



新世纪高职高专
国际经济与贸易类课程规划教材

国际贸易实务

(双语版)

新世纪高职高专教材编审委员会组编
主编 陈宝珠



大连理工大学出版社



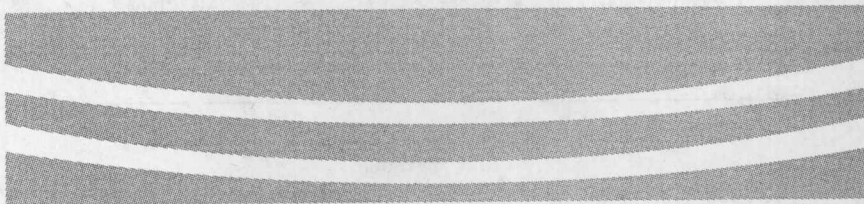
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我们已经进入了一个新的充满机遇与挑战的时代,我们已经跨入了 21 世纪的门槛。

20 世纪与 21 世纪之交的中国,高等教育体制正经历着一场缓慢而深刻的革命,我们正在对传统的普通高等教育的培养目标与社会发展的现实需要不相适应的现状作历史性的反思与变革的尝试。

20 世纪最后的几年里,高等职业教育的迅速崛起,是影响高等教育体制变革的一件大事。在短短的几年时间里,普通中专教育、普通高专教育全面转轨,以高等职业教育为主导的各种形式的培养应用型人才的教育发展到与普通高等教育等量齐观的地步,其来势之迅猛,发人深思。

无论是正在缓慢变革着的普通高等教育,还是迅速推进着的培养应用型人才的高职教育,都向我们提出了一个同样的严肃问题:中国的高等教育为谁服务,是为教育发展自身,还是为包括教育在内的大千社会?答案肯定而且唯一,那就是教育也置身其中的现实社会。

由此又引发出高等教育的目的问题。既然教育必须服务于社会,它就必须按照不同领域的社会需要来完成自己的教育过程。换言之,教育资源必须按照社会划分的各个专业(行业)领域(岗位群)的需要实施配置,这就是我们长期以来明乎其理而疏于力行的学以致用问题,这就是我们长期以来未能给予足够关注的教育目的问题。

如所周知,整个社会由其发展所需要的不同部门构成,包括公共管理部门如国家机构、基础建设部门如教育研究机构和各种实业部门如工业部门、商业部门,等等。每一个部门又可作更为具体的划分,直至同它所需要的各种专门人才相对应。教育如果不能按照实际需要完成各种专门人才培养的目标,就不能很好地完成社会分工所赋予它的使命,而教育作为社会分工的一种独立存在就应受到质疑(在市场经济条件下尤其如此)。可以断言,按照社会的各种不同需要培养各种直接有用人才,是教育体制变革的终极目的。

随着教育体制变革的进一步深入,高等院校的设置是否会同社会对人才类型的不同需要一一对应,我们姑且不论。但高等教育走应用型人才培养的道路和走研究型(也是一种特殊应用)人才培养的道路,学生们根据自己的偏好各取所需,始终是一个理性运行的社会状态下高等教育正常发展的途径。

高等职业教育的崛起,既是高等教育体制变革的结果,也是高等教育体制变革的一个阶段性表征。它的进一步发展,必将极大地推进中国教育体制变革的进程。作为一种应用型人才培养的教育,它从专科层次起步,进而应用本科教育、应用硕士教育、应用博士教育……当应用型人才培养的渠道贯通之时,也许就是我们迎接中国教育体制变革的成功之日。从这一意义上说,高等职业教育的崛起,正是在为必然会取得最后成功的教育体制变革奠基。

高等职业教育还刚刚开始自己发展道路的探索过程,它要全面达到应用型人才培养的正常理性发展状态,直至可以和现存的(同时也正处在变革分化过程中的)研究型人才培养的教育并驾齐驱,还需要假以时日;还需要政府教育主管部门的大力推进,需要人才需求市场的进一步完善发育,尤其需要高职教学单位及其直接相关部门肯于做长期的坚忍不拔的努力。新世纪高职高专教材编审委员会就是由全国 100 余所高职高专院校和出版单位组成的旨在以推动高职高专教材建设来推进高等职业教育这一变革过程的联盟共同体。

在宏观层面上,这个联盟始终会以推动高职高专教材的特色建设为己任,始终会从高职高专教学单位实际教学需要出发,以其对高职教育发展的前瞻性的总体把握,以其纵览全国高职高专教材市场需求的广阔视野,以其创新的理念与创新的运作模式,通过不断深化的教材建设过程,总结高职高专教学成果,探索高职高专教材建设规律。

在微观层面上,我们将充分依托众多高职高专院校联盟的互补优势和丰裕的人才资源优势,从每一个专业领域、每一种教材入手,突破传统的片面追求理论体系严整性的意识限制,努力凸现高职教育职业能力培养的本质特征,在不断构建特色教材建设体系的过程中,逐步形成自己的品牌优势。

新世纪高职高专教材编审委员会在推进高职高专教材建设事业的过程中,始终得到了各级教育主管部门以及各相关院校相关部门的热忱支持和积极参与,对此我们谨致深深谢意,也希望一切关注、参与高职教育发展的同道朋友,在共同推动高职教育发展、进而推动高等教育体制变革的进程中,和我们携手并肩,共同担负起这一具有开拓性挑战意义的历史重任。

新世纪高职高专教材编审委员会

2001 年 8 月 18 日

前 言

我国自 2001 年加入世界贸易组织以来,对外贸易在经济发展中的地位越来越重要,2007 年进出口总额首次超过 2 万亿美元,世界排名由 2002 年的第六位跃至第三位。随着我国对外贸易的发展,社会急需一大批国际贸易专业知识扎实、外语流利的复合型人才,同时需要大量与国际贸易发展变化相适应的教材和参考资料。为此,几位有着海外留学经历和丰富教学经验的老师通力协作完成了本书的编写。

本教材具有以下特色:

一是整本教材结构完整合理。本教材共八章,内容包括国际贸易理论、流程及操作实务,内容详实,章后附有练习题;

二是随着经济全球化和教育国际化,大量高等院校开展了国际贸易的双语教学,本教材为中英文对照,对核心单词以注释的方式将其音标、词义标注出来,便于学习者理解和掌握;

三是紧跟国际贸易的变化与发展。本教材介绍了《UCP 600》及《Incoterms 2000》的内容。通过学习本教材,读者可以了解国际贸易的主要理论,熟悉国际贸易的流程及内容,加深对国际贸易规则和惯例的理解,增强对国际贸易的实际操作能力。

本教材由广东顺德职业技术学院陈宝珠任主编,周丽庆任副主编。卢雪良和梁惠妍参与了本教材的编写。

为方便教师更好地开展立体化教学,本教材另配有电子版答案及课件。这些配套的资料请登录 <http://www.>



新世纪

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教材中如存在纰漏之处,敬请各相关院校和读者在使用本教材的过程中给予关注,并将改进意见及时反馈给我们,以便在下次修订时完善。

所有意见和建议请发往:gzjckfb@163.com

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编者
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Unit 1

Brief Introduction to International Trade

Learning Objectives

- ➡ Define international trade
- ➡ Understand the reasons, benefits and some basic concepts of international trade
- ➡ Review briefly the main international trade policy and theory

I. What is international trade?

International trade, also known as world trade, foreign trade, overseas trade, import and export trade, is the fair and deliberate exchange of goods and services across international boundaries^① or territories. It concerns trade operations of both import and export and includes the purchase and sale for both visible^② and invisible commodities.

International trade involves activities across international boundaries and territories. However, it is in principle not different from domestic trade as the motivation^③ and the behavior of trade parties involved in a trade does not differ fundamentally depending on whether trade is across a border or not. The main

① boundary [ˈbaʊndəri] n. 边界, 分界线
 ② visible [ˈvɪzəbl] a. 有形的
 ③ motivation [məʊtɪveɪʃən] n. 动机

difference is that international trade is typically more costly and complicated than domestic trade, and special problems may arise, which are not normally experienced when trading at home. The reason is that trade between foreign countries will have the peculiarities^① such as differences in language, culture, currency, technical specification for goods and requirements as well as tariff barriers such as custom duties, exchange restrictions, fixed quotas and other tariff barriers, and complexity in documentations, transportation and insurance.

Brainstorm: *Why do countries trade with one another nowadays?*

II. Why international trade occurs and what are its benefits?

As is discussed, international trade is typically more costly and complicated than domestic trade. Then why do modern countries trade with one another? It's because more and more businesses, consumers and governments realize that their lives are increasingly affected, not just by what goes on in their own town, state or country, but also by what is happening around the world. Increasing international trade plays an important role in the continuance^② of globalization. International trade is a major source of economic revenue^③ for any nation that is considered a world power.

There are various reasons why international trade occurs. Basically, advantageous^④ trade can occur between countries if the countries differ in their technological abilities to produce goods and services, in resource endowments such as the skills and abilities of a country's workforce, the available natural resources, etc. and if demands or preferences differ between countries. On the other hand, the existence of economies of scale in production is sufficient to generate such advantageous trade, while government tax and subsidy programs can be sufficient to generate advantages in production of certain products.

As to benefits of international trade, it is straightforward. That is by international trade we can greatly improve the quality of our life. For example, as consumers we can buy goods and services from all over the world in our local shops. As business owners we have new opportunities to expand our markets by selling in a multitude of other foreign countries.

① peculiarity [piːkjʊlɪ'æriti] *n.* 特性

② continuance [kən'tɪnjuəns] *n.* 持续

③ revenue ['revɪnjuː] *n.* 收入; 收益

④ advantageous [ædvəntetʃəs] *a.* 有利的

Brainstorm: Please list the advantages and disadvantages of international trade for a certain country, and analyze the reasons.

III. Basic concepts^① in international trade

To have a better and thorough understanding of international trade, we need to have an idea of some basic concepts first.

1. Visible trade and invisible trade

Visible trade refers to the exchange of physically tangible goods between countries, involving the export, import, and re-export of goods at various stages of production. It is distinguished from **invisible trade**, which involves the export and import of physically intangible items such as services. Basic categories of invisible trade include services (receipts and payments arising from activities such as customer service, shipping or insurance); income from foreign investment in the form of interest, profits, and dividends; private or government transfers of money from one country to another; and intellectual property and patents.

2. Import trade, export trade and entrepot trade

When goods or services are sold from foreign countries to the domestic consumers in a legitimate fashion, the exchange is import trade. However, when goods or services are provided to foreign consumers by domestic producers in a legitimate fashion, it is export trade. Given certain reason, the exchange of goods or services does not happen directly between the producers and consumers, but via a third party. Under this circumstance, the trading activity is called entrepot trade.

3. Spot exchange trade & barter trade

Spot exchange trade, also called “trade by free settlement”, is trade with immediate currency transactions. The premise^② is that as instrument of payment the currency could be freely exchanged in the world financial market. Barter trade refers to the direct exchange of goods or services without involvement of payment of

① concept [kɒnsɛpt] n. 概念

② premise [ˈpremis] n. 前提

currency or the third party.

4. Value of foreign trade, balance of trade & quantum of foreign trade

Value of foreign trade means the total value of imports and exports of a country at a certain period of time. It is usually expressed with a nation's currency or currency for international use. The UN usually uses U. S. dollars. To have the statistics of visible commodities, value of export trade is calculated with FOB, while value of import trade with CIF. Invisible commodity is not required to declare to the custom. Therefore, there's no custom statistics.

Balance of trade is the difference between the monetary value of exports and imports in an economy over a certain period of time. A favorable balance of trade is known as trade surplus ($\text{Exports} > \text{Imports}$), or excess of export over import; an unfavorable balance of trade is known as trade deficit ($\text{Exports} < \text{Imports}$), or excess of import over export, or informally, a trade gap. Trade balance ($\text{Exports} = \text{Imports}$) means exporting is equal to what is imported. Given the fluctuation^① in the value of currency, monetary value of foreign trade fails to exactly express the real scale of a nation's overseas trade. It also prevents the direct comparison of foreign trade at different period of time. To avoid the influence, trade index is used. It means that the value of foreign trade is calculated using a fixed price at a certain period of time as standard price. The formula is **quantum of foreign trade = the fixed export and import price index / volume of export and import**.

5. Terms of trade

Terms of trade, or TOT, are the relative prices of a country's export to import. In the simplified case of two countries and two commodities, terms of trade is defined as the ratio^② of the price a country receives for its export commodity to the price it pays for its import commodity. Export and import price indices (PX & PM) are used to calculate the ratio.

6. Ratio of dependence^③ on foreign trade

Foreign trade dependence, FTD, also called ratio of dependence on foreign trade, is the indicator of a country's dependence of national economy on its import and export trade. It is expressed usually by a ratio between the total value of import

① fluctuation [ˈflʌktju'eɪʃən] n. 波动

② ratio [ˈreɪʃiəu] n. 比率

③ dependence [dɪˈpendəns] n. 依赖

and export and the GNP (or GDP) at a certain period. The bigger the ratio means the heavier the dependence. Given the differences in economic development, trade policies and size of the domestic markets, FTD differs with countries. The formula for FTD is $FTD = (EX + IM) / GNP(GDP)$. According to the flow of trade, we can divide FTD into export dependence, in short ED, and import dependence, in short ID. Therefore, $ED = EX / GNP(GDP)$; $ID = IM / GNP(GDP)$.

IV. Main theories of international trade

Starting from slave society and feudal society, there was trade across boundaries and territories. It gradually expanded with the development in production and further international labor division. During the course, a variety of models and theories are described which offer a reason in theory for trade and the expected effects of trade on prices, profits, incomes and individual welfare.

The Mercantilism^①

Mercantilism developed at a time when the European economy was in transition. At that time, the capitalist mode of production had not been established. However, technological changes in shipping and the growth of urban centers led to a rapid increase in international trade. Of course, the introduction of double-entry bookkeeping and modern accounting as well as the discovery of America played a great role. The former made very clear the inflow and outflow of trade, thus giving the balance of trade a close scrutiny, while the latter opened new markets and propelled^② foreign trade.

Development of the Mercantilism experienced two stages, the early time and a later period. During the early time, focus was on "balance of currency". It was in fact bullionism^③. The representative scholar was Britain's William Stafford (1554-1612). During the later period focus was placed on "balance of trade". It was the real Mercantilism, a representative scholar of which was England's Thomas Mun (1574-1641). Thomas Mun's representative works, *England's Treasure by Foreign Trade* was regarded as "the Holy Bible of the Mercantilism" by Marx.

Main arguments of the Mercantilism are the prosperity^④ of a nation depends primarily upon the possession of precious metals such as gold and silver, the volume of the world economy and international trade is unchangeable, and foreign trade is the

① Mercantilism [mə:kəntaɪlɪzəm] n. 重商主义

② propel [prə'pel] v. 推进

③ bullionism ['buljənɪzəm] n. 金银通货主义, 重金主义

④ prosperity [prəs'perɪti] n. 繁荣

real source of a nation's economic assets. Therefore, to become wealthy and prevent pauperization, the best way is to encourage exports, but discourage imports through the erection of tariff barriers, keep positive trade balances, and control capital movement.

Mercantilism once played an important role in the history. However, the policy restricted research on circulation of commodity, mistakenly holding that wealth and benefits are obtained through circulation of commodity. It also confused wealth with money. Besides, Mercantilists believed one nation's gain was only achieved by another nation's loss; the trade between states was a "zero sum game". They failed to understand the notions of absolute advantage and comparative advantage, the real benefits of trade and the impossibility of constant positive trade balances.

The Absolute Advantage

Capitalism rapidly developed after the 17th century in Western Europe. Merchant capital constantly expanded its position in social economy. Afterwards in between 1648 and 1789 bourgeois revolution erupted one after another in England and France. The economical research also shifted from the circulation of commodity to the production. This leads to the declining of the mercantilism and the rise of the period of free trade

The notion of division of labor across borders and free trade was first proposed by Adam Smith (1723—1790) in his representative works *An Inquiry into the Nature and Cause of the Nations*, in short *Wealth of Nations*, in 1776. According to Adam Smith, theoretical basis of division of labor was absolute advantage or absolute cost. Absolute advantage came from natural endowment or later favorable conditions of a state. Proper division of labor enhanced the labor productivity, and promoted the public wealth. Therefore, Adam Smith believed a country has an absolute advantage over another in producing a goods, if it can produce that goods using fewer resources than another country.

However, principles of absolute advantage merely explain the special shape of foreign trade. That is benefits could be obtained when a state has absolute advantage over another state. It didn't touch whether benefits could be acquired when absolute advantage is not available.

The Comparative Cost Doctrine (the Comparative Advantage)

From absolute advantage, British economist David Ricardo(1772—1823) argued about the comparative advantage. Principles of comparative advantage argued for the first time that benefits from foreign trade was not limited to the availability of absolute advantage. What matters is not absolute cost, but the opportunity cost of production. A country should specialize in products and services in which it has a comparative advantage. It should trade with another country for products in which the

other country has a comparative advantage. In this way both countries become better off and gain from division of labor and trade.

Ricardo's comparative advantage is highly valued and significant. It symbolizes the establishment of the theory of international trade. From the view point of history, comparative advantage provides the theoretical foundation for free trade. However, limitation to the theory still exists. For example, methods which the theory used for analysis is static, neglecting the dynamic situation. Generally, the theory explained why benefits could be gained even there is only comparative advantage. But it did not touch issues such as how much benefit they would gain, how benefit of trade would be allocated and how countries would differ in their labor cost. Besides, it believed that labor was the only production factor; that it was homogenous; and it was evenly used in all products, so value of a product depends on the labor value. Obviously it fails to address all issues in practical trade.

The Heckscher—Ohlin Theory (Factor Proportions Trade Theory)

Factor Proportion Theory is most commonly known as the Heckscher—Ohlin Theory. It was originally developed by Eli Heckscher (in 1919), and continued by Bertil Ohlin (in 1933). Thus it was sometimes called the “Heckscher—Ohlin (or H—O) model”. Many elaborations^① of the model were provided by Paul Samuelson after the 1930s and thus sometimes the model is referred to as the Heckscher—Ohlin—Samuelson (or HOS) model or simply the more generic “Factor Proportions model.”

The logic of the model is straightforward^②. That is a country should choose what to produce and trade on the basis of the relative scarcity^③ of labor, land, and capital. Basically, on this view the relative scarcity of a factor or factors determines the comparative advantage of the country. According to Heckscher and Ohlin, a country can produce relatively more cheaply the commodity which uses relatively intensively (in the production process) (factor intensity) the factor with which the country is relatively abundantly endowed (factor abundance). So the H—O theory predicts the pattern of trade between countries based on the characteristics of the countries. A capital-abundant country will export the capital-intensive goods while the labor-abundant country will export the labor-intensive goods.

In fact, the trade theories of both Ricardo and Heckscher—Ohlin are based on the concept of comparative advantage. From the view point of theoretic system, the theory of Heckscher—Ohlin is more thorough. However, there are flaws in the Heckscher—Ohlin Theory.

① elaboration [iˌlæbə'reɪʃən] *n.* 详尽的细节

② straightforward [streɪt'fɔ:wəd] *a.* 直截了当的

③ scarcity ['skeəsɪti] *n.* 缺乏

① Two basic concepts in the Heckscher—Ohlin Theory are factor abundance and factor intensity. However, degree of “abundance^①” and “intensity^②” are not clear. Also, does it refer to the price or amount?

② Trade will occur and trade will be nationally advantageous because of price difference. However, as the result of trade, when the difference is not available, will trade still occur?

③ The H—O model assumes that production technologies are the same. It neglects the role technologies played in division of labor and trade. However, innovation and advancement in technology can change the factor proportion, consequently change the opportunity cost.

④ The H—O model focused on activities of countries with different factor endowment, and failed to touch those with similar factor endowment and requirement pattern.

Besides the trade policy and theory discussed above, Leontief Paradox should be mentioned.

USA is a country which is capital-abundant while relatively scarce in labor. According to the Heckscher—Ohlin theory, USA should export the capital-intensive commodity while import labor-intensive commodity. Professor Wassily W. Leontief made the first serious attempt to test such conclusion in 1954. To perform the test, Leontief used the 1947 input-output table of the US economy (He received his Nobel Prize for his contribution to input-output analysis later). However, Leontief reached a paradoxical conclusion that the US the most capital abundant country in the world by any criterion exported labor-intensive commodities and imported capital-intensive commodities. It was then believed that the Heckscher—Ohlin theory failed to truly explain the reason of the structure and flow of commodity in international trade. This result has come to be known as the Leontief Paradox.

Summary

The world has a long and rich history of international trade. In fact, trading among nations can be traced back to the earliest civilizations. These and other early civilizations recognized that trade has a close and direct tie to an improved quality of life for the citizens of all the partners. Today, the practice of trade among nations is growing by leaps and bounds. There is hardly a person on earth who has not been influenced in some way by the growing trade among nations. It is safe to say that nearly every person on earth has benefited from international trading activities. Therefore, it will be interesting and important to understand international trade no

① abundance [æˈbʌndəns] *n.* 充裕

② intensity [ˈɪntensɪti] *n.* 密集