


A

Practical Textbook  
of International Trade  
in English

# 实用国际贸易 英语教程




叶京生 编著

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# 前 言

我国的改革开放和社会主义市场经济的发展需要大批既懂对外贸易,又懂英语的复合型人才。学习英语与学习外贸专业知识相结合已越来越受到外经贸工作者的重视。

本书是一本实用性很强的国际贸易英语教材,适合于具有一定英语基础的读者使用。书中所收材料内容典型、语言规范,对于学习和掌握国际贸易英语的词汇、句型和表达方式以及了解国际贸易知识十分有用。全书共有 37 个单元,涉及国际贸易的理论、种类、方式、融资、支付、运输、保险、代理以及争议解决、国际投资、技术转让、跨国公司、国际贸易公约与组织等诸多方面。每篇课文后设有“单词和短语”、“专业术语”及“练习”项目。个别单词和短语重复出现,是为了读者阅读时参照方便。练习的目的旨在突出课文重点,巩固所学知识。专业术语系统、精炼地介绍了与课文相关的专业知识,一方面有助于读者对课文的理解,减少因缺乏专业知识而造成的阅读困难,另一方面也可以扩大读者的知识面。书末附有“专业术语索引”和“练习答案”,练习答案仅供读者参考。

本书最大的特点是,它既是一本专业英语教材,同时又是较为系统地介绍国际贸易基本知识的英语读物。相信本书能对外经贸工作人员、厂长经理、大专院校相关专业师生、涉外经济律师及有关读者有所裨益。

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在本书编写过程中,卢秀成、王海波同志给予了热情帮助和支持,陈爱平、谭红等同志也提供了帮助,华东师范大学出版社毛静国同志对本书的编写提出了不少宝贵建议,在此一并表示感谢。

如本书有不当之处,敬请专家同行和读者惠予指正。

**叶京生**

1999年1月18日

上海对外贸易学院



## 作者简介

叶京生, 1944年12月出生。上海对外贸易学院教授、兼职律师、专利代理人, 1993年起享受国务院特殊津贴。长期从事英语、国际贸易与法律教学工作。主要著、译作有: *China Contracts Handbook* (英文版)、《国际经济合作》、《国际技术转让实务》、《国际投资实务》、《国际工程承包与劳务合作实务》、《技术诀窍的许可证贸易》、《专有技术合同》、《美国知识产权案例与评注》、《英汉专利名词浅释》等。此外发表学术论文数十篇。

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## **Unit 1 Reasons for International Trade**

The volume of international trade has been growing more quickly than the volume of world production since World War II. Economists and other observers have proposed a variety of reasons that countries would trade with each other. The reasons generally focus on fundamental differences in supply and demand between countries. The role of governments is usually ignored. After the fundamental reasons are discussed, the role of governments, especially in providing protection from imports or subsidies to local production or export, is added.

The reasons for trade can be divided into those that focus on supply differences between countries and those that focus on the role of demand patterns. Differences in supply are captured in the various bases of comparative cost advantages. The role of demand is most pronounced in the theory that focuses on the importance of consumer preferences and differentiated products.

### **Law of Comparative Advantage**

The Law of Comparative Advantage was first formulated

in the nineteenth century by David Ricardo, building on work by Adam Smith. The law states that production will be located where it is relatively the cheapest. According to the Law of Comparative Advantage, a country will specialize in producing and will export those goods that it can produce cheaply relative to the costs of producing the goods in foreign countries and will import those goods that it can produce only at relatively high cost. Countries specialize somewhat in producing various goods and then trade among themselves to satisfy local consumption demands.

The initial applications of the Law of Comparative Advantage focused on the importance of climate and the availability of natural resources as the basis for trade. Portugal would be expected to export wine to England, and to pay for the wine England might export cloth to Portugal. Zambia would be expected to export copper ore, and the United States to export wheat.

**Heckscher-Ohlin Theory** Modern applications of the Law of Comparative Advantage find the basis for trade in differences in the availability of factors of production, such as land, labor, and capital. Factors that are relatively abundant in one country should tend to be relatively cheap in that country. Goods that use these abundant factors should then be relatively cheap to produce in that country. A modern statement of the Law of Comparative Advantage is the Heckscher-Ohlin Theory: a country tends to export those goods that are pro-

duced with relatively intensive use of those factors of production that are found in abundance in that country relative to other countries. Goods that require relatively intensive use of relatively scarce factors are imported.

Although modern theories often consider the most important productive factors to be capital and labor, empirical studies indicate that the availability of skilled labor, as distinguished from unskilled labor, appears to be the most important factor in explaining observed patterns of trade. The United States tends to export goods intensive in the use of skilled labor and to import goods intensive in unskilled labor. The availability of land and the climate also determine the comparative advantage of a country, along with the availability of natural resources.

**Differences in the Technology Available** A further refinement of the Law of Comparative Advantage is based upon the observation that differences between countries in the costs of producing goods can also arise because of differences in the availability of technology. For instance, immediately after the development of the black and white television set, the United States was the only country with access to this technology. The United States soon became an exporter of sets. Over time the production technology became available in foreign countries, the basis for comparative advantage shifted, and the United States became a net importer of sets. This process of dynamic comparative advantage based on new technologies is

called the Product Life Cycle Theory of Trade. Closely related is the Technology Gap Theory.

**Economies of Scale** A final refinement of the Law of Comparative Advantage is based upon the importance of economies of scale in some industries. Where scale economies are important, the lowest unit costs are likely to be achieved by the largest producers. These producers are also likely to be exporters, especially to smaller markets that cannot support producers of minimum efficient scale. Countries in which the large producers exist then have comparative advantage in these products. For instance, the United States is a leading exporter of aircraft in large part because economies of scale require centralized production to achieve low unit costs. The US comparative advantage in aircraft is also based on intensive use of skilled labor in the production process.

### **Consumer Preferences and Product Differentiation**

Although the Law of Comparative Advantage explains many of the observed patterns of international trade, a major portion of trade seems inconsistent with the “law”. For instance, the United States both exports and imports significant numbers of automobiles. This aspect of international trade is often called two-way trade or intraindustry trade. Intraindustry trade appears to account for the large volumes of international trade in manufactured products that exist between the

developed countries.

The basis for most intraindustry trade is found in the nature of consumer preferences and the existence of differentiated products. Although local producers may satisfy most local consumers with the products offered, some consumers in each country prefer imported varieties, because of physical differences or differences in image or perception. Local producers both export to satisfy segments of foreign demand and face import competition in some parts of the local market. Intraindustry trade is the result.

### **Transport Costs: A Natural Impediment to Trade**

International trade generally incurs a cost not borne by purely domestic commerce, such as the cost of international freight and insurance. Even for easily transported products, this cost can easily reach 5-10 percent of the value if the products are shipped across an ocean, and for bulky or perishable items may equal or exceed the value of the products shipped. Because transport costs raise the prices of imports, they tend to reduce the volume of trade, and to act as a natural impediment to international trade.

### **Gains from Trade**

The gains from trade depend upon the basis for the

trade. Where trade is based upon production specialization in countries according to the Law of Comparative Advantage, the gains from trade are due to the benefits to consumers (or industrial users) of purchasing low-priced imports and the benefits to export producers of a wider market for their products and favorable international prices. Where trade is based upon consumer preferences and the existence of differentiated products, the gains from trade accrue as the benefits to consumers of an increased variety of products from which to choose. An additional benefit to consumers in this latter case may also accrue if the market power of local firms is reduced and imports make pricing and other aspects of market conduct more competitive.

The gains accruing to a country from international trade depend on two factors: the country's terms of trade and the volume of trade that occurs. The terms of trade can be thought of as the purchasing power of a country's exports on international markets, and the phrase is defined formally as the price (index) of a standard unit of exports relative to the price (index) of a standard unit of imports.

As a country's terms of trade improve, the purchasing power of its exported products increases. The welfare of the country increases because the same volume of exports buys a larger volume of imports. On the other hand, given the terms of trade, there is some best volume of trade for the country. Trading a lesser volume reduces the welfare of the country,



because of insufficient specialization in production. Trading a greater volume—for instance, by subsidizing exports—can also reduce welfare, because the country becomes excessively specialized in production.

### Words and Phrases

- abundant *adj.* 充裕的  
accrue *v.* 增长  
bulky *adj.* 庞大的  
dynamic *adj.* 动态的  
empirical *adj.* 以经验为根据的  
factor *n.* 要素  
formulate *v.* 制定  
impediment *n.* 阻碍  
inconsistent *adj.* 不一致的  
incur *v.* 招致  
perception *n.* 观念  
perishable *adj.* 易腐烂的  
pronounced *adj.* 显著的  
segment *n.* 部分  
subsidy *n.* 补贴

### Special Terms

1. Economy of Scale——规模经济