

国际贸易基础

International Trade

学习目标

1. 知识单元：了解国际贸易的基本概念。
2. 能力单元：掌握国际贸易的常用术语。
3. 教学做一体化训练：学会用英语描述国际贸易的基本流程。

3.1 知识单元：了解国际贸易的基本概念

Common Sense: Understanding the Essentials of the International Trade

3.1.1 概述

General Introduction

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.

International trade is also known as world trade. Foreign trade is the fair and deliberate exchange of goods and services across national boundaries. It concerns trade operations of both import and export and includes the purchase and sale of both merchandise and service, the former of which is called trade in goods or visible trade, while the latter is called trade in service or invisible trade.

For most nations, exports and imports are the most important international activity. **In measuring the effectiveness of global trade, nations carefully follow the key indicators: balance of trade.** The balance of trade is a nation's relationship of exports to import. When nations export more than they import, they are said to have a favorable balance of trade or trade surplus. An unfavorable balance of trade or trade deficit occurs when the value of the

country's imports exceeds that of its exports. It is easy to understand why nations try to maintain a favorable balance of trade, which assures them of the means to buy necessary imports. If I sell you \$ 300 worth of goods and buy only \$ 150 worth, I have an extra \$ 150 available to buy other things. However, I'm in an unfavorable position if I buy \$ 300 worth of goods from you and sell only \$ 200.

3.1.2 国际贸易的基本方式

Trade Forms

International trade forms refer to the common practices and channels between countries for the flow of commodities or service. There are many channels of selling goods to the foreign market. Wholesaling and retailing are part of the marketing system which provides channels of distribution that are used to bring goods to overseas markets. Most consumer goods are marketed through an indirect channel. They might be from the manufacturer to the wholesaler, then to the retailer, finally to the consumer, or through more complicated channels. In general, wholesalers deal in products that are to be resold by retailers to consumers. A direct channel moves goods from the manufacturer or producer to the consumer. Every import or export is carried out through certain trade form. Besides the direct trade form discussed here so far, there are a few indirect ones commonly used in international trade as well.

Wholesaling is mostly a field of small business. About 1/4 of wholesaling units account for one-third of total sales. 2/3 of wholesaling middlemen are, in fact, merchant wholesalers who take title to the goods they deal in. There are also agent middlemen who negotiate, but they don't take ownership of the goods. These agents don't earn salaries. Retailing is selling goods and service to ultimate customer.

An agency is a relationship between one individual or legal entity (the agent) who represents, and binds another individual or legal entity (the principal) in accordance with the principal's request or instruction. In some countries, agency is more narrowly defined as a relationship created only by a written agreement or a power of attorney. The agreement is signed by a principal and a person who is designated to act for the principal within the limits of the written document creating the agency. So, an agent is an individual or legal entity authorized to act on behalf of another individual or legal entity (the principal). An agent's authorized actions will bind the principal.

In foreign trade practice, there is a great variety in different types of dealers and agents and there are no rigid rules about the use of names. The following are some commonly used forms: sole agent, general agent and commission agent.

Distribution is a channel of allocation of goods to consumers from the manufactures, which consists of wholesalers and retailers besides manufacturers.

Unlike agents, distributors buy goods from the principals on their own account and take title to them and resell them to their customers in their territory. Thus, there is no

contractual relationship between the principal and the ultimate customers. Instead there are separate sets of contracts: those between the principal and the distributor, and those between the distributor and the ultimate customers. The distributor takes his income from the margin between the prices at which he buys the products and the prices at which he sells them to the customers. Since the distributor is an independent contractor, he assumes far more risks and obligations than an agent does: bad debts, advertising expenditure, warranty and maintenance, etc. Therefore, distributors generally enjoy freedom and higher profits.

Two kinds of distributors are generally used:

Sole or exclusive distributor, which means the only distributor in a territory.

Non-exclusive distributor. There may be several non-exclusive distributors appointed by the principal or supplier in one territory.

Consignment is the delivery of merchandise from an exporter (the consignor) to an agent (the consignee), under agreement that the agent sells the merchandise for the account of the exporter. The consignor retains title to the goods until sold. The consignee sells the goods for commission and remits the net proceeds to the consignor.

Consignment is rarely used between independent exporters and importers. There is too much risk for the exporters because they are not paid until all goods are sold in the foreign market. This may turn out to be a long period of time.

When the exporter wants to introduce goods to a foreign market, a consignment arrangement might be necessary to encourage the importer to handle the new merchandise. Furthermore, if the exporter wishes to control the foreign market price of his product, he can do so under a consignment contract.

3.1.3 国际贸易的基本流程

Trade Process

To establish business relations with the prospective traders is the first important step in international trade. No customer means no business. For a newly established company, to have a worldwide business contact will guarantee its larger business scope and turnover.

In international business, both the importer and the exporter are usually separated thousands of miles. If either of them wants to open up the market overseas or to sell or buy something from the other party, first of all, they have to find out whom they are going to deal with. Instead of finding the real partner by themselves, they usually have the following channels to know each other: banks, Chambers of Commerce in foreign countries, Commercial Counselor's Office, Fairs, Exhibitions held both at home and abroad, advertisement and Internet.

After obtaining the name and address of your prospective business partner, you can contact him or her to establish your business relations. **But before the conclusion of the first transaction, you are suggested making the necessary status inquiries, which means to get the**

written information concerning the financial position, credit, reputation, and business methods of the other firms.

Then there will be the business negotiations between the both parties. **Business negotiations in international trade usually begin with an enquiry by an overseas buyer to seller, enquiring about the terms or conditions of a sale.** It may be made by letter, e-mail, fax, telephone or even through face-to face talk. Sometimes, a seller can also initiate the negotiation by making an offer to a foreign buyer to whom the seller intends to sell his products. According to the commercial practice, the receiver of an enquiry will respond without delay in the usual form of a quotation or an offer. An offer is a proposal of terms and conditions presented in a potential contract by one party (called the offeror) to the other party (called the offeree) and it is considered open until after a stipulated time or until it is accepted or rejected. When the buyer finds that the terms and conditions in the offer are acceptable, he may probably place an order promptly. However, if the offeree considers the price is too high, or some terms and conditions do not agree to what he expected, he may decline the offer, or most probably, make a counter-offer.

On receiving the counter-offer, the offeror may weigh the advantages and disadvantages and decide to accept or decline it according to the specific situation. He may also make a re-offer to put forward some new terms or conditions. In this way, through times of negotiations, agreements are reached upon, contract signed and business concluded.

Like an offer, a counter-offer is either with engagement or without engagement. When, in the course of business negotiation, an offer with engagement or a counter-offer of this kind is accepted, the transaction is completed and contractual relationship between the offeror and the offeree is concluded. **Acceptance is an indispensable link in concluding a deal and signing a contract.** In keeping with the regular practice in international trade, a written contract or confirmation is usually signed to bind both the seller and the buyer. When all the terms and conditions have been negotiated, it is necessary to sum up and to sort out all the terms agreed in the form of a written document, i. e. the sales contract or sales confirmation. A confirmation is less detailed than a contract covering only the essential terms of the transaction and is usually used for smaller deals or between familiar trade partners.

Contract for export in our country are mostly signed under CIF term on Letter of Credit. A lot of work is involved in carrying out this kind of contracts. **The whole export process generally includes about seven procedures, such as export license, cargo readiness, L/C, customs clearance, shipping, insurance and document and payment.** Most of the import transactions in our country are under FOB terms, on Letter of Credit. Their general procedures are import license, L/C, booking shipping space or ship, insurance, document examination and payment, customs clearance, taking delivery and inspection, claim and settlement of disputes.

生词和词组 Words and Expressions

1. foreign trade 对外贸易
2. trade in goods 货物贸易
3. visible trade 有形贸易
4. trade in service 服务贸易
5. invisible trade 无形贸易
6. balance of trade 贸易差额
7. favorable balance of trade 贸易顺差
8. trade surplus 贸易盈余
9. unfavorable balance of trade 贸易逆差
10. trade deficit 贸易赤字
11. wholesaling middlemen 批发中间商
12. agency 代理
13. the principal 委托人
14. sole agent 独家代理
15. distribution 经销
16. sole or exclusive distributor 独家经销商、包销
17. non-exclusive distributor 一般经销
18. consignment 寄售
19. the consignor 寄售人
20. the consignee 代销商
21. consignment arrangement 寄售协议
22. Chambers of Commerce 商会
23. Commercial Counselor's Office 商务参赞处
24. status inquiries 资信调查
25. financial position 财务状况
26. business negotiation 交易磋商
27. enquiry 询盘
28. offer 报盘
29. counter-offer 还盘
30. with engagement 有约束力
31. sales contract 销售合同
32. sales confirmation 销售确认书
33. cargo readiness 备货
34. document and payment 制单结汇
35. customs clearance 报关

注释 Notes

1. In measuring the effectiveness of global trade, nations carefully follow the key

- indicators; balance of trade. 很多国家都采用贸易差额这个重要的指标来衡量国际贸易的效果。
2. An agency is a relationship between one individual or legal entity (the agent) who represents, and binds another individual or legal entity (the principal) in accordance with the principal's request or instruction. 代理是指个人或一个法定组织(代理人)为一方,根据委托人的要求和指示,代表另一个个人或法定组织(委托人)的委托代理关系。
 3. Distribution is a channel of allocation of goods to consumers from the manufactures, which consists of wholesalers and retailers besides manufacturers. 经销是把生产厂商生产的货物销售给消费者的一种渠道,除生产厂商外,这个销售渠道还包括批发商和零售商。
 4. To establish business relations with the prospective traders is the first important step in international trade. 与潜在客户建立业务关系是国际贸易中首要的一步。
 5. But before the conclusion of the first transaction, you are suggested making the necessary status inquiries, which means to get the written information concerning the financial position, credit, reputation, and business methods of the other firms. 但是在第一笔交易达成之前,应该要开展必要的资信调查,即对对方公司的财务状况、信用状况、商业信誉、经营模式等获得一些书面信息。
 6. Business negotiations in international trade usually begin with an enquiry by an overseas buyer to seller, enquiring about the terms or conditions of a sale. 国际贸易的交易磋商通常是由国外的买方向卖方进行询盘开始的,询问交易条件。
 7. Acceptance is an indispensable link in concluding a deal and signing a contract. 接受是达成交易和订立合同必不可少的一个环节。
 8. The whole export process generally includes about seven procedures, such as export license, cargo readiness, L/C, customs clearance, shipping, insurance and document and payment. 出口合同的履行通常来说包括以下七个步骤:申请出口许可证、备货、审核修改信用证、办理出口清关、装运、保险和制单结汇。

3.2 能力单元:掌握国际贸易的常用术语

Developing Skills: Grasping Useful Expression in English

In international trade, if a seller makes an offer and his buyer accepts that offer, it means the transaction has been concluded. A written contract is usually signed between them and it is a formal agreement enforceable by law, which sets forth the rights and obligations for the parties involved it. Once signed, the contract is binding upon its parties concerned. Any party who fails to fulfill his obligations will have to make compensation for the other party's losses. As far as the contents are concerned, contracts in international trade may fall into a great variety of categories, such as shipping contract, purchase contract, agency contract, contract for export of labor force, compensation trade

contract, etc.

If an import and export contract is drafted by the exporter, it is usually called a sales contract. If it is made out by the importer, it is a purchase contract. A sales confirmation is similar to a sales contract, but it doesn't call for formal signature of both the buyers and the sellers and comes into force upon confirmation of the parties concerned. S/C is the abbreviation for Sales Confirmation.

No matter it is a sales contract or a purchasing contract, they have the same contents as follows: ①contract number, ②names of both the seller and the buyer, ③description of commodity and specifications, ④the quantity and packing, ⑤the unit price and total value, ⑥shipping marks, ⑦insurance clauses, ⑧time of shipment, ⑨port of shipment and destination, ⑩terms of payment, ⑪ claim, ⑫ Force Majeure (不可抗力), ⑬ arbitration, ⑭ other terms, ⑮signature of the parties concerned and ⑯time and place of signature.

The most important component in the export contract is the price clause which includes unit price and total amount. A unit price is composed of 4 parts: currency unit (计价单位), unit price figure, measurement unit (计量单位) and trade terms. The following tables are the 《Incoterms 2010》 formulated by the International Chamber of Commerce in 2010 and the trade conditions of China (Table 3-1 and Table 3-2).

表 3-1 《国际贸易术语解释通则 2010》
《Incoterms 2010》

Incoterms 2010 are arranged into the two distinct groups:

Any Mode of Transport
EXW—Ex Works
FCA—Free Carrier
CPT—Carriage Paid To
CIP—Carriage and Insurance Paid To
DAT—Delivered At Terminal
DAP—Delivered At Place
DDP—Delivered Duty Paid
Sea and Inland Waterway Transport Only
FAS—Free Alongside Ship
FOB—Free On Board
CFR—Cost and Freight
CIF—Cost, Insurance and Freight

Notes:

1. EXW(ex works)	工厂交货
2. FCA(free carrier)	货交承运人
3. CPT(carriage paid to)	运费付至目的地
4. CIP(carriage and insurance paid to)	运费/保险费付至目的地
5. DAT(delivered at terminal)	目的地或目的港的集散站交货
6. DAP(delivered at place)	目的地交货
7. DDP(delivered duty paid)	完税后交货

续表

8. FAS(free alongside ship)	装运港船边交货
9. FOB(free on board)	装运港船上交货
10. CFR(cost and freight)	成本加运费
11. CIF(cost, insurance and freight)	成本加运保费

表 3-2 2009 年世界主要国家(地区)服务贸易与货物贸易占比情况

(Percentage of Service Trade & Commodity Trade for Major Countries and Regions in the World in 2009)

金额单位: 十亿美元

国家/地区	对外贸易总额	服务贸易		货物贸易	
		金额	占比(%)	金额	占比(%)
美国	3462	801	23.1	2661	76.9
德国	2523	470	18.6	2052	81.3
日本	1401	270	19.3	1132	80.8
英国	1230	400	32.5	831	67.6
法国	1291	264	20.4	1026	79.5
意大利	1030	215	20.9	815	79.1
中国	2493	286	11.5	2207	88.5
西班牙	717	209	29.1	508	70.9
荷兰	1124	179	15.9	944	84.0
印度	560	161	28.8	399	71.3
欧盟	12 123	2842	23.4	9281	76.6
世界	31 534	6426	20.4	25 108	79.6

(数据来源: International Trade Statistics Database, WTO)

From January to October of 2011, China's import & export totaled US\$ 2975.39 billion with a year-on-year growth of 24.3%. China's export was US\$ 1549.71 billion and its import was US\$ 1425.68 billion, up by 22.0% and 26.9% respectively. In October, China's import & export totaled US\$ 297.95 billion with a year-on-year growth of 21.6%. China's export was US\$ 157.49 billion and its import was US\$ 140.46 billion, up by 15.9% and 28.7% respectively. (Table 3-3 to Table 3-7, Figure 3-1)

表 3-3 2011 年 10 月中国进出口基本统计数据

(China's IMP. & EXP. Statistics, October, 2011)

Unit: US\$ 100 million

Items	October		First Ten Months	
	Absolute Value	Increase±%	Absolute Value	Increase±%
Total Import and Export Value	2979.5	21.6	29 753.9	24.3
Export Value	1574.9	15.9	15 497.1	22.0
Import Value	1404.6	28.7	14 256.8	26.9
Import and Export Balance	170.3	-36.5	1240.3	-15.4

表 3-4 2007 年至 2009 年中国服务进口分类统计

(Classified Statistics for Service Import to China from 2007 to 2009)

Unit: US\$ 100 million

Items	2007		2008		2009	
	Value	Proportion(%)	Value	Proportion(%)	Value	Proportion(%)
Total	1292.55	100.0	1580.00	100.0	1286.00	100.0
Transportation	432.71	33.5	503.30	31.9	236.00	18.4
Travel	297.86	23.0	361.60	22.9	397.00	30.9
Communication	10.82	0.8	15.10	1.0	12.00	0.9
Construction	29.10	2.3	43.60	2.8	95.00	7.4
Insurance	106.64	8.3	127.40	8.1	16.00	1.2
Finance	5.57	0.4	5.70	0.4	4.00	0.3
Computer & Information Services	22.08	1.7	31.70	2.0	65.00	5.1
Royalties & License Fees	81.92	6.3	103.20	6.5	4.00	0.3
Consultation	108.56	8.4	135.40	8.6	186.00	14.5
Advertising & Publicity	13.37	1.0	19.40	1.2	23.00	1.8
Movie & Video-tapes	1.54	0.1	2.50	0.2	1.00	0.1
Other Business Services	182.38	14.1	231.20	14.6	247.00	19.2

(注: 遵循 WTO 有关服务贸易的定义, 中国服务进出口数据不含政府服务。

数据来源: 中国商务部)

表 3-5 中国分类贸易进出口商品统计表(2011 年 8 月)

(Classified Statistics for China's IMP. & EXP. of Commodities in Aug. 2011)

单位: 千美元

贸易方式	本 月			本月(%)		
	进出口	出 口	进 口	进出口	出 口	进 口
总值	328 872 436	173 315 697	155 556 739	27.1	24.5	30.2
一般贸易	176 227 513	86 805 107	89 422 406	37.6	35.5	39.6
国家间、国际组织无偿援助和赠送的物资	20 293	20 008	285	-42	-40.9	-74.4
其他捐赠物资	68 325	1	68 324	2191.3	-99	2253.4
补偿贸易	—	—	—	-100	-100	—
来料加工装配贸易	17 756 991	9 506 280	8 250 711	-10.2	-10.6	-9.8
进料加工贸易	97 409 761	63 471 232	33 938 529	20.1	18.3	23.5
寄售代销贸易	263	128	135	192.4	—	49.7
边境小额贸易	2 968 246	2 014 395	953 851	14.4	29	-7.6
加工贸易进口设备	72 424	—	72 424	-29.1	—	-29.1
对外承包工程出口货物	1 447 715	1 447 715	—	30	30	—

续表

贸易方式	本 月			本月(%)		
	进出口	出 口	进 口	进出口	出 口	进 口
租赁贸易	1 040 186	8727	1 031 459	43.7	20.8	43.9
外商投资企业作为投资进口的设备、物品	1 503 998	—	1 503 998	-1.2	—	-1.2
出料加工贸易	10 616	3144	7473	-70.8	-86.9	-39.7
易货贸易	287	124	163	64.9	—	-6.6
免税外汇商品	1414	—	1414	56.3	—	56.3
保税监管场所进出境货物	10 499 047	3 976 071	6 522 976	24.4	22.9	25.4
海关特殊监管区域物流货物	17 275 961	4 264 612	13 011 349	31.4	19.3	35.9
海关特殊监管区域进口设备	589 317	—	589 317	19.9	—	19.9
其他	1 980 080	1 798 153	181 927	30.9	32.6	16.7

(数据来源: www.askci.com/data/2011/09/2014295147256.shtml, 2012-02-18)

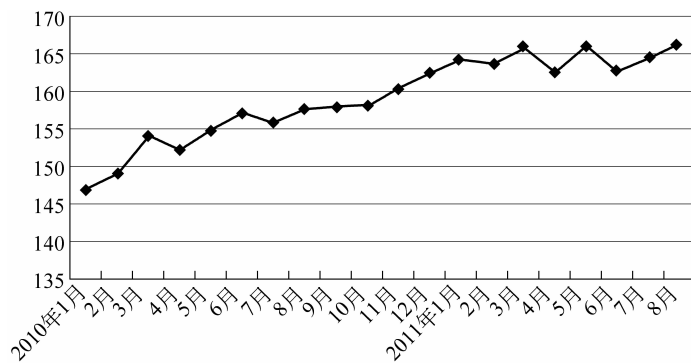


图 3-1 2010 年 1 月到 2011 年 8 月世界贸易量指数走势

(World Trade Index from Jan. 2010 to Aug. 2011)

(注: 世界贸易为进口与出口的平均值, 2000 年为 100.)

资料来源: 荷兰经济政策分析局)

表 3-6 2008—2011 年世界货物贸易量与世界实际 GDP 增长的变化
(GDP Growth Rate and World Commodities Trade from 2008 to 2011)

项 目	2008 年	2009 年	2010 年	2011 年
世界货物出口量增长率(%)				
世界	2.3	-12.1	14.1	5.8
发达经济体	0.9	-15.2	12.9	3.7
发展中经济体和独联体国家	4.6	-7.5	16.1	8.5
按市场汇率计算的实际 GDP 增长率(%)				
世界	1.3	-2.6	3.7	2.5