21世纪高职高专精品教材
经济贸易类

外贸英语

International Trade English

吕春城 主 审
郝美彦 主 编
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前　　言

随着世界经济一体化步伐的加快,加入 WTO 后的中国在各个领域对外开放的深度和广度不断拓展,中国与世界各国的经济贸易往来日益增多,在新的形势下,对既具有国际经济贸易专业知识又具备良好的外语能力的复合型人才的需求也日趋增长。培养一批具备外语和国际经济贸易专业知识并能将它们融会贯通的复合型人才就成为我国各高校的迫切任务之一。因此,编写此书的目的就是让学生一方面掌握国际贸易专业知识,另一方面提高专业外语水平,从而增强学生使用外语从事国际经济贸易等活动的能力,满足社会对复合型人才的需求。

我们在从事国际贸易实务双语教学的过程中发现教材的选择较难:纯中文教材不利于学生专业外语水平的提高;纯英文教材不利于学生对专业知识的全面掌握。有一些教材在内容上不够完整,结构上不够合理,语言上有些难度,不适合高职高专院校使用。还有一些教材没有配备练习题,只有国际贸易实务的相关知识以及一些很好的阅读材料,因此使用这些教材的教学效果不显著。为满足高职高专教育对财经类国际贸易专业教材的需求,同时根据教育部关于全国高职高专教学评估有关精神和教育部关于精品课程教材建设的有关要求,我们编写了本书。

本书具有以下几个特点:

(1)本书的结构合理、体系完整,在内容上注意外贸专业知识、实际业务操作以及英语运用三者之间的密切配合。

(2)本书的内容充实,而且在组织上选用国际最新资料,实用性强。

(3)本书形式独特、新颖。每一章的开始有学习目标;每一章的每一节后面有课堂讨论、专业术语练习;每一章的后面还有本章小结、关键词汇、配套练习题和与该章内容密切相关的阅读材料;同时提供了 3 套综合测试题。如此丰富的设置非常有利于学生掌握专业外语知识,并提高学生的专业外语应用能力。

(4)本书的语言浅显易懂,而且每一章后面配有关键词汇,所以建议在学习每一章之前首先熟悉专业词汇,从而收到良好的学习效果。

(5)本书每一章后面的大量丰富的练习题以及阅读材料都配有参考答案,而且提供正文的参考译文,这些都在随书配备的光盘中,以便教师教学和学生学习之用。

本书不仅可作为各高等院校国际贸易、商务英语等专业的双语教学教材,也可作为专业外语课的教材。

本书共十二章,由郝美彦担任主编,朱丽萍担任副主编,山西财经大学国际贸易学院院长吕春城教授主审,参编人员有高美毅、李颖。具体编写分工如下:第一、二、

三、五、六、十二章由山西省财政税务专科学校郝美彦编写，第四、十一章由大连职业技术学院高美毅编写，第七、八、十章由山西财经大学国际贸易学院朱丽萍编写，第九章由山西大学商务学院李颖编写。

在编写本书的过程中，我们参考并借鉴了国内外诸多专家、学者的研究成果和大量的文献资料，以及一些商业网站的资料，并得到了东北财经大学出版社和山西省财政税务专科学校的领导、老师的大力支持，在此一并表示衷心的感谢！

由于编者水平有限，书中疏漏、错误在所难免，恳请广大师生和读者批评指正。

编　者

2007 年 12 月

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Chapter 1

Introduction

STUDY OBJECTIVES

After studying this chapter, you should be able to

1. **explain what foreign trade is.**
2. **list some forms of international trade.**
3. **list the contents of contract for the international sales of the goods.**
4. **describe procedure of exporting business.**
5. **describe procedure of importing business.**
6. **grasp some important international trade usages.**

KEY TERMS

Domestic trade	**Foreign trade**
Monetary conversion	**Importing business**
Exporting business	**Performing contract**
Negotiating contract	

Foreign trade is the activity that one country and region exchange goods and services with other countries and regions. From the viewpoint of one country, this exchange activity is called foreign trade; seen from the international scope, it is called international trade, world trade or overseas trade. Foreign trade includes import and export operations. When dealing in importing and exporting, businessmen will face a variety of conditions that differ from those to which they have got used in domestic trade. The fact that the transactions are across national borders highlights the differences between domestic and international trade. Generally, there are certain differences that justify the separate treatment of international trade and domestic trade. In particular, these differences include cultural problems, monetary conversion, trade barriers, laws and regulations etc. Foreign traders must be aware of these differences because they often bring about troubles in international trade.

1.1 Exporting and importing

Exporting is the simplest way to enter a foreign market. There are two types of exporting: direct exporting and indirect exporting. Direct exporting involves establishing an export department or even an overseas sales branch. It provides a continuous presence and easier control for the exporter in the buyer's country but obviously means more expenses. A company can also sell its products abroad indirectly through middlemen commonly called export agents. Export agents seldom produce goods themselves. Their purpose is to bring together buyers and sellers and help them handle international transactions. They make their money as a commission of the sale price. Many agents specialize in specific kinds of products. The principal advantage of using an export agent is that the company does not have to deal with foreign currencies or red tape of international market. The major disadvantage is that because the export agent must make a profit, the price of the product must be increased or the domestic company must provide a larger discount than it would in domestic market transaction. Indirect exporting involves less investment and is therefore less risky, which enable small firms with limited capital and product diversification can export easily.

Importing is the process of purchasing goods and services from other nations. Like exporting, importing can be either indirect or direct. Direct importing is the direct purchase of goods from overseas market, while indirect importing is the purchase of goods through domestic middlemen. Indirect importing is convenient but limited in selection of goods and less profit. Direct importing is economical but more complicated than from importing middlemen.

In addition to the above-mentioned importing and exporting, according to market situation, trading conditions and trade practices, other international trade forms can be used, such as distribution, invitation for bids and bids, counter trade, future trading, processing and assembling trade etc. These modes of international trade may be adopted flexibly.

1.2 Terms and conditions of contract

In import and export business, the seller and the buyer conclude a deal through negotiation. Contract for the international sales of goods stipulates obligations and rights of two parties. A complete and definite contract can help to realize two parties' purpose and avoid disputes between them. As to the terms and conditions of the contract, the United Nations Conventions on Contracts for the International Sale of Goods and Laws of various

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countries have different stipulations. Generally speaking, the contract mainly includes the following terms and conditions: (1) the name of the commodity; (2) quantity; (3) quality; (4) packing; (5) price; (6) transportation; (7) insurance; (8) payment; (9) inspection and claim; (10) force majeure and arbitration. According to stipulations of the contract, the seller shall deliver the contracted goods and transfer documents and the ownership of the goods, while the buyer shall pay the price and take delivery of the goods.

1.3 Procedures of importing and exporting business

1.3.1 Procedure of exporting business

Preparation before business

Before the business, the exporter should implement the source of the goods and make preparation of the goods; do research into the foreign market and customers, and select salable objective market and reliable customers; make out price project for exporting the goods so as to stand in a favorable position during negotiation; finally, carry out advertisement publicity and promotion activities.

Negotiating the export contract

Under normal circumstances, the business negotiation may be carried out through correspondence, cables and telexes or be conducted orally or both. In international practices, the business negotiation will usually go through four steps, e. g. , enquiry, offer, counteroffer and acceptance. When one party accepts the other party's offer, they will close a deal and then sign a contract.

Performing export contract

(1) Preparation of the goods.

The exporter must prepare for the goods according to the time limit stipulated in the contract. The quality and quantity of the goods shall be in accordance with the stipulations of the contract. As to the packing of the goods, the exporter should deal with it more carefully in export trade than in home trade.

(2) Applying for Inspection.

(3) Implementing payment terms.

The exporter shall urge the customer into establishing an L/C, examine the L/C, and amend the L/C.

(4) Chartering a ship and booking space.

(5) Taking out insurance.

(6) Making declaration to customs.
(7) Sending out the shipping advice.
(8) Making out documents for settlement under the L/C.

1.3.2 Procedure of importing business

Preparation before business

The importer should work out managing scheme or price plan so that he knows fairly well about the goods and its price; after investigating the foreign market and foreign trader, the importer selects most favorable market and supplier.

Negotiating the import contract

Performing import contract

(1) Applying for opening the L/C.
(2) Contracting for the carriage of the goods.
(3) Taking out insurance.
(4) Examining documents and paying the purchase price.
(5) Making declaration to customs.
(6) Checking the goods discharged.
(7) Allocating the goods.

1.4 The laws and usual practices of the international trade

The international sales of goods have close connections with the laws and usual practices of the international trade. In practice, laws and regulations of various countries and international trade usages are involved, for example, Contractual Law, Bill Law, Agency Law etc. In international trade, United Nations Conventions on Contracts for the International Sales of Goods, Incoterms 2000, Uniforms Customs and Practice for Documentary Credits and Uniform Rules for Collection are so important that the students should paid more attention to them.

Relevant Knowledge ***The theory of comparative advantage***

The theory of comparative advantage was introduced by the English economist David Ricardo. It holds that even if one country is less efficient than another in the production of both commodities, i. e. it has absolute disadvantage in producing both commodities, there is still a basis for mutually beneficial trade. The first country should specialize in the production and export of the commodity in which its absolute disadvantage is smaller, i. e. the commodity of its comparative advantage and import the commodity in which its absolute disadvantage is greater, i. e. the commodity of its comparative disadvantage.

Summary

1. Foreign trade is the activity that one country and region exchange goods and services with other countries and regions.

2. The modes of international trade include importing, exporting, distribution, invitation for bids and bids, counter trade, future trading, processing and assembling trade etc.

3. Generally speaking, the contract mainly includes the following terms and conditions: (1) the name of the commodity; (2) quantity; (3) quality; (4) packing; (5) price; (6) transportation; (7) insurance; (8) payment; (9) inspection and claim; (10) force majeure and arbitration.

4. Procedure of exporting business.

Preparation before business

Before the business, the exporter should implement the source of goods and make preparation of the goods; research the market and customers, and select salable objective market and reliable customers; make out price project for exporting the goods so as to stand in a favorable position during negotiation; finally, carry out advertisement and promotion activities.

Negotiating the export contract

Under normal circumstances, the business negotiation may be carried out through correspondence, cables and telexes or be conducted orally or both. In international practices, the business negotiation will usually go through four steps, e. g. , enquiry, offer, counteroffer and acceptance. When one party accepts the other party's offer, they will close a deal and then sign a contract.

Performing export contract

(1) Preparation of the goods.

(2) Applying for Inspection.

(3) Implementing payment terms.

(4) Chartering a ship and booking space.

(5) Taking out insurance.

(6) Making declaration to customs.

(7) Sending out the shipping advice.

(8) Making out documents for settlement under the L/C.

5. Procedure of importing business.

Preparation before business

The importer should work out managing scheme or price plan so that he knows fairly well about the goods and its price; after investigating the foreign market and foreign trader, the importer selects most favorable market and reliable supplier.

Negotiating the import contract

Performing import contract

(1) Applying for opening the L/C.

(2) Contracting for the carriage of the goods.

(3) Taking out insurance.

(4) Examining documents and paying the purchase price.

(5) Making declaration to customs.

(6) Checking the goods discharged.

(7) Allocating the goods.

6. In international trade, *United Nations Conventions on Contracts for the International Sales of Goods*, *Incoterms 2000*, *Uniforms Customs and Practice for Documentary Credit and Uniform Rules for Collection* are so important that the students should paid more attention to them.

Key words, phrases and special terms

Arbitration n.	仲裁
Bid n., v.	投标
Boundaries n.	边界
Counter trade	对销贸易
Deliberate adj.	故意的
Disputes n.	争议
Distribution n.	经销
Force majeure	不可抗力
Future trading	期货贸易
Highlight n., v.	最重要的部分,使显著,强调
Implement v.	贯彻,执行,落实

Invitation for bids	招标
Justify v.	证明……是合理的
Processing and assembling trade	加工和装配贸易
Salable adj.	适合销售的
Scheme n.	方案
Take out insurance	投保

Reading material

Quotas, tariffs and subsidies [1]

Like most wars, a trade war may bring about desired economic or political changes, but in the long run almost everyone suffers, including those whom the trade war was meant to help.

An efficient carmaker, for example, may ask for limits of foreign imports, hoping to keep its price high without improving the quality of its products. In the end, however, other countries may retaliate[2] with trade restrictions of their own. Consumers and businesses in both countries are then forced to buy poorly made and expensive domestic products. Trade restrictions might protect a few jobs in inefficient industries, but the whole economy often suffers by becoming less competitive in the international markets.

The most common tools for limiting imports of foreign goods and services are quotas, tariffs, and subsidies. When a country imposes a quota, it limits the quantity of certain foreign products that can be imported. A tariff is a tax placed on goods entering a country, raising the price of imported goods. A government can also use the taxpayers' money to provide a subsidy to local producers, making the price of local goods artificially lower than imported goods.

Trade barriers, like walls between feuding neighbors [3], are usually imposed unilaterally[4] by one country acting on its own to limit the amount of foreign products available to local producer from foreign competition and allow them time to improve their products or lower their prices as long as they are protected from foreign competition by trade barriers.

Although trade restrictions are of dubious economic value, they have been shown to be effective in bringing about political or social change. The refusal of countries to trade and do business with South Africa, for example, was widely seen to be responsible for the decision to dismantle the system of apartheid [5]. Trade blockades[6] can be useful in forcing countries to change policies that violate human rights or international treaties, but as long as a sufficient number of countries join in the blockade to make it effective.

资料来源 熊伟:《国际贸易实务英语》,武汉,武汉大学出版社,2001。

Questions for reading:

(1) Why do traders ask for limits of foreign imports?

(2) What may trade restrictions lead to?

(3) What are the most common tools for limiting imports of foreign goods and services?

(4) Can the trade protection make local producers improve their products or lower their prices of their goods?

(5) How can trade blockades be useful in forcing countries to change policies that violate human rights or international treaties?

Notes:

[1]限额、关税和补贴

[2]报复

[3]有世仇的邻居

[4]单方面地

[5]消除种族隔离制度

[6]贸易封锁

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