21世纪立体化高等院校规划教材 · 英语系列

新编外贸英语教程

English

王玉环　赖艳　主编

南京大学出版社

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内容简介

在充分调研高校对外贸英语教材需求的基础上，从高等教育英语外贸专业和国际贸易专业以及教育部《大学英语课程教学要求》的培养目标、培养对象和教学内容等方面出发，从培养既掌握一定的外贸实务知识，又具备较高的外语应用能力的高级复合型人才的目的出发，编者结合国际贸易实务操作流程，编写了指导学习者掌握国际贸易知识和英语函电、进出口单据制作的教材。

本书共分12章，内容包括国际贸易简介、外贸商业信函、外贸术语、建立业务关系、询盘和报盘、还盘和接受、支付、信用证、装运、保险、索赔和进出口流程。

本书的编写特点是理论与实践相结合，在内容的编写上结合国际贸易实务需要，除对相关贸易术语、英文函电写作或贸易磋商技巧做了较为详细的介绍外，还对贸易各个环节中涉及的各种单证内容和填写方式进行了详细的解释与说明，并附上单证样本，以方便学习者理解与掌握。

本书既可作为高校大学英语后续课程外贸英语教材，也可作为英语专业外经贸方向以及国际贸易专业教材，还可作为从事国际贸易工作读者的自学用书。

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前言

21世纪以来，随着我国经济的持续发展和全球经济一体化步伐的加快，我国与世界各国的贸易往来日益加强。蓬勃发展的经济对我国新世纪人才的培养提出了更高的要求。培养既掌握一定的外贸实务知识，又具备较高的外语应用能力的高级复合型人才，已成为我国高校普遍面临的重要任务之一。

外贸英语是国际贸易专业和英语专业的必修课或选修课。近几年，很多高校对大学英语课程体系进行了改革，面向已完成基础阶段大学英语学习的非英语专业学生开设了外贸英语课程。

目前，我国很多高校开设的“国际贸易实务”课程用的是汉语教材，讲解国际贸易理论知识和实际业务流程操作的英语教材很少，本书正是为了顺应国家教育改革和经济发展需要而编写的一本具有较强实用性的教材。

本书共分12章，内容包括国际贸易简介、外贸商业信函、外贸术语、建立业务关系、询盘和报盘、还盘和接受、支付、信用证、装运、保险、索赔和进出口流程。

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本书的编写原则是理论与实践相结合，使学生既能较详细、全面地了解外贸实务中各环节的相关理论知识，又能掌握运用这些理论知识进行英文函电写作或贸易磋商的技巧。因此，涉及具体贸易环节的章节均由理论介绍、函电写作和技能训练三大板块组成，正文后面附有本章中出现的国际贸易专业术语汇总及形式多样的综合练习，旨在提高学生在外贸实务中正确运用国际贸易知识和英语的能力。

本书由王玉环、赖艳担任主编，左燕茹、赵清、李艾炜、黄以斌担任副主编，李艳、高艳艳、梁伟、丁树亭、吴夏芸参加编写。

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由于编者水平有限，书中不妥之处在所难免，恳请广大读者不吝赐教，以便对本书进行进一步修改和完善。

编　者

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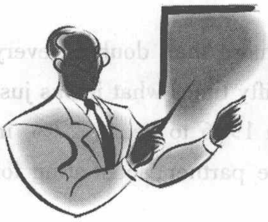
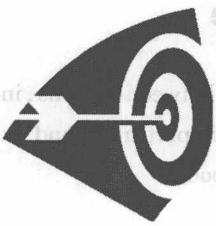


Chapter One
International Trade



Objectives

Upon completion of this chapter, you will

- understand what international trade is,
- know the reasons for engaging in international trade,
- learn the major categories of international trade,
- distinguish the differences between domestic trade and international trade,
- and recognize the benefits of international trade.

In this chapter, several aspects of international trade will be discussed, including the definition, the reasons for engaging in it, its major categories, the differences between domestic trade and international trade and the benefits it brings. All of these give us a brief picture of what international trade is, what an important role it plays in modern world.

This chapter will focus on the discussion of the basic knowledge of international trade. After the definition of international trade is given in the first part, the second part deals with why people in different countries must do business with other countries, following the differences between domestic trade and international trade in the third part, the fourth part tells us the different forms of international trade. And the last part deals with the benefits of international trade.

1.1 International Trade

International trade, can be dated back to the Middle Ages. Merchants steered canoes over seas, and sold the goods directly to the buyers in another country. The communication and transportation technology which developed especially during the industrial revolution has made markets more accessible and the world of trade more globally interdependent in the past decades, and then stimulated an upsurge of insurance industry and banking operations to orient toward international payments and settlement. The trend of economic globalization had been bringing people and products together from all around the world.

Nowadays, international trade is growing much faster and getting many more countries involved, with the unprecedented development of the techniques and services as well as the laws, regulations and conventions in trade-related fields. As one of the most important economic activities in the world today, international trade plays a more and more important role in the development of a nation's economy and in the acceleration of globalization worldwide.

For example, The turnover from the U. S. A. international trade has more than doubled every decade since 1960, and it now exceeds $2. 9 trillion annually, more than fifty times what it was just forty years ago. The percentage of gross world products rose from 15% in 1986 to nearly 27% in 2006. In 2007, the U. S. A. traded with China as the second leading trade partner, accounting for nearly $500 billion.

1. 2 Definition of International Trade

International trade refers to the worldwide exchange of goods or services between nations, involving the use of two or more currencies. It concerns trade operations of both import trade and export trade and includes the purchase and sales of both visible and invisible goods.

1. 3 Reasons for International Trade

After we know the definition of international trade, another question follows.

Why do nations do business with one another? The most important reason for one individual to do business with another is that the former has more products than those consumed itself and the latter has the demand for the same products. As a result, product exchange is realized and trade is formed. Similarly, when a nation has the products that exceed its domestic demand, it may consider exchanging them for something else with another nation. The commodity exchange that has passed over a nation's border leads to the occurrence of international trade. However, the reasons for nations to do business with one another are far beyond the surplus products, when international trade has developed to its present stage. Reasons such as natural resources, economic structures and political situations are all responsible for the international trade.

1. 3. 1 Resource Reasons

No nation can be isolated from the other part of the world, and can be completely self-sufficient. They're interdependent. The distribution of natural resources around the world is somewhat haphazard; some nations possess natural resources in excess of their own demands while other nations haven't. For example, Britain has large reserves of coal but lacks some metal reserves. Kuwait has vast oil deposits but little farm produce. Countries that do not have the natural resources or raw materials within their own boundaries must import from countries that have them, while those that have them exceeding their own consumption will export to the countries that don't have them or enough of them.

The condition is similar to other kinds of resources. The developed countries are full of skilled labors, capitals and high technology resources, while the developing world may lack them and needs to import these resources or technology from other countries. For example, Japan lacks natural resources, but it is highly developed in electronic technology. Consequently, it exports a large portion of its electronic products to the world, especially to the developing countries that cannot produce them on their own. In return, it imports most of the natural resources from other countries in the world.

In short, the uneven distribution of resources, including natural resources, human resources and technological resources in the world, is one of the major reasons why nations trade with each other.

1.3.2 Economic Reasons

There arose another incentive for nations to trade with the others, with the development of manufacturing and technology, i. e. economic benefits. It is found that it makes economic sense for a nation to specialize in certain activities and produce those goods because it has the most advantages, and to exchange those goods for the products of other nations which have advantages in different fields. Why does Japan mainly export manufactured goods? Why is the agriculture in the U. S. A. so different from that of the Netherlands? But above all, do countries gain or lose from trading with other nations?

The key to such questions largely lies in the theory of comparative advantage developed by David Ricardo. According to Ricardo, international trade is mutually beneficial, even when one nation is more efficient in the production of all goods, as long as there are differences in the relative costs of producing the various goods in the two potential nations. China, for example, is a labor-intensive economy and has enjoyed a long history of textile production. Hence, it can produce large quantities of textile products at much lower cost than some other countries. In other words, it has the comparative advantage in the production of textile products and thus will benefit its economy by exporting these goods or exchanging these goods for the products of other nations.

Comparative advantage is not a static concept. A country may develop a particular comparative advantage purely through its own actions, independent of the endowment of the nature. Switzerland's comparative advantage in watch-making is a typical example. Similarly, the United States has developed comparative advantages in many lines such as biotechnology, aviation industry and chemical pharmaceutical manufacturing which use most up-to-date technology.

In a word, transactions are conducted mainly for economic benefits. When the domestic market is unable to help the traders generate more profits or when they are not satisfied with the benefits from the domestic market, they tend to open up new markets in other nations.

1.3.3 Other Reasons

There are many other factors which can promote trades between nations, and political objective is one. One nation might trade with another to support a government which upholds the same political doctrine. Or it might do so for the purpose in political affairs.

Why does a nation still need to import the same item from other nations even if it has enough of a particular item to meet its needs? This is largely because the differences in tastes, preferences or consumption patterns are to be satisfied. This applies mainly to consume goods, clothing and foodstuffs. It manifests itself through culture, and it is stimulated by travel and education. For example, even though the U. S. A. produces enough cars at reasonable costs to meet its own demand and even to export some, it may still import cars from other countries for innovation or variety of styles.

In a word, the development of trade between nations is attributed to the imbalance between nations in terms of natural resources, technology resources, human resources, cost of production, political strength, tastes, preferences and consumption patterns, etc.

1.4 The Differences Between International Trade and Domestic Trade

The main characteristic that makes international trade different from domestic trade is that international trade involves activities that take place across national borders. Thus when the trade is executed beyond national frontiers, it is invariable subject to the political, social, economic and environmental policies of nations. Such policies have either encouraged or hampered the free flow of merchandise in international trade. Special problems that are not normally experienced when trading at home may arise in international trade. In particular:

- ◇ The countries involved often have different legal systems, and one or more parties will have to adjust themselves to operation in compliance with the foreign laws.
- ◇ Different countries usually use different currencies and the parties concerned will have to decide which currency to use and do everything necessary as regards convention, etc. Uncertainties and even risks are often involved in the use of a foreign currency.
- ◇ Cultural differences in language, customs, traditions, religion, value, behavior, etc. often constitute challenges and even traps for people who are engaged in international trade.
- ◇ Risk levels might be higher in foreign market than in domestic market. The risks include political risks, commercial risks, financial risks and transportation risks. To be a good businessman, one needs to be sensitive to various risks in international trade and learn to minimize the negative impacts on his business.
- ◇ Compared to domestic trade, it is more difficult for dealers in international trade to get the necessary information of a particular firm in a foreign country. Control and communication systems are normally more complex for foreign operations than for domestic operations. It is also far more difficult to observe and monitor the trends and activities in foreign countries. Therefore, managers who are engaged in international trade need a broader range of management skills than those involved only in domestic trade.

1.5 Forms of International Trade

Since we have learned the differences between international trade and domestic trade, we may be better prepared for future trade. We also need to know what types of trade we are entering into will shape the particular steps we need to follow in order to fulfill a trade activity. There are various forms of international trade and they can be classified into various categories according to a number of different criteria.

1.5.1 Export Trade, Import Trade and Transit Trade

In terms of the direction of cargo flow, international trade can be classified into export trade, import trade and transit trade.

Export trade refers to transport the goods which are produced and processed in domestic markets to international markets for sale. On the other hand, import trade is made in the reverse direction, which refers to the transaction to transport the goods from foreign countries to domestic markets for sale.

Transit trade means that the goods are transported from the producing country to the consuming country via a third country's border. Transit trade can be furtherly divided into direct transit trade and indirect transit trade. Direct transit trade means that the goods are not placed in the bonded warehouse of the third country, but transported toward outside along the domestic transportation line under supervision of the customs of the third country. In this sense, the third country earns its profits mainly by imposing import and export duties on the goods when they enter into or leave the boundary of the third country.

On the other hand, indirect transit trade refers to the fact that goods are first placed in the bonded warehouse of the third country and then transported to the importing country without any additional processing. Under this situation, the third country is able to earn the warehouse charges besides the above mentioned Customs duties. Even though, under neither case shall the third country obtain profits from goods processing or assembling.

1.5.2 Direct Trade, Indirect Trade and Entrepot Trade

According to the number of participants involved, international trade can be classified into direct trade, indirect trade and entrepot trade.

Direct trade means that the goods are transported directly from the producing country to the consuming country. In this case, only two parties are involved in the transaction, namely the exporter and the importer.

On the other hand, indirect trade, or trade through intermediate countries, occurs when goods pass through an intermediate country other than the producing country and consuming country, remaining in that country for some length of time before shipment to the destination. Three parties are involved in indirect trade: the exporter, the importer and the intermediate country.

Entrepot trade refers to the transaction which involves importing goods from overseas for further processing or assembling and re-exporting the goods abroad. Entrepot trade involves only one party, who is the importer, the processor and also the exporter at the same time.

1.5.3 Visible Goods Trade and Invisible Goods Trade

From the form of the goods, international trade can be classified into visible goods trade and invisible goods trade or commodity trade and service trade.

Visible goods trade, also known as tangible goods trade or commodity trade, refers to the exchange of physically tangible goods such as cars, wines, shoes between countries, involving the export, import and re-export of goods at various stages of production. As most of the trade in the world today refers to the exchange of visible goods rather than invisible goods and many rules, regulations and conventions concerning trade in the world such as INCOTERMS, United Nations of Convention on Contracts for International Sale of Goods (CISG), Uniform Customs and Practice for Documentary Credits (UCP), etc. are all made to deal with visible goods trade, the focus of this book therefore is on trade where only visible goods are concerned.

Invisible goods trade is known as intangible goods trade or service trade, which involves the export and import of intangible items (those that are not visible) such as services and technology (e. g. shipping and education). Nowadays, the contribution of services industries of the developed countries constitutes over 60% of their gross domestic products and accounts for an increasing proportion of world trade. So we must not forget the important role played these days by invisible trade. Invisible trade involves the exchange of services between countries. It consists of such items as transportation and insurance services that we provide for foreigners or that they provide for us; tourists' expenditures abroad; remittances that immigrants send back home; government expenditures abroad; net dividends and interests earned from investments abroad, and so on. On reflection, one sees that an invisible item such as Chinese tourists' expenditures for wines in Paris has the same effect on the final balance of payments as do our imports of French wine to be drunk here at home. When we provide shipping insurance service for foreigners, it acts like an export. Invisible trade can be as important to some countries as visible trade is to others. In reality, the kinds of trade a country deals with are varied and complex, and often are a mixture of visible and invisible trade.

1.5.4 Barter Trade and Free-liquidation Trade

As to the settlement instrument involved, international trade can be classified into barter trade and free-liquidation trade.

Barter trade refers to the direct exchange of goods or services—without an intervening medium of exchange or money—either according to established rates of exchange or by bargaining. It is considered the oldest form of trade.

Free-liquidation trade means the exchange of goods or services with an intervening medium of exchange or money according to the rates of exchange. Cash trade is one form of free-liquidation trade.

In addition to the above-mentioned forms of international trade, there are also some other types of international trade that are classified under other norms or criteria. For example, according to the mode of transportation, international trade can be classified into trade by roadway, trade by seaway, trade by airway and trade by mail order.

1.6 Benefits from International Trade

Countries getting great benefits by trading globly are great, which partly explains the ever expanding volume involved in international trade. Generally speaking, a nation is likely to get the following benefits from trading with other nations.

1.6.1 Economic Growth

International trade has become more and more important as it creates jobs, which are greatly significant to the economic growth of individual countries as well as the advancement of the whole world. By trading with other nations, a nation can gain more market shares on its exported goods and take advantages of economies of scale. Economies of scale characterize a production process in which an increase in the scale of the firm causes a decrease in average cost of each unit in the long run. In other words, when economies of scale is realized, even though the average cost of each unit is reduced, more profits are able to be generated from selling more units to more markets. With the number of trading partners and quantity of products increasing, the nations being engaged in inter national trade can gain more benefits, which in turn helps the development of its economy and raises the living standard.

1.6.2 Cheaper Goods and Services

As we have mentioned above, one of the major reasons for countries to trade with one another is that there is a cost advantage. And it is this cost advantage of the supplying countries that enables them to buy certain goods or services of the same quality or higher quality at lower prices than the cost involved in producing them in their own countries. Furthermore, the ever developing technology in various fields and the ever escalating competition in the world market in this new millennium have been making prices of the goods ever lower, which benefits consumers to a larger degree. Consumers thus are able to enjoy goods at a much lower price.

1.6.3 Greater Variety

Nations are interdependent. No nation has all the commodities or services that it needs, which makes the international trade possible. And the different tastes and preferences of the consumers urge international trade to go even further. Undoubtedly, as a result, international trade makes it possible for a nation to provide a wider variety of products for its consumers and thus help to improve the living standards of its people.

More and more nations are driven by the reasons and benefits mentioned above. Corporations and even individuals are also involved in international trade. However, as there are great differences between international trade and domestic trade, beginners in international trade may be bewildered by its complexity and difficulty. Therefore, it is necessary for traders to understand the differences in advance so as to prepare better for future trade activities overseas.