

二十一世纪普通高等院校实用规划教材·经济管理系列

国际贸易实务

(英语版)

(第2版)

GUOJI MAOYI SHIWU

卢立伟 王 芬 主 编
杨 婷 蔡 静 陈逢丹 副主编



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北 京

内 容 简 介

本书以国际贸易流程为基础框架,介绍了国际贸易术语、商品描述、货物运输、货物运输保险、商品价格、支付工具、支付方式、索赔与不可抗力、谈判与磋商、进出口合同的履行以及国际贸易方式等国际贸易实务中的主要内容,配以相关的案例、流程图、合同条款、法律条文和惯例,结构完整,内容全面,具有较强的实践性和可操作性。

本书既适合高等院校商务英语、国际贸易等涉外专业的本、专科教学,也可供从事外经贸工作的人士及对外贸感兴趣的读者参考学习。

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再 版 前 言

国际贸易实务是我国普通高等院校涉外经济专业的一门专业基础课程。随着我国经济的快速发展以及全球经济一体化进程的加速,社会亟须兼备专业知识和英语能力的复合型人才。针对这种变化,我国高等院校的教学与时俱进,学科体系、教学措施和教学手段不断完善和创新。2007年,教育部正式批准成立商务英语专业,用英语教授商务专业课程成为一种必然的趋势。随着改革开放进程的加快,我国对外贸易的限制不断取消,并逐步与国际接轨。由于我国的外贸实务操作有其自身的特色,如一些特定的环节、行业规范和法律法规等,因此,该课程的教学不能完全依赖于外文原版教材,需要编写适合本土教学需要的英文版国际贸易实务教材。本书正是为了适应这一需要而编写的。

本书以国际贸易流程为基础框架,包含绪论、国际贸易术语、商品描述、货物运输、货物运输保险、商品价格、支付工具、支付方式、索赔和不可抗力、谈判与磋商、进出口合同的履行以及国际贸易方式等内容。本书强调学以致用,具有较强的实践性、实用性和可操作性,适合各高校商务英语、国际贸易等涉外专业的本、专科教学以及对外贸感兴趣的读者自学。本书具有如下特点。

(1) 全面性及系统性。本书系统地介绍了进出口贸易的整个流程,结构完整,内容全面,语言浅显易懂。

(2) 新颖性和翔实性。教材融入了国际贸易领域的最新发展与变化,如反映了 *INCOTERMS* 2010 在国际贸易术语解释方面的新内容,以及 2012 年财政部、国家税务总局联合下发通知调整的相关出口退(免)税政策。自 2012 年 8 月 1 日起,取消出口收汇核销单,出口退税由原来的两单两票调整为一单两票,这在第 11 章中也及时加以增补。

(3) 提供开篇案例或新闻导读。教材的每一章都以一个引人入胜的案例或财经新闻开篇,从而提高读者的阅读兴趣,提升学习效果。

(4) 引导对疑难问题的思考。本书将每章的重点、难点、热点问题加以梳理并展开阐述,并配上相应的中文批注,使每章重点突出、内容层次清晰,以提高读者的学习效率,同时解决课时不足或自学困难等问题。

(5) 实践性和可操作性强。本书在各章节适当位置配上相关的案例、流程图、合同条款以及法律条文和惯例,同时,在每章节的末尾配上相应的练习,以增强本书的实践性和可操作性。

随着国际形势的变化,国际贸易的相关内容、惯例以及方式也发生了变化。因此,本书相关章节的内容也作了相应的调整和增补,并出版了第 2 版。相较于 2014 年的第 1 版,第 2 版更新了有关章节的导入案例和课后练习。另外,第 2 章的国际贸易术语作了很大的



调整,摒弃了 *INCOTERMS* 2000 通则的相关内容,以 *INCOTERMS* 2010 通则的内容为主;第 4 章的海洋运输突出了集装箱运输以及海运提单的内容,并增补了船东单和货代单的内容;由于近年来进口日趋强劲,所以第 6 章的报价增补了进口报价的内容;第 10 章完善了相关的合同条款的内容;第 11 章增补和完善了相应的单据;近年来跨境电商发展迅猛,所以第 12 章增补了跨境电商的内容。

参加本书编写的有卢立伟(第 1 章、第 7 章、第 8 章、第 9 章)、王芬(第 4 章、第 6 章)、杨婷(第 2 章、第 5 章)、蔡静(第 10 章、第 12 章)、陈逢丹(第 3 章、第 11 章)等。本书由卢立伟和王芬任主编,杨婷、蔡静、陈逢丹任副主编。

在本书编写过程中,编委们参阅了近年来国内外相关学者的研究成果,参考文献仅反映了其中的主要部分,恕不能一一答谢。本书是集体成员努力的成果,受编者学识所限,难免有不足之处,希望广大读者和同行多多批评指正。

编 者



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Chapter 1 General Introduction to International Trade

【Teaching Objectives & Demand】

By studying this chapter, you should be able to master:

- Definition of international trade
- The importance of international trade
- International trade restrictions
- World Trade Organization (WTO)
- Main procedures of international trade
- Relevant international practice and laws
- Overview of international contract
- Overview of this book

Lead-in: News Report

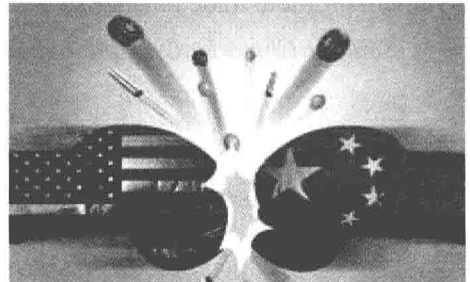
China's Trade Surplus with US Misread

China's large trade surplus is often used by the United States to argue why China should allow its currency to rise. Yet most US officials ignore a very important fact: a majority of China's exports to the US are produced by US-funded companies and huge profits go back into American pockets.

China's Surplus, Foreign Companies Benefit

Chinese former Premier Wen Jiabao said at Sunday's news conference that half of China's exports came from the processing trade—where imported components were assembled at factories in China and 60 percent were made by foreign-funded companies or joint ventures with foreign partners. “Therefore, to restrict trade with China is tantamount to causing difficulty for the businesses of your own countries,” he said.

According to statistics provided by the Ministry of Commerce, 55.9 percent of China's exports were produced by foreign companies last year. The proportions were 83 percent and 75 percent respectively for high-tech products and electronic products. And, over 90 percent of high-tech products exported to the US was made by foreign enterprises.





Big Surplus, Small Profit

Researchers at the University of California at Irvine conducted a case study of Apple's iPod to examine which countries captured the most economic value from iPod production. The conclusion showed that only four dollars was retained in China, with the bulk going to the designers, retailers and component suppliers.

It seems unfair therefore that the full price of an iPod, roughly \$300, instead of four dollars, was counted as part of China's exports to the US.

"China's cheap labor helps foreign companies cut wage costs and increase their profits. Ironically, the rising profits go into foreign bosses' pockets and China is left to take the blame for the trade imbalance," said Tan Yaling, an expert at the China Institute for Financial Derivatives at Peking University.

Hi-tech Export Controls

Premier Wen said the country's trade imbalance would be much smaller if the US would approve more high-tech exports to China.

The US government unveiled new export control regulations in 2007, which blocked the export of 20 categories of products to China, including airplane engines, lean oil, lasers and avionic devices.

Statistics showed that 18.3 percent of China's high-tech imports came from the US in 2001. The figure dropped to eight percent in 2008, partially reflecting harsh US export controls to China.

"On one hand, the United States asks Beijing to reduce its trade surplus. On the other hand, it refuses to sell high-tech commodities to China. What really does it want?" said Zhang Yansheng, director of the Institute of Foreign Trade of the National Development and Reform Commission.

"I sincerely hope the Europe Union and the United States will recognize China's market economy status and lift restrictions on the exports of high-tech commodities to China because that will help promote trade balance in the world," Wen said Sunday.

(Source: China Daily, Updated: 2010-03-16 16:26)

Class Activities:

1. Why did China's trade surplus shrink in 2010? What were the main reasons?
2. What is the real purpose of the US to control China's exports?

1.1 What Is International Trade

International trade, also known as world trade, foreign trade, overseas trade, etc., is the exchange of goods and services between different countries or regions. Whether a transaction is international trade or not mainly depends on the buyer's and seller's business locations and customs territories.

Depending on what it produces and needs, a country can export and import. Exports refer to that individuals or nations send goods to another country, and imports refer to that individuals or nations bring in goods from another country. Therefore, international trade concerns trade operations of both import and export, and includes the purchase and the sale of both visible and invisible goods, thus international trade can be divided into visible trade, invisible trade and modern barter. The structure of international trade is as shown in Figure 1-1.

国际贸易就是在不同国家或地区之间交换商品和服务。所谓出口商品就是个人或国家卖出商品。而进口商品，则是个人或国家买入商品。判断某笔交易是否属于国际贸易，主要以交易双方营业地和关境为准。

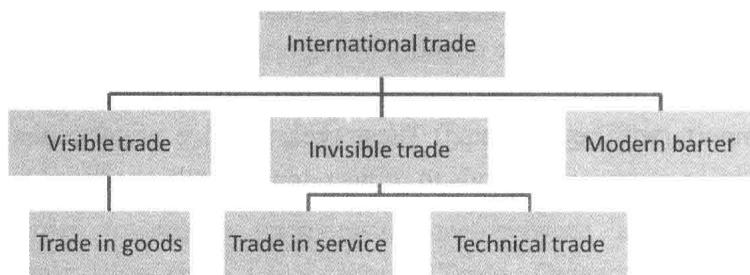


Figure 1-1 The Structure of International Trade

1.2 The Importance of International Trade

International trade is not a zero-sum game of winners and losers. It is a game in which everyone wins and, the continued strength of the world economy has been supported by strong growth in international trade. There are the following three main reasons to get into the trade game for every participant:

国际贸易并不是一个成功者或失败者的零和游戏，而是一场参与者的共赢盛宴。

- Imports can bring profits, while exports can make profits;
- The world is interdependent. People of each nation rely on people of other nations to exchange goods or services;
- International trade can create jobs.



Those who are winning the trade game know that, regardless of national deficits or surpluses, the time is right for an import or export business to make profits, thus the whole world welfare will be improved.

1.2.1 International Trade Restrictions

与国内贸易相比, 国际贸易面临文化差异、语言障碍、贸易壁垒等问题。

It is well known that international trade is very important to the world and national economy. Compared with domestic trade, there are more problems that the imports or exports will have to face in doing international business, including cultural differences, language misunderstandings, trade barriers, etc., which problems would make international trade more risky.

税收和配额是政府控制国际贸易的常用手段, 用于保护国内产品及新产业。

Governments can control international trade by all means. The most common measures are tariffs (duties) and quotas. A tariff is a tax on imported goods, which is also called tariff barriers, such as specific duties, ad valorem duties and compound duties; a quota is the maximum quantity of a product allowed into a country during a certain period of time, which is a kind of non-tariff barriers to limit the quantity of imports, increase the cost of getting imports into the market, and create uncertainty about the conditions under which imports will be permitted. These measures are protectionist as they raise the price of imported goods to protect domestically produced goods and infant industries.

1.2.2 Differences between International Trade and Domestic Trade

与国际贸易相比, 国内贸易主要面临生产要素的转移、货物的运输、结算货币、销售市场以及文化差异和语言障碍等问题。

The fundamental characteristic that makes international trade different from domestic trade is that international trade involves activities that take place across national borders. Thus when trade is executed beyond national frontiers, it is invariably subject to the political, social, economic and environmental policies of other nations. Such policies have either encouraged or hampered the free flow of merchandise in international trade. Special problems that not normally have been experienced when trading at home may arise in international trade. Below are the major differences between domestic trade and international trade:

Mobility in factor of production

Domestic trade: free to move around factors of production like land, labor,

capital and entrepreneurship from one state to another within the same country.

International trade: quite restricted.

Movement of goods

Domestic trade: easier to move goods without many restrictions. Maybe need to pay sales tax, etc.

International trade: restricted due to complicated customs procedures and trade barriers like tariffs, quotas or embargo.

Usage of different currencies

Domestic trade: same type of currency used.

International trade: different countries use different currencies.

Broader markets

Domestic trade: limited market due to limits in population, etc.

International trade: broader markets.

Language and cultural barriers

Domestic trade: speak the same language and practice the same culture.

International trade: communication challenges due to language and cultural barriers.

1.3 World Trade Organization

In order to reduce trade restrictions between member countries, international organization, like World Trade Organization(WTO), was established to regulate tariffs and deal with the rules of trade between nations.

1.3.1 Overview

The World Trade Organization came into force on January 1, 1995. As one of the youngest international organizations, WTO is the successor to the General Agreement on Tariffs and Trade (GATT) established in 1947, and now GATT has become part of it.

WTO is an organization for trade opening and a platform for governments to negotiate trade agreements. It is a place for them to settle trade disputes and operate a system of trade rules. Essentially,





世界贸易组织的目标是帮助商品和服务的生产商和进出口商顺利地开展业务。

WTO is a place where member states try to sort out the trade problems they face with each other.

1.3.2 Functions of WTO

The main functions of WTO can be described in very simple terms as follows:

- To oversee implementing and administering WTO agreements;
- To provide a forum for negotiations;
- To provide a dispute settlement mechanism.

The goals behind these functions are set out in the preamble to the Marrakech Agreement, which include:

- Raising standards of living;
- Ensuring full employment;
- Ensuring large and steadily growing real incomes and demands;
- Expanding the production of trade in goods and services.

These objectives are to be achieved while allowing for the optimal use of the world's resources in accordance with the objective of sustainable development, and seeking to protect and preserve the environment. The preamble also specifically mentions the need to assist developing countries, especially the least developed countries, and secure a growing share of international trade.

1.3.3 Basic Principles

世界贸易组织的五大原则是非歧视性原则、互惠性原则、约束及承诺机制、透明性原则和安全生产措施。

WTO establishes a framework for trade policies which do not define or specify outcomes, which means, it is concerned with setting the rules of the trade policy game, not with the results of the game.

Five principles are of particular importance in understanding both the pre-1994 GATT and WTO, including nondiscrimination, reciprocity, binding and enforceable commitments, transparency, and safety valves.

1.3.4 Missions

WTO's stated goal is to raise people's welfare, reduce poverty, and foster peace and stability among its member states. WTO provides a platform for negotiating agreements aiming at reducing obstacles to international trade and