

国家教育部新世纪网络课程建设工程项目
商务英语系列课程教材

国际贸易实务

International Trade Practices



总主编 肖云南

主 编 孙湘生 易 滢

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内 容 简 介

本书是《商务英语系列课程教材》之一。以国际货物贸易的主要业务环节为主线,系统地介绍了各个环节的操作规程和国际惯例。本书以英语介绍专业知识,因此相对原版教材而言,语言简练,通俗易懂,其目的是让读者既熟悉国际贸易业务又掌握与业务有关的英文表达方法。本书共8章,每章开始设有学习目标,方便学生掌握本章学习重点;每章后附有关键术语和词语、注释及针对性练习,便于学生进一步学习新知识和巩固所学知识。

本书可供国际贸易、国际商务、英语等专业三年级以上本科生作为复合型专业英语教材使用,同时也可供具有一定英语和商务知识的自学者学习参考。

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前 言

迈入新世纪和加入 WTO,我国正逐步地参与国际竞争,同世界接轨。随着全球经济的发展和市场化运作,英语作为国际贸易用语变得越来越重要,社会上也越来越迫切地需要既有专业知识又能熟练运用英语的人才。怎样才能有效地提高学生的实际语言运用能力,培养既有专业知识又能熟练运用英语的人才,使学生所学的知识跟上时代的节奏,符合社会经济生活的实际需求,已成为英语教育工作者的历史责任,也是日益发达的经济和社会发展的需要。

为此,我们根据高等院校经贸专业英语的课程设置,以国际贸易的知识体系为背景,编写了这套《商务英语系列课程教材》。本系列课程教材不仅注重英语听、说、读、写、译等基本技能的训练,而且注重经贸专业知识的培养。本系列课程教材可供国际贸易、经济管理、国际金融、法律、英语专业商务英语方向的学生作为双语教材使用,亦可供具有一定英语基础的其他专业人员培训英语和国际贸易专业知识使用。

《商务英语系列课程教材》是国家教育部新世纪网络课程建设工程项目成果之一,本系列教材包括《商务英语听说》、《商务英语阅读(精读本)》、《商务英语选读(泛读本)》、《商务英语写作》、《国际商务谈判》、《国际贸易实务》、《国际市场营销》、《国际支付与结算》、《国际商法》共9本。随着国际商务的发展和读者的需要,我们还将不断对这一系列教材进行补充和修改,以期形成读者欢迎的动态系列教材。本系列教材具有以下特色。

1. 内容新,专业性、可操作性强。
2. 强调专业基础,重视语言运用,各书均配有大量练习,注重全面提高学生运用商务知识和英语听、说、读、写、译的能力。
3. 设计有配套的课程软件,便于学生自主学习。操作上可灵活掌握,不仅可供在校课堂学习,还可以面向全国网络课程的学生和在职人员自学,覆盖面广。
4. 编写者都是从事商务英语教学的一线教师,具有多年丰富的教学经验和极强的事业心和敬业精神。在系列教材的基础上,作者根据自身教学经验编写了配套的教师指导书和参考答案,可与同行交流,便于教师授课和辅导学生进行课后实践。如有需要者请与湖南大学商务英语系联系。电子邮件地址:business@lingchina.org。

《国际贸易实务》是《商务英语系列课程教材》之一。全书共8章,以国际货物贸易的主要业务环节为主线,系统地介绍了各环节的操作规程和国际惯例。本书以英语介绍专业知识,相对原版教材而言,语言简练,通俗易懂,其目的是让读者既熟悉国际贸易业务又掌握与业务有关的英文表达方法。编者在多年的教学实践中体会到,业务知识的掌握和语言能力的提高是可以同时实现的,所以希望本书有利于培养既有良好的英语基础又具备专业知识的

复合型人才。本书每章开始设有学习目标，方便学生掌握本章学习重点，每章后还附有关键术语和词语、注释及针对性练习，便于学生在进一步学习新知识的同时巩固所学知识。

本书由孙湘生、易滢负责设计总体框架并制定写作大纲，组织编写和最后定稿。具体分工是：孙湘生负责编写第1、2、3章；易滢负责编写第4、5、6、7、8章；龚艳霞负责编写1、2、3章练习；刘敏娟负责编写4、5、6、7、8章练习。

由于本书编写时间仓促，而且编者水平有限，书中难免存在错误与缺憾，敬请广大读者不吝赐教，以便今后进一步修改完善。

编 者
于长沙市岳麓山
2005 年 1 月

注：本书课后练习答案可到网站 <http://press.bjtu.edu.cn> 下载或发邮件到 cbszlj@jg.bjtu.edu.cn 索取。

学习指导

《国际贸易实务》是《商务英语系列课程教材》之一。全书共 8 章，内容涉及国际货物贸易的基本知识和操作原理。本书通过案例加深学生对所学知识的印象，并在增加学生的商务知识的同时扩大其专业英语词汇量与知识面，从而使其对国际货物贸易过程和基本实践有一个全面的了解。本书每章的课后附有相关的练习，可供读者进一步学习使用。本书可供英语、国际商务和国际贸易等相关专业三年级以上本科生作为复合型专业英语教材使用，亦可供具有一定英语基础和商务基础知识的自学者自学使用。本教材课时可安排为 54 学时。

本书各章的基本组成如下。

1. 教材主体

每章开始为学习目标 (objectives)，即本章主要的知识点。学习目标简明扼要，使学生对要学习的新知识一目了然，同时也方便学生掌握本章的重点知识。各章节的具体内容都分别依照进出口业务知识的要点进行讲述。

2. 案例学习

结合各章要点，用实际案例 (cases) 对知识点进行说明。各个章节案例全部都是世界进出口业务的实际事例，从而可以使学生将所学知识和社会实际联系起来，更理性地看待进出口业务中的各种问题。

3. 词汇术语

在各章后列出相关词汇和专业术语，帮助学生理解各词汇的不同表达方式和各专业术语的界定，以增加专业知识。

4. 难点注释

对各章中出现的语言和知识难点在注释部分 (notes) 进行解释，并对各章的一些难句进行翻译，以降低学习难度，帮助学生更好地理解和掌握专业知识。

5. 练习

练习 (exercises) 素材广泛，形式多样，本部分主要帮助学生复习本章重点内容，巩固

已学的知识。

在学习本教材时，建议先掌握每章的要点，然后熟悉关键术语并浏览难点注释，再通读每章的主体内容，最后在理解的基础上仔细阅读并思考各章案例所体现的知识要点和与之相关的社会实践。每章课后所附的练习主要供复习使用，因此最好在掌握每章的知识要点以后再做。有兴趣的读者还可以登陆相关的网站更详细地了解有关知识。

编 者
2005 年 1 月

Contents

Chapter One General Introduction to International Trade Practices (1)

国际贸易实务简介

1.1 The Concept of International Trade Practices (1)

国际贸易实务的定义

1.1.1 International trade (1)

国际贸易

1.1.2 International trade transaction (2)

国际贸易实务

1.1.3 Export transactions based on a contract of sale (2)

以销售合同为基础的出口贸易

1.1.4 Export transactions based on the supply of manpower and techniques (3)

以劳动力和技术为基础的出口贸易

1.2 The Export Transaction (3)

出口贸易

1.2.1 The concept of the export transaction (3)

出口贸易的概念

1.2.2 The parties and the means involved in the export transaction (5)

出口贸易的当事人及所涉及的方式

Chapter Two The International Sale of Goods (12)

国际货物买卖

2.1 International Trade Terms (12)

国际贸易术语

2.1.1 Introduction to trade terms (13)

国际贸易术语介绍

2.1.2 Incoterms 2000 (14)

国际贸易术语解释通则 2000

2.2 Formation of Contract (25)

合同的形成

2.2.1	The negotiations	(26)
	谈判	
2.2.2	The offer	(26)
	询盘	
2.2.3	The acceptance	(27)
	接受	
2.3	Performance of the Contract	(28)
	合同的执行	
2.3.1	Delivery of the goods	(28)
	货物的运输	
2.3.2	Passing of the property	(28)
	所有权的转移	
2.3.3	Passing of the risk	(28)
	风险的转移	
2.4	Acceptance and Rejection of Goods	(29)
	货物的接受与拒绝	
2.4.1	Examination of goods	(29)
	货物的检验	
2.4.2	Acceptance of goods	(29)
	货物的接受	
2.4.3	Rejection of goods	(30)
	货物的拒绝	
2.4.4	The rights of the unpaid seller	(30)
	货款未收到的卖主的权利	
2.4.5	The right of resale	(30)
	转售的权利	
2.5	Frustration of Contract	(30)
	合同的落空	
2.5.1	Legal meanings of frustration	(31)
	落空的法律含义	
2.5.2	Conditions upon which the contract is frustrated	(32)
	合同落空的情况	
2.5.3	Effect of frustration	(37)
	合同落空的影响	

2.6 Invoices and Packing	(39)
发票和包装	
2.6.1 Invoices	(39)
发票	
2.6.2 Packing	(41)
包装	
2.7 Product Liability	(42)
对产品质量的责任	
2.7.1 The basis of product liability	(42)
对产品质量承担责任的依据	
2.7.2 Liability arising from the contract of sale	(43)
由销售合同所引起的产品质量责任	
2.7.3 Defenses	(43)
保护措施	
2.7.4 Damages	(44)
损失	
2.7.5 Product liability insurance	(44)
产品质量责任保险	
 Chapter Three Finance of Exports	 (55)
出口融资	
3.1 Bill of Exchange	(55)
汇票	
3.1.1 Payment on open account	(56)
往来账户支付	
3.1.2 Payment by bills of exchange	(56)
汇票支付	
3.2 Collection Arrangements	(60)
托收	
3.2.1 The uniform rules for collections	(60)
托收的统一规则	
3.2.2 Dishonor	(61)
拒收	
3.3 Letter of Credit	(63)
信用证	

3.3.1	Characteristics of a letter of credit	(63)
	信用证的特点	
3.3.2	Kinds of letters of credit	(65)
	信用证的种类	
3.3.3	Anomalous letter of credit situations	(67)
	不规则的信用证	
3.4	Bank Guarantees	(69)
	银行担保	
3.4.1	Definition of bank guarantee	(69)
	银行担保的定义	
3.4.2	Classification of bank guarantee	(69)
	银行担保的种类	
Chapter Four	Transportation of Export	(79)
	出口运输	
4.1	Carriage of Goods by Sea	(79)
	海洋货物运输	
4.1.1	The course of business in the carriage of goods by sea	(79)
	海洋货物运输的程序	
4.1.2	The contract of carriage by sea	(80)
	海洋运输合同	
4.1.3	Bills of lading	(82)
	提单	
4.1.4	The liability of the carrier	(84)
	承运人的责任	
4.1.5	Expected perils	(84)
	预期的危险	
4.1.6	Proceedings by the cargo owner	(86)
	货主的诉讼	
4.2	Container Transport	(86)
	集装箱运输	
4.2.1	The course of business in container transport	(86)
	集装箱运输的程序	
4.2.2	Container leasing agreement	(88)
	集装箱租赁合同	

4.2.3	Legal problems of container transport	(88)
	集装箱运输的法律问题	
4.2.4	The documents used in container transport — the combined transport document	(89)
	集装箱运输中使用的单据——联运单据	
4.3	Carriage of Goods by Air	(89)
	航空运输	
4.3.1	When it may be used	(89)
	需用空运的情况	
4.3.2	The course of business in the carriage of goods by air	(90)
	空运的程序	
4.3.3	Document of carriage	(90)
	航空运单	
Chapter Five	Insurance of Goods in Transit	(99)
	国际货运保险	
5.1	Marine and Aviation Insurance	(99)
	海运和空运保险	
5.1.1	Marine insurance	(99)
	海运保险	
5.1.2	Air cargo insurance	(103)
	空运保险	
5.2	Export Credit Guarantees	(103)
	出口信贷担保	
5.2.1	The export credits guarantee department	(104)
	出口信贷担保部门	
5.2.2	Facilities offered by the export credits guarantee department	(104)
	出口信贷担保部门提供的业务	
Chapter Six	International Commercial Dispute Resolution	(115)
	国际商务争端的解决	
6.1	International Commercial Litigation — Arbitration	(115)
	国际商务诉讼——仲裁	

6.1.1	The difference between ADR and arbitration	(115)
	选择性争端裁决与仲裁的区别	
6.1.2	General aspects of arbitration	(116)
	仲裁的基本内容	
6.1.3	International arbitration	(118)
	国际仲裁	
6.2	The Dispute Settlement Procedure of WTO	(124)
	世界贸易组织解决争端的程序	
6.2.1	Exporter's standing	(124)
	出口商的身份	
6.2.2	The law relating to WTO disputes	(125)
	与国际贸易组织争端有关的法律	
Chapter Seven	Marketing Organizations Abroad	(131)
	海外营销机构	
7.1	Agency Arrangements	(131)
	代理机构的安排	
7.1.1	Self-employed agents abroad	(131)
	自雇的海外代理	
7.1.2	The nature of the contract of agency	(132)
	代理机构合同的特征	
7.1.3	The agent's authority	(132)
	代理人的职权	
7.1.4	Rights and obligations of the agent and the principal	(134)
	代理人和委托人的权利与义务	
7.1.5	Special types of the agents	(136)
	特殊的代理人	
7.2	Branch Offices and Subsidiaries Abroad—Foreign Acquisitions	(142)
	海外分支机构和子公司的购置	
7.2.1	General understanding of branch offices and subsidiaries abroad	(142)
	海外分支机构和子公司的基本概念	
7.2.2	Dealings between branch offices abroad	(143)
	海外分支机构之间的交易	
7.2.3	Subsidiary companies abroad	(143)
	海外子公司	

7.2.4	Foreign acquisitions	(144)
	海外购置	
7.3	Sole Distribution Agreements, Licensing Agreements and Franchising	(145)
	独家经销协议、许可证协议及特许经营权	
7.3.1	Sole distribution agreements	(145)
	独家经销协议	
7.3.2	Licensing agreements	(149)
	许可证协议	
7.3.3	Franchising	(149)
	特许经营权	
Chapter Eight	Electronic Commerce and EDI	(155)
	电子商务及电子数据交换	
8.1	What Are Electronic Commerce and EDI	(155)
	什么是电子商务和电子数据交换	
8.2	Standardization of EDI Methods of Communication	(156)
	电子数据交换方式的规范化	
8.3	Other Legal Issues	(157)
	其他的法律问题	
8.4	Electronic Communications Act	(159)
	电子通信法令	

Chapter One

General Introduction to International Trade Practices

国际贸易实务简介

Objectives 学习目标

In this chapter, you will learn:

- ☒ The concept of international trade practices
- ☒ The export transaction

1.1 The Concept of International Trade Practices

国际贸易实务的定义

1.1.1 International trade 国际贸易

Trading is one of the most basic activities of mankind. It has existed in every society, every part of the world, and in fact every day since the caveman came into being.

For example, the United States is a major consumer of coffee, yet it does not have the climate to grow any of its own. Consequently, the United States must import coffee from countries (such as Brazil, Colombia, and Guatemala) that grow coffee efficiently. On the other hand, the United States has a wide range of large industrial plants capable of producing various goods, such as automobiles and airplanes, which can be sold to nations that are in need of them. If nations traded item for item, such as one automobile for 10,000 bags of coffee, this kind of trade would be extremely troublesome and restrictive. But instead of barter, which is the trade of

goods without an exchange of money, the United States receives money in payment for what it sells. It pays for Brazilian coffee with dollar, which Brazil can then use to buy wool from Australia, which in turn can buy textiles from Great Britain, which can then buy tobacco from the United States. This is a typical case of what we call international trade.

Therefore, international trade can be defined as the exchange of goods or services produced in one country with those produced in another. Yet nowadays in most cases, countries do not trade the actual goods or services, but trade in exchange for money or currency.

When as viewed from the business relationships and outcomes among different countries, international trade can be called world trade or global trade; when as viewed from those between a country and the other countries or its externals, international trade may also be called foreign trade. A country's foreign trade can sometimes be called overseas trade, external trade, abroad trade or import and export trade, etc., because of the country's geographical characteristics or historical traditions. In this work, we will mainly use the concept of export trade to refer to international trade.

1.1.2 International trade transaction 国际贸易实务

Therefore, in this work international trade transactions can relate to the exportation of goods or services from one country to another. These transactions are referred to as export transactions and are divided into two categories: those based on a contract for the international sale of goods and those based on the supply of manpower and techniques to another country, such as the construction of plants and the transfer of a patent.

1.1.3 Export transactions based on a contract of sale

以销售合同为基础的出口贸易

These contracts may be carried out by the following three methods:

- (1) An exporter sells goods directly to an importer abroad;
- (2) An exporter may choose to conduct business through agents, branch offices, distributors or subsidiary companies abroad;
- (3) An exporter may have appointed permanent representatives abroad and then carries out individual export transactions with them, or through them, by virtue of contracts of sale.

The latter two methods will not only examine export trading based on the contract of sale, but also deal with export trading carried out through marketing organizations in other countries.

These methods of export trading are examined in Chapter 7.

1.1.4 Export transactions based on the supply of manpower and techniques

以劳动力和技术为基础的出口贸易

These transactions generally involve the supply of services, manpower or techniques, such as the building of large infrastructure works — dams or roads, or the building of a factory with the attendant transfer of technology, often from an industrialized nation to a less industrialized one.

In this work, this type of transaction will not be particularly examined, for we chiefly focus on the export trading of sales.

1.2 The Export Transaction 出口贸易

1.2.1 The concept of the export transaction 出口贸易的概念

1. Why export

Exporting is an extension of trading with customers living in one country. This extension of the trader's domain is highly important, since it enables the vendee to make a choice between alternative goods in satisfying his needs. Not only are the goods of his own nation available to him but those of other nations as well. The need to acquire natural resources and capital equipment is vital to the well-being of all nations.

The advantages of exporting as a national objective are as follows:

1) Exploiting the surplus products

The idea of exporting, of exploiting nations' surpluses of the products may be easy enough to accept.

2) Making use of the comparative advantages

A major benefit of exporting is an enhanced opportunity to exploit the comparative advantages enjoyed by the producers in domestic markets. Every nation in the world will gain by specializing in selling those goods which it is absolutely best fit to sell, or at least in which it has comparative economic advantages over other countries. For instance, Japan has been able to export large quantities of radios and television sets because it can produce them more efficiently than other countries. It is cheaper for the United States to buy these from Japan than to produce them domestically. According to economic theory, Japan should produce and export those items from which it derives a comparative advantage. It should also buy and import what it needs from those countries that have a comparative advantage in the desired items.