mutually beneficial. Even if one country is more efficient in producing all commodities, the country doesn't need to produce all products. What he should do is centralize the production of goods with the most advantage. Through international trade, the country can get other products which are out of production in its land. In this way, the country may develop a particularly comparative advantage through its own actions.

The theory of comparative advantage explains why countries engage in international trade even when one country's workers are more efficient in producing every single commodity than that in other countries. Widely regarded as the guiding principle of international trade, Ricardo's theory implies that every country, no matter where its level of development is, can find something that it can produce more cheaply than another country.

1.3 Categories of International Trade

国际贸易的分类

International trade can be classified into various categories according to different criteria.

1.3.1 Import Trade, Export Trade and Transit Trade

进口贸易, 出口贸易和过境贸易

According to the moving directions of goods in transaction, international trade can be

divided into export trade, import trade and transit trade.

Export trade means transporting the goods produced and processed in the domestic market to the international market for sale, while import trade is just made in the reverse direction, which refers to the transaction to transport the goods from foreign countries to domestic markets for sale or for use.

Transit trade means that the goods are transported from the producing country to the consuming country via a third country's border. According to the disposal of the transacted goods in the third country, transit trade can be further divided into direct transit trade and indirect transit trade. Direct transit trade means the goods are further transported toward outside along the domestic transportation line under the supervision of the customs of the third country, without being placed in the bonded warehouse of the third country. In direct transit trade, the third country earns profits by imposing import and export duties. In indirect transit trade, goods are first placed in the bonded warehouse of the third country and then transported further to the importing country without any additional processing. In this respect, the third country can earn warehousing charges besides import and export duties.

1.3.2 Direct Trade, Indirect Trade and Entrepot Trade

直接贸易，间接贸易和转口贸易

According to the number of participants involved, international trade can be classified into direct trade, indirect trade and entrepot trade.

Direct trade means that the goods are transported directly from the producing country to the consuming country. In direct trade, only two parties, namely, the exporter and the importer, are involved in the transaction. In indirect trade, three parties are involved: the exporter, the importer and the intermediate country. When goods pass through an intermediate country, they will remain here for some length of time before shipment to the destination. It can also be called trade through intermediate countries.

In entrepot trade, the transaction of goods is not directly conducted between the producing country and the consuming country, but conducted by the third country. For the third country, this trade is entrepot trade. Entrepot trade involves only one party, namely, the third country, which plays three roles at the same time: the importer, processor as well as exporter. There are a lot of reasons for the occurrence of entrepot trade, such as geographical reasons, historic reasons, political and economic reasons. Some countries or areas are famous for their entrepot trade in the world, such as Singapore, Hong Kong, London and Rotterdam.

Here we need to make clear the following two pairs of international trade:

- Indirect Trade & Transit Trade 间接贸易和过境贸易

Three countries are involved in indirect trade. It is indirect export for the producing country, indirect import for the importing or consuming country, while for the third country it is entrepot trade. In transit trade, there are also three countries involved, yet the third country is usually involved because of geographic reasons. The third country isn't engaged in the transaction, but

the statistics of the transacted commodities need to be collected when they pass in and out of the country's customs or borders. Therefore, transit trade becomes a part of the third country's international trade.

● Indirect Trade & Entrepot Trade 间接贸易和转口贸易

Indirect trade is also different from entrepot trade. In indirect trade, the goods remain the same; while in entrepot trade, the goods can be categorized, sorted or further produced by the third country. The third country serves as a distribution center, temporary storehouse or warehouse. In entrepot trade, the trade is not conducted between the producing country and the consuming country, but conducted by the third country. That is, there is no direct trade relationship between the producing and consuming countries.

1.3.3 Visible Trade and Invisible Trade 有形贸易和无形贸易

According to the different forms of the transacted goods, international trade can be divided into visible trade (tangible trade or commodity trade) and invisible trade (intangible trade or service trade).

Visible trade refers to the exchange of physically tangible goods such as foods, cars and machines between countries. Tangible goods can be seen and touched, which account for a large proportion of international trade. Invisible trade refers to the export and import of intangible (invisible) goods, such as services, technology, tourism, transportation, insurance and education. In the modern society, invisible trade becomes increasingly important to some countries, accounting for quite a large share in their gross domestic production.

1.3.4 Barter Trade and Free-liquidation Trade 易货贸易和自由结汇贸易

As to the settlement instrument involved, international trade can be classified into barter trade and free-liquidation trade.

Barter trade refers to the method of exchange by which goods or services are directly exchanged for other goods or services, without using a medium of exchange like money. Barter trade is usually bilateral, yet sometimes may be multilateral, which usually exists parallel to monetary systems in most developed countries, but to a very limited extent. Barter trade is considered as an old form of trade, yet nowadays in times of monetary crisis, barter usually replaces money as the method of exchange. In current international trade, barter trade is flourishing and roughly close to 1/3 of the total world trade volume.

Free-liquidation trade, on the other hand, means the exchange of goods or services with an intervening medium of exchange or money according to rates of exchange. The means of payment serving as the intervening medium of exchange are mainly U.S. dollars, pounds, marks, francs and Japanese yen, which belong to the freely convertible currencies.

Besides the above-mentioned categories of international trade, there also exist some other types of international trade classified under other norms or standards. For example, in terms of the specific trading goods, international trade can be divided into trade in services, processing

trade, merchandise trade and general trade.

Trade in services refers to the sale and delivery of intangible products between producers and consumers. Processing trade refers to the business activity of importing all or part of the raw and auxiliary materials, parts and components, accessories, and packaging materials from other countries, and re-exporting the finished products after processing or assembling by the enterprises. Merchandise trade only includes trade in tangible goods. Different from the above specific trades, general trade refers to the total import and export trade in one country.

1.4 Challenges in International Trade

国际贸易面临的挑战

When the trade is executed beyond national frontiers, some problems may arise due to the political, social, economic and environmental policies of different nations, which can be illustrated as follows:

- Cultural Problems 文化差异

Cultural problems usually arise from the cultural differences, including languages, customs, traditions, religions and values, etc. Cultural differences often bring challenges and even set traps for the involved countries.

- Money Conversion 货币兑换

Different countries usually adopt different currencies. When conducting international trade, traders need to choose an appropriate currency to fulfill the transaction. Yet the fluctuation of exchange rate may bring about uncertainties and even risks for the involved countries when they use foreign currencies.

- Trade Barriers 贸易壁垒

In order to protect the domestic trade, some countries may control or restrict international trade. The government-induced restrictions on international trade usually include tariff barriers and non-tariff barriers.

Tariff is a tax imposed on imported goods and services. Tariffs are used to restrict trade, as they increase the price of imported goods and services, making them more expensive to consumers. This is a way for governments to raise revenue or to protect domestic industries from foreign competition, since consumers will generally purchase foreign-produced goods when they are cheaper.

Non-tariff barrier is usually abbreviated as NTB, which refers to a range of actions, other than tariffs, that governments apply to restrict imported goods. Non-tariff barriers usually include quotas, importing license, license for foreign currencies, etc.

1.5 Advantages of International Trade

国际贸易的优势

In the progress of globalization, international trade becomes the backbone of our modern commercial world, which plays an important role in the economic development in our society. Generally speaking, a nation is likely to get the following benefits from trading with other nations:

- Accelerating a country's overall economic growth.
- Upgrading a country's modernization.
- Boosting a country's competitiveness in the world market.
- Promoting mutual understanding and friendship between or among trade partners.
- Solving a country's shortage of capital and resources.
- Raising the living standards of the people.
- Solving the unemployment problems.

1.6 E-commerce and International Trade

电子商务与国际贸易

1.6.1 Development of E-commerce 电子商务的发展

Electronic commerce, commonly known as e-commerce, refers to the buying and selling of products or services via electronic systems such as the Internet and other computer networks. With the commercialization of the Internet in the early 1990s, electronic commerce as a revolution in business has changed the way we do business, the way we shop and even the way we think.

1.6.2 Types of E-commerce 电子商务的分类

E-commerce can be mainly classified into the following types according to the nature of transactions.

- Business-to-Business (B2B) 商对商

B2B refers to the transactions between companies and businesses, which makes up 80% of e-commerce. The primary components of B2B include e-infrastructure and e-market. There are some best practice models such as Alibaba in China, IBM and Dell in USA. In B2B international trade, the trading procedure has been simplified compared with the traditional one.

- Business-to-Consumer (B2C) 商对客

B2C refers to the e-commerce between companies and consumers, which is the second largest and earliest form of e-commerce. B2C is usually about the retailing transactions with

individual shoppers. B2C concerns every aspect of economic life, dealing with transactions of tangible and intangible goods. It provides some sources for purchasing products and information, such as Joyo Amazon.com and other group buying companies, at the same time, you can manage your personal finance through the online banking tools, such as Alipay and eBay.

- Business-to-Government (B2G) 商对公

B2G refers to the e-commerce between companies and the public sectors, which can make procurement more effective and increase procurement process transparency.

- Consumer-to-Consumer (C2C) 客对客

C2C is a direct transaction between private individuals and consumers. Individuals can sell and buy residential properties, cars, knowledge as well as expertise. Taobao and eBay auction are two good examples.

- Mobile Commerce (M-commerce) 移动商务

M-commerce refers to the buying and selling of goods and services through wireless technology and handheld devices. Mobile banking and bill payment can serve as two good applications.

E-commerce becomes a global commerce in the modern world. It can be conducted between different areas and countries and people. It can reduce the operating costs of business negotiation because e-mail can replace traditional mail. And it is quicker because we can realize our customer's demand and supply through the Internet instead of traditional advertisements or trade fairs. Thanks to e-commerce, we now have more invisible trade and non-paper trade.



Key Terms

1. barter trade 易货贸易
2. comparative advantage 比较利益
3. direct trade 直接贸易
4. direct transit trade 直接过境贸易
5. entrepot trade 转口贸易, 中转贸易
6. export trade 出口贸易
7. free-liquidation trade 自由结汇贸易, 自由结算贸易
8. import trade 进口贸易
9. indirect trade 间接贸易
10. indirect transit trade 间接过境贸易, 间接转口贸易
11. invisible trade 无形贸易
12. surplus 余额, 顺差
13. transit trade 过境贸易, 转口贸易

14. visible trade 有形贸易
15. money conversion 货币兑换
16. trade barriers 贸易壁垒
17. tariff barriers 关税壁垒
18. non-tariff barriers 非关税壁垒
19. quota 配额
20. importing license 进口许可证
21. license for foreign currencies 外汇许可证
22. e-commerce 电子商务



Skill Enhancement

Passage Reading

An Introduction to Alibaba.com

Now in the world more and more trade websites appear and develop fast. Alibaba.com is often used in international trade in China and in the world. So it will be an example to show how e-commerce becomes more and more popular for foreign trade businessmen.

Alibaba.com is a world-famous B2B e-commerce service company. In the rank of global website visit statistics, Alibaba.com is No. 1 in the websites of international business and trade.

Alibaba Company includes four groups: Alibaba.com (B2B), Taobao.com (C2C), Yahoo (search engine) and Alipay (electronic payment). Alibaba.com is made up of china.alibaba.com for our domestic market, and www.alibaba.com provides service for businessmen in the whole world and japan.alibaba.com for Japanese market.

The following are two web pages of October 7, 2012. The first one is cited from alibaba.com and the other is from <http://exporter.alibaba.com/>.

