

21世纪高校商务英语系列规划教材

English for
International Trade Practice

国际贸易实务英语

蒋磊 主编



对外经济贸易大学出版社

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主 编 蒋 磊

副主编 刘 燕 邢 琰

编 者 张思佳 牛 艳 蔡兆瑞

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蒋 磊 主编

责任编辑: 胡小平 红 梅

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北京市朝阳区惠新东街 10 号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

网址: <http://www.uibep.com> E-mail: uibep@126.com

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前 言

融入经济全球化大潮中的中国同世界各国的经济合作和贸易往来日益增加。快速运行的全球经济和日益频繁的对外经济贸易都呼唤既有娴熟的外语语言技能,又有商贸专业知识的复合型人才。这种需求是单纯的语言型外语专业或外语能力水平单一的专业教育所不能满足的,使“专业+英语”或“英语+专业”的复合型人才将在全球经济互动的竞争中处于优势,商务英语作为以国际商务为语言背景的应用性学科,已成为一门热门专业备受人们的青睐。目前国内许多大学都在实施“英语+商务专业”的复合人才培养模式,也有一些大学将专业教学计划细化为“专业主干课程+英语”的课程体系,实行双语教学,其根本教学目标是相同的,即增强学生直接使用英语从事国际经贸的涉外能力、适应能力以及国际商务实战技能。商务人员希望通过对“商务英语”这一学科的学习提高英语的实际运用能力,英语人才希望通过对该学科的学习,熟悉和掌握基本的商务专业知识,财经专业的学生渴望通过“双语教学”模式同时提高其专业水平和英语水平,能直接使用英语从事相关业务。

为了满足国际贸易迅猛发展的新形势需要,承对外经济贸易大学出版社之邀,河南牧业经济学院、广州工商职业技术、华北水利水电大学、河南商业高等专科学校等组成编写组联合编写这套商务英语系列教材。本套商务英语系列教材由河南牧业经济学院、广州工商职业技术学院蒋磊教授任主编,统筹策划并拟定各分册编写提纲、审查样章和体例,并终审定稿。《国际贸易实务英语》是这套商务英语系列书中的专业核心教材之一。

作为一门课程,《国际贸易实务英语》主要研究国际商品交换具体过程,是一门实践性很强的综合性应用学科,是国际商务学科体系中的一部分基础课程,同时也是商务英语专业的骨干支撑课程。该课程主要针对国际贸易的特点和要求,从实践的角度,分析研究国际贸易适用的有关国际惯例和国际商品交换过程的各种实际运作,以便掌握从事国际贸易所需的“生意经”,在进出口业务中,既能正确贯彻我国对外贸易的方针政策 and 经营意图,确保最佳经济效益,又能按国际规范办事,为国际社会普遍接受。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,系统介绍了各环节的操作规程和国际惯例。全书采用英文编写,旨在使学生在国际经贸英语的语言环境中直接、系统地学习国际贸易专业基本理论和知识了解不同人文背景下商贸活动的规范以及具体操作实务,并通过对国际经贸知识的学习,强化商务英语的专业技能,掌握商务领域的英语术语、文体和语言特点,从而提高学习者用英语分析和处理商贸业务的能力。基于这种理念,本教材在编写设计时特别注意把握好商贸活动主题的涵盖面、商贸知识的系统性与完整性,以及语言技能与商贸知识的平衡,力求体现语言技能的训练与商贸知识的学习融为一体,以期达到使选用本教材的学生及相关人员在英语应用能力及商贸专业知识方面均获得提高之目的,最终服务于复合型人才培养的目标。

◇ **教材结构安排:** 全书共十章, 涵盖有国际贸易概述、国际贸易形式、国际贸易实务、国际贸易术语、国际销售合同、商品术语(产品的名称、质量和数量、包装和唛头)、进出口单证、国际货物运输、国际货运保险、国际贸易支付、保险、检验、索赔、不可抗力 and 仲裁、海外营销机构、国际商务、关贸协定与世界贸易组织的基本知识等内容。全面系统地介绍了国际贸易的基本环节和操作规范。

◇ **章节体例安排:** (每个章节的基本结构大致如下)

▶ **学习要点:** 每章开始的学习目标, 简明扼要地概括出本章节的知识点, 使学习者在开始学习之前对本章节有个全面的概括性了解, 明确重点、难点, 有的放矢地学习。

▶ **导入:** 通过与本章节主题相关的图片解读或案例评析引入话题, 激发学生学习兴趣。

▶ **课文:** 以国际贸易业务环节为主线分别介绍各环节的操作规程和国际惯例, 使学生在学完课文后对专业术语、英语相关表达方式和专业知识有个全面而清楚的了解。此内容均选自较为权威的书籍和刊物。

▶ **课文注释及常用专业术语:** 针对相关专业词组和术语, 以及较难句子的翻译和解释, 以帮助学生理解各种专业术语的表达方法、使学生在正确理解文章含义的基础上, 学习专业知识。

▶ **实践练习:** 包括有问题讨论、案例分析和角色扮演。贸易实务的学习必须有实际案例作分析。结合各章节的知识点, 精心挑选了进出口业务中的经典实际案例来进行讲解分析, 可以使学生将知识与实际联系起来, 更为客观和理性地处理进出口业务中的问题, 从而学到了“活”知识。

◇ **本书有以下几个特点:**

1. **英语和专业知识融合一体:** 本教材兼有英语语言能力与商务谈判专业知识双重教学任务, 两方面缺一不可。在教材安排上要给学生充足的语言材料和联系情景, 同时以清晰的专业理论讲解为基础, 使学生在掌握了理论知识的基础上, 学习词汇和句型, 力求达到学以致用目的。

2. **结构合理、体系完整新颖:** 该教材强调核心技能培养的渗透性, 按照教学流程设计编写体例, 循序渐进、潜移默化地培养学生的专业核心技能和语言实际运用能力。教学活动设计充分体现讲练结合原则、任务教学原则、师生互动原则、实践性原则。

3. **案例丰富实践性强:** 该教材突出“案例导向”和“实践导向”的编写思路。各章都有具体的案例分析和实践活动, 增强了可读性、实务性和可操作性。全方位、多功能地培养学生综合素质。

4. **针对性强、适用面广:** 该教材既可作为高等院校“商务英语或经贸英语”专业学生等复合型英语专业英语教材, 亦可供国际贸易、国际营销、工商管理、国际商务、国际企业管理、国际金融等专业本、专科生、非英语专业硕士研究生等专业方向的学生作为双语教材使用。该教材对相关专业的成人教育和职业培训的学生以及经贸金融界、国际商务从业人员强化国际商务英语能力需要具有一定的借鉴价值。

5. **英语表述简明易懂、选材新颖:** 每章课文后配有相关知识点的强化训练和练习并辅以参考答案。

本套商务英语系列教材由蒋磊教授统筹策划,并拟定各分册编写提纲、样课和体例,并最终审定稿。

本册书副主编刘燕、邢琰,参编人员具体分工如下:张思佳:第一章,第二章;蒋磊:第三章,邢琰:第四章、第五章,刘燕:第六章、第七章,牛艳:第八章;蔡兆瑞:第九章、第十章。

本书的出版得到了对外经济贸易大学出版社的鼎力支持和热情帮助,在此我们表示衷心的感谢。

在本书编写过程中,我们参考并借鉴了国内外出版的有关书籍和资料, www.moftec.gov.cn, www.cietac.org.cn, www.iccwbo.org, www.unctad.org, www.wto.org 等网站的资料,以及其他商业网站和国际著名跨国公司网站的资料,在此一并感谢。

由于编者水平有限,书中不足之处在所难免,敬请国内外专家、学者和广大读者批评指正。

编者 2014年1月

于广州

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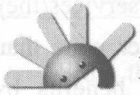
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Unit 1

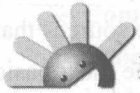
An Overview of International Trade



Learning Focus

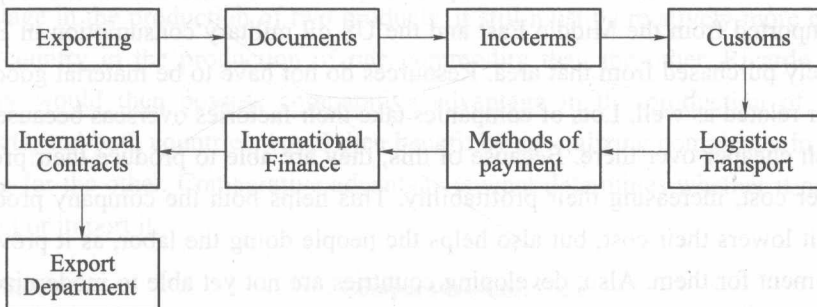
After learning this unit, you will be able to:

- ✦ define what is meant by international trade;
- ✦ explain the reasons for engaging in international trade;
- ✦ identify the benefits of international trade;
- ✦ understand various means of trade restriction.



Lead-in

Look at the following procedure and describe the meaning with a brief sentence.



International trade refers to the buying and selling of goods and services across national borders. International trade is also known as world trade or global trade, when viewed from the business relationships and outcomes among different countries; and may also be called foreign trade or overseas trade, when viewed from those between a country and the other

countries or its externals. Because of the country's geographical characteristics or historical traditions, a country's foreign trade can be called external trade or import and export trade. In this book, we will mainly use the concept of export trade to refer to international trade.

Project I Reasons for International Trade

There are many reasons why nations trade, including lower production costs in one region versus another, specialized industries, lack or surplus of natural resources and consumer tastes. But most importantly, there are two reasons: domestic non-availability of resources and the principles of comparative advantage.^① A nation trades because it lacks the raw materials, climate, specialist labour, capital or technology needed to manufacture a particular good. Trade allows a greater variety of goods and services. A nation also trades because it wants to maximize its economic wellbeing even if it has the resources for the goods and services they need.^② For instance, France has the climate and the expertise to produce better wine than Brazil. Brazil is better able to produce coffee than France. Each country benefits by specializing in the goods which are most suited to making. France then creates a surplus of wine which it can trade for surplus Brazilian coffee.

Module 1 Resources Reasons

There is a long list of reasons that countries may want to engage in trade with one another. To begin with, a country may not have the raw materials that are necessary to produce certain types of goods. Yet those goods may be essential to the lives of a nation's populace. This makes it necessary for the nation in need to acquire those raw materials from the sources that possess them. The uneven distribution of resources around the world is one of the most basic reasons why nations trade with each other. For example, the Middle East 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. Resources do not have to be material goods, but can also be labor related as well. Lots of companies take their factories overseas because labor tends to be much cheaper over there. Because of this, they are able to produce their products for a much lower cost, increasing their profitability. This helps both the company producing the products as it lowers their cost, but also helps the people doing the labor, as it provides a place of employment for them. Also, developing countries are not yet able to modernize their industries and economies with advanced machinery, equipment and plant because of the lack of capital; as a result, this has given rise to the need for developing international trade.

Module 2 Economic Reasons

With the development of manufacturing and technology, there arose another incentive for

Assume that there are only two kinds of products, cars and computers, and one productive resource which is some composite of land, labor, and capital. Assume also that producing 100 cars requires two units of the productive resource (PR) in the United States and four units in Brazil, and producing 1,000 computers requires three units of PR in the United States and four in Brazil.

Americans have an absolute advantage in producing both cars and computers. It may seem that Americans can realize no gain by trading with Brazilians. Why not produce both cars and computers here? Because it costs more to produce computers in the United States than in Brazil. All costs are opportunity costs. The cost of producing computers is the cars that could have been produced. Using the three units of PR required to produce 1,000 computers in the United States requires sacrificing the production of 150 cars. Using the four units of PR required to produce 1,000 computers in Brazil requires sacrificing only 100 cars. So even though Americans have an absolute advantage in producing computers, Brazilians have a comparative advantage. Compared to what has to be sacrificed, Brazil produces computers for only two-thirds as much as it costs in the United States. The United States, of course, has a comparative advantage over Brazil in the production of cars. Producing 100 cars here costs 666 computers, while producing 100 cars in Brazil costs 1,000 computers. Clearly the United States benefits from specializing in cars, which it produces more cheaply than Brazil, and trading with Brazil for some of the computers it produces more cheaply. If, for example, the United States produced both cars and computers it might devote 70 units of PR to car production and 30 units to computer production, yielding 3,500 cars and 10,000 computers. The main point is that the basis for and the gains from trade rest on comparative, not absolute, advantage.

Module 3 Other Reasons

Foreign trade usually occurs when one nation can sell some items at lower cost than other countries. Japan has been able to export large quantities of radios and television sets because it can produce them more efficiently than other countries. It is cheaper for the United States to buy these from Japan than to produce them domestically.

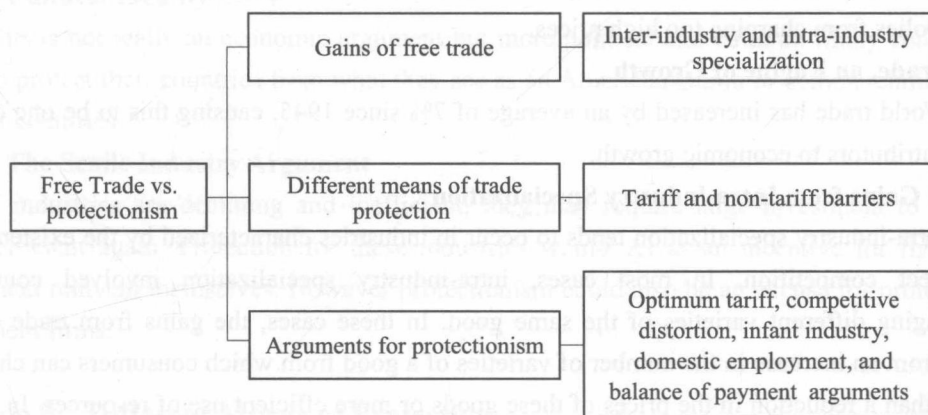
Foreign trade also takes place, as a country often does not have enough of a particular item to meet its needs. Although China is a producer of oil, it consumes more than it can produce internally and thus must import oil. Even though a country can produce enough of an item at reasonable costs to meet its own demand, it may still import some from other countries for innovation or a variety of style. For example, the United States produces more automobiles than any other country, it still imports large quantities of autos from Germany, Japan and so on, primarily because that they are different brands, different commodities for customer.

All in all, in today's complex economic world, neither individuals nor nations are self-sufficient. Nations have utilized different economic resources; people have developed different skills. This is the foundation of international trade and economic activities.

Project II The International Trade Policy

If you ask an economist or even a politician their opinion on trade policy, the standard response is either unabashed support for free trade or a response similar to the following: “I am basically in favor of free trade...but...” or “I believe in free trade but also fair trade” In short, selective protectionism is considered as a viable policy option by some. While selective protectionism has always had support among politicians and their constituents, it is only recently that it has become a legitimate source of debate among economists.

Table 3



Module 1 – Gains from Free Trade

How does free trade benefit countries? It does so by enabling countries to specialize in producing those goods at which they are best. Specialization can take the form of either inter-industry or intra-industry specialization. As the gains from free trade differ according to the type of specialization that results from, it is necessary to consider the two cases separately.

➤ Gains from Inter-industry Specialization

Inter-industry specialization is the specialization of a country in the full range of products belonging to an industry. This is the kind of specialization considered in the classical and neo-classical trade theories. These theories show that when two countries engage in unimpeded trade with each other, each will specialize in the goods in which it has a comparative cost advantage. As a consequence, each country is able to obtain a greater bundle of the two goods exchanged than it was able to produce under autarky. This gain has two elements. First, there is a production gain resulting from the fact that the country can now use its scarce resources more efficiently, that is, they are optimally allocated. Specialization enables the country to employ its resources in those industries in which it is relatively more efficient. Second, there is a consumption gain resulting from the fact that consumers are able to buy more of the imported product at a lower price. Such gains are the static gains from

inter-industry specialization. They are once-and-for all improvements in economic welfare which accrue to the countries involved.

Economies of Scale ⑤

If countries can specialize in certain goods they can benefit from economies of scale and lower average costs, this is especially true in industries with high fixed costs or that require high levels of investment. The benefits of economies of scale will ultimately lead to lower prices for consumers.

Increased Competition

With more trade domestic firms will face more competition from abroad therefore there will be more incentives to cut costs and increase efficiency. It may prevent domestic monopolies from charging too high prices.

Trade, an Engine of Growth

World trade has increased by an average of 7% since 1945, causing this to be one of the big contributors to economic growth.

► Gains from Intra-industry Specialization

Intra-industry specialization tends to occur in industries characterized by the existence of imperfect competition. In most cases, intra-industry specialization involved countries exchanging different varieties of the same good. In these cases, the gains from trade come more from an increase in the number of varieties of a good from which consumers can choose, rather than a reduction in the prices of these goods or more efficient use of resources. In other words, the static welfare gains are different where free trade leads to intra-industry specialization. For various reasons, intra-industry specialization is also likely to result in bigger dynamic gains than inter-industry specialization. One reason is that intra-industry specialization is more common in industries where average costs fall with the volume of output. Trade enables producers to get further down their average cost curve, in which case further gains accrue to the importing country either in the form of lower prices or increased profits. Another reason is that intra-industry trade exposes producers to greater competition, compelling firms to cut costs and lower prices. Yet, a further reason is that intra-industry specialization enables producers in research-intensive industries to recover fixed R&D costs more quickly. As a result, firms will be more willing to engage in R&D, leading to a more rapid rate of product innovation.

Module 2 Reasons for Trade Protectionism

Economic theory states that free trade is better than Autarky. In practice, no countries practice free trade policy. Most governments make widespread use of protective measures. Below are some reasons commonly put forward for protection:

● Infant Industries ⑥

If developing countries have industries that are relatively new, then at the moment these