

INTERNATIONAL TRADE PRACTICES

新视界商务英语系列教材

国际贸易实务

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孔先逐

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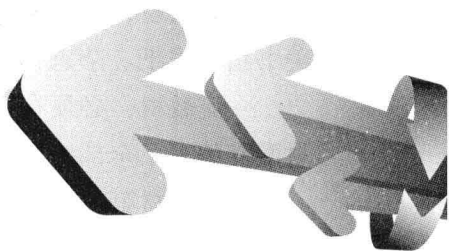
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总序

2010 年是中国经济的里程碑，因为在这一年中国的国内生产总值达到 58 786 亿美元，超过了日本的 54 742 亿美元，成为世界上第二大经济体。而按照美国高盛公司预测：中国的国内生产总值在 2041 年将达到 28 万亿美元，超过美国的 27.9 万亿美元，成为世界最大的经济体。中国经济的腾飞带动了高等教育的快速发展，中国的在校大学生数量目前已经达到 2 900 万，位居世界第一。与经济密切相关的学科发展更是令人瞩目，商务英语就是这样一个学科。从 20 世纪 90 年代诞生以来，经过短短 20 年的发展，已经有 400 多所高校设立了商务英语本科、专科专业或方向。虽然“小荷才露尖尖角”，但由于其定位是培养具有国际视野的复合型应用型人才，备受社会欢迎，就如同改革开放以来的中国经济一样，表现出了强大的发展势头和潜力。

按照教育规律，教材是一个学科发展的基石，就如同地基对于摩天大楼；没有精品教材，就不可能培养出适应社会发展的精英。为此，中国人民大学出版社与时俱进，决定陆续推出一套大型的商务英语系列教材，打造适合中国学生学习和成长的一流教材。

一流教材，必须有一流的编写队伍。为此，我们特聘请两位在中国商务英语领域乃至中国外语界卓有影响的权威专家担任本套教材的总顾问，他们分别是：中国国际商务英语研究会会长、上海对外贸易学院副院长、教育部高等学校外语专业教学指导委员会委员叶兴国教授；中国国际商务英语研究会副会长、教育部商务英语国家级教学团队负责人、对外经济贸易大学英语学院院长、博士生导师王立非教授。本套教材的总主编由山东省国际商务英语学会会长刘白玉教授担任，30 多位具有丰富教学、实践经验的大学专家教授担任本套教材的编委。这些编委，



不仅有多从事商务英语的一线教学经验，而且具有多年从事国际商务的实践经验，甚至有很多到过英国、美国等国家教学、工作、留学，对发达国家有比较全面的了解和独到的见解，这无疑保证了教材的编写质量。

一流教材，必须有一流的内容。一流的内容包括系统性和新颖性。和其他版本的商务英语系列教材相比，本套教材有一大亮点：内容系统地涵盖了商务英语的主要领域，同时增加了中国企业从事国际商务的成功和失败案例，这是大胆的尝试和创新性的贡献。

一流教材，必须有一流的语言。为保证学生学到原汁原味的英语，教材的资料全部选自英美书籍、报纸、杂志、网站。英语语言规范是英语教材的基础。

一流教材，必须有一流的教辅。作为一线教师，编者深知教辅对教师的重要性。对此，教材配套编写了全部练习答案、PPT 课件和相应的试题，解除了任课教师的后顾之忧。

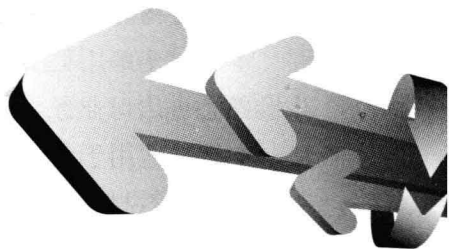
本套教材第一批包括中国国内专家学者自主研发编写的《商务英语阅读》(上、下册)、《国际商务英语实务写作》、《国际贸易实务》和《国际商务谈判》，后续种类还会不断扩大。同时，我们还会在本套教材中增加优秀的国外原版商务英语类教材，使这套教材自编版与引进版交相辉映，相互补充，成为一个有机权威的体系。

本套教材既可供商务英语专业本科、专科学生使用，也可作为高校选修课教材供非商务英语专业的学生使用，同时也可供企业、事业单位培养外向型人才使用。

相信本套教材的出版，将成为商务英语学科百花园里的一朵奇葩，香飘四溢，历久弥新。

刘白玉 教授

2011 年 6 月于烟台黄海之滨



前言

经济全球化的深入发展以及入世后中国对外开放程度的进一步提高使中国经济更深层次地融入到世界经济之中。这为中国对外贸易的发展提供了广阔的前景。与此同时,国际经济形势的复杂多变,以及国际市场竞争的加剧又使中国的对外贸易面临严峻挑战。要想更好地参与国际竞争,中国必须加快对既具有扎实国际贸易专业知识又精通外语的复合型高端人才的培养。

为适应中国对外经济形势的新变化,特编写《国际贸易实务》英文版教材,旨在使学生置身国际商务的英语语境,系统地学习和掌握国际贸易实际操作具体环节、行业规范和国际惯例,从而提高其直接运用英语开展全球贸易的能力。本教材的特色主要体现在以下几个方面:

1. 内容全面,结构合理。

教材共有4部分,即国际贸易基础、国际货物买卖合同条款、国际货物买卖合同的订立和履行以及国际贸易方式,涵盖了国际贸易实务操作的相关知识并按照国际贸易的流程框架来编排。结构完整、清晰,布局合理,易学易记。

2. 突出重点,讲解深入。

本教材避免了现有同类英文教材内容涉及虽广但讲解稍欠深入的问题;与时俱进,及时反映当前国际贸易惯例与规则的最新发展。在全面、系统、详细地介绍国际贸易基本知识和具体操作流程的同时,重点突出对贸易术语、货物装运、信用证结算及进出口检验检疫等重要环节操作规范的深入讲解,使学生在系统了解国际贸易各个相关环节的基础上精确掌握国际贸易的核心内容,从而真正实现所学知识与实际工作岗位的无缝对接。



3. 强化专业性和应用性。

强化专业性和应用性，提供大量的具体案例。通过具体案例的导读和分析来加深学生对国际贸易专业知识和实际操作细节的了解，在激发学生学习兴趣的同时提高其分析问题和解决问题的能力。附录中提供的大量实际操作单据可以使学生对国际贸易所涉单证有更加直观的了解。课后练习载入实际业务案例以便学生讨论，强化学生对所学业务知识的巩固，更好地掌握实际操作技能，有利于学生在工作上更快上手，有助于学生参加各种相关职业资格考试。

4. 语言精炼专业。

本教材全部用英文编写，目的是运用精炼及专业规范的语言来营造真实的商务环境，使学生既熟悉进出口业务又掌握专业术语的英文表达，实现业务和语言能力的同步提升。

本教材适用于各高等院校经贸类专业和（商务）英语专业的学生，亦可作为国际贸易从业人员的培训教材。本教材的编写人员全部为从事国际贸易实务全英授课的教师，并且拥有长期的对外贸易从业经验，更能够从实践角度来把握教材的针对性和应用性。

本教材编写分工如下：盛美娟（烟台大学）负责教材的框架设计及统稿，并编写第一章、第九章和书后附录部分；梁志刚（青岛大学）负责编写第六章和第七章；李晓晖（烟台大学）负责编写第二章、第四章及第十一章；徐东（中国海洋大学）负责编写第十章和第十三章；王寒（烟台大学）负责编写第五章和第十四章；韩小宁（山东工商学院）负责编写第十二章和第十五章；苑学宁（烟台大学）负责编写第三章；高浩（中国海洋大学）负责编写第八章。

本教材的编写参考了诸多国内外相关著作和教材，在此向相关的学者们表示衷心的感谢。本教材的编写也是一个校企合作的过程，非常感谢烟台同德食品公司提供的大量实际操作单据。另外对协助本教材出版的山东对外经济学会国际商务英语专业委员会及中国人民大学出版社表示诚挚的感谢。

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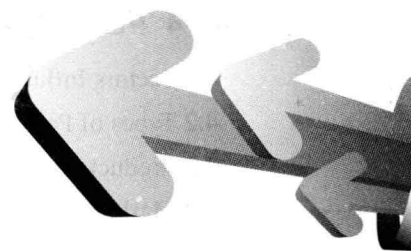
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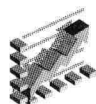
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Part 1

Overview

Chapter 1 Basics of International Trade

Chapter 2 International Trade Terms





Chapter 1 Basics of International Trade

Learning Objectives

- The importance of international trade;
- The difference between international trade and domestic trade;
- The measurement of international trade;
- Trade protectionism and its various forms.

Opening Case

News Report

US Congress Backs Action on Renminbi

The US House of Representatives passed legislation that would punish China for undervaluing its currency and harming the competitiveness of US manufacturers and exporters, in a move that could heighten trade tensions between the two countries.

China quickly attacked the legislation on Thursday as contrary to WTO rules and “a new move of the US’ rising trade protectionism.” In a statement distributed through state media, a spokesman for the Ministry of Commerce said China “has never undervalued the Yuan exchange rate to gain a competitive edge.”

Although the bill’s fate remains unclear, since it still needs to move through the Senate and be approved by Barack Obama, US president, its bipartisan passage in the House by a wide 348-79 margin reflects growing frustration with China’s economic policies...

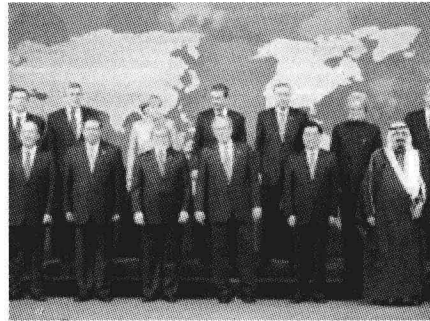
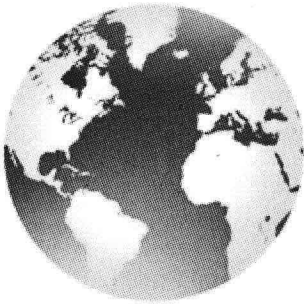
Questions for discussion:

1. What’s the purpose of the passage of legislation in the House of Representatives to punish China for undervaluing its currency?
2. What’s the relationship between the foreign exchange rate of a country’s currency and its foreign trade?

1.1 Brief Introduction to International Trade

1.1.1 The Importance of International Trade to National and Global Economy

International trade is the exchange of capital, goods, and services across international borders or territories. It is also called import and export trade as the operations of international trade are comprised of two parts—the import and the export. International trade is the aggregate of all the import and export operations among the regions and countries in the world. International trade is a major form of the interconnection among countries and regions in the world on the basis of international labor division, reflecting the mutual dependence of these countries or regions in the economic area. In contrast to international trade as an aggregate concept, the term, **foreign trade/oversea trade**, is used to refer to the exchange of goods and services of one specific country (region) with other countries (regions). It is also international trade, but viewed from a single country or region's perspective.



Import and export trade is an important component of the world economy as well as the economy of an individual country or region. Along the history which can be even traced back to caveman, the economic, social, and political importance of international trade has been on the rise, especially in recent centuries. Industrialization, advanced transportation, globalization, multinational corporations, and outsourcing are all having a major impact on the international trade system and make the rapid growth of it a great fact. Increasing international trade is crucial to the continuance and in-depth development of globalization. International trade helps coordinate the supply and demand of the world market and promotes the sufficient use of the resources worldwide. Without international trade, countries would be limited to the goods and services produced within their own borders. In addition, international trade tightens the relations among the participating countries and regions and booms the economic development of the whole world with the general welfare for the people to be promoted to certain degree.

As for a single country or region, international trade represents the following importance:

(1) Stimulating economic growth. Being engaged in international trade, a country can enjoy a huge market with over six billion potential customers for the goods or service it supplies. The huge international demand leads to greater increase in production and extensive use of all kinds of sources, which helps to



stimulate the economic growth and increase the employment rate by creating more job opportunities at home. This is especially true of the countries such as China and India with intensive labor resources.

(2) Improving welfare. Through international labor division and the extensive exchange of all kinds of products, efficient and increased world production brought about by the operations of international trade allows people to consume a larger and more diverse bundle of goods at a lower cost, thus the welfare as well as living standards of people is largely increased.

(3) Enhancing competitiveness of the domestic firms in the international market. Competition from international trade forces domestic firms to be more efficient through indigenous innovation or introducing new technologies and advanced equipment from abroad, thus their competitiveness in the international market can be largely increased.

Since the opening and economic reform policy was implemented, especially with the entry into WTO, China has achieved steady development in international trade which contributes a great deal to the rapid development of China's economy. By the year of 2011, China ranks the second among all countries in the world in terms of GDP, with a 3rd position in total international trade. The introduction of foreign capital and advanced technology highly accelerated its industrial development. In recent years, the main export items of China have changed from the natural resources and light industrial products to machinery and electronic goods. To further utilize the world market and resources, many enterprises are making efforts to go global, which will in a deeper sense lead to China's integration into the world economy.

Chart 1.1 Countries and Regions Ranking Top 10 in Total International Trade (2011)

Rank	Country or Region	Total International Trade (Billions of USD)	Date of Information
-	World	27,567.0	2010 est.
1	 United States	3,825.0	2011 est.
-	 European Union (Extra-EU27)	3,791.0	2010 est.
2	 China	3,561.0	2011 est.
3	 Germany	2,882.0	2011 est.
4	 Japan	1,595.5	2011 est.
5	 France	1,263.0	2011 est.
6	 United Kingdom	1,150.3	2011 est.
7	 Netherlands	1,091.0	2011 est.
8	 South Korea	1,084.0	2011 est.
9	 Italy	1,050.1	2011 est.
-	 Hong Kong	944.8	2011 est.
10	 Canada	910.2	2011 est.

Source: Exports/Imports. *The World Factbook*.

1.1.2 Classification of International Trade

From different perspectives and according to different criteria, international trade can be classified as different types. A general understanding of each type of international trade enables the potential traders to gain an insight into the width and depth of it so as to make good preparations for their active participation in this area.

1. Import, export and transit trade

Considering the directions of cargo flow, there are export, import and transit trade.

The **import trade** refers to the activities through which the goods produced or processed in other countries or regions are transported to the domestic market for sale or consumption. While in contrast, the **export trade** goes in a reverse direction. It refers to the movement of the goods produced or processed in domestic market to other countries or regions for sale. The import and export trade are mentioned in terms of the two parties involved in an international business transaction. The transaction is simultaneously viewed as import for the buyer and export for the seller. In addition, if the imported goods are transported to another country, this is known as re-export. Similarly, re-import occurs when the exported goods are brought in.

If the goods produced or processed in Country A are transported to Country B for sale via a third country, then the trade can be taken as **transit trade** as of this third country. The third country in this kind of trade mainly makes a profit by imposing import and export duties on the goods coming into and going out of its boundary. As the transit trade hinders the development of free trade, it is not acceptable to the member countries of WTO.

2. Visible trade and invisible trade

In terms of the form of the goods traded, international trade can be classified as visible trade and invisible trade.

Visible trade, also called **tangible trade**, refers to the import and export of goods that are physically visible. Cars, garments, furniture, all kinds of equipment and things alike are all visible goods. Different from the visible trade, **invisible trade** involves the import and export of the items that are not physically visible. The transfer of the patent and technology, tourism, the financial and insurance services, international transportation, and the labor services offered across borders of countries are the major forms of intangible trade.

Although there is an apparently escalating trend of the fast growth in invisible trade with the fast advancement in communication and technology, visible trade is still the most important form of international trade. For this reason, visible trade is the focus of this text book. The procedures as well as regulations and rules related to visible trade will be discussed in elaborate details.

3. Direct and indirect trade

Considering the number of parties involved in the international trade, there are direct trade and indirect