



新基点 全国高等院校商务英语专业本科系列规划教材·商务知识子系列

NEW BENCHMARK

国际贸易实务(英文版)

(第二版)

International
Trade Practice
(Second Edition)

周瑞琪 王小鸥 徐月芳 编著

International Trade Practice (Second Edition)



对外经济贸易大学出版社

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出版说明

新基点 (NEW BENCHMARK) 全国高等院校商务英语专业本科系列规划教材由对外经济贸易大学出版社联合对外经济贸易大学、广东外语外贸大学、上海对外贸易学院、东北财经大学、上海财经大学等院校的骨干教授编写而成。

2007 年国家教育部批准设立了商务英语本科专业。为促进商务英语学科建设,适应教学改革和创新的需要,对外经济贸易大学出版社特组织编写了“新基点”系列教材。本系列教材体现商务英语专业最新教学特点和要求,是面向 21 世纪的一套全新的立体化商务英语教材,主要适用于全国各高等院校商务英语专业本科学生。

本系列教材旨在培养具有扎实的英语基本功,掌握国际商务基础理论和知识,具备较高的人文素养,善于跨文化交流与沟通,能适应经济全球化,具备国际竞争力的复合型英语人才。本系列教材共由语言技能、商务知识、人文素养三个子系列组成。

语言技能子系列包括商务英语综合教程 1-4 册、商务英语听说 1-4 册、商务英语写作 1-4 册、商务翻译(英译汉)、商务翻译(汉译英)、全方位商务英语口语(第二版)。

商务知识子系列介绍商务基础理论和商务实践的具体知识,主要包括经济学原理、管理学原理、商法导论、跨文化交际导论、国际贸易实务、营销学等主干教材。

人文素养子系列主要包括语言学导论、英美国家概况、欧洲文化、英美文学选读、英美散文、大学英汉翻译、大学汉英翻译等核心教材。

上述的每套子系列教材都自成体系,合在一起又形成一个有机的整体。本套教材不是封闭的,而是随着教学模式、课程设置和课时的变化,不断推出新的内容。对外经济贸易大学出版社旨在广泛调动社会智力资源,与时俱进,推陈出新,推出一套适合新兴商务英语专业本科学生的系列教材。

编撰者们不仅拥有丰富的语言教学经验,而且获得工商管理、经济学等商科专业的硕士、博士学位,具备商务活动的实践经验。他们集教学经验和专业背景于一身,这是本套商务英语系列教材编撰质量的有力保证。

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PREFACE

前 言

全球经济的一体化以及中国经济的飞速发展对我国高校人才培养的模式提出了更高的要求, 社会对专业知识和英语能力双高的复合型人才的需求急速增加。为适应这种需求, 同时响应国家教育部要求高等院校创造条件实施一定比例的专业全英课程, 使教育与国际接轨的号召, 许多高校开设了双语的商务专业和课程。2007 年国家教育部又批准商务英语为独立的新学科, 用英语进行商务专业课教授已成为一种必然趋势。国际贸易课程不容置疑是国际商务的主要课程, 但由于中国的国际贸易运作具有鲜明的国家特色, 有其特定的行业规范和法律法规。这类课程的教学不能完全依赖原版的贸易教材。因此, 相关的全英教材建设刻不容缓。基于此目的, 我们编写了这本全英版的国际贸易实务教材。

本书以国际贸易流程作为基础框架, 包含了绪论、国际贸易术语、商品价格、商品描述、货物运输、货物运输保险、国际货款收付、贸易单证、索赔和不可抗力等共九章内容。本书强调学以致用, 突出全英浸泡式的教学模式, 并体现外贸专业的特点, 具有较强的实践性、实用性和可操作性。它既是一本专业的贸易教材, 也是外贸英语的语言教材, 适合高校商务英语专业的学生, 贸易类大专院校的学生和从事外贸业务需要强化外贸英语语言的学习者使用。本书具有如下特点:

1. 本书采用英语来诠释贸易实务的知识, 系统介绍进出口贸易的整个流程, 语言浅显易懂, 结构完整, 内容全面。
2. 本书的编排具有人性化, 每章节开始附章节的总览和学习重点, 每章后附章节内容小结和章节主要词汇, 书后还附各章涉及的外贸词汇, 便于学习者了解专业和语言重点。
3. 本书内容以重要知识点和关键问题为线索, 并根据国际贸易流程的框架进行编排, 易记易学。
4. 本书每章之后配有相应的练习, 题型多样, 包括选择题、判断题、问答题、填空题和案例分析题, 以更好、更全面地帮助学习者巩固所学的业务知识, 更好地掌握实际操作技能。为方便自学者使用, 书末附有部分练习题的简要参考答案。

本书的编者是广东外语外贸大学多年从事国际贸易实务全英授课的老师, 教学经验

丰富，了解学生的学习心理和学习需要。全书共分九章，其中第一章、第六章及第九章由周瑞琪老师编写，第二章、第三章和第七章由王小鸥老师编写，第四章、第五章和第八章由徐月芳老师编写，全书由周瑞琪老师统稿，周瑞琪、王小鸥老师审稿。本书编写过程中参考了若干种近年出版的国内外国际贸易教材及专著（见书末参考书目）。藉此机会，编者谨对所参考的教材、专著的版权所有表示衷心的感谢。在本书的编写过程中，也得到不少中外专家的指导和帮助，编者谨对他们的帮助表示衷心的感谢。

由于编者业务水平有限，不足之处在所难免，尚望专家及使用者批评指正。

本书的教学辅导资料有：配套辅导用书、PPT 教学课件和其他补充教学资料。其后二者可在出版社网站 www.uibep.com 下载。

编 者

2011 年 8 月于广东外语外贸大学

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Chapter One

General Introduction

LEARNING OUTCOMES

After learning this chapter you will be able to

- define what is meant by international trade
- explain the reasons for engaging in international trade
- identify the benefits of international trade
- explain the major categories of international trade
- tell the differences between domestic and international trade
- understand the major procedure involved in international trade

International trade has a long history. Dated back as far as the Middle Ages, merchants shipped canoes overseas, and sold the goods directly to foreign buyers. With transportation and communication technologies developed especially during the industrial revolution, international trade grew rapidly, which in turn stimulated an upsurge of insurance industry and banking operations oriented toward international payments and settlement. Recently, thanks to the unprecedented development of techniques and services in all trade-related fields as well as the great improvement in trade-related laws, regulations and conventions, international trade is growing even faster and involving even more countries. As one of the most important economic activities in the world today, international trade plays a more and

more important role in the development of a nation's economy and in the acceleration of globalization worldwide.

Then what is international trade? International trade is also known as world trade, foreign trade, overseas trade, etc. It refers to the process of fair and deliberate exchange of goods or services between two or more countries, involving the use of two or more currencies. Besides, international trade concerns trade operations of both import and export and includes the purchase and sale of both visible and invisible goods. However, only knowing its definition is obviously not enough to understand international trade as a whole. The points covered in this chapter will help provide you a clearer picture of international trade.

1.1 Reasons for International Trade

Why do nations trade with one another? The primary reason for one individual to trade with another is that one of them has the products more than his consumption and the other has the demand for the same products. As a result, product exchange is realized and trade is formed. Similarly, when a nation has the products that exceed its domestic demand, it may consider exchanging them for something else with another nation. The commodity exchange that has passed over a nation's border leads to the formation of international trade. However, when international trade has developed to its present stage, the reasons for nations to trade with one another are far beyond the surplus products. Resource reasons, economic reasons, political reasons and many other reasons are all responsible for the boom in international trade.

1.1.1 Resource Reasons

No nation can be completely self-sufficient. The distribution of natural resources around the world is somewhat haphazard: some nations possess natural resources in excess of their own requirements while other nations have none. For example, Colombia and Brazil have the ideal climate for growing coffee beans. The United States is a major consumer of coffee, yet it does not have the climate to grow any of its own. This has led to Colombia and Brazil being big coffee exporters, and the United States a big coffee importer. Countries that do not have the natural resources or raw materials within their own boundaries must import from countries that have them while those that have them exceeding their own consumption will

export to countries that don't have them or enough of them.

This is also true for other kind of resources. The developed countries are full of skilled labor, capital and high technology resources while the developing countries may lack them and need to import these resources or technology from other countries. For example, Japan lacks natural resources, but it is highly developed in electronic technology. Consequently, it exports a large portion of its electronic products to the world, especially to the developing countries that cannot produce them on their own. In return, it imports most of the natural resources from other nations in the world.

In short, the uneven distribution of natural resources and development of human and technological resources around the world is one of the major reasons that nations trade with one another.

1.1.2 Economic Reasons

With the development of manufacturing and technology, there arose another incentive for nations to trade with one another, i. e. economic benefits. It is found that it makes economic sense for a nation to specialize in certain activities and produce those goods for which it has the most advantages, and to exchange those goods for the products of other nations which has advantages in different fields. Why does Japan mainly export manufactured goods? Why is the agricultural sector in the USA so different from that of the Netherlands? But most important of all, do countries gain or lose from trading with other nations?

The key to such questions largely lies in the theory of comparative advantage developed by David Ricardo^①. According to Ricardo, international trade is mutually beneficial, even when one nation is more efficient in the production of all goods, as long as there are differences in the relative costs of producing the various goods in the two potential nations. China, for example, is a labor intensive economy and has enjoyed a long history of textile production. Hence, it is able to produce large quantities of textile products at much lower cost than some other countries. In other words, it has the comparative advantage in the production of textile products and thus will benefit its economy by exporting these goods or exchanging these goods for the products of other nations.

In a word, transactions are concluded mainly for economic benefit. When the domestic

^① David Ricardo (1772 - 1823), the brilliant British economist, was one of the most important figures in the development of economic theory. He articulated and rigorously formulated the "Classical" system of political economy.