

全国高等教育自学考试指定教材

国际贸易专业(独立本科段)

# 国际商务英语(2005年版)

(附:国际商务英语自学考试大纲)

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## 组 编 前 言

21 世纪是一个变幻莫测的世纪，是一个催人奋进的时代。科学技术飞速发展，知识更替日新月异。希望、困惑、机遇、挑战，随时随地都有可能出现在每一个社会成员的生活之中。抓住机遇、寻求发展、迎接挑战、适应变化的制胜法宝就是学习——依靠自己学习，终生学习。

作为我国高等教育组成部分的自学考试，其职责就是在高等教育这个水平上倡导自学、鼓励自学、帮助自学、推动自学，为每一个自学者铺就成才之路。组织编写供读者学习的教材就是履行这个职责的重要环节。毫无疑问，这种教材应当适合自学，应当有利于学习者掌握和了解新知识、新信息，有利于学习者增强创新意识、培养实践能力、形成自学能力，也有利于学习者学以致用，解决实际工作中所遇到的问题。具有如此特点的书，我们虽然沿用了“教材”这个概念，但它与那种仅供教师讲、学生听，教师不讲、学生不懂，以“教”为中心的教科书相比，已经在内容安排、形式体例、行文风格等方面都大不相同了。希望读者对此有所了解，以便从一开始就树立起依靠自己学习的坚定信念，不断探索适合自己的学习方法，充分利用已有的知识基础和实际工作经验，最大限度地发挥自己的潜能，达到学习的目标。

欢迎读者提出意见和建议。

祝每一位读者自学成功。

**全国高等教育自学考试指导委员会**

2005 年 8 月

## 编者说明

《国际商务英语》(2005年版)(原《经贸知识英语》)是根据全国高等教育自学考试指导委员会制定、教育部批准颁布的课程自学考试大纲编写的。它是高等教育自学考试国际贸易专业本科段必修课指定教材,也是高等教育自学考试英语专业本科段选考课指定教材。同时也适用于具有相当英语水平的从事对外经济贸易工作的读者。

本教材英语技能与经贸知识并重,它用英语比较系统地介绍了对外经济贸易基础知识,包括国际贸易基础理论、国际经贸实务、灵活贸易方式、证券交易、跨国公司、与国际经济贸易相关的主要国际组织等,基本涵盖了对外经济贸易主要方面的梗概。

为切实便于自学,每课课文后面除给出生词短语和经贸术语外,还作了相当详尽的注解,内容涉及词义、用法、同义词比较、相关词介绍,还涉及复杂句子结构及其他较难的语法现象,以及翻译技巧,难点的理解,有关经贸知识的简明解说等,旨在向读者提供“书面教师”,使其能真正自学本书。课文的后面还提供了参考译文,既帮助读者理解课文的内容,又为自学者提高翻译水平提供有益的参考。

本书的练习兼顾英语技能与经贸知识。书后附有练习答案。其中英译汉和汉译英的译法供参考,读者不必拘泥一种译法。

书后所附常用商务词语表中的商务词语不一定在课文中出现过。将其列出是为了便于读者必要时查阅使用。

为便于考生自学和备考,《国际商务英语自学考试大纲》与《国际商务英语》教材合订出版,附在本书后面。该大纲是本教材编写的依据,也是个人自学、社会助学和国家考试命题的依据,对每课的学习要点(包括知识要点和语言要点)、考试题型都做了具体规定,经国家教委自考办组织专家审订后批准颁布。

原《经贸知识英语》自 1998 年出版至今已有 7 年。这一时期正是中国加入世贸组织、对外商务活动长足发展的阶段。中国的年进出口额已超过 10 000 亿美元，并成为吸收外资最多的国家。同时经济全球化日益发展，国际商务活动也发生了不少变化。在这种情况下，原先出版的教材已不能适应形势发展的需要。经教育部考试中心同意，特对本教材进行修订。

本次修订依照《国际商务英语自学考试大纲》的要求进行。修改后的教材其难度和考核要求不变，以保持本自考课程的稳定性和连续性，但具体内容做了相当大的调整和充实，以适应国际商务形势发展的实际需要。主要涉及以下方面：

1. 更新了过时的资料和内容，尽量选用 2004 年年底的资料。
2. 根据国际商务实际工作需要充实了一些内容，如国际商务、收入水平与世界市场、地区一体化和经济全球化、国际货币体系与汇率、国际投资等。
3. 删减压缩了一部分内容，如关贸总协定、1990 国际贸易术语解释通则等。
4. 加强了与中国有关的内容，使本课程更符合我国的需要。如：“世贸组织与中国”讲述了中国加入世贸组织后的机遇与挑战。另外，书中对中国和有关国际组织的关系、中国在贸易投资各方面的业绩均有所阐述。
5. 对原书的结构顺序作了调整，使之更趋合理、更便于学习。大致分为综述、贸易、投资等几大块，既包括宏观内容，又包括微观内容，基本覆盖了国际商务活动的主要知识。

修订后的教材改称《国际商务英语》。这样一方面更符合内容实际，另一方面也体现与时俱进的精神。

2005 年 8 月

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**第一部分**  
**国际商务英语**





# Lesson 1

## International Business

International business refers to<sup>1</sup> transaction between parties<sup>2</sup> from different countries. Sometimes business across the borders of different customs areas<sup>3</sup> of the same country is also regarded as import and export, such as business between Hong Kong and Taiwan.

International business involves more factors and thus is more complicated than domestic business. The followings are some major differences between the two:

1. The countries involved often have different legal systems, and one or more parties will have to adjust themselves to operate in compliance with the foreign law.

2. Different countries usually use different currencies and the parties concerned will have to decide which currency to use and do everything necessary as regards conversion etc. Uncertainties and even risks are often involved in the use of a foreign currency.

3. Cultural differences including language, customs, traditions, religion, value, behavior etc. often constitute challenges and even traps for people engaged in international business.

4. Countries vary in natural and economic conditions<sup>4</sup> and may have different policies towards foreign trade and investment, making international business more complex than domestic business.

With the development of economic globalisation, few people or companies can completely stay away from international business.

Some knowledge in this respect is necessary both for the benefit of enterprises and personal advancement<sup>5</sup>.

International business first took the form of commodity trade, i. e. exporting and importing goods produced or manufactured in one country for consumption or resale in another<sup>6</sup>. This form of trade is also referred to as visible trade<sup>7</sup>. Later a different kind of trade in the form of transportation, communication, banking, insurance, consulting, information etc. gradually became more and more important. This type of trade is called invisible trade. Today, the contribution of service industries<sup>8</sup> of the developed countries constitutes over 60% of their gross domestic products<sup>9</sup> and account for an increasing proportion of world trade.

Another important form of international business is supplying capital by residents of one country to another, known as international investment. Such investments can be classified into two categories. The first kind of investments, foreign direct investments or FDI for short is made for returns through controlling the enterprises or assets invested in in<sup>10</sup> a host country. The host country is a foreign country where the investor operates, while the country where the headquarters<sup>11</sup> of the investor is located is called the home country. The second kind of investment, portfolio investment, refers to purchases of foreign financial assets for a purpose other than controlling. Such financial assets may be stocks, bonds<sup>12</sup> or certificates of deposit. Stocks are also called capital stocks or bonds. Bonds are papers issued by a government or a firm with promise to pay back the money lent or invested<sup>13</sup> together with interest<sup>14</sup>. The maturity period of a bond is at least one year, often longer, for example five, or even ten years. Certificates of deposit generally involve large amounts, say 25 thousand US dollars.

Besides trade and investment, international licensing and franchising are sometimes taken as a means of entering a foreign mar-

ket. In licensing, a firm leases the right to use its intellectual property<sup>15</sup> to a firm in another country. Such intellectual property may be trademarks, brand names, patents, copyrights or technology. Firms choose licensing because they do not have to make cash payments to start business, and can simply receive income in the form of royalty. Besides, they can benefit from locational advantages of foreign operation without any obligations in ownership or management. The use of licensing is particularly encouraged by high customs duty and non-tariff barriers on the part of the host country. However it is not advisable<sup>16</sup> to use licensing in countries with weak intellectual property protection since the licensor may have difficulty in enforcing licensing agreement.

Franchising can be regarded as a special form of licensing. Under franchising, a firm, called the franchisee, is allowed to operate in the name of another, called the franchiser who provides the former with trademarks, brand names, logos, and operating techniques for royalty. In comparison with the relation between the licensor and the licensee, the franchiser has more control over and provides more support for the franchisee<sup>17</sup>.

The franchiser<sup>18</sup> can develop internationally and gain access to useful information about the local market with little risk and cost, and the franchisee can easily get into a business with established products or services. Franchising is fairly popular especially in hotel and restaurant business.

Other forms for participating in international business are management contract, contract manufacturing, and turnkey project.

Under a management contract, one company offers managerial or other specialized services to another within a particular period for a flat<sup>19</sup> payment or a percentage of the relevant business volume. Sometimes bonuses based on profitability or sales growth are

also specialized in management contracts. Government policies often have a lot to do with management contracts. When a government forbids foreign ownership in certain industries it considers to be of strategic importance but lacks the expertise for operation, management contracts may be a practical choice enabling a foreign company to operate in the industry without owning the assets.

By contract manufacturing, a firm can concentrate on their strongest part in the value chain, e. g. marketing, while contracting with foreign companies for the manufacture of their products. Such firms can reduce the amount of their resources devoted to manufacture and benefit from location advantages from production in host countries. However, loss of control over the production process may give rise to problems in respect of quality and time of delivery.

For an international turnkey project, a firm signs a contract with a foreign purchaser and undertakes all the designing, contracting and facility equipping before handing it over to the latter upon completion. Such projects are often large and complex and take a long period to complete. Payment for a turnkey project may be made at fixed total price or on a cost plus<sup>20</sup> basis. The latter way of payment shifts the burden of possible additional cost over the original budget onto the purchaser.

BOT<sup>21</sup> is a popular variant of the turnkey project where<sup>22</sup> B stands for build, O for operate and T for transfer. For a BOT project, a firm operate a facility for a period of time after building it up before finally transferring it to a foreign company. Making profit from operating the project for a period is the major difference between BOT and the common turnkey project. Needless to say, the contractor has to bear the financial and other risks that may occur in the period of operation.

## Words and Expressions

transaction	<i>n.</i>	交易
customs area		关税区
in compliance with		遵从, 遵照
conversion	<i>n.</i>	货币兑换
visible trade		有形贸易
resale	<i>n.</i>	转售
invisible trade		无形贸易
gross domestic product		国内生产总值
for short		缩写为
account for		占……比例
headquarters	<i>n.</i>	总部
trap	<i>n.</i>	陷阱, 圈套
portfolio investment		证券投资
stocks	<i>n.</i>	股票
bonds	<i>n.</i>	债券
maturity	<i>n.</i>	(票据等) 到期, 到期日
certificate of deposit		大额存单
other than		而不是
licensing	<i>n.</i>	许可经营
franchising	<i>n.</i>	特许经营
trademark	<i>n.</i>	商标
advisable	<i>a.</i>	可行的, 适当的
patent	<i>n.</i>	专利
royalty	<i>n.</i>	专利使用费, 许可使用费, 版税
copyright	<i>n.</i>	版权
licensor	<i>n.</i>	给予许可的人
licensee	<i>n.</i>	接受许可的人
franchiser	<i>n.</i>	给予特许的人

franchisee	<i>n.</i>	接受特许的人
logo	<i>n.</i>	标志, 标记
management contract		管理合同
expertise	<i>n.</i>	专门知识
bonus	<i>n.</i>	红利, 奖金, 津贴
flat	<i>a.</i>	一律的, 无变动的
value chain		价值链
contract manufacturing		承包生产
turnkey project		“交钥匙”工程
BOT		建设、经营、移交 (Build, Operate, Transfer)
stand for		表示, 代表
variant	<i>n.</i>	变形, 变体

### Notes to the Text

1. refer 此处是“有关、涉及”之意, 是不及物动词, 后面需要用介词 to。refer to 还常用作“查阅、参考”解, 如: refer to the dictionary 查字典。即便 refer 作及物动词用后面也要用介词 to。如: 让学生去请教老师 refer the student to his teacher。

2. parties 当事人, 参与者, 可用于指个人, 单位, 也可指国家。如: China was a contracting party to GATT. 中国曾是关贸总协定缔约国。

3. customs area 指独立设置并行使海关职能的地区, 一般为主权国家, 但也有作为主权国家的一部分而成为独立关税区的, 如我国的港、澳、台地区。

4. condition 用于指具体的环境、情况、条件时一般以复数形式出现, 又如: in difficult conditions, under present conditions 等。但笼统地做情况解时则用作不可数名词, 如: in good condition, in poor condition 等。

5. personal advancement 指个人的晋升, 个人素质的提高,

个人事业的进步等。

6. one...another 一个……另一个，一般涉及三个或更多的方面，若只涉及两方面则该用 one...the other。

7. visible trade 有形贸易即商品贸易。下面的 invisible trade 无形贸易即服务贸易。

8. 这里指各种具体的服务产业，所以 industries 用复数。

9. gross domestic product (GDP) 后面课文中有阐述。中文虽称作国内生产总值，但 GDP 也可用于某省、某市、某地的生产总值。如：The GDP of Guangdong Province is the largest in China.

10. 两个 in 作用不同，不可省略。第一个介词 in 与动词 invest 连用，其宾语为前面的 enterprises 和 assets。

11. headquarters 总部，注意总以复数形式出现。

12. bonds 债券，公司或政府以对外借债形式筹措资金而发出的债务凭证，期限一般较长，可长达 20 年，甚至更长。

13. lent or invested, or 的含义为“也就是”，“即”。lent 和 invested 都是从投资人即购买债券的人的角度说的。

14. interest 作“利息”解时是不可数名词，不能用复数。但作“利益”、“权益”解时是可数名词而且常以复数形式出现。如：vested interests 既得利益。

15. intellectual property 知识产权，有人建议译为“智力产权”，指人们对自己脑力劳动创造的财富所享有的权利，包括版权和工业产权两大部分，具有专有性、时间性和地区性的特点。各种著作、发明、发现、设计、技术、商标、品牌、标记等均属知识产权。

16. advisable 可取的，明智的。常可用来表达“最好……”之意，如：It is advisable to try again. 最好再试一次。中国学生表达此类意思常爱使用“You had better...”而意识不到这种说法或多或少带有教训人的意味。

17. franchiser 和 franchisee 之间关系往往较 licensor 和 licensee 的关系密切，如：汽车制造商与经销商之间，石油公司与加

油站之间，饮料公司与装瓶厂之间以及饭店、餐馆等常形成特许经营。

18. franchisee 自负盈亏经营，franchiser 收取特许使用费，无须进行其他投资，故风险和成本很低。

19. flat 含义为“价格等无涨落变动的，一律的”，此处 flat payment 指支付一笔固定的款项。再如：flat rate 统一费率，统一价格。

20. cost plus 在实际成本之外收取一定费用。这种收费方式在成本超出预算时可免使承建方承担费用风险。

21. BOT 因其汉译较长，使用不便，行业内对其又比较熟悉，故此用汉语表达时也往往直接使用英文原文 BOT。

22. where 是关系副词，其先行词是 BOT 而不是离其最近的 turnkey project。

## 课文参考译文

### 国际商务

国际商务是指不同国家间进行的交易活动，有时同一国家内不同关税区之间进行的商务活动也视为进出口贸易，例如，香港和台湾之间的商务活动。

国际商务比国内商务涉及的因素更多，因而更加复杂。下面是关于这两种商务活动的主要区别：

1. 不同的国家通常拥有不同的法律体系，参与商务的一方或几方不得不根据外国的法律来调整自己的经营活动。

2. 不同的国家通常使用不同的货币，参与商务的有关方必须选择使用哪种货币，就兑换等事宜做好一切必要的工作。在使用外汇的过程中，往往存在不稳定因素甚至是风险。

3. 文化差异包括语言、习俗、传统、宗教、价值观和行为方式的不同，往往给从事国际商务的人构成挑战甚至是陷阱。

4. 不同的国家自然条件和经济状况不同，对待外国的贸易和



投资的政策不同，这也使国际商务比国内商务更加复杂。

随着经济全球化的发展，很少有人和公司能完全置身于国际商务之外。因此，在这方面具有一定的知识是十分必要的，这既有益于企业的发展又有益于个人的进步。

国际商务最初以商品贸易的形式出现，即将在一国生产或制造的商品，出口或进口到另一国消费或转售。这种贸易形式也称为有形贸易。后来另一种以运输、通讯、银行业、保险、咨询、信息业出现的贸易形式逐渐变得越来越重要。这种贸易称为服务贸易或无形贸易。如今，发达国家的服务业占其国内生产总值 60% 以上，在世界贸易中的比重也不断增长。

国际商务的另一种重要的形式是由一国居民向另一国提供资金，称作国际投资。国际投资可分为两大领域：第一种是外国直接投资，简称 FDI。投资者通过控制其投资在他国的企业和资产获得回报。投资者进行经营活动的国家称为东道国，投资者总部所在国称为投资国。第二种是证券投资，指不以控制为目的而购买国外的金融资产，这样的金融资产可以是股票、债券或定期存款单。股票又称作股本或股份。债券是由政府或公司发行的凭证，政府或公司承诺偿还债券购买者所借贷亦即所投资的本金并利息。债券到期的时间至少为 1 年，一般更长，例如 5 年甚至 10 年。定期存款单涉及的金额通常较大，如 2.5 万美金。

除了贸易和投资，国际许可和特许经营有时也是进入国际市场的一种方式。国际许可即一家公司允许国外的公司使用它的知识产权。这种知识产权可以是商标、品牌、专利、版权或技术。一些公司选择许可经营，因为他们可以直接收取知识产权使用费，而不必支付现金去开办新业务。此外，他们在海外经营中享有当地经营优势，而在所有权和经营方面不承担任何的义务。当东道国关税高或非关税壁垒多时，国际许可经营更受欢迎。然而在知识产权保护不力的国家，最好不要采用国际许可经营，因为许可方执行许可协议时会遇到困难。

特许经营可以看作是许可经营的一种特殊形式。在特许经营情况下，特许使用方获准以另一家公司即特许授予方的名义开展业