

A Series of New Century International Business
新世纪国际商务丛书

Elements of International Trade Practice

国际商贸实践

WENG Fengxiang 翁凤翔 编著



浙江大学出版社

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About the Series Compiler

Prof. WENG Fengxiang (翁凤翔) is on the faculty of Shanghai Pudong International Business Training Centre (Shanghai Maritime University).



Mr. WENG Fengxiang is a Guest Professor of the Business School of University of Central England, Birmingham, and of International College Britain, Edinburgh, and an Associate Professor of Shanghai Maritime University. He is the author of 10 books of international business and of a number of theses which include:

Mastering Cambridge Business English (Fudan University Press, 1996)

International Business English Translation (Zhejiang University Press, 2002)

A Dictionary of Commonly-Used Words in International Business English with Both English and Chinese Definitions and Examples of Usage (Hunan Literature and Art Publishing House, 1998)

Detailed Interpretation of International Business Graphs and Tables (Zhejiang University Press, 2002)

Cambridge Business English Vocabulary and International Business English Synonyms (Shanghai Jiaotong University Press, 2003)

Functional Equivalence and Translation of Maritime Rules and Regulations (Shanghai Journal of Translators for Science and Technology, Issue No.5, 1996)

Having been engaged in teaching and making researches on international business/business English for a long time, Prof. WENG Fengxiang is a consultant of some influential companies and a supervisor of postgraduate. Once working for companies, Prof. WENG Fengxiang has much experience in international business practice, especially in international trade. He worked as a visiting professor in the Business School of University of Central

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England, Birmingham for one year. He is the academic team leader of his discipline in the university. During his stay in the United Kingdom, Prof. WENG Fengxiang finished PhD courses and worked as a supervisor of MBA and MSc. Prof. WENG Fengxiang holds a Master degree in international business translation. The courses which he teaches include: International Business, International Trade, MBA Business English, etc.

Preface

Opportunities for careers in International Business have increased tremendously especially since China joined the World Trade Organization. As a result, the need for current knowledge about international business practice and terminology is crucial. Although there are many reference books available, some are published abroad and therefore can be very difficult to understand, while those published in China lack the necessary international business terminology and expressions in English. *A Series of New Century International Business*, edited by Professor WENG Fengxiang, solves these problems. The series consists of four books written in simple English, but it also includes explanations of the more difficult points written in Chinese. Readers are sure to benefit from his explanations of English international business expressions. Professor WENG makes a great contribution to the teaching and learning of international business.

Professor WENG Fengxiang, having worked as a consultant for international companies, is very experienced in current international business practice. Currently, he is an Associate Professor of International Business at Shanghai Maritime University. As well as teaching International Business English, Professor WENG also teaches International Trade and International Payments. As a leading expert in his discipline, Professor WENG is among the supervisors of International Business Translation postgraduates. Having conducted academic research in the UK, he has been invited to be a Guest Professor at the Business School of University of Central England, Birmingham.

Professor WENG is the author of a number of books on International Business English. Changes in international business happen quickly, and keeping up with international issues and their impact on international business can be difficult. The series addresses both the instructors' and the students' needs for current information. I highly recommend the series to the International Business and Business English learners.

Han Zhonghua (韩忠华)

Professor of English & Translation

Shanghai Maritime University

January 28, 2004

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JIN Caiju (靳才举), my postgraduate.

All the authors of the reference books and of the articles of the Internet.

Introduction

International trade, one of the key parts of international business, is beginning to become more and more appealing to Chinese people, especially to the young because of the fact that the world is becoming more and more globalized.

It does not matter whether an individual is just starting out in international trade or he/she has been engaged in the trade for a long time. The prospect of becoming involved in some form of international trade is increasingly likely. To be specialized in or to know something about international trade becomes necessary and important for anyone who intends to be involved in international trade or who simply wishes to improve his or her all-round knowledge of the subject.

This book is intended to describe the framework within which international trade is conducted. As an introductory text it is designed to help readers insert a foot into international trade, by providing a coherent background to the activities of exports and imports, and to give other knowledge closely related to international trade.

The characteristics of this book are as follows:

Firstly, as the book shows, it is written in simple English except for some special terms. Therefore, readers will not find it difficult to read. Reading the book, readers can learn basic knowledge about international trade. What is more, readers can learn the English expressions and special terms of international trade, which books of the same kind in Chinese may lack.

Secondly, to help readers understand the essence of each chapter, the author of this book provides the 'Summary' in Chinese, which can help readers to clear up some points that puzzle them.

Thirdly, this book goes ahead basically along the stages of international trade. In this way, readers unfamiliar with international trade can have a better picture of the framework of international trade.

Fourthly, this book provides the latest information about international trade. For

example, to meet the requirements of the WTO, some laws and regulations have been changed or will be changed. The book enables readers to know something about the changes.

And finally, unlike books of the same kind, this book includes some fields such as electronic-commerce and organizations involved in international trade like banks, freight forwarder, factoring firm, and so on.

In addition, the large number of figures will also help readers to understand more about international trade.

Rich experience in international trade practice and in teaching international trade for years enables the author of this book to present a better picture of the framework of international trade to readers. Furthermore, one year working as a Guest Professor in the Business School of a British university contributes much to the coming out of this book, the draft of which was actually finished during the writer's stay in the UK.

International trade is a restless activity, with developments occurring all the time. This book can help readers to get familiar with the latest developments in international trade so that readers can keep abreast of changes in international trade.

Nevertheless, hopefully, readers do not feel surprised when finding some points are not so updated, this is because of the 'lead time'—time gap between the writing of the book and coming out of the book.

The author of this book sincerely welcomes suggestions or comments about it.

WENG Fengxiang(翁凤翔)

January 15, 2004

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