

国际经济与贸易系列教材

# 国际商贸英语 实务

第六版

## *International Business English Practices*

主编 余敏 邹勇 副主编 周正红 王可 曹慧芳

西南财经大学出版社





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## 第六版前言

《国际商贸英语实务》第一版于 2007 年 6 月、第二版于 2009 年 1 月、第三版于 2011 年 9 月、第四版于 2013 年 8 月、第五版于 2014 年 9 月出版发行, 目前已售罄。

本教材的主编之一邹勇教授, 自 1993 年以来一直用英语进行该课程的课堂教学。多年的教学实践成果表明, 参加过这门课程学习的学生不仅掌握了国际商贸英语知识, 而且英语表达能力也得到了极大提高, 受到了用人单位的欢迎。

本教材被西南交通大学外国语学院、华东政法大学商学院、中国传媒大学外国语学院、浙江工业大学外国语学院、上海商学院、电子科技大学外国语学院、湖北职业技术学院外国语学院、安徽巢湖学院外语系、黑龙江大庆师范学院外国语学院、成都中医药大学外语学院、郑州成功财经学院、成都大学、新疆昌吉学院、湖北工程学院新技术学院、湖北工学院等选为指定教材。尤其值得一提的是, 华东政法大学商学院的何家宝教授对本教材提出了非常宝贵的意见。何教授是 UCP 600 的译者, 他在该领域有很深的造诣, 多年从事国际商贸英语的教学, 经验非常丰富。另外, 郑州成功财经学院的邱培磊老师也对本教材提出了宝贵意见, 使得该教材更加完善。在此, 向以上单位和学者表示衷心的感谢。

由于《国际贸易术语解释通则 2010》的使用, 我们决定对本教材进行再次修订, 以更好的质量和内容奉献给兄弟院校和给予我们极大支持的广大读者。

本教材由天水师范学院余敏、西南财经大学经贸外语学院邹勇任主编并拟定大纲, 负责全书的总纂; 西南财经大学周正红、天水师范学院曹慧芳、成都大学外国语学院王可任副主编。具体编写分工如下: 余敏编写第 1 章、第 2 章、第 3 章、第 4 章、第 5 章及第 6 章; 邹勇编写第 7 章、第 8 章; 天水师范学院曹慧芳编写第 9 章、第 10 章; 西南财经大学周正红编写第 11 章; 成都大学外国语

学院王可编写第12章、第13章，西南财经大学杨亚美、何敬、陈雅琳、黄莎莎、魏君编写第14章；西南财经大学谭溪、付艳红、龚道庆、李侍益编写第15章；西南财经大学樊林波编写词汇；西南财经大学张雪如编写附录。

西南财经大学出版社对本教材的出版给予了大力支持和帮助，在此深表谢意。

为了方便使用本教材的教师教学，编者愿免费提供与本教材相关的电子课件、练习题参考答案及实物单证。

由于编者水平与经验有限，本教材在内容编排和格式等方面难免有不妥之处，敬请同行和广大读者指正。

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## 前言

在迈入新世纪和加入世贸组织后,我国逐步在更广阔的范围内参与国际竞争,与世界接轨。在全球经济一体化趋势日益明显的今天,全球范围内的科技竞争、贸易摩擦和市场争夺愈演愈烈。这一场争夺国际市场的战斗,其实质是人才的竞争。作为国际贸易用语的英语变得越来越重要,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。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步伐,满足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,也是社会发展的需要。

这是一本综合性的国际商贸英语教材,包括国际贸易、国际支付、商务洽谈和函电、国际金融和世界经济以及各种单证、保险等内容。

本教材的课文大多选自有关国际经济贸易的英文原版书籍,部分选自英美报刊,部分注解摘自国内权威资料。所选材料力求新鲜、有代表性,并能反映当代国际经济贸易的一些重大变化。

本教材的主编曾从事过进出口贸易工作,对进出口业务比较了解,积累了丰富的实践经验,而且愿意和广大读者分享自己所掌握的进出口业务知识,为培养优秀的国际贸易人才做出贡献。

本教材由西南财经大学经贸外语学院邹勇教授拟定大纲并负责全书的总纂。具体编写分工如下:邹勇编写第6章、第9章;彭云雁编写第2章;周俊清编写第7章;夏晓兰编写第11章;赖黎编写第12章;胡照编写第8章、第13章;王昕编写第1章;陈小丽编写第4章;张赛编写第3章、第5章;王亚飞编写第10章、第15章;孙林编写第14章。

本教材能够顺利完成,要衷心感谢西南财经大学国际商学院博士生导师刘崇仪教授。他在该领域的造诣颇深,多年从事国际贸易实务的教学,有丰富的经验。感谢刘教授,对本教材提出了宝贵意见和建议。

西南财经大学出版社对本书的出版给予了热情的支持和帮助,在此深表感谢。

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西南财经大学经贸外语学院王红雨老师对本教材也提出了宝贵的意见，在此表示感谢。

由于编者水平有限，时间仓促，书中难免存在缺点与错误，恳请广大读者批评指正。

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邹勇

2007年5月于成都·光华园



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# Chapter 1

## Introduction to International Trade

### 【Learning Objectives】

#### Knowledge Objectives:

1. Understand the concept and origin of international trade.
2. Know the theory of comparative advantage.
3. Know some basic forms of international trade.

#### Ability Objectives:

1. Master the definition of international trade.
2. Apply the theory of comparative advantage to trade practices.
3. Identify the visible goods and invisible goods.

### The Definition of the International Trade

**Trade** is one of the most basic activities of mankind. It involves the transfer of the ownership of goods or services from one person or entity to another in exchange for other goods or services or for money. Trade exists in every society, every part of the world, and in fact every day due to the specialization and division of labor, in which most people concentrate on a small aspect of production, trading for other products.



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

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concentrated on what he did best. While one farmed, another herded. The farmer then traded his surplus to the herdsman, 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.

**International trade**, also known as world 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. Therefor, it includes not only international trade and foreign manufacturing, but also encompasses the growing services industry in areas such as transportation, tourism, banking, advertising, construction, retailing, wholesaling and mass communications.



### Reasons for the International Trade

In fact, international trade is more difficult and risky for a firm than is domestic trade. For example, when doing foreign trade, the exporter may not be familiar with the buyer, and thus not know if the importer is creditworthy. In addition, political instability makes it risky to ship merchandise abroad to certain parts of the world. However, there is a long list of reasons that countries may want to engage in trade with one another.

The first is the lack of necessary resources because 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 rely on one another for various resources that they don't have available to them. 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 other countries, such as

Brazil, Colombia, and Guatemala, because these countries grow coffee efficiently.

Secondly, international 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.

Thirdly, one nation can sell some items at a lower cost than other countries. In other words, one country can produce certain items does not mean that it can do so at the best price. A number of factors, such as labor force and taxes, can increase the wholesale and retail price of those goods and services. In many cases, people prefer to obtain items elsewhere if it will reduce the amounts that they are required to pay for them. Japan has been able to export large quantities of radios and television sets and movie cameras 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, international trade takes place because of innovation or technology. Sometimes, a nation may have access to the raw materials that it needs, but it may lack the ability to convert those materials into the necessary consumer products. While another nation may have a specialty in producing what is needed. For instance, 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.

### Basic Forms of the International Trade

**Visible trade**, which involves the import and export of tangible goods and merchandise, whereas **invisible trade** involves the exchange of services between nations.

Nations such as Greece and Norway have large maritime fleets and thus can provide transportation service. This is a kind of invisible trade.

When an exporter arranges shipment, he rents space in the cargo compartment of a ship. The prudent exporter purchases insurance for his cargo's voyage. While at sea, a cargo is vulnerable to many dangers. Thus, insurance is another service in which some nations specialize. Great Britain, because of the development of Lloyd's, is a leading exporter of this service, earning fees for insuring other nations' foreign trade.

Some nations possess little in the way of exportable commodities or manufactured goods, but they have mild sunny climate. During the winter, the Bahamas attracts large numbers of tourists, particularly from the northeastern United States, who spend money on 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.

**Import** is the process of purchasing goods and services from other nations while **export**, opposite to import, is the process of selling goods and services into other nations. There are two types of import, namely, direct import and indirect import. Direct import is the direct purchase of goods and services from overseas market, while

indirect import is the purchase of foreign goods and services through middlemen.

Like import, export can be either direct and indirect. Direct export involves establishing an export department or even an overseas sales branch, which provides a continuous presence and easier control for the exporter in the buyer's country but obviously means more expenses. Indirect export sells goods and services to overseas markets through middlemen, often known as the export agents.

Export agents seldom produce goods and merchandise on their own. Their major task is to bring buyers (importers) and sellers (exporters) together and help them handle international transactions. Export agents make their money from commissions of the sale of price. Though an export agent, a company or a firm does not deal with foreign currencies or the red-tape of international marketing, which is a main advantage for a firm or a company to do export business. However, there is also a major disadvantage for a export company. Due to the export agent must make a profit, the price of the product must be increased or the domestic company must provide a larger discount than it would in domestic transaction. Indirect export involves less investment and is therefore less risky, which enables small firms with limited capital and product diversification can export very easily.

### The Theory of Comparative Advantage

With the development of manufacturing and technology, there arose another incentive for nations to exchange their products. It was found that it made economic sense for a nation to specialize in certain activities and produce those goods for which it had the most advantage, and to exchange those goods for the products of other nations, which had advantages in different fields. This trade is based on the principle of comparative advantage.

**The theory of comparative advantage**, also called the comparative cost theory, was developed by David Ricardo and other economists in the nineteenth century. It points out that trade between countries can be profitable for all, even if one of the countries can produce every commodity more cheaply. As long as there are minor, relative differences in the efficiency of producing a commodity even the poor country can have a comparative advantage in producing it. The paradox is best illustrated by this traditional example: the best lawyer in town is also the best typist in town. Since this lawyer cannot afford to give up precious time from legal affairs, a typist is hired who may be less efficient than the lawyer in both legal and typing matters. But the typist's comparative disadvantage is least in typing. Therefore, the typist has a relative comparative advantage in typing.

This principle is the basis of specialization into trades and occupations. At the same time, complete specialization may never occur even when it is economically advantageous. For strategic or domestic reasons, a country may continue to produce goods for which it does not have an advantage. The benefits of specialization may also be affected by transport costs: goods and raw materials have to be transported around the world and the cost of the transport narrows the limits between which it will prove profitable to trade. Another impediment to the free flow of goods between nations is the possible introduction of artificial barriers to trade, such as tariffs and quotas.

## NOTES

### 1. Economic resources 经济资源

经济资源具备有用性和稀缺性。有用性是资源之所以为资源的依据，稀缺性是经济资源之所以为经济资源的前提。经济资源的类别因研究视角不同而有所区别，具体有物质资源(material resources)、能量资源(energy resources)、人力资源(human resources)等。

### 2. Services industry 服务业

服务业被视为第三产业。第三产业包括批发和零售业，交通运输、仓储和邮政业，住宿和餐饮业，教育、卫生和社会工作，文化、体育和娱乐业，公共管理、社会保障和社会组织，国际组织，以及农、林、牧、渔业中的农、林、牧、渔服务业，采矿业中的开采辅助活动，制造业中的金属制品、机械和设备修理业等。

### 3. Wholesale price 批发价格

批发价格是指开展批发业务的企业向购买一定数量商品的单位或个人出售商品的价格。

### 4. Retail price 零售价格

### 5. Indirect export 间接出口

间接出口是指将产品卖给国内出口商或委托出口代理商代理出口。间接出口的形式有专业外贸公司、国际贸易公司、出口管理公司、合作出口，以及外国企业驻本国采购处。

### 6. Quota 配额

配额是一种数量限制。

进口配额是一国政府在一定时期对一些商品的进口数量或金额加以直接限制。

自动出口配额制又称自动限制出口，是一种限制出口的措施，是出口国家或地区在进口国的要求或压力下，“自动”规定某一时期内某些商品对该国的出口限制，在现行的配额内自行控制出口，超过配额即禁止出口。

### 7. Red tape 繁文缛节



### 8. International marketing 国际市场营销

国际市场营销是世界经济发展的必然产物,它是一种跨国界的社会和管理过程,是企业通过计划,定价促销和引导,创造产品和价值,并在国际市场上进行交换,以满足多国消费者的需要和获取利润的活动。

### 9. Artificial barriers 人为障碍

### 10. The theory of comparative advantage (comparative cost theory) 比较优势理论

该理论是大卫·李嘉图在亚当·斯密绝对成本差异理论基础上发展起来的。李嘉图认为每个国家不一定必须自己生产各种商品,而应集中力量生产那些利益较大或不利较小的商品,即具有比较优势的产品,然后通过对外贸易进行交换。这样,在资本和劳动不变的条件下,生产总量将得到增加,如此形成的国际分工对贸易各国都有利。

### 11. David Ricardo 大卫·李嘉图(1772—1823)

李嘉图是 19 世纪中叶英国资产阶级古典政治经济学的杰出代表和完成者,他提出了比较优势理论。李嘉图早先曾从事证券交易,后来从事议会活动。其最主要的著作是《政治经济学及赋税原理》(1817 年)。

### 12. While at sea, a cargo is vulnerable to many dangers.

在海上,货物会遇到各种危险。

### 13. Lloyd's 劳合社

劳合社始创于 17 世纪末。其最初是伦敦的一个简陋的咖啡馆,后逐渐发展成为世界上最重要的海上保险组织和重要的通信机构。劳合社和伦敦其他的海上保险公司形成了世界上最大的海上保险市场,即“伦敦市场”。劳合社本身并不经营具体保险业务,只是为其会员提供办理保险业务的场所。

### 14. Some nations possess little in the way of exportable commodities or manufactured goods.

有些国家没有什么可供出口的产品或制成品。

### 15. The Bahamas 巴哈马(群岛)

巴哈马(群岛)位于西印度群岛,在古巴的北面,面积有 7 086 平方千米,人口有 185 000 人。

### 16. Tariffs 关税

关税是指进出口商品在经过一国关境时,由政府设置的海关根据该国法律规定向进出口商所征收的税收。对于国际贸易发达的国家而言,关税往往是国

家税收乃至国家财政的主要来源。

## EXERCISES

### I. Translate the following Chinese terms into English

自给自足	间接进口
经济资源	比较优势理论
直接出口	制成品
批发	可供出口的产品
海外市场	关税

### II. Translate the following English terms into Chinese

visible trade	direct import
invisible trade	indirect export
export agent	foreign manufacturing
retailing	raw materials
consumer products	quota

### III. Questions

1. Do nations trade with one another?
2. What is international trade?
3. What kinds of goods should a nation specialize in producing?
4. Who developed the theory of comparative advantage? What do you think of it?
5. What is invisible trade?
6. What is indirect export?
7. Is there any difference between international trade and foreign trade?