

# 国场资源

杨国俊 邱革加 著

Core English of International Trade

# 核心英语

- ●鲜活语言情景
  - ●原创信息解码
    - ●全球贸易视野
      - ●实用英语向导

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## 国际贸易核心英语

## **Core English of International Trade**

杨国俊 邱革加 著

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## **Preface**

## 前言

中国加入WTO使中国经济发展正式进入全球经济一体化的格局,中国和WTO成员国之间的国际贸易合作关系更加密切,合作前景更加广阔。然而,中国加入WTO只是确立了一个贸易大国在WTO中应有的成员国地位,随之而来的问题是急需国际贸易人才,特别是急需具备WTO观念与知识的英语人才。本书的编写目的正是为了提高在校大学生及具有相应知识水平的各类人才用英语理解WTO贸易活动的能力,培养全方位、多层次、宽领域对外开放格局中急需的复合型创业人才,为大学国际贸易专业学生、外企职工、从事国际贸易活动和涉外经贸管理工作人员以及把国际贸易英语作为选修课的其他专业学生提供一本集知识性、新颖性和实用性为一体的自学用书和双语教材。其纯正的英语材料源于发达英语国家,兼顾提供中国的相关信息,全面涵盖国际贸易的核心领域,有效呈现国际贸易知识、政策、法规和程序的新观念。

希望本书的出版能为探讨国际贸易英语教学的有效方法和寻求国际贸易英语学习的新思路起到抛砖引玉的作用,能为推广WTO国际贸易新观念作出应有的贡献。对于疏漏和不当之处,敬请专家和读者批评指正。

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杨国俊 2003年6月

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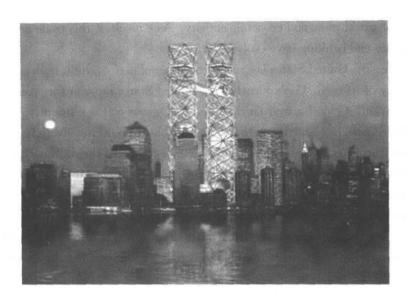
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## Unit 1 International Trade Environment 国际贸易环境



There is no single policy objective more important for American business than to see China join WTO on commercially viable terms. For us, WTO accession represents a major litmus test of China's commitment to evolve a true market-driven economy.

对于美国企业来说,最重要的政策目标就是看到中国加入世贸组织并享有优惠的商业条件。美国企业普遍认为,加入世贸组织是检验中国是否致力于发展完全市场经济的试金石。

Arthur L. Kobler
President of AT&T China Inc.
AT&T 公司中国公司总裁高伯乐先生

#### Lesson 1

## International Trade Operating Conditions 国际贸易的运行条件

In today's complex economic world, neither individuals nor nations are self-sufficient. Nations have utilized different economic resources; people have developed different skills. This is the foundation of world trade and economic activity. As a result of this trade and activity, international finance and banking have evolved.

For example, the United States is a major consumer of coffee, yet it does not have the climate to grow any of its own. Consequently, the United States must import coffee from countries (such as Brazil, Colombia and Guatemala) that grow coffee efficiently. On the other hand, the United Sates has large industrial plants capable of producing a variety of goods, such as chemicals and airplanes, which can be sold to nations that need them. If nations traded item for item, such as one automobile for 10,000 bags of coffee, foreign trade would be extremely cumbersome and restrictive. So instead of barter, which is the trade of goods without an exchange of money, the United States receives money in payment for what it sells. The United States pays for Brazilian coffee with dollars, which Brazil can then use to buy wool from Australia, which in turn can buy textiles from Great Britain, which can then buy tobacco from the United States.

Foreign trade, the exchange of goods between nations, takes place for many reasons. The first, as mentioned above, is that no nation has all of the commodities that it needs. Raw materials are scattered around the world. Large deposits of copper are mined in Peru and Zaire, diamonds are mined in South Africa and petroleum is recovered in the Middle East. Countries that do not have these resources within their own boundaries must buy from countries that export them.

Foreign trade also occurs because a country often does not have enough of particular item to meet its needs. Although the United States is a major producer of sugar, it consumes more than it can produce internally and thus must import sugar.

Third, one nation can sell some items at a lower cost than other countries. Japan has been able to export large quantities of radios and television sets because it can produce them more efficiently than other countries. It is cheaper for the United States to buy these from Japan than to produce them domestically. According to economic theory, Japan should produce and export those items from which it derives a comparative advantage. It should also buy and import what it needs from those countries that have a comparative advantage in the desired items.

Finally, foreign trade takes place because of innovation or style. Even though the United States produces more automobiles than any other country, it still imports a large number of au-

tos from Germany, Japan and Sweden, primarily because there is a market for them in the United States. For most nations, export and import is the most important international activity. When nations export more than they import, they are said to have a favorable balance of trade. When they import more than they export, an unfavorable balance of trade exists. Nations try to maintain a favorable balance of trade, which assures them of the means to buy necessary imports.

In addition to visible trade, which involves the import and export of merchandise, there is also invisible trade, which involves the exchange of services between nations.

As an example of invisible trade, Brazilian coffee is usually transported by ocean vessels because these steamships are the cheapest method of transportation. Nations such as Greece and Norway have large maritime fleets, which can provide this transportation service. When an exporter arranges for this kind of transportation, he rents space in the cargo compartment of a ship for one voyage.

The prudent exporter purchases insurance for his cargo's voyage. While at sea, a cargo is vulnerable to many dangers, the most obvious being that the ship may sink. In this event, the exporter who has purchased insurance is reimbursed, Otherwise, he may suffer a complete loss. There is also the danger of damage to the cargo from a collapsed or leaky pipe, which could diminish the cargo's value. Thus, insurance is another service in which some nations specialize. Great Britain, because of the development of Lloyd's of London, is a leading exporter of this service, earning fees for insuring other nation's foreign trade.

Some nations possess little in the way of exportable commodities or manufactured goods, but they have a mild and sunny climate. During the winter, the Bahamas attract large numbers of tourists, particularly from the northeastern United States, who spend money on hotel accommodation, meals, taxis, and so on. Tourism, therefore, is another form of invisible trade.

In the past twenty-five years, a tremendous demand has grown for the construction of large-scale development projects around the world, including dams, highway networks, and so on. The technical skills to build these projects are purchased when a nation hires engineers and construction supervisors, usually from another country. The commissions and salaries that are paid to these people represent another form of invisible trade.

The United States has been described as a nation of immigrants. Many Americans send money back to families and relatives in the "old country". In the past fifteen years, millions of workers from the countries of southern Europe have gone to work in Germany, Switzerland, France, the Benelux nations and Scandinavia. The workers send money home to support their families. These are called immigrant remittances. They are an extremely important kind of invisible trade for some countries both as imports and exports.

Invisible trade can be as important to some nations as the export of raw materials or commodities is to others. In both cases, the nations earn money to buy necessities.

The different kinds of trade that nations engage in are varied and complex, a mixture of visible and invisible trade. Most nations are more dependent on exports than on any other activ-

ity. The earnings from exports pay for the imports that they need and want. A nation's balance of payments is a record of these complex transactions. By reflecting all of these transactions in monetary terms, a nation is able to combine the income it receives, for example, from exports, tourist expenditures and immigrant remittances. This combined income is then spent on such items as manufactured goods from other countries, travel for its citizens to other countries, and the hiring of construction engineers.

### 词语助解

- foundation n. 基础
- self-sufficient a. 自给自足的
- utilize vt. 利用
- finance n. 金融
- banking n. 银行业
- consequently ad. 因而
- Brazil n. 巴西 (国名)
- Colombia n. 哥伦比亚 (国名)
- Guatemala n. 危地马拉 (国名)
- efficiently ad. 有效率地
- a variety of 种种
- cumbersome a. 麻烦的
- barter n. 实物交易
- textile n. 纺织品
- tobacco n. 烟叶
- commodity n. 商品
- raw a. 未加工的
- scatter vt. 分散
- Zaire n. 扎伊尔 (国名)
- mine vt. 开采
- diamond n. 钻石
- recover vt. 获取
- boundary n. 边界
- consume vt. 消费
- internally ad. 国内地
- domestically ad . 国内地
- desired a. 期望的

- favorable balance 顺差
- unfavorable balance 逆差
- visible trade 有形贸易
- invisible trade 无形贸易
- maritime fleet 海上运输船队
- space n. 舱位
- cargo compartment 货舱
- prudent a. 谨慎的
- vulnerable a. 易受损害的
- reimburse vt. 赔偿
- collapse vt. 使崩溃
- leaky a. 有漏洞的
- Lloyd's of London 伦敦劳埃德保险公司
- Bahamas n. 巴哈马群岛
- tremendous a. 极大的, 非常的
- dam n. 水坝
- supervisor n. 监管人员
- commission n. 佣金
- immigrant n. 移民, 侨民
- Benelux n. 指比利时、荷兰、卢森堡三 国经济联盟(联盟全称 Benelux Economic Union)
- ◆ Scandinavia n. 斯堪的纳维亚(欧洲半岛)
- immigrant remittances 侨汇
- necessity n. 必需品
- balance of payment 国际收支

## 语篇助解

I. In order to build your reading comprehension ability, please examine the ten unfinished  $\cdot$  4  $\cdot$ 

statements or questions below which are closely related to the text, each with four choices marked A, B, C and D. By blackening one of the four letters, decide on the best choice as your answer to each item.

1.	The foundation of world trade and economic activity is
	A. self-sufficient economy
	B. a nation's different economic resources
	C. a nation's different skills
	D. both B and C
2.	The trade of goods without an exchange of money would
	A. speed up the trade between nations
	B. help trading nations develop their own economy
	C. restrict foreign trade
	D. put an end to the foreign trade
3.	Raw materials can be found in
	A. industrialized countries
	B. developing countries
	C. self-sufficient nations
	D. different countries all over the world
4.	Japan has been able to export large quantities of radios and television sets because
	A. it can produce them on a large scale
	B. it can produce them as efficiently as the United States
	C. it can produce them more efficiently and sell them at a lower cost
	D. it can produce as many as the world needs
5.	Nations try to keep a favorable balance of trade because
	A. they want to be involved in the world trade
	B. it can guarantee them the means to buy necessary imports
	C. it can help them export as much as possible
	D. they want to do more business in the world trade
6.	The exchange of services between nations is called
	A. invisible trade
	B. visible trade
	C. favorable trade
	D. unfavorable trade
7.	The nation that does most of the insurance business in the invisible trade is
	A. Japan
	B. the United States
	C. Great Britain
	D. France
3.	All the following belong to the invisible trade except

- A. transportation service
- B. insurance service
- C. tourism
- D. the exchange of manufactured goods
- 9. While at sea, a cargo is likely to meet all kinds of dangers, but the most obvious one is that
  - A. the ship may sink
  - B. the cargo may sink
  - C. the cargo might be damaged
  - D. the ship may lose its way
- 10. The Bahamas is one of the most popular and fashionable \_\_\_\_\_ in the western hemisphere.
  - A. winter resorts
  - B. summer resorts
  - C. tourist resorts
  - D. health resorts

#### II. Translate the following sentences into Chinese.

- 1. On the other hand, the United States has large industrial plants capable of producing a variety of goods, such as chemicals and airplanes, which can be sold to nations that need them.
- 2. The United States pays for Brazilian coffee with dollars, which Brazil can then use to buy wool from Australia, which in turn can buy textiles from Great Britain, which can then buy tobacco from the United States.
- 3. According to economic theory, Japan should produce and export those items from which it derives a comparative advantage.
- Nations try to maintain a favorable balance of trade, which assures them of the means to buy necessary imports.
- 5. There is also the danger of damage to the cargo from a collapsed or leaky pipe, which could diminish the cargo's value.
- 6. During the winter, the Bahamas attract large numbers of tourists, particularly from the northeastern United States, who spend money on hotel accommodation, meals, taxis, and so on.
- 7. The technical skills to build these projects are purchased when a nation hires engineers and construction supervisors, usually from another country.
- 8. By reflecting all of these transactions in monetary terms, a nation is able to combine the income it receives, for example, from exports, tourist expenditures and immigrant remittances.

## III. Please determine the answer to each of the blanks in the following statements by making the best choice from A, B, C and D.

Ι.	As a result of this trad	e and activity, internati	ionai finance and banki	ng nave
	A. evolving	B. involved	C. evolved	D. involving
2.	The United States mus	st import coffee from co	ountries that grow coffe	e
	A. actively	B. efficiently	C. differently	D. invisibly
3.	Although the United S	States is a major produce	er of sugar, it	more than it can pro-
	duce internally.			
	A. describes	B. consumes	C. conducts	D. compares
4.	Countries that do not l	have these resources wit	hin their own	_ must buy from coun-
	tries that export them.			
	A. consequences	B. subsequences	C. comparisons	D. boundaries
5.	Foreign trade also	because a country	often does not have en	ough of particular item
	to meet its needs.			
	A. appears	B. takes	C. depends	D. occurs
6.	The commissions and s	salaries that are paid to	these people	another form of invisi-
	ble trade.			
	A. represent	B. reproduce	C. calculate	D. introduce
7.	Cargo is to r	nany dangers, the most	obvious being that the	ship may sink.
	A. vulnerable	B. terrible	C. frightened	D. damaged
8.	The earnings from exp	orts pay for the imports	that they need and wa	nt. A nation's balance
	of payments is a	of these complex tr	ansactions.	
	A. engagement	B. mixture	C. balance	D. record
9.	The exporter who has	purchased insurance is	, otherwise,	he may suffer a com-
	plete loss.			
	A. varied	B. reimbursed	C. claimed	D. scattered
10	. If nations traded item	for item, foreign trade	would be extremely	and restrictive.
	A. convenient	B. feasible	C. favorable	D. cumbersome
11		er purchases insurance for		
	A. prudent	B. careless	C. powerful	D. immigrant
12	. When nations export	more than they import,	they are said to have	a balance of
	trade.			
	A. unfavorable	B. favorable	C. desired	D. honorable
13.	Instead of,	which is the trade of go	ods without an exchang	e of money, the Unit-
	ed States receives mor	ney in payment for what	t it sells.	
	A. butter	B. barter	C. darter	D. debtor
14.	Some nations possess	little in the way of	commodities or m	nanufactured goods.
	A. profitable	B. payable	C. exchangeable	D. exportable
15.	Great Britain,	the development of	Lloyd's of London, is	a leading exporter of
	insurance service, earn	ning fees for insuring ot	her nation's foreign tra	ade.
	A. instead of	B. regardless of		

## Tasting Sweet Spring from Reading 品尝阅读甘泉

#### I. Bilingual Guidance 双语导读

Read the English passage on the left as fast as possible, referring to the Chinese version on the right, if you have any difficulty. Then, do the Technical Term Clicking practice followed.

## The Scope of International Business 国际商务的范围

International business refers to any business activity that crosses national boundaries. It can be broken down into four types: foreign trade, trade on services, portfolio investments, and direct investments. In foreign trade, visible physical goods or commodities move between countries as exports or imports. Exporting and importing comprise the most fundamental international business activities in most countries. In addition to goods and commodities, countries also trade in services, such as insurance, banking, hotels, consulting, travel and transportation. The international firm is paid for services it renders in another country.

International portfolio investments are financial investments made in foreign countries. The investors purchase shares and long-term debts in the expectation of nothing more than a financial return on the investment. Portfolio investors do not aim to take control of a corporation. They can liquidate their investment at market value at any time. Foreign direct investment refers to establishment of a plant or distribution network abroad. Investors can acquire part or all of the equity of an existing foreign corporation either to control or share control over sales, production, and research and development.

In its historical perspective, international business is not new. It has been practiced for thousands of

国际有价证券投资指在别国进行的金融投资。投资者购买企业股票和长期债券,无非是为了谋标为了谋标为了事份。有价证券投资者的目标按例的资金。有价证券投资是指在国外建厂或建立销售网络。投资者可购买外国公司的销售、生产、利贷股。

从历史的角度来看,国际商务 并非新鲜事物。它已有上千年的历 years, although its forms, methods, and importance are constantly evolving. In ancient times, the Greeks traded along routes in the Mediterranean. Commerce continued to grow throughout history as sophisticated business techniques emerged, facilitating the flow of goods, resources, and funds between countries. The Industrial Revolution further encouraged the growth of international business by providing methods of mass production and mass markets. As industrialization increased, greater and greater demand was created for supplies, raw materials, labor and transportation.

In the 20th century, there is evidence of vast business relationships that span the globe. Far more than ever before, products, capital, and personnel are becoming intertwined as business entities increasingly consider their market as being global rather than simply domestic. As business has expanded across national borders, banks and financial institutions have followed it to meet its need for capital for investment and operations around the world. Financial markets have also become intricately linked, and movements and changes in the US stock market have a direct impact on equity markets in other parts of the world.

Today, only a shortsighted business person would believe that an enterprise can grow and prosper entirely within the confines of its domestic market borders. Domestic business must at least be aware of international sources of competition, because they are an ever present and growing threat. The sources of these changes in the dynamics of world market and economies are international business activity being pursued around the world.

史,尽管其形式、方法及重要性在不断演变,在古代,希腊人就在地中海地区从事贸易活动。在历史的长河中,随着复杂的商务技巧不断出现,商业持续不断的发展,从而促进了货物、资源在国域生产方法和大规模市场,从而进一步促进了国际商务的发展。随着工业化水平的提高,对供给、原料、动力和运输的需求也日益增大。

20世纪以来,事实证明,广泛的商务关系覆盖全球。由于商务实体越来越认识到它们的市场是全球性的,而不仅仅在国内,所以产品、资本和人员比以往任何时候都更紧密地联在一起。随着商务活动的范围跨出国界,银行和金融机构接踵而至,银行和金融机构接踵而至,银行和金融机构接踵而至,银行和金融机构接踵而至,银行的贵。金融市场之间的联系也变得非常纷纭复杂,美国股市的走向和变化会直接影响到世界上其它地区的产权投资市场。

如今,只有目光短浅的商人才会相信,一个企业在本国市场范围内完全可以实现发展和繁荣。国内商界起码必须认识到市场竞争的国际根源,因为竞争的根源一直存在,并且日益成为国内商界的威胁。在世界市场和经济的动态中,这些变化的根源就是世界范围寻求的国际商务活动。

## →Technical Term Clicking 专业术语点击

In order to get a good command of the following useful technical terms from the reading above, please fill in the blanks in Column B with the letters listed in Column C to match the items in Column A with their Chinese counterparts in Column C.

2. portfolio	 b. <b>缠绕</b>
3. visible physical goods	 c. 关系复杂
4. long-term debt	 d. 产权投资市场,股票市场
5. financial return	 e. 有价证券
6. to liquidate investment	 f. 企业实体
7. distribution network	 g. 大规模生产
8. acquire	 h. 国界
9. mass production	 i. 推销网络,销售网络
10. intertwine	 j. 财务收益
11. business entities	k. 变现投资
12. intricately linked	 1. 有形货物
13. equity market	 m.长期债务
14. within the confines of	 n. 世界市场动态
15. dynamics of world market	o. 在…范围内

#### II. Cloze 完形填空

In order to fill in the blanks correctly in the following passage, please read the passage carefully and make the best choice from each group of words or phrases given. Then, do the Technical Term Clicking practice followed.

## The Principle Underlying International Trade 国际贸易的根本原则

Trade between nations has led to a great extension of the principle of specialization. The fact that human beings have different abilities, aptitudes, interests and personalities helps to explain 1 so much labor is specialized; people tend to do those jobs for which they are best suited. Similarly, the fact that economic resources are distributed unevenly 2 the world helps to explain why countries tend to specialize. Differences between countries in climatic conditions, in the nature of mineral deposits and in the ratios of labor to land are obvious reasons why some countries are more 3 to some economic activities than others. International trade gives countries the opportunities to specialize in the things they do best.

The earliest trade between countries 4 when they were able to supply one another with goods which they were unable to produce for themselves. International trade would not have reached its present volume if trade between countries 5 in this way. Countries nowadays import many things which they could produce themselves, in the same way 6 individuals purchase many things they could make for themselves. Division of labor and specialization, 7 by exchange, result in a greater output of everything, and the same applies to international trade also. The principle underlying international trade is that a country should specialize 8