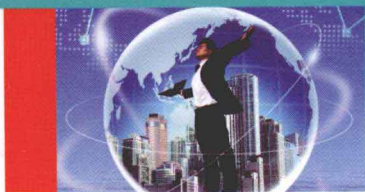




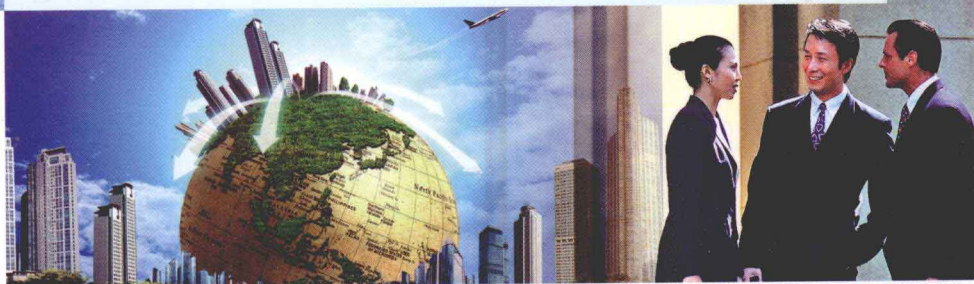
应用型本科院校“十二五”规划教材/经济管理类

**Business English**

# 商贸英语



- 适用面广
- 应用性强
- 促进教学
- 面向就业



主编 刘忠梅 程 芳



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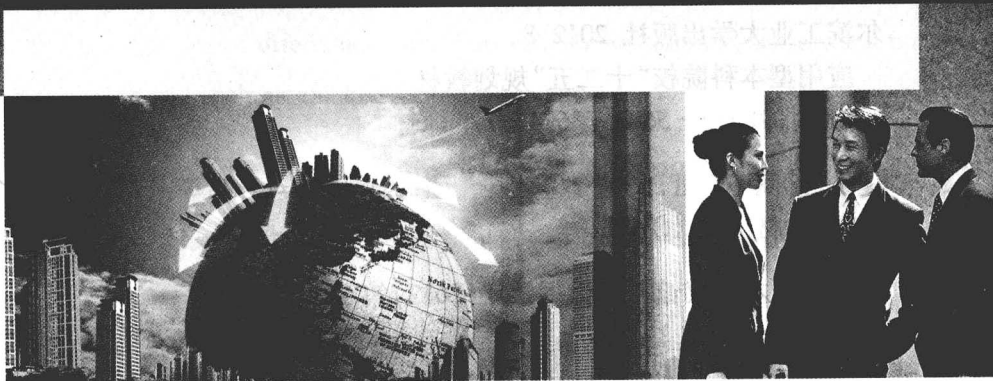


应用型本科院校

经济管理类

**Business English**

**商贸英语**



主 编 刘忠梅 程 芳  
副主编 朱玉琴 李明明  
姚 娜 姜 颖  
耿莉莉 韩 梅  
刘莹莹



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## 内容简介

全书共 13 章,主要分为外贸理论和外贸口语两大部分。外贸理论部分内容包括国际贸易政策、国际贸易方式、服务贸易、国际贸易壁垒、支付和进出口货物物流活动等;外贸口语部分主要介绍了商务会晤、产品推介、商务会餐以及商务旅行四个方面内容。本教材具有实用性、知识性和时效性的特点,编写体例简洁明了、深入浅出。

本书可供应用型本科院校经济贸易专业的本科高年级学生使用,也可供对外贸易业务人员和各类涉外企业相关人员自学使用。

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# 序

哈尔滨工业大学出版社策划的《应用型本科院校“十二五”规划教材》即将付梓,诚可贺也。

该系列教材卷帙浩繁,凡百余种,涉及众多学科门类,定位准确,内容新颖,体系完整,实用性强,突出实践能力培养。不仅便于教师教学和学生学学习,而且满足就业市场对应用型人才的迫切需求。

应用型本科院校的人才培养目标是面对现代社会生产、建设、管理、服务等一线岗位,培养能直接从事实际工作、解决具体问题、维持工作有效运行的高等应用型人才。应用型本科与研究型本科和高职高专院校在人才培养上有着明显的区别,其培养的人才特征是:①就业导向与社会需求高度吻合;②扎实的理论基础和过硬的实践能力紧密结合;③具备良好的人文素质和科学技术素质;④富于面对职业应用的创新精神。因此,应用型本科院校只有着力培养“进入角色快、业务水平高、动手能力强、综合素质好”的人才,才能在激烈的就业市场竞争中站稳脚跟。

目前国内应用型本科院校所采用的教材往往只是对理论性较强的本科院校教材的简单删减,针对性、应用性不够突出,因材施教的目的难以达到。因此亟须既有一定的理论深度又注重实践能力培养的系列教材,以满足应用型本科院校教学目标、培养方向和办学特色的需要。

哈尔滨工业大学出版社出版的《应用型本科院校“十二五”规划教材》,在选题设计思路上认真贯彻教育部关于培养适应地方、区域经济和社会发展的需要“本科应用型高级专门人才”精神,根据黑龙江省委书记吉炳轩同志提出的关于加强应用型本科院校建设的意见,在应用型本科试点院校成功经验总结的基础上,特邀请黑龙江省9所知名的应用型本科院校的专家、学者联合编写。

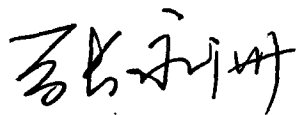
本系列教材突出与办学定位、教学目标的一致性和适应性,既严格遵照学科

体系的知识构成和教材编写的一般规律,又针对应用型本科人才培养目标及与之相适应的教学特点,精心设计写作体例,科学安排知识内容,围绕应用讲授理论,做到“基础知识够用、实践技能实用、专业理论管用”。同时注意适当融入新理论、新技术、新工艺、新成果,并且制作了与本书配套的 PPT 多媒体教学课件,形成立体化教材,供教师参考使用。

《应用型本科院校“十二五”规划教材》的编辑出版,是适应“科教兴国”战略对复合型、应用型人才的需求,是推动相对滞后的应用型本科院校教材建设的一种有益尝试,在应用型创新人才培养方面是一件具有开创意义的工作,为应用型人才的培养提供了及时、可靠、坚实的保证。

希望本系列教材在使用过程中,通过编者、作者和读者的共同努力,厚积薄发、推陈出新、细上加细、精益求精,不断丰富、不断完善、不断创新,力争成为同类教材中的精品。

黑龙江省教育厅厅长



# 前 言

随着对外经济贸易往来和交流活动的日益增多,对复合型商务人才的需求也越来越大,同时也对从事或即将从事国际商务活动人员的专业知识和外语素质提出越来越高的要求。近年来,商贸英语的应用已经在经济、生活和工作中日益扩大,并已经成为各经贸高等学院教学的一门重要专业课程。

作者经过认真筛选,提供了原汁原味的经贸英语文章,题材兼顾中外经济,涵盖诸多行业领域。《商贸英语》主要分为外贸理论和外贸口语两大部分。外贸理论部分内容包括国际贸易政策、国际贸易方式、服务贸易、国际贸易壁垒、支付和进出口货物物流活动等;外贸口语部分主要介绍了商务会晤、产品推介、商务会餐以及商务旅行四个方面内容。

本教材具有实用性、知识性和时效性的特点,尤为重要的是对课文中出现的各种专业组织和专业词汇进行了更加深入广泛的补充性解释。本书不仅能提高学生的英语运用能力,还能提高学生阅读理解商贸英语文章的水平,为其日后工作打下必要的语言基础。同时,本书也可作为涉外活动人士用于提高商务英语水平的阅读材料。

本书由刘忠梅、程芳主编,全书共13章,具体分工如下:第1章由姜颖编写;第2章由姚娜编写;第3、8章由朱玉琴编写;第4、5章由李明明编写;第6、9章由刘忠梅编写;第7章由耿莉莉编写;第10章由韩梅编写;第11章由刘莹莹编写;第12、13章由程芳编写。

由于作者水平有限,编写中难免存在疏漏和不足,欢迎读者结合实际学习和应用情况提出宝贵意见并加以指正,以便进一步补充修订。

编 者  
2012年6月

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# Chapter 1

## Current International Trade

### Pre-reading questions:

1. Do you have an idea about international trade?
2. What are the important reasons for international trade?
3. Could you briefly explain the theory of absolute advantage and the theory of comparative advantage?
4. What problems does international trade bring about?
5. What's the developing trend of international trade?

### Text

#### Introduction

International trade, also known as world trade, foreign trade or overseas trade, is the fair and deliberate exchange of goods (trade in goods) and exchange of services (trade in services) across national boundaries. It concerns trade operations of both import and export and includes the purchase and sale of both visible and invisible goods, the former of which is called trade in goods while the latter of which is called trade in services.

A country's development level of foreign trade reflects a nation's opening degree and degree of dependence to the world economy. A country's foreign trade turnover as compared with its Gross Domestic Product (GDP) calls the degree of dependence of economy to foreign trade. So, it is our most important and basic work in our opening-up to the outside world to participate in international trade actively. We should pay much attention to the study and research of international trade, and



grasp its characteristic and developing trend.

## **Reasons for International Trade**

### **1. Resource reasons**

The uneven distribution of resources around the world is one of the basic reasons why nations began and continue to trade with each other.

#### **(1) Favorable climatic conditions and terrain**

Climatic conditions and terrain are very important for agricultural produces. The difference in these factors enables some countries to grow certain plants and leaves other countries with the only choice to import the products they consume. For example, Colombia and Brazil have the ideal climate for growing coffee beans but other countries don't. Then Colombia and Brazil have the opportunity to export coffee beans and coffee to countries worldwide. Another example is that the U. S. Great Plains states have the ideal climate and terrain for raising wheat. This has made the U. S. a big wheat exporter.

#### **(2) Natural resources**

Some countries are the major suppliers of certain natural resources because the distribution of natural resources around the world is somewhat haphazard. The Middle East, for instance, has rich oil reserves and is the main source of oil supply to the world. It has over 50% of the world total reserves and produces about 40% of the world total output. Over 2/3 of the oil that West Europe and Japan need is imported from the Middle East and the U. S. oil military consumption in Europe and Asia is largely purchased from that area.

#### **(3) Skilled workers**

U. S. , Japan, and western European countries have skilled workers who are able to manufacture sophisticated equipment and machinery such as jet aircrafts and computers, etc. Other countries, since they don't have well-trained engineers and workers, must import the equipment from these countries.

#### (4) Capital resources

Developing countries need to modernize their industries and economies with advanced machinery, equipment and plant that they are not yet able to manufacture because of the lack of capital. This has given rise to the need for developing international trade.

#### (5) Favorable geographic location and transport costs

There are many examples that countries have developed close economic relationships chiefly because they are geographically close to each other. Sino-Japanese trade relationship is to some degree determined by geographic proximity and low transport cost. U. S. and Canada have a very close trade relationship for similar reasons. E. U. can be another example.

#### (6) Insufficient production

Some countries cannot produce enough items they need. U. K. , for instance, does not have a large enough agricultural population. In fact, only 5% of its population is engaged in agriculture and they mainly grow fruits and flowers. U. K. then has to import 60% of its total agricultural consumption.

Developing countries normally do not have enough manufactured goods as they need and therefore have to import them.

### 2. Economic reasons

In addition to getting the products they need, countries also want to gain economically by trading with each other. It is made possible by varied prices for the same commodity around the world, reflecting the differences in the cost of production.

#### (1) Absolute advantage — by Adam Smiths in *The Wealth of Nations* (1776)

Smith assumed that each country could produce one or more commodities at a lower real cost than its trading partners. It then follows that each country will benefit from specialization in those commodities in which it has an “absolute advantage,” (i. e. being able to produce at a lower real cost than another country) , exporting them and importing other commodities which it produces at a higher real cost than does another country.

## **(2) Comparative advantage — by David Ricardo in *Principles of Political Economy* (1871)**

Ricardo showed that absolute cost advantages are not a necessary condition for two nations to gain from trade with each other. Instead, trade will benefit both nations provided only that their relative costs, that is, the ratios of their real costs, are different for two or more commodities. In short, trade depends on differences in comparative cost, and one nation can profitably trade with another even though its real costs are higher (or lower) in every commodity.

A country has a comparative advantage if it can make a product relatively more cheaply than other countries. A country should make the product that yields it the greatest advantage or the least comparative disadvantage.

This theory is the basis of specialization and trade.

### **3. Political reasons**

Political objectives can sometimes outweigh economic considerations between countries. One country might trade with another country in order to support the latter's government which upholds the same political doctrine. Or trade with some countries is banned or restricted just not to benefit a government with political disagreements.

## **Benefits of Interactional Trade**

### **1. Cheaper goods**

For one thing, countries trade because there is a cost advantage. This has been explained in the section of "economic reason" for international trade. Further, competition in the world market remains constant. This has made prices even lower. Last, if the quality of the imported goods is better but the price is not higher compared with the domestic cost, there is still a cost advantage.

### **2. Greater variety when goods come from more countries**

Anyone who has experienced China's economic development in the past decades can tell the changes in the variety of both capital goods and consumer goods. These changes have not only improved the quality of our life but also increased the productivity of our industries.

### **3. Wider market with increasing number of trading partners**

International trade can greatly expand the market. The expansion enables manufacturers to take advantage of economies of scale in both research and production. Besides, since markets around the world are often in different development stages, newly expanded markets can help extend the life of products.

### **4. Growth of economy**

Foreign trade has become more and more important for many countries as it creates jobs that have both economic and political significance. Thus, countries have attached increasing importance to foreign trade. For economies that are highly dependent on foreign trade, it is crucial for them to keep foreign trade growing to ensure the development of the economies.

## **Problems in International Trade**

### **1. Trade restrictions**

Despite the benefits that all countries can receive from international trade, various kinds of restrictions on trade among countries are very common today.

#### **(1) Reasons for trade restrictions**

First, many countries want a diversified economy to be less dependent on foreign countries both economically and politically.

Then, it is crucial for countries to protect their vital industries, which are closely related to stability and economic development. For instance, during 18th—19th centuries, Britain's production cost of cotton products was greater than China's and India's, but Britain protected and continued its textile industry. Right after the Second World War, Japan's cost of steel industry was greater than that of the U. S. . Now the American's cost of steel production is bigger than Japan's. Yet neither of them has allowed free competition in this crucial industry.

Thirdly, there is an infant industry argument which maintains that a new industry needs to be protected until the labor force is trained, the production techniques are mastered and the operation becomes large enough to enjoy the economies of scale and to be able to compete in the market. It is not fair to let an industry in its infant stage to compete with a mature industry.



Furthermore, domestic jobs need to be protected from cheap foreign labor, especially for labor-intensive industries such as textile industry, since employment is crucial to a country's stability.

Last, there are pure political reasons. There have been always examples that some countries refuse to do business with other countries because of political reasons.

## **(2) Kinds of restrictions**

According to the time of collection, duties can be divided into import duty and export duty. Besides regular import duty, importers might have to pay import surtax, too. In addition to tariffs, countries also use other methods to make import more difficult. Quota is a quantitative restriction or upper limit in terms of physical quantity or value. An import license is a permit for import, which can be independent or combined with quotas. Foreign exchange control intends to control import by limiting the access to foreign money that is needed for imports. State monopoly of import and export, import and export are restricted by giving exclusive authorities of import and export to only a limited number of (state) companies. There are other forms of non-tariff barriers and countries are continuing to create more.

## **2. Cultural problems**

There are two major cultural issues that contribute to the success of international trade, the first aspect is language, including terms of transaction, and the other aspect is customs and manners.

## **3. Monetary conversion**

Since different currencies are involved in international trade, conversion between currencies is inevitable. Yet it is no simple job to convert one currency into another without a loss while almost all currencies float every minute. Similar to cultural problems, this issue needs to be addressed by other books due to its complication.

# **Current International Trade Situation and Developing Trend**

## **1. worldwide**

The knowledge economy is penetrating constantly every area in the whole world, and the process of the globalization of world economy is accelerating the further development of international

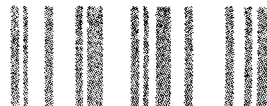
economy and trade. So, there are some new characteristics in the development of international trade, for example, the new changes and characteristics in the developing speed of international trade, the changes of structure in the international trade, the equilibria of development in international trade, the integrity of regional economy, and so on. International trade also demonstrate some new trend at the same time. The trade of high technology-intensive products will increase sharply, E-commerce and network trade will become the mainstream of trade way, management trade is growing fast, the technological barrier will become the main means of trade protection, the dispute of the intellectual property right will become the main dispute in international trade, ect. Facing the opportunity and challenge in international trade. Our country should take relevant countermeasures actively; fully utilize the favorable factors in international environment to promote economy development of our country.

## **2. China's overseas trade situation**

The State Council Information Office has arranged a news conference about China's overseas trade. Vice Minister of Commerce, Fu Ziyang introduced China's efforts to stabilize its imports and exports amid an unfavorable external economic environment.

Fu Ziyang said despite a slump in exports, the market share for Chinese products has increased in international markets. He pointed out that more signs indicate a recovery for the Chinese economy, but as the global economic situation remains uncertain, China's exports still face downward pressure.

He said China will continue its policy to stabilize external demand and optimize export structures. He added that China would also encourage domestic companies to go abroad and cooperate with international partners. Facing the opportunity and challenge in international trade, our country should take relevant countermeasures actively; fully utilize the favorable factors in international environment to promote economy development of our country.



## Vocabulary

deliberate *adj.* 故意的

intentional or planned

exchange *n.* 交换

when you give something to someone and they give you something else

dependence *n.* 依赖, 依靠

rely on, depend on

when you need something or someone all the time, especially in order to continue existing or operating

uneven *adj.* 不平的

not level, equal, flat or continuous

distribution *n.* 分布

the way in which people or things are spread out in a place

terrain *n.* 地形

an area of land, when considering its natural features

produce *n.* 生产

to make something or bring something into existence

somewhat *adv.* 稍微, 有点

slightly

haphazard *adj.* 偶然的, 随意的

not having an obvious order or plan

reserve *n.* 储备

a reserve is a supply of something that is available for use when it is needed

sophisticated *adj.* 复杂的

a sophisticated machine, device, or method is more advanced or complex than others

modernize *v.* 使现代化

to make something more modern

Sino-Japanese *adj.* 中国及日本的, 中日的

insufficient *adj.* 不足的, 不够的

not enough

proximity *n.* 接近, 亲近

the state of being near in space or time

economically *adv.* 节约地; 节省地

using little money, time, etc

assume *v.* 假定

to accept without verification or proof

specialization *n.* 专业化

a particular area of knowledge or the process of becoming an expert in a particular area

yields *v.* 生产

to supply or produce something positive such as a profit, an amount of food or information

outweigh *v.* 在重量上超过; 比……重要

to be greater or more important than something else

uphold *v.* 维持; 赞成; 支撑

to defend or keep a principle or law, or to state that a decision which has already been made, especially a legal one, is correct

doctrine *n.* 教条, 学说

ban *v.* 禁止

to forbid (= refuse to allow), especially officially

competition *n.* 竞争

when someone is trying to win something or be more successful than someone else

expansion *n.* 扩大

when something increases in size, number or importance

significance *n.* 重要性

importance

attach *v.* 认为……具有

to fasten, join or connect; to place or fix in position

crucial *adj.* 关键的, 极其重要的

extremely important or necessary