国际贸易英语教程

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内容简介

本书共分为22个单元，每个单元包括两大板块—主体内容和发展思维能力：主体内容由词语清障、正文和难句示译三部分组成；发展思维能力由词义联想助译、语境联想助译、精品快读和选词填空四部分组成。本书主要内容取材于发达国家，并兼顾提供中国的相关信息，全面涵盖国际贸易的核心领域，有效呈现国际贸易知识、政策、法规和程序的新观念。所有内容都与国际贸易密切相关，是一本集知识性、新颖性和实用性为一体的国际贸易英语教材。

本书适用于大学国际贸易专业学生、外企职员以及从事国际贸易活动的其他人员扩展贸易知识、提高英语水平。

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Preface
前　言

中国加入 WTO 使中国经济发展正式进入全球经济一体化的格局，中国和 WTO 成员国之间的国际贸易合作关系更加密切，合作前景更加广阔。然而，中国加入 WTO 只是确立了一个贸易大国在 WTO 中应有的成员国地位，随之而来的问题是急需国际贸易人才，特别是急需具备 WTO 观念与知识的英语人才。本教材的编著目的正是为了提高在校大学生及具有相应知识水平的各类人才用英语理解 WTO 贸易活动的能力，同时响应教育部关于高校每个专业都要有一两门专业课采用双语教学的通知，为大学国际贸易专业学生、外企职工、从事国际贸易活动的工作人员和把国际贸易英语作为选修课的其他专业学生提供一本集知识性、新颖性和实用性为一体的双语教材。其纯正的英语材料与国际贸易活动关系密切、结合面广，主要内容取材于发达国家，兼顾提供中国的相关信息，全面涵盖国际贸易的核心领域，有效呈现国际贸易知识、政策、法规和程序的新观念。

全书共分二十二个课，每课包括两大板块——主体内容和发展思维能力：主体内容由词语清障、正文和难句示译组成；发展思维能力由词义联想助译、语境联想助译、精品快读和选词填空组成。结构为精讲多练而编排，内容为启发式教学而设置，操练为开发学生的思维而展开，难度为关爱学习心理而变通。因此，本书无论作为教材还是作为自学用书，都将有力促进学习者提高英语水平和扩展国际贸易知识。

希望本书的出版能为探讨国际贸易英语教学的有效方法和寻求国际贸易英语学习的新思路起到抛砖引玉的作用，能为推广 WTO 国际贸易新观念作出应有的贡献。

编者

2002 年 4 月

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Unit One

Basic Ideas of International Trade
国际贸易的基本理念

词语清障

1. **otherwise** *adv.* **用其它方法**
2. **unavailable** *adj.* **不可得到的**
3. **self-interests** *n.* **个人利益**
4. **absolute advantage 绝对优势**
5. **domestically produced 国内生产的**
6. **unrestricted** *adj.* **不加限制的**
7. **shift to the efficient industries 转向有效工业**
8. **long production runs 持久的生产运转期**
9. **incentive** *n.* **刺激**
10. **excess** *n.* **超额部分**
11. **natural advantage 自然优势**
12. **climate conditions 气候条件**
13. **access** *n.* **容易得到**
14. **dictate** *vt.* **支配**
15. **plentiful** *adj.* **丰富的**
16. **sufficiently** *adv.* **足够地**
17. **physical resources 有形资源**
18. **independent of ... 不受…的支配**
19. **manufactured goods 制成品**
20. **acquired advantage 获得的优势**
21. **product or process technology 产品和工艺技术**
22. **differentiated product 差异产品**
23. **homogeneous product 同类产品**
24. **ingredient** *n.* **配料**
25. **encompass** *vt.* **拥有**
26. **comparative advantage 比较优势**
27. **incongruous** *adj.* **前后矛盾的**
28. **analogy** *n.* **比拟**
29. **clarify** *vt.* **阐明**
30. **administrative duty 行政管理责任**
31. **concentrate** *vt.* **集中**
32. **relinquish** *vt.* **放弃**
33. **self-sufficient** *adj.* **自给自足的**

Why do nations trade with each other **?** * Nations trade with nations to obtain raw materials and goods that would be otherwise unavailable for them.[1] In fact, international trade occurs because it benefits both parties; that is, nations behave in ways that serve their own self-interests.

In his 1776 book, *The Wealth of Nations*, Adam Smith developed the theory of absolute advantage, which holds that different countries can produce different goods more efficiently than others. Based on this theory, Smith questioned why the citizens of any country should have to buy domestically produced goods that they could purchase more cheaply from abroad. He reasoned that if trade were unrestricted, each country would specialize in those products for which it had a competitive advantage. Each country's resources would shift to the efficient industries because: (1) labor could become more skilled by repeating the same tasks; (2) labor would not lose time in switching from the production of one kind of product to another; and (3) long production runs would provide incentives for the development of more effective working methods. * A country engaged in international business could use the excess of its specialized production to buy more imports than it could have otherwise produced.[2] But in what products should a country specialize? Although Smith believed the marketplace would make the determination, he thought that a country's advantage would be either natural or acquired.

A country may have a natural advantage in the production of a product because of climatic conditions or because of access to certain natural resources. The climate may dictate, for example, what agricultural products can be produced efficiently. Most countries must import ores, metals, or supplies of fuel from other countries whose natural resources are plentiful. * No one country is large enough or sufficiently rich in physical resources to be independent of the rest of the world except for short periods.[3]

Most of the world's trade today consists of manufactured goods and services rather than agricultural goods and natural resources. The production location of these goods is due largely to an acquired advantage, commonly referred to as product or process technology. An advantage in product technology refers to an ability to produce a different or differentiated product. Denmark, for example, exports silver tableware, not because there are rich Danish silver mines but because Danish companies have developed distinctive products. An advantage in process technology refers to an ability to produce a homogeneous product more efficiently. Japan, for example, has exported steel in spite of having to import iron and coal, the two primary ingredients necessary for steel production. A primary reason for Japan's success is that its steel mills encompass new labor-saving and raw-material-saving processes.

What happens when one country can produce all products at an absolute advantage? In 1817 David Ricardo examined this question and expanded on Adam Smith's theory of absolute advantage to develop the theory of comparative advantage. * Ricardo reasoned that there may still be gains from trade if a country specializes in those products that it can produce more efficiently than other products without regard to absolute advantage.[4] While this may initially seem incongruous, a simple analogy should clarify the logic of this theory. Imagine that the best physician in a particular town also happens to be the best medical secretary. Would it make economic sense for the physician to handle all the administrative duties of the office? Definitely not. The physician can earn more money by devoting all of his or her professional energies to working as a physician, even though that means having to employ a less skillful medical secretary to manage the office. In the same manner, a country will gain if it concentrates its resources on the production of the commodities that it can produce most efficiently. * It will then buy, from countries with fewer natural or acquired resources, those commodities that it has relinquished.[5] Like the physician, the country will concentrate its efforts on the production of those commodities for which comparative efficiency is greatest.

Countries that have an absolute advantage in several products tend to concentrate on those products where their advantage is greatest. This is called the theory of comparative advantage.

Most international trade is based on comparative advantage. Logically, nations should try to specialize in products in which they can develop a comparative advantage. However, for various reasons, some nations prefer to become self-sufficient. Until recently, the United States had a comparative advantage in manufacturing automobiles, heavy machinery, airplanes, and weapons. But comparative advantages are not constant. Many Americans drive automobiles made in Japan and Germany.

难句示译

1. **各国之间相互贸易的目的就是为了获得用其它方法无法获得的原材料和商品。**
2. **参与国际贸易的国家可以利用本国专业化生产的超额部分购买到更多的进口商品，要是按照该国生产的方式，就不可能生产出那么多的商品。**
3. **除非是在短时期内，没有哪个国家如此辽阔或者在有形资源方面如此富有，以至于可以不依赖世界其它地区而生存。**
4. Ricardo **推断，不用考虑绝对优势，如果一个国家专门生产那些它能更有效生产的产品，在贸易中仍然可以赢利。**
5. **于是，该国就会从天然资源和可取资源相对缺乏的国家里购买自己已经放弃生产的商品。**

发展思维能力

Ⅰ. 词义联想助译

Direction: Here are three words commonly used in international trade English. Each of them has Chinese meanings attached and five sentences followed. Read the sentences carefully and translate them into Chinese.

1. **otherwise** *adv.* **用其它方式;另外,在其它方面**
   conj. **否则,不然的话**
   A. Unless otherwise stated, all prices are without any discount.
   B. This packing method is to apply to all orders unless otherwise specified.
   C. The evidence is otherwise.
   D. The plane was late, but otherwise they had a good trip.
   E. You must pay your taxes on time; otherwise, you will be punished.
2. **access** *n.* **接近,进入,使用…(的权利)**
   vt. **(从计算机中)调出数据,(向计算机)输入信息**
   A. People living there have easier access to cheaper foreign goods.
   B. He has access to larger amounts of venture capital.
   C. MNCs usually have greater access to international capital markets than do purely national firms.
   D. You must use the password to access the database.
   E. I am sorry that I cannot access the sample files of your new products.
3. **refer** *v.* **查阅;提交,呈交;提到,涉及,有关**
   A. I referred to his manager for his personality.
   B. Management referred the labor dispute to the arbitration.
   C. Your complaint about the poor quality of the parts has been referred to the supplier.
   D. Referring to your fax dated January 12, we regret that the commodities mentioned in our offer had been sold out before your acceptance.
   E. Floating exchange rate refers to the exchange rate caused by the supply and demand of foreign exchange at the exchange market.

Ⅱ. 语境联想助译

Direction: In the following English dialogue, there are several Chinese sentences. Please translate the Chinese sentences into English ones by analyzing and making use of the language context, and write your translation in the numbered spaces.

Foreign Trade Policy
外贸政策

Tong: Is this your first visit to the Fair?

Pandy: That's right. And also my first visit to China. ① **我是来这里和你们建立贸易关系的。**

Tong: You are welcome, Mr. Pandy. ② **请问您经营什么业务项目？**

Pandy: Glassware. I've been in this line for almost 30 years. ③ **过去我从其他国家进口玻璃制品。** ④ **现在我希望从中国购买，因为我听说你们对所有的国家一视同仁，无论是大国还是小国。**

Tong: ⑤ **谢谢你这么说。** In fact, it's our policy to trade with all countries on the basis of equality and mutual benefit.

Pandy: I quite believe so. I'm sure I can expect a fair deal when trading with you.

Tong: ⑥ **而且我们总是重合同守信用的。**

Pandy: I met a lot of businessmen on my way here. They all spoke highly of your commercial integrity. I think I can rely on your cooperation in our future trade, can't I?

Tong: We'll certainly do our best to cooperate with you.

① ______________________________

____

② ______________________________

____

③ ______________________________

____

④ ______________________________

____

⑤ ______________________________

____

⑥ ____

____

Ⅲ. 精品快读

Direction: The passage below is followed by some unfinished statements or questions, each with four choices marked A、B、C and D. Read the passage carefully and then decide on the best choice as your answer to each item.

Concepts of Business System
商业体制的概念

There are various ways in which individual economic units can interact with one another. Three basic ways may be described as the market system, the administered system and the traditional system.

In a market system individual economic units are free to interact among each other in the marketplace. It is possible to buy commodities from other economic units or sell commodities to them. In a market, transactions may take place via barter or money exchange. In a barter economy, real goods such as automobiles, shoes, and pizzas are traded against each other. Obviously, finding somebody who wants to trade my old car in exchange for a sailboat may not always be an easy task. Hence, the introduction of money as a medium of exchange eases transactions considerably. In the modern market economy, goods and services are bought or sold for money.

An alternative to the market system is administrative control by some agency over all transactions. This agency will issue edicts or commands as to how much of each goods and service should be produced, exchanged, and consumed by each economic unit. Central planning may be one way of administering such an economy. The central plan, drawn up by the government, shows the amount of each commodity produced by the various firms and allocated to different households for consumption. This is an example of complete planning of production, consumption, and exchange for the whole economy.

In a traditional society, production and consumption patterns are governed by tradition: every person's place within the economic sytem is fixed by parentage, religion, and custom. Transactions take place on the basis of tradition, too. People belonging to a certain group or caste may have an obligation to care for other persons, provide them with food and shelter, care for their health, and provide for their education. Clearly, in a system where every decision is made on the basis of tradition alone, progress may be difficult to achieve. A stagnant society may result.

1. What is the main purpose of the passage?
   A. To outline contrasting types of economic systems.
   B. To explain the science of economics.
   C. To argue for the superiority of one economic system.
   D. To compare barter and money-exchange markets.
2. The word "real" (Para. 2) in "real goods" could best be replaced by ______.
   A. high quality　　B. concrete
   C. utter　　D. authentic
3. According to the passage, a barter economy can lead to ______.
   A. rapid speed of transactions　　B. misunderstanding
   C. inflation　　D. difficulties for the traders
4. Who has the greatest degree of control in an administered system?
   A. Individual households.　　B. Small businesses.
   C. Major corporations.　　D. The government.
5. Which of the following is NOT mentioned by the author as a criterion for determining a person's place in a traditional society?
   A. Family background.　　B. Age.
   C. Religious beliefs.　　D. Custom.
6. The following paragraph of this passage is most likely about ______.
   A. an example of the barter economy
   B. the influence of an economic system on an individual
   C. the advantage and disadvantage of each system
   D. the reason why some countries adopt one system and some adopt another

Ⅳ. 选词填空

Direction: Please fill in each of the blanks in the following passage by choosing one of the words or expressions in the boxes. Change the form if necessary.

Foreign Trade
对外贸易

Foreign trade, the exchange of goods between nations, takes place for many reasons. The first, as it is __1__, is that no nation has all of the commodities that it needs. Raw materials __2__ around the world. Large deposits of copper are mined in Peru and Zaire, diamonds are mined in South Africa and petroleum __3__ in the Middle East. Countries that do not have these resources __4__ their own boundaries must buy from countries that export them.

Foreign trade also occurs __5__ a country often does not have enough of a particular item to meet its needs. __6__ the United States is a major producer of sugar, it consumes __7__ it can produce internally and thus must import sugar.

recover	because	scatter	more than
within	although	know	

Third, one nation can sell some items at a __8__ cost than other countries. Japan has been able to export large quantities of radios and television sets because it can produce them more __9__ than other countries. It is cheaper for the United States to buy these from Japan than to produce them __10__. According to economic theory, Japan should produce and export those items __11__ which it derives a comparative advantage. It should also buy and __12__ what it needs from those countries that have a comparative advantage in the __13__ items.

Finally, foreign trade takes place because of innovation or style. Even though the United States produces more automobiles than any __14__ country, it still imports large numbers of autos from Germany, Japan and Sweden, because there is a market for them in the United States.

domestically	import	low	
efficiently	desire	from	other

Unit Two

International Trade Transactions
国际贸易中的交易方法

词语清障

1. **tariff** *n.* **关税**
2. **quota** *n.* **配额**
3. **currency** *n.* **货币**
4. **wares** *n.* **商品**
5. **middleman** *n.* **经纪人**
6. **transaction** *n.* **交易**
7. **investment and cultural cultivation 投资和文化素质**
8. **product diversification 产品多样化**
9. **red tape 烦琐的程序;(尤指)官僚作风**
10. **regular product line 常规产品类**
11. **trading company 贸易公司**
12. **facilitate** *vt.* **促进**
13. **consulting** *n.* **咨询**
14. **warehousing** *n.* **仓储**
15. **foreign exchange services 外汇服务**
16. **licensing** *n.* **许可证贸易**
17. **specify** *vt.* **详细说明**
18. **on a royalty basis 以收取提成费的方式**
19. **specified market 特定的市场**
20. **licensor** *n.* **许可权供方**
21. **licensee** *n.* **许可权接受方**
22. **brand** *n.* **品牌**
23. **trademark** *n.* **商标**
24. **flat fee 统一收费**
25. **exclusive** *adj.* **专营的**
26. **nonexclusive** *adj.* **非专营的**
27. **geographic area 地理范围**
28. **contract manufacturing 合同项目制造**
29. **a special volume of the firm's product 一定量的公司产品**
30. **to specification 按照规格**
31. **joint venture 合资企业**
32. **real property 不动产**
33. **local partner 当地合作伙伴**
34. **national boundary 国家边界**
35. **percentage of ownership 所有权的比例**
36. **direct investment 直接投资**
37. **production and marketing facilities 生产和营销机构**
38. **outright** *adv.* **全部地**
39. **the majority of stockholder 持有大多数股权的股东**
40. **nationalism** *n.* **国有化**
41. **assume** *vt.* **接受**
42. **reimbuse** *vt.* **补偿**

Most companies proceed slowly once they have decided to enter international trade. Usually, a company needs to obtain specific knowledge about how to deal with tariffs, quotas, and foreign currencies and must research the foreign country's (or countries') economic, political, cultural, and social background as well. Such research will help the company choose the best method for dealing in international trade. Nations trade with each other in many different ways. Here we describe several of them.

Exporting Perhaps the simplest strategy for entering markets in other nations is exporting—selling products in other countries. A company can market its wares overseas directly or through a middleman commonly called an export agent. Export agents seldom produce goods themselves; they typically handle international transactions for other firms. Exporting requires a minimum of investment and cultural cultivation. Very small firms with limited capital and product diversification can export very easily. The primary advantage of using an export agent is that the company does not have to deal with foreign currencies or the red tape of international marketing. * The major disadvantage is that because the export agent must make a profit, the price of the product must be increased or the domestic company must provide a larger discount than it would in a domestic transaction.[1]

Importing The opposite of exporting, importing is the process of buying products and services from other nations. The importing company merely buys products for resale along with its regular product lines. Or the importing company may enter a contract to represent other nations in its home market.

Trading Companies * A trading company acts as a link between buyers and sellers in different countries to facilitate trade.[2] Trading companies are similar to export agencies, but their role in international trade is larger. They buy goods at the best price they can obtain in one country and sell them to buyers in another. They handle all the activities required to move products from one country to another. They offer consulting, market research, advertising, insurance, product research and design, warehousing, and foreign exchange services to interested companies.

Licensing * Licensing occurs when a producer in one country makes an agreement with a manufacturer in another country specifying the right to sell the product on a royalty basis, to a specified market.[3] The licensor agrees to allow the licensee to use its company name, products, patents, brands, and trademarks, as well as its raw materials and production processes. In exchange, the licensee agrees to pay the licensor a flat fee or a royalty. Most license agreements run for five or ten years and may be either exclusive or nonexclusive. An exclusive license prevents the licensor from selling the license to any other firm in some specific geographic area.

Contract Manufacturing A firm that does not wish to get involved with licensing agreements may try contract manufacturing. * Contract manufacturing occurs when a foreign company produces a special volume of the firm's product to specification and uses the domestic firm's name on the final product.[4] Marketing may be handled by contract manufacturer or by the original company.

Joint Ventures Many countries do not allow foreign national to own real property in their country. A foreign company that wants to purchase facilities must set up a joint venture by finding a local partner to share the costs and operation of the business. Joint ventures are more stable than exporting, importing, or licensing, and they are less expensive than wholly owned operations. Still, there are some control problems because of required coordination across national boundaries. Joint ventures also encounter problems concerning percentage of ownership, amount of investment, and how much of the product will be exported.

Direct Investment Direct investment involves the purchase of overseas production and marketing facilities. * With direct investment, the company may control the facilities outright, or it may be the majority of stockholder in the company that controls the facilities.[5] Direct investment is risky, especially in politically unstable countries. A major risk is nationalization—that is, the host country assumes ownership of the company's facilities, usually without reimbursing the company for loss of property.

难句示译

1. **因为出口代理商必须赚钱,产品的价格就必须提高,或者国内公司为出口提供的折扣必须高于国内交易中的折扣,这是主要的劣势。**
2. **贸易公司在处于不同国家的买卖双方之间起着桥梁作用,从而达到促进贸易的目的。**
3. **一个国家的生产商和另一个国家的制造商签订一个协议,规定以收取提成费的方式向某特定市场销售产品的权利,这时就发生了许可证贸易。**
4. **一个外国公司按照规格生产特定数量的国内公司产品,并且在最终产品上使用国内公司名称,就发生合同项目制造。**
5. **利用直接投资,该公司就可以完全控制这些机构,或者它可以在控制这些机构的公司里成为持有大多数股权的股东。**

发展思维能力

Ⅰ. 词义联想助译

Direction: Here are three words commonly used in international trade English. Each of them has Chinese meanings attached and five sentences followed. Read the sentences carefully and translate them into Chinese.

1. **transaction** *n*. **交易,生意,贸易**

   A. In 1991, there were more than 50,000 visits by Chinese to DPRK, most of which were involved in some smaller trade transactions.

   B. Up to 90% of international commercial transactions are done in English.

   C. He hoped to make a 5% profit on each transaction.

   D. Remember to record all the transactions you have made in the accounts.

   E. I have to pay bank charges on all the transactions I make.

2. **facility** *n*. **熟练,技巧;设备,设施,方便,便利,交易**

   A. All of our workers have attained technical facility.

   B. The secretary shows great facility in operating the computer.

   C. Our hotel has every possible facility and convenience to make your stay here a delightful one.

   D. The Plaza Hotel has changed, with new decor, new restaurants and new modern business facilities.

   E. If you are unable to settle your account in full by May 15, we will be forced to withhold all credit facilities for you.

3. **specification** *n*. **规格,规范,说明书**

   A. It is necessary for the manufacturer to conform specifications to the requirements.

   B. Can you inform us of the specifications of your order ?

   C. Specifications are detailed descriptions of the goods to be sold, including composition, content, purity, strength, size, etc. of the goods.

   D. We need the specifications which detail the operation of the computer system.