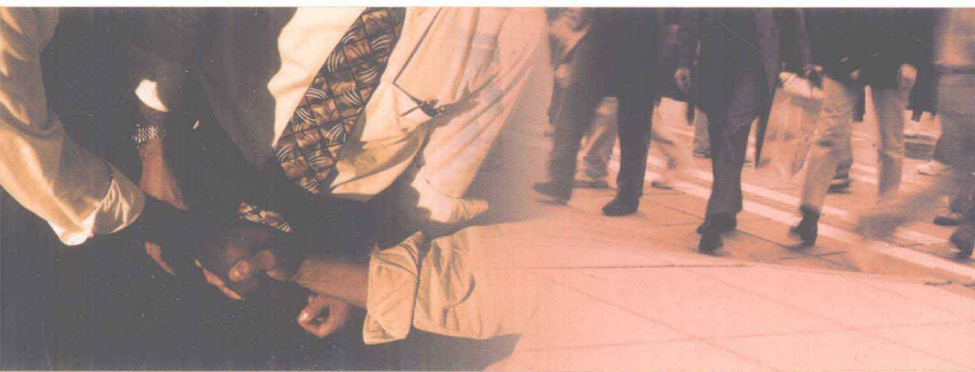




普通高等教育“十一五”国家级规划教材
国际商务系列英语教材



国际贸易实务 英文版

总主编 / 徐小贞 主 编 / 程达军 李延玉

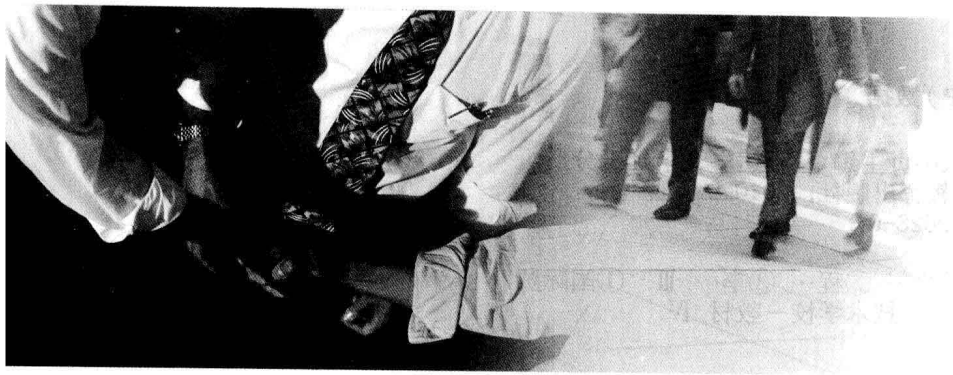


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International Trade Practice



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国际商务系列英语教材



国际贸易实务 英文版

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前言

外贸业务活动需要大量能运用英语进行工作的专业人才,长期以来我国外贸人才的培养存在着英语语言和专业知识和技能相分离的状况。为了实现人才培养与实际工作需要的紧密对接,我们特编写了这本国际贸易实务英语版教材,旨在通过在英语环境下进行外贸知识学习和技能操练,学生能够实现知识、能力、语言的融合,为其以后在国际贸易领域的职业发展打下基础。

在本教材编写过程中,我们就外贸业务活动对人才的知识和技能的实际情况进行了调研,并参考了国内外有关国际贸易实务教学的各种理论,本着“实用、好用”的原则进行内容的选择、编写和体例设计。作为一本国际贸易实务的英语版教材,本教材具有以下特色:

第一,内容现实实用。本教材内容的选择主要依据外贸业务对知识和内容的具体要求,而并不拘泥于知识体系内在的逻辑,同时在内容选择上充分考虑外贸业务活动的新趋势和新要求,使教材具有鲜明的现实感。在知识和技能的平衡上,更多倾向于学生实际技能的培养。

第二,体例新颖生动。本教材在内容编排上,采用了大量图形、表格,使抽象的国际贸易知识变得生动形象。在知识的呈现中穿插了丰富的案例,通过案例拉近学生与抽象知识间的距离。

第三,注重自主学习能力的培养。本教材在章节内容中间及课后练习中提供了大量网站链接和开放式自主学习的项目任务,旨在促进学生在课堂学习的同时进行课外探究性学习和实际调研,加强其知识学习的深度、广度和现实内涵。

在本教材的使用过程中,教师应注意以下几个方面的问题:

首先,在教材的使用过程中,教师需要布置学生进行课前预习。预习的重点在于熟悉专业英语和了解基本知识,教师则可以利用课堂时间进行精讲或操练。从本教材第一版的使用反馈来看,要想优化教学效果,预习是不可或缺的一环,预习也是有机结合课内课外的有效方法。教师需要对预习的内容和相关要求明细化,同时加强对预习效果的监督和检查。

其次,在教材使用过程中,教师还需要加强对学生实际技能的培养。外贸知识和英语

语言是本教材的主要内容,但是它们并不是最终教学目的,教师需要有意识地利用各种教学方法提高学生利用英语完成国际贸易具体业务操作的技能,培养他们国际贸易业务的意识和感觉。

第三,在课后项目任务的完成上,教师可以根据学生的具体情况和可支配资源进行选择。在项目进行之前,教师需要跟学生一起制定合理的项目计划和评估标准;在项目进行中,教师需要对学生进行指导和帮助;项目完成后教师需要选择适当的方法对学生提交的证据进行科学的评估、总结和反馈,使项目真正成为学生知识、语言、技能整合与提升的平台。

第四,在教学语言的运用方面,教师可以采取务实和灵活的方法。如果能够实施纯英语教学,而且教学效果良好,则是理想状况。根据学生接受情况、教学内容的特点、教学目的来合理分配汉语与英语的使用,也不失为权宜之计,基本准则在于未来就业岗位对英语的实际需求,对于必须运用英语的业务模块,务必在英语方面严格要求。

本教材既可以作为商务英语专业的专业教材,也可以作为经济管理类专业的双语教材。在编写本教材的过程中,编者参考了大量同类教材和论著、网站,在此一并表示感谢。本教材的参考答案可以从“中国外语网”(www.cflo.com.cn)上下载。本教材将配上多媒体学习课件供学生自主学习,并供教师参考教学。由于编者水平有限,书中定有缺陷和不足,恳请同行、专家和广大读者批评指正。编者电子信箱:dajun1992@126.com。

编 者

2010年7月于深圳

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Unit 1

Introduction



Objectives

After reading this unit, you will understand

- The importance of foreign trade to a nation
- In a general way China's foreign trade
- The main process of export and import
- In a general way the relevant laws and regulations in international trade
- The organizations involved in export and import
- Basic requirements for the work of import and export
- The main contents of this course
- How to learn this course well



Preview Case

BEIJING, July 6, 2009 (Xinhua)—The Bank of China (BOC), China's largest foreign exchange bank, announced Monday that it had transacted the first cross-border yuan trade settlement deal Monday morning. The BOC said its Shanghai branch had received the first cross-border yuan trade settlement deal from the BOC (Hong Kong) Monday. The payee was Shanghai Electric International Economic and Trading Co. Ltd., a subsidiary company of Shanghai Electric Group Co. Ltd., and the remitter was the company's business partner in Hong Kong, said the Beijing-based BOC in a statement on its Web site Monday. China's State Council, or Cabinet, announced in April this year a pilot program to allow exporters and importers in Shanghai, and southern Guangzhou, Shenzhen, Zhuhai and Dongguan cities to settle cross-border trade deals in Renminbi (RMB), or yuan.

1.1 The Importance of Foreign Trade for a Nation

Foreign trade is of great importance to a nation for three reasons.

Firstly, foreign trade can create jobs. The international market is very large while the domestic market is limited. So, with foreign trade, a nation can increase its products' sales and thereby create jobs at home. This is especially true of China, whose exports are produced labor intensively. Calculations indicate 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 for the same commodity. A nation can buy goods in a foreign country more cheaply than it can produce those goods at home. Thus, by reducing the cost, and by increasing the range of goods available to the consumer, foreign trade raises living standards.

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

Students' Task Can you feel the influence of foreign trade on your own life? Share your examples with your classmates.

1.2 A View on China's Foreign Trade

Since 1978, China has seen steady growth in its foreign trade. The following table shows this. (In hundred million USD)

	1980	1990	1995	2000	2005	2008
Import	195.5	533.5	1,320.8	2,250.9	6,601.2	11,330.0
Export	182.7	620.9	1,487.8	2,492.0	7,620.0	14,285.5

In 1980, China's foreign trade accounted for less than 1% of global trade and ranked 32 in the world. In 2008, after more than two decades of development, China ranked third in terms of trade volume and accounted for more than 8% of global trade. Following

adjustments in its industrial structures and technological advancement, China's principal exports in 2008 were industrial finished goods (94.6% of total export volume), with primary goods accounting for only 5.4% of the total export volume. In the year 1980, the proportion of primary goods in the total export was 50.3%.

There are some problems with China's foreign trade. The export mix needs further optimization. At present, most of China's exports are produced labor intensively. Their added value is comparatively low. Low price makes China's goods attractive in export markets. However, with other countries coming in with more competitive costs, the advantage of low price cannot be sustained.

China's exports are produced largely by companies dependent upon foreign investment. Thus, China's control over its export is still relatively weak.

Target export markets are restricted. At present China's three biggest trade partners are: the European Union, Japan and the U. S. and these markets account for more than 50% of China's total export volume. For international trade is influenced by relations between trade partners, in order to minimize political and market risk, it will be necessary that China diversify its export markets.

China's Top 10 Trading Partners, 2008 (in hundred million USD)

Country or Area	Export	Import
EU	2,928.8	1,327.0
U. S.	2,523.0	814.4
Japan	1,161.3	1,506.5
ASEAN	1,141.4	1,169.7
HK, China	1,907.4	129.2
South Korea	739.5	1,121.6
Taiwan, China	258.8	1,033.4
Australia	222.4	374.2
Russia	330.1	238.3
India	315.0	202.8

Source: General Administration of Customs of the People's Republic of China.

Students' Task Do a research on the foreign trade in the area where you are studying and write a report of no less than 500 words in English on your findings.

1.3 The Classification of International Trade

1. International trade and foreign trade

International trade is the exchange of commodities or services between different nations. Foreign trade is the exchange of goods or services between one nation or area with other nations or areas. Foreign trades of all nations and areas together form international trade.

2. Visible trade and invisible trade

Visible trade is the trade of visible goods. Invisible trade is the offering and accepting of services or technologies and so on.

3. Export and import

Export means the selling of goods or services by one nation to another nation; for the selling nation it is export; for the buying nation it is import.

4. Direct trade and indirect trade

Direct trade means the trade directly between the importing nation and the exporting nation. Indirect trade refers to the trade done through a third nation or country, it happens when the importing nation and the exporting nation do not have normal trade relations. For example, before China and the U. S. established normal diplomatic relations, Chinese goods were exported to the U. S. through Hong Kong.

1.4 The Analysis of Foreign Trade for a Nation

1. Scale of a nation's foreign trade

The scale of a nation's foreign trade is described by the country's total volume of exports and imports, by its ranking in world trade and by the percentage it takes of world trade.

2. Export mix

Export mix means the composition of exported goods. From its export mix, we can see the competitive advantages and disadvantages of the nation. For example, the export mix of the U. S. and China are quite different.

3. The geographic distribution of exports

The geographic distribution of exports means the different areas to which a nation is exporting its commodities. It describes the closeness of trade relations between a nation and other parts of the world.

4. Foreign trade policy

Foreign trade policy means the principle of actions of a nation in foreign trade.

Fundamentally, all nations implement a free trade policy or protectionist policy. Free trade theory advocates the free flow of goods and services between nations. Protectionism holds that governments should act to prevent the free flow of foreign products into their domestic markets.

Question What are trade barriers and what forms do trade barriers take in international trade?

1.5 International Organizations Involved in International Trade

To help international trade develop smoothly and normally, quite a few organizations were set up. They include the World Trade Organization (WTO), the International Chamber of Commerce (ICC), the United Nations Conference on Trade & Development (UNCTAD), the International Monetary Fund (IMF) and the World Bank Group (WB).

1. World Trade Organization (WTO)

According to the website of the WTO, “The World Trade Organization (WTO) is the only global international organization dealing with the rules of trade between nations. At its heart are the WTO agreements, negotiated and signed by the bulk of the world’s trading nations and ratified in their parliaments. The goal of the WTO agreements is to help producers of goods and services, exporters, and importers conduct their business.”

For more information, please visit the official website of WTO: <http://www.wto.org/>

Do you know the following about the WTO?

Location: Geneva, Switzerland

Established in: January, 1995

Created by: The Uruguay Round Negotiations

Membership: 153 members on 23 July, 2008

The functions of the WTO can be described as:

- It’s an organization for liberalizing trade.
- It’s a forum for governments to negotiate trade agreements.
- It’s a place for them to settle trade disputes.
- It operates a system of trade rules.

Question When did China join the WTO? What significant changes have the WTO brought to China's foreign trade?

For information about the WTO and China, please refer to the website: <http://www.chinawto.org.cn/>.

2. International Chamber of Commerce (ICC)

Founded in 1919, the ICC is an organization made up of companies from more than 130 nations. They represent a broad cross-section of business activity including manufacturing, trade, services and the professions. Through membership of the ICC, these companies shape rules and policies that stimulate international trade and investment. The companies in turn count on the prestige and expertise of the ICC to get business views across to governments and intergovernmental organizations, whose decisions affect corporate finances and operations worldwide.

The purposes of the ICC are the following:

- Setting rules and standards.
- Arbitration under the rules of the ICC International Court of Arbitration is on the increase. ICC's Uniform Customs and Practice for Documentary Credits (UCP600) are the rules that banks apply to finance billions of dollars worth of world trade every year. ICC Incoterms are the standard international trade definitions used every day in countless transactions between countries. ICC model contracts make life easier for small companies that cannot afford big legal departments.
- Promoting growth and prosperity.
- Spreading business expertise.
- Being an advocate for international business.

For detailed information, please visit the official website of ICC: <http://www.iccwbo.org/>.

Question What is the difference between the function of the WTO and that of the ICC?

3. ICC China

Established in May 1952, China Council for the Promotion of International Trade (CCPIT) comprises VIPS, enterprises and organizations representing the economic and trade sectors in China. It is the most important and the largest institution for the promotion of foreign trade in China. The aims of the CCPIT are to operate and promote foreign trade, to

use foreign investment, to introduce advanced foreign technologies, to conduct activities of Sino-foreign economic and technological cooperation in various forms, to promote the development of economic and trade relations between China and other countries and regions around the world, and to promote the mutual understanding and friendship between China and peoples and economic and trade circles of all nations around the world, in line with law and government policies of the People's Republic of China. With the approval of the Chinese government, the CCPIT started to adopt a separate name — China Chamber of International Commerce (CCOIC) in 1988, which is used simultaneously with the CCPIT. The CCPIT admits new members from among enterprises in all parts of China and promotes trade through its functions of information consultation, exhibition, legal assistance, etc. For more information, please visit the website: <http://www.ccpit.org/>.

Question Visit the website of CCPIT branch office in your area and get to know how it helps local enterprises in international business?

4. United Nations Conference on Trade & Development (UNCTAD)

Established in 1964, the UNCTAD promotes the development-friendly integration of developing countries into the world economy. The UNCTAD has evolved into an authoritative knowledge-based institution that helps shape policy and thinking on development. A particular focus of the UNCTAD is ensuring that domestic policy and international action are mutually supportive in bringing about sustainable development.

The organization works to fulfill this mandate by carrying out three key functions:

- It provides a forum for intergovernmental deliberations, supported by discussions with experts and exchanges of experience, aimed at consensus building.
- It undertakes research, policy analysis and data collection for the debates of government representatives and experts.
- It provides technical assistance tailored to the specific requirements of developing countries, with special attention to the needs of the least developed countries and of economies in transition.

One of the principal achievements of UNCTAD has been to conceive and implement the Generalized System of Preferences (GSP). It was argued in UNCTAD fora that in order to promote exports of manufacturers from developing countries, it would be necessary to offer special tariff concessions to such exports. Accepting this argument, the developed countries formulated the **GSP Scheme** under which exports of manufacturers and semi-manufacturers and some agricultural items from the developing countries enter duty-free or at reduced rates

in the developed countries. Since imports of such items from other developed countries are subject to the normal rates of duties, exports from the developing countries would be more competitive. Under this program, developed nations offer **generalized, non-reciprocal, and non-discriminatory** tariff preference for the import of finished and semi-finished products from developing nations.

The claim for GSP treatment must be supported with the appropriate documentary evidence. The **GSP Certificate of Origin Form A** is used for this purpose. The GSP Certificate of Origin Form A is issued by the local branch office of the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (<http://www.aqsiq.gov.cn/>).

China is now a beneficiary country of GSP program. In the world, there are more than 30 industrial countries who offer GSP preferences to certain goods imported from the beneficiary countries. Most preference giving countries offer preferences to China. For detailed information about the preference giving countries and the beneficiary countries, please visit the website of United Nations Conference on Trade and Development (<http://www.unctad.org/>).

Question Can a beneficiary country of GSP enjoy the special treatment forever? Do all the goods imported from the beneficiary country enjoy the preferences? How to apply for a GSP Certificate Origin Form A?

1.6 Institutions Involved in a Foreign Trade Transaction

A foreign trade transaction generally includes a set of steps in which quite a few institutions are involved:

Name of Institution	Function Served
Exporter	Produces or provides commodities
Forwarder (shipping agent)	Acts as a bridge between the shipping company and the consignor (in some cases, arranges for customs clearance for the exporter or importer)
Shipping company	Provides transportation services
Insurance company	Provides insurance services for the cargo

(continued)

Name of Institution	Function Served
Inspection institution	Provides inspection services and issues relevant certificates of inspection
Exporter's bank	Provides settlement and finance services to the exporter
Importer's bank	Provides settlement and finance services to the importer
Customs	Approves the import and export of goods
Importer	Buys the commodities and makes payment

1.7 Laws and Regulations Governing International Trade

Doing international business is just like playing games with people from all around the world. To insure the play fair and smooth, a set of rules and laws must be in place. With hundreds of years' development, quite a few rules and laws have come into being to regulate and administer the transactions of international trade.

1. The United Nations Convention on Contracts for the International Sale of Goods (CISG)

The United Nations Convention on Contracts for the International Sale of Goods is a treaty offering a uniform international sales law that, as of July 2008, had been ratified by 71 countries that account for a significant proportion of world trade, making it one of the most successful international uniform laws. Japan is the most recent state to have ratified the Convention. The CISG allows exporters to avoid choice of law issues as the CISG offers "accepted substantive rules on which contracting parties, courts, and arbitrators may rely".

The CISG was developed by the United Nations Commission on International Trade Law (UNCITRAL) and was signed in Vienna in 1980. It came into force as a multilateral treaty on 1 January, 1988, after being ratified by eleven countries. Countries that have ratified the CISG are referred to within the treaty as "Contracting States". Unless excluded by the express terms of a contract, the CISG is deemed to be incorporated into (and supplant) any otherwise applicable domestic law(s) with respect to a transaction in goods between parties from different Contracting States. Of the uniform law conventions, the CISG has been described as having "the greatest influence on the law of worldwide trans-border commerce".

The CISG has been described as a great legislative achievement and the "most successful international document so far" in unified international sales law, due in no small part to its flexibility in allowing Contracting States the option of taking exception to some specified