



商务英语学习精品系列

国际贸易资格 公共理论与实务

Public Theories and Practice of
International Trade Qualifications

■ 孙圣勇 编著



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· 北京 ·

内 容 简 介

本书深入探究报关员、外销员、商务师、单证员、报检员、货代员、跟单员、业务员、电子商务师等国际贸易九大类职业资格的相关理论与实务,以英文为主要语言,同时用最简洁的中文进行翻译或提示。广大国际贸易和商务英语学员和直接从事国际贸易和经济合作的工作人员可阅读参考。

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前 言

在全球经济一体化的今天,国际贸易学员、商务英语学员和国际贸易工作人员有了学习国际贸易理论与实务英语的需要,中英结合,相辅相成。尽管国际贸易理论与实务的书籍“漫山遍野”,但是,最大限度地浓缩理论与实务精华的书籍几乎很难找到,一次性把九类职业资格考试的基本情况和盘托出的书也几乎没有发现。这些就是笔者编著此书的原因。

笔者把全书分为三篇:第一篇是 Public Theories of International Trade(国际贸易公共理论)。重点探讨国际贸易的原因、特点、统计指标、分类办法、绝对优势理论、比较优势理论、赫一俄理论、里昂惕夫之谜、保护就业论、国际收支平衡论、公平贸易论、战略贸易理论、经济全球化、地区经济一体化、国际贸易政策、经济特区、出口管制、GATT、乌拉圭回合、世界贸易组织、互惠原则、普惠制、最惠国待遇原则、国民待遇原则、市场准入原则、透明度原则、公平贸易原则等内容。第二篇是 Public Practice of International Trade(国际贸易公共实务)。重点探讨品名、样品、品质机动幅度、品质公差、重量、溢短装条款、包装、贸易术语、出口总成本、出口销售外汇净收入、出口销售人民币净收入、出口商品换汇成本、佣金、折扣、出口商品盈亏率、《国际贸易术语解释通则》、FOB、CIF 和 CFR 相互转换、出口成本核算、海洋运输、OCP、国际多式联运、滞期费、提单、运费、填写出口货物明细单、填写海运出口托运单、填写集装箱货物托运单、填写航空托运单、填写海运提单、共同海损、单独海损、施救费用、水渍险、一切险、保险费、保险条款、填写海运出口货物投保单、填写海洋货物运输保险单、保险金额、汇票、本票、汇付、托收、信用证、填写汇票、填写信用证开证申请书、信用证业务交易流程图、信用证修改流程图、商检、争议、索赔、不可抗力、仲裁、出境货物报验单、品质检验证书、数量检验证书、植物检疫证书、健康证书、填写普惠制产地证、出口申报、出口查验、出口税、出口放行、填写报关单、交易磋商、询盘、发盘、还盘、接受、催证、审证、改证、进出口单据、履行合同、定期结汇、收妥结汇、押汇、单证不符、招标、投标、拍卖、期货、对销贸易、易货贸易、反购或互购贸易、补偿贸易、转手贸易、对外加工装配贸易、寄售、展卖、经销、代理、寄售、套期保值等内容。第三篇是 Qualifications of International Trade(国际贸易资格)。主要涉及报关员资格考试、外销员资格考试、国际商务师考试、国际商务单证员考试、报检员资格考试、国际货运代理资格考试、跟单员资格考试、全国外贸业务员资格考试、电子商务师考试等内容。

笔者在深入探究报关员、外销员、商务师、单证员、报检员、货代员、跟单员、业务员、电子商务师等国际贸易九大类职业资格的相关理论基础之上,精选主要理论与实务,以英文为主要语言,同时用最简洁的中文进行翻译或者提示。广大国际贸易和商务英语学员和直接从事国际贸易和经济合作的工作者可以把九大职业资格所需要的国际贸易理论与实务和专业英语相结合进行复合式学习,理论篇、实务篇、资格篇,全部是精华浓缩,读者一睹为快。

笔者用英语编写国际贸易主要理论与实务,主要考虑到大批国际贸易学员及国际贸易工作人员有研读国际贸易英语理论与实务的需要。这些英语当然是有一定难度的,但是如果静下心来,理解和消化仍然是有希望的,因为毕竟是商务英语学员、国际贸易学员和国际贸易工作人员,具有学习国际贸易英语理论与实务的“冲动”完全在情理之中。而且,如果需要应付英语命题的较高层次的国际贸易方向的考试,研读本书具有“雪中送炭”的妙用。

笔者用中文点睛主要考虑到大批学习国际贸易的大中专学生突击应付考试的需要,毫无疑问,强记浓缩精华内容对于考试是事半功倍的。可以假设,把本书的中文部分理解并记忆,通过专科、本科层次的国际贸易理论与实务的考试是不成问题的。这些中文几乎没有一句废话,全部是应试人员迫切需要的东西,真是“踏破铁靴无觅处,得来全不费功夫”。

笔者考虑到国际贸易实际操作培训费用太贵,不少学子望而生畏,也没有那么多时间参加培训。本书的目的在于分享经验,传递价值,促进交流和沟通。不少地方阐述了自己在业务操作中的心得及经验,这些业务经验的交流沟通,对国际贸易工作具有重要促进作用。说得更明白些,本书是国际贸易实际操作的秘笈,读懂此书后可以在国际贸易的天空中“腾云驾雾”。

笔者认为本书适用于全国直接从事国际贸易的工作人员,研究商务英语和国际贸易的理论工作人员,从事商务法律、管理工作人员及各种层次的爱好国际贸易、企业管理和商务英语的全日制学员,九大类国际贸易职业资格考试应试人员以及其他人员。

笔者具有武汉大学行政管理博士学历,英语翻译专业10年的副高级职称资历,广东省大型国有企业集团3年高管经历,广东省专业外贸集团的10年进出口实务经历,近5年,独立发表学术论文50余篇,出版(著,编著,合著)著作6部,现力推本书,献给亲爱的读者。

孙圣勇于广州
2010年5月

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Part I Public Theories of International Trade

第一篇 国际贸易公共理论

Chapter 1 Introduction of Public Theories of International Trade Qualifications

1.1 Fundamental reasons for international trade

International trade, also called foreign trade, or overseas trade, in essence, is the fair and deliberate exchange of commodity and service across national boundaries. It includes import and export trade operations. It arises for many reasons.

The first reason is that the different distributions of the world's resources determines the patterns of world trade. Some countries or regions are abundant in natural resources; elsewhere, reserves are scarce or nonexistent. For example, Britain possesses large reserves of coal but lacks many minerals such as copper and aluminum, whereas the Middle East states have vast oil deposits but little else. The world's raw materials are unevenly distributed, and both modern manufacturing and agriculture require many different resources. Thus, to obtain these through trading is an absolute necessity.

A second reason is that climate and terrain affect the cultivation of some agricultural products of a nation and can produce and trade internationally. Some South American countries, for instance, enjoy a favorable climate for growing coffee. However, the United States almost does not grow coffee, and has to import it. On the other hand, the climate and terrain of some states of America are ideal for raising wheat. The wheat grown in the United States is so large that it is often exported to other countries.

A third reason is the skilled workers and capital resources help determine what a nation is able to produce and trade with nations. The developed countries are rich in skilled work force and capital resources, so they can concentrate on producing many technology-intensive products such as computers, aircrafts, etc. However, the developing countries lacking skilled workers and capital resources are limited to the manufacture of simple products.

The fourth reason is economic benefit for nations to trade. It is found that one country benefits more by producing goods it can make more cheaply and buying those goods that another country can make at lower costs than by producing everything it needs within its own border. This is often explained by the theory of comparative advantage, also called the comparative cost theory, which was developed by David Ricardo, John Stuart Mill, and other economists in the nineteenth century. The theory emphasizes that different countries or regions have different production possibilities. Trade between countries can be profitable for all, even if one of the countries can produce every commodity more cheaply. As long as there are minor, relative differences in the efficiency of producing a commodity, even the poor country can have a comparative advantage in producing it.

There are still some other reasons for international trade. Some nations are unable to produce enough products of a certain item. Thus they have to import some to satisfy a large domestic demand. Moreover, the preference for innovation or style also leads to international trade, which make available a greater variety of products and offers a wider range of consumer choice of a certain product. Finally, some nations of the world trade with others mainly for political reasons. In those cases, more considerations are given to political objectives rather than economic motivation.

1.2 International trade problems

In international trade a merchant faces a variety of conditions which differ from those to which he has grown accustomed in the domestic trade. The fact that the transactions are across national borders highlights the differences between domestic and international trade. Generally, there are certain differences which justify the separate treatment of international trade and domestic trade. In particular, these differences include cultural problems, monetary conversion, and trade barriers. Foreign traders must be aware of these differences because they often bring about troubles in international trade.

The first problem is cultural factor. When companies do business overseas, they need to contact people from different cultures. They often speak different languages and have their own particular customs and manner. The people of all cultures are ethnocentric. This means that they judge the world from their own ways of looking at things. Therefore, in international trade, business people should be alert on different local customs and business norms.

In Japan, for example, much attention is given to formality. However, no business begins until after a good deal of informal conversation and tea drinking. The American who arrives for his first sales presentation to a Japanese firm is doomed to failure if he immediately brings out his charts and states his case. The Chinese and American hold quite different attitudes towards business friendship. The Chinese expects long-term trust, practical dependency, and mutual obligation. After the contract has been approved and signed by the principals on both sides, the Chinese, sometimes, still bring up new possible arrangements and adjustments. From the American point of view, the trans-

action is complete; the task now is to carry out its terms. But the Chinese see the transaction as an incident in a long-term relationship characterized by friendship, understanding, and mutual dependency and support. There should be no inhibitions regarding further discussions about what each party can do for the other in order to promote their shared interests.

A second major problem is monetary conversion. If every country in the world used the same currency, world trade would be made much easier. But this is not the case; a Copenhagen beer producer wants to be paid in Danish krone, and a Hong Kong shirt maker wants to be paid in Hong Kong dollars. Currencies, like other commodities such as beer and shirts, have a certain value. The only difference is that each currency's value is stated in terms of other currencies. The exchange rates change every day and are constantly updated in banks around the world.

Companies to whom the payment is made in foreign currency can be involved in significant foreign exchange risks because of the fluctuation in exchange rates.

A third problem is trade barrier. It is generally assumed, as the famous economist David Ricardo stated in the nineteenth century, that the free flow of international trade benefits all who participate. In actual practice, however, the world had never had a completely free trading system because almost all countries put controls on trade for the following three reasons:

Firstly, to correct a balanced deficit. Such a deficit occurs when the total payments leaving a country are greater than money in receipt entering from abroad. The country then tries to limit imports and increase exports.

Secondly, to ensure national security. Nations sometimes restrict exports of critical raw materials, high technology, or equipments when such exports might harm their own welfare.

Thirdly, to protect their own industries from the competition of foreign goods. This is generally on the grounds that infant industries need to be shielded from foreign competition during their start-up periods. A country usually offers protection to its domestic industries by taxing imports of similar foreign goods. Tax may be levied, which is called an ad valorem tariff. When a tariff is added to the price of a foreign product coming into a country it raises the price of the item to the consumer.

Although tariffs have been lowered substantially by international agreements, countries continue to use other devices to limit imports or to increase exports, e. g. : requiring import licenses that permit only specific volumes or values of imports; setting quotas that limit the total value or volume of a product to be imported; limiting government purchases to companies in the native country by applying standards for safety, consumer protection, or other reasons, which foreign products may not be able to meet; making special payment called export subsidies to encourage local exporters to increase foreign sales; targeting—a new term meaning the imposition of a package of measures to give certain local industries a competitive advantage in export markets. It might include export subsidies, technical assistance, subsidies for research and development. And financial assistance; requiring licenses to obtain foreign currencies by those who want to buy goods from abroad—thus limiting the