

International
Trade Theory
and
Practice

国际贸易理论与实务

张素芳 编著 ●●●●●●●●

对外经济贸易大学出版社

**International Trade
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International Trade Theory and Practice 国际贸易理论与实务

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前 言

经济全球化时代已经到来。培养和造就一大批基础理论宽厚、专业知识扎实、电脑技能熟练、外语交流通畅的复合型人才,正在成为我国高等院校尤其是重点高校追求的主要目标。为提高非外语类大学生的专业外语水平,教育部关于印发《关于加强高等学校本科教学工作提高教学质量的若干意见》的通知中明确指出,重点高校应当开出5%—10%的双语课程。为贯彻这一通知精神,不少高校都在探索用外语为本科生讲授部分专业课程,以便为学生创造一个学外语、用外语的良好氛围。

“国际贸易理论与实务”是高等院校国际经济与贸易等专业的一门主干课,适宜采用外语讲授。因此,一些院校已要求教师用英语讲授“国际贸易理论与实务”,有的甚至提出了明确的时间表。但是人们在尝试用英语讲授此课时,都很难找到比较适用的英文教材。

笔者已用英语为本科生讲授了“国际贸易理论与实务”,并用半年时间编写了一部讲义,以解燃眉之急。所幸该讲义经本校国际经济与贸易等专业学生使用,效果良好。现不揣冒昧,在对讲义进行修改、完善的基础上,将其作为教材出版。

本书分为国际贸易理论与国际贸易实务两部分,共14章。其中,第一章至第六章为国际贸易理论,第七章至第十四章为国际贸易实务。全书结构完整,内容详实,简明易懂,符合国情。本书注意突出教材特色,每一章包含学习目标以及练习和参考答案等内容,利于学习者明确教材要求,随时检验知识掌握情况。鉴于目前国内英文版教材多由国外引进,方枘圆凿,尚难避免,本教材有关章节注意结合我国对外经贸实践,对我国外贸发展、利用外资和外贸实务的特点

等作了重点介绍,冀于学习者解决中国对外经济贸易中的实际问题有所裨益。

本教材适于高等院校国际经济与贸易专业及相关专业的学生,以及具有一定英文基础,从事或准备从事国际商务的读者使用。

本书得以面世,受益于对外经贸大学出版社的热情支持,谨致谢忱。编写之中引用了国内外有关研究成果,一并致谢。研究生林丽不辞烦辛,提供帮助,深以为谢。

本书编写期间,由于资料奇缺,鉴者寥寥,几欲搁笔。全仗先生激励于前,小女承欢于后,笔者感奋,终将此书付梓。

限于水平,书中不妥和疏漏之处,恳请读者指正!

张素芳

2003年5月于前门寓所

Contents

PART ONE

INTERNATIONAL TRADE THEORY

Chapter 1	An Introduction to International Trade	3
§ 1	The Need for International Trade	4
§ 2	The History and Role of China's Foreign Trade	10
§ 3	Basic Concepts in International Trade	15
Chapter 2	Theory of International Trade	34
§ 1	Mercantilism	35
§ 2	The Theory of Absolute Advantage	39
§ 3	The Theory of Comparative Advantage	43
§ 4	Factor Proportions Trade Theory	48
§ 5	The Leontief Paradox—An Empirical Test of the Factor Proportions Theory	54
Chapter 3	Instruments of Trade Policy	68
§ 1	Tariff Barriers	69
§ 2	Non-tariff Barriers	91
§ 3	Measures on Export Promotion and Reasons for Export Control	101
Chapter 4	Economic Integration	109

§ 1 Specific Types of Economic Integration	111
§ 2 The Static and Dynamic Effects of Economic Integration	118
§ 3 Integration in Europe, North America and Asia	124
Chapter 5 International Capital Movements	137
§ 1 An Overview of the Trends of Global FDI and the Development of FDI in China	138
§ 2 Reasons for International Movement of Capital	145
§ 3 Potential Benefits and Costs of FDI to a Host Country	149
Chapter 6 GATT and WTO	154
§ 1 GATT: A Brief History	155
§ 2 WTO	166
§ 3 China and WTO	181
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PART TWO

INTERNATIONAL TRADE PRACTICE

Chapter 7 International Trade Terms	191
§ 1 Trade Terms and International Rules and Practices Relating to Trade Terms	192
§ 2 FOB, CFR and CIF	196
§ 3 FCA, CPT and CIP	204
§ 4 Other Trade Terms	206
§ 5 Expression and Choice of Trade Terms	210

Chapter 8 Major Trade Terms	214
§ 1 Name and Quality of Commodity	215
§ 2 Quantity	221
§ 3 Packing	225
§ 4 Price	231
Chapter 9 International Cargo Transport	241
§ 1 An Overview of the Modes of Transport	242
§ 2 Major Shipping Documents	251
§ 3 Shipment Clause	259
Chapter 10 International Cargo Transportation Insurance	264
§ 1 Perils and Losses in Ocean Transportation	265
§ 2 Ocean Marine Cargo Clauses of CIC	271
§ 3 Institute Cargo Clause (ICC)	276
§ 4 Import and Export Insurance Practice in China	280
Chapter 11 International Trade Payment	284
§ 1 Instruments of Payment	285
§ 2 Remittance and Collection	292
§ 3 Letter of Credit	299
§ 4 Banker's Letter of Guarantee	316
§ 5 Terms of Payment in Sales (or Purchase) Contract	321
Chapter 12 Inspection, Claim, Force Majeure and Arbitration	325
§ 1 Commodity Inspection	327
§ 2 Claim	334

§ 3 Force Majeure	337
§ 4 Arbitration	340
Chapter 13 Trade Negotiation and Formation of the Contract	354
§ 1 Trade Negotiation	355
§ 2 Formation of the Contract	358
Chapter 14 Implementation of the Contract	367
§ 1 Cargo Readiness	368
§ 2 Examination of and Amendment to L/C	370
§ 3 Shipment, Customs Clearance and Insurance	374
§ 4 Documentation	375
§ 5 Financial Settlement of L/C	384

Part One

International Trade Theory

Chapter 1

An Introduction to International Trade

Learning Objectives

1. To understand why international trade takes place
2. To learn the differences between international trade and domestic trade
3. To understand the history and importance of international trade
4. To appreciate the opportunities offered by international trade
5. To learn the history and importance of China's foreign trade
6. To learn the basic concepts in international trade

The exchange of goods and services arises simply because countries differ in their demand for goods and services and in their ability to supply them. There are some special problems in international trade including cultural problems, monetary conversion, etc. International trade has played an important role in the world history as well as in sustaining and modernizing the Chinese economy. And some of the basic concepts give us a general idea of the international trade.

§ 1 The Need for International Trade

I . Why does international trade take place?

International trade refers to the exchange of goods and services between nations. It is also known as foreign trade or overseas trade. Why does international trade take place? There are many reasons. .

1. Resources reasons

No nation has all of the commodities that it needs.

Some countries are abundant in certain resources, while other nations may be lack of them. For example, the Colombia and Brazil have the ideal climate for growing coffee beans. The United States is a major consumer of coffee, yet it does not have the climate to grow any of its own. Consequently, this has made Colombia and Brazil big coffee exporters, and the United States big coffee importer. Raw materials are scattered around the world. Large deposits of copper are mined in Peru and Zaire, diamonds are mined in South Africa, and petroleum is recovered in the Middle East. Countries that do not have these resources within their own boundaries must buy from countries that export them. 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. China 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 countries like the United States and European countries to buy these than to produce them domestically. According to economic theory, China should produce and export those items from which it derives a comparative advantage. It should also buy and import what it needs from those countries that have a comparative advantage in the desired items. (See Page 43)

3. Other reasons

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 Sweden, primarily because there is a market for them in the United States. Sometimes, 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.

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.

II . The differences between international trade and domestic trade

The fundamental characteristic that makes international trade dif-

ferent 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 experienced when trading at home. In particular:

1. Deals might have to be transacted in foreign languages and under foreign laws, customs and regulations.

2. Information on foreign countries needed by a particular firm may be difficult to obtain.

3. Foreign currency transactions will be necessary. Exchange rate variations can be very wide and create many problems for international trade.

4. Numerous culture differences may have to be taken into account when trading with other nations.

5. Control and communication systems are normally more complex for foreign than for domestic operations.

6. Risks levels might be higher in foreign markets. The risks include political risks (such as the imposition of restrictions on imports, etc.); commercial risks (such as market failure, products not appealing to foreign customers, etc.); financial risks (such as adverse movements in exchange rates) and transportation risks.

7. Managers engaged in international trade need a broader range of management skills than do managers who are only concerned with domestic problems.

II . A brief history (The role of international trade in history)

Ever since the first national borders were formed, international trade has been conducted by nations and individuals. In many cases, international trade itself has been a major force in shaping borders and

changing the world history.

As an example, international trade played **a vital role in the formation and decline of the Roman Empire (30 B. C - 476 A. C.)**, whose impact on thought, knowledge, and development can still be felt today. Although we read about the marching of the Roman legion, it was not through military might that the empire came about. The Romans used as **a major stimulus, the Pax Romana, or Roman peace**. This ensured that merchants were able to travel safely on roads built, maintained, and protected by the Roman legions and their affiliated troops. A second stimulus was **the use of common coinage**, which enabled business transactions to be carried out and easily compared throughout the empire. In addition, Roman developed a systematic law, central market locations through the founding of cities, and an effective communication system; all of these actions contributed to the functioning of the marketplace and a reduction of business uncertainty.

International trade flourished within the empire, and the improved standard of living within the empire became apparent to those outside. Soon city-nations and tribes that were not part of the empire decided to join as allies. They agreed to pay tribute and taxes because the benefits were greater than the drawbacks.

Thus the immense growth of the Roman Empire occurred mainly through the linkages of business. Of course, substantial effort was needed to preserve this favorable environment. When pirates threatened the seaways, for example, Pompeius sent out a large fleet to subdue them. Once this was accomplished, the cost of international distribution within the empire dropped substantially because fewer shipments were lost at sea. Goods could be made available at lower prices, which in turn translated into larger demand.

Similar patterns also can be seen during later cycles of history. The British Empire grew mainly through its effective international trade policy, which provided for efficient transportation, intensive trade, and an insistence on open markets. More recently, the United States developed a world leadership position largely due to its championship of market-based trade transactions in the Western world, the broad flow of ideas, products, and services across national borders, and an encouragement of international communication and transportation. One could say the period from 1945 to 1990 was, for Western countries, characterized by a **Pax Americana**, an American peace.

The withholding of the benefits of international trade has also been seen as a national policy tool. For example, during the Civil War period in the United States, the North consistently pursued a strategy of denying international business opportunities to the South in order to deprive it of needed export revenues. In 1991, the United Nations imposed a trade embargo against Iraq for its invasion and subsequent occupation of Kuwait in an attempt to force it back to its original national boundaries. Even though the measure itself was not effective in achieving withdrawal, the fact that Iraq's isolation from the trade community was seen as a major policy action demonstrates the importance of international trade.

IV. Opportunities offered to firms by international trade

On the microeconomic level, participation in international trade can help firms achieve economies of scale that cannot be achieved in domestic markets. Addressing a global market (meeting the demands of global market) simply adds to the number of potential customers. International trade permits firms to hone their competitive skills abroad