

国际商务英语丛书

国际经济与贸易专业教材 涉外商务活动的英语阶梯

外经贸英语 阅读教程

A COURSE OF ENGLISH FOR
INTERNATIONAL BUSINESS

蔡惠伟//主编

华东理工大学出版社

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INTERNATIONAL BUSINESS

国际商务 国际教程

ANALYSIS OF THEORETICAL AND
INTERNATIONAL BUSINESS
ECONOMICS

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内容提要

· 本书内容涉及中国的几个主要贸易伙伴和世界贸易组织等重要国际组织的相关信息。选材广泛,内容实用,可读性强,是配合国际经济与贸易专业基础课程教学而精心设计的一本教材,读者包括全日制本科、继续教育学院和网络教育学院国际经济与贸易专业、与商务相关专业的学生以及广大从事国际商务实际工作、意欲提高专业英语理解与表达水平的第一线专业人员。

丛书总序

至2006年底,中国加入世界贸易组织整五周年。五年来,中国的对外贸易事业取得了超乎世人想象的成就。出口商品的结构进一步优化,入世时最令人担忧的部分行业和领域,五年后不但没有垮掉,反而取得了历史性、跨越性的进步,有些领域甚至因为入世而使市场份额跃居世界第一。

商务部部长薄熙来在总结入世给中国带来的变化时说:“中国的贸易和产业实现了历史跨越,中国同时成为世界新兴的工厂和市场,中国制造正在成功地转向中国创造。”

薄熙来认为,“入世的最大贡献是促动经济体制改革”。在WTO商业规则背景下,中国经济体制改革在更为广泛的领域内提速。在过渡期内,清理并修订的法律法规和部门规章就达3000余部。正因为WTO带给中国经济社会深层次的推动,薄熙来强调要“勇于开放”。随着时间的推移,中国人民必将更大地受益于入世的抉择。

在欣喜地看到过去成就的同时,我们也应清醒认识到各类资源人均不足、高端人才短缺的国情。人力资源,特别是强英语、厚实务的国际商务人才的培养和开发比以往任何时候都显得更加迫切和重要。预计到2010年,中国受高等教育的人数将达8000万,到2020年,将达到1.5亿,这是未来20年内我国提升国际竞争力的强大动力。

中国的经济越来越融入世界经济,成为WTO成员使我们得以更大程度、更有保障地进入国际市场,经济建设需要我国的高等教育输送更多既懂专业知识,又能用外语同外方有效沟通的国际化人才。然而,现实状况并不容乐观。大量受过高等教育的人,外语口语和书写沟通能力远远满足不了工作的需要。英国《金融时报》曾经公布了咨询公司麦肯锡(McKinsey)的一份报告,该报告称,中国缺乏训练有素的毕业生,这可能会阻碍中国的经济增长以及发展更先进的产业。报告认为,中国大学生缺乏应用技能,英语水平低下,“只有10%的毕业生拥有去外企工作的技能”。有人甚至得出结论,说中国和印度多年来的“龙象之争”,有可能最终会输在英语教育上。我们当然不会相信这样一个没有根据的结论,但与邻国印度、巴基斯坦、菲律宾甚至缅甸相比,我们还是感到中国学生的英语熟练程度实在让人汗颜。无论什么学历,考了多少证书,大多数

人对自己的外语能力不满意是无可争辩的事实。

另一方面,由于国际贸易研究对象出现新领域、新课题而得到拓展,国际贸易实务出现新方式、新岗位而发生变革,各种新的国际贸易理论应运而生,传统的国际贸易教材已不能很好地适应国际贸易业务快速发展的需要,亟须更新教材,增加新内容、新理论、新实务,以提高跨国经营人才的培养质量。

时代和社会对复合型人才的需求日益迫切,对国际商务英语教学也提出了越来越高的要求。鉴于上述诸方面的原因,我们针对不同层次的读者,为了不同的训练目的而编写了本套国际商务英语丛书,在丛书的总体内容框架中,有注重训练学生口头沟通技巧的,有注重提高学生应用写作能力的,有注重培养学生阅读理解能力的,也有注重强化学生综合应用能力的。本丛书取材真实,编排合理,训练方式灵活,广大读者可根据各自的要求,按需选用。

本套丛书旨在强化学生运用英语从事国际商务活动的能力和技巧,以全球化的眼光关注世界经济贸易活动,特别强调培养学生将英语作为跨国工作语言的能力。本丛书的作者均系高校商学院一线资深教师,他们大都具有多年与外商一起工作、交流的工作经历,实战经验相当丰富,加之长期从事高校相关专业的教学工作,故而既能从企业要求、工作岗位的需要出发来选择内容,又能从教学法的角度来构建组合教材框架。我们深信,本丛书独特的写作视角,娴熟的语言运用,全新的实务知识,一定能使广大读者受益匪浅!

国际商务英语丛书编委会

前

言

世界经济一体化是人类文明不可阻挡的大趋势;建设一个和平、繁荣而和谐的世界是每个地球人的崇高义务。我们每个个体以不同的方式,每天以自己脚踏实地的辛勤劳动为之努力。生活在地球各个角落的人们迫切需要跨越语言的障碍,实现彼此的沟通与理解,减少误解与分歧,增加交流与信任,以便使人类的经济活动以最高的效率公平地进行。

经贸英语阅读课程是高等院校国际经济与贸易专业本科生的必修课程。它对经贸知识和英语技能并重,其内容不同于外贸函电。它借助于英语向学生提供了将来从事国际商务活动的工作者需要了解的有关外贸活动的背景资料、基础知识、国际市场动态等,如中国主要贸易伙伴的相关经贸政策、与我国贸易关系的走向、重要国际经济组织概况及其作用等;在学习经贸知识的同时,通过各种语言现象,进一步巩固和提高学生在基础英语阶段所学到的语言知识和技能,结合具体的经贸内容,有针对性地扩大词汇量(包括认知词汇和运用词汇),培养学生阅读理解有关经贸资料的能力和利用英语表达相关内容的的能力。

本书为想要了解国际经济与贸易方方面面基础知识的广大读者提供了理想的平台,它是一本国际经济与贸易专业学生理想的学习界面友好的专业基础教材。本书能帮助读者看懂世界上有关主要经济体和重要国际组织的英文原版资料,培养起相应的阅读能力,积累起一定数量的专业词汇,进而将来结合工作可以去搜索并看懂、使用自己需要的最新的英文资讯。

为便于读者学习,本书对专业资料作了必要而精到的注释,并结合多年教学实践设计了多种题型以构成训练体系,符合教学、培训或自学的需要,相信必将受到广大师生的欢迎。

对读者学习的建议:您可以先看词语注释,然后看英文资料,再对照中文译文。可以一段一段来,每次看半小时至一小时。以理解为重,捎带着积累一些自己原本没有掌握的专业术语。这样的学习顺序是为了减小学习的阻力,养成从外语资讯中吸取有用信息、进而为我所用的习惯。请务必注意本课程的学习重心不是单词,而是检索、理解和翻译需要的专业信息。我们一定要学会摆脱那种以单词为中心、以做语法题目为半径、以考证书为归宿,却永远不会使用的学习模式。这一理念使本

书的编排结构、题型构成和训练方式独树一帜,相信一定会使读者诸君受益匪浅。为配合教学需要,本书中的八个单元没有给出中文译文,以便为课堂教学和考试留下必要的空间。

这里要特别感谢英文原文的作者、相关的政府机构以及国际组织,是他们的慷慨和对国际经济与贸易各个方面的专业论述、严谨而优美的语言表达才使编者与读者有了分享知识盛宴和学习的机会。的确,在全球经济一体化的过程中,地球上每个个体都需要学习大量相同的知识,只有让“和平、发展、合作、共赢”成为每个人的共识,世界经济、我们的生活水平才能不断发展和提高。出于对版权的应有尊重,在本书出版后将按原文作者或各类机构的要求,陆续寄出出版物;没有收到的也请与编者及时取得联系。

特别感谢蔡文强翻译了第一和第二单元,姚济雨整理了第十二单元的英文资料。

编者

2007年1月



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Unit One

10 Common Misunderstandings about the WTO

Is it a dictatorial tool of the rich and powerful? Does it destroy jobs? Does it ignore the concerns of health, the environment and development?

Emphatically no.

Criticisms of the WTO are often based on fundamental misunderstandings of the way the WTO works.

The debate will probably never end. People have different views of the pros and cons of the WTO's "multilateral" trading system. Indeed, one of the most important reasons for having the system is to serve as a forum for countries to thrash out their differences on trade issues. Individuals can participate, not directly, but through their governments.

However, it is important for the debate to be based on a proper understanding of how the system works. This booklet attempts to clear up 10 common misunderstandings.

The 10 misunderstandings

1. The WTO dictates policy
2. The WTO is for free trade at any cost
3. Commercial interests take priority over development
4. ... over the environment
5. ... over health and safety
6. The WTO destroys jobs, worsens poverty
7. Small countries are powerless in the WTO
8. The WTO is the tool of powerful lobbies
9. Weaker countries are forced to join the WTO
10. The WTO is undemocratic

1. The WTO does NOT tell governments what to do

The WTO does not tell governments how to conduct their trade policies. Rather, it's a "member-driven" organization.

That means:

the rules of the WTO system are agreements resulting from negotiations among member governments,

the rules are ratified by members' parliaments, and

decisions taken in the WTO are virtually all made by consensus among all members.

In other words, decisions taken in the WTO are negotiated, accountable and democratic.

The only occasion when a WTO body can have a direct impact on a government's policies is when a dispute is brought to the WTO and if that leads to a ruling by the Dispute Settlement Body (which consists of all members). Normally the Dispute Settlement Body makes a ruling by adopting the findings of a panel of experts or an appeal report.

Even then, the scope of the ruling is narrow: it is simply a judgement or interpretation of whether a government has broken one of the WTO's agreements—agreements that the infringing government has itself accepted. If a government has broken a commitment, it has to conform.

In all other respects, the WTO does not dictate to governments to adopt or drop certain policies.

As for the WTO Secretariat, it simply provides administrative and technical support for the WTO and its members.

In fact, it's the governments who dictate to the WTO.

2. The WTO is NOT for free trade at any cost

It's really a question of what countries are willing to bargain with each other, of give and take, request and offer.

Yes, one of the principles of the WTO system is for countries to lower their trade barriers and to allow trade to flow more freely. After all, countries benefit from the increased trade that results from lower trade barriers.

But just how low those barriers should go is something member countries bargain with each other. Their negotiating positions, depend on how ready they feel they are to lower the barriers, and on what they want to obtain from other members in return. One country's commitments become another country's rights, and vice versa.

The WTO's role is to provide the forum for negotiating liberalization. It also provides the rules for how liberalization can take place.

The rules written into the agreements allow barriers to be lowered gradually so that



domestic producers can adjust.

They have special provisions that take into account the situations that developing countries face. They also spell out when and how governments can protect their domestic producers, for example from imports that are considered to have unfairly low prices because of subsidies or “dumping”. Here, the objective is fair trade.

Just as important as freer trade—perhaps more important—are other principles of the WTO system. For example non-discrimination, and making sure the conditions for trade are stable, predictable and transparent.

3. The WTO is NOT only concerned about commercial interests. This does NOT take priority over development

The WTO agreements are full of provisions taking the interests of development into account.

Underlying the WTO’s trading system is the fact that freer trade boosts economic growth and supports development. In that sense, commerce and development are good for each other.

At the same time, whether or not developing countries gain enough from the system is a subject of continuing debate in the WTO. But that does not mean to say the system offers nothing for these countries. Far from it. The agreements include many important provisions that specifically take developing countries’ interests into account.

Developing countries are allowed more time to apply numerous provisions of the WTO agreements. Least-developed countries receive special treatment, including exemption from many provisions.

The needs of development can also be used to justify actions that might not normally be allowed under the agreements, for example governments giving certain subsidies.

And the negotiations and other work launched at the Doha Ministerial Conference in November 2001 include numerous issues that developing countries want to pursue.

4. In the WTO, commercial interests do NOT take priority over environmental protection

Many provisions take environmental concerns specifically into account.

The preamble of the Marrakesh Agreement Establishing the World Trade Organization includes among its objectives, optimal use of the world’s resources, sustainable development and environmental protection.

This is backed up in concrete terms by a range of provisions in the WTO’s rules.

Among the most important are umbrella clauses (such as Article 20 of the General Agreement on Tariffs and Trade) which allow countries to take actions to protect human, animal or plant life or health, and to conserve exhaustible natural resources.

Beyond the broad principles, specific agreements on specific subjects also take environmental concerns into account. Subsidies are permitted for environmental protection. Environmental objectives are recognized specifically in the WTO agreements dealing with product standards, food safety, intellectual property protection, etc.

In addition, the system and its rules can help countries allocate scarce resources more efficiently and less wastefully. For example, negotiations have led to reductions in industrial and agricultural subsidies, which in turn reduce wasteful over-production.

A WTO ruling on a dispute about shrimp imports and the protection of sea turtles has reinforced these principles. WTO members can, should and do take measures to protect endangered species and to protect the environment in other ways, the report says. Another ruling upheld a ban on asbestos products on the grounds that WTO agreements give priority to health and safety over trade.

What's important in the WTO's rules is that measures taken to protect the environment must not be unfair. For example, they must not discriminate. You cannot be lenient with your own producers and at the same time be strict with foreign goods and services. Nor can you discriminate between different trading partners. This point was also reinforced in the recent dispute ruling on shrimps and turtles, and an earlier one on gasoline.

Also important is the fact that it's not the WTO's job to set the international rules for environmental protection. That's the task of the environmental agencies and conventions.

An overlap does exist between environmental agreements and the WTO—on trade actions (such as sanctions or other import restrictions) taken to enforce an agreement. So far there has been no conflict between the WTO's agreements and the international environmental agreements.

5. The WTO does NOT dictate to governments on issues such as food safety, and human health and safety. Again commercial interests do NOT override

The agreements were negotiated by WTO member governments, and therefore the agreements reflect their concerns.

Key clauses in the agreements (such as GATT Art. 20) specifically allow governments to take actions to protect human, animal or plant life or health. But these actions are disciplined, for example to prevent them from being used as an excuse for

protecting domestic producers— protectionism in disguise.

Some of the agreements deal in greater detail with product standards, and with health and safety for food and other products made from animals and plants. The purpose is to defend governments' rights to ensure the safety of their citizens.

As an example, a WTO dispute ruling justified a ban on asbestos products on the grounds that WTO agreements do give priority to health and safety over trade.

At the same time, the agreements are also designed to prevent governments from setting regulations arbitrarily in a way that discriminates against foreign goods and services. Safety regulations must not be protectionism in disguise.

One criterion for meeting these objectives is to base regulations on scientific evidence or on internationally recognized standards.

Again, the WTO does not set the standards itself. In some cases other international agreements are identified in the WTO's agreements. One example is Codex Alimentarius, which sets recommended standards for food safety and comes under the UN Food and Agriculture Organization (FAO) and World Health Organization (WHO).

But there is no compulsion to comply even with internationally negotiated standards such as those of Codex Alimentarius. Governments are free to set their own standards provided they are consistent in the way they try to avoid risks over the full range of products, are not arbitrary, and do not discriminate.

6. The WTO does NOT destroy jobs or widen the gap between rich and poor

The accusation is inaccurate and simplistic. Trade can be a powerful force for creating jobs and reducing poverty. Often it does just that. Sometimes adjustments are necessary to deal with job losses, and here the picture is complicated. In any case, the alternative of protectionism is not the solution. Take a closer look at the details.

The relationship between trade and employment is complex. So is the relationship between trade and equality.

Freer-flowing and more stable trade boosts economic growth. It has the potential to create jobs, it can help to reduce poverty, and frequently it does both.

The biggest beneficiary is the country that lowers its own trade barriers. The countries exporting to it also gain, but less. In many cases, workers in export sectors enjoy higher pay and greater job security.

However, producers and their workers who were previously protected clearly face new competition when trade barriers are lowered. Some survive by becoming more

competitive. Others don't. Some adapt quickly (for example by finding new employment), others take longer.

In particular, some countries are better at making the adjustments than others. This is partly because they have more effective adjustment policies. Those without effective policies are missing an opportunity because the boost that trade gives to the economy creates the resources that help adjustments to be made more easily.

The WTO tackles these problems in a number of ways. In the WTO, liberalization is gradual, allowing countries time to make the necessary adjustments. Provisions in the agreements also allow countries to take contingency actions against imports that are particularly damaging, but under strict disciplines.

At the same time, liberalization under the WTO is the result of negotiations. When countries feel the necessary adjustments cannot be made, they can and do resist demands to open the relevant sections of their markets.

There are also many other factors outside the WTO's responsibility that are behind recent changes in wage levels.

Why for example is there a widening gap in developed countries between the pay of skilled and unskilled workers? According to the OECD, imports from low-wage countries account for only 10%–20% of wage changes in developed countries. Much of the rest is attributable to “skill-based technological change”. In other words, developed economies are naturally adopting more technologies that require labour with higher levels of skill.

The alternative to trade—protection—is expensive because it raises costs and encourages inefficiency. According to another OECD calculation, imposing a 30% duty on imports from developing countries would actually reduce US unskilled wages by 1% and skilled wages by 5%. Part of the damage that can be caused by protectionism is lower wages in the protectionist country.

At the same time, the focus on goods imports distorts the picture. In developed countries, 70% of economic activity is in services, where the effect of foreign competition on jobs is different—if a foreign telecommunications company sets up business in a country it may employ local people, for example.

Finally, while about 1.15 billion people are still in poverty, research, such as by the World Bank, has shown that trade liberalization since World War II has contributed to lifting billions of people out of poverty. The research has also shown that it is untrue to say that liberalization has increased inequality.