

ENGLISH  
EDITION

# 国际贸易实务

• (英文版) •

PRACTICE OF  
INTERNATIONAL TRADE

谢桂梅 © 编著

清华大学出版社



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藏书章

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清华大学出版社  
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## 内 容 简 介

本书通过最新的信息和案例、生动的图表、丰富多样的练习,提供了丰富的知识内容。本书主要内容包含当前国际贸易概况,商业合同的签订和执行,国际贸易的程序,合同的标的(包括商品名称、商品质量、商品的数量、商品的包装等),国际贸易术语,国际支付(包括国际支付的各种方式、工具、信用证等),国际货物运输(包括铁路、公路、水运、航空、邮政、管道等),商品的检验、索赔、不可抗力和仲裁,国际协议和机构以及各种关税和非关税壁垒等。

本书适用于各高等院校的本科生、专科生,以及有志于从事国际贸易实际业务的各类外贸人员。同时,由于本书包含丰富的语言知识、专业知识,也适合部分国际贸易专业的研究生进行双语阅读拓展。

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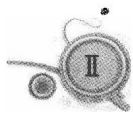


# *PREFACE*

With the coming of global integration, international trade has undertaken and will undertake a significant and somewhat leading role in integrating the world economy. In order to promote the living standard and welfare of the people around the world, international trade booms. Though there are a lot of books about international trade in China at present, few English books are geared to the trend of bilingual teaching. Besides, most of the books are inefficient and sometimes play a biased role in misleading the students and learners to grasp the integrated contents of international trade. That's why this book is necessary. For example, some books are too simple, and learners can only get very rough skeleton after reading without knowing the true meaning of international trade. They still feel at the sea about the practical business.

This book focuses on the main procedures of foreign trade, illustrating systematically every topic-centered chapter by giving the most important and practical knowledge and vivid examples. On the basis of the current foreign trade situation in China, the book has 10 chapters, including business contract, the basic importing and exporting procedure, terms of trade, description of goods, international payment, letter of credit, cargo transportation, insurance, inspection, claim, Force Majeure and arbitration, etc. In most chapters, the main task is to introduce the





commonly used and customerized international conventional practice in China, and list clearly and logically different aspects of the topic.

In western economics, we have micro economics and macro economics. As to this book, chapter 1,2,3 and 10 are macro, while chapters 4,5,6,7,8 are micro. In fact, in international trade, having the only knowledge on how to conduct trade is far from necessary. Especially for students of English major, they even could not continue their study if they could not have a knowledge of some fundamental economic theory. Because of this, in the first chapter, there are forms of international trade, modes of international trade, and the present situation of international trade. All these contents can be seen as the macro components of international trade to provide fundamental basis for the course.

Features of the book are as follows:

**Vivid charters and tables** There are charters or tables to illustrate the content. No more, no less. We can't judge a book from the amount of charters and tables, but appropriate amounts of charters and tables can enhance the explanation of the theory and practice. Thus, it is concise and time-saving in studying.

**Comprehensive exercise** The characteristics and advantages of this book which distinguish the book from others is that it is comprehensive and diverse. That is to say, besides the basic knowledge, there are a great diversity of colorful exercises including questions, multiple choice, true or false exercise, and case study. No other books can compete in this aspect.

**Words and phrases with phonetic symbols** During years of teaching, I find that many students can master a huge amount of words, but their pronunciation of the words is poor. They can not speak with right pronunciation, the phonetic symbols can help to solve the problem to some degree.

**Up-to-date materials and data** Many books claim that they are using the up-to-date materials, but in fact, the theory and conventions are old-fashioned, which will leave a bad or even wrong impression on learners. Once the misleading information is put into the learners' mind, it would be dangerous to refresh it into something new and right. That is why the book pays special attention to the new and fresh materials and data.

**Combined language study and speciality** That's the very purpose of the book. Many learners who have a great deal of knowledge find that they could not express their knowledge in English. While people who have a good command of English know nothing about the knowledge of international trade. A combination of language and speciality



could offer learners both standard language and necessary knowledge.

Besides, though many students have a lot of information about the world around us, when referring to a certain subject, I find that they are somewhat naive in understanding our society. For example, I find some students don't know how an economy of a country performs and what contribute to the development of a whole nation. In a broad sense, my advice here is that the students should know something about macroeconomics before studying the subject. In a word, international trade, or foreign trade from the perspective of one particular country, is a contributor to the development of China and the world.

Besides, we have a lot of Chinese and international websites and magazines about the international trade. Readers can find more information from the latest versions such as *International Trade*, *Journal of International Trade, Finance and Trade Economics*, *Intertrade* and from some websites like <http://www.itrade.org.cn/>.

With all these advantages, we believe everybody can benefit much from this book. And your advice is welcome.

# 前言

## FOREWORD

当前中国的对外贸易处在一个十分重要的转折点上。在经历多年持续的贸易顺差和不断出现的各种贸易冲突之后,2010年5月,中国的对外贸易将可能首次出现贸易逆差。换句话说,中国要想维持以前的出口贸易顺差将面临越来越多的困难,中国即将从一个出口型贸易大国转向一个进口型大国,或者说贸易盈余会越来越少,贸易环境不再像以前那样宽松,这是中国新形势下面临的严峻挑战。

在当前的外贸形势下,这本《国际贸易实务》双语课程教材出版了。可以说,国内非常优秀的国际贸易实务教材非常多,一批非常有建树的国际贸易专家以认真负责的态度贡献了许多优秀的教材,这些教材无论在理论方面、实际业务操作方面,还是在理论与实际的结合方面,都有非常系统、深入、生动的阐述和讲解,读者可以得到系统的知识和实践,基本能够达到各种层面的要求。但是,随着双语教学的开展,在从事双语教学的过程中,笔者发现:我们很难找到一本适合的双语教材,现存的双语教材既不能从知识的宽度上给学生以整体的把握。比如涵盖的知识点较少,又不能从内容的深度上让学习者具备基本的国际贸易业务员的知识。比如,有些教材采用了英国的教材体系,内容稍浅。因此该教材力求弥补现存双语教材的这两大缺点。另外;在练习的设计上,几乎没有一本双语教材有丰富多样的课后练习,从而不利于知识的巩固和强化。而且其中的练习仅局限于回答问题和案例分析等一些传统题目。本书除部分传统习题形式外,还增加了判断题和选择题,重点考查学习者对文中内容的掌握程度。另外,尽管国外有不少国际贸易教材,



但是这些教材大都不是专门为国际贸易专业的学生写作的。例如,美国没有国际贸易这个专业,在大学的课程设置中,国际贸易的专业知识大都属于世界经济管理的范畴之内。因此,国内有些比较知名的出版社像中国人民大学出版社、清华大学出版社等在引进西方原版教材时,要么把国外原著中的部分章节进行节选、整理,然后再呈现给国内的读者,要么引用原版教材,但其中的内容大多属于管理类。况且,各国的贸易实践不同,国家情况不同,立法和体制不同,比如中国和美国、英国等国的对外贸易法、保险法等都存在很多差异,拿国外的原版教材直接使用可以说基本行不通。这也可以说是本书产生的原因之一。除此之外,本书有自己鲜明的特色:

1. 最新的信息和案例。2010年是中国国际贸易的一个转折年。最新的一些案例和事实在书中多处得到了体现。比如,索马里海盗劫持中国船只的问题可能引发人们对保险业保险范围的关注。

2. 注重微观和宏观两个层次。第1、2、3、10章可以认为是国际贸易的宏观知识,而第4、5、6、7、8、9章是国际贸易的各个细节,可以认为是微观部分。

3. 形象生动的图表。俗话说,一图胜千言。有时一个图表可以清楚地表达各个概念、术语之间的关系。如贸易术语部分的图表、保险的图表,既形象又生动,给读者留下深刻印象。

4. 丰富多样的练习。在练习的设计上突破英语多项选择题和判断题难设计的困难,设计了大量的练习,并力求丰富、涵盖面广,重点考查基本知识和章节知识的连贯性。这也是本书区别于其他教材的一大特色,既可以方便学习者自测,又方便教师的授课。

5. 带音标的术语。书中列举了国际贸易实务中专用的单词和短语。根据授课经验,部分学员对部分生词的发音不太准确,给交流造成了较多障碍,因此,为克服这一障碍,特别给所有的生词标注了音标。

6. 专业和语言学习并重。书中的知识点克服了英文教材的缺点:英文著作中往往牺牲知识的深度和广度,以便学习者能容易理解基本的国际贸易实务内容。且本书在知识的深度和广度上不逊于普通教材。

本书的内容包含当前国际贸易概况、商业合同的签订和执行,国际贸易的程序,合同的标的(包括商品名称、商品质量、商品的数量、商品的包装等),国际贸易术语,国际支付(包括国际支付的各种方式、工具、信用证等),国际货物运输(包括铁路、公路、水运、航空、邮政、管道等),商品的检验、索赔、不可抗力和仲裁,国际协议和机构以及各种关税和非关税壁垒等内容。书中通过翔实的举例、形象的图表对各个知识点进行介绍。

本书适用于各高等院校的本科生、专科生,以及有志于从事国际贸易实际业务的各类外贸人员。同时,由于本书包含丰富的语言知识、专业知识,也适合部分国际贸易专业的研究生进行深度阅读。



在本书的编写过程中,我得到了全家人的帮助,我的先生、父母都给予了极大的精神支持。另外,在编写和审稿的过程中,我的同事田丽给予了无私的帮助和建议,还有责任心极强的清华大学出版社编辑也提供了很多的建议和意见,在此一并表示感谢。另外,本项目获得北京市优秀人才培养资助。

期望这本著作能为读者带来全面深入的知识和愉快的阅读体验。书中内容如有疏漏之处,恳请各位读者斧正。

谢桂梅

北京物资学院人文楼

2010年5月



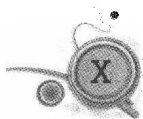
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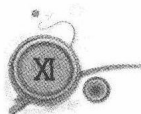
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# Chapter 1

## General Introduction to International Trade

### 国际贸易入门

#### Objectives:

1. understand the importance of international trade to the world and to a nation
2. understand the reason of conducting international trade by knowing the comparative advantage theory
3. know the general trend of international trade
4. master different modes of international trade
5. learn how to study the subject well

#### 1.1 The Importance of International Trade 国际贸易的重要性

**International trade**, also called foreign trade or world trade, is the exchange of capital, goods, and services between people, organizations and countries across national boundaries. In most countries, it represents a significant share of gross domestic product (GDP). Practice of international trade, also known as foreign trade which includes import and export practice, is a course which focuses on and mirrors the theories and practice concerned with exchange of goods and service between different countries and regions. The objective of this subject, from the points of practice and law, is to sum up the experiences and principles in it, generalize and concise international business customary rules and norms, analyze and introduce the standard procedures, techniques and various methods to conduct commodity exchange in a systematic way in international level.



There was never a time when the study of international trade was as important as it is today. Foreign trade<sup>①</sup> is of great importance to a nation for three reasons:

Firstly, foreign trade can create jobs. The international market is very enormous while the domestic market is comparatively limited. So, with foreign trade, a nation can increase its sales of products and thereby create jobs at home. This is especially true of China, whose exports are producing labor demand intensively. Statistics show that for each increase in export sales by one hundred million dollars, twelve thousand new jobs are created in China.

Secondly, foreign trade can improve living standards. According to international trade theory, a key driver of international trade is cost differentials between countries. A nation can buy goods in a foreign country more cheaply than it can produce the same goods at home. Thus, by reducing the cost, and by increasing the range of goods available to the consumer, foreign trade raises living standards and welfare.

Thirdly, competition with foreign companies brings long-term improvement in industrial competitiveness. Production efficiencies are upgraded by the introduction into home market of advanced technologies and equipment improvements that strengthen the growth of domestic industries.

China is the third biggest foreign trade economy in the world in terms of trade volume which has experienced a steady growth. Currently speaking, its three biggest trade partners are: the European Union, Japan, and the U. S. A. . Following adjustments in its industrial structures and technological advancement, China's principal exports are machinery and electronic goods (about half of the total export volume) and high-tech products (about a quarter of the total volume) which you can get more information from the latest quarterly or yearly reports from Chinese government and the World Trade Organization about foreign trade.

#### News related:

##### ***China's global ad campaign (2009-12-1, China Daily)***

*The Chinese government has launched a global advertising campaign in an effort to lift the reputation of Chinese-made goods. The 30-second commercial debuted on CNN Asia with the theme "made in China, made with the world". The ad is believed to be the Chinese government's first-ever branding campaign and is set to be screened in other markets, including North America.*

---

① We often say the three drivers of our economy are investment, internal consumption and foreign trade.



## 1.2 Theory of Comparative Advantage 比较优势理论

Comparative advantage theory was developed on the basis of absolute advantage. The theory of absolute advantage makes intuitive sense. When a country has absolute advantage in a certain product, it would export the product and make more money from other countries. Unfortunately, it is flawed. What will happen to trade if one country has an absolute advantage in all products? The theory of absolute advantage incorrectly suggests that no trade would occur. David Ricardo, an early nineteenth-century British economist, solved this problem by developing the theory of comparative advantage, which stated that a country should produce and export those goods and services for which it is relatively more productive than other countries and import those goods and services for which other countries are relatively more productive than it is.

Everyone knows that international trade is beneficial—nobody would suggest that Norway should grow its own oranges. Many people, however, are skeptical about the benefits of trading of goods that a country could produce for itself. Shouldn't Americans buy American goods whenever possible to help save U. S. jobs? Probably the most important insight in all of international economics is the idea that there are gains from trade—that is, when countries sell goods and services to one another, this is almost always to their mutual benefit.

The range of circumstances under which international trade is beneficial is much wider than most people appreciate. For example, many U.S. business people fear that if Japanese productivity overtakes that of the United States, trade with Japan will damage the U.S. economy because none of their industries will be able to compete. Some politicians charge that the United States is hurt by trade with less advanced countries, whose industries are less efficient than theirs but who can sometimes undersell U.S. producers because they pay much lower wages.

Yet the comparative advantage theory demonstrates that two countries can trade to their mutual advantage even when one of them is more efficient than the other at producing everything and producers in the less efficient economy can compete only by paying lower wages. Trade provides benefits by allowing countries to export goods whose production makes relatively heavy use of resources that are locally abundant while importing goods whose production makes heavy use of resources that are locally



scarce<sup>①</sup>. International trade also allows countries to specialize in producing narrower ranges of goods, allowing them to gain greater efficiencies of large-scale production<sup>②</sup>.

For example, a brain surgeon may be better at both brain surgery and lawn mowing than her neighbor's teenaged son is. However, if the surgeon is comparatively better at surgery than at lawn mowing, she will spend most of her time at the operating table and pay the teenager to mow her lawn. The brain surgeon behaves this way because the opportunity cost<sup>③</sup> of mowing the lawn is too high: time spent on mowing is time unavailable for surgery. In this case, both the surgeon and the young man have competitive advantages. So this is the basis of the exchange of service.

### 1.3 Forms of International Trade 国际贸易的形式

Since there are tremendous differences between international trade and domestic trade, there are also some special difficulties a company has to be confronted with when it plans to break into foreign markets. Although the same marketing concepts and strategies are utilized, cultural, political and economic differences make the task of entering an overseas market more risky. Thus, most companies proceed cautiously once they have decided to engage in international trade. They usually do some researches to have specific knowledge about foreign country's economic, political, cultural, and social background as well as tariffs, quotas, and foreign currencies, etc. Such researches will help the company choose the best form for dealing in international trade. The forms frequently used by nations to trade with each other are as follows:

According to the direction of goods and service, it can be divided into exporting and importing.

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① This is related with Heckscher-Ohlin theory (H-O theory) which thinks natural resources play an important role in international trade. For example, the country which is rich in wine will export wine and the country which is poor in watch making will import watches.

② This is the theory of economies of scale.

③ According to Wikipedia, opportunity cost is the value of the next-best choice available to someone who has picked between several mutually exclusive choices. For example, A person who has \$ 15 can either buy a CD or a shirt. If he buys the shirt the opportunity cost is the CD and if he buys the CD the opportunity cost is the shirt. If there are more choices than two, the opportunity cost is still only one item, never all of them.