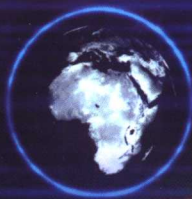
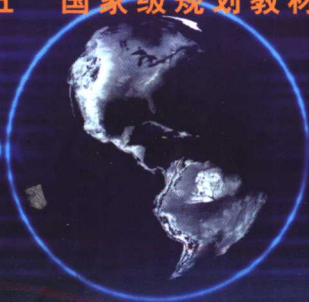


BUSINESS ENGLISH

“十五”国家级规划教材

商务英语系列教材



Business

国际贸易实务

Import & Export Practices

总主编 陈苏东 陈建平

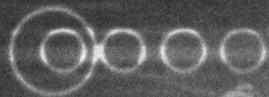
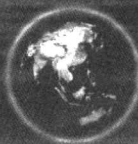
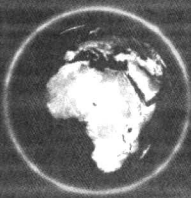
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主 编 王沅沅

编 著 王沅沅 马振峰



高等教育出版社

内容提要

商务英语系列教材为“十五”国家级规划教材。《国际贸易实务》为该系列教材之一。

本书以进出口贸易(主要是货物贸易)的主要业务环节为主线,系统地介绍了各环节的操作规程和国际惯例。内容涉及货物的交运、包装、储运、支付、保险、商检、单据及进出口程序等方面。全书共分10章,每章后配有练习题,书后附练习题答案及一些重要单据样本。该教材在系统讲授进出口业务知识的同时,还注重训练相关语言应用能力。

本书可供普通高等教育经贸类专业学生使用,也可供经贸英语培训班使用。

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世界向我们
走来……

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总 序

改革开放的20年是中国经济高速发展并逐渐融入世界经济的20年。中国加入世界贸易组织是此进程的一个重要里程碑,必将进一步推动中国经济与世界经济的接轨与融合。经济日益全球化的趋势迫切需要我们培养一大批熟练掌握外语、通晓商务知识、熟悉国际商务环境、善于跨文化交际的国际型商务人才。

此类商务人才的成功培养涉及到诸多环节与因素,其中至关重要的是要有一套有助于实现此培养目标的、编写意图明确、针对性强、质量高的教材,因为教材是一切教学活动得以开展的基础与前提。目前涉及商务英语的教材不少,但在系统性、完整性以及语言技能与商务知识的有机结合上都多少存在着不足。

“十五”国家级规划教材——商务英语系列教材是高等教育出版社与在商务英语教学与研究领域起步早、阵容强的对外经济贸易大学、广东外语外贸大学、上海对外贸易学院、上海外国语大学、厦门大学、北京外国语大学、北京工业大学和湖南大学等单位联合推出的一套全新的商务英语系列教材。这套教材在编写设计时特别注意把握好商务活动主题的涵盖面、商务知识的系统性与完整性以及语言技能与商务知识的平衡,在体系上分为商务英语基础课程教材《商务英语听说》、《商务英语阅读》、《商务英语写作》、《商务英语翻译》等,和商务英语专业核心课程教材《工商导论》、《国际经济导论》、《国际贸易实务》等。每本教材自成体系,但整套教材又形成了有机的整体。另外,此套教材不是封闭系列,还将不断有新教材推出。

本套教材体现了编撰者努力将语言技能的训练与商务英语知识的介绍融为一体的编写理念,最终服务于复合型人才培养目标。编撰者们不仅具有丰富的语言教学经验,而且具备商务活动的实践经验。有些作者本身就是经贸领域的专家学者,他们集教学经验、学术背景与专业经验于一身,有力地保证了这套系列教材的编撰质量。

本套教材在编撰过程中得到了高等教育出版社的大力支持,在此特致感谢。

陈苏东

2002年6月

前 言

自从实行对外开放政策以来,我国同世界各国的经济合作和贸易往来日益增加,对外贸易在国民经济中发挥着越来越大的作用。2001年我国进出口总值达5097.68亿美元,位居全球十大贸易国之列。2001年我国加入世界贸易组织;这是我国改革开放道路上又一个重要的里程碑。可以预见,加入世界贸易组织后的中国将更加广泛地参与国际经济交往和合作,我国进出口贸易的发展必将跃上一个新台阶。

新时期的改革开放事业对从事外经贸工作的人才提出了更高的要求。人们越来越深刻地认识到,当代世界各国的竞争归根结底是人才的竞争。培养既熟悉外贸业务,又精通外语(尤其是英语)的合格人才是当前我国教育界面临的一个迫切任务。本书的作者在多年的教学和培训中体会到,广大的经贸专业的学生以及正在从事外贸业务的人员迫切需要一种既能够比较系统地讲述进出口业务环节,又能够帮助他们巩固、提高英语语言应用能力的教材或参考书。本书就是为了满足这种需要而编写的。

本书以进出口贸易(主要是货物贸易)的主要业务环节为主线,系统地介绍了各环节的操作规程和国际惯例。课文全部用英文编写,目的是让读者既熟悉进出口业务又掌握与业务有关的英文表达方法。为了巩固对业务知识和语言的掌握,课文后还附有针对性的练习。笔者在多年的教学实践中体会到,业务知识的掌握和语言能力的提高是可以同时实现的,希望本书能够在外向型人才的培养方面有所贡献。

本书既可以作为经贸类专业学生或经贸英语培训班的教材使用,又可作为工具书供从事进出口的业务人员使用。在作为教材使用时,教师可以根据教学目的和教学对象的不同,在内容上进行取舍或增减。

由于本书编写时间有限,疏漏在所难免。恳请各位专家和读者不吝赐教。

编 者

2002年6月于北京

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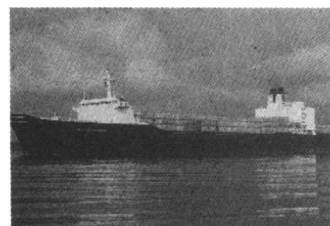


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Chapter 1

International Trade

1. REASONS FOR INTERNATIONAL TRADE

1) Resource reasons

The **uneven distribution** of resources around the world is one of the basic reasons why nations began and continue to trade with each other.

*(1) Favorable climatic conditions and **terrain***

Climatic conditions and terrain are very important for agricultural **produces**. The difference in these factors enables some countries to grow certain plants and leaves other countries with the only choice to import the produces they consume.¹ For example, Colombia and Brazil have the ideal climate for growing coffee beans but other countries don't. Then Colombia and Brazil have the opportunity to export coffee beans and coffee to countries worldwide. Another example is that the US Great Plains states have the ideal climate and terrain

uneven

不平的

distribution 分布

terrain

地形

produce

产品

for raising wheat. This has made the US a big wheat exporter.

(2) Natural resources

Some countries are the major suppliers of certain natural resources because the distribution of natural resources around the world is somewhat **haphazard**. The Middle East, for instance, has rich oil reserves and is the main source of oil supply to the world. It has over 50% of the world total reserves and produces about 40% of the world total output. Over 2/3 of the oil that West Europe and Japan need is imported from the Middle East and the US oil military consumption in Europe and Asia is largely purchased from that area.

haphazard

偶然的，随便的

(3) Skilled workers

US, Japan, and western European countries have skilled workers who are able to manufacture **sophisticated** equipment and machinery such as jet aircrafts and computers, etc. Other countries, since they don't have well-trained engineers and workers, must import the equipment from these countries.

sophisticated

复杂的

(4) Capital resources

Developing countries need to **modernize** their industries and economies with advanced machinery, equipment and plant that they are not yet able to manufacture because of the lack of capital. This has given rise to the need for developing international trade.²

modernize

使现代化

(5) Favorable geographic location and transport costs

There are many examples that countries have developed close economic relationships chiefly because they are geographically close to each other. Sino-Japanese trade relationship is to some degree determined by geographic **proximity** and low transport cost. US and Canada have a very close trade relationship for similar reasons. EU can be another example.

proximity

接近，亲近

(6) Insufficient production

Some countries cannot produce enough items they need. UK, for instance, does not have a large enough agricultural population. In fact, only 5% of its population is engaged in

agriculture and they mainly grow fruits and flowers.³ UK then has to import 60% of its total agricultural consumption.

Developing countries normally do not have enough manufactured goods as they need and therefore have to import them.

2) Economic reasons

In addition to getting the products they need, countries also want to gain economically by trading with each other. It is made possible by varied prices for the same commodity around the world, reflecting the differences in the cost of production.

(1) **Absolute advantage** — by Adam Smiths in *The Wealth of Nations* (1776)

Smith **assumed** that each country could produce one or more commodities at a lower real cost than its trading partners. It then follows that each country will benefit from specialization in those commodities in which it has an "absolute advantage,"⁴ (ie being able to produce at a lower real cost than another country), exporting them and importing other commodities which it produces at a higher real cost than does another country.

absolute advantage

绝对优势

assume

假定

Absolute-Cost Example

Country	Days of Labor Required to Produce	
	Cloth (1 bolt)	Wine (1 barrel)
Scotland	30	120
Italy	100	20

From this example, we can see clearly that Scotland should **specialize in** the production of cloth on which it has a cost advantage. Instead of spending 120 days of labor to produce a barrel of wine, Scotland should import wine from Italy. Similarly, Italy should concentrate on the production of wine and import cloth from Scotland.

specialize in

擅长于，专门从事于

(2) **Comparative advantage** — by David Ricardo⁶ in *Principles of Political Economy* (1871)

Ricardo showed that absolute cost advantages are not a necessary condition for two nations to gain from trade with each other. Instead, trade will benefit both nations provided only that their relative costs, that is, the ratios of their real costs, are different for two or more commodities.⁷ In short, trade depends on differences in comparative cost, and one nation can profitably trade with another even though its real costs are higher (or lower) in every commodity.

A country has a comparative advantage if it can make a product relatively more cheaply than other countries. A country should make the product that yields it the greatest advantage or the least comparative disadvantage.

This theory is the basis of **specialization** and trade.

comparative advantage
比较优势

specialization
专业化

Comparative-Cost Example

Country	Total Output		Ratio of Costs Within the Country
	Rice	Copper	
A	2	4	1R:2C or 1/2R:1C
B	1	1	1R:1C

Assume that the costs of production are the same for both products in both countries, but, as we have seen, the price of one product in terms of the other or the comparative costs of rice and copper are different in A and B. In such a case, there should be a gain for both countries if they trade with each other. Let's see how.

Suppose that Country A **concentrates on** producing copper and Country B on rice. Then they can produce eight units of copper and two units of rice respectively. Further assume that they will use half of their output to exchange for the other commodity they need but don't produce. If we look

concentrate on
全神贯注于，集中于

at the costs of each country, it seems both of them, as the following **diagram** shows, can get twice as much as they can produce themselves.

diagram
图表

Country	Quantity Owned After Trading		Exchange Rates Used
	Rice	Copper	
A	(4)	4	1R:1C
B	1	(2)	1R:2C or 1/2 R:1C

But a second look reveals that the transaction cannot be concluded since these two countries are using two different rates of exchange. It is like that a buyer wants to pay \$50 for a watch while the seller asks for \$100. However, the trade can still be meaningful as long as the following is achieved.

Country	Quantity Owned After Trading	
	Rice	Copper
A	$2 < X < 4$	4
B	1	$1 < Y < 2$

And in order to conclude the deal, there should be one common rate: $X/4=1/Y$ or $XY=4$.

If $X=3$, then $Y=1.33$ (+0.33);

if $Y=1.5$, then $X=2.67$ (+0.67).

In both cases, either A or B has gained by trading with the other party.

3) Political reasons

Political objectives can sometimes **outweigh** economic considerations between countries. One country might trade with another country in order to support the latter's government which upholds the same political **doctrine**. Or trade with some countries is **banned** or restricted just not to benefit a government with political disagreements.

outweigh
(在重要性上) 超过

doctrine
教条, 学说
ban
禁止

2. BENEFITS OF INTERNATIONAL TRADE

1) Cheaper goods

For one thing, countries trade because there is a cost advantage. This has been explained in the section of "economic reason" for international trade. Further, competition in the world market remains constant. This has made prices even lower. Last, if the quality of the imported goods is better but the price is not higher compared with the domestic cost, there is still a cost advantage.

2) Greater variety when goods come from more countries

Anyone who has experienced China's economic development in the past decades can tell the changes in the variety of both **capital goods** and **consumer goods**. These changes have not only improved the quality of our life but also increased the productivity of our industries.⁸

capital goods

资本货物

consumer goods

消费品

3) Wider market with increasing number of trading partners

International trade can greatly expand the market. The expansion enables manufacturers to **take advantage of economies of scale** in both research and production. Besides, since markets around the world are often in different development stages, newly expanded markets can help extend the life of products.

take advantage of

利用

economies of scale

规模经济

4) Growth of economy

Foreign trade has become more and more important for many countries as it creates jobs that have both economic and political **significance**. Thus, countries have attached increasing importance to foreign trade. For economies that are highly dependent on foreign trade, it is crucial for them to

significance

重要性

keep foreign trade growing to ensure the development of the economies.

3. PROBLEMS IN INTERNATIONAL TRADE

1) Trade restrictions

Despite the benefits that all countries can receive from international trade, various kinds of restrictions on trade among countries are very common today.

(1) *Reasons for trade restrictions*

First, many countries want a **diversified** economy to be less dependent on foreign countries both economically and politically.

diversified
多元化的

Then, it is crucial for countries to protect their vital industries, which are closely related to stability and economic development. For instance, during 18th-19th centuries, Britain's production cost of cotton products was greater than China's and India's, but Britain protected and continued its textile industry. Right after the Second World War, Japan's cost of steel industry was greater than that of the US. Now the US's cost of steel production is bigger than Japan's. Yet neither of them has allowed free competition in this crucial industry.

Thirdly, there is an **infant** industry argument which maintains that a new industry needs to be protected until the **labor force** is trained, the production techniques are mastered and the operation becomes large enough to enjoy the economies of scale and to be able to compete in the market.⁹ It is not fair to let an industry in its infant stage to compete with a **mature** industry.

infant
婴儿的, 幼稚的
labor force
劳动力

Furthermore, domestic jobs need to be protected from cheap foreign labor, especially for labor-intensive¹⁰ industries such as textile industry, since employment is crucial to a country's stability.

mature
成熟的

Last, there are pure political reasons. There have been