新编高等院校
经济类
系列教材

Economics

国际贸易实务英语

ENGLISH FOR INTERNATIONAL TRADE PRACTICES

主编　李文辉　常　超　徐宏幸
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前　　言

随着我国市场经济及对外开放进程的加快，社会对同时具有专业知识和英语能力的国际型、复合型、应用型人才的需求越来越大。为适应这种需求，许多高校开设了双语的商务专业和课程。非英语专业的学生希望通过“双语教学”模式同时提高其专业水平和英语水平，以及使用英语从事对外经贸的实战能力。本书编写的目的就是培养既懂得国际贸易领域知识，又掌握相关英语技能的人才。

本教材的作者为国际贸易实务双语教学专职教师，具备较强的国际贸易业务的理论研究及实践能力。编写分工如下：李文辉编写第 1 章、第 4 章、第 6 章，常超编写第 3 章、第 5 章、第 7 章，徐宏幸编写第 2 章、第 8 章、第 9 章。

本教材就是基于对贸易活动的实践研究，通过“双语教学”模式，整合理论和实践课程，丰富教材实务操作内容，使教材既能丰富教师的教学手段，提高商务专业教学质量，又能让学生在学习中得益于“情景、体验、拓展、互动”的教学创新模式，增强学生的学习兴趣和实践能力，进而帮助学生在就业过程中能够迅速适应社会，为社会化建设培养出适应社会经济快速发展需要的应用型贸易领域英语专业人才。

本书具有以下鲜明特点：

1. 拓展性。本书每一章都以一个有趣的、引起学生思考的财经新闻或贸易案例为开始，引导学生就某个话题进行讨论，拓展学生的视野、激起学生的学习兴趣，并加深学生对章节知识内容的掌握。

2. 系统性。本书以国际贸易流程为基础框架，用英语诠释了进出口贸易各个流程中的专业知识，语言浅显易懂，结构清晰完整，内容全面。

3. 针对性。本书在每章前面设置了学习重点，方便学生更好地掌握和巩固每章学习的内容；后面设置了专业术语，便于学生查阅、掌握外贸领域的专业词汇。

4. 前沿性。本书结合最新的国际惯例 UCP600 和 INCOTERMS2010。

5. 生动性。本书附有一些形象生动的图表，直观地展示了某个流程及各个概念、术语之间的关系，给学习者留下深刻的印象。

6. 实践性。本书每章都配有相应的练习，题型多样，包括案例分析题，有助于学生巩固所学的业务知识，同时提高学生分析问题、解决问题的实际操作能力。

7. 广泛性。本书适合高等院校经贸专业学生、商务英语专业学生，以及有志从事国际贸易实际业务的外贸人员阅读参考。

本书的内容包括国际贸易概述，国际贸易流程，国际贸易术语，合同标的（包括商品名称、商品质量、商品数量、商品包装），国际货物运输，国际货物保险，国际支付，商品检验、索赔、不可抗力和仲裁，国际贸易方式。每章由新闻或案例导入、学习要点、正文、术语、练习、案例分析构成。

由于编者水平有限，书中定有不足和欠妥之处，敬请专家、学者和广大读者批评指正。

编者

2013 年 10 月

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Chapter 1 General Introduction to International Trade

Lead-in

News: *The Malta Independent* **09 August 2013**

Sharp Contraction in International Trade

The visible trade gap in June stood at 168. 1 million, down by 100. 0 million when compared to the corresponding month last year, the NSO said yesterday.

There were decreases in imports and exports of 196. 8 million and 96. 8 million respectively. The decrease in the value of imports was primarily due to mineral fuels, lubricants and related materials. Other decreases were registered in all the other major commodity groups, except for animal and vegetable oils and fats, and miscellaneous transactions and commodities.

Mineral fuels, lubricants and related materials accounted for the main decrease in exports, with other decreases recorded for miscellaneous manufactured articles, semi-manufactured goods, beverages and tobacco, and miscellaneous transactions and commodities. In the first six months this year, the visible trade gap narrowed by 70. 5 million, to 881. 9 million. The decrease in imports of 216. 2 million was mainly due to machinery and transport equipment, and mineral fuels, lubricants, and related materials.

Other decreases were recorded for all other major commodity groups. Exports registered a decrease in value of 145.7 million, which was primarily due to mineral fuels, lubricants and related materials. Other decreases were noted for miscellaneous manufactured articles, semi-manufactured goods, machinery and transport equipment, crude materials, and miscellaneous transactions and commodities.

Learning objectives

☆ To learn the differences between international trade and domestic trade.

☆ To learn the forms of international trade.

☆ To understand the reasons for international trade and problems concerning international trade.

What is international trade? Firstly, we discuss the meaning of "trade" before we come to "international trade". Trade means the exchange of goods or services between two parties. International trade is the exchange of capital, goods, and services across international borders or territories. In most countries, such trade represents a significant share of gross domestic product (GDP). While international trade has been present throughout much of history, for example, Silk Road, its economic, social, and political importance has been on the rise in recent centuries.

Industrialization, advanced transportation, globalization, multinational corporations, and outsourcing are all having a major impact on the international trade system. Increasing international trade is crucial to the continuance of globalization. Without international trade, nations would be limited to the goods and services produced within their own borders.

1.1 Differences between International Trade and Domestic Trade

International trade is, in principle, not different from domestic trade as the motivation and the behavior of parties involved in a trade do not change fundamentally regardless of 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 language, the legal system or culture.

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. Trade in goods and services can serve as a substitute for trade in factors of production. Instead of importing a factor of production, a country can import goods that make intensive use of that factor of production and thus embody it. An example is the import of labor-intensive goods by the United States from China. Instead of importing Chinese labor, the United States imports goods that were produced with Chinese labor.

1.2 Forms of International Trade

Export Trade, Import Trade and Transit Trade

From the flow direction of goods and service, international trade can be classified into export trade, import trade and transit trade.

Export trade means to sell goods or service made at home to international market. On the other hand *import trade* means to purchase goods or service made overseas.

If goods are transported from the producing country to the consuming country via a third country's border, this is called *transit trade.* Transit trade can be divided into direct transit trade and indirect transit trade. *Direct transit trade* means the goods are not placed in the bonded warehouse of the third country, but further transported toward outside along the domestic transportation line under supervision of the customs of the third country. In contrast, *indirect transit trade* refers to the fact that the goods are first placed in the bonded warehouse of the third country and then transported to the importing country without any additional processing. It is clear that the third country earns the profit mainly by imposing import or export duties on the goods when they enter into or leave the boundary of the third country in direct transit trade while the third country can earn the warehouse charges besides the above-mentioned customs duties in indirect transit trade.

Visible Trade and Invisible Trade

According to the form of the goods, international trade can be classified into visible trade and invisible trade.

International goods trade can be understood as export and import of goods or technology or services. The purchase and sale of goods and merchandise are called *visible trade or tangible goods trade*, which refers to the exchange of physically tangible goods such as shoes, cars equipments and furniture. In fact, tangible goods account for the most percentage of international trade. The purchase and sale of services and technology are called *invisible trade or intangible goods trade.* In fact, invisible trade is now divided into technology trade and service trade. The services include international tourism, transportation, insurance, banking, rentals, education, management and so on.

Direct Trade, Indirect Trade and Entrepot Trade

According to the relationship between the producing country and consuming country, international trade can be classified into direct trade and indirect trade.

Direct trade means that transactions are carried out directly between the producing country and consuming country.

Indirect trade refers to transactions that are carried out indirectly, through a third country or intermediate country.

The trade engaged in import of goods from a foreign country not for consumption but for re-exporting them to another country is called *entrepot trade*. The goods so imported are kept in bonded warehouse and after due payment of duties are re-exported. The necessity of entrepot trade emerges when it is not possible to maintain direct trade relationship with the foreign country. The following reasons can be attributed for the growth of entrepot trade:

- Sometimes due to some political factors, two countries are not willing to maintain direct trade relationship. In this case entrepot trade will be of immense help.
- There may be a sense of communication which gives rise to entrepot trade.
- Sometimes shipping difficulty arises due to prohibitive freight rates. In such a case, the problem can be solved by entrepot trade.
- When banking facilities are absent, direct trade between two countries is affected.
- Direct trade fails when both the countries have developed the attitude of suspicion.

1.3 Reasons for International Trade

Domestic Non-availability

The lack of necessary resources is one of the primary reasons for international trade. A nation trades because it lacks the raw materials, climate, specialist labor, capital or technology needed to manufacture particular goods. Trade allows a greater variety of goods and services.

Lack of Skills and Technology

Another reason for international trade is the need to access skills and technology that would otherwise be unavailable or limited. Sometimes a nation may have access to the raw materials that it needs, but it may lack the ability to convert those materials into the necessary consumer products. Another nation may have a specialty in producing what is needed. This is a problem that can be seen in emerging and developed nations. Many emerging nations are further inhibited by a lack of proper infrastructure, causing them to rely on foreign sources for many of their needs.

Principle of Comparative Advantage

The principle of comparative advantage states that countries will benefit by concentrating on the production of those goods in which they have a relative advantage. For instance, France has the climate and the expertise to produce better wine than Brazil. Brazil is better able to produce coffee than France. Each country benefits by specializing in the goods it is most suited to making. France then creates a surplus of wine which it can trade for surplus Brazilian coffee.

Reducing Risk

Reducing risk through diversity is a reason for foreign trade. There may be domestic sources of goods and services, but relying on a sole source can be a risky business decision. To encourage competitiveness and to reduce the likelihood of problems such as supply interruptions, foreign sources are often sought.

Government Regulations

Government regulations are sometimes the motivating factor for international trade. Certain nations impose strict regulations on the production or sale of certain goods or services. As a result, it is often much easier to import the finished goods and resell them or to access the needed services from a foreign source.

Other Reasons

Some nations exchange their goods and services to obtain foreign currency. Additional reasons for international trade include encouraging competitiveness and taking advantage of savings.

1.4 Problems Concerning International Trade

International trade is characterized by the following special problems or difficulties.

Distance

Due to long distance between different countries, it is difficult to establish quick and close trade contacts between traders. Buyers and sellers rarely meet one another and personal contact is rarely possible. There is a great time lag between placement of order and receipt of goods from foreign countries. Distance creates higher costs of transportation and greater risks.

Different Languages

Different languages are spoken and written in different countries. Price lists and catalogues are prepared in foreign languages. Advertisements and correspondence also are to be done in foreign languages. A trader wishing to buy or sell goods abroad must know the foreign language or employ somebody who knows that language.

Difficulty in Transportation and Communication

Dispatch and receipt of goods takes a longer time and involves considerable expenses. During the war and natural calamities, transportation of goods becomes even more difficult. Similarly, the costs of sending or receiving information are very high.

Risk in Transit

International trade involves much greater risk than domestic trade. Goods have to be transported over long distances and they are exposed to perils of the sea. Many of these risks can be covered through marine insurance but increases the cost of goods.

Lack of Information about Foreign Businessmen

In the absence of direct and close relationship between buyers and sellers, special steps are necessary to verify the creditworthiness of foreign buyers. It is difficult to obtain reliable information concerning the financial position and business standing of the foreign traders. Therefore, credit risk is high.

Import and Export Restrictions

Every country charges customs duties on imports to protect its home industries. Similarly, tariff rates are put on exports of raw materials. Importers and exporters have to face tariff restrictions. They are required to fulfill several customs formalities and rules. Foreign trade policy, procedures, rules and regulations differ from country to country and keep on changing from time to time.

Documentation

Both exporters and importers have to prepare several documents which involve expenditure of time and money.

Study of Foreign Markets

Every foreign market has its own characteristics. It has requirements, customs, weights and measures, marketing methods, etc., of its own. An extensive study of foreign markets is essential for success in foreign trade. It is very difficult to collect accurate and up-to-date information about foreign markets.

Problems in Payments

Every country has its own currency and the rate at which one currency can be exchanged for another (called *exchange rate*) keeps on fluctuating. Change in exchange rate creates additional risk. Remittance of money for payments in foreign trade involves much time and expense. Due to wide time gap between dispatch of goods and receipt of payment, there is greater risk of bad debts.

Frequent Market Changes

It is difficult to anticipate changes in demand and supply conditions abroad. Prices in international markets may change frequently. Such changes are due to entry of new competitors, changes in buyers' preferences, changes in import duties and freight rates, fluctuations in exchange rates, etc.