商务英语专业系列教程

◎主 编 / 张晓军

International Trade Practice

国际贸易实务

吉林出版集团有限责任公司 外语教育出版公司
Foreign Language Education Books, Jilin Publishing Group

商务英语专业系列教程

International Trade Practice

国际贸易实务

主　编：张晓军　佟敏强
副主编：冯　莉
编　者：马　萍　王宁宁　石　岩
刘彦旭　宋月霜　王盈盈
于　滨

吉林出版集团有限责任公司　外语教育出版公司
Foreign Language Education Books, Jilin Publishing Group

一本書一個世界

图书在版编目(CIP)数据

国际贸易实务 / 张晓军主编. -- 长春：吉林出版集团有限责任公司, 2010.3
（商务英语专业系列教程 / 严明, 佟敏强主编）
ISBN 978-7-5463-2423-4

Ⅰ.①国… Ⅱ.①张… Ⅲ.①国际贸易－贸易实务－英语－高等学校－教材 Ⅳ.①H31

中国版本图书馆 CIP 数据核字(2010)第 031298 号

网　　址：www.360hours.com
邮　　箱：expresskey@yahoo.cn
发行电话：0431-86012826(Fax)
0431-86012675 / 86012812

国际贸易实务　　主编　张晓军　佟敏强

责任编辑：张　楠
出　　版：吉林出版集团有限责任公司
（长春市人民大街 4646 号　130021）
发　　行：吉林出版集团外语教育有限公司
（长春市泰来街 1825 号　130011）
印　　装：长春市新颖印业有限公司
版　　次：2010 年 3 月第 1 版
2010 年 3 月第 1 次印刷

封面设计：李立嗣
开　　本：720×960　1/16
印　　张：19
字　　数：350 千字
书　　号：978-7-5463-2423-4
定　　价：35.00 元

前　　言

当前，在经济全球化的大潮中，国际贸易在我国国民经济发展中的作用是举足轻重的。近年来，随着中国的入世，国内外经济形势及政策的不断发展变化与调整，广大涉外经贸工作者亟需一本既能做到理论联系实际，又能反映国际贸易最新形势变化的国际贸易实务读本。本书正是为了满足广大读者的需要而编写的。

本书从当前国际贸易概况谈起，详细阐述了国际贸易术语的重要作用及应用性，然后全面介绍了国际贸易实务的全部重要环节，依次为：商品及相关知识、国际货物运输、国际货运保险、海关业务、国际贸易结算、制单、贸易谈判，直到进出口合同的履行。此外还涉及了其它贸易方式和电子商务。本书的附录部分收入了Incoterms 2000, UCP500 等国际惯例原版英文，并收集了较为齐全的业务单证。

本书具有如下突出特色：

一、内容新颖，丰富全面，反映当前最新形势变化。本书以国际贸易术语最新版本 Incoterms 2000 为理论背景，还分析了中国内外贸部门合并为“中国人民共和国商务部”这一最新形势变化对我国涉外经贸业务的重要影响；本书将外贸实务中的重要环节——海关业务列为独立一章，对海关业务特点、报关实务加以详尽介绍，弥补了其它读本中对此项业务介绍不足的缺憾；本书还增加了对国内外与国际贸易相关的各类组织机构的介绍，使读者能够增强对实务操作的立体而全面的认识。

二、体现了专业性与知识性的结合，具有较强的实践性和可操作性。编者具有多年从事外贸实务和教学经验，既注重将自己对外贸业务理论的理解与中国外贸业务的实践相结合，又能把握读者对各项业务环节理解中易出现的问题和需要，在本书各章节，如结算、制单、报关、合同履行等各章的编撰过程中倾注了大量心血，使本书既可用于外贸业务理论的介绍与学习，又可用于外贸业务技能的实践与提高。

三、外贸实务与英语语言的相结合。目前，英语已成为国际贸易实务中不言而喻的通用语，英语的广泛使用已令汉语读本与简易英汉对照读本不能适应广大专业工作者与学习者的高层次需要，而本书的编者参考了国外大量的原版资料，采用全英文讲解，使得外贸业务与英语语言的学习可以一举两得。

四、适用面广，应用性强。本书在内容与形式上具有突出特色，既适合用作专业人士的业务操作指南与案头参考书，更可以作为英语专业学习外贸知识的跨学科专业教材或经贸专业的英语专业读物，非常有利于培养复合型、应用型人才。

由于时间仓促，收集资料难度较大，编者难免出现失误，恳请广大专家与读者批评指正。

编　者

Table of Contents

Chapter 1 Survey of International Trade

International trade is the exchange of capital, goods, and services across international borders or territories. In most countries, it represents a significant share of gross domestic product (GDP). While international trade has been present throughout much of history (see Silk Road, Amber Road), its economic, social, and political importance has been on the rise in recent centuries.

Learning Objectives

By the end of this chapter, you should be able to:

- define international trade and its classifications;
- understand the reasons for international trade;
- understand the benefits and problems in international trade;
- know the relevant international and domestic administrations.

Questions to Consider

1) What benefits can we get from the international trade?
2) What are the problems and risks of international trade?
3) How do you classify the international trade?

Part 1 Focusing on Business Knowledge

Case: An American-based multinational company has set up two subsidiaries in China. The parent company signed a sales contract with the subsidiaries stipulating that the parent company would make delivery to one of the subsidiaries in Shanghai, which should in turn forward some of the goods to another subsidiary in Chengdu.

Question: Is the transaction between the parent company and the two subsidiaries an international trade?

Analysis: Yes, since it has the features of international trade.

[Case 1-1: from www.chinaintertrade.com]

Section 1 International Trade

1.1 Definition of International Trade

International trade, also known as foreign trade, world trade or import/export trade, is the process of exchanging goods or services, technologies, information or even capitals between two or more countries, involving the use of two or more currencies. In a narrow sense, it refers to the international flow of physical goods, but generally speaking, it also refers to the international flow of labor, technology, information, and capital etc.

In today's complex economic world, neither individuals nor nations are self-efficient. Nations have utilized different economic resources; people have developed different skills. This is the foundation of international trade and economic activities.

International trade is carried out between two or more nations. Thus when trade is executed beyond national frontiers, it is invariably subject to political, social, economic and environmental policies introduced by nations from time to time. To a large extent, such policies have either somewhat encouraged or hampered the free flow of merchandise in international trade.

In international trade, nations involved always try to maintain a favorable balance of trade. The **balance of trade** is the relationship between the total value of exports and imports of a country for a certain period of time. When it is favorable to one nation, it must be unfavorable to the counter part. **Trade surplus** assures that nation of means to import necessities.

1.2 Reasons and Benefits

1.2.1 Reasons for international trade

There are numerous reasons why nations trade with one another.

(1) Resource reasons

The uneven distribution of resources around the world is one of the basic reasons why nations began and continue to trade with each other.

✧ Favorable climatic conditions and terrain

Climatic conditions and terrain are very important for agricultural produces. The difference in these factors enables some countries to grow certain plants and leaves other countries with the only choice to import the produces they consume.

✧ Natural resources

Some countries are the major suppliers of certain natural resources because the distribution of natural resources around the world is somewhat haphazard. The Middle East, for instance, has rich oil reserves and is the main source of oil supply to the world.

✧ Human resources— Skilled workers and cheaper labors

US, Japan, and western European countries have skilled workers who are able to manufacture sophisticated equipment and machinery such as jet aircrafts and computers, etc. Other countries, since they don't have well-trained engineers and workers, must import the equipment from these countries. One important reason for China's being named 'the world's processing workshop' is its cheaper labor costs.

✧ Capital resources

Developing countries need to modernize their industries and economies with advanced machinery, equipment and plant that they are not yet able to manufacture because of the lack of capital. This has given rise to the need for developing international trade.

✧ Favorable geographic location and transport costs

There are many examples that countries have developed close economic relationships chiefly because they are geographically close to each other. Sino-Japanese trade relationship is to some degree determined by geographic proximity and low transport cost. US and Canada have a very close trade relationship for similar reasons. EU countries can be another example.

✧ Insufficient production

Some countries cannot produce enough items they need. UK, for instance, does not have a large enough agricultural population. In fact, only 5% of its population is engaged in agriculture and they mainly grow fruits and flowers. UK then has to import 60% of its total agricultural consumption.

Developing countries normally do not have enough manufactured goods as they need and therefore have to import them.

(2) Economic reasons

In addition to getting the products they need, countries also want to gain economically by trading with each other.

✧ Benefit acquisition

It has been found that a country benefits more by producing goods it can make most cheaply and buying those that other countries can make at lower costs than by producing everything it needs within its own border. This is often explained by the theory of **comparative advantage**, also called the comparative cost theory, which was developed by David Ricardo, John Stuart Mill, and other economists in the nineteenth century. The theory emphasizes that different countries or regions have different production possibilities. Trade depends on differences in comparative cost, and one nation can profitably trade with another even though its real costs are higher (or lower) in every commodity.

✧ Risk avoidance

Companies usually prefer to avoid wild swings in their sales and profits; so they seek out foreign markets as a means to avoid this risk. When the sales decline in the domestic market, they may just start to flourish in the foreign market.

✧ Sales expanding

Sales are limited by the number of consumers, their willingness and capability to make purchases. Since the number of consumers and the degree of their purchasing power are higher for the world as a whole than for a single country, firms may increase their sales potentials by defining markets in international terms. Ordinarily, higher sales mean higher profits.

(3) Political reasons

Political objectives can sometimes outweigh economic considerations between countries. One country might trade with another country in order to support the latter government which upholds the same political doctrine. Or trade with some countries is banned or restricted just not to benefit a government with political disagreements. In these cases, more considerations are given to political objectives rather than economic motivation.

There still are some other reasons for international trade. For example, the preference for innovation or style also leads to international trade, which makes a greater variety of products available and offers a wider range of consumer choice.

1.2.2 Benefits offered by international trade

Based on the above reasons, benefits can be concluded as follows:

✧ Cheaper resources and wider **consumer choice**.

✧ **Economies of scale** resulting from expanded sales.

✧ More job opportunities brought by enlargement of the market.

✧ International competition and prevention from the monopolistic control of the home market.

✧ More worldwide exchanges and faster development.

✧ Growth of economy.

Meanwhile, it is also a key means of balancing international relationship both economically and politically.

1.3 Problems and Risks

International transactions happen across national borders. Consequently, some cross-border issues need our special attention. They mainly involve cultural difference, monetary conversion and trade barriers, etc.

1.3.1 Cultural difference

There are many cultures as there are peoples on earth. When companies do business overseas, they come in contact with people from different cultures. They often speak different languages and have their own particular custom and manner. Therefore, in international trade, business people should be on alert for different local customs and business norms.

1.3.2 Monetary conversion

Monetary conversion is another major problem in doing international trade. If every country in the world uses the same currency, the world trade would be made much easier. But this is not the case: a French producer wants to be paid in Euro. Currencies, like other commodities, have a certain value. The only difference is that each currency's value is stated in terms of other currencies. Euros have value in US dollars, which have a value in Chinese yen, or Britain pounds. These **exchange rates** change every day and are constantly updated in banks and foreign exchange offices around the world.

When the payment is made in foreign currency, importing and exporting firms can be involved in significant foreign exchange risks because of the fluctuation of exchange rates. If the value of a currency changes between the time a deal is made and the time payment is made it could have a serious impact on the profitability of a transaction. For example, if an exporter has made a deal to be paid in a foreign currency and that currency depreciates before payment is made, the exporter will receive less value for the goods than originally anticipated. Of course it is also true that extra profits could be acquired if the foreign currency appreciates. In any event, this is a risk most traders would prefer to avoid.

1.3.3 Legal risk

The seller faces legal risks unknown in most domestic deals. What if the transaction, normal and harmless by all accounts, is suddenly found to be against the law in the country of import, and the buyer is unable to make payment because the goods have been confiscated? What if the goods do not conform to an obscure legal requirement in the country of importation and cannot be sold?

Whenever doing business, one must keep in mind that international contracts must be prepared and negotiated in a rather different context than domestic ones. A contract in international business is not merely a document setting forth quantity, price, and delivery schedule of the products (although it must surely include such information); it must also take into consideration the local legal system in the countries involved.

1.3.4 Trade barriers

The free flow of trade benefits all who participate. In practice, however, the world has never had a completely free trading system. This is because every individual country puts controls on trade in order to:

- be less dependent on foreign countries economically and politically;
- protect its own domestic vital/**infant industries**;
- protect domestic jobs from cheap foreign labor;
- improve its balance of trade;
- realize its political objectives.

Of course, risks also exist in international trade due to a longer time scale, more links of operation and a larger amount of capital (compared with domestic trade). International traders may also encounter such unexpected situations as financial crisis, expropriation, political rebellion, corruption, crime and fraud happened on the other party, etc. Rapid changing technology and the rapid changing market needs are also the problem.

1.4 Classifications of International Trade

According to different standards, international trade can be classified as follows:

1.4.1 Visible trade and invisible trade

Classified by form of commodity in trade, we have visible /tangible trade— trade on tangible /physical goods; invisible /intangible trade— trade on such intangible products as transport service, insurance, finance service, tourism and technology support, etc.

Nowadays, trade on service-oriented products has been becoming so important that some specialists have parted it from invisible trade; giving the name— service trade. Service trade focuses on telecommunication, information processing, consultation, construction contracting, etc.

1.4.2 Export trade and import trade

According to moving direction of cargo, we have export trade—selling to other countries/regions; import trade—buying from other countries/regions and transit trade. Geographically, when the goods are transported from country A to country C via country B, this is a transit trade for country B.

1.4.3 Direct trade and indirect trade

According to whether the transaction is concluded with the third party, we have direct trade—trade without the third country involved; indirect trade—trade with the third country involved. Since the deal between A and B is concluded through the third party—country C, it is an entrepot trade for C and involves two or more business transactions.

1.4.4 Contract trade and other modes

According to different modes of trade, we have contract trade which means selling/exporting or buying/importing under a contract. This book focuses on the practice of processing a contract trade; other modes will be introduced in a separate chapter. They are exclusive sales and agency, consignment, auction, fairs, tender and bidding, joint-ventures, barter trade, compensation trade, processing trade, industrial cooperation, leasing trade, technology trade, frontier trade and futures trading, etc.

Section 2 Relevant International and Domestic Trade Administrations

In our brief survey of international trade, we will focus on such international agencies as the World Trade Organization (WTO), the International Chamber of Commerce (ICC), the Organization for Economic Co-operation and Development (OECD); a number of the regional trading organizations such as the European Union (EU) and Asia Pacific Economic Co-operation (APEC); and some of the domestic foreign trade administrations.

Embassies and consulates of foreign countries are also involved in foreign trade practice for their privilege of **document legalization** and consular invoice issuance.

2.1 International Organizations Involved in International Trade

2.1.1 WTO

The World Trade Organization is the legal and institutional foundation of the **multilateral trading system**. As the only global international organization dealing with the rules of trade between nations, it is the platform on which trade relations between countries evolve through collective debate, negotiation and adjudication. At its heart are the WTO agreements, negotiated and signed by the bulk of the world's trading nations and ratified in their parliaments. The goal is to help producers of goods and services, exporters, and importers conduct their business.

Knowing about the WTO

Location: Geneva, Switzerland

Established on: 1 January, 1995

Created by: The Uruguay Round Negotiations(1986-94)

Membership: 151 countries by 27 July 2007

[Figure 1-2 from www.wto.org/english]

As the successor to GATT, its essential functions can be concluded as:

- ✧ Administering and implementing the WTO trade agreements;
- ✧ Providing a forum for multilateral trade negotiations;
- ✧ Seeking to resolve trade disputes;
- ✧ Monitoring national trade policies;
- ✧ Providing technical assistance and training for developing countries;
- ✧ Cooperating with other international organizations involved in global economic policy making.

(1) The WTO Agreements

The WTO Agreements contain some 29 individual legal texts— covering everything from agriculture, textiles and clothing, banking, telecommunications, government purchases, industrial standards and product safety, food sanitation regulations, **intellectual property rights** to rules of origin, etc. There are three primary agreements:

- ✧ GATT, General Agreements on Tariffs and Trade;

- ✧ TRIPS, Trade-related Aspects of Intellectual Property Rights;
- ✧ GATS, the General Agreement on Trade in Services.

(2) Principles of the trading system

A number of simple and fundamental principles run throughout all of these documents. These principles are the foundation of the multilateral trading system:

- ✧ Trading without discrimination;
- ✧ Predictable and growing access to markets;
- ✧ Promoting fair competition;
- ✧ Encouraging development and economic reform.

2.1.2 UNCTAD

United Nations Conference on Trade & Development was established in 1964, the UNCTAD promotes the development — friendly integration of developing countries into the world economy. The UNCTAD has evolved into an authoritative knowledge-based institution that helps shape policies and ideas on development. A particular focus of the UNCTAD is ensuring that domestic policy and international action are mutually supportive in bringing about sustainable development.

2.1.3 ICC

The International Chamber of Commerce was founded in 1919 with the objective to serve world business by encouraging trade and investment, opening markets for goods and services and promoting the free flow of capital. It is based in Paris and was granted consultative status with the UN in 1945.

ICC has evolved beyond recognition since those early post-war days when business leaders from the allied nations met for the first time in Atlantic City. The original nucleus, representing the private sectors of Belgium, Britain, France, Italy and the United States, has expanded to become a world business organization with thousands of member companies and associations in around 130 countries. Members include many of the world's most influential companies and represent every major industrial and service sector.[1]

Through membership of ICC, companies shape rules and policies that stimulate international trade and investment. These companies in turn count on the prestige and expertise of ICC to get business views across to governments and intergovernmental organizations, whose decisions affect corporate finances and operations worldwide.

[1] www.iccwbo.org