国际经济与贸易系列教材

国际贸易实务

英文版
第二版

International Trade Practices

帅建林 编著

西南财经大学出版社

国际经济与贸易系列教材

国际贸易实务

英文版

第二版

International Trade Practices

帅建林 编著

西南财经大学出版社

图书在版编目(CIP)数据

国际贸易实务/帅建林编著 .—成都:西南财经大学出版社,2003.10
ISBN 7-81088-159-0

Ⅰ.国... Ⅱ.帅... Ⅲ.国际贸易—贸易实务—英语—教材
Ⅳ.H31

中国版本图书馆 CIP 数据核字(2003)第 085099 号

国际贸易实务 (英文版 第二版)

帅建林 编著

责任编辑:张纪亮

封面设计:穆志坚

出版发行:	西南财经大学出版社(四川省成都市光华村街 55 号)
网 址:	http://press.swufe.edu.cn
电子邮件:	xcpress@mail.sc.cninfo.net
邮政编码:	610074
电 话:	028-87353785 87352368
印 刷:	郫县犀浦印刷厂
开 本:	787mm×1092mm 1/16
印 张:	17.75
字 数:	300 千字
版 次:	2005 年 3 月第 2 版
印 次:	2005 年 3 月第 1 次印刷
印 数:	1—3000 册
书 号:	ISBN 7-81088-159-0/H·007
定 价:	28.80 元

内容提要

该英文版《国际贸易实务》旨在让读者在国际商务英语的语境中系统学习并掌握国际贸易实务的基本知识，学习英语在该语境中的特殊语体，提高其直接使用英语从事国际贸易的能力。该书分五个部分，共23章。第1章至第4章为国际贸易实务概论部分，包括国际贸易简介、国际贸易基本理论、国际贸易壁垒、电子商务；第5章至第11章为国际贸易条件部分，包括国际贸易术语、商品条件、国际货物运输、国际货物运输保险、价格条件、国际支付、索赔及不可抗力与仲裁；第12章至第15章为国际贸易程序，包括建立有利润的交易、进出口程序、交易磋商和合同订立、进出口制单；第16章至19章为国际贸易方式，包括代理经销和寄售、招投标、期货交易、对等贸易；第20章至23章为世界贸易组织及贸易全球化，包括WTO的目标功能和基本原则、WTO机构、WTO协议概述、贸易全球化和全球贸易的未来。本书全面系统地介绍了国际贸易的基本环节和世界贸易组织的运行机制。

第二版前言

该英文版本的《国际贸易实务》第一版于2003年10月问世。一年多以来，该教材受到广大读者的欢迎，得到学界广泛关注。许多大学将它作为国际经济与贸易专业进行双语教学的指定教材，也有许多大学将它作为经贸英语或商务英语专业的支撑或参考教材。在如此短暂的时间内，第一版就销售告罄，这是对编者的最大慰藉和鞭策。

为提高非外语类大学生的专业外语水平，教育部《关于加强高等学校本科教学工作提高教学质量的若干意见》明确指出：重点高校应当开出5%－10%的双语课程。"国际贸易实务"是高等院校国际经济与贸易等专业的一门主干课，宜采用外语讲授。编者自2000年以来一直用英语从事该课程的课堂教学，五年来的教学实践表明，学生进出口业务知识的掌握和英语语言能力的提高是可以同时实现的。期望本书能够在外向型人才培养方面继续做出贡献。

本书第二版对第一版的某些拼写错误、校对差错进行了修改，同时更改了第8章的部分练习内容。

在使用本书的过程中，广大读者、诸多兄弟院校的老师、我的研究生和MBA学生都提出了不少宝贵意见，湖南大学外国语学院商务英语系刘敏娟老师向作者提供了勘误表，并对进一步的修改提出了若干建议。在此，我对第一版中存在的差错向读者表示深深的歉意。同时，向刘敏娟老师致以最真挚的谢意，感谢她对本书的厚爱和关怀；也感谢诸多兄弟院校的老师、学生、我的研究生和MBA学生以及广大读者对此书的关注。我真诚希望广大读者对该英文版本《国际贸易实务》第二版继续给予关注，并继续多提宝贵意见。

借再版机会，我还要再次感谢我的博士生导师何泽荣教授，深切感谢他在国际经济学、国际贸易学、金融学等领域对我的耐心启发和孜孜教诲，感谢他对本书的关怀和指点。

虽然再版，方枘圆凿，实难避免，时间仓促，尚留遗憾。作者水平有限，书中不足之处，恳请读者批评指正。本人电子邮箱：shuai@swufe.edu.cn

帅建林
2005年3月于成都·浣花溪

第一版前言

我国日益频繁的对外经济贸易呼唤既有娴熟的外语语言技能，又有经贸专业知识的复合型人才。经贸英语正是在这一背景下诞生的一门以国际商务为语言背景的专门用途英语的应用性学科。因此，经贸英语的教学前提应该是首先完成对国际商务所涉及的主干课程的教学。然而，国际商务所涉及的领域很宽泛，对国际商务所涉及的主要学科的选材，对于经贸英语的教学就显得尤其重要。

《国际贸易实务》是国际商务学科体系中的一门基础课程，也是经贸英语专业的骨干支撑课程。该书作者以其多年在国外从事国际贸易业务和国际工程承包所积累的实践经验，以及近几年从事国际贸易实务教学的体会，根据最新有关国际贸易的法规和国际惯例，依托WTO营造的国际经贸背景而编写了这本教材。本书有以下几大特点：

一、结构合理，体系完整新颖。该书分五个部分，即国际贸易实务概论、国际贸易条件、国际贸易程序、国际贸易方式、世界贸易组织及贸易全球化，全面系统地介绍了国际贸易的基本环节和世界贸易组织的运行机制。

二、"案例导向"或"问题导向"。本书的每部分或某些章节，都从一个具体的、有趣的案例，或使人感到困惑的问题开始，然后沿着案例涉及到的问题进行阐述，从而增强其可读性、实务性和可操作性。

三、英语语言地道，表述简明易懂，选材新颖。每章课文后均配有相关知识点的强化训练和练习。

此外，书末附有"国际贸易术语英汉双解词汇表"，对教材中重要的专业术语、习惯表达等，不仅有中文翻译，而且还有英文解释。它可极大地方便读者查阅相关内容，扩大词汇量，帮助读者复习和巩固所学知识。同时，读者通过阅读英文注释，可以更加透彻地理解相关内容，培养使用英语和直接用英文思维的能力。

编写本书的具体分工如下：第6章、第7章、第8章、第11章由中国四川国际合作股份有限公司董事长安国胜编写；第14章、第15章、第18章、第19章由中国石油总公司成都公司总裁、四川中油开发有限公司董事长任吉武编写；其余各

章、附录由西南财经大学经贸英语专业副教授、国际贸易学博士生帅建林编写。

在编写本书过程中，我们参考并借鉴了国内外出版的有关书籍和资料，www.moftec.gov.cn, www.cietac.org.cn, www.iccwbo.org, www.unctad.org, www.wto.org 等网站的资料，以及其他商业网站和国际著名跨国公司网站的资料。

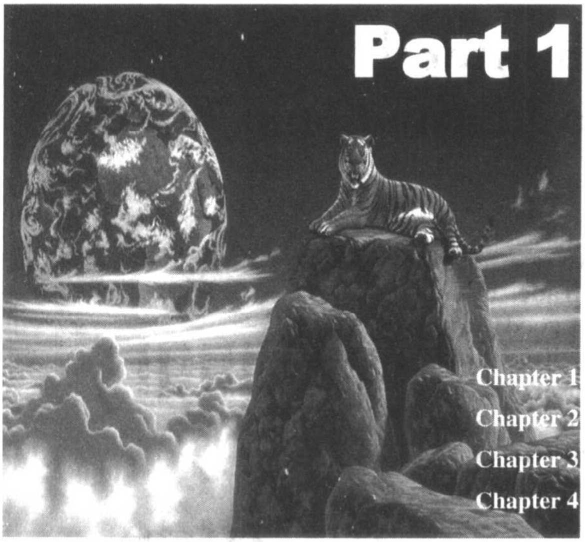
本教材得以问世，要衷心感谢我的博士生导师何泽荣教授，我对国际贸易学、金融学的初步领悟，深深受益于我的恩师。他渊博的知识、严谨的治学态度、对国际经济问题永不倦怠的探索精神，永远值得我学习。

由于编者水平有限，书中不足之处在所难免，敬请国内外专家、学者和广大读者批评指正。

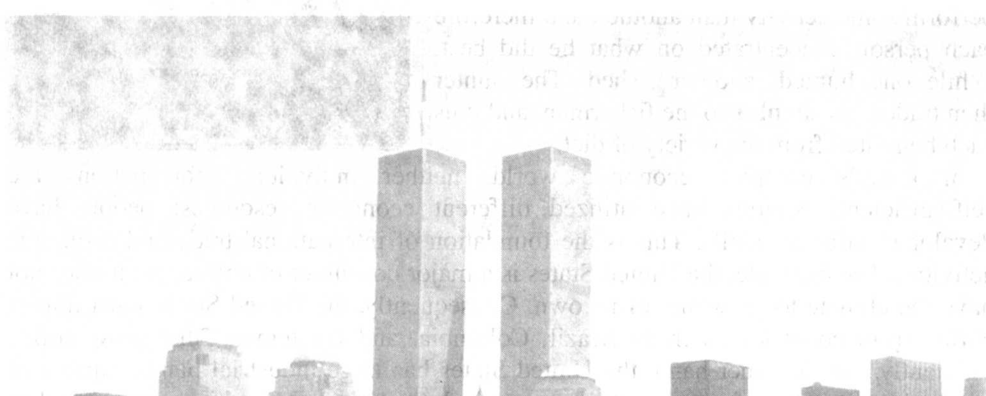
帅建林

2003 年 9 月于成都 · 光华园

CONTENTS



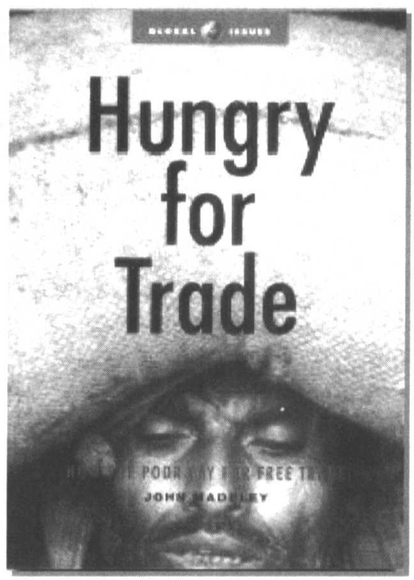
Part 1 Overview



Comprehension: Why do countries trade? Shouldn't a strong country such as the United States produce all of the computers, television sets, automobiles and cameras it wants rather than import such products from Japan? Why do the Japanese and other countries buy wheat, corn, chemical products, aircraft, manufactured goods, and informational services from the United States?

Chapter 1
Introduction to International Trade

International trade, also known as **world trade, foreign trade** or **overseas trade**, is the fair and deliberate exchange of goods and services across national boundaries. It concerns trade operations of both import and export and includes the purchase and sale of both visible and invisible goods, the former of which is called ***trade in goods*** while the latter of which is called ***trade in services*** in the word of WTO.



Economic activity began with the caveman, who was economically **self-sufficient**. He did his own hunting, found his own shelter, and provided for his own needs. One person was more able to perform some activity than another, and therefore each person concentrated on what he did best. While one hunted, another fished. The hunter then traded his **surplus** to the fisherman, and thus each benefited from the variety of diet.

In today's complex economic world, neither individuals nor nations are self-sufficient. Nations have utilized different economic resources; people have developed different skills. This is the foundation of international trade and economic activities. 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 large industrial plants capable of producing a variety of goods, such as chemicals and airplanes, which can be sold to nations that need them. If nations trade item for item, such as one automobile for 10,000 bags of coffee, foreign trade would be extremely troublesome and restrictive. But instead of **barter**, which is the trade of goods without any exchange of money, the United States receives money in payment for what it sells. It pays for Brazilian coffee with dollars, 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.

Foreign trade, the exchange of goods between nations, takes place for many reasons. The first, as mentioned above, is that no nation has all of the commodities that it needs. Raw materials are scattered around the world. Large deposits of copper are mined in Peru and Zaire, diamonds are mined in South Africa, and petroleum is recovered in the Middle East. Countries that do not have these resources within their own boundaries must buy from countries that export them.

Foreign trade also occurs because a country often does not have enough of a particular item to meet its needs. Although the United States is a major producer of sugar, it consumes more than it can produce internally and thus must import sugar. Third, one nation can sell some items at a lower cost than other countries. 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.

Finally, foreign trade takes place because of innovation or style. Even though the United States produces more automobiles than any other country, it still imports large quantities of autos from Germany, Japan, and Sweden, primarily because there is a market for them in the United States.

In addition to **visible trade**, which involves the import and export of goods and merchandise, there is also **invisible trade**, which involves the exchange of services between nations. As an example of invisible trade, Brazilian coffee is usually transported by ocean vessels because these steamships are cheapest method of transportation. Nations such as Greece and Norway have large maritime fleets, which can provide this transportation service. When an exporter arranges for this kind of transportation, he rents space in the cargo compartment of a ship for one voyage. The prudent exporter purchases insurance for his cargo's voyage. While at sea, a cargo is vulnerable to many dangers, the most obvious being that the ship may sink. In this event, the exporter who has purchased insurance is reimbursed. Otherwise, he may suffer a complete loss. Thus, insurance is another service in which some nations specialize.

Some nations possess little in the way of exportable commodities or manufactured goods, but they have mild sunny climate. During the winter, Bahamas attracts large numbers of tourists, particularly from the northeastern United States, who spend money for hotel accommodations, meals, taxis, and so on. Tourism, therefore, is another form of invisible trade. Invisible trade can be as important to some nations as the export of raw materials or commodities is to others. In both cases, the nations earn money to buy necessities.

The two most important categories in any nation's **balance of payments** are its **visible trade** and **invisible trade**. A third very important category is investment that can have a crucial impact on a nation's balance of payments. **Investments** are the means by which nations utilize the capital of other nations to build factories and develop mines for their own industrial base. When a **foreign direct investment (FDI)** is made, capital enters a country, enabling it to import manufactured materials to build a new manufacturing plant and to pay workers to build it. It gives the investor a controlling interest in a foreign company. Once the plant is operative, it provides both jobs and taxes for host country and, in time, produces new manufactured goods for export. In this way, investment acts as a catalyst in economic growth for the developed countries of North America, Europe, and Asia, as well as for developing countries throughout the world. In fact, **FDI** is now more important than trade as a vehicle for international economic transactions. No one explanation or theory encompasses all the reasons for such investment.

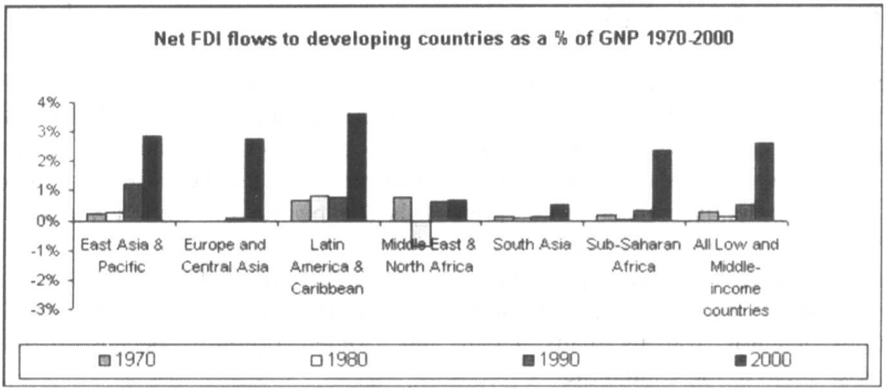


Figure 1.1 Net FDI Flows

From Figure 1.1, we can see low income developing countries without valuable assets to privatize or immediately exploitable export investment opportunities have received much less inward direct investment. However inflows even into Sub-Saharan Africa and South Asia have increased, and are significant as a share of GNP.

FDI flows to developing countries have been heavily concentrated in just two sectors: manufacturing and services & utilities. Foreign investment in manufacturing is very directly connected to the growing preponderance of manufacturing in world trade and in the exports of developing countries. Manufacturing has become increasingly globalised as multinational enterprises source the products that they sell from the countries where they can be produced most economically. Developing countries endowed with the requisite transport and communications infrastructure, and with human capital and skills, and which have adopted enterprise-friendly policies, have proved themselves well placed to receive foreign investment in export-oriented manufacturing industry.

In measuring the effectiveness of global trade, nations carefully follow two key indicators: **balance of trade** and **balance of payments**. The balance of trade is a nation's relationship of exports to imports. A **favorable balance of trade**, or **trade surplus**, occurs when the value of the country's exports exceeds that of its imports. An **unfavorable balance of trade**, or **trade deficit**, occurs, when the value of the country's imports exceeds that of its exports. It is easy to understand why countries prefer to export more than their import. If I sell you \$200 worth of goods and buy only \$100 worth, I have an extra \$100 available to buy other things. However, I'm in an unfavorable position if I buy \$200 worth of goods from you and sell you only \$100.

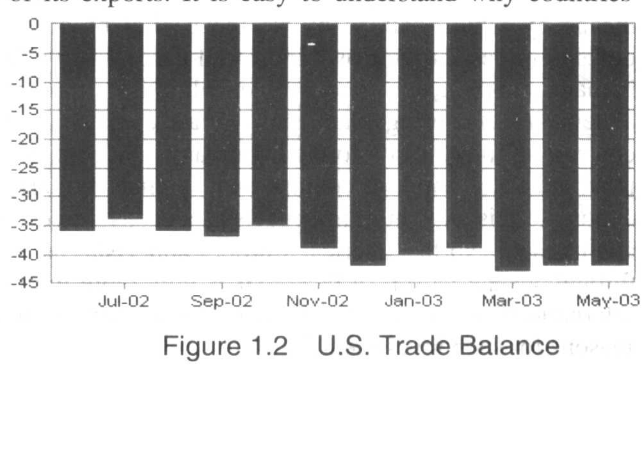


Figure 1.2 U.S. Trade Balance

The **balance of payments** is the difference between money coming into a country (from exports) and money going out of the country (for imports) plus money flows coming into or leaving a country from other factors such as tourism, foreign aid, military expenditures, and foreign investment. The goal is always to have more money flowing into the country than flowing out of the country. A **favorable balance of payments** means more money is flowing into a country than flowing out. Conversely, an **unfavorable balance of payments** is when more money is flowing out of a country than coming in.

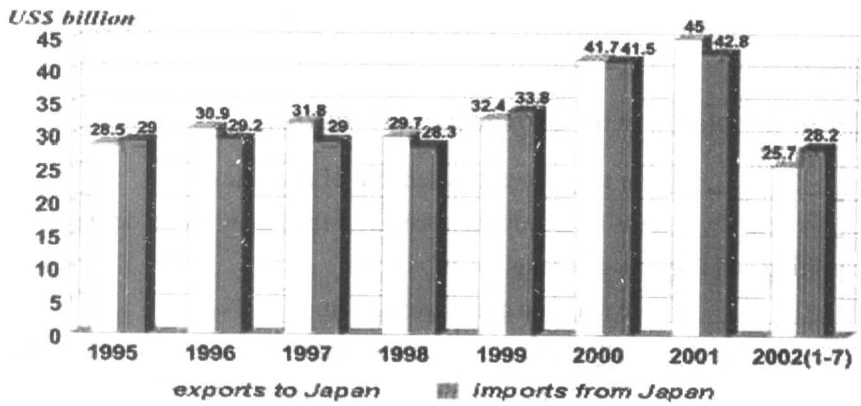


Figure 1.3 Sino-Japan trade to hit US$100 billion (9/30/2002)

To make certain trade is conducted fairly on a global basis, different countries enforce laws to prohibit unfair practices such as dumping. **Dumping** is the practice of selling products in foreign country at lower prices than those charged in the producing country. Companies sometimes use this tactic to reduce surplus products in foreign markets or to gain a foothold in a new market by offering products for lower prices than domestic competitors do. **European Union**, Japan and some other countries, for example, have been accused of dumping steel in the United States; China of dumping television sets in the European Union. It can take time to prove accusations of dumping, however. There's also evidence that some governments offer financial incentives to certain industries to sell goods in global markets for less than they sell them at home.

Exercises

I. Case Study

Suppose that an America-based multinational company set up two subsidiaries in China. The parent company signed a sales contract between the subsidiaries, which stipulated that the parent company would make the delivery to one of the subsidiaries in Shanghai, which should forward some of the goods to another subsidiary at Chengdu. Question: is the transaction between the parent company and the two subsidiaries an international trade?

II. Term translations.

自给自足	经济资源	进出口
直接投资	国际收支	商品交换
资金	倾销	货币
东道国	贸易差额	贸易顺差/贸易逆差
欧盟	国际收支顺差/国际收支逆差	有形贸易
无形贸易	货物贸易	服务贸易

III. Fill in the blanks with proper English terms.

1. ______________ are tangible goods sent out of countries.
2. ______________ are international earnings other than those derived from the exporting and importing of tangible goods.
3. ______________ are tangible goods brought in.
4. ______________ is all business transactions that involve two or more countries.
5. ______________ is one that gives the investor a controlling interest in a foreign company.
6. ______________ is used primarily as financial means for a company to earn more money on its money with relative safety.