



普通高等教育“十一五”规划教材  
高等院校国际贸易类教材系列

丁溪 主编

# 国际商务英语

## INTERNATIONAL TRADE



科学出版社  
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# 国际商务英语

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科 学 出 版 社

北 京

## 内 容 简 介

本书内容选材范围广泛,词汇专业性强,文章篇幅适宜、实用性强,语言规范、流畅,注释详细、全面,是学习国际商务英语的良好工具。全书分为12章,涵盖了国际贸易、国际营销、国际法律和管理、国际旅游、国际运输、国际贸易协作、合同、国际招标、国际投资、国际货币体系、电子商务以及银行业务等方面内容。

本书可以作为高等学校国际贸易专业的教材,也可供相关从业人员参考。

### 图书在版编目(CIP)数据

国际商务英语/丁溪主编. —北京:科学出版社, 2009  
(普通高等教育“十一五”规划教材·高等院校国际贸易类教材系列)  
ISBN 978-7-03-025347-7

I. 国… II. 丁… III. 国际贸易-英语 IV. H31

中国版本图书馆 CIP 数据核字 (2009) 第 148763 号

责任编辑:田悦红 / 责任校对:耿 耘

责任印制:吕春珉 / 封面设计:东方人华平面设计部

科 学 出 版 社 出 版

北京东黄城根北街16号

邮政编码:100717

<http://www.sciencep.com>

源海印刷有限责任公司印刷

科学出版社发行 各地新华书店经销

\*

2009年9月第 一 版	开本: 787×1 092 1/16
2009年9月第一次印刷	印张: 19 1/2
印数: 1—3 000	字数: 450 000

定价: 29.00 元

(如有印装质量问题,我社负责调换<海生>)

销售部门电话 010-62134988 编辑部电话 010-62135763-8007 (HF02)

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举报电话: 010-64030229; 010-64034315; 13501151303

## 序 言

近年来,美国金融业出现波动,进而演变成世界性金融危机。这次美、欧等发达经济体陷入金融危机,影响到了全球贸易的稳定运行,而且金融危机的爆发使得一些国家和地区转而采取更为保守的贸易政策,全球范围的贸易保护主义威胁增大,对我国的出口、投资、消费产生了一定的影响,这是我们必须面对的现实。

然而,我们也必须认识到国际贸易是国民经济的重要组成部分,它对我国现代化建设和全社会发展产生了巨大而深远的影响。自改革开放以来,我国对外贸易的快速增长已取得了举世瞩目的成就。随着我国加入 WTO 及区域性国际组织,我国的经济活动国际化趋势日渐明显,各企业的国际交流及贸易活动越来越多,熟悉国际交流与贸易规则及惯例、不断加强国际间的交流与合作,成为众多企业经营的重心,因而对国际经济贸易或商务管理人才的需求与日俱增。中国出口产业总体竞争力仍然是比较强的,全球金融危机和经济下滑将催生新一轮国际产业的调整,这对于中国外贸企业来讲,既是很大的挑战,也是获得新发展的机遇。2009 年中国经济发展的内在动能依然充足,国民经济和金融体系的基本面是健康的。随着调整和优化结构,统筹城乡发展将带来巨大和长期的投资与消费需求。中国投资环境和基础设施不断改善,增长潜力很大,迄今为止外商对中国直接投资热情不减。所以,从中长期看,中国外贸发展前景依然十分光明。随着新一轮世界经济贸易的复苏,国际贸易专业人才将是市场经济中最紧缺的人才之一,随着我国改革开放的深入,国际贸易人才仍然是急需人才。

为了从战略的角度培养适应复杂国际经济形势的人才,本教材系列将传统国际贸易业务与现代电子商务和世界贸易组织规则相结合,体现了与时俱进和操作性、理论性兼备的特点。本教材系列包括国际贸易理论与政策、国际贸易实务、国际商法、国际结算、国际通关实务、外贸函电、世界市场行情分析、期货理论与实务、世界贸易组织、国际商务英语、国际货运代理、国际市场营销、国际贸易电子商务、外贸谈判技巧等,充分体现了现代教学思想,强调理论与实践教学并重,突出学生素质、能力和创新思维的培养。在教学内容方面突出科学性、先进性和系统性,并处理好理论与现代技术的关系,提高教学水平。在实践教学中培养学生的动手能力、创新能力、解决问题的能力;在教学方法上能调动学生的主动性和积极性;在教学手段上充分应用现代教学技术和方法,提高了授课效率和课堂效果。本教材系列的作者均为第一线教师,体系与内容经数年教学实践中反复推敲,日臻完善和成熟。

本教材系列是以国际货物贸易、国际服务贸易和国际技术贸易三大部分为主体,对各种有关的对外贸易经营方式分别加以阐述:1. 力求在概念的阐述上详细深入,并伴有实例参照,使分析更加具体、透彻,有助于读者了解和掌握传统国际货物贸易、国际服



务贸易和国际技术贸易的实务以及电子商务贸易的最新知识和运作方式,以适应我国外贸事业的新发展。2. 以我国进出口贸易实践为背景,采用最新的国际贸易法律和惯例,全面地介绍了从事国际贸易的基本业务知识和程序、具体操作技能、主要法律惯例。3. 融知识性、实用性和可操作性为一体,可作为国际贸易、世界经济等专业的理想教材,也是财经专业学生、广大经济工作者了解和学习国际经济、国际贸易和国际商务的良师益友。

通过本教材系列的学习,有关专业学生不但理论知识扎实,而且有较强的实际操作能力和用外语进行商务沟通的能力,能够成为在跨国公司、外向型企业和外资企业等从事国际商务活动的国际商务师及国际化经营的高级管理人才,或者成为在涉外经济贸易部门及政府机构从事对外经营管理、政策法规制定与实施以及国际化商务活动策划的综合性高级专门人才。

高等院校国际贸易类教材系列编委会  
2009年6月

# 前 言

随着我国经济改革的不断深入,越来越多的大型跨国公司进入中国,国际业务不断增多,原来的英语教学结构已经难以应对目前市场形势的变化,因此尽快培养一大批既熟练掌握商务英语并能运用英语进行谈判,同时又了解国际市场行情以及各国法律的复合型商务人才已成为当前的一项紧迫任务。本书便是基于教学中的此种要求而组织编写的。希望本书的出版能对我国商务英语的教学和实践起到推动作用。

本书具有以下特点:

1. 选材范围广泛——所选文章涵盖了国际贸易、国际营销、国际法律和管理、国际旅游、国际运输、国际贸易写作、合同、国际招标、国际投资、国际货币体系、电子商务以及国际银行业务等多方面的内容。

2. 实用性强——所选文章涉及当前我国经济贸易的各个方面,为了帮助学生理解相关知识内容,一些章节还配有常识小贴士,章后设有“多学活用”部分作为补充阅读内容,书后还备有重要章节的相关法规、合同格式、贸易术语以及缩略语,学生通过这些辅助材料可了解当前最新国际经贸动态和业务常识,为未来从事经贸活动打下牢固的基础。

3. 语言规范、流畅——所选文章经过多次筛选,语境真实,用词生动,比喻恰当,均是原汁原味的佳作。

4. 注释详细、全面——注释既有对背景知识、组织名称等内容的解释,又有个别难句的分析和翻译等,这些都大大方便了学生对课文的深刻理解。

5. 习题多样、难易适度——题型设计多样,方便学生对所学知识的巩固和复习,加强对专业英语及相关知识的把握。

6. 词汇专业性强、重点突出——每篇文章后附有生词表,并附有汉语解释。

7. 文章篇幅适宜——适用于精读教学,也可用于泛读。

本书附有各章 Section A 的参考译文,这些对商务英语的初学者来说会有很大的帮助。

本书参考了众多国内外出版的著作,并得到国际金融部门专业人士的帮助,在此向他们致以衷心的感谢。在本书的出版过程中,我们也得到了家人的理解和支持,特此感谢他们,如果没有他们的关爱,就没有这本书的出版。参与本书编写的有哈尔滨工业大学的丁溪、黑龙江东方学院的崔磊、交通银行黑龙江省分行的张月滨、黑龙江大学的唐峰、哈尔滨工业大学的李长胜、哈尔滨市第四医院的赵红燕、哈尔滨二四二医院(哈尔滨市第三医院)的王兰芝、黑龙江大学的于滨、渤海大学商学院的李冬梅、哈尔滨理工大学的吕红、哈尔滨商业大学经济学院的杨慧瀛、黑龙江大学的卢岩、哈尔滨市第七十六中学的马微、黑龙江省社会科学院历史所的林琳、北京大学深圳医院的唐晖、哈尔滨电业局的张春雨、交通银行黑龙江省分行的王亦涛。丁溪、刘秀杰和张月滨负责统稿。

由于作者能力有限,书中疏漏之处在所难免,恳请广大读者批评指正。

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# Chapter 1

## International Trade

### Section A

#### Introduction

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, Columbia and Guatemala) that grow coffee efficiently. 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. 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. It 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.

#### ***The Reasons of International Trade***

International 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.

International trade also occurs because a country often does not have enough of a 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 consumer electronics 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, International trade takes place because of innovation or style. Even though the United States produces more automobiles than any other country, it still imports large numbers of autos from Germany, Japan and Sweden, primarily because there is a market for them in the United States.

For most nations, exports and imports are 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.

### ***The Future of International Trade***

In spite of the difficulties of predicting future trends in international trade, we can specify factors that will be important. Some of these are: population growth, possible scarcity of commodities, the food and energy situation, relations with the Third World (developing nations), pressures to preserve the environment, and international cooperation on political, social, economic, and monetary problems.

Although feeding the world's population will be a major problem, the world is probably not headed for disaster. First, the world's arable acreage can be expanded greatly. Second, the distribution of food and the yield of food per acre can be improved. Third, population growth can be controlled. Historical evidence shows that birth and death rates level off as countries move into the industrial stage.

If population growth continues at its present pace, the future balance between food demand and supply may become dependent on new dietary patterns. Reduced consumption of meat, increased use of new high-protein food made from soybeans, and development of ocean



resources for food are some alternatives that must be considered.

As the population grows, prices of commodities will fluctuate. As countries endeavor to increase yields on existing croplands through intensified use of water, energy, and fertilizers, the cost of commodities will rise.

Growth of trade will depend greatly on availability of energy sources. There may still be a trillion barrels of recoverable oil in the Middle East. But the oil crisis of 1974 has led to a renewed interest in coal and to a search for alternative sources of energy. Solar, geothermal, and nuclear energy will play a large role in the years to come.

In future trade the key development to watch is the relationship between the industrialized and the developing nations. Third World countries export their mineral deposits and tropical agricultural products, which bring them desired foreign exchange. Tourism has also been greatly responsible for the rapid development of some developing nations. Many Third World nations with high unemployment and low wages have seen an emigration of workers to the developed nations. Western Europe has received millions of such workers from Mediterranean countries. The developing nations profit when these workers bring their savings and their acquired technical skills back home. Many developing nations benefit when Western nations establish manufacturing in their countries to take advantage of cheap labor.

The Western World will eventually move to a period of relatively low economic growth, coupled with a high rate of unemployment. A so-called welfare society will emerge. The unemployed in the new welfare society will be taken care of by the employed through generous contributions to the social welfare system.

Political questions remain as to the world's future. We can only speculate as to whether organized markets such as the Common Market and COMECON could eventually merge. In the present political climate, this would seem impossible, although some cooperation agreements are already in effect. Obviously a merger between the Western and Eastern European markets would greatly enhance international trade.

International monetary cooperation will have a significant impact on future trade. If the IMF countries are not able to agree upon a new international monetary order in the years to come, international trade may become too risky for some companies to get involved in. If the IMF is unable to create sufficient international liquidity reserves in the future, there may not be enough liquidity to sustain growth in trade.

However, growing international consultation and cooperation in economic, monetary, and political matters will certainly contribute to the flourishing of world trade for the years to come.



## -----New Words and Expressions-----

evolve /i'vɒlv/ *v.* (使) 发展, (使) 进化, 逐渐形成

cumbersome /'kʌmbəsəm/ *a.* 复杂的, 麻烦的

scatter /'skætə(r)/ *v.* 分散, 散开

derive /di'raiv/ *v.* 吐, 从……得到, 取得……

innovation /'ɪnəʊ'veɪʃən/ *n.* 革新, 改革, 新事物, 新方法

scarcity /'skeəsəti/ *n.* 缺乏, 不足

acreage /'eɪkərɪdʒ/ *n.* 面积

dietary /'daɪətəri/ *a.* 饮食的

liquidity /li'kwɪdəti/ *n.* (资金) 流动性, 流畅

sustain /sə'steɪn/ *v.* 支撑, 维持

## NOTES

1. barter 易货贸易
2. comparative advantage 相对优势
3. favorable balance of trade 贸易顺差
4. unfavorable balance of trade 贸易逆差
5. the Third World 第三世界
6. developing nations 发展中国家
7. developed nations 发达国家
8. the Common Market 共同市场, 缩写形式为 CM
9. COMECON 经济互助委员会, 全称是 Council for Mutual Economic Assistance
10. international monetary cooperation 国际货币合作
11. IMF 国际货币基金组织, 全称是 International Monetary Fund
12. international liquidity reserves 国际清偿能力储备

## EXERCISES

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

1. 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.
2. International trade also occurs because a country often does not have enough of a particular item to meet its needs.



3. Nations try to maintain a favorable balance of trade, which assures them of the means to buy necessary imports.

4. If population growth continues at its present pace, the future balance between food demand and supply may become dependent on new dietary patterns.

5. As countries endeavor to increase yields on existing croplands through intensified use of water, energy, and fertilizers, the cost of commodities will rise.

6. The Western World will eventually move to a period of relatively low economic growth, coupled with a high rate of unemployment.

## II. According to the passage, answer the following questions.

1. What is the foundation of international trade and economic activity?
2. For how many reasons did international trade occur? And what are they?
3. Why the world won't be headed for disaster although there is a major problem of feeding the world's population?
4. Which sources of energy will play a large role in the years to come?
5. Why do Western nations establish manufacturing in developing nations?

## Section B

### Barriers to International Trade

Trade barriers are obstacles that restrict trade among countries. They can be divided into three groups: natural barriers, tariff barriers, and non-tariff barriers.

Natural barriers. Even if a product can be produced more cheaply in country A than in country B, the cost of shipping it to country B might wipe out the production cost advantage. Distance, therefore, is the major natural barrier to international trade. However, technology has helped us to reduce many of the natural barriers such as distance. The big problems are the "created" barriers such as tariff and non-tariff barriers.

Tariff barriers. Tariffs are duties or taxes that a government puts on products imported into or exported from a country. Governments rarely impose tariffs on exports because they generally favor exporting products to other countries.

Tariffs serve two main purposes: to generate tax revenue (revenue tariff) and to discourage imports (protective tariff). A revenue tariff raises money for the government that imposes it. Since the purpose is not to reduce imports of the product on which the tariff is imposed, revenue tariffs are rather low. A protective tariff is designed to discourage foreign



business from shipping certain goods into the country.

**Non-tariff barriers.** There are many non-tariff barriers to trade. They include:

**Import quota.** An Important quota places a limit on the amount of a product that can enter a country. It may be an absolute limit, in which case all imports stop when the quota is filled. In some cases, a quota is combined with a tariff so that a limited amount can enter the country duty free. Additional imports carry a tariff.

**Subsidy.** A subsidy is a direct or indirect government payment or special privilege granted to transportation, agriculture, mining and other industries. In countries where protectionism continues as a part of national economic policies, subsidy is seen as a means to promote national self-sufficiency, to encourage emerging industries and to alleviate depression and unemployment.

**Foreign exchange control.** Foreign exchange control refers to the case in which importers must apply for prior authorization from the government to obtain the foreign currency required to bring in designated amounts and types of goods.

**Cartels.** A cartel is a group of or an association of producers operating in the same industry that attempts to develop mutual agreement on such matters as prices, output, and market allocation. A cartel is usually formed for the purpose of gaining economic strength in the marketplace by raising prices in unison, or agreeing as a group not to lower prices.

**Dumping.** Dumping means shipping substantial quantities of a product to a foreign country at prices that are below either the home-market price of the same product or the full cost (including profit) of producing it.

### -----New Words and Expressions-----

barrier /'bæriə(r)/ *n.* 壁垒, 障碍

obstacle /'ɒbstəkl/ *n.* 障碍, 阻碍

revenue /'revənju:/ *n.* 税收, 收益, 收入

subsidy /'səbsədi/ *n.* 补贴, 津贴

alleviate /ə'li:vieit/ *v.* 减轻, 缓解

designate /'dezigneit/ *v.* 指定, 指名

allocation /'ælə'keɪʃən/ *n.* 分配, 安置

unison /'ju:nɪsn/ *n.* 一致, 和谐

### NOTES

1. trade barriers 贸易壁垒

2. tariff barriers 关税壁垒



3. non-tariff barriers 非关税壁垒
4. natural barriers 自然壁垒
5. import quota 进口配额
6. depression (经济) 萧条, 不景气
7. foreign exchange control 外汇管制
8. dumping 倾销

## EXERCISES

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

1. Even if a product can be produced more cheaply in country A than in country B, the cost of shipping it to country B might wipe out the production cost advantage.
2. Tariffs are duties or taxes that a government puts on products imported into or exported from a country.
3. A protective tariff is designed to discourage foreign business from shipping certain goods into the country.
4. In countries where protectionism continues as a part of national economic policies, subsidy is seen as a means to promote national self-sufficiency, to encourage emerging industries and to alleviate depression and unemployment.

### II. Answer the following questions according to the passage.

1. What are trade barriers?
2. How can trade barriers be grouped?
3. Why do you think distance is considered to be a barrier to international trade?
4. What is the difference between revenue tariff and protective tariff?

## Section C

### The World Trade Organization

On January 1, 1995, a new formal international organization was born, the World Trade Organization (WTO). It takes over the traditional functions of the informal GATT, and in addition expands and diversifies its role into new areas of activity agreed upon in the Uruguay Round (UR): service transactions, intellectual property rights, trade related investment issues, and agriculture. Its creation was also agreed upon in the Uruguay Round, and it will be



responsible for the execution of that agreement. The WTO inherits GATT's rules, such as the principle of non-discrimination between supplying countries (MFN), the principle of equal treatment of foreign and domestic firms (national treatment), and the outlawing of import quotas and export subsidies.

Although legally distinct from GATT, the WTO inherits GATT's functions as well as its staff and institutional set-up. It is to provide the framework for the conduct of trade among member states, including the new aspects of international transactions agreed upon in the UR. It is both a forum for negotiations and an instrument for implementing the results.

Members of the WTO follow three most important principles:

(1) The most-favored nation concept, i.e. every contracting party grants all other parties any tariff advantages that it grants to any other country.

(2) Although customs duties are recognized as a legitimate instrument of protection, they should be reduced as far as possible.

(3) The abolition of quantitative restrictions on imports; these are permissible, however, if necessitated by reasons relating to the balance of payments, and these exceptions are carefully supervised.

In order to further facilitate the free development of cross-border trade, the WTO has added three new dimensions to its responsibilities. First, the WTO, unlike the GATT, has had a legal framework to function in, as it was created by an international conference with an accord legitimately ratified by all the contracting parties concerned. Second, since the WTO is in a position to exert powerful leverage on the trading policies of its member states, it has mightier teeth to enforce the rules and regulations of this governing global body. Third, in addition to the traditional goods trade under the GATT, the WTO also policies the technology trade and the service trade, which account for a large segment of business interflow of today.

### -----New Words and Expressions-----

diversify /dai'və:sifaɪ/ v. 使……多样化, 多变化

inherit /in'herit/ v. 继承, 承袭, 沿袭

outlaw /'autlə/ v. 使……成为非法, 禁止

forum /'fɔ:rəm/ n. 公开讨论的场所, 公开讨论会

implement /'implimənt/ v. 执行(命令), 实施(计划)

legitimate /li'dʒitimit/ a. 合法的, 法律认可的

dimension /di'menʃn/ n. 规模, 范围

ratify /'rætifaɪ/ v. 批准, 承认, 认可

exert /ig'zə:t/ v. 发挥, 使受(影响等)

leverage /'li:vəridʒ/ n. 手段, 影响力



## NOTES

1. GATT 关税及贸易总协定, 全称是 General Agreement on Tariffs and Trade
2. The Uruguay Round 乌拉圭回合
3. intellectual property rights 知识产权
4. the principle of non-discrimination between supplying countries 供应国之间的非歧视原则
5. MFN 最惠国待遇原则, 全称是 the most-favored nation concept
6. contracting party 缔约方, 缔约国
7. the principle of equal treatment of foreign and domestic firms 国外国内公司平等对待原则
8. national treatment 国民待遇原则
9. import quotas 进口配额
10. export subsidies 出口补贴
11. quantitative restrictions on imports 进口数量限制
12. cross-border-trade 跨境贸易

## EXERCISES

### I. Translate the following Sentences into Chinese.

1. Its creation was also agreed upon in the Uruguay Round, and it will be responsible for the execution of that agreement.
2. Although legally distinct from GATT, the WTO inherits GATT's functions as well as its staff and institutional set up.
3. The most-favored nation concept means that every contracting party grants all other parties any tariff advantages that it grants to any other country.
4. In order to further facilitate the free development of cross-border-trade, the WTO has added three new dimensions to its responsibilities.

### II. According to the passage, answer the following questions.

1. When was WTO created?
2. What are the new areas of activity of WTO?
3. What are WTO's main functions?
4. What are the three new dimensions added to WTO's responsibilities?