

# English for Business Communication and Practice

## 商务交际英语实训教程

主编 高伟



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## 商务交际英语实训教程

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商务英语专业的实践性教育环节包括实训教学、专业实习、商务方案策划、学术活动和社会实践。其中实践性的实训教育环节的所有活动应以课堂教学的内容为基础，并在教师指导下开展，目的在于激发学生的学习兴趣，以及培养学生的自主学习能力、语言综合运用能力、组织能力、交际能力、思维能力和创新能力。

前言

目次

# 前言

商务英语专业的实践性教育环节包括实训教学、专业实习、商务方案策划、学术活动和社会实践。其中实践性的实训教育环节的所有活动应以课堂教学的内容为基础，并在教师指导下开展，目的在于激发学生的学习兴趣，以及培养学生的自主学习能力、语言综合运用能力、组织能力、交际能力、思维能力和创新能力。

《商务交际英语实训教程》在充分研究现有相关教材的基础上，打破传统的教材编写理念，以培养应用能力为核心，以实践项目为导向，安排教材内容。教程采用案例和任务驱动等模式进行编写，突出应用性和实践性。本教程旨在培养学生运用国际商务基础理论知识和跨文化交际能力，完成国际商务活动中的多项工作任务。

本教材的宗旨是培养具有国际视野，熟悉中外文化和对外交往礼仪，具备从事商务活动能力的应用型、复合型专业化人才。本书内容涉及国际贸易、进出口实务、国际金融、人力资源、商业伦理等国际商务的实践活动和跨文化商务交际理论的应用。第1, 2单元由高伟老师编写，第3单元由陈兰英老师编写，第4单元由谭玉梅老师编写，第5单元由陈晶莉老师编写，第6单元由方英老师编写，第7单元由郭安琪老师编写，第8单元由连江老师编写。本教材的使用对象为商务英语专业本科生，也可作为国际商务、国际贸易等专业学生的双语实训教材。

在编写本书的过程中，编者参考了大量国内外相关书籍和资料，在此表示衷心的感谢。浙江外国语学院英语语言与文化学院周彩英书记和应用外语学院张钧院长对本书的编写和出版给予了最大的支持。如果没有领导的支持与帮助，此教程恐难以成书。



此外, 特别感谢武汉大学出版社谢群英编审对编者多年来一贯的鼓励与鞭策, 以及她辛勤的工作和耐心的指导。

因实训教材参考的内容有限, 书中内容难免会有不足和不完善的地方, 欢迎广大读者和专家学者提出宝贵的意见。

言 明

编者

2013 年 7 月

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## Unit

## 1

## Introduction

## 导论

## Focus

In this unit, you will learn:

- + What is international trade?
- + Classification of international trade
- + Some other basic concepts of international trade
- + Parties involved in international trade
- + Organizations involved in international trade

## 1.1 What Is International Trade? 什么是国际贸易?

International trade is the exchange of goods or services between two or more countries (regions), involving the use of one or more currencies.<sup>(1)</sup> International trade is also known as foreign trade, world trade or global trade.

*Foreign Trade Law of the People's Republic of China* defines international trade as foreign trade, that is, import & export of goods and technologies and international trade in services. According to Organization for Economic Cooperation & Development (OECD), world trade includes imports & exports of goods and services. The World Trade Organization (WTO) covers global trade on such topics as goods, services and intellectual property rights. Nations like the United Kingdom and Japan also call international trade as overseas trade because they are island countries which have to ship goods to

国际贸易是两个或两个以上的国家(地区)之间的商品和服务的交换活动,涉及一种或多种货币。国际贸易又称为对外贸易、世界贸易或全球贸易。

《中华人民共和国外贸法》把国际贸易定义为对外贸易,即货物与技术的进出口,以及国际间的服务贸易。按照“经济合作与发展组织”的解释,世界贸易包含货物与服务的进出口。“世界贸易组织”将全球贸易划分为货物、服务和知识产权等方面。同样,英国和日本也将国际贸易称作海外贸易,因为二者为岛国,两国的



other nations over the seas.

Countries in the world participate in international trade because of different reasons. Absolute advantage, comparative advantage, factor endowment and the Leontief paradox are some of the international trade theories put forward by famous economists at different times.<sup>(2)</sup> International trade increases competition, prevents monopoly and provides stimulus to economic growth, technical development and rising in living standards in different countries. In most countries, it represents a significant share of its Gross Domestic Product.

In a broad sense, international trade involves the exchange of goods, and services across international borders or territories. International trade is also a branch of economics, which, together with international finance, forms the larger branch of international economics. In a narrow sense, international trade involves only commodity trade. This text, mainly refers to the practical exercises in procedures for handling import & export of commodity products.

货物需要通过海运运往其他国家。

世界各国因不同原因参入国际贸易。绝对优势、比较优势、要素禀赋和里昂惕夫悖论等是部分不同时期著名经济学家提出的国际贸易理论。国际贸易加剧竞争,防止垄断,刺激经济增长、技术进步和各国生活水平的提高。大多数国家的国际贸易在国内生产总值中占有显著的份额。

从广义上来说,国际贸易是货物和服务跨国界的交换活动。国际贸易也是经济学的一个分支,它和国际金融一起构成国际经济学这一更大的分支。从狭义上来说,国际贸易仅仅涉及货物贸易。本文主要是指处理进出口货物的操作程序中的实际业务。

## 1.2 Classification of International Trade 国际贸易的分类

According to the direction of commodity movement, international trade can be classified into export trade, import trade and transit trade.

Export is any goods or commodity that is transported from one country to another country through the Customs. China was once famous for the export of silk products and is still known for its export of garments and textile products. Export goods are provided to foreign markets by domestic producers.

Import is any goods or commodity that is brought into one country from another country through the Customs. Import goods are provided to domestic

根据货物的流向,国际贸易可以划分为出口贸易、进口贸易和过境贸易。

出口贸易是指经海关通关,由一国运往另一国的货物。中国曾经以出口丝绸产品而著称,现在仍然以出口服装和纺织品闻名。出口货物由国内的生产商被运往到国外市场。

进口贸易是指经海关通关,由一国进入另一国的货

markets by foreign producers. China used to import cars and now it mostly imports foreign luxuries and advanced machinery and technology.

Transit trade refers to the transportation of goods from an exporting country to an importing country through a third country or region, which has no direct involvement in the deal.

Regarding form and content, international trade can also be classified into goods trade, tangible or visible trade and service trade, intangible or invisible trade.

Visible trade relates to goods traded while invisible trade relates to services provided for the buyers. According to the WTO, these invisible services mainly include business, communication, construction, distribution, finance and tourism services. For example, the United Kingdom used to be powerful in visible trade and is now very strong in invisible trade because of its worldwide services in insurance and stock exchange markets. Trade in services normally does not need Customs declaration.

As trade relation is concerned, international trade can sometimes be classified into direct trade, indirect trade and entrepot trade or intermediary trade.

When a manufacturing country trades directly with a consuming country, it is called direct trade. When a manufacturing country trades indirectly with a consuming country through a third country, it is called indirect trade.

Entrepot trade is one kind of indirect trade. If a trade is concluded not directly between a manufacturing country and a consuming country, but conducted by a third country, it is called entrepot trade. In other words, the third country imports from the manufacturing country, then it exports to the consuming country. Country or region engaged in entrepot trade usually has a good location or favourable trade conditions. For example, as a free trade zone, Hong Kong has a good location and is an

物。进口货物由国外的生产商提供到国内市场。中国过去进口轿车, 现在主要进口奢侈品、先进的机械和技术。

过境贸易是指货物从出口国运往进口国, 途经第三国或地区, 该国或地区不直接涉及该项交易。

从形式和内容上来看, 国际贸易可分为货物贸易或有形贸易、服务贸易或无形贸易。

有形贸易涉及交易的货物, 而无形贸易针对的是给买方提供的服务。根据“世界贸易组织”的定义, 这些服务主要包括交易、通信、建筑、分销、金融和旅游服务。例如, 英国的有形贸易过去很强盛, 现在无形贸易由于提供全球保险和股票市场服务而强大。服务贸易通常不需要向海关申报。

就贸易关系而言, 国际贸易有时也可划分为直接贸易、间接贸易和转口或中转贸易。

一个生产国与消费国直接进行贸易, 称为直接贸易。一个生产国与消费国通过第三国进行的间接贸易, 称为间接贸易。

转口贸易是间接贸易的一种形式。如果生产国与消费国进行的不是直接贸易, 而是通过第三国, 称为转口贸易。换言之, 第三国从生产国进口商品后再出口到消费国。从事转口贸易的国家或地区通常有着良好的地理位置或有利的贸易环境。例如, 作为贸易自由区,

ideal area for entrepot trade. It can import directly from other countries and export into mainland China; the other way round, it can import from mainland China and export to other countries in the world.

香港有着良好的地理优势，是从事转口贸易的理想地。香港可以从其他国家直接进口货物，然后出口到中国内地。反之，香港也可以从中国内地进口货物，然后再出口到世界各国。

### 1.3 Basic Concepts of International Trade 国际贸易的基本概念

There are two commonly used trade systems by which international commodity trade statistics are compiled: general trade system and special trade system. <sup>(3)</sup>

The United Nations recommendations advise using the general trade system that provides a more comprehensive recording of external trade flows than does the special system. The general trade system is also adopted in China. General trade includes all goods that cross the national frontier and goods which are imported into and exported from customs-bonded warehouses and free zones. The general trade system is in use when the statistical territory of a country coincides with its economic territory so that imports include all goods entering the economic territory of a compiling country and exports include all goods leaving the economic territory of a compiling country.

The balance of trade, which is also an important concept in international trade, is the difference between the value of imports & exports in an economy over a certain period of time. A positive balance of trade is known as a trade surplus and consists of exporting more than is imported; a negative balance of trade is known as a trade gap or, formally, a trade deficit. The balance of trade is sometimes divided into goods and service balance; especially in the United Kingdom the terms visible and invisible balance are

通常国际货物贸易统计数据收集使用两种贸易体系：总贸易体系和专门贸易体系。联合国推荐使用总贸易体系，总贸易体系比专门贸易体系提供的外部贸易流入记录更详细。中国也采用总贸易体系。它包括所有越过边界的货物，以及通过海关监管的仓库和自由贸易区进口和出口的货物。当一国的统计版图与其经济版图相符时，使用总贸易体系，这时，进口包括所有进入统计国经济版图的货物。出口包括所有离开统计国经济版图的货物。

国际贸易中还有一个重要概念就是贸易差额，它指的是一个经济体在某段时间内进口与出口的差额。贸易顺差是指贸易盈余，即出口多于进口。贸易逆差是指贸易缺口，更正式地称为贸易赤字。贸易差额有时分为货物和服务差额。在英国特别喜欢使用有形和无形差额的术语。过去几年里，中



used. China has had a trade surplus for the past few years. However, it is always difficult for every country to keep a perfect balance in international trade.

Standard International Trade Classification (SITC) is the classification system kept by the United Nations to classify the exports and imports of a country to enable comparing different countries and years. The SITC classification is used for comparing the composition of foreign trade and the composition of international trade. Its purpose is for compiling international trade statistics on all merchandise entering international trade, and to promote international comparability of international trade statistics. The commodity groupings of SITC reflect:

- The materials used in production;
- The processing stage;
- Market practices and uses of the products;
- The importance of the commodities in terms of world trade, and technological changes.

The composition of foreign trade shows the standard of economic, industrial developments of a country while the composition of international trade shows the standard of economic, industrial developments of the world.

国一直保持贸易盈余。但是,要使每个国家在国际贸易中都保持完美的平衡是很困难的。

《联合国国际贸易标准分类》是联合国对一个国家的进出口进行分类的体系,并以此对不同国家和年份进行比较。这种分类体系用来比较对外贸易和国际贸易的构成。其目的是编制国际贸易所有商品的贸易统计数据,并促进国际贸易统计数据的国际可比性。其商品分类反映:

- 生产中使用的材料;
- 生产的过程;
- 市场实践和产品的使用;
- 世界贸易中商品的重要性,以及技术的变化。

对外贸易的构成显示了一个国家的经济水平和工业的发展,而国际贸易的构成显示了世界经济水平和工业的发展。

## 1.4 Parties Involved in International Transaction 国际贸易中的当事人

There are many parties involved in the process for the fulfillment of an import or export contract. Foreign trade operators are referred to as the legal persons or other organizations engaged in handling the import and export of goods or services in international trade. Major parties involved in international trade are the seller (exporter) and buyer (importer). The seller is the party that provides the products or services and the buyer is the party that purchases the

进出口合同完成的过程中要涉及很多方。外贸经营者被称作国际贸易中处理进出口货物或服务的法人或组织。国际贸易主要的当事方为卖方(出口方)和买方(进口方)。卖方是提供产品或服务的一方,而买方是购买货物或服务的一方。有时,卖方或买方可以是生产商或

goods or services. Sometimes a seller or buyer can be a manufacturer or a trading company. Sometimes an importer or exporter may appoint an agent. An agent is normally a commission earner.

Apart from import & export operators, many other parties are involved in an international transaction. One important party is the Customs that is in charge of import & export declarations. Another important party is the carrier that transports goods from one country into another. Then there is the insurer or insurance company, the party that arranges an insurance to indemnify for importer or exporter's losses. Next party is the banks that act as opening bank, advising bank, negotiating bank and reimbursing bank. Inspection agency is also an important party that examines the commodities under import & export contracts. If there is a dispute between the buyer and the seller, an arbitration institution or a law court will be another party involved.

贸易公司。有时,进口方或出口方可能会指定一个代理商。代理商通常收取佣金。

除了进口方和出口方,国际商务交易还有很多其他的当事方。一个重要的当事方就是海关。海关负责进口和出口的报关。另一个当事方是货物承运人,负责货物从一国到另一国的运输。然后,还有承保人或保险公司负责保险,对进口方或出口方的损失进行赔偿。下一个当事方是银行,充当开证行、通知行、议付行和偿付行。检验机构也是一个重要的当事方,负责检验进出口合同项下的货物。如果买方和卖方有争议,仲裁机构或法庭将会成为另一个当事方。

## 1.5 Organizations Involved in International Trade 国际贸易中的组织

### 1.5.1 International Chamber of Commerce (ICC) 国际商会

International Chamber of Commerce (ICC) is the global organization of world business for economic growth, job creation and prosperity. It was founded in Paris in 1919 with an aim that remains unchanged: to serve world business by promoting trade and investment, open markets for goods and services, and the free flow of capital. ICC sets rules and standards for international trade, for example, *INCOTERMS 2010*. Today, ICC has 16 commissions of experts from the private sector covering every specialized field of concern to international business and thousands of

国际商会是有关世界贸易的全球性组织,它的宗旨是,促进经济发展,创造就业和繁荣。国际商会于1919年在巴黎成立。它自始至终致力于促进贸易和投资,开放货物与服务市场,鼓励资本自由流动,从而服务于世界贸易。国际商会为国际贸易制订规则和标准。例如,《2010年国际贸易术语解释通则》。如今,国际商会有



member companies and associations in around 130 countries. Members include many of the world's most influential companies and represent every major industrial and service sector. The ICC International Court of Arbitration is the world's leading body for resolving international trade disputes by arbitration.

16 个委员会的专家，他们来自私营部门覆盖国际商务各个专业领域，另外，还有成千上万的会员公司和协会分布在 130 个国家。成员包括世界上许多最有影响力的公司，代表每一个主要的工业和服务部门。国际商会国际仲裁院（简称“国际商会仲裁院”）是世界领导的机构，通过仲裁解决国际贸易争端。

### 1.5.2 ICC China 国际商会中国分会

ICC China is the ICC China national committee. This national body was founded on January 1st, 1995. ICC China's members, state-owned, private or foreign-invested, come from a full range of sectors such as manufacture, trade, finance, transport, insurance and commerce. It represents the interest of businesses operating in China and speaks on their behalf with the Chinese government and intergovernmental organizations, and facilitates members' participation in international business activities as well as the discussion and formulation of business practices, usages, rules at international levels.

国际商会中国分会是国际商会中国国家分会，成立于 1995 年 1 月 1 日。国际商会中国分会的会员有国企、私企和外企；来自于制造业、贸易、金融业、运输业、保险业和商业等各个行业。国际商会中国分会代表了在华商界的利益，并替他们与中国政府和政府间组织对话，并促进成员参与国际商务活动以及讨论和制定国际商业通则、惯例，规则。

### 1.5.3 China Council for the Promotion of International Trade (CCPIT) 中国国际贸易促进委员会

Established in May 1952, China Council for the Promotion of International Trade (CCPIT) comprises VIPs, enterprises and organizations representing the economic and trade sectors in China. It is the most important and the largest institution for the promotion of foreign trade in China. With the approval of the Chinese government, the CCPIT adopted in 1988 a separate name China Chamber of International

中国国际贸易促进委员会成立于 1952 年 5 月，由贵宾、企业和组织组成，代表中国经济和贸易等行业。它是最重要和最大的促进中国对外贸易的机构。由中国政府批准，中国国际贸易促进委员会于 1988 年采用另一个名称：中国国际

Commerce (CCOIC), which is used simultaneously with the CCPIT.

商会, 用来与中国国际贸易促进委员会并称。

### 1.5.4 The World Trade Organization (WTO) 世界贸易组织

The World Trade Organization (WTO) deals with the rules of trade between nations at a global level. It's an organization for liberalizing trade. It's a forum for governments to negotiate trade agreements. It's a place for them to settle trade disputes. The WTO was established in Geneva on January 1st, 1995 and was the successor to the General Agreement on Tariffs and Trade (GATT)<sup>(4)</sup>, which was created in 1948. The last and largest GATT round, was the Uruguay Round which lasted from 1986 to 1994 and led to the WTO's creation. Whereas the GATT had mainly dealt with trade in goods, the WTO and its agreements now cover trade in services, and in traded inventions, creations and designs of intellectual property. The WTO agreements are complex because they are legal texts covering a wide range of activities. They deal with: agriculture, textiles and clothing, banking, telecommunications, government purchases, industrial standards and product safety, food sanitation regulations, intellectual property. However, there are a number of simple, fundamental principles which are the foundation of the multilateral trading system. These are:

> Trade without discrimination

A. Most-Favoured-Nation (MFN): treating other people equally.

B. National Treatment: treating foreigners and locals equally.

- > Freer trade: gradually, through negotiation;
- > Predictability: through binding and transparency;
- > Promoting fair competition;
- > Encouraging development and economic reform.

Most of the issues that the WTO focuses on

世界贸易组织(世贸组织)负责处理全球范围内国家之间实施的贸易规则情况。它是一个贸易自由化的组织;是一个政府商谈贸易协定的论坛;是一个解决贸易争端的地方。世贸组织于1995年1月1日在日内瓦成立,前身为成立于1948年的关税与贸易总协定(关贸总协定)。最新和最大的关贸总协定谈判,是乌拉圭回合,此回合从1986年持续至1994年,并导致了世贸组织的创立。关贸总协定主要涉及货物贸易协议,世贸组织和现在的协定,包括服务贸易、交易的发明,以及拥有知识产权的创造和设计。世贸协议是复杂的,因为这些法律文本涵盖的活动范围很广。它们处理农业、纺织品和服装、金融、电信、政府采购、行业标准和安全、食品卫生法规、知识产权等问题。然而,一些简单的基本原则是多边贸易体系的基础。它们是:

一是非歧视性,(即一国不应在其贸易伙伴之间造成歧视,)它们都被平等地给予“最惠国待遇;(也不应在本国和外国的产品,服务或人员之间造成歧视,)或给予国民待遇。二是更自由的贸易,即通过逐步谈判减少贸易壁垒。三是可预见性,通过融合和透明,(相信贸易壁垒不会随意增加)。

derive from previous trade negotiations, especially from the Uruguay Round. The organization is currently working with its members on a new trade negotiation called the Doha Development Agenda (Doha Round), launched in 2001. The WTO has nearly 150 members, which is over 97% of world trade. It is responsible for negotiating and implementing new trade agreements, and is in charge of policing member countries' adherence to all the WTO agreements, signed by the majority of the world's trading nations and ratified in their parliaments.

Dispute settlement is regarded by the WTO as the central pillar of the multilateral trading system, and as a unique contribution to the stability of the global economy. WTO members have agreed that, if they believe fellow-members are violating trade rules, they will use the multilateral system of settling disputes instead of taking action unilaterally. That means abiding by the agreed procedures, and respecting judgments. This system is based on clearly-defined rules, with timetables for completing a case. First rulings are made by a panel. Appeals based on points of law are possible. Ultimate responsibility for settling disputes lies with member governments, through the Dispute Settlement Body. Although much of the procedure does resemble a court, the preferred solution is for the countries concerned to discuss their problems and settle the dispute by themselves. The first stage is therefore consultations between the governments concerned, and even when the case has progressed to other stages, consultation and mediation are still possible.

The WTO Secretariat has around 600 staff and is headed by a director general who is appointed by the Ministerial Conference, which is its highest and decisive body. The WTO's headquarters is in Geneva, Switzerland.

China's accession to the WTO was on Dec. 11th, 2001.

大多数世贸组织关注的议题来自于以前的贸易谈判,特别是乌拉圭回合。该组织目前正在与其成员进行新一轮的贸易谈判,被称为多哈发展议程(多哈回合),开始于2001年。世贸组织有近150个成员,占世界贸易的97%。世贸组织负责谈判和实施新的贸易协定,并负责管理各国遵守世贸协定的情况,大多数贸易国和他们的议会同意了这些协定。

争端裁决被视为多边贸易体系的支柱,并对全球经济的稳定作出了独特的贡献。世贸组织成员同意,如果他们认为其他成员违反贸易规则,组织成员将利用多边解决争端机制,而不是采取单方面的行动。这意味着遵守既定的程序,并尊重裁决。这一机制是基于明了的规则和完成案子的时间表。第一次裁决是由小组决定。基于法律的上诉是可能的。最终解决争端责任在于成员国的政府,经由争端解决机构完成。虽然大部分的过程类似于一个法庭,首选的解决方案是为有关国家讨论相关的问题,自己解决争端。第一阶段的协商是在有关政府之间展开的,特别是在案件进展到某个阶段,可能还要进行咨询和调解。

世贸组织秘书处约有600人,是由一名被最高的决定机构——部长级会议任命的总干事负责。世界贸易组织的总部是在瑞士的日内瓦。

中国加入世贸组织是在2001年12月11日。