



语言规范, 信息量大, 实用性强, 富有时代气息。

International Trade English 国际贸易英语

主编 卓新光



吉林人民出版社

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Happy time

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English for International Trade

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内容提要

《国际贸易英语》一书通过课文的形式系统地介绍了国际贸易基础理论和进出口贸易实务。全书共二十个单元,每个单元在课文后附有词汇表,难点注释和翻译练习,并且书后附有练习参考答案。

本书课文均选自近年出版的英美原版书刊,语言规范,信息量大,实用性强,具有浓厚的时代气息,可帮助读者更好地用英语从事国际贸易的各项业务。本书可用作高等院校经贸英语专业的教材,也可作为自学教材。

前 言

随着我国改革开放步伐的加快,我国与世界各国的贸易往来愈加频繁。目前,我国迫切需要一大批既懂外语又通晓市场经济理论和国际贸易业务的复合型人才。《国际贸易英语》一书正是为满足这种社会需求而编写的。

本书共二十个单元。每个单元由课文、词汇、注释和练习等部分组成。课文内容涉及国际贸易基础理论、国际收支、外汇交易、市场营销、包装、运输、保险、补偿贸易和国际贸易组织等。本书课文均选自近年出版的英美原版书刊,语言规范,难易适中,使读者在阅读过程中既可以了解国际贸易的基础理论,通晓进出口贸易的操作程序,又可以学到常用的国际贸易术语,从而提高专业英语阅读能力。本书外贸知识系统,释义准确,构思新颖,实用性强,它将有助于读者更好地用英语从事国际贸易的各项业务。本书可作为高等院校经贸英语专业的教材,也适合外经贸从业人员和英语爱好者自学选用。

本书系吉林工业大学人文学院外语系经贸英语专业教师总结了几年的教学经验为配合教学而编写的。在编写过程中得到了吉林工业大学教材建设基金的资助,吉林工业大学人文学院也给予了大力支持,在此表示衷心感谢。

限于编者水平,书中或有错误和不妥之处,敬请同行专家及读者批评指正。

编者

1999年7月

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UNIT ONE

IMPORTANCE OF INTERNATIONAL TRADE

Ever since the first national borders were formed, international business has been conducted by nations and individuals. In many instances, international business itself has been a major force in shaping borders and changing world history.

As an example, international business played a vital role in the formation and decline of the Roman Empire, whose impact on thought, knowledge, and development can still be felt today. Although we read about the marching of the Roman legions, it was not through military might that the empire came about. The Romans used as a major stimulus the Pax Romana, or Roman peace. This ensured that merchants were able to travel safely on roads built, maintained, and protected by the Roman legions and their affiliated troops. A second stimulus was the use of common coinage, which enabled business transactions to be carried out and easily compared throughout the empire. In addition, Rome developed a systematic law, central market locations through the founding of cities, and an effective communication system; all of these actions contributed to the functioning of the marketplace and a reduction of business uncertainty.

International business flourished within the empire, and the improved standard of living within the empire became apparent to those outside. Soon city-nations and tribes that were not part of the empire decided to join as allies. They agreed to pay tribute and taxes because the benefits were greater than the drawbacks. Thus the immense growth of the Roman Empire occurred mainly through the linkages of business.

The fact that international business was one of the primary factors that held the empire together can also be seen in the decline of Rome. When "barbaric" tribes overran the empire, again it was not mainly through war and prolonged battles that Rome lost ground. Rather, outside tribes were attacking an empire that was already substantially weakened at its foundations because of infighting and increasing decadence. The Roman peace was no longer enforced, the use and acceptance of the common coinage had declined, and communications no longer worked as well. Therefore, affiliation with the empire no longer offered the benefits of the past. Former allies, no longer seeing any benefits in their association with Rome, willingly cooperated with invaders rather than face prolonged battles.

Similar patterns also can be seen during later cycles of history. The British Empire grew mainly through its effective international business policy, which provided for efficient transportation, intensive trade, and an insistence on open markets. More recently, the United States developed a world leadership position largely due to its championship

of market-based business transactions in the Western world, the broad flow of ideas, products, and services across national borders, and an encouragement of international communication and transportation. One could say the period from 1945 to 1990 was, for Western countries, characterized by a Pax Americana, an American peace.

World trade and investment have assumed a heretofore unknown importance to the global community. In past centuries, trade was conducted internationally but not at the level or with the impact on nations, firms, and individuals that it has recently achieved. In the past 20 years alone, the volume of international trade has expanded from \$ 200 billion to more than \$ 4 trillion. The growth in both the volume and value of trade has greatly exceeded the level of overall world growth.

During the same time, foreign direct investment grew tenfold, from \$ 211 billion to more than \$ 2.13 trillion in 1993. Multinational corporations have invested in countries around the globe, with more than 800 of them having sales of more than \$ 1 billion. Countries that have never been thought of as major participants have emerged as major economic powers. Individuals and firms have come to recognize that they are competing not only domestically but in a global marketplace. As a result, the international market has taken on a new dynamic, characterized by major change.

International business has forged a network of global linkages around the world that binds us all — countries, institutions, and individuals — much closer than ever before. These linkages tie together trade, financial markets, technology, and living standards in an unprecedented way. They were first widely recognized during the worldwide oil shock of the 1970s and have been apparent since then. A freeze in Brazil and its effect on coffee production are felt around the world. The sudden decline in the Mexican peso affected financial markets in the United States and in all emerging economies and reverberated throughout Poland, Hungary, and the Czech Republic. Iraq's invasion of Kuwait and the subsequent Persian Gulf War affected oil prices, stock markets, trade, and travel flows in all corners of the earth.

International business has also brought a global reorientation in production strategies. Only a few decades ago, for example, it would have been thought impossible to produce parts for a car in more than one country, assemble it in another, and sell it in yet other countries around the world. Yet such global strategies, coupled with production and distribution sharing, are common today. Firms are also linked to each other through global supply agreements and joint undertakings in research and development.

Not only the production of products has become global. Increasingly, service firms are part of the international scene. Banks, insurance companies, software firms, and universities are participating to a growing degree in the international marketplace.

The level of international investment is at an unprecedented high. Multinational corporations conducting such investments have become corporate giants which, in terms

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of sales, can be bigger than entire nations. Ford's sales are greater than Saudi Arabia's and Norway's economies. Philip Morris's annual sales exceed New Zealand's gross domestic product. Global investment strategies have had major effects on the patterns of trade. For example, many export and import flows are the result of multinational corporations shipping products to or from their subsidiaries. Such global investment also forces companies to recognize and play by new rules in areas such as business practices, legal requirements, and ethics.

Concurrently, an increasing regionalization is taking place around the world, resulting in the split-up of countries in some areas of the world and the development of country and trading blocs in others. Over time, firms may find that the free flow of goods, services, and capital encounters more impediments as regions become more inward-looking.

Not only is the environment changing, but the pace of change is accelerating. "A boy who saw the Wright brothers fly for a few seconds at Kitty Hawk in 1903 could have watched Apollo II land on the moon in 1969. The first electronic computer was built in 1946; today the world rushes from the mechanical into the electronic age. The double helix was first unveiled in 1953; today biotechnology threatens to remake mankind."

These changes and the speed with which they come about significantly affect countries, corporations, and individuals. For example, the relative participation of countries in world trade is shifting. It is reported that the relative market shares of Western Europe in trade has been declining. For the United States, the export share has declined while the import share has increased. Concurrent with these shifts, the market shares of Japan, Southeast Asian countries, and China have increased.

The composition of trade also has been changing. The role of primary commodities has dropped precipitously while the importance of manufactured goods has increased over the past twenty years.

Times are changing. Individuals, corporations, and policymakers have awakened to the fact that international business is a major imperative and opportunity for future growth and prosperity. International business offers access to new customers, affords economies of scale, and permits the honing of competitive skills. Performing well in global markets is the key to improved standards of living and higher profits. Knowledge about international business is therefore important to everyone, whether it is used to compete with foreign firms or simply to add to an understanding of the world around us.

New Words and Expressions

the Roman Empire 罗马帝国

impact *n.* 影响; 碰撞

the Roman legions 古罗马军团
Pax Romana 罗马帝国统治下的和平
merchant *n.* 商人
affiliate *vt.* 使附属于; 收为会员
affiliation *n.* 联合, 联系; 附属机构; 联营
coinage *n.* 货币制度; 造币; 硬币
contribute to 有助于; 造成
flourish *vi.* 茂盛; 兴旺
city-nation *n.* 城邦(为独立自主国家之城市)
ally *n.* 联盟者; 盟国; 盟友
pay tributes and taxes 纳贡和交税
drawback *n.* 不利; 缺陷; 障碍
immense *adj.* 极大的; 极度的
linkage *n.* 联结, 联接; 联动
barbaric tribes 野蛮部落
overrun *vt.* 侵占, 蹂躏; 蔓延
prolong *vt.* 延长; 拖延
infighting *n.* 内战, 派系倾轧
decadence *n.* 衰落; 堕落; 颓废
enforce *vt.* 实施; 加强; 强制
invader *n.* 侵略者, 侵略部队
due to 由于; 归因于
assume *vt.* 呈现(情况); 假定
heretofore *adv.* (法律或古时用语)直到此时; 以前
participant *n.* 参与者; 共享者
forge *vt.* 锤炼出; 打(铁), 锻造(制品); 伪造
domestically *adv.* 国内地; 本国地
take on 呈现, 显现
dynamic *n.* 动态
bind *vt.* (使)连结; 捆; 绑; 束缚
unprecedented *adj.* 无先例的
peso *n.* 比索(拉丁美洲许多国家的货币单位)
emerging *adj.* 新兴的; 出现的
reverberate *vi.* 反响; 回声
invasion *n.* 侵略
subsequent *adj.* 后来的; 随后的
assemble *vt.* 装配; 聚集
couple with 连合, 连接

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joint undertaking 共同承担,共同参予
software *n.* 软件
corporate giant 公司巨子
annual sales 年销售额
subsidiary *n.* 附属公司,子公司
ethic *n.* 伦理学;道德原则
concurrently *adv.* 同时发生的;意见一致地
split-up 分裂,分开
impediment *n.* 障碍;妨碍物
accelerate *vt.* 加速
electronic age 电子时代
double helix 双螺旋线结构
unveil *vt.* 揭开;公布
shift *vt.* 移动;改变;变换
precipitously *adv.* 骤然地;急剧地
imperative *n.* 必需;必要
honing *n.* 磨炼

Notes

1. ...it was not through military might that the empire came about.
...并不是由于军事力量罗马帝国才强大起来。
2. ...all of these actions contributed to the functioning of the marketplace and a reduction of business uncertainty.
...所有这些措施都利于市场的运作以及减少商业活动中的不稳定因素。
3. The fact that international business was one of the primary factors that held the empire together can also be seen in the decline of Rome.
从罗马帝国衰落这一历史事实中也可以看到国际贸易是促使罗马帝国的各邦国紧密地结合在一起的主要因素之一。
4. When "barbaric" tribes overran the empire, again it was not mainly through war and prolonged battles that Rome lost ground. Rather, outside tribes were attacking an empire that was already substantially weakened at its foundations, because of infighting and increasing decadence.
当野蛮部落侵占帝国时,罗马帝国之所以被击败主要仍然不是由于持久的战争使其军队失利,而是由于外族所进攻的帝国,在内战和日渐衰落中,已从根基处被极大地削弱了。
5. The British Empire grew mainly through its effective international business policy, which provided for efficient transportation, intensive trade, and an insistence on open markets.

大英帝国的不断强大,主要由于采取了有效的国际贸易政策,即:提供便利的交通,集中开展贸易以及坚持市场开放。

6. As a result, the international market has taken on a new dynamic, characterized by major change.

因此,国际市场出现了以重大变化为特征的崭新动态。

7. Such global investment also forces companies to recognize and play by new rules in such areas as business practices, legal requirements, and ethics.

这样的全球投资也促使许多公司认识到并实行一系列新规则,诸如贸易惯例,法律条款及道德原则。

8. International business offers access to new customers, affords economies of scale, and permits the honing of competitive skills.

国际贸易提供接触新客户的机会,扩大经济规模,并使竞争技能得以不断改进提高。

9. One could say the period from 1945 to 1990 was, for western countries, characterized by a Pax Americana, an American peace.

对于西方国家而言,从 1945 年到 1990 年可称为美国统治下的和平时期。

Exercises

I. Topics for discussion

1. What role does international business play in shaping borders and changing world history? Give one example.
2. What is the significance of the two stimuli that the Rome used to develop its empire?
3. What is the new trend of international business?
4. Why do we say that not only the environment is changing, but the pace of change is accelerating?
5. What is the impact of global investments strategies on the pattern of trade? Give one example.
6. Why has the composition of trade changed significantly?

II. Translate the following phrases and expressions into Chinese:

trading bloc	insurance company
import share	provide for efficient transportation
production and distribution sharing	forge a network of global linkages
global reorientation	international investment
conduct international business	use and acceptance of the common coinage

III. Translate the following phrases and expressions into English:

贸易惯例	完成交易
石油危机	以市场为基础的商业交易
市场份额	跨国公司

国际贸易量

股票市场

主要经济大国

年销售额

提高生活水平

国内生产总值

IV. Translate the following passage into Chinese:

International business consists of transactions that are devised and carried out across national borders to satisfy the objectives of individuals and organizations. These transactions take on various forms, which are often interrelated. Primary types of international business are export-import trade and direct foreign investment. The latter is carried out in varied forms including wholly owned subsidiaries and joint ventures. Additional types of international business are licensing, franchising, and management contracts.

As the definition indicates, and as for any kind of domestic business, "satisfaction" remains a key tenet of international business. The fact that the transactions are across national borders highlights the difference between domestic and international business. The international executive is subject to a new set of macroenvironmental factors, to different constraints, and to quite frequent conflicts resulting from different laws, cultures, and societies. The basic principles of business still apply, but their application, complexity, and intensity may vary substantially.

The definition also focuses on international transactions. The use of this term recognizes that doing business internationally is an activity. Subject to constant change, international business is as much an art as a science. Yet success in the art depends on a firm grounding in the scientific aspects. Individual consumers, policymakers, and business executives with an understanding of both aspects will be able to incorporate international business considerations into their thinking and planning. They will be able to consider international issues and repercussions and make decisions related to questions such as these:

- How will our idea, product, or service fit into the international market?
- Should we enter the market through trade or through investment?
- What adjustments are or will be necessary?
- What threats from global competition should be expected?
- How can these threats be counteracted?
- What are the strategic global alternatives?

When management integrates these issues into such decision, international markets can provide growth, profit, and needs satisfaction not available to firms that limit their activities to the domestic marketplace.

UNIT TWO

EXPORTING AND IMPORTING

The location of the world's natural resources, also called commodities, determines the patterns of world trade. Some regions are abundant in resources; elsewhere, reserves are scarce or nonexistent. As far as the industrialized nations are concerned, the United States and Canada enjoy the most favorable position. They are the dominant exporters of grains. The United States and Canada also have vast coal and oil reserves, as well as nonferrous metal deposits, such as copper, zinc, and lead, which these countries export. The United States is also a heavy consumer of natural resources, and it is increasingly reliant on certain imports, especially on oil. Japan, a highly industrialized nation, is very dependent and has to import 99 percent of its primary commodities. Western Europe produces nearly all of the grain it needs but lacks other commodities to a great extent. The United States, Canada, Japan, and Western Europe all have to import tropical agricultural products from the developing nations.

There are basically three commodity groups: minerals, such as coal, oil, copper, zinc, and bauxite; tropical agricultural products, such as cocoa, coffee, sugar, tea, and tobacco, which grow in tropical climates; and cereals, such as wheat, maize, and other grains, which grow in colder climates. While world consumption of resources is increasing at a fast pace, world reserves of many commodities are increasing equally fast. The Brookings Institution in Washington, D. C., estimates that iron ore and bauxite reserves have recently doubled. The amount of world reserves has been determined by exploration. Although the earth contains extremely large mineral deposits, some of these are not easily accessible. Also, in some cases, the quality of a mineral varies from one place to another. For example, in the nineteenth century half of the world's copper ore came from Cornwall, England, and had a 13 percent metal content. Today copper ore mined in the United States has less than a 1 percent metal content. But over the last seventy years, improved technology in exploration, production, and transportation now makes mining of such ores with low-metal content a worthwhile venture.

A great part of the world's reserves may still be unknown because they are inaccessible. However, new ways to discover and exploit these reserves may yet be found.

Efforts to conserve the environment sometimes clash with the advancement of technology. Environmentalists in the United States want to outlaw strip mining of coal, a technique whereby land is scraped from above in order to find coal. At least they want to force the mining companies to restore the scarred earth to its natural state after the searches for coal have been made.

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Increased technology sometimes decreases the demand for natural resources. The need for metals has been relieved by the development of plastics and synthetic fibers. Solar energy may eventually lessen our dependence on oil. Increased recycling of paper, metals, and other reusable materials will further reduce our demands for primary commodities. However, an offsetting factor to these new developments is the growth of the world's population, which puts an even greater demand on natural resources.

Tropical agricultural products differ from minerals in the sense that they are renewable, that is, new crops can be harvested on the same land. Technology is not very advanced in many developing nations where tropical crops are grown, so production is very dependent on manual labor. This is not a constraint, since these countries are densely populated. However, the lack of capital (money to invest) may be a problem. It takes five years for coffee trees to reach their peak of production and seven years for rubber trees. Sugar processing facilities are expensive to build. Also, many developing nations resist foreign investment in their industries, thereby restricting the growth of production.

The availability of grain supplies depends on two factors: population growth and increased production. For the past twenty years world grain production has grown 3 percent annually. In the same period world population has grown by 2 percent. But by the year 2000, six billion people are expected to live on earth, and grain production will have to expand greatly. The industrialized countries achieved their production growth without expansion of agricultural acreage; in developing countries acreage increased 30 percent. Improved technology and increased cultivation should help alleviate some of the food problems now lying ahead of us. In Latin America, according to a United Nations study, the crop acreage could be quadrupled, and in North America it could be doubled.

International trade, where goods and services move across borders, often explained by the theory of **comparative advantage**, also called the **comparative cost theory**. This theory 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. A tropical climate is better suited for growing bananas than a cold one. A country like Norway could produce bananas in hothouses, but it is cheaper for Norway to import the bananas than to produce them. Thus, climate establishes a trade pattern between a northern and a southern country. In other cases the availability of natural resources may be the trade factor.

The theory of comparative cost 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 typ-