

Chapter 20

What is Exporting



Objectives

Objectives

- A.** *To learn some basic knowledge about exporting;*
- B.** *To grasp the main idea and the structure of the text;*
- C.** *To master the usage of key special terms, words and phrases in this chapter;*
- D.** *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*



Introduction

Introduction

Do you know how important exporting is to the economic development of a country? All governments take an interest in exporting, because exports speed up the economic development and raise the standard of people's living. Its purposes and significances will be discussed in this chapter.

参考译文

改革开放以来，中国的外贸蓬勃发展，出口逐年递增。那么，你是否知道出口对一个国家的经济发展有多重要？各国政府之所以无不对出口感兴趣，是因为出口加速经济发展，提高人们生活水平。本课将讨论出口的目的和意义。





Main points of the text

Main points of the text

1. more choices for buyers
2. Exports speed up economic development and improve living standard.
3. Expansion and diversification into exports also leads to improvement in the level of science and technology.
4. Exports increase employment.

Main points of the text

5. Low-cost labor factories in Hong Kong.
6. Exchange of surplus
7. The most important goal is the earning of profit.





Background & terminology

Background and terminology

1. **trader's domain** 贸易商的业务或者影响范围

2. **vendee** 买主，买方

3. **the standard of living** 生活水平

4. **comparative advantage** 比较优势

5. **per capita income** 个人平均所得

6. **labor-intensive industries**

industries in which a large amount of labor is used relative to capital. For example, window-cleaning or brick-laying are labor-intensive jobs. Service industries tend to be far more labor-intensive than either primary or secondary industries 劳动密集型产业，是指相对于资金投入来说使用大量劳动力的产业。例如，擦洗窗户、垒砖砌墙就是劳动密集型的工作。服务型产业远比第一或第二产业更加劳动密集

Background and terminology

7.trader: businessman 商人

8.surplus: an amount or quantity in excess of what is needed 盈余, 差, 剩余 (额)

9.exchange: to trade, change 交换, 互换, 交易

10.barter: to trade without using money 以 (货物、财产等) 交换其他货物等 (不使用货币)

11.outlay: expense, expenditure 开支, 费用

12.revenue: income from investments 收入(尤指) 岁收

13. Exporting and its Significance

Exporting is merely an extension of trading to the customer living in another country. It speeds up the economic development and raise the standard of people's living.

出口不过是同居住在另一国家的客户进行贸易的延伸。它加快经济发展, 提高人民的生活水平。



Language points

Language points

1. This extension of the trader's domain is highly important, since it enables the vendee to make a choice between alternative goods in satisfying his needs.

贸易商扩展这种业务范围是很重要的，因为它使得买方在可供选择的商品之间做出选择，以满足自己的需要。

make a choice 做出选择, 例如:

Language points

1. You must **make a choice** when facing with a problem. 当你面临问题时必须做出选择。

2. To go or not? I will give you five minutes to **make a choice**. 去还是不去，我给你五分钟做出选择。

3. The enterprises may **make** their own investment **choices** according to their own judgment.

企业可以根据自己的判断做出自己的投资选择。

Language points

2. Governments take a keen interest in exports because they speed economic development and improve the standard of living of the people.

各国政府对出口怀有强烈的兴趣，因为这加速经济的发展，提高人们的生活水平。

To take(show/ have) a (keen/strong) interest in (doing) sth.= to be (keenly/strongly) interested in (doing) sth. 对.....有强烈的兴趣,例如:

Language points

1. He's taking an **interest in** music. 他对音乐发生了兴趣。
2. She showed no **interest in** talking with me. 她对跟我说话表现出不感兴趣。
3. Now he's grown up he no longer has **interest in** his stamp collection.
他已经长大了，对集邮不再感兴趣了。
4. The foreign customers on the fair took a keen **interest in** our products.
交易会上的国外客户对我们的产品有强烈的兴趣。

Language points

3. Success means increasing the total amount of exports. It also means diversifying those exports—not only in terms of products, but also in terms of export markets.

成功意味着增加出口总量。它也意味着使出口多样化——不仅仅就产品而言，而且出口市场也多样化。

Diversify v. to vary 使（某事物）多样化，使不同

Language points

1. That factory has **diversified** its products.

那家工厂使产品多样化了。

2. A factory must try to **diversify** for further development.

一个工厂要获得进一步发展就要努力使产品多样化。

Language points

In terms of



1.关于, 在...方面, 就...来说

Language points

1. We trust that our product is attractive enough to your endusers **in terms of** both quality and price.
我们相信，我方产品在品质和价格方面对贵方用户都有足够的吸引力。
2. Think of it **in terms of** an investment.
从投资的角度来考虑那件事。
3. The figures are expressed **in terms of** a percentage.
那些数字是以百分数表示的。
4. He referred to your work **in terms of** high praise.
他对你的工作大加赞扬。

Language points

In terms of



2. 依..., 据...; 从...方面;

Language points

1. Facilities are planned and programmed **in terms of** their interrelationships, instead of evolving haphazardly.

按照其内在的关系来营造设施以防止其产生灾难性的进展。

Language points

4. Expansion and diversification into exports also leads to improvement in the level of technological “know-how”.

出口的扩展、多样化也导致技术水平的提高。

“know-how”是合成名词，意为“the practical ability and knowledge necessary to do something”做某事所需要的实际技能和知识。属于informal style (非正式语体)。

lead to (sth.) 导致某种结果。注意“to”是介词，例如：

Language points

1. This misprint **led to** great confusion.

这个印刷错误造成很大混淆。

2. Disobeying the law can **lead to** trouble.

不遵守法律可能引起麻烦。

3. An ordinary cold can soon **lead to** a fever.

普通感冒会很快就引起发烧。

Language points

5. Competition in international markets stimulates exporters to adapt their products to the needs of the market, often leading to the use of more modern technological processes and production methods.

国际市场上的竞争激励出口商让他们的产品适应市场的需要，通常导致使用更多的现代技术加工和生产方法。

本句的谓语动词是“**stimulates**”，它的用法是“**to stimulate somebody to do something**”激励某人做某事

Stimulate v. to excite; encourage 刺激，激励

Competition in international markets stimulates exporters to adapt their products to the needs of the market.

国际市场上的竞争激励出口商调整自己的产品以适应市场需要。

“**often leading to the use of more ...**”是现在分词短语，用作伴随状语。请看下列例句：

Language points

1. Most trade is now carried out using money, both within a country and internationally. 现在，无论在国内，还是国际，大多数贸易都用货币交换。

2. He sat in the armchair reading a newspaper. 他坐在安乐椅中读报。

3. The customs officer stood on deck counting the cases. 海关官员站在甲板上数着箱子。

4. He ran up to me breathing heavily. 他气喘吁吁地跑到我跟前。

Language points

to adapt their products to:使他们的产品适应.....

We must adapt the design of products to the customer's requirements.

我们必须使我们的产品设计适应客户的要求。

Language points

6. Many countries with small populations and very low per capita income find that they have the natural resources to produce particular product.

许多人口少、人均收入很低的国家发现它们拥有生产某种产品的自然资源。

介词短语“with small populations and very low per capita income”在句中用作“Many countries”的后置定语。

Language points

“Per capita income” (人均收入) is derived from national income figures. It refers to the amount of money received by individuals for their own use. A frequently cited measurement of a nation's economic prosperity is its annual gross national product per capita. For example, World Bank estimates of per capita GNP in 2000 ranged from a high of \$44,340 for Luxembourg to a low of \$100 for the Democratic Republic of the Congo (in the United States, \$34,260).

人均收入从国民收入的数字中得出。它是指个人可以自己支配的金钱收入。衡量一个国家经济繁荣程度经常引用的标准是它的人均国民收入。例如，世界银行估计的2000年人均国民生产总值从卢森堡的最高达44,340美元到刚果民主共和国的人均100美元(美国34,260美元)。

Language points

7. A country must achieve a surplus from the export of products that it is good at producing, so that it may import goods for which it has no comparative advantage.

一个国家必须从其善于生产的产品的出口中获得盈余，以便她可以进口那些其没有比较优势的产品。

“that it is good at producing”是定语从句，修饰“products”，从句中的“it”代替“a country”，先行词“products”在从句中充当“producing”的宾语。

Surplus

Language points

1. n. an amount or quantity in excess of what is needed

盈余， 剩餘（額）

The farmer exchanged his surplus with the hunter. 农民同猎人交换其剩余物品。

2.Excess of receipts over expenditures. 盈余： 扣除开支以外的收入盈余额

export surplus 出超（revenues from export is more than import expenditures）

Deficit n. The amount by which a sum of money falls short of the required or expected amount; a shortage 赤字， 不足的数额： 一笔钱达不到所要求或所期望的钱数

Language points

export deficit 入超 (revenues from export is less than import expenditures)

Comparative advantage of China: related to labor resources--- textile and clothing products; toys; bikes...

Disadvantage: related to advanced science and technology--- rice and vegetables from America and Canada; steel from Chili and Australia; airplanes (Boeing) from America; beef from America...

Language points

8. The hunter exchanged his surplus with the farmer, and the business was concluded on a barter basis.

猎人将自己的剩余物和农民进行交换，而这种交易是建立在物物交换基础之上的。

on a barter basis trade that is on the basis of exchanging goods 在物物交换的基础上

At that time, much of the trade was conducted on a barter basis.

在当时，许多贸易都是在物物交换的基础上进行的。

Language points

9. Ultimately however, the most important goal is the earning of profit. If it fails, then the other objectives will also fail. 然而 从事出口贸易的终极目标就是盈利，如果不能盈利，那么，其他的目标也达不到。

注意后一句中的if引导的从句中用一般时代替将来时间。在条件状语从句和时间状语从句中，从句中用一般现在时代替一般将来时。例如：If you understand this rule, you will have no further difficulty. 如果你弄懂这个规则，你就不会再有困难了。

Language points

10. The cost outlays must be less than the revenues received from sales; if not, the resources of the companies will be drained away, and it will wither and die.

成本花费必须低于销售获得的收入，如果不那样的话，公司的资源就会流失，公司就会枯竭甚至消亡。

Drain away

1. to become empty 流失，枯竭

Ditches are dug through swampy land to drain away the water.

在沼泽地里挖了些沟以便把水排走。

2. use up 消耗，消失，耗尽

Due to the poor management, a large amount of money drained away from the corporation. 由于管理不善，那家公司流失了大量的资金。

Language points

11. In the long run the revenues must exceed the costs in order to sustain the company in existence.

从长远来看，为了使公司长久存在下去，收入必须超过成本。

**in the long run in the long-term 从长远来看
We expect a substantial increase in sales of this product in the long run.**

我们希望这个产品从长远来看能增大销量。

Language points

12. In shortage of 缺乏；缺少

America is in shortage of labour. 美国缺乏劳力。

The western area is in shortage of water. 西部缺水。

Language points

**13. Destine: To determine beforehand;
preordain: 预定: 事先决定;**

**This scheme is destined to fail. 这个方案
注定要失败。**

**That film was destined to become a
classic. 那部电影必定会成为经典。**



Summary

Summary of the lesson

Exporting is merely an extension of trading to the customer living in another country. Governments take a keen interest in exports because they speed economic development and improve the standard of living of the people. Expansion and diversification into exports also leads to improvement in the level of technological “know-how”. An important objective of exports is to seek a wider market than the limited home market. A country must achieve a surplus from the export of products that it is good at producing, so that it may import goods for which it has no comparative advantage. Many objectives have been cited for engaging in exporting, and the most important goal is the earning of profit. Above all, the country, the company or the individual will benefit a lot by exporting. This seemingly simple question is not understood by all.





Comprehension questions

Comprehension questions

1. Why is it highly important for the trader to expand his domain?
2. Why are governments strongly interested in exports?
3. What does successful exporting mean?
4. What is the significance of the competition in international markets?
5. Would you say a few words about the objectives of exports by giving your examples?
6. What would happen if the exporting industries are located in rural areas?



對外經濟貿易大學

University of International Business and Economics