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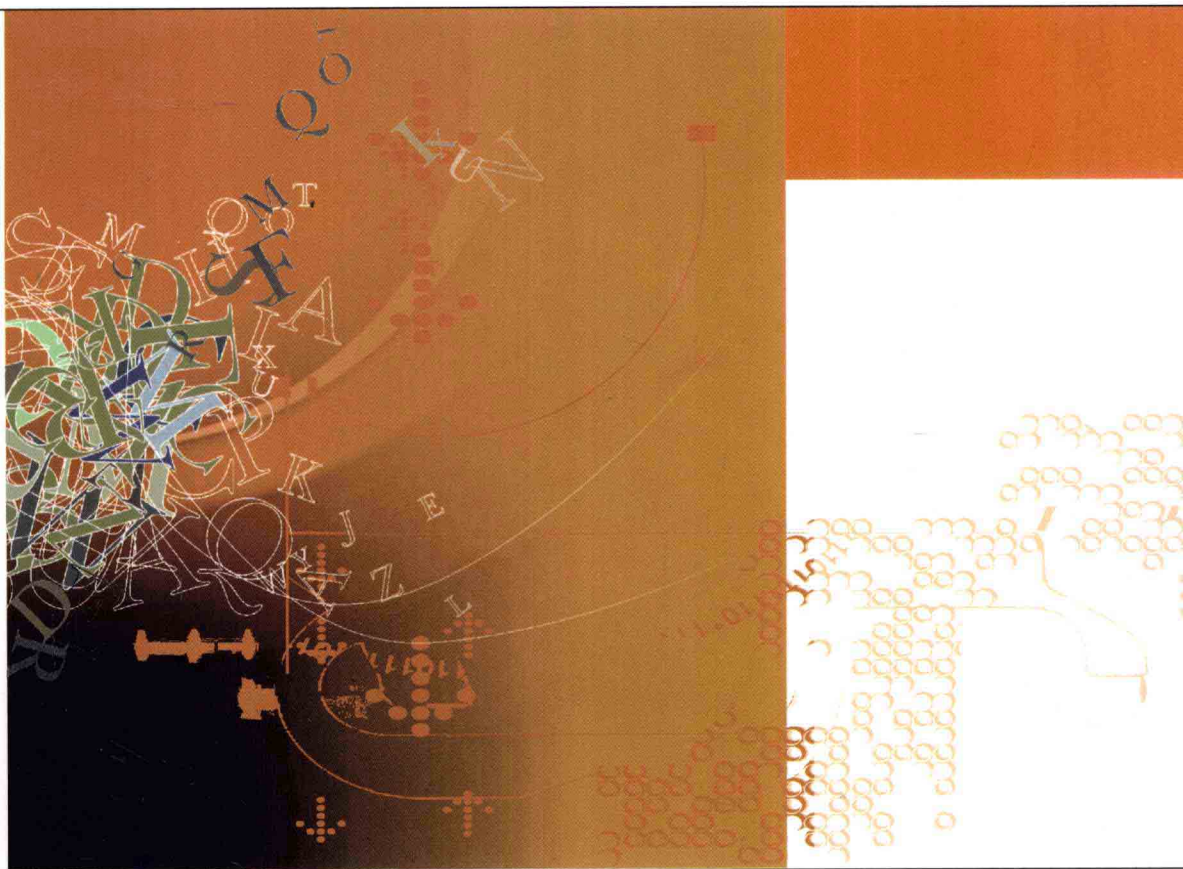
世纪普通高等院校系列规划教材

ERSHIYI SHIJI  
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# 外贸英语

## Foreign Trade English



西南财经大学出版社  
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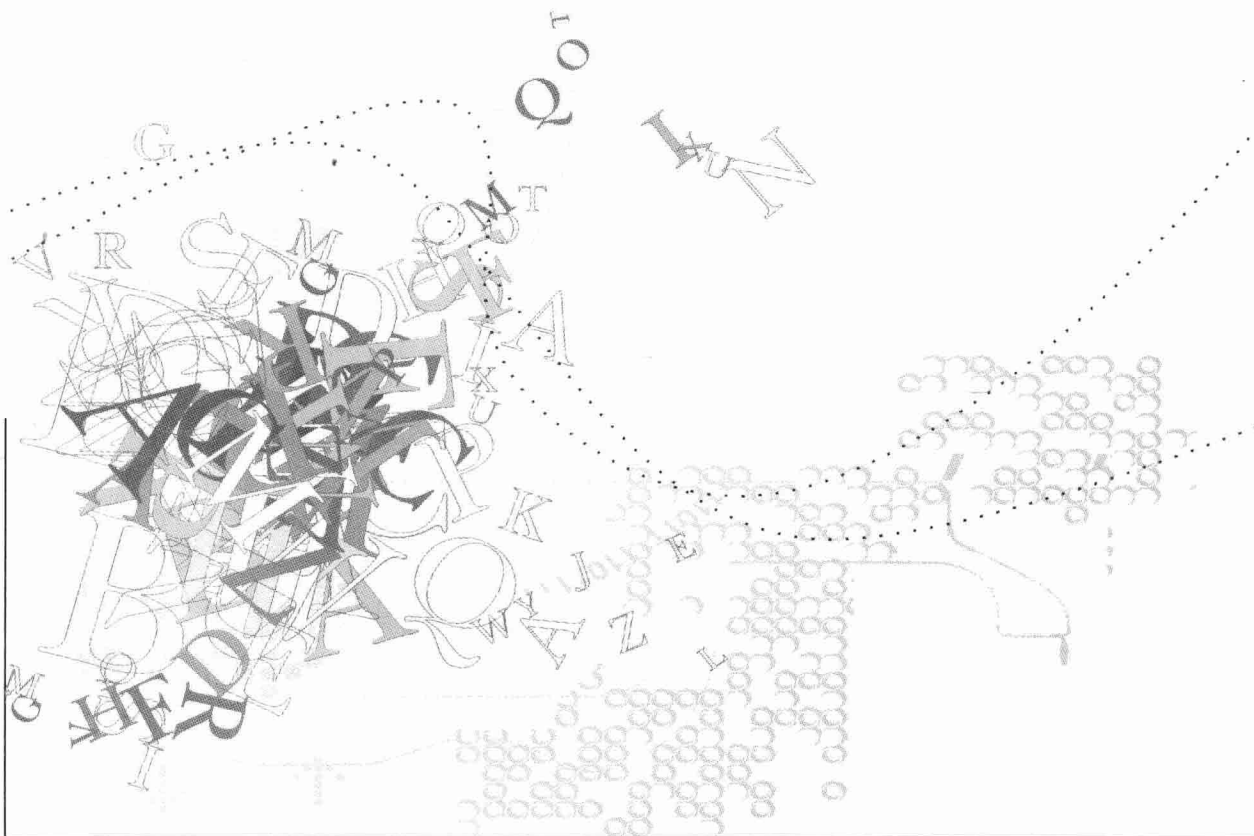
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# 21 世纪普通高等院校系列规划教材

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# 总序

为推进中国高等教育事业可持续发展，经国务院批准，教育部、财政部启动实施了“高等学校本科教学质量与教学改革工程”（下面简称“质量工程”）。这是深入贯彻落实科学发展观，落实“把高等教育的工作重点放在提高质量上”的战略部署，在新时期实施的一项意义重大的本科教学改革举措。“质量工程”以提高高等学校本科教学质量为目标，以推进改革和实现优质资源共享为手段，按照“分类指导、鼓励特色、重在改革”的原则，加强课程建设，着力提升我国高等教育的质量和整体实力。为满足本科层次经济类、管理类教学改革与发展的需求，培养高素质有特色应用型创新型人才，迫切需要普通本科院校经管类教学部门开展深度合作，加强信息交流。值得庆幸的是，西南财经大学出版社给我们搭建了一个平台，协调组织召开了普通本科院校经管院系的院长（主任）联席会议，就教学、科研、管理、师资队伍建设和人才培养等方面问题进行了广泛而深入的研讨。

为了切实推进“质量工程”，第一次联席会议将“课程、教材建设与资源共享”作为讨论、落实的重点。与会同志对普通本科的教材内容建设问题进行了深入探讨，认为目前各高校使用的教材存在实用性和实践性不强、针对性不够等问题，需要编写一套高质量的普通本科教材，以促进课程体系和教学体系的合理构建，推动教学内容和教学方法的创新，形成具有鲜明特色的教学体系，有利于普通本科教育的可持续发展。通过充分的研讨和沟通，会议一致同意，共同打造切合教育改革潮流、深刻理解和把握普通本科教育内涵特征、贴近教学需求的高质量的21世纪普通高等院校系列规划教材。

鉴于此，本编委会与西南财经大学出版社合作，组织了乐山师范学院旅游与经济管理学院、西南科技大学经济管理学院、西华师范大学管理学院、西华师范大学历史文化与旅游学院、宜宾学院经济管理系、成都大学管理学院、成都大学经济政法学院、成都大学旅游文化产业学院、攀枝花学院经管学院、吉林农业科技学院经济管理学院、内江师范学院经济与管理学院、成都理工大学商学院、成都信息工程学院商学院、成都信息工程学院管理学院、西华大学管理学院、四川农业大学经济管理学院、四川理工学院经济管理学院、佛山科技大学经济管理学院、西昌学院经管系等院系的老师共同编写本系列规划教材。

本系列规划教材编写的指导思想：在适度的基础知识与理论体系覆盖下，针对普通

本科院校学生的特点，夯实基础，强化实训。编写时，一是注重教材的科学性和前沿性，二是注重教材的基础性，三是注重教材的实践性，力争使本系列教材做到“教师易教，学生乐学，技能实用”。

本系列规划教材以立体化、系列化和精品化为特色，包括教材、辅导读物、讲课课件、案例及实训等；同时，力争做到“基础课横向广覆盖，专业课纵向成系统”；力争把每本教材都打造成精品，让多数教材能成为省级精品课教材、部分教材成为国家级精品课教材。

为了编好本系列教材，在西南财经大学出版社的支持下，编委会经过了多次磋商、讨论。首先，成立了由西南财经大学副校长、博士生导师丁任重教授任名誉主任，西华大学管理学院院长章道云教授任主任，西南科技大学经济管理学院院长王朝全教授、宜宾学院经济管理系主任李成文教授、成都理工大学商学院院长龚灏教授、四川理工学院经济管理学院院长彭礼坤教授、佛山科技大学经济管理学院院长傅江景教授任副主任，其他院系院长（主任）参加的编委会。在编委会的组织、协调下，第一批规划了公共基础、工商管理、财务与会计、旅游管理、电子商务、国际商务、专业实训、金融、综合类九大系列 70 余种教材。下一步根据各院校的教学需要，还将组织规划第二批教材，以补充、完善本系列教材。其次，为保证教材的编写质量，在编委会的协调下，由各院校具有丰富教学经验并有教授或副教授职称的老师担任主编，由各书主编拟出大纲，经编委会审核后再编写各教材。同时，每一种教材均吸收多所院校的教师参加编写，以集众家之长，取长补短。

经过多方努力，本系列规划教材终于与读者见面了。值此之际，我们对各院系领导的大力支持、各位作者的辛勤劳动以及西南财经大学出版社的鼎力相助表示衷心的感谢！

21 世纪普通高等院校系列规划教材编委会

2008 年 12 月

# 前言

《外贸英语》是 21 世纪普通高等院校系列规划教材之一。该教材是在中国加入 WTO 后国际商贸往来对各种商务人才需求日益增多的背景下，组织了四家高校的教师编写队伍精心编写的。该教材适合国际商务、国际贸易、国际金融、企业管理等专业学生和其他经济管理专业的高年级本科生、研究生，也适合英语专业高年级本科生。该教材还可以作为外贸进出口从业人员的自修教材和指导资料。

本教材重视教材的科学性和先进性；注重教材的基础性、实践性，力争适度的基础知识与理论体系覆盖，同时强化实际训练。因此，本教材做到了“教师易教，学生乐学，技能实用”。该教材旨在培养学生的专业知识的同时提高其外语能力，以增强其今后从事经贸工作尤其是从事对外贸易工作的业务水平和竞争力。

编写背景：

当今世界科学技术日新月异，知识经济已见端倪，国力竞争日趋激烈。针对这一知识化、信息化、全球化的时代特征，世界各国正在酝酿进行一场深刻的教育改革，以培养与时代要求相适应的高素质的、富有创造性的专业人才。随着我国市场经济的逐步完善和对外开放的不断扩大，我国经济将完全融入世界经济体系之中。为国际经济贸易和经济管理专业的学生量身定制的双语教材《外贸英语》在此背景下应运而生。

主要特点：

## 1. 学习目标一目了然

本书采用“篇、章、节”的结构。在每章开始之前，均有一段概括性文字，对本章内容的重点与难点及学习要求加以说明，使学生在在学习之前能对整章的主要内容有所了解；提出了具体的学习目标及应掌握的重点，以便学生明确具体的学习任务。

## 2. 内容实用，知识性强

本教材针对对外贸易工作中所需的具体知识进行编排。具体分为：商贸概论篇、商务交往篇、商务管理和策略篇、贸易实务篇和商贸法律篇。每篇又分若干章节，对相关贸易知识进行了翔实的阐述，内容实用，知识性强。

## 3. 文字浅显，易于掌握

本教材适用人群为国际经贸、经济管理等非英语专业的学生，因此在编写时编者采用了比较浅显的贸易专业语言，并在每章后对该章中学生可能遇到的生词进行了列举，对专用名词和一些难句进行了注释，以方便学生学习、掌握。

#### 4. 边学边练，做中得学

为了利于学生对每章知识的掌握，每章后都设计了一定量的针对本章内容重点的练习，以巩固所学知识，使学生能够做到边学边练、做中得学。

编写人员：

本书由夏宏钟、胡锡琴主编；梁勇、杨德洪、蔡进副主编。其他编写成员有：严皓、张必刚、李琛、李娟、许静、范娟娟、刘舰、王欢、杨楠翎。他们分别为经贸英语教师和金融、商贸、管理专业教师，来自四川理工学院、成都理工大学、攀枝花学院和宜宾学院。本教材的编写，得到了有关学校领导和学者、教授的大力支持，并引用了有关作者的部分资料，在此一并表示感谢。

由于时间和水平有限，疏漏和不足甚至错误在所难免。希望广大教师、读者多提宝贵意见，以便日后充实和完善。

**编者**

2009年5月



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# Part I An Introduction to International Trade (商贸概论篇)

## Knowledge Aims

- ◆ Knowledge about international trade
- ◆ Information about major trade organizations

## Skill Aims

- ◆ Grasp the general term in the international trade

There is no country in the world that can produce all the products it needs. Thus countries join in international division of labor for effective production and reproduction. Sometimes a country can buy goods and services from abroad on a barter basis.

International trade is the exchange of capital, goods, and services across international borders or territories. In other words, International trade is business whose activities involve the crossing of national borders. It represents a significant share of GDP (gross domestic product) across most countries. It includes not only international trade and foreign manufacturing but also encompasses the growing services industry in areas such as transportation, tourism, banking, advertising, construction, retailing, wholesaling, and mass communications. It includes all business transactions that involve two or more countries. Such business relationship may be private or governmental. The international trade system of a country is greatly influenced by its industrialization, transportation, globalization, multinational<sup>1</sup> corporations, and outsourcing. It is definite that international trade is a major source of economic revenue for any nation that is considered a world power. Without international trade, nations would be limited to the goods and services produced within their own territories.

## 1. The Characteristics of International Trade

### 1) Higher Cost of International Trade

International trade is in principle not different from domestic trade as the motivation and the behavior of parties involved in a trade does not change fundamentally depending on whether trade is across a border or not. The main difference is that international trade is typically more costly than domestic trade. The reason is that a border typically imposes additional costs such

as tariffs, time costs due to border delays and costs associated with country differences such as languages, the legal systems or more complicated procedure in cargo transportation.

### 2) Limited by a Country's Foreign Reserves

International trade uses a variety of currencies, the most important of which are held as foreign reserves by governments and central banks. Central banks of just about every country, used to hold gold as national reserves, or some kind of last resort source of funding. To some degree it's still true, but is not practical on a large scale. The role of gold has declined since the gold standard was abandoned 30 years ago by most economies. A lot of countries, apart from smaller gold positions, now also hold foreign currencies as part of national reserves. This mainly applies to currencies used in international trade. Mainly USD, EUR, JPY and to a smaller degree GBP, CAD and AUD. Strategic commodities are usually priced in one of these currencies and they are also most accepted form of payments and conversions in international banking.

### 3) Capital and Labor Factors

Another difference between domestic and international trade is that factors of production such as capital and labor are typically more mobile within a country than across countries. Thus international trade is mostly restricted to trade in goods and services, and only to a lesser extent to trade in capital, labor or other factors of production. Then trade in goods and services can serve as a substitute for trade in factors of production. Instead of importing the factor of production a country can import goods that make intensive use of the factor of production and are thus embodying the respective factor. An example is the import of labor - intensive goods by the United States from China. Instead of importing Chinese labor the United States is importing goods from China that were produced with Chinese labor. International trade is also a branch of economics, which, together with international finance, forms the larger branch of international economy.

### 4) Different Languages, Laws, Rules and Cultures

Of course, when in terms with international trade, it involves, in most cases, different languages, especially different laws and rules, which may cause the obstacles among the traders. Furthermore, it is much more difficult for a company to have access to the cultures than to the local rules and laws.

## 2. The Major International Trade Organization in the World

### 1) WTO (World Trade Organization)<sup>2</sup>

WTO is the only global international organization in charge of the rules of trade between nations. At its heart are the WTO agreements, negotiated and signed by the bulk of the world's trading nations and ratified in their parliaments. The goal is to help producers of goods and services, exporters, and importers conduct their business. The WTO has helped to create a strong and prosperous international trading system, thereby contributing to unprecedented glob-

al economic growth. It currently has 153 members, of which 117 are developing countries or separate customs territories. WTO's activities are supported by a Secretariat of some 700 staff, led by the WTO Director – General. The Secretariat is located in Geneva, Switzerland, and has an annual budget of approximately CHF 200 million ( \$ 180 million, □ 130 million). The three official languages of the WTO are English, French and Spanish.

## 2) IMF (International Monetary Fund) <sup>3</sup>

IMF is an organization with 185 member countries. The members are represented through a quota system broadly based on their relative size in the global economy. It is a specialized agency of the United Nations with its own charter, governing structure, and finances to foster global monetary cooperation, secure financial stability, facilitate international trade, promote high employment and sustainable economic growth, and reduce poverty around the world.

## 3) World Bank <sup>4</sup>

The World Bank, not really a bank in the common sense, is a vital source of financial and technical assistance to developing countries around the world. Different from the World Bank Group, the World Bank is made up of only two institutions owned by 185 member countries: International Bank for Reconstruction and Development (IBRD) and International Development Association (IDA), each of which plays a different but collaborative role to advance the vision of an inclusive and sustainable globalization. The IBRD focuses on middle income and credit-worthy poor countries, while IDA focuses on the poorest countries in the world.

## 4) EU (European Union) <sup>5</sup>

The European Union, established by the Treaty of Maastricht on 1 November 1993, is an economic and political union of 27 independent states based on the European Communities and founded to enhance political, economic and social co-operation. It is formerly known as European Community (EC) or European Economic Community (EEC). The EU has developed a single market through a standardized system of laws which apply in all member states, guaranteeing the freedom of movement of people, goods, services and capital. Important institutions and bodies of the EU include the European Commission, the European Parliament, the Council of the European Union, the European Council, the European Court of Justice and the European Central Bank.

## 5) APEC (Asia – Pacific Economic Cooperation) <sup>6</sup>

Asia – Pacific Economic Cooperation is the premier forum for facilitating economic growth, cooperation, trade and investment in the Asia – Pacific region. It is the only inter-governmental grouping in the world operating on the basis of non – binding commitments, open dialogue and equal respect for the views of 21 participants. Unlike the WTO or other multilateral trade bodies, APEC has no treaty obligations required of its participants. Decisions made within APEC are reached by consensus and commitments are undertaken on a voluntary basis. APEC was established in 1989 to further enhance economic growth and prosperity for the region and to

strengthen the Asia - Pacific community. APEC also works to create an environment for the safe and efficient movement of goods, services and people across borders in the region through policy alignment and economic and technical cooperation.

#### 6) ICC (International Chamber of Commerce)<sup>7</sup>

International Chamber of Commerce is the voice of world business championing the global economy as a force for economic growth, job creation and prosperity. Because national economies are now so closely interwoven, government decisions have far stronger international repercussions than in the past. ICC is the world's only truly global business organization responds by being more assertive in expressing business views. Its' activities cover a broad spectrum, from arbitration and dispute resolution to making the case for open trade and the market economy system, business self - regulation, fighting corruption or combating commercial crime. It has direct access to national governments all over the world through its national committees. The organization's Paris - based international secretariat<sup>8</sup> feeds business views into intergovernmental organizations on issues that directly affect business operations.

### 3. China's Trade with the United States and the World

During the tenth five - year planning, foreign trade of china maintained a rapid development, and strategies of rejuvenating foreign trade through science and technology, winning by quality and going global made new progresses. As a result, the gradual improvement of structure of foreign trade, quality and efficiency made an outstanding contribution to the economic and social development. China's position in world trade has been greatly elevated. With multi - channel and diversified management system in China's foreign trade and economic relations, a framework of "broadly - based foreign economic relations and trade" has been set up initially. In this system, import and export trade, utilization of foreign capital, overseas investment, contracting of engineering projects overseas, cooperation in labor service and foreign aid mutually promote, and it involves the participation of foreign trade, production, scientific research and financial departments.

After the entry into WTO, Chinese economy maintained a momentum<sup>9</sup> of steady and rapid development, made an obvious effect in macro control, and unsteady and unhealthy factors in the process of economic operation was controlled. Major industries developed steadily, industrial structure optimized gradually and international competitiveness improved obviously, which further enhanced the influence of global economy. Besides, domestic market operated steadily, counter - measures in automobile, refinery and petrochemical industry in the transition period was powerful, Chinese major industries was slightly influenced by imported products.

The utilization of foreign capital was the first step China took in its opening - up endeavor, and it has undergone rapid progress over the past 30 years. At the same time, China also absorbed foreign capital through such forms as investment in securities and loans from foreign gov-

ernments and financial institutions. At present, China has become the largest recipient of foreign investment among the developing countries, second only to the United States in the world. The country's efficiency in foreign capital utilization has been continuously improved. This is indicated by the fact that the number of capital - intensive technology - intensive projects has markedly increased, and so have the areas in which foreign investment is encouraged by the Chinese Government, whereas areas in which the utilization of foreign capital is restricted have become increasingly fewer.

And the basic industries and infrastructure projects have turned out to be the hot spots for foreign investment. The appeal held by the country's central and western parts for foreign investment has been enhanced. Now, China's trading and economic partners spread throughout the world. More and more world famous transnational corporations start their investment in China. The number of large projects has been increasing and the average scale of foreign investment in single projects has been on a continuous rise.

Foreign contracts of engineering projects and labor service cooperation have undergone great development. At the earlier stage of the reform and opening - up drive, only a few enterprises were engaged in this field. But now, the number of such enterprises has exceeded 700 and they are of a complete range and possess a strong competitive edge on the world market. Their scope of business has been extended more and more into the hi - tech field, and the average scale of cooperative projects has become larger and larger.

China's economic and technical assistance to foreign countries has further expanded. Shortly after the founding of the People's Republic, China began to provide economic and technical assistance to other countries. Marked achievements have been made in multilateral and bilateral trade<sup>10</sup> and economic cooperation. Its bilateral relations with such major trade partners as the United States, Japan and European countries as well as other countries and regions have been continuously consolidated. This has helped the country to enjoy a sound international environment for the development of foreign trade and economic relations.

### Notes:

1. multinational 跨国的、多国的

2. the World Trade Organization 世界贸易组织(简称世贸组织)

世贸组织是一个独立于联合国的永久性国际组织。1995年1月1日正式开始运作,负责管理世界经济和贸易秩序,总部设在瑞士日内瓦莱蒙湖畔。1996年1月1日,它正式取代关贸总协定临时机构。世贸组织是具有法人地位的国际组织,在调解成员争端方面具有更高的权威性。它的前身是1947年订立的关税及贸易总协定(简称关贸总协定)。与关贸总协定相比,世贸组织涵盖货物贸易、服务贸易以及知识产权贸易,而关贸总协定只适用于商品货物贸易。世贸组织与世界银行、国际货币基金组织一起,并称为当今世界经济体制的“三大支柱”。



### 3. the International Monetary Fund 国际货币基金组织

国际货币基金组织是政府间国际金融组织。它成立于1945年12月27日,总部设在美国华盛顿。该组织宗旨是通过一个常设机构来促进国际货币合作,为国际货币问题的磋商和协作提供方法;通过国际贸易的扩大和平衡发展,把促进和保持成员国的就业、生产资源的发展、实际收入的高水平,作为经济政策的首要目标;稳定国际汇率,在成员国之间保持有秩序的汇价安排,避免竞争性的汇价贬值;协助成员国建立经常性交易的多边支付制度,消除妨碍世界贸易的外汇管制;在有适当保证的条件下,国际货币基金组织向成员国临时提供普通资金,使其有信心利用此机会纠正国际收支的失调,而不采取危害本国或国际繁荣的措施等。

### 4. the World Bank 世界银行

世界银行是全世界发展中国家获得资金和技术援助的一个重要来源。它不是通常意义上的银行,它由两个独特的发展机构——国际复兴开发银行(IBRD)和国际开发协会(IDA)组成,这两个机构为185个成员所有。这两个机构都对全球减贫使命及提高生活水平发挥不同的支持作用。国际复兴开发银行侧重于帮助中等收入国家或地区和信誉良好的贫困国家或地区,而国际开发协会则侧重于帮助世界上最贫困的国家或地区。它向发展中国家或地区提供低息贷款、无息信贷以及赠款,以支持其发展教育、卫生、基础设施、交通等项事业。

### 5. the European Union 欧洲联盟(简称欧盟)

欧盟是由欧洲共同体(European Communities)发展而来的,是一个集政治实体和经济实体于一身、在世界上具有重要影响的区域一体化组织。总部设在比利时首都布鲁塞尔。

### 6. Asia-Pacific Economic Cooperation 亚太经济合作组织(简称亚太经合组织)

亚太经合组织成立之初是一个区域性经济论坛和磋商机构,经过十几年的发展,已逐渐演变为亚太地区重要的经济合作论坛,也是亚太地区最高级别的政府间经济合作机制。它在推动区域贸易投资自由化、加强成员间经济技术合作等方面发挥了不可替代的作用。

### 7. The International Chamber of Commerce 国际商会

国际商会是世界上重要的民间经贸组织,成立于1919年,总部在法国巴黎。其宗旨是:在经济和法律领域里,以有效的行动促进国际贸易和投资的发展。其工作方式:制订国际经贸领域的规则、惯例并向全世界商界推广;与各国政府以及国际组织对话,以求创造一个有利于自由企业、自由贸易、自由竞争的国际环境;促进会员之间的经贸合作,并向全世界商界提供实际的服务等。

### 8. secretariat 秘书处

### 9. momentum 势头

### 10. multilateral and bilateral trade 多边和双边贸易