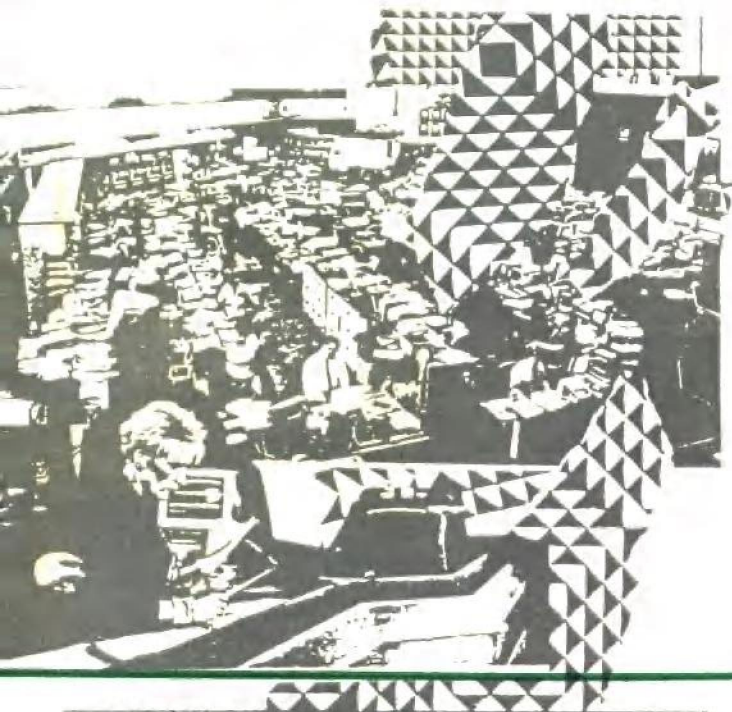


英语世界·丛书

英汉对照

对外经济贸易文选

A Reader in
Foreign Economic
Relations and Trade



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A Reader in Foreign Economic Relations and Trade

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内 容 提 要

本《文选》共收集有关国际贸易、进出口业务、销售学、外贸商情、市场调研、国际主要商品市场介绍、国际金融、外汇贸易、国际银行业务、证券交易所、世界银行、跨国公司、国际经济学、南北贸易、国际技术转让、合资企业和主要国际经济贸易组织等内容的文章共40篇。本书选题广泛,体裁多样,知识性强,材料新颖,语言规范生动,英汉对照,附有注释,是读者学习对外经济贸易专业英语、扩大专业词汇、提高阅读和翻译对外经贸文章的能力以及获得对外经贸知识的理想读物,适合具有中等英语水平的读者阅读。

《英语世界》丛书

DUÌ WÀI JīNG Jì MÀO Yì WÉN XUǎN

对外经济贸易文选

(英 汉 对 照)

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CONTENTS (目录)

1. International Trade 国际贸易	2
2. Unique Problems in International Trade 国际贸易的特殊问题	6
3. Import and Export 进口和出口	12
4. Shipping, Insurance and Customs 海运、保 险和海关	20
5. The Export Sales Contract 出口销售合同	26
6. Incoterms 国际贸易术语解释通则	32
7. Letters of Credit 信用证	40
8. Marketing 销售学	48
9. The Ten Most Common Mistakes of New- to-Export Firms 新出口公司的十大常见错 误	54
10. Trade Information 商业信息	60
11. Trade News (Part One) 贸易消息(第一部分)	66
12. Trade News (Part Two) 贸易消息(第二部分).....	72
13. Successful Entrepreneurs 成功的企业家.....	76
14. The Corporate Structure 公司组织形式	82
15. China's Foreign Trade 中国对外贸易	88
16. Compensation Trade in China 中国的补偿贸易 ...	94
17. The Joint International Venture 国际合资企业 ...	100

18. International Technological Transfer	国际	
技术转让		108
19. What Are Free Ports and Foreign-Trade		
Zones 什么是自由港和对外贸易区		114
20. Asia's Rising Export Powers	亚洲出口新星	118
21. The Asia Pacific Basin	亚洲太平洋盆地	126
22. Japanese Economy	日本经济	132
23. Japan's Stumbling Giants	蹒跚的日本巨人	138
24. Export to the European Community	对欧	
洲共同体的出口		144
25. Consumer Spending Patterns in West Germany		
西德的消费模式		148
26. 1992 and the Coming of Change	1992 年	
和正在来临的变化		160
27. Multinational Corporations	跨国公司	166
28. Third World Powerhouses	第三世界大亨	172
29. Foreign Exchange Trading	外汇交易	176
30. The Securities Exchanges	证券交易所	182
31. International Banking	国际银行业务	188
32. The World Bank and the International Monetary		
Fund 世界银行和国际货币基金组织		194
33. What Does the World Bank Do	世界银行	
是干什么的		202

34. The Balance of International Payments	国	
国际收支平衡表		208
35. An Overview of International Economics		
国际经济学概述		216
36. North-South Trade	南北贸易	224
37. The Evolution of LDC Trade	欠发达国家对	
外贸易的发展		228
38. General Agreement on Tariffs and Trade		
关税与贸易总协定		234
39. The Great Depression	大萧条	240
40. Towards a New International Economic Order		
建立国际经济新秩序		246

前 言

随着我国对外开放和对外经济贸易工作的发展,广大的涉外经济贸易工作者迫切需要学习对外经济贸易专业英语、提高阅读和翻译对外经济贸易文章的能力、扩大专业词汇和丰富对外经济贸易知识。为此目的,译者在多年从事对外经贸实际工作和教学的基础上,编选了《对外经济贸易文选》一书。

《文选》共遴选有关对外经济贸易的短文 40 篇,内容涉及国际贸易、进出口业务、销售学、外贸商情、市场调研、主要国别和地区介绍、跨国公司、日本综合商社、国际金融、外汇贸易、世界银行、国际经济关系、国际技术转让、合资企业和国际主要经贸组织等当代国际经济贸易的主要领域。

本《文选》文章均精选自英美等国有关对外经济贸易的专业书籍和英美国家主要商业报刊,如 *Financial Times*, *Wall Street Journal* 等。这些文章具有较高的学术水平,知识性强,材料新颖,信息量大,语言规范,生动活泼,体裁多样,其中一些文章已通过《英语世界》刊物向广大读者作了介绍。

本书采用英汉对照形式编排,附少量注释。个别地方有增删和改动。本《文选》中第10、11、12和第20篇文章的汉译工作由欧美娥同志担任,其余文章均为冯祥春同志所译。全书由陈羽纶先生审校。

本书适用于广大对外经济贸易工作者,也可供对外经贸院校师生教学参考之用。

本书的出版得到商务印书馆《英语世界》编辑部的鼓励和协助,谨此表示衷心的感谢。

译者水平有限,缺点和错误在所难免,欢迎广大读者批评指正。

冯 祥 春 1990 年 8 月

1. INTERNATIONAL TRADE

International trade is the exchange of goods and services produced in one country for¹ goods and services produced in another country. There are several reasons for it.

The distribution of natural resources around the world is somewhat haphazard²; some nations possess natural deposits in excess of³ their own requirements while other nations have none. For example, Britain has large reserves of coal but lacks many minerals such as nickel, copper, aluminium etc, whereas the Arab states have vast oil deposits but little else. In the cultivation of natural products climate plays a decisive role. Some products will only grow in tropical climates whereas others, such as citrus fruits, require a Mediterranean⁴ climate. Moreover, some nations are unable to produce sufficient⁵ of a particular product to satisfy a large home demand, for example, Britain and wheat.⁶ These are the reasons why international trade first began.

With the development of manufacturing and technology, there arose another incentive for nations to exchange their products.⁷ It was found that it made economic sense for a nation to specialize in certain activities and produce those goods for which it had the most advantages, and to exchange those goods for the products of other nations which had advantages in different fields. This trade is based on the principle of comparative advantage.

1. the exchange of ... for ...: 以……和……进行交换。 2. haphazard: ['hæp'hæzəd] a. 任意的, 随意的。 3. in excess of: 超过。 4. Mediterranean: [,meditə'reinjən] a. 地中海的。 5. sufficient: 这里用作名词, 不作形容词。 6. ... Britain and wheat: 英国的小麦就是这样。这是一

1. 国际贸易

国际贸易是一个国家所生产的商品和劳务和另一个国家所生产的商品和劳务之间的交换。这样做的原因是多方面的。

世界自然资源的分布是带有随意性的。有些国家所拥有的矿产资源超过了本身的需要,而别的国家则没有。例如,英国煤的储藏量很丰富,但是很多矿藏,如镍、铜和铝等都很缺乏;阿拉伯国家拥有巨大的石油矿藏,但是其它矿藏则很少。在种植农产品方面,气候起到决定性作用。有一些农作物只适宜在热带气候的条件下生长,而像柑桔水果等其它作物则需要地中海型的气候。此外,有些国家的某些产品的生产不能满足国内的巨大需求,例如英国的小麦就是这样。这些就是国际贸易开始出现的原因。

随着制造业和技术的发展,出现了新的因素促使国家之间进行产品交换。人们发现,如果一个国家专门从事一定的生产活动,生产它拥有最大优势的商品,并用这些商品同在其它方面拥有优势的国家所生产的产品进行交换,那在经济上是合算的。这种贸易是在比较利益原则的基础上进行的。

个省略句,全句应为: Britain is unable to produce sufficient of wheat to satisfy a large home demand. 7. **there arose another incentive for nations to exchange their products:** 此句中主语是 another incentive, **there** 是引导词, **arose** 是谓语动词。

The theory of comparative advantage,⁸ also called the comparative cost theory, was developed by David Ricardo,⁹ and other economists in the nineteenth century. It points out that trade between countries can be profitable for all, even if one of the countries can produce every commodity more cheaply. As long as there are minor, relative differences in the efficiency of producing a commodity even the poor country can have a comparative advantage in producing it. The paradox¹⁰ is best illustrated by this traditional example: the best lawyer in town is also the best typist in town. Since this lawyer cannot afford to¹¹ give up precious time from legal affairs, a typist is hired who may be less efficient than the lawyer in both legal and typing matters. But the typist's comparative disadvantage is least in typing. Therefore, the typist has a relative comparative advantage in typing.

This principle is the basis of specialization into trades and occupations. At the same time, complete specialization may never occur even when it is economically advantageous. For strategic or domestic reasons, a country may continue to produce goods for which it does not have an advantage. The benefits of specialization may also be affected by transport costs: goods and raw materials have to be transported around the world and the cost of the transport narrows the limits¹² between which it will prove profitable to trade. Another impediment to the free flow of goods between nations is the possible introduction of artificial barriers to trade, such as tariffs or quotas.

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

8. theory of comparative advantage: 比较利益学说, 又称比较成本学说, 是英国经济学家李嘉图提出的依照生产成本相对差别实行国际分工的一种自由贸易理论。 9. David Ricardo: ['deivid ri'kɑ:dəu] 大卫·李嘉图 (1772—1823), 19 世纪中叶英国资产阶级古典政治经济学的杰出代表, 他提出

比较利益学说又称比较成本学说,是由大卫·李嘉图和其他 19 世纪的经济学家所建立的。该理论指出,即使有某个国家能以较低的成本生产每一种商品,国家之间的贸易对所有国家仍会有好处。只要在生产一种产品的效率上存在着小的、相对的差别,即使是穷国在生产上也会有比较利益。这种似非而是的理论能够用下面的传统例子最恰当地予以说明。某城的最好的律师也是最好的打字员。由于这个律师不能分散他处理法律事务的宝贵时间,就雇用了一名打字员。这个打字员可能在法律和打字方面都不如这位律师,但是这个打字员的相对劣势在打字方面是最小的。因而,这位打字员在打字方面就有比较利益。

这个原则是实行行业 and 职业专业化的基础。但是,完全的专业化可能永远也不会实现,即使从经济的角度来看是有利的。由于战略和国内的原因,一个国家可能仍然要生产它并不具有优势的产品。专业化的好处也可能会受到运输费用的影响,因为要在世界范围内进行货物和原料的运输,运输的费用使得贸易获利的范围缩小。国家之间货物自由交流的另一个障碍是可能采用人为的贸易壁垒,例如关税和配额。

除了有形贸易(即指商品和货物的进出口)以外,还有无形贸易,这
是指国家之间劳务的交换。

比较成本学说理论,他的代表作是《政治经济学及赋税原理》。 10. **paradox**: ['pærədɒks] n. 似非而是的论点; (与通常见解对立的) 反论。 11. **afford to**: 担负得起, 常用在 can, be able to 之后。 12. **narrows the limits**: narrows 作动词用, 其宾语是 limits。

Nations such as Greece and Norway have large maritime fleets and provide transportation service. This is a kind of invisible trade. When an exporter arranges shipment, he rents space¹³ in the cargo compartment of a ship.

The prudent exporter purchases insurance for his cargo's voyage. While at sea, a cargo is vulnerable to¹⁴ many dangers. Thus, insurance is another service in which some nations specialize. Great Britain, because of the development of Lloyd's¹⁵ of London, is a leading exporter of this service, earning fees for insuring other nations' foreign trade.

Some nations possess little in the way of¹⁶ exportable commodities or manufactured goods, but they have a mild and sunny climate. During the winter, the Bahamas¹⁷ attract large numbers of tourists, who spend money for hotel accommodations,¹⁸ meals, taxis, and so on. Tourism,¹⁹ therefore, is another form of invisible trade.

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.

(From *The Elements of Export Practice* by
Alan E Branch)

2. UNIQUE PROBLEMS IN INTERNATIONAL TRADE

There are some unique¹ problems in international trade and companies doing business overseas must be aware of² them. In

13. rents space: 租舱位。 14. be vulnerable to: 容易受到, 如: Young people are vulnerable to temptations. 年轻人容易受到诱惑。 15. Lloyd's: [loidz] n. 劳埃德保险公司, 创始于17世纪末叶, 最初是伦敦的一个简陋的咖啡馆, 其后逐渐发展成为世界上最重要的海上保险组织和重要的通讯机构。 16. in the way of: 在……方面, 如: Hollywood fashions in the way of clothing are servilely imitated by the Japanese. 日本人盲目地模

希腊和挪威等国拥有庞大的海运船队,提供运输劳务,这是无形贸易的一种。出口商在安排货运时租用轮船货舱的舱位。

谨慎的出口商为他的货物运输办理保险。在海上,货物会遇到各种危险,所以一些国家专门从事保险劳务。由于伦敦劳埃德保险公司的发展,英国是这种劳务的主要出口国,它为其它国家的对外贸易承担保险而赚取费用。

有些国家没有什么可供出口的初级产品或者制成品,但是这些国家风和日丽,气候宜人。在冬季,巴哈马群岛吸引着大量的旅游者,他们住旅馆、就餐、坐出租汽车及在其它方面都要花钱。因而,旅游业是无形贸易的另一种形式。

无形贸易对一些国家来说,就象原料和商品的出口对别的国家那样重要。在这两种情况下,这些国家都能赚到钱去购买他们所需要的商品。

(译自艾伦·E. 布兰奇所著《出口实务初阶》)

2. 国际贸易的特殊问题

国际贸易有一些特殊问题,在国外做生意的公司必须对之了解,特别是: 1,文化问题; 2,货币转换; 3,贸易壁垒。

仿着好莱坞的服装流行式样。 17. **the Bahamas:** [bə'hɑ:məz] 巴哈马(群岛),位于拉丁美洲西印度群岛,在古巴的北面,面积有7,086平方公里,人口有185,000人,是旅游圣地。 18. **accommodation:** [ə,kɒmə'deɪʃən] n. (常用复数)招待设备;膳宿供应。 19. **tourism:** ['tuərizəm] n. 旅游,旅游业。

1. **unique:** [ju:'ni:k] a. 独特的; 唯一的。 2. **be aware of:** 知道,意识到。

particular, these include (a) cultural problems, (b) monetary³ conversion, and (c) trade barriers.

Cultural Problems

When companies do business overseas, they come in contact with⁴ people from different cultures. These individuals often speak a different language and have their own particular customs and manners. These differences can create problems.

For example, in France, business meetings begin promptly at the designated⁵ time and everyone is expected to be there. Foreign businesspeople⁶ who are tardy are often left outside to cool their heels⁷ as a means of letting them know the importance of promptness. Unless one is aware of such expected behaviors he may end up insulting⁸ the people with whom he hopes to establish trade relations.

Monetary Conversion

A second traditional problem is that of monetary conversion. For example, if a transaction is conducted with the Soviet Union, payment may be made in rubles. Of course, this currency is of little value to the American firm. It is, therefore, necessary to convert the foreign currency to⁹ American dollars. How much are these Russian rubles worth [in terms of¹⁰ dollars? This conversion rate¹¹ is determined every market, where the currencies of countries are bought and sold. Thus there is an established rate, although it will often fluctuate from day to day. For example, the ruble may be worth \$ 0.75 on Monday¹²

3. **monetary**: ['manitəri] a. 货币的。 4. **come in contact with**: 接触, 与……发生联系。 5. **designate**: ['designeit] v. 指明, 指定。 6. **businesspeople**: 英文中原有 businessman (businessmen——复数), 之所以出现 businesspeople [(businessperson)], 是因为妇女解放运动的影响。同样, 有人用 chairperson 代替 chairman。 7. **to cool one's heels**: (成

文化问题

公司在外国做生意时，他们会接触具有不同文化背景的人。这些人常常操不同的语言，有着各自独特的风俗习惯。这些差异会带来麻烦。

例如，在法国，业务洽谈是按约定的时间准时开始的，每个人都要准时到场。姗姗来迟的外国商人常被留在外面等候，好让他们知道准时的重要。如果不了解应该怎样做，其结果可能会冒犯想与之建立贸易关系的人。

货币兑换

第二个常遇到的问题是货币兑换。例如，如果是与苏联做生意，可能采用卢布来付款。当然，这种货币对美国的公司是没有什么用的，因而，有必要将外币兑换成美元。这些俄国卢布值多少美元呢？汇率是由买卖各国货币的各个市场确定的。所以，虽然汇率每天会变化，但是有一个确定的汇率。例如，星期一一个卢布可能值 0.75 美元，但是星期

语) 久等, 空等。 8. end up doing sth.: 以做……而结束。 9. to convert ... to ...: 将……兑换成……。 10. in terms [of]: 按照……(来计算)。 11. conversion rate: 兑换率, 汇率。也可说 exchange rate。 12. For example, the ruble may be worth \$0.75 on Monday: 例如, 星期一一个卢布可能值 0.75 美元。此句中 worth 是形容词。

and \$ 0.72 on Tuesday because of an announced wheat shortage in Russia. In addition, there is the dilemma¹³ associated with converting at \$ 0.72. Some financial institutions may be unwilling to pay this price, feeling that the ruble will sink much lower over the next week. As a result, conversion may finally come at \$ 0.69. These “losses” must be accepted by the company as one of the costs of doing business overseas.

Trade Barriers

A third unique problem is trade barriers. For one reason or another¹⁴, all countries impose trade barriers on certain goods crossing their borders. Some trade barriers are directly related to exports. For example, the United States permits strategic military material to be shipped abroad only after government permission has been obtained. Most trade barriers, however, are designed to restrict imports. Two of the most common import barriers are quotas and tariffs.

Quotas

A quota is a quantitative restriction that is expressed in terms of either physical quantity or value. For example, a quota that states that no more than 50,000 Class A widgets¹⁵ may be imported from Europe each year is a restriction stated in terms of physical quantity. Meanwhile, a quota that restricts the importation of a certain type of Japanese glassware to¹⁶ no more than \$ 1 million worth¹⁷ a year is stated in terms of value.

Tariffs

A tariff is a duty or fee levied¹⁸ on goods being imported into the country. These tariffs can be of two types: revenue

13. dilemma: [di'lemə] n. 窘境,进退两难,麻烦。 14. For one reason or another: 介词短语,意思是:由于不同的原因。类似的短语还有: in one way or another(用不同的方式); at one time or another (在不同

二由于宣布了俄国小麦短缺,一个卢布只值 0.72 美元。此外,以 0.72 美元兑换一卢布也会遇到麻烦。一些金融机构可能不愿付此价格,感到下个星期卢布会跌得更多。结果,可能最后以 0.69 美元的汇率兑换。公司必须承当这类“损失”,作为与外国做生意的一种代价。

贸易壁垒

第三个特殊的问题是贸易壁垒。所有的国家由于不同的原因对通过其边境的某些商品都设有贸易壁垒。有一些贸易壁垒是直接与出口有关的。例如,在美国,只有在获得了政府的准许后,才允许将战略军事物资运往国外。然而,大多数贸易壁垒是用来限制进口的。配额和关税是两种最常见的进口壁垒。

配额

配额是用物质的数量或价值表示的数量限制。例如,对从欧洲进口的 A 级小器具每年不超过 50,000 只的配额是一种以物质数量表示的限制。同时,对某一种日本玻璃器皿的进口不允许超过一年 100 万美元的限制是一种以价值表示的配额。

关税

关税是对进口到一个国家的商品所征收的税额或费用。这类关税可有两种:岁收关税和保护关税。岁收关税是用来为政府筹集钱款。这种关税一般较低,通常对每件或每磅商品征收低于 25 美分的关税。保

的时期)。 15. widget: ['wɪdʒɪt] n. 小机械,小器具。 16. restricts ... to ...: 将……限制在……(范围)。 17. worth: 这里 worth 是作名词用。 18. levy: ['levi] v. 征收;征税。