

# 国际贸易实务

(双 语)

孙智慧 主编



对外经济贸易大学出版社





新国标应用型本科商务英语系列规划教材

总主编 王立非

# 国际贸易实务

(双 语)

**International Trade Practice**

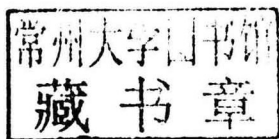
主 编 孙智慧

副主编 王春艳

主 审 刘沛富

编 者 洪 斌 唐 珊 蓝可染

关 哲 王玉龙



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## 国际贸易实务 (双语) International Trade Practice

孙智慧 主编

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北京市朝阳区惠新东街 10 号 邮政编码: 100029  
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# “新国标应用型本科商务英语系列规划教材”

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# 出版说明

本系列教材是国家现代教育改革的必然要求。2014 年伊始，国家国务院和相关部门针对现代职业教育改革开展了多次会议，引导普通本科高等学校转型发展，采取试点推动、示范引领等方式，引导一批普通本科高等学校向应用技术类型高等学校转型，重点举办职业教育。

截至 2016 年年底，全国有 293 所高等院校开设了商务英语本科专业，其中多数院校属于应用型本科院校。《商务英语专业本科教学质量国家标准》也即将颁布。本套教材根据本标准着力打造，适用于全国应用型本科商务英语专业和财经类本科专业学生。

本套教材具有以下特色：

**一、吸收二语习得和现代教育的最新理论，体现《商务英语专业本科教学质量国家标准》的最新要求。**教材编写上注重提高学生的语言技能，让学生掌握相关的商务知识与实践技能，培养学生的跨文化交际能力、思辨与创新能力，以及自主学习能力。

**二、秉承应用型本科教育“优化理论，突出实践”的理念。**应用型本科教育注重技术但不能完全抛弃学术，其人才培养是学术性与职业性的有机统一，其基本特征是“本科底蕴+突出应用+专业特长”。体现在教材上，其强调“优化理论，突出实践”，优化理论基础，注重理论与专业技术的相关性，以培养目标与从业要求为依据对基础理论进行优化整合，介绍与专业相关的必要理论，重点强化行业知识的讲解；突出实践方面，强调教材的编排设计，从教学目标到内容的组织、练习题的设计都环环相扣，注重培养学生的职业适应能力，突出实践教学的内涵。

**三、贯彻“任务引领、项目导向”的指导思想。**本套教材以“任务驱动”为理念，强化了教材的任务驱动效应，突出作业流程的可操作性；以真实企业业务经营为主线贯穿始终，从而保持教材内容前后的一致性和连续性；通过具体任务的设计和实施，使学生能够掌握业务技能。

对外经济贸易大学出版社

2017 年 1 月

## 前 言 | Preface

自 2007 年教育部批准开设商务英语本科专业以来，截至 2016 年，已有 323 所高校相继开办了商务英语专业。即将颁布的《高等学校商务英语专业本科教学质量国家标准》对商务英语本科专业教学提出了纲要性的指导原则，提出商务英语本科专业的学生应掌握基本的经济、管理和法学类课程的知识 and 技能。同时，国家也鼓励一批高校转型为应用型本科院校，进行特色发展，培养符合经济社会发展的人才。在此背景下，对外经济贸易大学出版社组织编写了适合应用型本科院校商务英语专业的系列教材。本书作为该系列教材之一，同时也将作为广东省教育教学成果奖（高等教育）培育项目“复合型国际化商务人才培养模式的改革与实践”以及广东省教学团队“国际商务全英教学团队”的成果之一呈献给广大读者。

本书为国际贸易实务英语教材。既适用于商务英语专业，同时也适用于相关经济学专业的学生以英语语言来学习这门课程。为了兼顾上述两种学习者的需要，本书具有如下几个特点：

1. 本书采用比较浅易的英语编写。每课课后附有该课出现的所有主要术语，方便学生区分掌握。
2. 本书根据每一个小模块的内容提出开放式问题，以促进学习者对抽象内容的理解（尤其是针对无经济学背景知识的商务英语专业学生）。
3. 本书主要是针对商务英语专业编写，为使学生以英语语言掌握相关知识，每课课后均给出中文小结。
4. 根据需要，本书课后附有合作公司的最新国际贸易谈判、合同文件或单据等，以期更加真实形象地表达国际贸易实务知识及实践。
5. 每课课后附有问答题、选择题、翻译和案例分析等练习，以检验学生对国际贸易实务相关语言和知识的掌握程度。
6. 本书无法全面介绍国际贸易实务的各个方面，只是根据教学要求，对一般国际贸易过程及实务问题进行解释并训练，国际贸易理论、政策、贸易惯例和法规方面的知识略有涉及。

本书是由多年相关教学经验的老师编写而成。因此比较了解学生在用英语学习这门课程时的需求和困难，力求使教材通俗易懂，使学生实现“知识”和“语言”的双重学习目标。

本书编写过程中参考了若干种近年出版的国内外国际贸易实务英语教材及专著（见

书末参考书目)。借此机会,编者谨对所参考的教材、专著的版权所有表示衷心的感谢。在本书的编写过程中,编者也得到不少教授及专家的指导和帮助,如广东金融学院刘沛富教授在编写前期做了大量的建设性工作,谨对他们的帮助表示衷心的感谢。此外,对外经济贸易大学出版社的编辑同志对本书的出版也付出不少心血,也一并表示衷心的感谢。

本书由孙智慧副教授主编并负责全书的策划及审订工作。孙智慧、王春艳、蓝可染、洪斌、唐珊、关哲、王玉龙老师参与了本书的编写、组织、审稿和校对工作。

由于编者业务水平有限、经验不足,书中缺点错漏之处在所难免,尚望专家及使用者批评指正。

编 者

2017年10月于广东金融学院

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# Chapter 1

## A Brief Introduction to International Trade

### Learning Objectives

*In this chapter, you will learn the following key points:*

- *The concept and importance of international trade*
- *Reasons for international trade*
- *Benefits of international trade*
- *Problems or difficulties in international trade*
- *Classification of international trade*

The world has a long, rich history of international trade among nations and regions that can be traced back to the earliest civilizations. It is recognized that trade can be tied directly to an improved quality of life for the citizens of all partners. If you walk into a supermarket and are able to buy an Apple watch, a cup of coffee, and a bottle of French wine, you are experiencing the effects of international trade. Today, there is hardly a person on earth who has not been influenced in some way by the growing trade among nations. In 2014, the value of international trade achieved 38 trillion US dollars, i.e. about 50% of the world GDP. That is, about one half of the produced goods and services are exchanged internationally around the world. According to “Global Policy Forum”, till 2030, 60% of the world economy will be exchanged internationally.

## 1.1 The Concept and Importance of International Trade

Economics deals with the proper allocation and efficient use of scarce resources. International economics is also concerned with allocation of economic resources among countries. Such allocation is done in the world markets by means of international trade. International trade is defined as the exchange of goods and services across international boundaries or territories, involving the use of two or more currencies. Besides, international trade concerns trade operations of both import and export and includes the purchase and sale of both visible and invisible goods. Under the concept of international trade, large varieties of products and services are produced and sold in international market. Such benefits of production efficiency like better quality and lower price are available to all people of the world.

One fundamental principle in international trade is that one should buy goods and services from a country which has the lower price, and sell his goods and services to a country which has the higher price. This is good both for the buyers and for the sellers. Another, with free trade, the less developed countries have the opportunities to accelerate the pace of their economic development. They can import machines and adapt foreign technologies. They can send their scholars and technocrats to more progressive countries to gain more knowledge and skills which are relevant to the particular needs of their developing economies.

In the final analysis, no country in the world can be economically independent without a decline in its economic growth. If every country produces only for its own needs, then production and consumption of goods would be limited. Clearly, such situation hampers economic progress. Furthermore, the standard of living of the people all over the world would have no chance to improve. Because of international trade, people with money can acquire goods and services which are not available in their own countries. Hence, satisfaction of consumers can be maximized.

However, the expressions above are not enough to understand international trade as a whole. The following points in this chapter will help you have a clear picture of international trade.

## 1.2 Reasons for International Trade

### 1. Resource factors

The uneven distribution of resources around the world is one of the basic reasons why nations began and continue to trade with each other.

### ***Favorable climatic conditions and terrain***

Climatic conditions and terrain are very important for agricultural produces. The difference in these factors enables some countries to grow certain plants and leaves other countries with the only choice to import the produces they consume. For example, Colombia and Brazil have the ideal climate for growing coffee beans but other countries don't. Then Colombia and Brazil have the opportunity to export coffee beans and coffee to countries worldwide. Another example is that the US Great Plains states have the ideal climate and terrain for raising wheat. This has made the US a big wheat exporter.

➤ ***Discussion 1.1: Do you know why Shandong Province of China is the main region where the vegetables are supplied to Japan?***

### ***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 over 50% of the world total reserves and produces about 40% of the world total output. Over 2/3 of the oil that West Europe and Japan need is imported from the Middle East and the US oil military consumption in Europe and Asia is largely purchased from that area.

➤ ***Discussion 1.2: Besides raw oil, another important natural resource, rare earth, is pursued by the human being. Do you know the export status of rare earth in China?***

### ***Skilled workers***

US, Japan, and western European countries have skilled workers who are able to manufacture sophisticated equipment and machinery such as jet aircrafts and computers, etc. Other countries, since they don't have well-trained engineers and workers, must import the equipment from these countries.

➤ ***Discussion 1.3: What is the meaning of words "change birds in the cage" suggested by Guangdong government?***

### ***Capital resources***

Developing countries need to modernize their industries and economies with advanced machinery, equipment and plant that they are not yet able to manufacture because of the lack of capital. This has given rise to the need for developing international trade.

### ***Favorable geographic location and transport costs***

There are many examples that countries have developed close economic relationships

chiefly because they are geographically close to each other. Sino-Japanese trade relationship is to some degree determined by geographic proximity and low transport cost. The United States and Canada have a very close trade relationship for similar reasons. EU can be another example.

### ***Insufficient production***

Some countries cannot produce enough items they need. UK, for instance, does not have a large enough agricultural population. In fact, only 5% of its population is engaged in agriculture and they mainly grow fruits and flowers. UK then has to import 60% of its total agricultural consumption. Developing countries normally do not have enough manufactured goods as 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. It is made possible by varied prices for the same commodity around the world, reflecting the differences in the cost of production.

The following are the classical trade theories to explain the economic causes of international trade: Absolute Advantage and Comparative Advantage.

### ***Absolute Advantage—by Adam Smith in the Wealth of Nations (1776)***

Smith 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” (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.

**Table 1.1 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. Similarly, Italy should concentrate on the production of wine and import cloth from Scotland. The two countries will benefit from specialization on saving labor cost.

### ***Comparative Advantage—by David Ricardo in Principles of Political Economy (1871)***

Ricardo 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, are different for two or more commodities. In

short, trade depends on differences in comparative 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.

A nation will have a comparative advantage in producing the good that uses intensively the factor it produces abundantly. For example: suppose the US has a relative abundance of capital and India has a relative abundance of labor. Suppose further that cars are capital intensive to produce, while cloth is labor intensive. Then the US will have a comparative advantage in making cars, and India will have a comparative advantage in making cloth.

➤ ***Discussion 1.4: What is the comparative advantage of most products made in China and in Japan? Are agricultural products such as wheat made in US capital intensive, technology intensive or labor intensive?***

### **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, or trade with some countries which is banned or restricted to just not benefit a government with political disagreements.

## **1.3 Benefits of International Trade**

### ***Greater variety of goods available for consumption***

International trade brings in different varieties of a particular product from different places. This gives consumers a wider array of choices which will not only improve their quality of life but as a whole it will help the country grow.

### ***Efficient allocation and better utilization of resources***

Efficient allocation and better utilization of resources take place since countries tend to produce goods in which they have a comparative advantage. When countries produce through comparative advantage, wasteful duplication of resources is prevented. It helps save the environment from harmful gases being leaked into the atmosphere and also provides countries with a better marketing power.

### ***To promote efficiency in production***

International trade promotes efficiency in production as countries will try to adopt better methods of production to keep costs down in order to remain competitive. Countries that can produce a product at lowest possible cost will be able to gain a larger share in the market.

Therefore an incentive to produce efficiently arises. This will help to increase the standards of the product with a reasonable low cost.

***More employment***

More employment could be generated as the market for the countries' goods widens through trade. International trade helps generate more employment through the establishment of newer industries to cater to the demands of various countries. This will help countries to bring down their unemployment rates.

***Consumption at cheaper cost***

International trade enables a country to consume things which either cannot be produced within its borders or production may cost very high. Therefore it becomes cost cheaper to import from other countries through foreign trade.

***To reduce trade fluctuations***

By making the size of the market large with large supplies and extensive demand international trade reduces trade fluctuations. The prices of goods tend to remain more stable.

***Utilization of surplus product***

International trade enables different countries to sell their surplus products to other countries and earn foreign exchange.

***To foster peace and goodwill***

International trade fosters peace, goodwill, and mutual understanding among nations. Economic interdependence of countries often leads to close cultural relationship and thus avoid wars between them.

## 1.4 Problems or Difficulties in International Trade

***Distance***

Due to long distance between different countries, it is difficult to establish quick and close trade contacts between traders. Buyers and sellers rarely meet one another and personal contact is rarely possible.

There is a great time lag between placement of order and receipt of goods from foreign countries. Distance creates higher costs of transportation and greater risks.

***Different languages***

Different languages are spoken and written in different countries. Price lists and catalogues are prepared in foreign languages. Advertisements and correspondence also are to be done in foreign languages.

A trader wishing to buy or sell goods abroad must know the foreign language or employ



somebody who knows that language.

***Difficulty in transportation and communication***

Dispatch and receipt of goods take a longer time and involve considerable expenses. During the war and natural calamities, transportation of goods becomes even more difficult. Similarly, the costs of sending and receiving information are very high.

***Risks in transit***

Foreign trade involves much greater risks than home trade. Goods have to be transported over long distances and they are exposed to perils of the sea. Many of these risks can be covered through marine insurance but the cost of goods is increased by the coverage.

***Lack of information about foreign businessmen***

In the absence of direct and close relationship between buyers and sellers, special steps are necessary to verify the creditworthiness of foreign buyers. It is difficult to obtain reliable information concerning the financial position and business standing of the foreign traders. Therefore, credit risk is high.

***Import and export restrictions***

Every country charges customs duties on imports to protect its home industries. Similarly, tariff rates are put on exports of raw materials. Importers and exporters have to face tariff and non-tariff restrictions. They are required to fulfill several customs formalities and rules. Foreign trade policy, procedures, rules and regulations differ from country to country and keep on changing from time to time.

***Documentation***

Both exporters and importers have to prepare several documents which involve expenditure of time and money.

***Study of foreign markets***

Every foreign market has its own characteristics. It has requirements, customs, weights and measures, marketing methods, etc, of its own. An extensive study of foreign markets is essential for success in foreign trade. It is very difficult to collect accurate and up to date information about foreign markets.

***Problems in payments***

Every country has its own currency and the exchange rate may keep fluctuating. This will create additional risk in international trade.

International remittance of money for payments in foreign trade involves much time and expense. Due to wide time gap between dispatch of goods and receipt of payment, there is greater risk of bad debts, etc.

***Frequent market changes***

It is difficult to anticipate changes in demand and supply conditions abroad. Prices in international markets may change frequently. Such changes are due to entry of new competitors, changes in buyers' preferences, changes in import duties and freight rates,