新编国际商务英语系列教材

新编国际贸易英语教程

New International Trade English

王洪亮　李浚帆　编著

清华大学出版社·北京交通大学出版社

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内容简介

本书分为3部分，每部分5章。第1部分为国际贸易基础，主要涉及国际贸易理论、政策等基础性内容；第2部分为国际贸易运营，涉及对外直接投资、跨国公司、国际市场进入及商务谈判等内容；第3部分为国际贸易实务，涉及具体的业务操作实务。各部分均附有相关的案例或单据，以利于读者联系实际，加深理解。

本书既可以作为国际贸易专业英语教材使用，也可以作为国际贸易专业教师进行双语教学的参考书，还可以作为从事国际贸易相关工作的人士的参考用书。

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前　言

迄今，中国已经入世5年有余。随着中国更加深入地融入全球化进程，中国的对外贸易取得了更加长足的发展，对相关专业人才的需求也更加迫切。国内很多高校在多年以前就开设了国际贸易专业，已经为国家培养输送了大批的国际贸易专业人才。

目前，国际贸易专业的中文教材已经发展得相当成熟，但是相关的英语教材却还并不多见。为了帮助国际贸易及相关专业的学生提高英语水平，熟练掌握有关的专业英语词汇及用法，我们特此编写了这本《新编国际贸易英语教程》。本书既可以作为国际贸易专业英语教材使用，也可以作为国际贸易专业教师进行双语教学的参考书，还可以为从事国际贸易相关工作的人士提供帮助。

与其他同类教材比较，本书具有以下4个重要特色。

1. 系统性。本书借鉴了国际贸易专业中文教材的结构体系，涵盖国际贸易理论与政策、跨国公司、对外直接投资、国际市场进入、世界贸易组织及国际贸易实务等专业内容，用英语对国际贸易的相关知识进行了全面系统的介绍。

2. 丰富性。本书涉及的专业知识非常丰富，形式也灵活多样，每章都穿插了一定的阅读材料或图表，既有利于读者加深理解并拓宽知识面，还能够增加可读性及趣味性。

3. 实践性。本书注重理论联系实际，附有大量案例，涉及相关的典型知识或有争议的热点问题，可供学生进行课堂讨论或者课余阅读，既能加深学生对专业知识的理解，培养创新思维能力，又有助于其提高英语水平。在实务部分附有相当完整的全套国际贸易单据样本，可供学生进行国际贸易模拟操作训练。

4. 时代性。本书采用的均为近几年的数据及案例资料，紧紧把握时代脉搏，力图将最新的知识呈现给读者。例如，国际商会新近出版的《跟单信用证统一惯例2007年版》（UCP600）也在本书中有所涉及。

本书分为3部分，每部分5章。第1部分为国际贸易基础，主要涉及国际贸易理论、政策等基础性内容；第2部分为国际贸易运营，涉及对外直接投资、跨国公司、国际市场进入及商务谈判等内容；第3部分为国际贸易实务，涉及具体的业务操作实务。各部分均附有相关案例或单据，以利于读者联系实际，加深理解。

本书得以面世，有赖于北京交通大学出版社的热情支持，在此深表谢意。另外，中国防卫科技学院文理学院一系的杨海芳、佟茹两位教师也参与了部分案例的收集与整理工作，高景谋主任提供了大量的帮助与支持，在此一并致谢！

由于作者水平有限，书中难免错误与遗漏之处，敬请各位读者批评指正。

编　者

2007年9月

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PART I

International Trade Foundations

国际贸易基础

Chapter 1

An Introduction to International Trade

国际贸易导言

Learning Objectives

- ✔ To learn the definition of international trade
- ✔ To understand the basic concepts in international trade
- ✔ To know the link between economic globalization and international trade

Opening Vignette

Why International Trade?

Why do modern countries trade with one another? There are numerous reasons that countries engage in international trade.

Some countries are deficient in critical raw materials, such as lumber or oil. To make up for these various deficiencies, countries have to engage in international trade to obtain the resources necessary to produce the goods desired by their citizens. In addition to trading for raw materials, countries also exchange a wide variety of processed foods and finished products.

Each country has its own specialties that are based on its economy and the skills of its citizens. Three common specialty classifications are capital, labor, and land.

Capital-intensive products, such as cars and trucks, heavy construction equipment, and industrial machinery, are produced by nations that have a highly developed industrial base. Japan is an example of a highly developed industrial nation that produces large quantities of high-quality cars for export around the world. Another reason Japan has adapted to producing capital-intensive products is that it is an island nation; there is little land available for land-intensive product production.

Labor-intensive commodities, such as clothing, shoes, or other consumer goods, are produced in countries that have relatively low labor costs and relatively modern production facilities. China, Indonesia, and the Philippines are examples of countries that produce many labor-intensive products.

Land-intensive commodities, such as cattle production and wheat farming, are products that require large tracts of land. Countries that do not have large tracts of land normally purchase land-intensive products from countries that do have vast amounts of suitable land. The United States, for example, is one of the leading exporters of wheat. The combination of advanced farming technology, skilled farmers, and large tracts of suitable farmland in the Midwest and the Great Plains makes the mass production of wheat possible.

Over time a nation's work force will change, and thus the goods and services that nation produces and exports will change. Nations that train their workers for future roles can minimize the difficulty of making a transition to a new economy. The United States, for example, was the dominant world manufacturer of finished products from the end of World War II until the early 1970s. But, beginning in the 1970s, other countries started to produce finished products more cheaply and efficiently than the United States, causing US manufacturing output and exports to drop significantly. However, rapid growth in Information Technology (IT) began to provide a major export for the United States. Practically speaking, the United States has been slowly transformed from a manufacturing-based economy into a new Information Age-based economy that relies on exporting cutting-edge technology such as high-tech software and computer companies proliferate.

Warm-up Questions

1. What do you think of the term "international trade?"
2. Why do countries trade with one another?
3. Summarize the three common specialties that countries have.

1.1 International Trade 国际贸易

1.1.1 Definition of International Trade 国际贸易的定义

1. Trade

Trade is the voluntary exchange of goods and services. Trade is also called commerce. A mechanism that allows trade is called a market. The original form of trade was barter, the direct exchange of goods. For example, the farmer exchanges the farm products for the clothing with the tailor. Modern traders generally negotiate through a medium of exchange, such as money. As a result, buying can be separated from selling. The invention of money greatly simplified and promoted trade. Trade between two traders is called bilateral trade, while trade between more than two traders is called multilateral trade.

Trade exists for many reasons. Due to specialization and division of labor, most people concentrate on a small aspect of production, trading for other products. Trade exists between regions because different regions have a comparative advantage in the production of some tradable commodity, or because different regions' size allows for the benefits of mass production. As such, trade at market prices between locations benefits both locations.

2. International trade

Strictly speaking, in the era before the rise of the nation state, the term "international trade" cannot be literally applied, but simply means trade over long distances. Therefore, nowadays, the term "trade" sometimes has the same meaning as "international trade".

International trade is the exchange of goods and services across national borders. In most countries, it represents a significant part of Gross Domestic Product (GDP[1]). While international trade has been present throughout much of history, its economic, social, and political importance have increased in recent centuries, mainly because of industrialization, advanced transportation, globalization, transnational corporations. In fact, it is probably the increasing prevalence of international trade that is usually meant by the term "globalization".

Although there are usually few trade restrictions within countries, international trade is usually regulated by governmental quotas and restrictions, and often taxed by tariffs. Tariffs are usually on imports, but sometimes countries may impose export tariffs or subsidies. All of these are called trade barriers. If a government removes all trade barriers, a condition of free trade exists. A government that implements a protectionist policy establishes trade barriers.

3. The differences between international trade and domestic trade

The fundamental characteristic making international trade different from domestic trade is that international trade involves transactions that take place across national borders. Special problems may arise in international trade which are not normally experienced in domestic trade.

These problems are listed as follows:

- International trade usually has to be conducted in foreign languages and under foreign laws and regulations.
- It is difficult to obtain detailed information about the credit and financial standing of the possible dealing partners.
- It is often unavoidable to use foreign currency in international trade and exchange rate variations can be risky to international traders.
- Numerous culture differences may have to be taken into account in international trade.
- Risks' levels might be higher in foreign markets than that in domestic markets.

1.1.2 A Brief History of International Trade 国际贸易发展史简介

Ever since the first nation state rose and the first national border formed, international trade has been conducted by nations and individuals. In fact, in many cases, international trade itself has been a major force in shaping borders and changing the world history.

Reading Material

Chinese Sea Trade: 15th Century

The greatest extent of Chinese trade was achieved in the early 15th century when Zheng He, a Muslim eunuch, sailed far and wide with a fleet of large junks. At various times between 1405 and 1433, he reached the Persian Gulf, the coast of Africa (returning with a giraffe on board) and possibly even Australia.

Typical Chinese exports were porcelain, lacquer, silks, items of gold and silver, and medicinal preparations. The junks returned with herbs, spices, ivory, rhinoceros horn, rare varieties of wood, jewels, cotton and ingredients for making dyes.

As an example, international trade played a vital role in the formation and decline of the Roman Empire. Although the Roman legion is read in almost every book on the history of Roman Empire, it was not through military might that the empire came about. First, the Pax Romana[2] ensured that merchants were able to travel safely and trade with one another. Second, the use of common coinage enabled business transactions to be carried out easily. In addition, Roman developed a systematic law, central market locations through the founding of cities. All these actions contributed to the functioning of the marketplace and a reduction of trade uncertainty. International trade flourished within the empire, and the improvement of the economy and the living standard became apparent to those outside. Soon city-nations and tribes that were not part of the empire decided to join as allies. Thus the immense growth of Roman Empire occurred mainly through the linkage of trade.

During the centuries from 1500 till the World War Ⅰ, the flourish of seafaring and Discovery of New World[3] made the Western European countries, including the Britain, become greatest colonizers and traders in the world. The British Empire grew mainly through its free trade policy, which provided for efficient transportation, intensive trade, and an insistence on open markets.

More recently, during the World War Ⅱ, the United States developed a world leadership position mainly due to its large scale trade of the martial materials with the belligerent powers.

1.1.3 The Environment of International Trade 国际贸易的环境

1. Political environment

Countries have different international trade policies. Some countries openly court foreign companies and encourage them to invest in their country by offering reduced taxes or some other investment incentives. Other countries impose strict regulations that can cause large companies to leave and open a plant in a country that provides more favorable operating conditions. When a company decides to access to the market in another country, it should also consider the political stability of the host country's government. Unstable leadership can create significant problems if the government falls of the host country and/or changes its policy toward foreign trade and investment. Political instability is often caused by severe economic conditions that result in civil unrest.

In a more extreme case, some countries do not want to engage in free trade with other nations, a choice known as self-sufficiency. There are many reasons for this choice, but the most important is the existence of strong political beliefs. For example, the former Soviet Union and its allies traded only with each other because the Soviet Union feared that Western countries would attempt to control their governments through trade. Self-sufficiency allowed the Soviet Union and its allies to avoid that possibility. However, these self-imposed trade restrictions created a shortage of products that could not be produced among the group, making the overall quality of life within the Soviet bloc substantially lower than in the West since consumer demand could not be met.

2. Economic environment

An important factor influencing international trade is taxes. Of the different taxes that can be applied to imported goods, the most common is a tariff, which is generally defined as an excise tax imposed on imported goods.

Tariff is the primary barrier to international trade. World trade was ever severely reduced for nearly all countries as the result of the tariffs imposed by these countries, causing the wealth of each affected nation to drop, and increasing unemployment in most countries. Realizing this, countries began to negotiate for tariff reductions at the end of the World War Ⅱ. The goal was to promote more international trade and ensure full employment and a large and steadily growing volume of real income.

A government can also use a non-tariff barrier to help protect domestic companies. A non-tariff barrier usually refers to government requirements for licenses, permits, or significant amounts of paperwork in order to allow imports into its country. This tactic often increases the cost of the imported product, slows down delivery, and creates frustration for the exporting country. The end goal is that many foreign companies will not bother to export their products to those markets because of the added cost and troubles. Japan and some Western countries have frequently used this strategy to limit the number of imported products.

Another key aspect of international trade is paying for a product in a foreign currency. This practice can create potential problems for a company, since any currency is subject to price fluctuation. A company could lose money if the value of the foreign currency is reduced before it can be exchanged into the desired currency.

3. Cultural environment

Before a corporation begins exporting products to other countries, it must first examine the norms, taboos, and values of those countries. This information can be critical to the successful introduction of a product into a particular country and will influence how it is sold. Such information can prevent cultural blunders, such as the one General Motors committed when trying to sell its Chevy Nova in Spanish-speaking countries. Nova, in Spanish, means "doesn't go"—and few people would like to purchase a car named "doesn't go". This marketing error—resulting simply from ignorance of the Spanish language—cost General Motors millions in initial sales—as well as considerable embarrassment. Moreover, it has been taken as one of the most famous case on culture and international trade in many university textbooks.

Business professionals also need to be aware of foreign customs regarding standard business practices. For example, people from some countries like to sit or stand very close when negotiating for business. In contrast, people from other countries want to maintain a spatial distance. Thus, before business-people travel overseas, they must be given training on how to conduct business in the country to which they are traveling.

In a word, navigating its legal and cultural thicket must be done very carefully in order to conduct business successfully in a country.

4. Physical environment

Other factors that influence international trading activities are related to the physical environment. Natural physical features, such as mountains and rivers, and human-made structures, such as bridges and roads, sea ports and air ports, can have an impact on international trading activities. For example, a large number of potential customers may live in a country where natural physical barriers, such as mountains and rivers, make getting the product to market nearly impossible.

1.2 Basic Concepts of International Trade 国际贸易的基本概念

1.2.1 International Trade Classification 国际贸易分类

1. Import vs. export

As everyone knows, there are imports and exports in international trade, classified by the directions of the movement of commodity traded. Buy in commodities from another country is import and sell out commodities to another country is export. Normally, every nation's foreign trade comprises both imports and exports.

2. Tangible trade vs. intangible trade[4]

International trade could be classified into the two types of tangible trade and intangible trade by nature of the commodity traded.

1) Tangible trade

Tangible trade, also referred to as visible trade, is the international exchange of tangible goods. There are many varieties of goods being traded internationally. According to SITC (Standard International Trade Classification)[5], the international trade commodities could be classified into 10 categories as follows: food stuffs (0); beverages and tobacco (1); non-food items (not including fuels) (2); mineral fuel, lubricating oil and related raw material (3); animal and vegetable oils and fats and wax (4); chemical industrial products and related products (5); finished products classified by raw materials (6); machinery and transportation equipment (7); other products (8); items of unclassified commodities (9).

When we import/export the above goods, we have to carry out importing/exporting customs formalities and the goods should be checked by the customs. Therefore, such transactions are observable, i.e. visible. These tangible commodities have to be shipped from the exporting country to the importing country.

In the history of international trade, the tangible trade has taken the dominate role for a long time. Nowadays, tangible trade still represents a major share in international trade.

2) Intangible trade

Intangible trade is the international exchange of intangible goods, such as service and intellectual