21 世纪外经贸英语丛书

修订版

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新编外经贸英语函电与谈判

BUSINESS CORRESPONDENCE AND DIALOGUES

● 戚云方 编著

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再版前言

本社于2002年5月出版由戚云方编著的《新编外经贸英语函电与谈判》，迄今已近5年。承蒙读者厚爱，已发行9万多册。

当前，世界经济全球化方兴未艾，已成为国际社会十分关切的热点。世界经济全球化的范围颇广，它包涵贸易全球化、生产全球化、金融全球化、信息全球化、文化全球化等。特别信息技术突飞猛进，互联网成为信息传播和电子商务的工具。电子商务正带来一场商业革命。社方征得作者的同意，为本书增补了电子商务英语一章。再则，根据读者的中肯的建议，以及教师和学生在使用本书的过程中提出的宝贵意见，作者亦作了相应的修改和更新。基于上述原因，本社再版《新编外经贸英语函电与谈判》并同时再版其姐妹篇《新编外经贸英语写作和套语》。

恳切希望广大读者和专家学者不吝赐教，使本书不断完善。

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2007年1月

前　言

从世界经济学观点来看全球贸易，现阶段世界市场已经形成。这个标志是，世界各国的经济相互依存的程度日益加深，各国生产和消费具有世界性。21世纪，全球化经济(即资源配置、生产布局和产品调配全球化)以及金融投资、保险等会越来越向纵深发展。

我国实行对外开放，发展市场经济，加入世界贸易组织，对外经济贸易有了很大发展，规模日益扩大。同时，由于拥有丰富的自然资源和人力资源，随着经济建设的加速发展，我国已成为世界上引人注目的经济技术合作与投资的热点。

形势要求造就大批对外经济贸易活动方面的人才。编写本书的目的是要使广大读者了解国际贸易实务的流程，熟悉国际贸易中的英语术语和表达方法；与已从事对外经济和国际贸易业务者进一步探讨对外经济贸易成功的经营策略与谈判技巧；帮助擅长于某一专业的读者既学英语，又熟悉外贸。

全书共有12个单元。在正式课文前，有一"绪言"(Introductory Remarks)，用较口语化的英语简要地介绍了国际贸易的概念、历史、理论、程序和跨国公司。在每个单元前摘编有名言警句，供读者欣赏。在每个单元的最后，用英语编写了"Remarks"，配有问题，供讨论，以加深对课文内容的理解。前10课按国际贸易程序分为建立业务关系、询价报价、价格争议、订货、付款方式、合同、交货与装运、保险、索赔与代理等单元。这10个单元包括了整个对外贸易活动，其间插入电报内容，以供参阅。后两课专门介绍了国际商业电报与电传、商品市场、股市和期货等知识。

课文按书信、对话、练习的体例编写。为使读者了解实用书信的体例，书中采用了多种书信格式。对话主要围绕书信中的主题进行口头表达。为便于读者使用，对贸易术语作了详尽的注释。在电报与电传单元中，介绍了国际商业电报的种类，字数计算方法，标点符号用法，通用缩写字、复合字及替换字用法，以及电文中的语法现象和电传的使用。尽管由于互联网的迅猛发展，电子商务方兴未艾，大有用e-mail取代商业电报的趋势，但作为国际贸易中的一种经典手段，掌握商业电报的有关知识，还是很必要的。在市场报导单元中，介绍了市场报导的写法，并举实例说明。

本书为“21世纪实用外经贸英语丛书”中的一本，在该丛书的另一本《新编外经贸英语写作与套语》中，作者详细介绍了英语书信的重要写作原则和新颖用语，对本书是一种补充，两书可称为姐妹篇。因此，若将本书与该书配合使用，效果会更好。

愿本书成为有志于从事国际贸易的人士和自学者的良友。

由于本书编写比较仓促，加之作者水平有限，书中谬误挂漏之处在所难免，尚祈各界人士，不吝赐教，以期尽善，并致谢忱。

编著者

2002年春于美国新泽西州

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Introductory Remarks

International Trade

"International trade is beneficial for all participants."

—David Ricardo

"No nation was ever ruined by trade."

—Benjamin Franklin

Ⅰ. The Concept of International Trade

Trade means buying and selling goods or exchanging goods for goods. If such an exchange is done between persons of different countries or regions, we call this international trade or world trade. A country/person trades or exchanges commodities with another country/person. This is foreign trade, as compared with domestic trade or home trade.

Unlike domestic trade, foreign trade is carried on between different countries. For instance, you see Japanese automobiles running along the streets in all Chinese large cities. These cars are made in Japan. China has bought them from Japan. In this case, China is the importer or the importing country and Japan is the exporter or the exporting country.

There are usually two parties or two sides involved in each transaction. One is the buyer and the other the seller. In foreign trade, the buyer is at the same time the importer and the seller the exporter. What the importer imports or buys is called imports. What the exporter exports or sells is called exports.

Ⅱ. Brief History of International Trade

International trade goes very far back. It has been carried on for over two thousand years.

In primitive society (commune), production was extremely low. What people could produce just kept them alive. They were living on the verge of starvation; products whatever they were were evenly distributed among themselves. There were no surplus of products. Therefore, in primitive society, there was no class, no country and consequently there was no foreign trade.

By the end of the primitive society when the large-scale division of labor was completed, surplus products were moving across international boarders. Foreign trade emerged. At the outset, goods were exchanged on a barter basis. In other words, traders bartered goods for goods, for what they needed. Later, with the development of production, commodity exchange was carried out through the medium of currency.

In the slave society, slaves became the prominent commodity in the foreign trade of the European countries. At that time, Athens (Greece) was the center of slave trade. In Chinese history, as far back as the Zhou Dynasty (1027—256 BC), horse traders became essential to the Chinese. As the legend goes, Lu Buwei, Qin Shihuang's first prime minister, was a horse dealer—his native state of Zhao exported horses.

In the fedual society, luxuries were the major commodities in international trade—the West shipped to the Orient wine and woolen piece goods in exchange for silk, jewelry, spices, tea and handicrafts.

In 138 BC Zhang Qian was sent by Emperor Han Wudi to Western Turkestan to try to forge an alliance against the Xiongnu. His diplomatic mission was unsuccessful but he impressed the emperor with the magnificent horses with which he returned; trade with the north-west flourished in successive reigns. Caravans moving along the central Asian "Silk Route" were to be important over the next 1500 years for both China and the West.

In the Ming Dynasty, between 1405 and 1433, China sent out seven maritime expeditions, led by a Moslem eunuch, Zheng He. Chinese vessels sailed far down the east coast of Africa. China's compass and gunpowder were introduced to the West and in return native produce and good seed strain of the western countries were brought back to China.

Under the capitalist system, countries began to specialize in particular products and began to mass-produce. Especially after the industrial revolution, international trade was developing and expanding dramatically. The major changes are as follows:

1. The rapid increase in trade turn-over;
2. The constant change of the commodity structure—a greater variety of commodities, i.e. textile, grain;
3. Improvement of ways of trading-business concluded against samples instead of having a look at the goods;
4. The use of documents and draft-bank credit involved;
5. The establishment of trade organizations, i. e. shipping companies, insurance companies, transhipping agencies;
6. Trade agreements signed between countries; and later

7. The export of investment.

In a word, under capitalism foreign trade developed tremendously.

Ⅲ. International Trade Today

In today's complex economic world, no nation is self-sufficient and no nation has all of the commodities that it needs. Nations have utilized different economic resources; people have developed different skills. This is the foundation of world trade and economic activity.

Natural resources are scattered around the world. Large deposits of copper are mined in Peru and Zaire and petroleum is recovered in the Middle East. Countries that do not have these resources within their own boundaries must import them from countries that export them.

Agricultural products differ from minerals in the sense that they are renewable, that is, new crops can be harvested on the same land. Climate is an important factor. For instance, the United States of America is a major consumer of coffee, yet it does not have the climate to grow any of its own. Consequently, the United States must import coffee from countries which grow coffee efficiently, such as Brazil, Colombia and Guatemala.

Foreign trade also occurs because a country often does not have enough of a particular item to meet its needs. Although China is a major producer of rice, it consumes more than it can produce internally and thus must import rice to feed its large population.

One country can produce some items at a much lower cost than other countries. Take Japan for instance. Japan is able to export large quantities of TV 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. According to economic theory—the theory of comparative advantage, Japan should produce and export those items and at the same time Japan should also import what it needs from those countries that have a comparative advantage in the desired items. In other words, a country benefits by producing goods it can make more cheaply and buying those goods that other countries can make at lower costs than by producing everything it needs within its own borders.

In the contemporary world, science and technology are developing fast. Therefore, countries have to depend on one another. It is impossible for one country to launch a space shuttle without another country's electronic technology. Also, even though the United States produces more automobiles than any other country, it still imports large numbers of autos from Germany, Japan and Sweden, primarily because the US market demands more styles and more innovations than it can provide itself.

Foreign trade is of vital importance to a nation's economy. Every country trades with other countries. For example, Japan, a highly industrialized nation, is very dependent and has to import 99 percent of its primary commodities. Western Europe produces nearly all of the grain it needs but lacks other commodities to a great extent. The United States, Canada, Japan and Western Europe all have to import tropical agricultural products (such as cocoa, coffee, sugar, tea) from the developing nations. China is now trading with more than 150 countries and regions. China's reforms and opening up to the outside world are bound to give impetus to the advance of her economy.

Ⅳ. The Theory of Comparative Advantage*

International trade, where goods and services move across borders, is often explained by the theory of comparative advantage, also called the comparative cost theory. This is an economic theory stating that if one country can produce a product relatively more efficiently than another country, it is beneficial to both countries for the first country to export that product to the other. For instance, a tropical climate is better suited for growing bananas than a cold one. Countries like Finland and Norway could produce bananas in hothouses, but it is cheaper for the Scandinavian countries to import bananas than to produce them. This theory was developed by David Ricardo** (1772—1823), John

* In his famous book *The Wealth of Nations*, Adam Smith (1723—1790) emphasized the importance of specialization as a source of increased output, and he treated international trade as a particular instance of specialization: in a world where productive resources are scarce and human wants cannot be completely satisfied, each nation should specialize in the production of goods it is particularly well equipped to produce; it should export part of this production, taking in exchange other goods that it cannot so readily turn out. Smith did not expand these ideas at much length; but David Ricardo, the second great classical economist, developed them into the *Principal of Comparative Advantage*, a principal still to be found, much as Ricardo. spelled it out, in every international trade text.

** The nineteenth century English economist—In his *Principles of Political Economy and Taxation* (1817), Ricardo undertook to analyze the laws determining the distribution of the social product among the "three classes of the community", namely, the landlords, the workers, and the owners of capital. He applied his findings more widely, however, and elaborated various other economic principles. He found the relative domestic values of commodities to be dominated by the quantities of labor required in their production, rent being eliminated from the costs of production.

Stuart Mill * (1806—1874), and other economists in the nineteenth century. The theory emphasizes that different countries or regions have different production possibilities.

The theory of comparative cost points out that trade between countries can be profitable for all. "International trade is beneficial for all participants." (David Ricardo). As long as there are minor, relative differences in the efficiency of producing a commodity, even a poor country can have a comparative advantage in producing it. For example, the United States is relatively more efficient than Europe in producing food (using only one-third of the labor that Europe does) and in producing clothing (using only one-half the labor). Thus, while the United States has an absolute advantage in both forms of production, its efficiency in food production is greater. It has a comparative disadvantage in clothing. Consequently, a great deal of clothing is exported from Asia to the United States. To conclude, the theory of comparative advantage states that if each country specializes in products in which it has a comparative advantage (greatest relative efficiency), trade between these countries will be mutually profitable.

Comparative advantage has led countries to specialize in particular products and to mass-produce. Sometimes this goes one step further. The United States imports olives from the Mediterranean countries at a competitive price, although California grows olives, yet it does not produce enough quantity and great variety to supply the entire country. Italy gains a comparative

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* The nineteenth century British philosopher and economist—His major works include *Essays on Some Unsettled Questions in Political Economy* (1844); *Principal of Political Economy* (1848).

advantage over many countries in mass-producing wine. France, self-supporting in wine, presently imports large quantities of Italian wine, which is cheaper. By doing so, people are sharing the benefit of production in other countries.

V. Commodities and World Trade Patterns

The world's natural resources are called commodities. The location of the world's natural resources determines the patterns of world trade.

Some regions are abundant in resources; elsewhere, reserves are scarce or nonexistent. Of the industrialized nations, the United States and Canada enjoy the most favorable position. They are dominant exporters of grains. The United States and Canada also have vast coal and oil reserves. Also, apart from their ferrous metal deposits, the two countries export copper, zinc, and lead.

There are basically three commodity groups:

1. Minerals: coal, oil, copper, zinc, and bauxite;
2. Tropical agricultural products: cocoa, coffee, sugar, tea and tobacco;
3. Cereals: wheat, maize and other grains.

Cocoa and coffee grow in tropical climates while wheat and maize grow in colder climates. Thus, climate establishes a trade pattern between a northern and a southern country. In other cases the availability of natural resources may be the trade factor.

Changes in climate also effect trade patterns. The Sahara desert, for example, creeps southward at a rate of thirty miles annually. If no irrigation is provided, countries in the sub-Sahara belt will eventually be deprived of their tropical agricultural production, and their exports will eventually cease.

World trade patterns can change and have changed dramatically in some cases. Japan, a closed society for many centuries, was opened up to trade at the end of the nineteenth century. Gradually, Japan gained a comparative advantage in many industries because its labor costs were lower than in the West, Although Japan has to import raw materials, it exports the finished products.

Ⅵ. The Future of International Trade

In spite of the difficulties of predicting future trends in world trade, we can specify factors that will be important. Some of these are:

1. Population growth;
2. Possible scarcity of commodities;
3. The food and energy situation;
4. Relations between the industrialized and the developing nations;
5. Pressures to preserve the environment;
6. International cooperation on political, social, economic and monetary problems.

As the population grows, prices of commodities will fluctuate. As countries endeavor to increase yields on existing croplands through intensified use of water, energy and fertilizers, the cost of commodities will rise. Growth of trade will depend greatly on availability of energy sources.

The continuing relationship between the industrialized and the developing nations should be watched. Third World countries export their mineral deposits and tropical agricultural products, which bring them desired foreign exchange. Tourism has also been greatly responsible for the rapid development of some developing countries. Many Third World nations have seen an emigration of workers to the developed nations. The developing nations profit