全国高等院校经管专业双语教材
全国高等院校商务英语专业规划教材（本科）
“十三五”高等院校国际经济与贸易专业规划教材

国际贸易理论与实务

（英文版）（第五版）

International Trade Theory and Practice (The Fifth Edition)

张素芳 编著



对外经济贸易大学出版社
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出版说明

随着中国与世界日益频繁的经济互动，用国际上的通用语言来思考、交流、工作的能力也越来越受到重视，既具有扎实专业知识又掌握娴熟外语的复合型人才成为现今市场的主要需求。双语教学就是在这种背景下顺应时代的产物。

根据教育部高等教育司的定义，双语教学是指将母语外的另一种外国语言直接应用于非语言类课程教学，并使外语与学科知识同步获取的一种教学模式。双语教学体现了现代教育思想，融外语与学科知识教学于一体，注重提高学生专业外语水平和直接使用外语从事科研的能力；注重促进学生专业知识、外语水平及能力素质的全面发展，增强学生直接使用外语从事国际经贸的涉外能力、适应能力以及国际商务实战技能。

为了适应市场需求和高校教学需要，对外经济贸易大学出版社组织编写了这套全国高等院校经管专业双语教材。这套教材主要适用于全国高等院校经管、金融、法律等专业、商务英语专业和英语专业的商务/应用/外贸英语方向的学生。

本系列每本教材的编著均遵循“user-friendly”（方便使用者）的指导思想，从体例安排到语言风格均旨在满足使用者（包括教授方与学习方）的实际需求，力图避免外文原版教材在体例与内容上使中国学习者“水土不服”的弊端。整套教材内容包括《国际贸易理论与实务（英文版）（第五版）》《国际商务谈判（英文版）（第二版）》《国际贸易实务（英文版）（第四版）》《国际贸易实务（英文版）（第二版）辅导用书）》《国际金融（英文版）（第二版）》《国际贸易法（英文版）（第二版）》《国际商务管理概论（英文版）》《基础会计（英文版）（第二版）》《基础会计（英文版）（第二版）教师用书）》《新编国际结算与案例（英文版）》等。本系列教材将从国内高等院校的教学实际出发，随着高校双语教学的发展而扩充完善。

本套教材的编写队伍来自全国重点高等本科院校，编写教师均有着双语实际教学经验，这是本套教材编写质量的重要保证。

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前言

承蒙广大读者的厚爱，本教材自第四版出版以来，已经屡次重印。近几年国际贸易中出现了一些新趋势和新特点，因此，此第五版对相关内容进行了补充或更新。与第四版一样，本书仍分为两大部分：第一部分为国际贸易理论与政策，第二部分为国际贸易实务。两部分既可单独使用，也可同时使用。“国际贸易”课程可使用第一部分，即第 1 章至第 10 章；“国际贸易实务”课程可使用第二部分，即第 11 章至第 18 章；“国际贸易理论与实务”课程则可使用整本教材。

本教材适合国际经济与贸易专业、金融学专业及国际经济学专业的本科生，以及具有大学英语四级水平和微观经济学基本知识、从事或准备从事国际经济贸易工作的读者使用。

本书得以出版，感谢对外经济贸易大学出版社的大力支持！感谢教育部国家级双语教学示范课程项目（项目号：XM0823）提供的经费资助！感谢 GOOGLE 公司提供的极其丰富的英文电子图书！编写过程中笔者参考了大量国内外文献，在此向各位作者一并致谢！

书中不妥和疏漏之处，恳请读者指正！

此外，本书配有教学课件（PPT），供教师教学参考，请登录对外经济贸易大学出版社资源网下载。

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Section Ⅰ

International Trade Theory and Policy

Chapter 1

Introduction to International Trade

Learning Objectives

In this chapter, you will learn:

- Reasons for international trade
- Differences between international trade and domestic trade
- Basic concepts concerning international trade

International trade is the exchange of goods and services across national borders or territories. It is also known as world trade, import and export trade or overseas trade in island nations such as Great Britain, Japan, etc. In most countries, it represents (占) a significant share of gross domestic product (GDP). While international trade has been present throughout much of history, its economic, social, and political importance has been on the rise only in recent centuries. Industrialization, advanced transportation, globalization, and multinational corporations are all having a major impact on the international trade system. Increasing international trade is crucial to the continuance of globalization. International trade is a major source of economic revenue for any nation that is considered as a world power. Without international trade, nations would be limited to the goods and services produced within their own borders or territories.

This chapter firstly illustrates the reasons for international trade, and then discusses the major differences between international trade and domestic trade. Finally, it makes an introduction to some of the basic concepts concerning international trade.

1.1 The Reasons for International Trade

Why does international trade take place? There are numerous reasons.

1. Resources reasons

No nation has all of the commodities that it needs. Some countries are abundant in certain

resources, while other nations may lack them. For example, the 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 on its own. Consequently (因此), this has made Colombia and Brazil big coffee exporters, and the United States a big coffee importer. Raw materials are scattered (分散) around the world. Large deposits (矿产) of copper are mined (开采) in Peru and Zaire and diamonds are mined in South Africa. Countries that do not have these resources within their own boundaries must import from countries that export them. In short, the uneven (参差不齐的) distribution (分布) of resources around the world is one of the most basic reasons why nations trade with each other.

2. Economic reasons

Along with the development of manufacturing and technology, there arose another incentive (诱因) for nations to trade, i.e., economic benefits. In addition to getting the products they need, countries also wish to gain economically by trading with each other. China has been able to export large quantities of radios and television sets because it can produce them more efficiently than other countries. It is cheaper for countries like the United States and European countries to buy these than to produce them domestically. According to economic theory, China should produce and export those items from which it derives (获得) a comparative advantage (比较利益). It should also buy and import what it needs from those countries that have a comparative advantage in the desired items[①].

3. Other reasons

A country often does not have enough quantity of a particular item to meet its needs. Although China is a producer of oil, it consumes more than it can produce internally (内部) and thus must import oil. Even though a country can produce enough quantity of an item at reasonable costs to meet its own demand, it may still import some from other countries for innovation or a variety of style. For example, the United States produces more automobiles than any other country; it still imports large quantities of autos from Germany, Japan, and Sweden, primarily because there is a market for them in the United States. Sometimes, political objectives can outweigh (超过) economic considerations between countries. One country might trade with another to support the latter's government which upholds (坚持) the same political doctrine (信仰).

To sum up, 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 international trade and economic activities.

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① See comparative advantage theory in Chapter 2.

1.2 The Differences between International Trade and Domestic Trade

International trade is in principle not different from domestic trade as both are exchange activities. The fundamental characteristic that makes international trade different from domestic trade is that international trade involves activities that take place across national borders. Problems that are not normally experienced when trading at home may arise （出现） in international trade.

1. More complex context

Under the context (环境) of international trade, deals might have to be transacted in foreign languages and under international or foreign laws, customs (习惯) and regulations. Numerous cultural differences may have to be taken into account when trading with other nations. Before a corporation begins exporting products to other countries, it must first examine the norms, taboos (禁忌) and values of those countries. Control and communication systems are normally more complex for foreign than for domestic operations. Foreign currency transactions will be necessary. Exchange rate variations (汇率变动) can be very wide and create many problems for international trade.

2. More difficult and risky

Due to the complex context of international trade, it is generally much more difficult and risky than domestic trade. In international trade, information on foreign countries needed by a particular firm may be difficult to obtain.

Risk levels might be higher in foreign markets. The risks include political risks such as war risks, risk of expropriation (征收) or confiscation (没收) of the importer's company, risk of the imposition (实施) of an import ban after the shipment of the goods, transfer risk (the imposition of exchange controls by the importer's country or foreign currency shortages) and risk of different tax rates, etc.; economic risks like risk of insolvency (破产) of the importer, risk of protracted (拖延的) default (the failure of the importer to pay the amount due within six months after the due date) (拖欠债务), risk of non-acceptance, risk of exchange rate as well as susceptibility (敏感性) to changing standards and regulations within other countries.

3. Higher skills required

Business professionals engaged in international trade need a broader range of

professional skills than those who are only concerned with domestic problems.

1.3 Basic Concepts Concerning International Trade

1. Visible trade and invisible trade (有形贸易与无形贸易)

Visible trade and invisible trade refer to merchandise trade and trade in commercial services respectively. As shown in Figure 1-1, the value of merchandise trade and trade in commercial services in 2019 was nearly twice as high as in 2005.

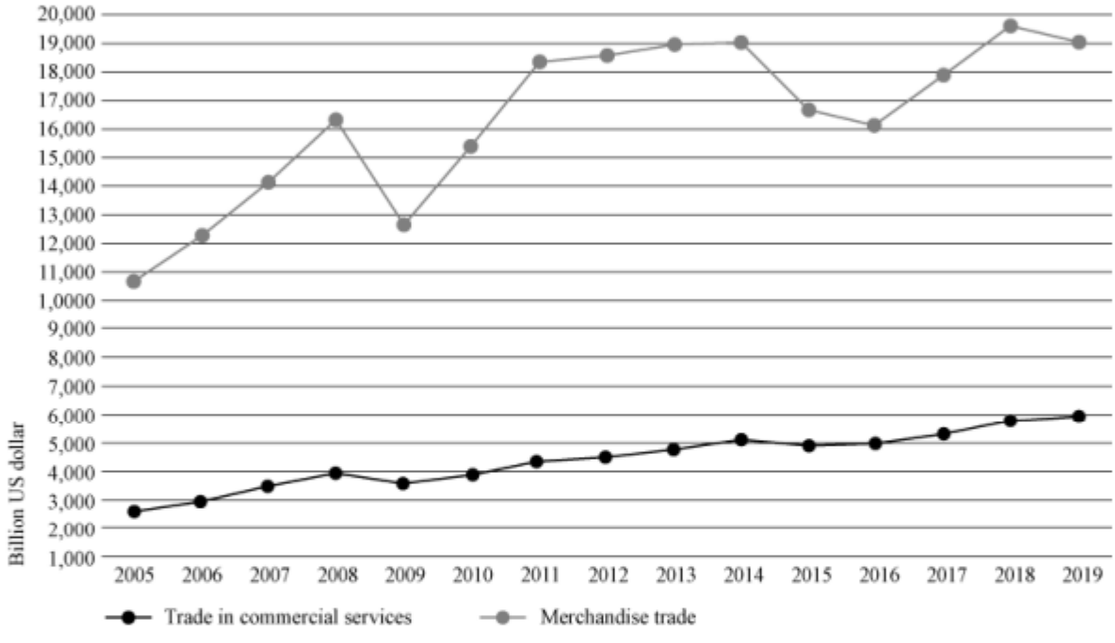


Figure 1-1 World merchandise trade and trade in commercial services, 2005-2019

Source: https://data.wto.org/

(1) Visible trade: trade in merchandise[①]

When nations import or export goods, customs formalities (海关手续) have to be carried out. Thus goods transactions are observable (能观察到的). The usual customs records or data are available for valuing these transactions. That is why these transactions are called visible trade. At present, the share of international visible trade is around 80% of the total value of international trade. In 2019, merchandise exports of World Trade Organization (WTO) members[②] totaled US$18.5 trillion.

For the purpose of collecting statistics of many varieties of goods in international trade,

① Unless specified otherwise, international trade discussed in this textbook refers to international trade in merchandise.

② As of Jan. 16, 2017, the WTO has 164 members, accounting for nearly 96% of the global economy and 98% of world Trade. For details about WTO, see Chapter 10.

the UN Secretariat (秘书处) drafted *the Standard International Trade Classification (SITC)*[①] (国际贸易标准分类) in 1950, and made amendments to it in 1960, 1974, 1985 and 2006. The current version (Version 4) of SITC classifies international trade commodities into 10 sections, 67 divisions, 262 groups, 1023 sub-groups and 1924 basic headings. The 10 sections are: food and live animals (0); beverages and tobacco (1); crude materials, inedible, except fuels (2); mineral fuels, lubricants and related raw material (3); animal and vegetable oils, fats and wax (4); chemicals and related products, n.e.s[②](5); manufactured goods chiefly classified by material (6); machinery and transportation equipment (7); miscellaneous manufactured articles (8); commodities and transactions not classified elsewhere in the SITC (9).

(2) Invisible Trade: trade in commercial services

It is extremely difficult to obtain accurate estimates of the value of the transactions of trade in services. This results from the fact that there is no agreed definition of what constitutes traded services, and the ways in which these transactions are measured are less precise (精确) than in the case for merchandise trade. Estimates are obtained by examining foreign exchange records and/or through surveys of establishments (企业). Since many services are not observable (hence they are referred to as the "invisible" in international trade), the usual customs records or data are not available for valuing these transactions. Thus it is likely that the value of trade in commercial services is underestimated (被低估). However, there may also be instances (情况) where firms may choose to overvalue trade in services, so reported figures must be viewed with some caution.

International trade in services broadly consists of commercial services, investment income and government services, with the first two categories accounting for the bulk (占绝大部分) of services. Discussions of trade in services generally refer to trade in commercial services. During the 1970s, this category grew more slowly in value than merchandise exports did. However, during the 1980s, exports of commercial services outgrew (发展速度超过) merchandise exports, and the relative importance of commercial services is roughly the same today as it was in the early 1980s. Today, especially in developed societies, services account for large portions of national outputs (产量).

Exports of commercial services by WTO members in 2019 totaled US$5.98 trillion, accounting for 24% of the total value of international trade. Although trading of services is still of a relatively small part of the international trade, its growth rate is getting more and more rapid. In 2015, the top ten traders accounted for 54.2%, and developing economies accounted for 38% of the world's total trade in commercial services. The two main categories of world trade in commercial services are travel and transportation services.

Trade in services has been virtually ignored in trade negotiations and trade agreements.

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① For details, see http://unstats.un.org/unsd/cr/registry/regcst.asp?Cl=28.

② n.e.s. stands for not elsewhere specified.

However, because of its increasing importance, there has been a growing concern for the need to establish some general guidelines for international transactions in services. Consequently, discussions regarding the nature of trade in services and various country restrictions that may influence it were included in the last completed round of trade negotiations (the Uruguay Round[①]) (乌拉圭回合) conducted under the auspices (在……支持下) of the General Agreement on Tariffs and Trade (关税与贸易总协定) (GATT), which became the WTO in 1995. Achieving a General Agreement on Trade in Services (服务贸易总协定) (GATS) was a major focus of the Uruguay Round of GATT negotiations. Developing nations (led by India and Brazil) opposed such an agreement because they viewed it as a one-way street benefiting the developed world, particularly its banking, insurance, telecommunications and professional businesses. GATS does not define "services", but does define "trade in services". Paragraph 2 of Article I defines "trade in services" as the supply of a service through any of the four modes of supply: cross border supply of services (跨境交付服务), consumption abroad (境外消费), commercial presence in the consuming country (设在消费国的商业存在), and presence of natural persons (自然人存在).

1) Cross border supply of services (or "Mode 1"). Cross border supply of services corresponds with the normal form of trade in goods. It is in many ways the most straightforward (简单) form of trade in services, because it resembles (像) the familiar subject matter of the GATT, not least (尤其) in maintaining a clear geographical separation between seller and buyer: ***only the service itself crosses national frontiers***.

2) Consumption abroad (or "Mode 2"). Consumption abroad means ***the supply of a service "in the territory of one Member to the service consumer of another Member"***. Typically, this will involve the consumer traveling to the supplying country, perhaps for tourism or to attend an educational establishment. Another example of consumption abroad would be the repair of a ship or aircraft outside its home country. Like cross border supply, this is a straightforward form of trade which raises few problems, since it does not require the service supplier to be admitted to the consuming country.

3) Commercial presence (or "Mode 3"). This is ***the supply of a service through the commercial presence of the foreign supplier in the territory of another WTO member***. Examples would be the establishment of branch offices or agencies to deliver such services as banking, legal advice or communications. This is probably the most important mode of supply of services, at least in terms of future development.

4) Presence of natural persons (or "Mode 4"). Mode 3 does not necessarily require the presence of foreigners (the foreign supplier's office may be staffed (配备) entirely by local

① *The Uruguay Round* was the 8th round of multilateral trade negotiations (MTN) conducted within the framework of the General Agreement on Tariffs and Trade (GATT), spanning from 1986 to 1994 and embracing 110 countries as "contracting parties". The Round transformed the GATT into the World Trade Organization. For more details, see Chapter 10.

personnel). However, the supplier may well feel a need to employ some foreign managers or specialists. When this is the case, Mode 3 will be found together with "Mode 4": the presence of natural persons, or in less opaque (晦涩的) language, the admission of foreign nationals (国民) to another country to provide services there. Mode 4 may also be found alone, with no permanent (永久的) commercial presence, and the visiting persons involved may be employees of a foreign service supplier, or independent individuals who provide services.

Some of these services can be supplied in several of the four ways, while many others by their nature cannot. For instance, the services of a professional adviser may possibly be supplied through a visit to him by his foreign client, by mail, through an office maintained in the client's country, or by a personal visit to that country. On the other hand, a tourist can only enjoy a foreign country's beaches by going there, and street cleaning services obviously must be provided on the spot. Unlike market access for a shipment of goods going from one country to another, which is principally a matter of customs duties and other formalities at the border, the ability to provide a service to another country depends crucially on government regulations that may be quite different for one of the four modes of supply than for another.

2. International trade value and international trade volume (国际贸易额与国际贸易量)

(1) International trade value

International trade value refers to ***the value (usually in US dollar terms) of international trade in merchandise and services***. Since one nation's export is another nation's import, the total value of international trade in merchandise and services is the aggregated value of either the imports or exports of all nations all over the world. As exports of goods are usually valued at transaction value which excludes the cost of transportation and insurance to bring the merchandise to the frontier of the importing country or territory ("free on board"[①] valuation), and imports are valued at transaction value plus the cost of transportation and insurance to the port of destination of the importing country or territory ("cost, insurance and freight"[②] valuation), the total value of international exports of merchandise is therefore the aggregated value of exports rather than imports of all nations throughout the world.

Figure 1-2 shows the world merchandise trade growth in value terms, 2005-2019. It is worthy noting that except the years 2009, 2015, 2016 and 2019, the value of international trade in merchandise has been growing. The decline in world merchandise prices had significant negative impacts on the value of international trade in merchandise in 2009, 2015, 2016 and 2019[③].

① For more information about "free on board", see Chapter 11.

② For more information about "cost, insurance and freight", see Chapter 11.

③ World energy prices dropped by 45% in 2015.