



新体验商务英语系列教材



进出口贸易实务

Import and Export Practices

◆ 主编 束光辉 ◆ 编者 束光辉 常 枫



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内 容 简 介

本书以进出口贸易的主要业务环节为主线,系统地介绍了进出口贸易各个环节的操作规程和国际惯例,主要内容包括国际贸易概述、国际贸易理论、国际支付、信用证、交货条件、贸易合同、进出口贸易制单、商品描述及包装、国际货物运输与保险、货物检验与索赔、不可抗力及仲裁、进出口贸易流程、贸易方式等。

本书主要内容全部用英文编写,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述方式。本书每一章节的编写,力求材料翔实全面、语言难易适中、专业性强,同时紧跟国际贸易的变化和发展。对于一些贸易规则的变化,本书均做了适当调整。为了巩固对业务知识和语言的掌握,本书每章之后还附有针对性很强的练习。

本书可供英语专业学生、商务英语专业学生、国际经济与贸易专业学生及具有较好英语基础的其他经贸专业学生作为教材使用,同时也可用作从事进出口贸易工作人员的自学用书。

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序

进入 21 世纪,随着全球经济一体化进程的加快,我国与世界的经贸联系更加紧密,贸易形式更趋多元化。与此相伴的是,中国的商务英语教学与研究也发生了巨大的变化。这至少表现在以下几个方面:第一,如今,商务英语已是一个相当大的概念,它已从最早的一门单一的“外贸英语函电”课程发展到了涉及金融、保险、国际企业管理、国际经济法、海外投资与企业合作等多领域的学科;第二,人们对商务英语学习的需求持续旺盛,不仅几乎全国所有的高校都开设了商务英语专业或课程,而且越来越多的企业在职人员也迫切需要学习商务英语;第三,外语界对商务英语的研究也提高到了一个新的层次。

为了适应新的形势,许多高校都正在对一些传统的经贸英语类课程进行调整、改革和扩充,以培养新型的国际商务专业人才。这就向教材建设提出了更高的要求。教材不仅是教学内容的表现,更体现了人才培养的规格。纵观过去的一些教材,我们便不难发现,无论从内容上还是体例上,它们都已远远落后于当今国际经贸发展的形势,例如大多围绕语法、词汇和翻译等来展开,缺乏商务英语专业的实践性和语言的真实性,难以满足工作的需要。而另一些教材则又过于突出“专业”的内容,把商务英语教材混同于国际商务专业教材。因此,编写能够适应时代要求的国际商务英语教材显得尤为重要。正是在这样的背景下,由束光辉老师主编的“新体验商务英语系列教材”面世了,它体现了“贴近时代,融合语言与专业”的编写理念,是一次积极而大胆的尝试。

该系列包括《进出口贸易实务》《现代商务英语写作》《商务英语函电与合同》《商务报刊选读》《商务英语汉英翻译教程》《跨文化商务沟通》等教材。它们在内容设计和编写形式上具有以下特点。

1. 融专业性与语言技能于一体

该系列教材在编写上突出了以培养学生的实际工作能力为目标的思路,所选材料涉及了商务环境的各个方面,均能反映出商务工作实践性的特点,同时也体现了语言技能系统化培养的理念。该系列教材通过拟定各种商务环境,将商务知识和语言技能融合在一起,使学生的语言应用能力在更接近于真实的商务实践中得以提高。

2. 选材新,贴近时代

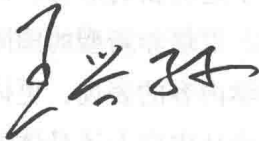
该系列教材在材料选择上参考了国内外最近几年出版的教材和其他相关材料,充分吸收

了国内外最新的教学科研成果，体现了国际商务活动不断变化的特点和商务领域专业性的特点，具有鲜明的时代特征。同时，该系列教材的许多文本、范例和研究材料均来自于近年来各类商务实践，体现了商务英语的真实性和实践性。

3. 练习形式多样，针对性强

该系列教材的练习将语言技能训练与商务环境较好地结合在一起，通过各种题型，对所涉及的商务环节和领域，有针对性地对学生进行训练。这不仅能够巩固学生所学的专业知识，而且还将提高他们的语言技能。

21 世纪的中国更加开放，更加开放的中国在诸多方面都在与世界接轨。作为国际商务沟通的一个重要工具，商务英语的教学和研究理应跟上时代的发展和社会的需求。我们要更加重视并加强对商务英语教学的研究。该系列教材的编写是一次很好的探索，希望借此能进一步提高我国高校商务英语的教学和科研水平，为培养我国新型国际商务专业人才做出贡献。



中国国际贸易学会
国际商务英语研究委员会
原副主任

2016 年 3 月

前

言

中国加入 WTO 后,与世界各国的经贸联系越来越密切了,这使得中国与世界其他国家的合作也具有了更加广阔的前景。因此,培养既具有国际贸易专业知识又精通外语的复合型人才是目前商务英语教学的当务之急。正是在这样的时代大背景下,我们着手编写了《进出口贸易实务》一书,其目的就是帮助广大经贸类专业的学生在掌握专业知识的同时,学会如何用英语来表达具体的商务规程。

本书以进出口贸易的主要业务环节为主线,系统地介绍了进出口贸易各个环节的操作规程和国际惯例,主要内容包括国际贸易概述、国际贸易理论、国际支付、信用证、交货条件、贸易合同、进出口贸易制单、商品描述及包装、国际货物运输与保险、货物检验与索赔、不可抗力及仲裁、进出口贸易流程、贸易方式等。

本书所选的英文材料大多是国内外原汁原味的专业英语资料,不仅句式地道,而且表达十分专业。同时,为了让读者能够更好地掌握和理解书中的内容,我们还为一些较难理解的语言知识和专业知识配备了详细的中文注释。

本书每一章节的编写力求材料翔实全面、语言难易适中、专业性强,同时紧跟国际贸易的变化和发展;对于一些贸易规则的变化,本书均做了适当的调整和补充。

本书每一章后面所附的练习形式多样,针对性强,力求做到语言知识与专业知识相结合,克服国内教材重语言形式、轻语言运用能力之弊端,将练习的重点放在语言运用能力的培养上。这些练习包括对原文知识的理解、名词解释、英汉短文互译及补充材料的阅读理解等,目的是使学生通过各种练习来提高语言的应用技能,更好地为专业服务。

本书的主要读者对象为英语专业学生、商务英语专业学生、国际经济与贸易专业学生、具有较好英语基础的其他经贸专业学生,以及从事进出口贸易实践工作的专业人士。

本书由束光辉担任主编,负责全书大纲的编写及大部分书稿的编写工作。常枫负责

编写该书第3、4、9、10章的注释及练习并编写了其他单元的部分练习。

本书的编写与出版得到了北京交通大学语言与传播学院领导的大力支持及北京交通大学出版社张利军编辑的热情帮助，在此一并表示衷心的感谢。

由于编者水平、经验有限，书中不足之处在所难免，欢迎广大读者批评指正。

编者

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Chapter 1

An Introduction to International Trade

国际贸易概述

1.1 Concept of International Trade

International trade, also known as world trade, foreign trade or overseas trade, is the fair and deliberate exchange of goods and services across national boundaries. It concerns trade operations of both import and export and includes the purchase and sales of both visible and invisible goods.

The fundamental characteristic that makes international trade different from domestic trade is that international trade involves activities that take place across national borders. Special problems may arise in international trade that are not normally involved when trading at home. In particular:

- Deals might have to be transacted in foreign languages and under foreign laws, customs and regulations.
- Information on foreign countries needed by a particular firm may be difficult to obtain.
- Foreign currency transactions will be necessary. Exchange rate variations can be very wide and create many problems for international trade.
- Numerous cultural differences may have to be taken into account when trading with other nations. There are two major cultural issues that contribute to the success of international trade: (1) language, including terms of transaction, (2) customs and manners. International traders must be constantly aware that cultural problems have remained to be the major obstacles in international trade, and therefore, every effort should be made to identify and solve such problems.
- Control and communication systems are normally more complex for foreign than for domestic operations.
- Risk levels might be higher in foreign markets. The risks include political risks (of the imposition of restrictions on imports, etc.), commercial risks (market failure, products not

appealing to foreign customers, etc.), financial risks (of adverse movements in exchange rates, high rates of inflation reducing the value level of a company's working capital, and so on), and transportation risks.

- International managers need a broader range of management skills than do managers who are only concerned with domestic problems.
- Large amount of important work might have to be left to intermediaries, consultants and advisers.
- It is more difficult to observe and monitor trends and activities (including competitor's activities) in foreign countries.

1.2 Reasons for International Trade

There are several reasons why nations trade with each other.

1. Resources Reasons

In the complex economic world, no country can be completely self-sufficient. Some countries are abundant in certain resources, while other nations may be lack of them. For example, Colombia and Brazil have the ideal climate for growing coffee beans but other countries don't. This has made them big coffee exporters. The Middle East has rich oil reserves and therefore is the main source of oil supply to the world. The developed countries are full of capital and skilled labors who are able to manufacture sophisticated equipment and machinery such as jet aircrafts and computers, etc, while developing countries which are lack of skilled workers and capital need to import technology-intensive products from these countries. In short, the uneven distribution of resources around the world is one of the most basic reasons why nations trade with each other.

2. Economic Reasons

With the development of manufacturing and technology, there arose another incentive for nations to trade, i. e. economic benefits. In addition to getting the products they need, countries also wish to gain economically by trading with each other. According to the theory of Comparative Advantage developed by David Richardo¹ (1772 - 1823), it was economically advantageous for a nation to specialize in certain activities, produce those goods for which it had comparative advantages and exchange those goods for the products of other nations which had advantages in different fields.

3. Other Reasons

Some countries may not be able to produce sufficient amount of a particular product and have to import some to meet their needs. 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 variety of style. Sometimes, trade may be based on different consumption preferences rather than on differences in the production capabilities of the two countries. Still, in some cases, political objectives

can outweigh economic considerations between countries. One country might trade with another to support the latter's government which upholds the same political doctrine.

1.3 Benefits of International Trade

The gains from trade depend upon the basis for the trade. Where trade is based on production specialization in countries according to the Law of Comparative Advantage, the gains from trade are due to the benefits to consumers (or industrial users) of purchasing low-priced imports and the benefits to export products of a wider market for their products and favorable international prices. Where trade is based upon consumer preferences and the existence of differentiated products, the gains from trade accrue as the benefits to consumers of an increased variety of products from which to choose. An additional benefit to consumers in this latter case may also accrue if the market power of local firms is reduced and imports make pricing and other aspects of market conduct more competitive.

To sum up, the international trade can bring the following benefits.

1. Cheaper Goods or Services

Countries trade with each other because there is a cost advantage. And it is this cost advantage of the supplying country that enables an importer to buy certain goods or services of the same quality at lower prices. Furthermore, competition in the world market would tend to make prices even lower.

2. Great Variety

As no nation has all the commodities or services that it needs, undoubtedly, trade means countries can provide a wider variety of products for their consumers and thus help to improve the living standards of the people.

3. Wider Markets for the Supplying Country

International trade can greatly expand the market, which enables the suppliers to take advantage of economies of scale². With the increasing number of trading partners, suppliers can also get more profits.

4. Economic Growth

International trade has become more and more important as it can lead to the full utilization of otherwise underemployed domestic resources. That is, through trade, a developing nation can move from an inefficient production point inside its production frontier, with unutilized resources because of insufficient international demand, to a point on its production frontier with trade. For such a nation, trade would represent a vent for surplus, or an outlet for its potential surplus of agricultural commodities and raw materials. In addition, by expanding the size of the market, trade makes possible division of labor and economies of scale. This is especially important and has actually taken place in the production of light manufactures in such small economic units as Taiwan, Hongkong, etc. Apart from that, international trade is the vehicle for the transmission of new ideas, new technology, and new managerial and other skills. Finally, international trade is an excellent

antimonopoly weapon because it stimulates greater efficiency by domestic producers to meet foreign competition. This is particularly important to keep low the cost and price of intermediate or semifinished products used as inputs in the domestic production of other commodities.

1.4 International Trade Restrictions

1.4.1 Reasons for Restricting Free Trade

Though free trade is encouraged in international business world, trade protectionism or restrictive measure is being adopted by a great number of countries, due to different kinds of reasons or considerations. The most popular arguments for restricting free trade among nations are usually summed up as follows:

1. To Protect Home Industries

Supporters of this argument claim that any country should protect its own industries from foreign competition; if its own industries fail, jobs will be lost. Such a law is the ultimate in protecting home industries.

2. To Protect Infant Industries³

This argument holds that it is important to protect new industries within the country from more mature foreign competitors, at least until the new domestic industries can grow and become effective competitors.

3. To Provide National Security Through Self-sufficiency

Clearly, a nation's security considerations may affect its policies regarding free trade. In countries where intense nationalism exists, people feel that the country should not be dependent on other nations for its standard of living or its security.

4. To Provide for a Favorable Balance of Trade

This argument supports the idea that a nation must have a favorable balance of trade each year. It views that the accumulation of foreign trade credits as the ideal goal of all foreign trade. But, as we have noted, foreign trade is a two-way street. Nations must export to be able to import. No nation can continue for long to have an unfavorable balance of trade without dire results on its own monetary system. Nations that regularly have a favorable balance of trade help to cause problems for other nations.

5. To Protect Wages and the Standard of Living

This argument is a favorite among labor groups, which see as threat to their wages when consumers are allowed to buy similar products made abroad by cheaper labor. This argument overlooks the fact that the high wages have developed because of greater productivity among the

workers. Productivity is the result of labor skills, technology, and capital equipment.

1.4.2 Methods of Restricting Free Trade

Protectionist measures often taken by governments are also barriers to trade, and typical examples are tariffs and quotas.

1. Tariffs

Tariff barriers⁴ are the most common form of trade restrictions. A tariff is a tax levied on a commodity when it crosses the boundary of a customs area which usually coincides with the area of a country. A customs area extending beyond national boundaries to include two or more independent nations is called a customs union. According to the time of collection, duties can be divided into import duty and export duty. Import duty is collected when goods are imported, and export duty is collected when goods are exported in order to control the export of anything with national importance. Besides regular import duty, importers might have to pay import surtax, too. Generally speaking, import surtax is additional to import duty, is temporary in coping with international payment difficulties, maintaining balance of trade and preventing dumping, and is discriminatory against a particular country.

Import surtax has three forms.

Countervailing duty is collected against bounty or grant during production, transport and export, etc, for it is unfair for importers to get the exports subsidized by the government.

Anti-dumping duty is collected when importing country believes that there is a dumping (a not universally defined concept that can mean the selling price in a foreign country is below domestic selling price, world market price or production cost). Before the duties are imposed, the country must show that its domestic industry has suffered "material" injury by dumped imports.

Variable levy is collected at the difference between world market prices and the support prices for domestic producers to make the imported commodities.

According to the methods in which tariffs are collected, there are types of duties. Specific duty is collected per physical unit — according to weight, volume, measurement and quantity, etc. Ad valorem duty is collected according to value or price, i. e., at a percentage of the price. Mixed or compound duty is collected according to either specific duty or ad valorem duty first, then the other. An alternative duty is collected whichever the higher between specific duty and ad valorem duty.

The duties discussed above are not independent of each other, i. e., a duty can be an import, a protective and a compound duty at the same time.

2. Non-tariff Barriers⁵

In addition to tariffs, countries also use other methods to make import more difficult. These methods, collecting no tariffs, are called non-tariff barriers.

1) Quotas or quantitative restriction

Quotas or quantitative restriction are the most common form of non-tariff barriers. A quota

limits the imports or exports of a commodity during a given period of time. The limits may be in quantity or value terms, and quotas may be on a country basis or global, without reference to countries. They may be imposed unilaterally and can also be negotiated on a so-called voluntary basis. Obviously, exporting countries do not readily agree to limit their sales. Thus, the “voluntary label” generally means that the importing country has threatened to impose even worse restrictions if voluntary cooperation is not forthcoming.

2) Import license

An import license is a permit for import, which can be independent or combined with quotas.

3) State monopoly of import and export

With this form of barrier, import and export are restricted by giving exclusive authorities of import and export to only a limited number of (state) companies.

(1) Customs Procedures. The creation of complicated and extensive custom procedures can be effective in limiting imports. It can also be used to discourage exports.

(2) Exchange Control Devices. These can take several different forms. For example, citizens and business firms may be limited in the amounts they may spend for products abroad, and even the transfer of funds may be limited. Central agencies may be created to buy and sell all foreign currencies in a country, thus controlling the amounts of foreign exchange available and its rates in accordance with government policies. The devaluation of currency is a related technique for restricting foreign trade.

4) Government procurement policy

This policy stipulates that governmental organizations must use local products unless some conditions are met. For instance, *Buy American Act 1933* says that the US government must buy American products unless the domestic price is on average 25% (from 6% to 50%) higher than foreign prices.

5) Embargoes

An embargo is a complete prohibition on imports of certain products to certain countries. The measure of embargo is adopted often for punitive purpose or for countering purposes.

6) High technical standards

Product and process standards for health, welfare, safety, quality size, and measurements can impede trade by excluding “non-standard” products. Testing and certification procedures, such as testing only in the importing country and on-site plant inspections, were cumbersome, time-consuming, and expensive. These costs must be borne by the exporter prior to any foreign sales. National governments have the right and duty to protect their citizens by setting standards to prevent the sale of hazardous or shoddy product. Standards can be used not only to ensure quality and performance, but also impede trade. For instance, some Western countries once adopted strict technical standards on tea's pesticide remnants to restrict the amount of imported teas from China.

7) Minimum price

Minimum price is the lowest price set by an importing country for imported goods. There could be a ban on imports or surtax on imports below the minimum price.

There are other forms of non-tariff barriers and countries are continuing to create more to limit both imports and exports of goods for the consideration of their own interests. For instance, importing countries can have sophisticated regulations regarding packaging and labeling in terms of sizes of letters, languages used and orders in which different languages are used. Anyway, the above-mentioned measures function as effective barriers to trade flow for the interest of the trading nations.

1.5 Invisible Trade ⁶

In addition to visible trade⁷, which involves the import and export of goods, there is also invisible trade, which involves the exchange of services between countries.

Transportation service across national boundaries is an important kind of invisible trade. International transportation involves different means of transport such as ocean ships, planes, trains, trucks and inland water vessels. However, the most important of them is maritime ships. When an exporter arranges shipment, he generally books space in the cargo compartment of a ship, or charters a whole vessel. Some countries such as Greece and Norway have large maritime fleets and earn a lot by way of this invisible trade.

Insurance is another important kind of invisible trade. In the course of transportation, a cargo is vulnerable to many risks such as collision, pilferage, fire, storm, explosion, and even war. Goods being transported in international trade must be insured against loss or damage. Large insurance companies provide service for international trade and earn fees for other nation's foreign trade. Lloyd's of London is a leading exporter of this service.

Tourism is yet another important form of invisible trade. Many countries may have beautiful scenery, wonderful attractions, places of historical interest, or merely a mild and sunny climate. These countries attract large numbers of tourists, who spend money for traveling, hotel accommodations, meals, taxis, and so on. Some countries depend heavily on tourism for their foreign exchange earnings, and many countries are making great efforts to develop their tourism.

The fourth type of invisible trade meriting attention is called immigrant remittance. This refers to the money sent back to home countries by people working in a foreign land. Import and export of labor service may be undertaken by individuals, or organized by companies or even by states. And this is becoming an important kind of invisible trade for some countries.

Invisible trade can be as important to some countries as visible trade is to others. In reality, the kinds of trade nations engage in are varied and complex, often a mixture of visible and invisible trade.