

## 语言障碍风险对我国“一带一路”对外贸易与投资的影响分析<sup>1</sup>

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**摘要：**“一带一路”倡议提出五年来，我国对外贸易投资显著增长，语言文化障碍成为“一带一路”贸易投资潜在的风险成本。本文测量了我国与“一带一路”各国的语言障碍，运用扩展引力模型测量语言障碍对我国对外贸易和对外直接投资选址的影响。研究发现，在其他变量不变的情况下，语言障碍风险每降低 10%，我国的进出口贸易、出口贸易额和进口贸易额就分别增长 20%、22.9%和 17.6%，我国对东道国的对外直接投资就增加 10.61%。此外，东道国国内生产总值（GDP）、人均国民总收入（GNI）、东道国政治稳定程度（PO）、地理距离、签订双边投资协定(BTA)、国土接壤(ADJ)和科技水平(TL)等变量对我国“一带一路”贸易投资有影响。本文就我国如何克服语言障碍带来的风险提出建议。

**关键词：**语言障碍；对外贸易；对外直接投资；“一带一路”；风险

### Analyzing the Impacts of Language Barrier Risks on Chinese Foreign Trade and OFDI in the Belt and Road Countries

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**Abstract :** Since the launch of the Belt and Road initiative five years ago, China's foreign trade and investment have increased remarkably. Language and cultural barriers have become potential trade and investment risk costs in the “Belt and Road” construction. This paper measures the language barriers between China and “Belt and Road” countries, and their impacts on the Chinese foreign trade and direct investment with the extended gravity model analysis. The study found that, in the case of other variables unchanged, China's trade and FDI in the host country increased by 20% and 10.61% respectively, with every 10% reduction in the language barriers. In addition, it is also found that variables, including the host country GDP, per capita national income (GNI), political stability degree (PO), geographical distance (GD), signing of bilateral investment treaties(BTA), common border ( ADJ ) and technology level ( TL ) are significantly correlated with the “Belt and Road” trade and OFDI of the B&R countries. This study puts forward possible suggestions to reduce the risks of linguistic barriers on the Chinese trade and OFDI.

**Keywords:** language barrier, foreign trade; foreign direct investment; “Belt and Road”; risks