

Chapter One

Part A Text

A Brief Introduction to International Trade

Trading is one of the most basic activities of mankind. It exists in every society, every part of the world, and in fact every day since the caveman came into being. International trade is a business which involves the crossing of national borders. It not only includes international trade and foreign manufacturing, but also encompasses the growing services industry in areas such as transportation, tourism, banking, advertising, construction, retailing, wholesaling and mass communications. It includes all business transactions that involve two or more countries. Such business relationship may be private or governmental. In the case of private firms the transactions are for profit. Government-sponsored activities in international business may or may not have a profit orientation.

In order to pursue any of these objectives, a company must establish international operational forms, some of which may be quite different from those used domestically. The choice of forms is influenced not only by the objectives being pursued, but also by the environment in which the forms must operate. These environmental conditions also affect the means of carrying out business functions such as marketing. At the same time, the company operating internationally will, to a lesser degree, affect the environment in which it is operating.

贸易是人类最为基本的活动之一。它存在于每个社会，并遍及世界各地，事实上，从洞穴人开始就已经有了贸易交往活动。国际贸易就是人们跨越国界进行的商务活动。广义地说，它不仅包括国际贸易及国外生产，还包括新兴的服务行业，如交通运输业、旅游业、银行业、广告业、建筑业、零售业、批发业以及大众传播业等。它包括的商务活动涉及两个或两个以上的国家。这种商务活动，可能涉及私人间的关系，也可能涉及国家间的关系。私人企业为盈利从事国际商务活动，而带有国家色彩的国际贸易也可能不仅仅以盈利为目的。

不论是否盈利，企业必须建立起自己的国际贸易形式，其中有些形式与国内贸易形式完全不同。选择哪种形式不仅取决于企业所追求的目标，同时也受企业面临的环境制约。这些环境因素也影响着贸易活动的功能，如销售功能。同时，公司的活动也影响着国际贸易环境，只是这种影响不及环境对贸易影响那样深刻。

In the new era, a new round of scientific and technological revolution and industrial transformation based on the “Internet” and big data are advancing by leaps and bounds; at the same time, the global digital economy is booming, which has led to the birth of digital trade with “data” as the key factor of production. Furthermore, digital trade also takes digital services as its core factor, which is mainly characterized by digital ordering and digital delivery. Digitalization has formed the biggest difference

between digital trade and traditional international trade. Digital trade is, as a matter of fact, a new trend in the development of international trade.

进入新时代，基于互联网和大数据的新一轮科技革命和产业变革突飞猛进，全球数字经济蓬勃发展，从而催生了以“数据”作为关键生产要素的数字贸易，同时，数字贸易以数字服务为核心，其主要特征体现为数字订购与数字交付，数字化形成了数字贸易与传统国际贸易的一个最大的不同，数字贸易也是国际贸易发展的一个新趋势。

The report of the 20th National Congress of the Communist Party of China proposed to accelerate the construction of a strong trading nation. Digital trade is a key component of the globalized digital economy. As a new form of trade, digital trade has become the latest trend in international trade development; it is also a brand-new growth point in the global economy. This has elevated the importance and significance of digital trade to new heights. China has the largest number of Internet users in the world, and the corresponding data resources are considerably rich. At the same time, the new model of “Internet + trade” has also created a wealth of digital application scenarios for international trade, while providing a solid foundation for the global development of digital trade.

党的二十大报告提出，要加快建设贸易强国。数字贸易是全球化数字经济的一个重要的组成部分，作为一种新的贸易业态，数字贸易已成为国际贸易发展的一个最新趋势，也是全球经济的一个新的增长点。这使得数字贸易的重要性提升到了新高度。中国拥有世界上最大规模的网民数量，相应的数据资源十分丰富，同时，“互联网+贸易”这一新的模式还创造了丰富的国际贸易数字化应用场景，同时为全球发展数字贸易提供了扎实的基础。

The Decision of the Third Plenary Session of the 20th Central Committee of the Communist Party of China stressed that opening up is a distinctive symbol of the Chinese path to modernization. China will continue to accelerate the development of digital trade in the new era. Therefore, it is necessary to learn about the latest developments in digital trade while studying international trade practices.

党的二十届三中全会《决定》强调，开放是中国式现代化的鲜明标识。我国将继续在新时代加快发展数字贸易。因此，有必要在学习国际贸易实务的同时，了解最新的数字贸易新进展。

So, what is digital trade? What is its definition and specific scope? At present, there is no complete consensus internationally on the specific definition of “digital trade”. There is still a certain degree of disagreement amongst international organizations and major world economies regarding the definition and specific classification of “digital trade”. According to the definitions and corresponding classifications of “digital delivery trade” and “digital ordering trade” jointly adopted by the Organization for Economic Cooperation and Development (OECD), the World Trade Organization (WTO), together with the International Monetary Fund (IMF), “Digital trade” mainly refers to service trade with digitalization-based delivery. In this regard, it can be clearly seen that digital trade belongs to a branch of service trade. On this basis, according to the dimension of “subject matter” in trading, “digital trade” can be further subdivided into four categories, namely: digital product trade, digital service trade, digital technology trade, and data trade. On the other hand, “digital ordering trade” is defined as a commodity trade based on digital ordering, and cross-border e-commerce is its main typical representative.

什么是数字贸易？它的定义和具体范围是什么呢？目前，国际上还未对“数字贸易”的具体定义达成完全一致的共识。国际组织和主要世界经济体对于“数字贸易”的定义及其具体的分类仍然存在一定程度的分歧。按照经济合作与发展组织（OECD）、世界贸易组织（WTO）、国际货币基金组织（IMF）所共同采取的有关“数字交付贸易”与“数字订购贸易”的概念界定和相应分类，“数字贸易”主要是指数字化交付的服务贸易。可见，数字贸易属于服务贸易的一个分支。在此基础上，按照“交易标的”的划分维度，“数字贸易”进一步细分为四个大类，即数字产品贸易、数字服务贸易、数字技术贸易以及数据贸易等。另一方面，“数字订购贸易”则被界定为一种基于数字化订购的商品贸易，跨境电商就是其典型代表。

Section One Reasons for International Trade（国际贸易的动机）

International trade, also known as foreign trade or overseas trade, is in essence the fair and deliberate exchange of commodities and services across national boundaries. It includes import and export operations. It arises for many reasons.

国际贸易又称对外贸易、世界贸易或海外贸易，从本质上说，即在平等的基础上，有意识地进行跨国界的商品和服务交换行为。它包括进口业务和出口业务两部分内容。国际贸易的兴起有多种原因。

1. Resource acquisition（寻求资源）

Manufacturers and distributors seek out products and services as well as components and finished goods produced in foreign countries. The different distributions of the world's resources determine the patterns of world trade. Some countries or regions are abundant in natural resources; elsewhere, reserves are scarce or nonexistent. For example, the United States is a major consumer of coffee, yet it does not have the climate to grow its own. So it has to import coffee from other countries that are rich in coffee, like Brazil, Colombia and so on. Britain possesses large reserves of coal but lacks many metals such as copper and aluminum. The world's raw materials are unevenly distributed, and both modern manufacturing and agriculture require many different resources. Thus, to obtain these through trading is an absolute necessity.

Climate and soil affect the cultivation of some agricultural products, which a nation can produce and trade internationally. Some South American countries, for instance, enjoy a favorable climate for growing coffee. However, the United States almost does not grow coffee, and has to import it. On the other hand, the climate and soil of some states of America are ideal for raising wheat. The wheat grown in the United States is so abundant that it is often exported to other countries.

制造商和经销商追求生产产品和服务，同时也在国外市场寻求配件和制成品，有时候这样做可以减少成本。资源在世界各地的不同分布状况决定着世界贸易的格局。有些国家或地区富有资源，而其他地方则相反，缺乏甚至没有资源。例如，美国是一个咖啡消费国，但由于气候的关系，它不能大量生产咖啡，因此，不得不从其他生产咖啡的国家，如巴西、哥伦比亚等地进口咖啡。英国拥有大量的煤炭资源，却严重缺乏像铜、铝之类的矿产资源。世界各地的原材

料分布不均，而现代制造业和农业却都需要各种不同的资源。因此，通过贸易来获取这些资源是十分必要的。

气候和土壤影响着农产品的种植，这些农产品可以被该国用来生产和进行国际贸易。例如，一方面，一些南美国家的气候非常适宜咖啡的生长，而美国几乎不产咖啡，必须进口；另一方面，美国有些州的气候和土壤很适合小麦的生长，因此，美国的小麦产量非常高，经常出口到其他国家。

2. Benefits acquisition（追求利润）

With the development of manufacturing and technology, there has been another reason, namely, economic benefit, for nations to trade. It is found that a country benefits more by producing goods it can make most cheaply and buying those goods that other countries can make at lower costs than by producing everything it needs within its own border. This is often explained by the theory of comparative advantage, also called the comparative cost theory, which was developed by David Ricardo, John Stuart Mill, and other economists in the 19th century. The theory emphasizes that different countries or regions have different production possibilities. Trade between countries can be profitable for both, even if one of the countries can produce every commodity more cheaply. As long as there are minor, relative differences in the efficiency of producing a commodity, even a poor country can have a comparative advantage in producing it.

Comparative advantage has directed countries to specialize in particular products and to mass-produce. For example, the United States is relatively more efficient than Europe in producing food (using one third of the labor) and clothing (using half of the labor). Thus, while the United States has an absolute advantage in both forms of production, its efficiency in food production is greater. Consequently, a great deal of clothing is imported from Europe to the United States.

随着制造业和技术的发展，产生了另一个促进国家间进行贸易的原因，即经济效益。研究表明，相较于在本国境内生产所有所需商品，一个国家通过专注于生产其最具成本优势的商品，并进口其他国家能以更低成本生产的商品，将获得更大的经济利益。对于这一点，人们常用比较优势理论来解释。比较优势理论也称比较成本理论，是由大卫·李嘉图、约翰·斯图尔特·米尔和19世纪的其他一些经济学家发展而来的。比较优势理论强调不同国家和地区具有不同的生产可能性。国家之间的贸易对双方都有利，即使其中一方可用较低的成本生产所有的商品。只要两国在生产一种商品的效率上存在着微弱的相对差异，即便是穷国也可能具有生产这一商品的比较优势。

比较优势引导各国专门和批量生产某些特定产品。例如，美国生产食品的效率远高于欧洲。美国生产食品所需劳动力仅占欧洲所需劳动力的1/3，制作服装所需劳动力只占欧洲所需劳动力的1/2。可见，在食品业和服装业方面，美国都有绝对优势，但是生产食品的效率比制作服装的效率更高，所以，美国有大量服装从欧洲进口。

3. Diversification（多种经营）

Companies usually prefer to avoid wild swings in their sales and profits, so they seek out foreign markets as means to this end. Some film companies have to smooth their year-long sales

somewhat because the summer vacation period (the main season for children's film attendance) varies between the northern and southern hemispheres. These companies have also been able to make large television contracts during different years for different countries. Many other firms take advantage of the fact that the timing of business cycles differ among countries. Thus while sales decrease in one country that is experiencing recession, they increase in another that is undergoing recovery. Finally, by depending on supplies of the same product or component from different countries, a company may be able to avoid the full impact of price swings or shortages in any country that might be brought about, for example, by a strike.

为尽量避免销售量和利润的剧烈波动,公司通常会寻找海外市场作为防止这种情况出现的措施。由于南北半球学校放暑假的时间不同(此时为放映儿童电影的主要时间),电影制片公司将对其年度销售计划做精心策划。这些制片公司还在不同年份与不同的国家签订了拍摄电视的合同。其他许多公司则利用各国不同的经济周期,对其生产与销售进行调整。这样,当一国经济萧条而引起销售量减少时,在另一国则可因经济复苏而使销售量增加。最后,依靠来自不同国家的同一产品或配件,公司就可避免由于一国价格波动或资源短缺带来的损失,如由于罢工而引起的上述情况。

4. Sales expansion (扩大销售)

Sales are limited by the number of people interested in a firm's products and services and by customers' purchasing power. Since the global population and aggregate purchasing power exceed those of any single country, firms may increase their sales potentials by defining markets in international terms. Ordinarily, higher sales mean higher profits.

产品的销售量受制于潜在购买者的数量以及消费者的购买力。既然消费者人数及其购买力在世界范围内比在一国内大得多,企业就可以在全球范围内划分销售市场,以增加其销售量。通常,销售量越大则利润越高。

There are still several other reasons for international trade. Some nations are unable to produce enough products of a certain item. Thus, they must import these goods to meet domestic demand. Moreover, the preference for innovation or style also leads to international trade, which makes available a greater variety of products and offers a wider range of consumer choice of a certain product. Finally, some nations of the world trade with others mainly for political reasons. In that case, more considerations are given to political objectives rather than economic motivation.

还有其他一些进行国际贸易的原因。有些国家无法大量生产出某种产品,所以,必须从其他国家进口这类商品,以满足国内的大量需求。此外,国际贸易的发生有时也出自对产品创新和款式的追求,因为国际贸易能够提供花色品种更多的产品,并且能扩大消费者对某一产品的选择范围。最后,还有些国家进行贸易主要是出于政治原因。在这种情况下,政治目的的重要性超过了经济因素。

5. International balance of payments (国际收支平衡)

A nation's balance-of-payment account is the statistical record of all economic transactions

taking place between its residents and the rest of the world. A balance of payments (BOP) sheet is an accounting record of all monetary transactions between a country and the rest of the world. It is not concerned with movement of money inside the country. It relates to the difference between the amount of money that has come into the country and the amount of money that has gone out of it. Trade in goods is known as visible imports and exports while in services, invisible. If imports and exports are not balanced, it is the job of the government to correct a deficit or adjust the trade policies. Sooner or later, all nations are compelled to remedy deficits in their balance of payments, whether through market adjustment or controls. When a nation's reserves are low and its balance of payments is weak, the objective of payments equilibrium may come to dominate other objectives of its foreign economic policy and even of its domestic policy. In the decade following World War II, the elimination of the dollar shortage occupied first place among the foreign economic policy objectives of Western European countries. In the 1960s and 1980s, the US balance of payments problem overshadowed other foreign economic issues.

一个国家的收支平衡账户表用于统计记录本地居民和世界其他地区发生的所有经济交易。国际收支平衡（BOP）表是一个国家与世界上其他地方所达成的所有货币交易的会计记录，它与国内货币流通无关。国际收支是一个国家外汇收入和支出的差额。商品进出口是有形贸易，而劳务进出口则是无形贸易。如果进出口不平衡，该国政府的工作就应该采取措施平衡逆差或调整外贸政策。所有国家迟早都必须通过市场调控弥补国际收支平衡表上的赤字。当一个国家的储备金少，收支平衡能力弱时，其对外的经济政策，甚至国内政策的主要目标就是收支平衡。第二次世界大战结束后的十年中，消除美元短缺成为西欧国家对外经济政策的首要目标。20世纪60年代及以后的80年代，美国收支平衡问题超过了其他对外经济问题。

Section Two Problems Concerning International Trade（有关国际贸易的问题）

When engaging in international trade (exporting and importing), businesspeople face conditions that differ significantly from those they are accustomed to in domestic trade. The fact that the transactions are across national borders highlights the differences between domestic and international trade. Generally, there are certain differences which justify the separate treatment of international trade and domestic trade. In particular, these differences include cultural differences, monetary conversion, and trade barriers. Foreign traders must be aware of these differences because they often bring about trade conflicts in international trade.

在从事国际贸易（进口和出口）时，一个商人所面临的各种情况与他所熟知的国内贸易不太一样。实际上国内贸易和国际贸易的最大区别就是商品交易跨越了国界。一般来说，有几个差异要求我们必须对国内贸易和国际贸易分别对待。这些差异主要包括文化差异、货币兑换和贸易壁垒。从事国际贸易的商人必须了解这些差异，因为它们经常引起贸易摩擦。

1. Cultural differences（文化差异问题）

There are as many cultures as there are peoples on earth. When companies do business overseas, they come into contact with people from different cultures. They often speak different

languages and have their own particular customs and manners. The people of all cultures are ethnocentric. This means that they judge the world from their own ways of looking at things. Therefore, in international trade, business people should be on alert against different local customs and business norms.

地球上的文化和民族一样数量众多。当公司在海外开拓业务时，它们必须同具有不同文化背景的人打交道。这些人说着不同的语言，有他们独特的风俗习惯和行为规范。具有各种文化背景的人都有种族中心倾向，也就是说，他们用自己看待事物的方式来判断世界。因此，在国际贸易中，商人应密切注意不同地方的风俗和商业准则。

2. Monetary conversion (货币兑换问题)

Monetary conversion is another major problem in international trade. If every country in the world used the same currency, the world trade would be much easier. But this is not the case: a Canadian beer producer wants to be paid in euros. Currencies, like other commodities such as beer, have a certain value. The only difference is that each currency's value is stated in terms of other currencies. Euro dollars have value in US dollars, which have a value in British pounds, or a value in Japanese yen. These exchange rates change every day and are constantly updated in banks and foreign exchange offices around the world.

Importing and exporting firms to whom the payment is made in foreign currency can be involved in significant foreign exchange risks because of the fluctuation in exchange rates. An importer, for example, does not receive a shipment immediately after ordering it, and is often given a short period of commercial credit. Suppose a Canadian importer must pay a certain amount of Canadian dollars in 60 days to a German exporter for the import of some equipment. This transaction leaves the Canadian firm open to substantial exchange rate risk because during those 60 days, the Canadian dollar may depreciate relative to the euro, forcing the Canadian firm to spend a large amount of Canadian dollars to satisfy its import commitment.

国际贸易中另外一个主要的问题就是货币兑换。如果世界上的每个国家都使用同样的货币，世界贸易将会变得容易得多。但事实并不如此，一个加拿大啤酒商人要求用欧元来支付货款。货币，如同啤酒或其他商品一样，具有一定的价值。唯一的区别是每种货币的价值是用另外的货币的价值表现出来的。欧元可以美元计价，美元也可以英镑、日元计价。汇率每天都在变化，全世界的银行和外汇交易所也在不断地更新汇率。

由于汇率波动，接受外币支付的进出口公司要面临很大的外汇风险。例如，一个进口商订购以后，不能马上收到货物，通常他会得到一段时间的商业信用。假设一个加拿大进口商 60 天内将付一定数目的加拿大元给一个德国出口商以进口一些设备。这个交易会使加拿大公司面临汇率风险，因为在这 60 天中，加拿大元对欧元可能会贬值，迫使这家加拿大公司支付大笔加拿大元来履行其进口承诺。

3. Trade barriers (贸易壁垒)

The third problem is trade barriers. It is generally assumed, as the famous economist David Ricardo stated in the 19th century, that the free flow of international trade benefits all who participate

in. In actual practice, however, the world has never had a completely free trading system. This occurs because sovereign states impose trade barriers for three primary reasons:

1) To correct a balance-of-payment deficit

Such a deficit occurs when the total payments leaving a country are greater than money in receipt entering from abroad. The country then tries to limit imports and increase exports.

2) In view of national security

Nations sometimes restrict exports of critical raw materials, high technology, or equipment when such exports might harm its own security.

3) To protect their own industries against the competition of foreign goods

This is generally on the grounds that infant industries need to be shielded from foreign competition during their start-up periods. A country usually offers protection to its domestic industries by taxing imports of similar foreign goods. The tax may be levied as a percentage of the value of the imports, which is called an ad valorem tariff. When a tariff is added to the price of a foreign product, it raises the price of the item to the consumer.

Although tariffs have been lowered substantially by international agreements, countries continue to use other devices to limit imports or to increase exports.

第三个问题是贸易壁垒。正如著名经济学家大卫·李嘉图在19世纪所言，自由流动的国际贸易可以使贸易双方都获益。然而，在现实世界中，世界从来就没有真正意义上的自由贸易。这是因为每一个国家都会因为下列原因而设置贸易管制。

1) 改善国际收支逆差

当一个国家的全部支出款项超过从国外收进的款项时，就会出现逆差。这时，该国就要限制进口，增加出口。

2) 考虑国家安全

一些国家有时会限制出口关键原材料、高科技或设备，因为这种出口会影响其自身的安全。

3) 保护本国产业免受国外商品竞争的影响

这一般是因为新兴产业在起步阶段需要保护，避免来自国外的竞争。一个国家经常对进口的类似产品征税来保护国内产业。税费可以按照进口商品价值的一定的百分比来征收，这称为从价关税。当关税计入进口商品的价格中时，消费者购买该商品的价格就会上涨。

虽然通过国际协定，关税已经大幅度下降，但各个国家仍继续使用其他策略来限制进口或增加出口。

There still exist other problems, but the above three are the most common problems in international trade.

在国际贸易中可能还存在着其他问题，但上述三种是最普遍的问题。

Section Three Forms of International Trade (国际贸易的形式)

Since there are tremendous differences between international trade and domestic trade, companies face unique challenges when entering foreign markets. Although the same marketing concepts and strategies are utilized, cultural, political and economic differences make the task of entering an

overseas market riskier. Thus, most companies proceed cautiously once they have decided to engage in international trade. They usually conduct research to have specific knowledge of foreign countries' economic, political, cultural, and social background as well as tariffs, quotas and foreign currencies, etc. Such researches will help the company choose the best form for dealing in international trade.

Companies must choose among different operational forms. In making their choices, the companies' own objectives and resources as well as the environment in which the firms operate should be considered. The following discussion introduces the major operating forms, which also correspond closely to the categories in which countries keep records of aggregate international transactions.

由于国际贸易和国内贸易存在着巨大的差异,当一家公司准备打入国外市场时,它必须面对一些特殊的困难。虽然它采用相同的营销理念和策略,但文化、政治和经济上的差异使其进入海外市场风险更大。所以,大多数公司一旦决定进入国际市场,就不得不谨小慎微,小心行事。他们通常通过调查来具体了解外国的经济、政治、文化和社会背景以及关税、配额和外币等方面的情况。这些研究将有助于公司选择从事国际贸易的最好方式。

公司在从事国际贸易时,必须选择适合自己的贸易形式。在选择形式时,公司必须考虑经营环境,也要考虑自身的目标及拥有的资源。在以下的探讨中,我们将介绍国际贸易的主要形式,这几种形式也符合各国总计的国际交易种类。

1. Merchandise exports and imports (商品进出口)

Merchandise exports are goods sent out of a country, whereas merchandise imports are goods brought in. Since these are tangible goods that visibly leave and enter countries, they are sometimes referred to as visible exports and imports. The terms exports and imports are used frequently, yet, in reality, the reference is only to the merchandise exports and imports.

商品出口指货物输往国外,而商品进口则指货物输入国内。因为这些有形物品的输出输入都是看得见摸得着的,所以商品进出口有时又可称作有形进出口。虽然人们经常使用出口与进口这两个词,实际上,进出口指的只是商品的进出口。

1) Exporting (商品出口)

Merchandise exports are goods sent out of a country. Exporting is an extension of trading with customers living in another country. This extension of the trade's domain is highly important, since it enables the vendee to make a choice between alternative goods in satisfying his needs. The need to acquire natural resources and capital equipment is vital to the well-being of all nations. Exporting is likely to be the simplest way to enter the international market. There are two types of exporting: direct exporting and indirect exporting.

商品出口指货物输往国外。出口是将贸易向外延伸到另一个国家客户的一种贸易形式,由于这种贸易外延可以满足买主对货物选择的需求而显得非常重要。对自然资源和资本设备的需求对一个国家的发展极为重要。出口或许是进入国际市场最简单的方法。出口分为两种:直接出口和间接出口。

(1) Direct exporting (直接出口)

Direct exporting involves establishing an export department or even an overseas sales branch. It

provides a continuous presence and easier control for the exporter in the buyer's country but obviously means more expenses.

直接出口涉及建立出口部门甚至是国外销售分支机构。它能使出口商与买方国家长期接触，并易于控制，但显然也意味着需要支出较多的费用。

(2) Indirect exporting（间接出口）

A company can also sell its products abroad indirectly through middlemen, commonly called export agents. Export agents seldom produce goods themselves. Their purpose is to bring together buyers and sellers and help them handle international transactions. They make their money from commission of the sale price. Many agents specialize in specific kinds of products. The principal advantage of using an export agent is that the company does not 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. Indirect exporting involves less investment and is therefore less risky, which enables small firms with limited capital and product diversification can export very easily.

公司还可以将其产品通过通常称之为出口代理商的中间商间接销往海外市场。出口代理商很少自己生产产品，它们的目的是把买卖双方联系在一起，并帮助它们处理国际贸易事务。它们通过收取佣金来赚钱。很多代理商只经营一些特定的产品。通过出口代理商的最大优点就是公司不必与外币打交道，避免国际营销的烦琐程序。这样做最大的弊端是由于出口代理商要盈利，产品的价格就要上涨，或者国内公司就要比在从事国内贸易时付出更大的折扣。间接出口投资少，因而危险性较小，它使那些资金有限、产品品种不多的小公司能很容易地出口。

2) Importing（商品进口）

Merchandise imports are goods brought in. One nation's imports are another nation's exports. Importing, opposite to exporting, is the process of purchasing goods and services from other nations. Like exporting, importing can be either indirect or direct. Indirect importing is the purchase of foreign goods through domestic middlemen, while direct importing is the direct purchase of goods from overseas market. Indirect importing is convenient but limited in selection of goods and less profit. Direct importing is economical but more complicated than buying from importing middlemen.

商品进口是指货物输入国内。一个国家的进口就是另外一个国家的出口。与出口相反，进口是从其他国家购买产品和服务的过程。和出口一样，进口可以是直接的，也可以是间接的。间接进口是通过国内的中间商购买国外产品，而直接进口则是直接从国外市场购买货物。通过间接进口比较便利，但商品的选择面较窄且利润较低。直接进口很经济，但比从进口中间商那里购买复杂。

2. Service exports and imports（服务进出口）

Service exports and imports refer to international earnings other than those from goods sent to another country. Receipt of these earnings is considered as a service export, whereas payment is

considered as a service import. Services are also referred to as invisible trade. International business comprises many different types of services.

服务进出口是指除去商品进出口以外的那部分国际收支。获得收入可看作服务出口，支出则可当作服务进口。服务这种商品，也被看作无形商品。国际贸易包括许多不同种类的服务。

1) Tourism and transportation (旅游业、交通运输业)

Earnings from transportation and from foreign travel can be an important source of revenue for international airlines, shipping companies, reservations agencies, and hotels. On a national level, such countries as Greece and Norway depend heavily on revenue collected from carrying foreign cargo on their ships. The Bahamas earns much more from foreign tourists than it earns from exporting merchandise.

交通运输业和旅游业是国际航空公司、航运公司、预约服务机构和旅馆收益的主要来源。就国家而言，像希腊和挪威这样的国家，收入的大部分要依赖航运业，巴哈马群岛的收入则更多来自海外游客，而不是商品出口。

2) Performance of activities abroad (国外商务活动)

Fees are payments for the performance of certain activities abroad, such as banking, insurance, rentals, engineering and management. Engineering services are often handled through turnkey projects, contracts for the construction of operating facilities that are transferred to the owner when the facilities are ready to begin operations. Fees for management services are often the result of management contracts, arrangements through which one firm provides management personnel to perform general or specialized management functions for another firm.

企业要为其在国外进行的某些活动支付服务费用，这些服务包括银行、保险、租赁、工程和管理等。工程服务常常是以交钥匙工程承包方式进行的，承建生产设施的合同规定工程完成时，将全部设施交付转让给物主。服务管理费用的支付以管理合同为依据，根据这一合同，其中某公司为对方公司提供管理人员进行一般管理或专门管理。

3) Use of assets from abroad (国外资产的运用)

Royalties are the payment for using assets from abroad, such as for trademarks, patents, copyrights, or other expertise under contracts known as licensing agreements. Royalties are also paid for franchising, a way of doing business in which one party (the franchisor) sells an independent party (the franchisee) the use of a trademark that is an essential asset for the franchisee's business. In addition, the franchisor assists on a continuing basis in the operation of the business, such as by providing components, managerial services, or technology.

Firms often move to foreign licensing or franchising after successfully building exports to a market. This move usually involves a greater international commitment than in the early stages of exporting. The greater involvement occurs because the firm commonly has to send technicians to the foreign country to assist the licensee or franchisee in establishing and adapting its production facilities for the new product.

特许使用费是使用国外资产所支付的费用，如商标、专利、版权或其他类似许可证协定那样的合同项目下的专业技术。特许使用费也可以用于特许经营。在这种经营方式中，一方当事

人（特许人）将其商标的使用权出售给另一方独立的当事人（被特许人），该使用权即成为被特许人的基本资产。此外，特许人还要给予被特许人业务上的帮助，如提供零配件，提供管理服务或技术，等等。

企业在成功地建立起出口市场之后，往往倾向于采用国外许可证交易或特许经营。这种转移往往比早期单纯出口要承担更多的国际义务。这是因为企业通常需要向国外派遣技术人员以帮助被许可人或特许经营人建立和选择新产品的生产设施。

3. Licensing（许可证贸易）

Licensing refers to the business agreement in which the manufacturer (the licensor) of a product (or a firm with proprietary rights over certain technology trademarks, etc.) grants permission to some other group or individuals to manufacture that product (or make use of that proprietary material, trademark, manufacturing process, patent, etc.) in return for specified royalties or other payment for the firm granting the license.

Licensing is a simple way for a manufacturer to become involved in a market abroad. It can gain entry to a market at little risk. Under licensing, a producer (licensor) in one country enters into an agreement with a manufacturer (licensee) in another country offering the right to use the company's name, products, patents, brands and trademarks, as well as its raw material and manufacturing processes. In return, the licensee agrees to pay the licensor a flat fee or a royalty. Such fee, known as royalties, may consist of a lump sum royalty, a running royalty (royalty based on volume of production), or a combination of both. Companies frequently license their patents, trademarks, copyrights, and know-how to a foreign company that then manufactures and sells products on the technology in a country or group of countries authorized by the licensing agreement. License agreements may be either exclusive or non-exclusive. An exclusive license forbids the licensor to sell the license to any other firm in some specific geographic areas. The main disadvantages of licensing are that the company may lose control of the manufacturer's products and right to sell them itself. Moreover, a new competitor may be created after the agreement expires.

许可证贸易指的是一种商业协定，产品（拥有某种技术商标的专利所有权企业）的生产商（许可人），允许其他组织或个人生产自己的产品（使用自己的材料、商标、生产工艺、专利等），并支付给自己指定的专利费或其他费用。

许可证贸易是制造商于海外销售的一种简单方法。它能以较小的风险进入市场。在许可证贸易中，一国的制造商（许可方）与另一国的制造商（被许可方）签订合同，授权它使用该公司的名称、产品、专利、品牌和商标以及原材料和生产工艺。作为交换，被许可方同意付给许可方一笔统一费用或特许权使用费。这种费用又称作特许使用权费，包括一次付清的总费用、浮动费用（基于生产数量的特许使用权费），或者两者结合而成。根据许可证贸易协定，企业通常将自己的专利、商标、版权、专有技术等使用权授予国外企业，允许其在当地或其他国家制造和销售基于这些技术的产品或服务。许可证可以是独占的形式，也可以是非独占的形式。独占许可证禁止许可方将许可证卖给特定地区内的其他公司。许可证贸易的主要弊端是公司可能会失去对其产品生产的控制和销售权。并且，在合同结束以后，还可能产生新的竞争者。

When we consider adopting the licensing agreement, it is very important to remember that

foreign licensee may attempt to use the licensed technology to manufacture products that are marketed in the exporters' market or the third country in direct competition with the licensor or its other licensee. In many instances, licensors may wish to impose territorial restrictions on their foreign licensees, depending on antitrust laws and the licensing laws of the host country. Also, patent and trademarks laws can often be used to bar unauthorized sales by foreign licensee, provided that the licensor has valid patent, trademark, or copyright protection.

The prospective licensor must always take into account the host country's foreign patent, trademark, and copyright laws; exchange controls; product liability laws; possible countertrade or barter requirements; antitrust and tax laws; and attitudes toward repatriation of royalty and dividends. The existence of a tax treaty or bilateral investment treaties (BITs) between the licensors' country and the prospective host country is an important indicator of the overall commercial relationship. Because of the potential complexity of international technology licensing agreements, enterprises should seek professional legal advice before entering into such an agreement. In many instances licensors should also retain qualified legal counsel in the host country in order to obtain advice on applicable local laws and to receive assistance in securing the foreign government's approval of the agreement. Sound legal advice and thorough investigation of the prospective licensee and the host country increase the likelihood that the licensing agreement will be a profitable transaction and help decrease or avoid potential problems.

在采用许可证贸易时，需要记住的是，国外被许可人可能试图使用转让的技术生产产品并在出口商的市场或第三方国家销售，与许可人和其他被许可人直接竞争。在很多情况下，许可人希望对国外的被许可人设定地域限制，如东道国的反垄断法或者许可证合同法。同时，专利法、商标法、版权法也经常用于限制国外被许可人未经授权的销售，条件是许可人具有有效的专利、商标和受保护的版权。

有意向的许可人必须考虑到东道国的对外专利、商标以及版权法；外汇管制；产品责任法；可能存在抵偿贸易和易货贸易条件；反托拉斯法和税法；以及对于特许使用费和利息回笼的态度。许可人所在国家和有意向的被许可人的东道国之间签订的税收条约或双边投资条约是整体商业关系中重要的指南。由于许可证贸易协议潜在的复杂性，企业在签订协议前，应该寻求专业的法律咨询。大多数情况下，许可人应该在东道国聘请有资质的法律顾问，通过他们了解当地的法律，在获取国外政府对于合同的批准方面提供帮助。可靠的法律建议以及对未来被许可人和东道国的全面考虑提高了许可证贸易协议帮助企业获利并能够减少或者避免潜在问题的可能性。

4. Trading companies (贸易公司)

Trading companies are large international wholesalers, frequently larger and more powerful than the manufacturers they represent. They serve as a link between buyers and sellers in different countries to facilitate trade. They purchase goods at the best price they can obtain in one country and sell them to buyers in another. They handle all the details required to move goods from one country to another. They offer consulting, market research, advertising, insurance, product research and design, warehousing, and foreign exchange services to interested companies.

贸易公司是大型的国际批发商，其规模与实力通常比它们所代表的制造商强得多。作为分处不同国家的买卖双方的桥梁，贸易公司可以使贸易的操作便利。它们在一国以最优惠的价格购买商品，然后卖给另一国的购买者。它们处理将货物从一国运送到另一国所需的一切细节。它们为感兴趣的公司提供咨询、市场调查、广告、保险、产品研究和设计、仓储以及外汇服务。

5. Joint ventures（合资企业）

Joint venture is a form of business relations which involves pooling of assets, joint management and a sharing of profits and risks according to a commonly-agreed formula. Legally, the joint venture is a form of partnership, a pattern of business organization which can be adopted by every type of industrial cooperation; in other words, joint marketing, servicing, production, etc., separately or in combination, may be legally organized as a joint venture. It may be of either an equity or a non-equity type. If the former, a separate body is established whereby local interests purchase a share in the equity capital. If the latter, no additional body is set up; association is based entirely on a contract. Both equity and non-equity joint ventures are subject to risks and profits and risk sharing, as their common denominator. Joint ventures are more stable than exporting, importing, or licensing. Moreover, they are less expensive than wholly owned operations. However, joint ventures also encounter some problems such as control issues which arise because joint ventures require coordination across national boundaries, and problems concerning percentage of ownership, amount of investment, how much of the product will be exported, and how to equitably distribute profits.

合资企业是根据合资各方同意的规章而建立的一种商业关系，它涉及资产的统筹，共同经营管理，分享利润和分担风险。从法律上讲，合资企业是一种合伙关系，一种可以被各种产业合作所采取的商业组织形式；换句话说，就是以独立和联合的形式，把共同销售、服务、生产等方面按法律程序组织成一个合资企业。合资企业可以是股权式合营企业，也可以是非股权式合营企业。如果是前者，将建立一个独立的合资实体，当地合资者购买合资资本的部分股权。如果是后者，就不再建立另外的合资实体，合资完全建立在合同的基础上。不论是股权式合营企业，还是非股权式合营企业都要共同承担风险，分享利润。合资企业比出口贸易、进口贸易或许可证贸易更加稳定，比独资企业的费用低。然而，合资企业也面临一些问题，如控制问题，其原因是合资企业要求跨国合作，还有诸如所有权比例、投资数量以及出口量多少、如何公平分配利润等问题。

6. Investment（投资）

According to the definition of economics, investment refers to an economic activity, in which the value that is currently available is sacrificed or given up to obtain greater returns in the future. That is to say, investment is the act of allocating money into something with the expectation of profit. Investment can be divided into direct investment and indirect investment.

根据经济学的定义，投资是指牺牲或放弃现在可用于消费的价值以获取未来更大价值的一种经济活动。从金融和商业角度来看，投资是一项为盈利而进行的资产购买，这种购买可以通过收入、资本增值或其他组合来完成。也就是说，投资就是将钱投入某种活动以便获取利润。投资可以分为直接投资和间接投资。

1) Direct investment (直接投资)

Direct investment takes place when control follows the investment. This can amount to a small percentage of the equity of the company being acquired, perhaps even as little as 10% equity in foreign operations in the given country. Not only does it imply the ownership of an interest abroad, but also means the transfer of more personnel and technology abroad than when there is no controlling interest in the foreign facility. Because of the high level of commitment, direct investment usually (but not always) comes after a firm has experience in exporting or importing. Direct investment operations may be set up in order to gain access to certain resources or markets for the firm's product. Kenner, for example, uses its Mexican direct investment to assemble the Chewbacca Bandolier Strap because this gives access to a resource, cheap labor, for the product's manufacture. Kenner also has direct investments in Europe, which have been established as a means of gaining markets in the countries where the production occurs.

When two or more organizations share the ownership of a direct investment, the operation is known as a joint venture. In a special type of joint venture, a public-private joint venture, where a government is in partnership with a private company.

只有对企业享有控制权时,才会产生直接投资。但这种投资只占企业所获得的资产净值的一小部分,最少仅占 10%。在对外经营中控制股权的所有权是在该国进行国际经营所承担的一种最高义务。它不仅意味着对国外资产的所有权,还意味着要将更多的人力与技术进行海外转移,而如果这些缺少对海外企业的控制权是很难做到的。由于直接投资承担的是最高义务,企业一般是在进出口积累一定经验后才采用这种方式。经营者进行直接投资往往是为了便于获取某些资源的使用权或进入其产品的市场。例如,肯纳公司在墨西哥进行直接投资,装配 Chewbacca 子弹带,是为了靠近原料产地以及有廉价的劳动力;肯纳公司在欧洲市场进行的直接投资则是因为靠近产品的销售市场。

当两个或两个以上的组织联合进行直接投资时,可称作合资企业。若政府与私人联合投资,则是合资企业的一种特殊形式——混合企业。

2) Portfolio investment (间接投资, 又称证券投资)

Portfolio investment can be either debt or equity, but the factor that distinguishes portfolio from direct investment is that control does not follow this kind of investment. For US firms as a whole, sales from output produced abroad are many times greater than sales from US production that is sent abroad as merchandise exports. Today most of the world's largest firms have substantial foreign direct investment encompassing every type of product, component, output distribution, and service management.

Foreign portfolio investment is also important for nearly all firms operating extensively internationally. These investments are used primarily for financial purposes. Treasurers of companies, for example, routinely move funds from one country to another to get a higher yield on short-term investments. They also borrow funds in different countries.

间接投资可以以负债或资产的方式进行,它与直接投资是有区别的,它不享有对企业的控制权。就美国企业的总体情况看,企业在国外所生产的产品销售量远远大于美国产品以商品出

口形式输出的销售量。事实上，世界上大多数大型公司对国外的直接投资有各种形式，如开采原材料、种植作物、生产成品或部件、销售产品以及从事各种服务。

国外间接投资对广泛开展国际贸易的企业来说也很重要。它们主要被用于金融方面。例如，企业按常规将资金以短期投资的形式从一个国家转到另一个国家以获取较高收益。同样，它们也会从其他国家借入资金用于周转。

For most nations, exports and imports are the most important international activities. Each country has to import the articles and commodities it does not produce itself, and it has to earn foreign exchange to pay for them. It does this by exporting its own manufactured articles and surplus raw materials. Thus the import and export trades are two sides of the same coin, and both can have beneficial effects on the home market. Imports create competition for home-produced goods; exporting gives a manufacturer a larger market for their products, so helping to reduce the unit cost. In each case the effect is to keep prices in the home market down.

But there may be factors that compel governments to place restrictions on foreign trade. Imports may be controlled or subjected to a customs duty to protect a home industry, or because the available foreign exchange must be allocated into buying more essential goods and exports. Exports may also be restricted, to conserve a particular raw material required by a developing home industry.

These factors mean that importing and exporting are subject to numerous formalities, such as customs clearance and exchange control approval, from which the home retail and wholesale trades are free. They also mean that the procedures of foreign trade are much more complicated than those of domestic trade, which requires specialized knowledge and highly trained personnel.

对大多数的国家来说，进出口贸易是最重要的国际经济活动。每个国家都必须进口本国所不能生产的货物和商品，还得创收外汇来支付货物，这要靠出口本国的制成品和剩余原料。因此，进出口贸易是同一件事物的两个方面，两者对国内市场都能产生有利影响。进口货物使国内产品有了竞争，而出口则为厂商的产品提供了更广阔的市场，有助于降低单位成本。无论是进口还是出口，其作用都是控制国内市场的价格。

但是，可能出于某些因素，政府不得不对对外贸易加以限制。为了保护国内的某一产业，或者由于需要外汇用于购买更为重要的物资，政府可能要控制进口或以关税制约进口。同样，为了保留发展中的国内产业所需要的某一种特殊的原料，出口也会受到限制。

这些因素意味着进出口贸易受许多手续的制约，如报关和外汇审批等，而国内的零售及批发业务则不受此限制。这说明对外贸易的程序比国内贸易的程序复杂得多，后者需要专业的知识以及受过良好训练的人才。

7. Visible and invisible trade（有形贸易和无形贸易）

International trade transactions can relate to the importation and exportation of goods or services from one country to another. Visible trade involves the importing and exporting of tangible goods, whereas invisible trade involves the service exchange between countries. For instance, Brazilian coffee is often transported by ocean vessels because these ships are the cheapest method of transportation. Nations such as Greece and Norway have large maritime fleets and provide transportation services. When an exporter arranges for this kind of transportation, they rent space in

the cargo compartment of a ship for one voyage.

The prudent exporter buys insurance for their cargo's voyage. While at sea, every shipment has to run the risk of a long list of dangers: fire, storm, collision, theft, leakage, explosion, etc. To prevent these risks, marine cargo insurance is provided to protect the exporter or importer from financial losses. Thus, insurance is another service in which some nations specialize. Britain, because of the development of Lloyd's of London, is a leading exporter of this service, earning fees for insuring other nations' foreign trade.

国际贸易包括货物贸易的进出口或服务贸易的进出口。有形贸易是指国与国之间进行货物贸易的进出口，而无形贸易是指各国服务贸易的交流。例如，巴西出口的咖啡经常用远洋货轮来运输，因为其费用最低。像希腊和挪威这样拥有大规模海运船队的国家就可以为其提供运输服务。当出口商要安排这种运输时，就需要租船订舱。

谨慎的出口商往往为其货物买保险，因为在海上航行时货物会遭遇各种各样的危险，如起火、风暴、碰撞、偷窃、渗漏、爆炸等。海洋货物保险可以预防这些风险，保护出口商或进口商免受经济损失。因此，保险就成为一些国家专门经营的服务业。由于伦敦劳埃德保险公司的发展壮大，英国也因此成为这项业务的主要出口商，它通过为他国对外贸易提供保险而获取利润。

Some nations possess few exportable commodities or manufactured goods, but they have a mild and sunny climate. During the winter, the Bahamas attract large numbers of tourists, who spend money on hotel accommodations, meals, taxis, and so on. Tourism, therefore, is another form of invisible trade.

The United States has been described as a nation of immigrants. Many Americans send money back to families in the old country. Millions of workers from the countries of southern Europe have gone to work in Germany, Switzerland, France, the Benelux nations, and Scandinavia. The workers send money home to support their families. Such transactions are termed remittances. This is an extremely important kind of invisible trade for some countries, critical to balancing imports and exports. Invisible trade can be as important to some nations as the export of raw materials or commodities is to others. In both cases, the nations earn money to buy necessities.

有些国家几乎没有可供出口的商品和制成品，但气候温和、阳光充足。巴哈马在冬季能吸引大量的游客，他们要为住旅馆、吃饭和乘出租车等花费大笔的钱。所以，旅游业是另外一种无形贸易。

美国是一个移民国家。很多美国人把钱寄回他们原来国家的家人和亲戚。几百万来自南欧的工人到德国、瑞士、法国、比荷卢经济联盟以及斯堪的纳维亚半岛工作。他们寄钱回家，以养家糊口，这称为移民汇款。对于有些国家来说，作为进出口贸易，这是一种极为重要的无形贸易。无形贸易对于有些国家就如同出口原料或商品对于其他国家那样一样重要。这两种形式都可以为国家赚取外汇，以购买必需品。

Section Four Cross-border E-Commerce (跨境电子商务)

1. Definition of cross-border e-commerce (跨境电子商务的定义)

Cross-border e-commerce is developed based on the network; the cyberspace is a new space,

relatively speaking, to the physical space. Network space is a virtual reality defined by network addresses and passwords. Cyberspace's unique values and behavior patterns profoundly affect cross-border e-commerce, making it distinct from traditional trade methods and showing its own characteristics.

跨境电子商务是基于网络发展起来的，网络空间相对于物理空间来说是一个新空间，是一个由网址和密码组成的虚拟但客观存在的世界。网络空间独特的价值标准和行为模式深刻地影响着跨境电子商务，使其不同于传统的交易方式而呈现出自身的特点。

Cross-border e-commerce is a new form of trade that the digitalization and electronic platforms of exhibition, negotiation and conclusion of a business of the traditional trade by Chinese production and trade enterprises through e-commerce means to finally realize the import and export of products and at the same time also an effective way to expand overseas marketing channels, promote China's brand competitiveness and realize the transformation and upgrading of China's foreign trade.

跨境电子商务是我国生产和贸易企业通过电子商务手段将传统贸易中的展示、洽谈和成交环节数字化、电子化，最终实现产品进出口的新型贸易方式；同时，也是扩大海外营销渠道，提升我国品牌竞争力，实现我国外贸转型升级的有效途径。

2. Pattern of trade（贸易模式）

Buy-Ship-Pay reference model（See Fig.1-1）

In order to understand the complexity of international trade, this simple model provides a clear view of the key elements of a trade transaction, and consequently enabling proper compilation of the necessary trade facilitation measures. UN/CEFACT has developed this model of the international supply chain using an internationally accepted modeling technique to provide a reference model, which gives a view of the international supply chain in its entirety.

A simple view of the international supply chain based on the BSP model includes three main categories of processes which are buy, ship, and pay, and four key roles: customer, authority, intermediary and supplier.

Buy-Ship-Pay 参考模型（见图 1-1）

为了理解国际跨境电子商务贸易的复杂性，这个简单的模型可以清晰地了解贸易事务的关键要素，从而正确编制必要的贸易便利化措施。UN/CEFACT 运用国际公认的建模技巧，建构了跨境电子商务国际供应链模型，并为其他模型提供参考，使得跨境电子商务国际供应链的过程一目了然。

基于 BSP 国际供应链的一个简单的视图模型包括三个主要类别流程：购买、运输和支付，加上四种类型的角色，如客户、政府、中介和供应商。

As discussed above, the recommended measures, grouped into four categories, relate to the processes in this model.

- BUY—Covering all commercial activities related to the ordering of goods.
- SHIP—Covering all of the activities involved in the physical transfer of the goods, including official controls.

- PAY—Covering all of the activities involved in the payment for the goods.

After classifying the main categories of roles and processes in a cross-border supply chain, it is needed to have a closer view at the different types that each of these categories can support.

正如上面所讨论的，推荐的措施在这个模型与流程中可分为以下四类。

- 购买——包括所有与商业活动相关的商品的订购。
- 转移——包括所有的活动参与的货物的物理转移，包括官方控制。
- 支付——包括所有参与支付货物的活动。

在对跨境供应链中的主要角色和流程类别进行分类之后，需要仔细查看每一个类别可以在不同类型中所获得的支持。

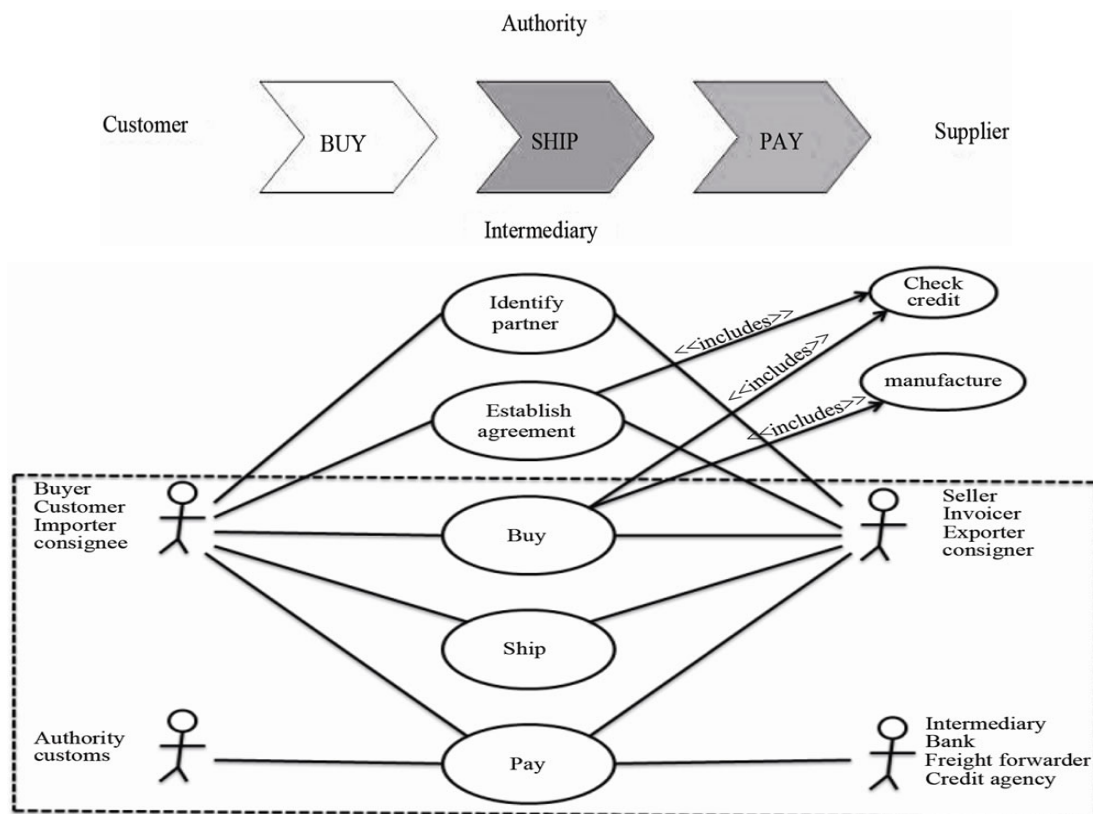


Fig.1-1 International supply chain (国际供应链)

3. Features of cross-border e-commerce (跨境电子商务的特征)

1) Global forum (全球性)

Network is a medium body with no boundary, sharing the characteristics of globalization and decentralization. Cross-border e-commerce, attached to the network, also has the characteristics of globalization and decentralization. E-commerce, compared with the traditional way to trade, boasts its important feature: a borderless trade, losing the geographical factors brought by the traditional exchanges. Internet users do convey products, especially high-value-added goods, and services to the market without crossing borders. The positive effect brought by features of network is the greatest

sharing degree of information, whilst its negative impact is that the users confront risks due to different cultural, political and legal factors. Anyone, who has a certain technical means, can make information into the network, connecting with each other, at any time and in any place.

网络是一个没有边界的媒介体，具有全球性和非中心化的特征。依附于网络发生的跨境电子商务也因此具有了全球性和非中心化的特性。与传统的交易方式相比，电子商务的一个重要特点在于电子商务是一种无边界交易，丧失了传统交易所具有的地理因素。互联网用户能够不跨越国界就可以把产品，尤其是高附加值产品和服务提供给市场。网络的全球性特征带来的积极影响是信息的最大程度的共享，消极影响是用户必须面临因文化、政治和法律的不同而产生的风险。任何人只要具备了一定的技术手段，就可以在任何时候、任何地方让信息进入网络，相互联系进行交易。

2) Intangibility（无形性）

The development of the network promotes the transmission of digital products and services. Digital transmission is done through different types of media, such as data, voice and image in the global focus of the network environment, since the media in the network are in the form of computer data code, they are invisible. Digital products and services on the basis of the characteristics of digital transmission activities also possess the characteristic of intangibility, although traditional trade in kind is given priority to the physical objects, in electronic commerce, intangible products can replace physical objects.

网络的发展使数字化产品和服务的传输盛行。数字化传输是通过不同类型的媒介，如数据、声音和图像等，在全球化网络环境中集中进行的，这些媒介在网络中是以计算机数据代码的形式出现的，因而是无形的。数字化产品和服务基于数字传输活动的特性也必然具有无形性，传统交易以实物交易为主，而在电子商务中，无形产品却可以替代实物成为交易的对象。

3) Anonymity（匿名性）

Due to the decentralization of cross-border e-commerce and global features, it is difficult to identify the users' digital identities and their geolocation data. Online transactions of consumers often do not show their real identities and their geographical location, the important thing is that this doesn't affect trade; digital anonymity also allows consumers to do so. In the virtual society, the convenience of concealing the identity quickly leads to asymmetric freedom and responsibility. People here can enjoy the greatest freedom, but only bear the smallest responsibility, or even simply evading responsibility.

由于跨境电子商务的非中心化和全球性的特征，因此很难识别电子商务用户的身份和其所处的地理位置。在线交易的消费者往往不显示自己的真实身份和自己的地理位置，重要的是这丝毫不影响交易的进行，网络的匿名性也允许消费者这样做。在虚拟社会里，隐匿身份的便利性迅即导致自由与责任的不对称。人们在这里可以享受最大的自由，却只承担最小的责任，甚至干脆逃避责任。

4) Real-time（即时性）

In digital networks, the transmission speed is irrelevant to geographical distance. Traditional trading patterns, information communication, such as letter, telegraph, fax, etc., between the sending

and receiving of information, are with a length in different time. With regard to the information exchange in e-commerce, regardless of the actual distance of time and space, one party sends a message to the other party who receives that information almost at the same time, just like talking face to face in life. Some digital products (such as audio and video products, software, etc.), can also get instant settlement, ordering, payment, delivery done in a flash.

对于网络而言,传输的速度和地理距离无关。传统交易模式,信息交流方式,如信函、电报、传真等,在信息的发送与接收间,存在着长短不同的时间差。而电子商务中的信息交流,无论实际时空距离远近,一方发送信息与另一方接收信息几乎是同时的,就如同生活中面对面交谈一样。某些数字化产品(如音像制品、软件等)的交易,还可以即时结清,订货、付款、交货都可以在瞬间完成。

5) Paperlessness (无纸化)

Electronic commerce mainly takes the way of the paperless operation, which serves as the main characteristic of trade in the form of electronic commerce. In e-commerce, electronic computer communication records files instead of a series of paper trading. Users send or receive electronic information. Now that the electronic information exists in the form of bits and transmission, the whole process is realized by paperless information. Paperlessness brings positive effect in terms of making information transferred without the limitation of paper, however, many specifications of the traditional law are with the standard “paper trades” as the starting point, therefore, paperlessness brings chaos in the law, to a certain extent.

电子商务主要采取无纸化操作的方式,这是以电子商务形式进行交易的主要特征。在电子商务中,电子计算机通信记录取代了一系列的纸面交易文件。用户发送或接收电子信息。由于电子信息以比特的形式存在和传送,整个信息发送和接收过程实现了无纸化。无纸化带来的积极影响是使信息传递摆脱了纸张的限制,但由于传统法律的许多规范是以规范“有纸交易”为出发点的,因此,无纸化带来了一定程度的法律混乱。

Section Five “Belt and Road” and Trade Facilitation(“一带一路”与贸易便利化)

1. Definition of the Belt and Road Initiative (BRI) (“一带一路”的定义)

In September 2013, President Xi Jinping proposed the initiative to jointly build the “Silk Road Economic Belt”. In October 2013, President Xi Jinping proposed the initiative to jointly build the “21st Century Maritime Silk Road”. Those two initiatives are referred to as the Belt and Road Initiative.

2013年9月,习近平主席提出了共同建设“丝绸之路经济带”的倡议,2013年10月,习近平主席提出了共同建设“21世纪海上丝绸之路”的倡议。这两个倡议简称“一带一路”倡议。

Since then, the Belt and Road Initiative (BRI) has received enthusiastic response from more and more countries. The Belt and Road Initiative is becoming China's participation program in global open cooperation, improving the global economic governance system, promoting global common development and prosperity, as well as promoting the building of a community of human destiny.

此后，“一带一路”倡议得到越来越多国家热烈响应，共建“一带一路”正在成为我国参与全球开放合作、改善全球经济治理体系、促进全球共同发展繁荣、推动构建人类命运共同体的中国方案。

The joint construction of the Belt and Road Initiative is conducive to building an open cooperation platform to maintain and develop an open world economy. Through the Belt and Road Initiative, China is likely to jointly create an environment conducive to open development, promote the establishment of a fair, rational and transparent international economic and trade investment rules system. It promotes the orderly flow of production factors, conducts efficient allocation of resources, and deepens the integration of markets. The Belt and Road Initiative invites countries in the world to, combined with their own national conditions, actively develop an open economy, participate in global governance and public goods supply, together with working together to build a broad community of interests.

共建“一带一路”倡议有利于打造开放型合作平台，维护和发展开放型世界经济。中国通过“一带一路”倡议共同创造有利于开放发展的环境，推动构建公正、合理、透明的国际经贸投资规则体系，促进生产要素有序流动，资源高效配置，市场深度融合。“一带一路”倡议世界各国结合自身国情，积极发展开放型经济，参与全球治理和公共产品供给，携手构建广泛的利益共同体。

2. Definition of trade facilitation（贸易便利化的定义）

Trade facilitation is a concept in international trade. Its primary goal is to simplify and coordinate trade procedures and accelerate the flow of factors across borders. Trade facilitation refers to the simplification of procedures and processes, the coordination of relevant laws and regulations, and the standardization of trade-related infrastructure. Trade facilitation creates a coordinated, transparent, and predictable environment for international trade transactions.

贸易便利化是国际贸易的一个术语，其基本精神是简化和协调贸易程序，加速要素跨境的流通。贸易便利化是指通过程序和手续的简化、适用法律和规定的协调、基础设施的标准化和改善，为国际贸易创造一个协调的、透明的、可预见的环境。

3. The Belt and Road Initiative improves trade facilitation（“一带一路”建设改善贸易便利化）

The Belt and Road Initiative helps maintain the multilateral trading system, promotes the development of a free trade zone, and advances trade and investment liberalization and facilitation. It also comprehensively improves China's trade facilitation conditions and enhances the quality and level of export trade in those countries and regions which are related to the "Belt and Road". And those are essential contents and key points for further promoting the construction of the "Belt and Road".

“一带一路”建设有利于维护多边贸易体制，推动自由贸易区建设，促进贸易和投资自由化便利化。全面改善中国贸易便利化条件，提升与“一带一路”共建国家及地区出口贸易质量和水平，是深入推进“一带一路”建设的重要内容和关键所在。

(1) The Belt and Road Initiative optimizes and improves infrastructure construction, which is

conducive to improving the smoothness of trade facilitation. It increases investment in transportation, energy, communications and other infrastructure, while focusing on the development and improvement of hardware facilities such as trade port facilities and trade logistics services, which tend to better the smoothness of trade facilitation. In addition, the Belt and Road Initiative strengthens the support for information technology, implements e-commerce actions, and promotes e-government action plans, which functions as an important means to improve trade facilitation.

(1) “一带一路”优化完善基础设施建设, 有利于提升贸易便利化的顺畅性。“一带一路”可以加大对交通、能源、通信等基础设施的投资力度, 同时注重发展完善贸易口岸设施和贸易物流服务等硬件设施, 这些都提升贸易便利化的顺畅性。另外, “一带一路”加大对信息技术领域的支持力度, 实施电子商务行动, 推动电子政府行动计划, 也是提升贸易便利化的一个重要举措。

(2) The Belt and Road Initiative strengthens the coordination of trade facilitation by establishing a communication and coordination mechanism, which is the essential connotation of trade facilitation. It not only assists the traders to increase understanding and build up trust, but also achieves the purpose of properly solving the friction in trade. The cooperation and exchanges between various academic institutions and think tanks of relevant countries and regions in the “Belt and Road” can effectively realize the effective docking of different trade systems, leading to reducing the costs of institutional transactions, including adjustment of policies of customs clearance and import-export restrictions. Meanwhile, by eliminating the technical barriers to trade, facilitating the consistency and mutual recognition of inspection and quarantine standards, the coordination of trade facilitation is consolidated.

(2) “一带一路”构建沟通协调机制, 强化贸易便利化的协调性。良好的沟通协调机制是贸易便利化的本质内涵要求, 不仅有利于贸易双方增进了解、增加信任, 更可以达到以妥善的方式解决贸易中的摩擦的目的。“一带一路”共建国家和地区的各类学术机构、智库之间的合作与交流, 可以很好地实现不同贸易制度的有效对接, 降低制度性交易成本, 其中包括通关便利化、进出口商品限制政策的调整、贸易技术壁垒的消除、检验检疫标准的一致性和互认等, 强化贸易便利化的协调性。

(3) The Belt and Road Initiative enhances the effectiveness of trade facilitation by lifting the customs clearance efficiency. The Belt and Road Initiative deepens the reform of customs modernization. Through the construction and establishment of a unified import and export business information system, the data distribution, reception and processing are comprehensively realized, so as to ensure the effectiveness, completeness and accuracy of information and data transmission. In addition, The Belt and Road Initiative vigorously guides the simplification of customs import and export procedures, thereby lifting customs administration efficiency and enhancing trade facilitation.

(3) “一带一路”提高海关通关效率, 增进贸易便利化的实效性。“一带一路”可以深化海关现代化改革。通过建设和设立统一的进出口业务信息系统, 综合实现数据的分发、接收和处理, 保证信息和数据传递的时效性、完整性和准确性。另外, “一带一路”大力引导海关进出口流程和手续的简化, 从而提高海关行政效率, 增进贸易便利化。



Part B Terminology Practice

1. **Exporting**（出口）：Sending goods to another country for sale or trade.
2. **Importing**（进口）：Bringing goods from another country for sale or trade.
3. **Minerals**（矿产品）：Commodities obtained through mining.
4. **Comparative advantage**（比较优势）：Situation that exists when a country can produce a product or provide a certain service at a much lower cost than any other country.
5. **Absolute advantage**（绝对优势）：Situation that exists when only one country can produce a certain item, or can produce it more efficiently than any other country. Theory of comparative advantage: An economic theory stating that if one country can produce a product relatively more efficiently than another country, it is beneficial to both countries for the first country to export that product to the other. It is also called the comparative cost theory.
6. **Visible imports and exports**（有形进出口）：The import and export of tangible goods (not services).
7. **Invisible imports and exports**（无形进出口）：The import and export of services rather than actual goods, for example, banking, insurance, professional services, etc.
8. **Balance of trade**（贸易平衡）：The difference between the value of merchandise exports and the value of merchandise imports of a nation during a given period of time.
9. **Exchange rate**（汇率）：The amount of one country's currency that must be paid in order to obtain one unit of another country's currency.
10. **Tariff**（关税）：Duty or tax levied on a specific commodity when it crosses national boundaries.
11. **Quota**（配额）：The maximum quantity of a certain product that is allowed into a country during a given period of time. A quota is used to limit imports.
12. **Export agent**（出口代理商）：An agent who tries to find new markets for products manufactured in their own country.
13. **Patent**（专利）：An exclusive right granted by a government to an inventor to make, use or sell a new device, process, material, or other innovation for a specified period of time.
14. **Royalty**（特许权使用费）：A payment made for the right to use the property of another person for gain. This may be intellectual property, such as books (copyright) or an invention (patent).
15. **Balance-of-payment deficit**（国际收支逆差）：The amount by which money flowing out of the country exceeds the money flowing into the country during a given period of time.
16. **Infant industry**（幼稚产业）：An underdeveloped industry that, in the face of competition from abroad, may not be able to survive the early years of struggle before reaching maturity.
17. **Export subsidy**（出口补贴）：A payment by a government to an industry that leads to an expansion of exports by that industry.
18. **Ad valorem tariff**（从价关税）：A customs duty charged as a percentage of the value of goods rather than on a weight or quantity basis.

19. **Trade facilitation** (贸易便利化) : Refers to the simplification of procedures and processes, the coordination of applicable laws and regulations, and the standardization of infrastructure.

Part C Terms

- | | |
|--|--|
| 1. foreign trade 对外贸易 | 2. overseas trade 海外贸易 |
| 3. international trade 国际贸易 | 4. to trade with... 和……进行贸易 |
| 5. to do business in a moderate way 做生意稳重 | 6. to do business in a sincere way 做生意诚恳 |
| 7. deal 交易, 经营, 处理, 与……交往; to make a deal 做一笔交易 | |
| 8. to deal in 经营, 做生意 | |
| 9. to explore the possibilities of... 探讨……的可能性 | |
| 10. trade circles 贸易界 | 11. to handle 经营某商品 |
| 12. to trade in 经营某商品 | 13. business scope/frame 经营范围 |
| 14. trading firm/house 贸易行, 商行 | 15. trade by commodities 商品贸易 |
| 16. visible trade 有形贸易 | 17. invisible trade 无形贸易 |
| 18. barter trade 易货贸易 | 19. bilateral trade 双边贸易 |
| 20. triangular trade 三角贸易 | 21. multilateral trade 多边贸易 |
| 22. countertrade 对销贸易, 抵偿贸易 | 23. counter purchase 互购贸易 |
| 24. buy-back 回购贸易 | 25. compensation trade 补偿贸易 |
| 26. processing trade 加工贸易 | 27. assembling trade 装配贸易 |
| 28. leasing trade 租赁贸易 | 29. in exchange for... 用……交换…… |
| 30. trade agreement 贸易协议 | 31. global open cooperation 全球开放合作 |
| 32. governance system 治理体系 | |
| 33. community with a shared future for mankind 人类命运共同体 | |
| 34. be conducive to... 有利于…… | 35. community of interests 利益共同体 |
| 36. multilateral trading system 多边贸易体制 | 37. free trade zone 自由贸易区 |
| 38. infrastructure construction 基础设施建设 | |
| 39. communication and coordination mechanism 沟通协调机制 | |
| 40. customs clearance 海关通关 | |

Part D Exercise

I. Answer the following questions in English.

1. What is international trade?
2. What are the major motivations for private firms to operate international business?
3. What is the most essential motive to pursue international trade?
4. What measures do most companies usually adopt to avoid wild swings in the sales and profits?
5. Please give the four major operation forms chosen by most companies.



6. What does balance of payments account mean?
7. What are the basic sources of international revenue and expenditure for most countries?
8. Could you find any differences between Direct Investment and Portfolio Investment? If you can, please tell the main reasons.
9. What is MNE? What are its synonyms?
10. Please give examples to explain “Services are earnings other than those from goods”.
11. What influences the international operational forms which a company will choose?
12. What limits a firm’s sales?
13. What are the advantages for firms to set up joint ventures in overseas market?
14. What does “royalties” mean?
15. What is “franchising”?
16. What is the Belt and Road Initiative?
17. How can the Belt and Road Initiative improve trade facilitation?

II. Match each one on the left with its correct meaning on the right.

- | | |
|-----------------|--|
| 1. motivation | A. to make continual efforts to gain sth. |
| 2. pursue | B. the action of obtaining, esp. by efforts of careful attention |
| 3. mark up | C. which by its nature can not be known by senses, not clear and certain, not real |
| 4. procurement | D. the goods (freight) carried by a ship, plane or vehicle |
| 5. intangible | E. the amount by which a price is raised |
| 6. cargo | F. profit, interest |
| 7. royalty | G. the net value of assets or interest, invest |
| 8. equity | H. not needing other things or people, taking decisions alone |
| 9. yield | I. a share of the profits |
| 10. independent | J. need or purpose |
1. () 2. () 3. () 4. () 5. ()
6. () 7. () 8. () 9. () 10. ()

III. Translate the following terms and phrases into Chinese.

- | | |
|---------------------------------|-----------------------------|
| 1. purchasing power | 2. potential sales |
| 3. mark-up | 4. domestic markets |
| 5. finished goods | 6. profit margin |
| 7. market share | 8. trade discrimination |
| 9. timing | 10. business cycles |
| 11. recovery | 12. economic recession |
| 13. portfolio investment | 14. tangible goods |
| 15. visible exports and imports | 16. revenue and expenditure |
| 17. excess capacity | 18. trade intermediary |
| 19. turn-key operations | 20. license agreement |

IV. Case Study.

Batteries branded “White Elephant” exported from China gained popularity in Southeast Asia, but faced market rejection in the United States. Why?

V. Please try to find out some cases about cultural differences in doing international business.**VI. Please determine whether the following statements are True or False. Then put T for True or F for False in the bracket at the end of each statement.**

1. When dealing in international trade (exporting and importing), a businessman has to face a variety of conditions which differ from those to which he has grown accustomed in domestic trade. ()
2. International trade includes import, export, direct selling and indirect selling trade operations. ()
3. The different distributions of the world's resources can not determine the patterns of world trade. ()
4. Every individual country puts controls on trade for the reasons: (1) To correct a balanced-of-payment deficit; (2) In view of national security; (3) To protect their own industries against the competition of foreign goods. ()
5. International trade transactions can refer to the importation and exportation of goods from one country to another. ()
6. There exists a variety of instruments for achieving the goals of foreign trade policy. ()
7. Licensing agreements could be a satisfactory method of exporting for small firms new to international business. ()
8. Compared with the joint venture, the wholly-owned subsidiary is a less risky mode of entering foreign markets. ()
9. Service exports and imports refer to international earnings other than those from goods sent to another country. ()
10. Services are also referred to as invisible. International business comprises many different types of invisible services. ()
11. If every country in the world use the same currency, the world trade would be much tougher. ()
12. Importing and exporting firms to whom the payment is made in foreign currency can be involved in significant foreign exchange risks because of the fluctuation in interest rates. ()
13. The free flow of international trade benefits all who participate in it. ()
14. Nations sometimes restrict exports of critical raw materials, high technology, or equipment when such export might harm its own security. ()
15. A country usually offers protection to its domestic industries by taxing imports of different foreign goods. ()
16. Digitalization has formed the biggest difference between digital trade and traditional international trade. ()

VII. Translate the following sentences into English.

1. 贸易常被说成是发展的“引擎”。这个比喻虽然过于简单，但它的确说明了对外贸易在经济发展中的重要性。虽然出口的健康增长并不总是快速、持久的经济增长的充分条件，但两者之间积极而密切的联系显然是不可否认的。贸易发展对经济增长的作用表现在很多方面。其中：专业分工带来的利益，国际竞争对国内经济效率的促进作用，提高对发展所需的进口商品的支付能力，而更为普遍的是鼓励投资和企业精神。

2. 国际贸易是一个国家生产的商品和劳务与另一个国家生产的商品和劳务的交换。除了有形贸易，即商品和货物的进出口以外，还有无形贸易，这是指国家之间劳务的交换。希腊和挪威等国拥有庞大的海运船队，提供运输服务，这是无形贸易的一种。无形贸易对一些国家来说，就像原料和商品出口对其他一些国家那样重要。在这两种情况下，这些国家都能赚到钱去购买其所需要的商品。

3. 国际贸易的方式是多种多样的。包销是指卖方在特定地区和一定期限内给予国外客户独家销售指定商品的权力的贸易方式。在这种交往中，商品由包销商承购，自行销售，自负盈亏。这与只收取佣金的代理方式不同；也因为包销商在特定地区享有专营权，而与一般买卖合同有别。

4. 世界上没有任何一个国家能生产它所需的所有产品，所以各国参与国际分工，进行有效的生产和再生产。有时一个国家能够以易货方式从国外购买产品和服务，易货是指以一种货物交换另一种货物，而不是用钱交易。易货贸易本身并不足以满足一个国家的进口需要。但作为一种贸易方式，它对外汇短缺、外资流入远远无法满足外贸需求的发展中国家来说具有一定的吸引力。

5. “数字交付贸易”主要是指数字化交付的服务贸易。可见，数字贸易属于服务贸易的一个分支。在此基础上，按照“交易标的”的划分维度，“数字交付贸易”进一步细分为四个大类，即数字产品贸易、数字服务贸易、数字技术贸易以及数据贸易等。另一方面，“数字订购贸易”则被界定为一种基于数字化订购的商品贸易，跨境电商就是其典型代表。

VIII. Multiple Choices.

- The international division of labor formed in the period of () century.
A. 11 to 12
B. 14 to 15
C. 16 to 18
D. 18 to 19
- The basis of the international division of labor and the development is ().
A. natural conditions
B. population
C. internationalization of capital
D. appearance of countries
- The () of each country determines its status in the international division of labor.
A. productivity
B. market size
C. natural conditions
D. social system
- In the capital primitive accumulation period, the international division of labor is mainly between the ().
A. developed countries and developing countries
B. developed countries and developed countries
C. developing countries and developing countries
D. suzerain and colony

