An Introduction to International Trade

国际贸易英语教程新编

曹湘洪　康元非　主编

科学出版社

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前　言

随着经济全球化的不断发展，我国与其他国家之间的贸易合作关系更加密切，合作前景也更加广阔。特别是在2002年加入WTO之后，我国的外贸行业再遇发展良机，越来越多的国内企业和个人置身于国际商务领域，越来越多的外资企业和厂商把目光投向中国市场，这一切均使我国的外贸行业成为改革开放以来最活跃和最引人注目的经济领域，因此国际贸易专业人才也成了社会急需的人群之一。当前的经济发展对国际贸易人才有着强烈的需求，但目前我国在该类人才培养上还面临着诸多挑战，我们的教育机构还缺少高质量的国际贸易专业教材，致使国贸专业的学生走出校门后在就业和从业方面都难以满足外贸企业对综合型人才的要求。

为适应我国贸易经济与国际接轨的发展趋势，培养具备社会竞争力的外贸专业人才，我们编写了《国际贸易英语教程新编》一书，其目的在于帮助高校国际贸易专业学生、将国际贸易英语作为选修课的其他专业学生以及从事国际贸易活动的人员较好地了解国际贸易发展现状，掌握对外经贸的相关理论和操作技能以及培养国际贸易活动中的语言交流和跨文化交流能力。

与国内同类教材相比，本书在以下三个方面具有自己的一些特色：1. 前沿性。本书概述了国际经贸领域的最新进展及前沿内容，对国际贸易理论的发展脉络进行新的梳理，融汇近年来国际贸易领域研究的最新成果，反映出21世纪国际贸易实务中出现的新变化和新特点。2. 系统性。本教程通过十章系统有效地呈现了国际贸易的相关概念、知识、政策、法规和程序的新观念，同时结合中西方在国际贸易中出现的案例而形成综合性理论解释，使学习者能够较全面地了解目前国际贸易中的核心问题和发展趋势。每章结合内容插入相关图片和表格，这对书中内容的诠释产生了较好的作用。3. 应用性。本教程注重学习者国际贸易活动中实际操作技能的学习和培养。结合国际贸易领域的新变化和区域差异，我们在每一章后都设计了与理论知识点相关的案例分析、思辨和讨论题，以便提升学习者全面思考、吸收他人智慧、操作和从事实际对外经贸业务的能力。

本教程由新疆师范大学外国语学院曹湘洪教授和新西兰梅西大学国际贸易学院康元非博士担任设计、全稿统筹、修改及定稿。教程的编写工作由以下成员承担：熊莉清（第一章）、冯远（第二章）、李艳　张斌科（第三章）、李英军（第四章）、陈华英（第五章）、张玉玉　刘丽（第六章）、阿米娜·阿布力孜（第七章）、石媛媛（第八章）、

刘丽（第九章）、崔静华　吴霞（第十章）。

由于本教程编写涉及面广，英语程度要求高，恐有不少疏漏及可商榷之处，我们诚恳地希望得到国内外专家、学者以及国际贸易专业爱好者的批评和指正。

编者

2010.10

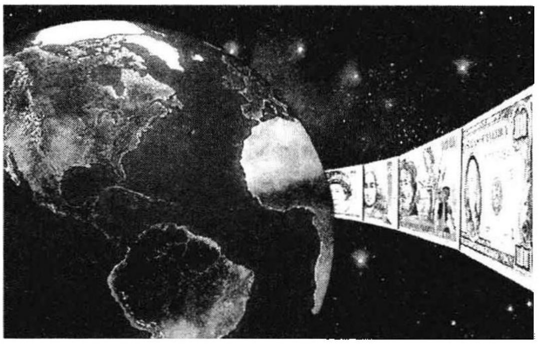
Contents

Chapter 1

Globalization and International Trade

Introduction

A fundamental shift is currently occurring in the world economy. The shift includes many aspects: barriers to international trade and investment are declining; perceived geographical distance is shortening due to advances in transportation and telecommunications technology; material culture is starting to look similar all over the world; and national economies are merging into an independent, integrated global economic system. This process is commonly referred to as globalization. This chapter provides an overview of the nature and process of globalization.



World Economy

1.1 The Trend of Globalization

Globalization refers to the emergence of a global society in which economic, political, environmental, and cultural events in one part of the world quickly come to have significance for people in other parts of the world. It is the result of advances in communication, transportation, and information technologies.

Hill (2008), a professor in University of Washington, suggests globalization is the shift toward a more integrated and interdependent world economy. From economic and business perspective, globalization includes two major components: the globalization of markets and the globalization of production.

1.1.1 Globalization of Markets

Globalization of markets is the trend of historically separate national markets merging into one huge global market (Hill 2008: 6). This trend is caused by the declining barriers to international trade and investment. Products are easier to sell across borders now, and tastes and preferences of consumers in different nations are beginning to have the same global form. Coco-cola and McDonald are typical examples of this. These firms are not only benefactors of this trend, but also facilitators of it. By offering the same basic product worldwide, they help to create a global market.

Most global markets now are not markets for consumer products, as national differences of tastes and preferences of customers in different countries are still acting as a brake on globalization. There is higher level of globalization in markets for industrial goods and materials, as these products are able to serve a universal need worldwide, including the markets for commodities such as iron and oil, the markets for industrial products, such as computer software, microprocessors, and the markets for financial assets such as visa cards and company bonds.

Firms follow each other into the world market, and bring with them many of the assets that served them well in other national markets, including their products, operating strategies, marketing strategies, and brand names. As a result, greater uniformity replaces diversity. Now in an increasing number of industries, it is no longer meaningful to talk about "the German market", "the American market," or "the Japanese market". For many firms, there is only the global market.

On the other hand, the argument on globalization of markets cannot be pushed too far, as globalization of markets does not mean that national markets are giving way to the global one. Very significant differences still exist among national markets in consumer tastes and preferences, distribution channels, cultural value systems, business systems, and legal regulations. They often act as a brake on globalization, and frequently require that marketing strategies, product features, and operating practices be adjusted to best match conditions in a country.

1.1.2 Globalization of Production

Globalization of production means sourcing goods and services from different countries around the world to take advantage of national differences in the cost and quality of production factors, such as labor, energy, land, and capital (Hill 2008: 7). Through global outsourcing (将……业务/工程等外包), companies are able to lower their overall costs and / or improve the quality of their product offering, thereby allowing them to compete more effectively.

Taking the case of the Boeing Company's commercial jet airliner, the 777, as an example, eight Japanese suppliers make parts for the fuselage (飞机机身), doors, and wings; a supplier in Singapore makes the doors for the landing gear (起落装置，起落架); three suppliers in Italy manufacture wing flaps (襟翼，阻力板); and so on. Totally, about 30 percent of the value for the 777 is built by foreign companies (Metthee 1994: 13).

Besides, nowadays more and more companies take advantage of modern communications technology, particularly the Internet, to outsource service activities to low-cost producers in other nations. Take the service activity of software production as an example. Many software companies now use Indian engineers to perform maintenance functions on America-designed software. Dispersing activities in this way can compress the time (owing to different time zones) and lower the costs. Other companies are outsourcing customer service functions to developing nations where labor cost is cheaper.

As a result of intensified outsourcing, it has even become improper for some multinational companies to talk about American products, Japanese products, German products, or Korean products, because the outsourcing of productive activities to different suppliers results in the creation of products that are global in nature.

However, in the whole world substantial impediments still make it difficult for firms to achieve the best dispersion of their productive activities around the globe. These impediments include formal and informal barriers to trade between countries, barriers to foreign direct investment, transportation costs, and issues associated with economic and political risk.

1.1.3 The Emergence of Global Institutions

As markets globalize and an increasing proportion of business activities transcends national borders, institutions are needed to help manage, regulate, and police the global marketplace, and to promote the establishment of transnational treaties governing the global business system. In the 20th century, a number of important global institutions have been created to help perform these functions. These institutions include the General Agreement on Tariffs and Trade (the GATT，关贸总协定) and its successor, the World Trade Organization

(WTO，世贸组织); the International Monetary Fund (IMF，国际货币基金组织) and its sister institution, the World Bank; and the United Nations (UN，联合国). All these institutions were created by voluntary agreement between individual nation-states, and their functions are presented in international treaties.

1.2 Driving Forces of Globalization

Two macro factors underlie the trend toward globalization: the decline in barriers to the free flow of goods, services, and capital; and technological change, particularly the dramatic developments in recent years in communication, information processing, and transportation technologies.

1.2.1 Declining Barriers of Trade and Investment

International trade occurs when a firm exports goods or services to consumers in another country. Foreign direct investment happens when a firm invests resources in business activities outside its home country.

During the 1920s and 1930s, many nations built formidable barriers to international trade and foreign direct investment. Many of them took the form of high tariffs on imports of manufactured goods. The aim of trade barriers was to protect domestic industries from foreign competition. At last, trade barriers depressed world demand and contributed to the Great Depression (大萧条) of the 1930s.

Having learned from this experience, advanced industrial nations committed themselves to removing barriers to the free flow of goods, services, and capital between nations. Eight rounds of negotiations among member states have worked to lower these barriers under the watch of GATT. The most recent round of negotiations, the Uruguay Round (乌拉圭回合), was completed in December 1993. It further reduced trade barriers, extended GATT regulations to cover services besides manufactured goods, provided enhanced protection for patents, trademarks and copyrights, and established WTO to police the international trade system.

In late 2001, WTO launched a new round of talks at Doha (多哈) in Qatar to liberate the global trade and investment framework. The Doha talks produced an agenda, including cutting tariffs on industrial goods, services, and agricultural products; phrasing out subsidies to agricultural producers; reducing barriers to cross-border investment; and limiting the use of antidumping laws. The biggest gain for the Doha talks would be reduction of subsidies by rich countries on their agricultural products. Currently, average agricultural tariff rates are still about 40 percent, and rich nations spend some $300 billion a year in subsidies to support their farm sectors. Poorer nations would gain most from reduction in agricultural tariffs and subsidies, because such reforms would give them access to the markets of the developed world.

In addition to reducing trade barriers, many countries have also been progressively removing restrictions to foreign direct investment (FDI). According to the UN, some 94 percent of the 1,885 changes worldwide between 1991 and 2003 in the laws governing FDI created a more favorable environment for FDI (United Nations, 2004). The desire of governments in various countries to facilitate foreign direct investment has also been reflected in a dramatic increase in the number of bilateral investment treaties to protect and promote investment between two countries.

Significant decline of barriers to international trade and investment has been driving the globalization of markets and the globalization of production. Lowering trade barriers enabled firms to export their products to various national markets, rather than a single domestic market. It is also more likely for firms to disperse parts of their production to different countries round the globe to reduce production costs and increase product quality. As a result, previously separated individual national economies are becoming more intertwined and integrated.

1.2.2 The Role of Technological Change

If the declining of trade barriers made globalization a possibility, technological change has made globalization of markets and production a tangible reality. Since the end of WWII, the world has seen major advances in communication, information processing, and transportation technology, including the explosive emergence of the Internet and World Wide Web (万维网). Telecommunications (电信) is creating a global audience. Transportation is creating a global village.

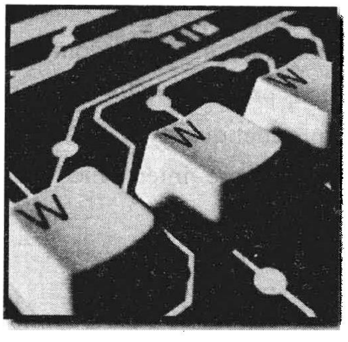
Microprocessors (微处理器) and Telecommunications

The microprocessor has probably been the most important innovation in information technology. It caused the explosive growth of high-power, low-cost computing and led to the vast increase in the amount of information processed by individuals and firms. The development of microprocessor also underlies many advances in telecommunications technology. Developments in satellite, optical fiber (光纤), and wireless technologies over the past 30 years, and now the Internet and the World Wide Web, have revolutionized global communications. These technologies rely on the microprocessor to encode, transmit, and decode the vast amount of information that flows along these electronic highways. The cost of microprocessors continues to fall, while their power increases. As a result, the cost of global communications drops greatly, and this trend lowers the costs of coordinating and controlling a global organization.

The Internet and World Wide Web

The rapid growth of the internet and the associated World Wide Web (WWW) is the latest development in information technology. They are to develop into the information backbone of the global economy. According to Forrester Research (福斯特，an independent research company), the value of Web-based transactions hit $657 billion in 2000. Many of these transactions are not business-to-customer transactions (e-commerce), but business-to-business (or e-business).

The Web allows businesses, both small and large, to expand their global presence at a lower cost than ever before. One example is a small Californian-based start-up (新办的企业), Cardiac Science. In 1996, Cardiac Science was eager to break into international markets but had little idea of how to establish an international presence. By 1998, the company was selling to customers in 46 countries and foreign sales accounted for $1.02 million revenues. By 2002 revenues had surged on the back of product introductions to $50 million, some $ 17.5 million of which came from sales to customers in 50 countries (Dickerson 1998:10).



E-business

Transportation Technology

Several major innovations in transportation technology have occurred since World War II. The most important are probably the development of commercial jet aircraft and super-freighters (大型货机), and the introduction of containerization (集装箱化), which simplifies transshipment from one mode of transport to another.

Containerization has revolutionized the transportation business, significantly lowering the costs of shipping goods over long distances. As a result of the efficiency gains associated with containerization, transportation costs have dropped dramatically, making it much more economical to ship goods around the globe, therefore helping to drive the globalization of markets and production.

Implications for the Globalization Trend

As transportation costs reduce, dispersal of production to geographically separate regions becomes more economical. As a result of the technological advances, the real costs of information processing and communication have fallen dramatically in the past two decades. These developments make it possible for a firm to create and then manage a globally dispersed production system, further facilitating the globalization of production. A worldwide communications network has become essential for many international businesses.

The Internet has been a major force facilitating international trade in services. We are probably still in the early stages of this development. But in the future, almost any work processes that can be digitalized will be performed most efficiently and effectively anywhere in the world.

Technological innovations have also facilitated the globalization of markets. Low-cost global communications networks are helping to increase electronic global marketplaces. Low-cost transportation has made it more economical to ship products around the world, thereby helping to create global markets. In addition, low-cost jet travel has resulted in the mass movement of people between countries. This has reduced the cultural distance between countries and is bringing about some convergence of consumer tastes and preferences. At the same time, global communication networks and global media are creating a worldwide culture. A result of this evolution is the emergence of global markets for consumer products. It is now as easy to find a McDonald's restaurant in Tokyo as it is in New York.

However, while modern communication and transportation technologies are facilitating the creation of the "global village", significant national differences remain in culture, consumer preferences, and business practices. A firm that ignores differences between countries does so at its peril.

1.2.3 The Changing Global Economy

Affected by the intensified trend toward globalization, a significant change has occurred in the demographics of the global economy over the past decades. As late as the 1960s, four features described the global economy: U.S. dominance in the world economy and world trade; U.S. dominance in world foreign direct investment; the dominant, large, transnational U.S. firms on the international business scene; the isolation of round half the world (the central planned economies) from international business. So far, all the four features either have changed or are now changing rapidly.

The Changing Picture of World Trade and World Output

In the early 1960s, the United States was the world's dominant industrial power. In 1963, the United States accounted for 40.3 percent of world output (Hood & Young, 1973). By 2004, the United States accounted for nearly 21 percent of world output, still by far the world's largest industrial power but down significantly (IMF, 2005). This decline in relative position also occurred to other major developed countries, such as Germany, France and the United Kingdom. The change in the U.S. position was a relative rather than absolute decline, reflecting the faster economic growth of some emerging economies, particularly in Asia. For example, China's share of world output increased from a trivial amount to 13.2 percent during the same period.

Over the past 30 years, U.S. dominance in export markets has declined as Japan, Germany, and a number of newly industrialized countries such as South Korea and China have taken a larger share of the world exports. Despite the fall, the United States still remained the world's largest exporter, ahead of Germany, Japan, France, and the fast-rising economic power, China.

The relative decline of the United States reflects the growing economic development and industrialization of the world economy. Looking 20 years into the future, most forecasts now predict a rapid rise in the share of world output by developing nations such as China, India, Indonesia, Thailand, South Korea, Mexico, and Brazil, and a corresponding decline in the share enjoyed by rich industrialized countries such as Great Britain, Germany, Japan, and the United States (Hill 2008: 19). If current trend continue, the Chinese economy could be large than that of the United States at sometime in the middle of the century. Forecasts are not always correct, but these trends suggest that a shift in the economic geography of the world is now under way. For international businesses, the implications of the changing economic geography are clear: many of tomorrow's economic opportunities may be found in the developing nations of the world, and many of tomorrow's most capable competitors will probably also emerge from these nations.

Changing Nature of the Transnational Corporation

A transnational corporation (TNC) is any business that has productive activities in two or more countries. Since the 1960s, the rise of non-U.S. transnationals and the rapid growth of mini-transnationals have become the two notable trends in the demographics of the transnational corporation.

The Rise of Non-U.S. Transnationals

In 1973, 48.5 percent of the world's 260 largest transnationals were U.S. firms. The second largest source country was the United Kingdom, with 18.8 percent of the large transnationals. Japan accounted for 3.5 percent of the world's largest transnationals at the time. By 2005 things had shifted significantly. Among the world's 100 largest nonfinancial transnationals, 27 were U.S. firms, followed by France with 15, Germany with 13, and Britain with 11, and Japan with 9 (UN 2006). The globalization of the world economy has resulted in a relative decline in the dominance of U.S. firms in the global marketplace.

According to UN data, the ranks of the world's largest 100 transnationals are still dominated by firms from developed economies (UN 2006). However, five firms from developing economies entered the UN's list of the 100 largest transnationals by 2005: Hutchison Whampoa (和记黄埔有限公司) of Hong Kong China, which ranked 17 in terms of foreign assets; Singtel (新加坡电信公司) of Singapore; Petronas of Malaysia; Samsung of Korea; and CITIC Corp of China (UN 2006).

The growth in the number of transnationals from developing economies is even more evident when we look at the slightly smaller firms. In the earlier 2000s, the largest 50 transnationals from developing economies had foreign sales of $103 billion out of total sales of $453 billion, and employed 483,129 people outside of their home countries. Some 22 percent of these companies came from Hong Kong China, 16.7 percent from Korea, 8.8 percent from mainland China, and 7.6 percent from Brazil. Firms from developing nations can be expected to emerge as important competitors in global markets, further shifting the axis of the world economy from North America and Western Europe and changing the long dominance of Western companies.

The Rapid Growth of Mini-Transnationals

Another trend in international business has been the growth of medium-size and small transnationals (mini-transnationals). Although most international trade and investment are still conducted by large firms, many medium-size and small businesses are becoming increasingly involved in international trade and investment. We have noted how the rise of the Internet is lowering the barriers that small firms face in building international sales, as in the case of the small Californian-based Cardiac Science discussed earlier.

The Changing World Order

Between 1989 and 1991 a series of dramatic changes took place in Eastern Europe and the Soviet Union. The Soviet Union has been replaced by 15 independent republics. Czechoslovakia has divided itself into two states, and Yugoslavia became five successor states after a bloody civil war. Many of the former central controlled economies in Europe and Asia now share a commitment to free market economics. This change provides enormous export and investment opportunities for international businesses. But the economies of these states are still relatively undeveloped.

In addition to these changes, more quiet revolutions have been occurring in China and Latin America. China continues to move progressively toward greater free market reforms. On the one hand, with nearly 1.3 billion people, China represents a huge and largely untapped