

国际商务英语
本科核心课程教材
International Business English



丛书总主编◎翁凤翔

国际 贸易英语

English for International Trade

本册主编◎翁凤翔

副主编◎赵琳红 金玲慧



上海交通大学出版社
SHANGHAI JIAO TONG UNIVERSITY PRESS

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内容简介

本书是“国际商务英语核心课程教材系列”之一,包含了国际贸易的主要内容,读者通过听、说、读、写、译,掌握国际贸易环境中最常见的英语,同时学习到国际贸易基本知识和进出口贸易操作技能。本书适用于商务英语专业学生、经贸类专业学生、商务英语爱好者以及公司企业的员工。

本书所配《教师备课手册》、音视频教学资料可至 <http://www.jiaodapress.com.cn/vdownload.aspx> 下载获取,也可致电上海交通大学出版社外语图书事业部(021-60403063)免费索取。

图书在版编目(CIP)数据

国际贸易英语 / 翁凤翔主编. — 上海: 上海交通大学出版社, 2016

ISBN 978-7-313-14092-0

I. ①国… II. ①翁… III. ①国际贸易—英语—高等学校—教材 IV. ①H31

中国版本图书馆CIP数据核字(2015)第271623号

国际贸易英语

主 编: 翁凤翔

出版发行: 上海交通大学出版社

邮政编码: 200030

出 版 人: 韩建民

印 制: 上海景条印刷有限公司

开 本: 787mm × 1092mm 1/16

字 数: 547千字

版 次: 2016年1月第1版

书 号: ISBN 978-7-313-14092-0/H

定 价: 49.80元

地 址: 上海市番禺路951号

电 话: 021-64071208

经 销: 全国新华书店

印 张: 17.5

印 次: 2016年1月第1次印刷

ISBN 978-7-88941-020-5

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序

商务英语如今在大学里是一个热门专业,究其原因不难发现,这些年来,商务英语专业毕业的大学生在商务领域的就业市场中比纯英语语言文学专业的毕业生具有更强的竞争力,因为他们除了具有扎实的英语语言基本功外,还系统地学习了经济学、管理学、国际商法、跨文化商务交际学等领域实用的基本知识。同时,商务英语专业学生还需要到公司、企业实习,获取直接的国际商务工作经验以便在未来的工作中能更快地适应工作。由此可知,商务英语专业的学生具备了在跨文化商务环境中更有效地与人沟通和处理各种事务的能力。

学习商务英语首先需要学好普通商务英语,打下商务英语的语言基础,然后学习专业商务英语。不论是在校的商务英语专业的学生还是公司、企业员工或其他商务英语爱好者,都需要系统地学习商务英语专业知识。

商务英语专业从过去的英语专业下的一个方向发展成为教育部批准为大学本科专业(2012年,教育部本科专业基本目录编号:商务英语,050262),证明了商务英语适应时代的发展,满足了就业市场对具备商务知识的英语人才的需求。

在商务英语专业发展的同时,商务英语学科(学科名称为:商务英语研究,Business English Studies, BES)也取得了长足的发展。商务英语学科成为一级学科外国语言文学项下的二级学科,满足了研究生教育的学科需求。

目前我国的大学非商务英语专业的学生也十分重视商务英语的学习,因为他们认识到在公司企业就职需要其不仅具有扎实的英语基本功,而且必须懂得商务知识。他们通过学习商务英语熟悉国际商务的业务知识和基本技能,这样才能在求职就业时更具竞争力。

此外,从国家对高校商务英语专业的课程要求可以获知,商务英语专业学生的知识结构更符合当今社会的用人标准。一般来说,商务英语专业除了开设英语语言技能课程外,还要求开设经济、管理、商法、跨文化商务交际等课程。这些课程一般用汉语教学,主要传授国际商务有关领域的专业知识。由于这些课程不是语言课程,教师重点讲授的是国际商务知识。

但是,将英语与国际商务知识结合起来的“专业商务英语”则让学生在学习国际商务基本知识同时也掌握了有关专业的英语表达方式,从而在未来的国际商务工作中能尽快进入角色。

何谓“专业商务英语?”

商务英语涵盖了“专业商务英语”、“普通商务英语”等内容。

“普通商务英语”指的是承载国际商务各领域而非某一国际商务领域知识的英语。英语语言商务专业(即商务英语专业)学生在低年级所学习的包含国际商务内容的听、说、读、写、译课程的英语即是“普通商务英语”。商务英语教材若包含了国际贸易、国际金融、国际商法、国际营销、国际物流等国际商务领域的内容便属于普通商务英语教材。例如本系列商务英语教材中的《国际商务英语写作》、《国际商务英语阅读》、《国际商务英语口语口译》、《国际商务英语听力》就属于普通商务英语教材。另外,剑桥国际商务英语证书考试的一些教材包含了如Company structure, Stocks & shares, Trade fairs, E-Business, Corporate culture, Global sourcing等国际商务内容也属于普通商务英语教材。

“专业商务英语”是相对普通商务英语而言的,指的是承载国际商务某一专门领域的英语,如《国际金融英语》、《国际营销英语》等。公司、企业等组织有关国际商务某个领域内容的英语也属于“专业商务英语”,如进出口公司的英文单证属于国际贸易英语。

如前所述,商务英语专业学生最明显的优势是“商务英语”。商务英语是由英语和国际商务交叉复合而成的,是具有国际商务特征的英语。所以,商务英语专业学生所学习的承载国际商务信息的英语更为实用。他们学习了大量的具有国际商务特征的英语,同时还掌握了国际商务基础知识和跨文化商务交际的基本技能。正是这种国际商务专业特征使商务英语学生在就业市场中具有明显的竞争优势。

“国际商务英语核心课程教材系列”总共11本,其中4本是普通商务英语教材《国际商务英语听力》、《国际商务英语阅读》、《国际商务英语写作》、《国际商务英语口语口译》,7本专业是商务英语教材(如《国际贸易英语》、《国际金融英语》等)。一般说来,商务英语专业学生需要学习这些课程,因为这些课程是商务英语专业的核心内容。此外,对公司企业的员工,本系列也非常实用。例如,从事公司管理的人员,可学习本系列中的《国际商务管理英语》,从事国际金融工作的人可以学习《国际金融英语》。

由此可知,本系列主要使用者为在校商务英语专业本科学生、有志于从事国际商务工作的非商务英语专业大学生以及已在公司企业就职的员工。

翁凤翔

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前言

商务英语越来越受到年轻人的青睐,因为改革开放的中国和经济一体化的世界需要有扎实的英语知识和能用英语高效地从事国际商务工作的人才。不少非商务英语专业的学生为了未来在就业市场更有竞争力也在努力学习商务英语。

国际贸易是国际商务的最主要的构成部分。国际商务主要包括:国际贸易、国际投资、知识产权贸易。因此,国际贸易英语在专业商务英语中特别重要。国际贸易英语涉及商品进出口、货物运输、国际支付、货物保险、国际商法等方面的英语。学生需要学习掌握这些国际贸易英语术语,并掌握术语的业务知识内涵,通过学习,能用英语在国际贸易环境中有效地与外国客户沟通。


通过学习国际贸易英语课程,学生还能学到国际贸易具体的业务技能,系统学习了商务英语课程的学生就业时便有较强的竞争优势。

本教材包含了国际贸易最主要的内容。与本系列教材中的其他教材一样,每个单元包括了阅读和听力内容。在练习中还设计了口语练习。学生通过读、听、说巩固所学习到的国际贸易英语知识。本教材备有教学PPT便于教师上课。

本教材主编几十年从事商务英语教学与研究,有丰富的国际商务工作经历。本教材其他作者均有丰富的国际贸易英语教学经验,并且还有国际商务实践经历,保证了教材的内容与国际贸易实践不脱节。

本教材由翁凤翔主编,赵琳红、金玲慧任副主编,由瞿宗德教授审校。参与编写者还有:裴妍莉、翁静乐、刘霓辉、朱海霞、张丹。最后由翁凤翔审定。

在编写本教材过程中,我们参考了一些公司企业的资料和有关作者的著作,特向这些公司企业和著作的作者们表示由衷的感谢。



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Unit 1

Overview of International Trade

国际贸易概述



trade international

Part I Reading

Text 1

Pre-reading questions:

1. Explain why economic integration tends to form in the neighboring countries.
2. Compare the world output rankings of 2009 with those in 2012. According to the following text.

Discuss the reasons why these rankings have changed .

Concept of International Trade

International trade is the exchange of capital, goods, and services across international borders or territories. Goods and services are produced, exchanged, and consumed. That is, some goods and services produced within every country are sold to economic agents in other countries; these products are known as exports. Some goods and services consumed within a country have been purchased from economic agents in other countries; these goods are known as imports. Countries whose annual imports exceed exports are said to run trade deficits. Countries with high levels of exports than imports are said to be trade surpluses¹.

Since the late twentieth century, corporations have taken advantages of falling transportation costs and lowered trade barriers to locate various parts of their production and assembly operations throughout the world. It is known as global production (or outsourcing), and it is one of the key factors in explaining the growth in world trade. The production process can be decomposed into smaller parts or stages that are themselves (partly) tradable. More and more products are “Made in the World” rather than “Made in China” or “Made in US”.

Economic integration has also been one of the main economic developments affecting world markets. Countries have wanted to engage in economic cooperation to use their respective resources more effectively and to provide larger markets for member country producers. Examples of Economic Integration are listed as follows.

- NAFTA (North America Free Trade Area)
- AFTA(ASEAN Free Trade Area)²
- EAEG (East Asia Economic Group)
- APEC (Asia Pacific Economic Cooperation)
- SAARC (South Asian Association for Regional Cooperation)
- ECOWAS (Economic Community of West African States)
- GCC (The Gulf Cooperation Council)
- TAFTA (Transatlantic Free Trade Area)
- MERCOSUR(South American Common Market)

The emerging markets of Latin America and the Asia-Pacific region fuel much of the global economy's future growth. In Latin America, Mercosur brings countries closer together and encourage collaboration³. The Asia-Pacific region becomes a hot spot for international marketers. What World Economic Forum organizers call the "New Champions" are the growing groups of emerging market multinationals (EMMs) from China, Brazil, India, Korea, the Middle East, and Central and Eastern Europe, which are now playing on the global stage⁴.

As is the case with China, it is now permanently granted most-favored-nation (MFN) treatment by other WTO members, and also most other trading partners have eliminated restrictions on imports from China which helped promote China's labor-intensive exports in a large number of industries. An analysis of the leading trade partners of China in 2012 indicated that the EU, the U S and ASEAN were the top 3 countries/regions in terms of their share in the global trade volume with 14.1%, 12.5% and 10.3% respectively. The combined share of these three regions was 36.9%, indicating the dominant position of these countries in the global trade (Table 1.1).

Table 1.1 Top 10 trade partners of Mainland China in 2012

Country/Region	Trade volume (Billion \$)	Share (%)
European Union	546.04	14.1
United States	484.68	12.5
ASEAN	400.09	10.3
Hong Kong, China	341.49	8.8
Japan	329.45	8.5
Korea	256.33	6.6
Taiwan, China	168.96	4.4
Australia	122.30	3.2
Russia	88.16	2.3
Brazil	85.72	2.2
Others	1,043.54	27.0

Recent trends in world economy, however, have weakened significantly by 2012. The growth rate of global output (Table 1.2) has decelerated from 4.1 percent in 2010 to 2.7 percent in 2011. Overall the global growth rate will end up at a disappointingly 2.9 percent in 2013, about 0.3 percentage points below the global growth performance in 2012. Despite a very modest growth in the United States and a more significant one in Japan, developed economies as a whole are likely to grow by only slightly more than 1 percent in 2012, owing to the recession currently gripping the European Union. This contrasts with a much stronger performance in developing and transition economies, where GDP growth should remain relatively high, at around 5 percent and 4 percent respectively.

Table 1.2 World Output Growth 2004–2012^[1]

Region/Country	2004	2005	2006	2007	2008	2009	2010	2011	2012
World	4.1	3.5	4.1	4.0	1.5	-2.3	4.1	2.7	2.3
Developed countries	3.0	2.4	2.8	2.6	0.0	-3.9	2.8	1.4	1.1
Japan	2.4	1.3	1.7	2.2	-1.0	-5.5	4.4	-0.7	2.2
United States	3.5	3.1	2.7	1.9	-0.4	-3.5	3.0	1.7	2.0
European Union	2.6	2.0	3.3	3.2	0.3	-4.4	2.1	1.5	-0.3
South-East Europe and CIS	7.7	6.5	8.4	8.6	5.2	-6.5	4.2	4.5	4.3
South-East Europe	5.6	4.9	5.3	5.9	4.2	-3.7	0.7	1.1	0.2
CIS, incl. Georgia	7.9	6.7	8.7	8.9	5.3	-6.8	4.6	4.8	4.6
Russian Federation	7.2	6.4	8.2	8.5	5.2	-7.8	4.0	4.3	4.7
Developing countries	7.4	6.8	7.6	7.9	5.3	2.4	7.5	5.9	4.9
Africa	7.9	5.4	6.1	6.0	4.8	0.9	4.5	2.5	4.1
Latin American and the Caribbean	5.8	4.6	5.6	5.6	4.0	-2.0	6.0	4.3	3.4
Caribbean	3.7	7.3	9.3	5.8	3.0	0.2	2.8	2.6	2.7
Mexico	4.1	3.3	5.1	3.4	1.2	-6.3	5.8	3.9	4.0
Brazil	5.7	3.2	4.0	6.1	5.2	-0.3	7.5	2.7	2.0
Asia	8.0	7.9	8.7	9.0	5.9	4.1	8.4	6.8	5.5
China	10.1	11.3	12.7	14.2	9.6	9.2	10.4	9.2	7.9
India	8.3	9.3	9.6	9.7	7.5	7.0	9.0	7.0	6.0
South-East Asia	6.5	5.8	6.2	7.0	4.0	1.3	8.0	4.5	4.9
West Asia	8.8	6.9	6.7	4.5	3.8	-1.1	6.5	6.9	3.7
Oceania	2.2	3.5	2.9	3.6	2.7	2.1	3.4	3.8	3.6

Merchandise Trade

Merchandise trade refers to the trade exchange of tangible goods, which is also called *tangible trade*⁵. In the Standard International Trade Classification (SITC) code, a product classification of the United Nations (UN) used for external trade statistics, ten broad groups^[2] are numbered from 0–9:

- food and live animals (Section 0);
- beverages and tobacco (Section 1);

[1] **Source:** UNCTAD secretariat calculations, based on United Nations, Department of Economic and Social Affairs, National Accounts Main Aggregates database, and World Economic Situation and Prospects: Update as of mid-2012; ECLAC, 2012; OECD, 2012; IMF, World Economic Outlook, April 2012; Economist Intelligent Unit, EIU CountryData database; JP Morgan, Global Data Watch; and national sources.

[2] **Source:** 2010 International trade statistics yearbook, Vol 1. Pxiv.