



普通高等教育“十一五”国家级规划教材

商务英语立体化系列教材

Business English Series

总主编 陈准民 陈建平

Import & Export Practices (Second Edition)

国际贸易实务

第二版

王沅沅 编著



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内容提要

《国际贸易实务》(第二版)是普通高等教育“十一五”国家级规划教材——商务英语立体化系列教材之一。该系列教材为商务英语专业、英语专业商务方向以及商科相关专业英语课程提供了比较完整的、成体系的教学资源。

本书是为培养既懂国际贸易业务又有相关英语技能的专业人才而编写的。全书共10章,以国际贸易实务的环节为主线,系统介绍了国际贸易各环节的一般操作规则和国际惯例。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。每章配有英文注释和练习题,书后附答案。

本书用英文编写而成,力争让使用者在学习国际货物贸易实务相关知识的过程中自然掌握相关的英语表达方法,在学习国际贸易实务英语的过程中掌握国际贸易实务的相关知识。

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出版说明

改革开放30多年来,中国政治、经济、文化、社会等方面都发生了翻天覆地的变化。尤其是2001年中国加入WTO(世界贸易组织)之后,作为一个经济大国,中国在经济全球化的进程中正发挥着越来越重要的作用。“中国离不开世界,世界离不开中国”已成为广泛共识。在刚刚过去的2008年,中国在北京已经成功举办了第29届夏季奥运会,在即将到来的2010年,中国还将在上海举办第42届世界博览会。这两件国际大事成为时代背景下的两个亮点,也是中国在国际上扮演的角色的最好注解。中国社会、经济的飞速发展,对外语教学发展提出了更高的时代要求。

与这种时代背景相契合,商务英语教材的编写和出版也随着时代的脚步而发展。2000年前后,中国国际贸易学会国际商务英语研究会和高等教育出版社合作,联合对外经济贸易大学、广东外语外贸大学等高校,启动了“普通高等教育‘十五’国家级规划教材”——“商务英语系列教材”的编写工作。2002年至2006年间,陆续出版了《商务英语听说》(上、下)、《商务英语阅读》、《商务英语写作》、《商务英语翻译》(英译汉)、《商务英语口译》等商务英语技能类教材和《工商导论》、《国际经济导论》、《国际贸易实务》、《金融英语阅读》等商务英语专业类教材。该系列教材自出版以来在全国高等院校广泛使用,并且得到普遍认可。

自2007年开始,高等教育出版社组织专家、作者对该系列教材进行修订,并根据教学需求增补了部分教材,并成功申报了“普通高等教育‘十一五’国家级规划教材”——“商务英语立体化系列教材”。新的系列教材旨在为商务英语专业、英语专业商务方向以及商科相关专业英语课程提供更为完整的、成体系的教学资源。总主编陈准民教授对教材的修订和编写提出了“特、新、精、自、立”的五字要求,即具有中国特色、内容更新、成为精品、具有自主知识产权和立体化的特点。总主编陈建平教授积极提倡“大商务”的概念,认为商务英语教学应该立足英语,走向国际,培养综合素质高、应用能力强、善于商务交际的人才,并提出应该建立比较系统的课程体系,以适应中国经济发展的需要。此外,应该设定能力培养框架,该框架应具有复合知识结构和技能特征,可以采取模块式结构。

根据本系列教材编委会讨论的结果,并结合院校的使用反馈,该系列的选题范围有所扩展,教材体系结构有所调整。主要包括三个模块——商务英语综合课、听说/视听说课、阅读课教材以引进改编的《体验商务英语》系列为主;商务英语技能类教材以原有教材的修订版为主,增加了《大学商务英语口语》、《商务英语翻译》(汉译英)等;商务英语专业类教材以原有教材的修订版为主,增加了《国际商务谈判》、《国际市场营销》等。

21世纪是数字技术和网络技术广泛应用的年代,数字化学习、网络化学习已经成为一种趋势。为了满足相关需求,为师生提供快捷方便的服务,“商务英语立体化系列教材”将力求突出立体化的特色。高等教育出版社将针对该系列教材在教学网站(体验英语网www.englishxp.edu/net.cn)上提供与教材/课程相关的网页,方便读者查询教材/课程的介绍和相关教学资源。部分教材还将提供配套电子/数字教学资源,如录音、录像、电子教案、多媒体学习课件、网络课程等。

中国已经成为世界第三大贸易国,世界第四大经济体,经济和贸易的发展对我国的商务英语教学提出了更高的要求。培养高层次人才已经不仅是适应国际经济和规则的需要,更是我国积极参与国际竞争,走向世界的需要。希望这套教材能够为国际商务人才培养起到积极作用。

欢迎广大教师和学生提出宝贵的意见和建议,以便使这套教材能够更好地满足教学需求。

高等教育出版社

2009年1月

第二版前言

二十多年前,以注重语言实用性为特点的“ESL”(英语作为第二语言教学)理论与教学方法开始为越来越多的中国英语教师所知晓。而在当时的中国,由于没有相应的语言环境,这些理论与方法的实践基本上仍停留在教室中,英语也没有如今的影响力。今天,各个年龄段的人大概都会承认,英语已深深渗透在我们的生活和工作中。对很多人来说,英语已不是外语而已成为或将会成为第二语言。伴随这样的变化,人们学习英语的目的与方法发生了很大的变化,人们从非常专注于语法、语音而并未足够注重实用变得更重视英语的实用性。

三十年前,中国开始对外开放,中国的对外贸易开始快速发展。今天,中国的进出口额已超过1万亿美元,位于世界前列。有些观点认为中国经济的外贸依存度已超过50%,可见国际贸易对我国经济的重要性。在这种形势下,学习国际贸易理论与实务的热情也历经多年不衰。

毋庸置疑,从事国际贸易的基本工具之一是作为国际商务通用语言的英语。一个国际贸易的从业人员如果只懂贸易知识而不会英语大概不能算是一个完整的国际贸易从业人员。当然,一个只会英语而不懂贸易知识的人也不可能从事国际贸易业务。因此,培养既懂国际贸易业务、又有相关英语技能的人才应该是我们努力的方向。本书就是为这样一个目的而编写的。

很难说本书是一本用英语编写的国际贸易实务教材还是一本以国际贸易实务为内容的英语教材。编者其实希望本书能一石二鸟,同时适用于两种目的,同时使用者也可以根据各自的需要在学习时有不同侧重。本书以国际(货物)贸易实务的环节为主线,系统介绍了国际(货物)贸易各环节的一般操作规则和国际惯例。全书用英文编写,力争让使用者在学习国际(货物)贸易实务相关知识的过程中掌握相关的英语表达方法,在学习国际贸易实务英语的过程中掌握国际贸易实务相关知识。

在编写过程中,编者始终将实用性强与难易程度适中作为两个努力方向。但是,没有一本教材会被原封不动地使用。希望使用者能结合自己的具体需要对本教材有所取舍。随着国际贸易的不断发展,其内容也在不断更新,这更需要我们密切关注有关的变化,掌握最新的操作方法。

本版保持了第一版的框架,充实了较多内容并重新编写了注释及练习。新的注释与练习紧紧围绕各章内容,帮助使用者巩固刚刚学到的知识并在此基础上有所扩展。为了帮助使用者培养用英语思维的习惯以提高驾驭英语的能力,本版注释用英文编写,同时取消了英译汉练习,但使用者仍然可以根据自己的需要练习英汉互译。鉴于贸易实务类书籍中已少见印就的各类单据表格而改由公司及银行用计算机生成各类单据,本版不再附单据表格样本,本书的使用者可以参考实务中使用的各类单据以增强对它们的了解。

希望大家发现这是一本有帮助的教材,并祝大家有所收获。

编者
2008年6月
于北京



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Chapter



International Trade

1

Reasons for International Trade

International trade is the exchange of goods and services between countries. An import is the purchase of a good or service made overseas and an export is the sale of a good or service made at home.

There are a variety of reasons why nations trade, but most importantly, there are two reasons: domestic non-availability of resources

and the principle of comparative advantage^①. A nation trades because it lacks the climate, raw materials, specialist labor, capital, technology, etc. needed to manufacture a particular good. 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.

1) Resource reasons

Generally speaking, wealth is produced with three main resources, i.e., natural resources, capital, and labor. Natural resources include land, raw materials, water, and other natural things, such as living species in air, in sea, and on land. It is not difficult to see that these resources are distributed unevenly around the world, and this uneven distribution of resources is one of the basic reasons why nations began and continue to trade with each other.

(1) Climatic conditions and terrain

Climatic conditions and terrain are very important for agricultural produce. The difference in these factors enables some countries to grow certain plants and leaves other countries with the only choice to import the produce they consume^③. For

① The concept of comparative advantage will be explained in this chapter under the economic reasons of international trade (P3).

② The concept of comparative advantage explains how the wellbeing is maximized.

③ The difference in these factors enables some countries to grow certain plants and leaves other countries with the only choice to import the produce they consume.

enable: to make possible or easy, enable sb to do sth, 使某人能够/容易做某事

leave sb with sth: 给某人留下某事, e.g., My experiences have left me with the impression that ...

example, Colombia and Brazil have the ideal climate for growing coffee beans and therefore have the opportunity to export coffee beans and coffee to other countries worldwide. Another example is that the US Great Plains states^④ have the ideal climate and terrain 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 close to 70% of the world's total reserves and produces about 40% of the world total output. Over 2/3 of the oil that Western Europe and Japan consume is imported from the Middle East, and the US military oil consumption in Europe and Asia is largely purchased from that area, too.

(3) Technologies and labor

The US, Japan, and many European countries have strong research and development capabilities and advanced technologies. They also have skilled workers who are able to manufacture sophisticated equipment and machinery such as jet aircrafts. Other countries, who do not have enough number of well-trained engineers and workers, must import equipment from these countries.

(4) Capital resources

Capital is in fact a produced wealth that has been cumulated over the years of economic development. For many reasons, capital favors certain economies and rejects others. Because of the lack of capital, many developing countries are unable to modernize their industries and economies with advanced machinery, equipment, and plant they are not yet able to manufacture. This has given rise to the need for developing international trade^⑤.

(5) Geographic location and transport costs

There are many examples of countries developing close economic relationships chiefly because they are geographically close to each other. Sino-Japanese trade

④ Great Plains states (北美中部大平原): a central North America region that includes all or portions of 10 US states (Montana, Wyoming, North Dakota, South Dakota, Nebraska, Colorado, Kansas, New Mexico, Oklahoma and Texas) and 4 Canadian provinces, covering an area of about 2,900,000 sq km. A high plateau of semiarid grassland, this region produces the major proportion of wheat grown in both the US and Canada and is also an important cattle- and sheep-herding area.

⑤ This has given rise to the need for developing international trade.
give rise to: be the cause of, 是...的原因; 引起; 导致

relationship is to some degree determined by geographic proximity and low transport cost despite the somewhat difficult political relationship due to historical reasons. The US and Canada have a very close trade relationship because they share a long border with each other. EU may be another example for us to understand how geographic proximity contributes to the economic relationship between countries.

(6) Insufficient production

Some countries cannot produce enough items they need. The UK, for instance, has only 1.2% of its labor force engaged in food production and produces roughly 60% of its food needs^⑥. It has to import roughly US\$25 billion annually, accounting for 30%–40% of total food requirements, primarily fruits and vegetables.

Many developing countries do not have enough manufactured goods 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. This is made possible by varied prices for the same commodity around the world, reflecting the differences in the cost of production.

(1) The principle of absolute advantage

In his work *The Wealth of Nations* (1776), Adam Smith^⑦ 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”^⑧, (i.e., 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 another country.

⑥ The UK, for instance, has only 1.2% of its labor force engaged in food production and ...
be engaged in: work at, be busy with, 从事...的; 忙着做...的

⑦ Adam Smith, 亚当·斯密 (1723–1790), Scottish political economist and philosopher
Adam Smith has become famous by his influential book *An Inquiry Into the Nature and Causes of the Wealth of Nations* (*The Wealth of Nations*) (1776) (《国民财富的性质和原因的研究》, 简称《国富论》). The book has become so influential since it did so much to create the subject of political economy and develop it into an autonomous systematic discipline. It was the first and remains the most important book on the subject of political economy until present day.

⑧ It then follows that each country will benefit from specialization in those commodities in which it has an “absolute advantage” ...

follow: to result as an effect, occur as a consequence, 作为结果发生

Note the construction of the sentence: the notional subject (that each country ... an “absolute advantage”) is placed at the end of the sentence, and the nominal subject position is filled by the anticipatory pronoun “it”.

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 where a barrel of wine is produced with only 20 days of labor. Similarly, Italy should concentrate on the production of wine and import cloth from Scotland.

(2) The principle of comparative advantage

David Ricardo^⑨, in his work *On the Principles of Political Economy and Taxation* (1817), 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 measured by labor-hour or another commodity, are different for two or more commodities^⑩. In short, trade depends on differences in comparative cost or opportunity 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.

⑨ David Ricardo, 大卫·李嘉图 (1772–1823), British economist who gave systematized, classical form to the rising science of economics in the 19th century

Ricardo formalized the “classical” system of political economy more clearly and consistently than anyone before had done and took economics to an unprecedented degree of theoretical sophistication. In arguing for free trade, Ricardo formulated the idea of comparative costs, today called comparative advantage. Comparative advantage — a very subtle idea — is the main basis for most economists’ belief in free trade today. In fact, the international trade theory was Ricardo’s greatest contribution. In his formidable treatise, *On the Principles of Political Economy and Taxation* (1817) (《政治经济学及赋税原理》), Ricardo articulated and integrated a theory of value into his theory of distribution.

⑩ Instead, trade will benefit both nations provided only that their relative costs, that is, the ratios of their real costs measured by labor-hour or another commodity, are different for two or more commodities.

Note that when we say that commodities are cheap or expensive in the context of comparative advantage, we mean in comparison to the prices in some other countries whose resource endowment is different from that of the first country. That is, we are comparing relative prices, or price ratios, in the two countries.

Comparative Cost Example

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

Assuming that both countries spend the same amount of labor (cost of production) for both products, we can see clearly that Country A is more efficient in both products than Country B. However, as we have seen, the price of one product in terms of the other or the opportunity 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.

Suppose that Country A concentrates on producing copper and Country B on rice. Country A produces eight units of copper and Country B two units of rice. Further assume that they will use half of their output to exchange for the other commodity they need but do not produce. If we look at the costs of each country, it seems both of them, as the following table shows, can get twice as much as they can produce themselves.

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

For example, if $X=3$, then $Y=1.33$, meaning Country A gets 1.0 more of rice and Country B gets 0.33 more of copper; if $Y=1.5$, then $X=2.67$, meaning Country B gets

0.5 more of copper and Country A gets 0.67 more of rice.

There can be many other combinations for X and Y, but both Country A and Country B can gain by trading with the other country. Note in particular that Country B, which is less efficient in both products, also gains from the trade. In conclusion, the principle of comparative advantage holds that each country will specialize in the production and export of those goods it can produce at relatively low cost (in which it is relatively more efficient than other countries); conversely, each country will import those goods it produces at relatively high cost (in which it is relatively less efficient than other countries).

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. Trade with some countries might be banned or restricted just not to benefit a government with political disagreements.

Even within a country, domestic political reasons can provide an important motive for leaders to promote international trade and abide by international trade rules. For example, too much protection may negatively affect the economy and lead voters to seek new leaders while the economic gains from international trade, on the other hand, can help leaders gain support among the social groups and remain in power.

In short, motivations for countries to trade or not to trade with each other and to maintain lower or higher trade barriers can come not just from economic factors or international pressures, but also from international and domestic political needs.

2

Benefits of International Trade

1) Cheaper goods

For one thing, countries trade because there is a cost advantage from production efficiency as demonstrated in the principle of comparative advantage. Further, the prices fall because trade allows firms to produce further down along the average cost curve^⑪ and

⑪ Average cost is equal to total cost divided by the number of goods produced. It is also equal to the sum of average variable costs (total variable costs divided by Q) plus average fixed costs (total fixed costs divided by Q). Because fixed costs are all incurred before any production takes place, a typical average cost curve will have a U-shape due to economies of scale before a certain quantity of production (as the fixed cost is allocated to more number of goods produced) and diseconomies of scale after that quantity of production as marginal costs increase.

that means a lower per unit cost of production. This implies that each product is being produced more efficiently. In addition, competition in the world market remains strong and constant and it forces profit to zero^⑫ for each firm and that implies that the efficiency improvements are passed along to consumers in the form of lower prices.

2) Greater variety with goods coming from more countries

Anyone who has experienced China's trade development in the past decades can tell the changes in the variety of both capital goods and consumer goods. These changes have not only increased the productivity of our industries but also improved the quality of our life. Consumers have a more satisfying collection of goods and services from which they can choose and consumption efficiency is thus improved.

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. A product outdated in one market may be sold like hot cakes in another.

4) Growth of economy

Foreign trade has become more and more important for many countries as it creates jobs that have economic, social, 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 keep foreign trade growing to ensure the development of the economies, the creation of jobs, and the stability of political situation.

3 Problems in International Trade

1) Trade protectionism

Despite the benefits that all countries can receive from international trade, free trade

^⑫ it forces profit to zero
"Zero" here means "the lowest point or degree", not "nothing".

never comes easy and protectionism is not uncommon despite the cost. The argument against trade protectionism is based on the benefits of international trade we just discussed. Here are some of the arguments and practices that support trade protectionism.

(1) Reasons for trade restrictions

First, many countries want a diversified economy to be less dependent on foreign countries both economically and politically. In addition, it is crucial for countries to protect their vital industries, which are strategically related to stability and economic development. For instance, during 18th and 19th centuries, Britain's production cost of cotton products was greater than that of China and India, but Britain protected and continued to develop its textile industry. Right after World War II, 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.

Second, 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^⑬. It is not fair to let an industry in its infant stage in one country to compete with a mature industry in another country.

Third, the unfair competition argument claims that protection is needed when foreign firms receive subsidies or other government benefits and sell goods abroad at below-cost price to capture a market.

Fourth, domestic jobs need to be protected from cheap foreign labor, especially for labor-intensive^⑭ industries such as textile industry, since employment is crucial to a country's stability.

Fifth, some countries impose restrictions on import in order to maintain a balance of trade and balance of payments. This is important to the country's stability in their financial markets.

Last, there are pure political reasons. There have been always examples that some countries refuse to do business with other countries because of political reasons. Arab nations, for instance, did not trade with Israel for many years in history. Today, only

⑬ Second, 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.

Infant industry: newly begun or formed industry

Infant industry argument came into existence in the US in the 18th century. It was later used by developing countries in protecting their manufacturing industries from imports during the early stages of industrialization.

⑭ labor-intensive: a word used to describe a process or industry that requires large amounts of human effort to produce goods. A good example is the hospitality industry such as hotels and restaurants. On the other hand, the word capital-intensive is used to describe industries that require large investments in capital assets to produce their goods, such as the automobile industry.