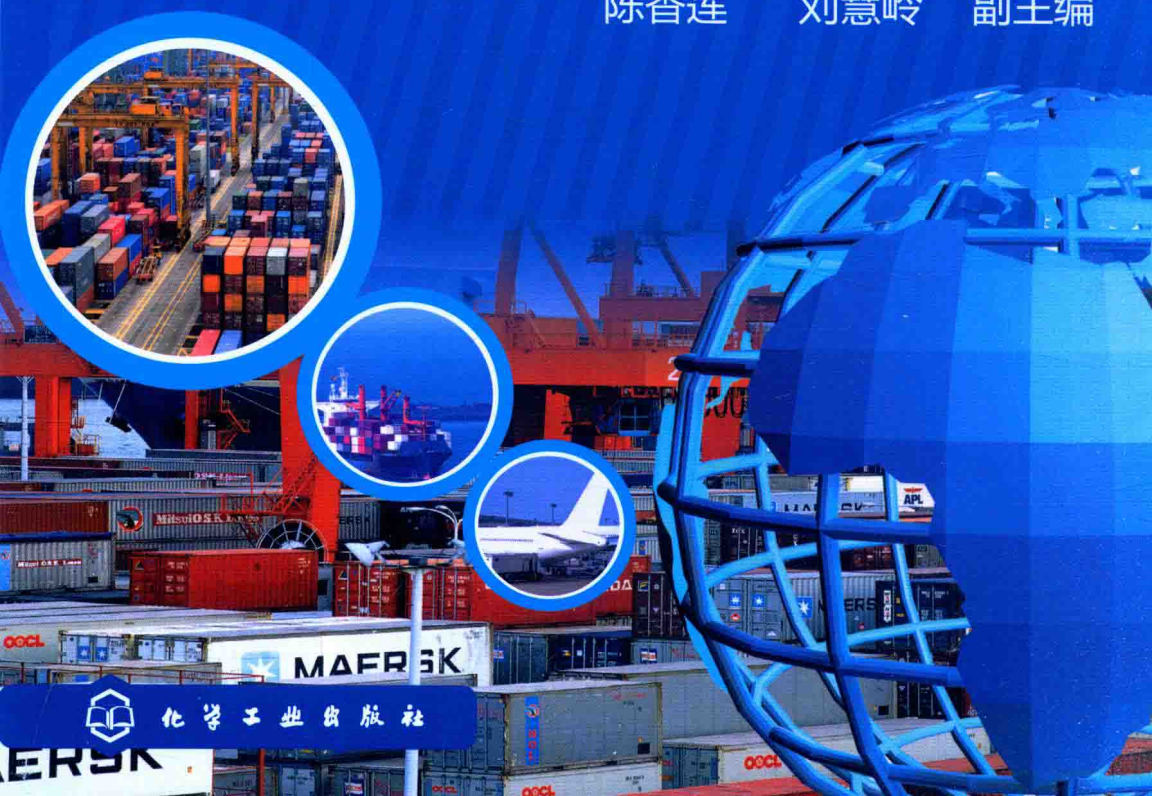


《《 高职高专“十二五”规划教材

国际货运

实用英语

胡惟璇 张 玥 王新云 主 编
陈香莲 刘慧岭 副主编



化学工业出版社

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· 北 京 ·

本书主要包括国际货运业务中的货运代理、国际贸易、报检报关、海运、空运、陆运、多式联运、供应链管理等环节所需的英语语言及实际操作,具有较强的实用性。

本书的编写以职业能力培养为目的,突出国际货运业务操作技能的要点和重难点,着力体现国际货运行业从业人员素质教育和能力本位的精神。教程除设置有课文、练习等通常内容外,特别设置每一模块的问题导入、工作场景对话、单证填写、外贸函电等内容,以增加教学过程的多样性和趣味性。

本书可作为高职高专物流管理、报关与国际货运、国际航运管理、港口管理等专业的专业英语教材;也可供国际货运从业人员自学或岗位培训使用。

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前言 Preface

我国对外经济贸易和国民经济几十年的快速发展为国际货运业的发展奠定了坚实的基础，国际货运业的服务水平和国际竞争力也显著提高。随着“一带一路”战略构想的提出，我国国际货运业与国际接轨的步伐越来越快。本教程的编写旨在提高国际货运业从业人员的业务素质，夯实理论基础，掌握业内术语，熟悉常用的法律法规及国际惯例，培养学生在具备国际货运基础知识的前提下能够准确识别专业词汇并灵活应用专业英语的技能。

本书按照“以职业能力培养为目标，基于业务模块的重难点开发和设计”的理念来组建课程内容。全书由九个模块组成，分别是 Freight Forwarding(国际货运代理)、Overview of International Trade Practice(国际贸易实务概要)、Formalities for Import and Export Cargo(货物进出口手续)、Marine Cargo Insurance(海运保险)、Marine Cargo Transportation(海洋货物运输)、Land Freight Transport(陆路货物运输)、Air Freight Transport(航空货物运输)、Multimodal Transport(多式联运)、Supply Chain Management(供应链管理)。此外，附有近三年“全国国际商务单证专业培训考试”(英文操作卷)的真题供教学参考。

本书的主要特色是：(1) 突出专业知识。所选素材全部来自于西方国际货运实务资料，每个模块围绕一个专业主题展开，让具有一定专业背景的学生能够很自然地把所学专业知识和国际货运英语语言紧密结合起来，易于理解和学习。(2) 强调实践技能。每个模块均由概述、问题引导、课文、场景对话或案例分析、操作实训、关键语言点、习题、习题答案组成，承接自然，重点突出。学生通过反复操练和实践，能对重点知识对应的英语产生深刻印象。(3) 贴近教学实践。主要编写人员全部来自高等职业院校专业英语教学一线，并得到来自国际货运代理企业、航运企业、外贸企业、报关行等实际工作岗位的专家指导；既对企业需求和学生的学习能力有深入的了解，又充分考虑了广大教师的教学需求。本书可作为高职高专物流管理、报关与国际货运、国际航运管理、港口管理等专业的专业英语教材；也可供国际

货运从业人员自学或岗位培训使用。

本书由武汉交通职业学院、武汉理工大学博士研究生胡惟璇，重庆工业职业技术学院张玥，池州职业技术学院王新云共同担任主编。本书具体编写分工为：张玥（模块一、模块二）、刘慧岭（模块三）、胡惟璇（模块四、模块五、附录）、陈香莲（模块六）、王新云（模块七、模块八）、汪拓和刘莲莲（模块九）。全书由胡惟璇统稿，武汉理工大学在读博士研究生刘慧岭协助。本书在编写过程中参考了大量同行学者的文献资料，在此向所有文献作者表示衷心的感谢！由于编者水平有限，书中的纰漏或不足之处在所难免，恳请各位专家学者、同行教师、企业界人士及广大读者批评指正。

编者

2015 年 10 月

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Module One

Freight Forwarding

Introduction

In this Module, you will learn about the scope of freight forwarding services, some basic knowledge about FIATA, and how to write an appropriate Email.

Lead in

Discuss the following questions in groups.

1. What's Freight Forwarding?
2. What services can you get from freight forwarders?
3. How much do you know about FIATA?

Reading

Text 1 Introduction to Freight Forwarding Services

Freight forwarding industry is an intermediary service industry between businesses and transport companies. A freight forwarder, or forwarding agent, is usually a company that acts on behalf of importers and exporters, arranging the collection and delivery of their clients' goods to and from countries of the world. They are the link between the seller and the buyer, utilizing their expertise in various methods of transport to move cargo efficiently according to their customers' requirements. Responding to changing customer demands, many forwarders also provide more value-added services such as warehousing, distribution and total logistics solutions.

The following is a list of services that a freight forwarder on behalf of the consignor (exporter) and the consignee (importer).

On Behalf of the Consignor (Exporter)

1. Choose the route, mode of transport and a suitable carrier.
2. Book space with the selected carrier.

3. Take delivery of the goods and issue relevant documents such as the *Forwarders' Certificate of Receipt* (FCR), the *Forwarders' Certificate of Transport* (FCT), etc.

4. Study the provisions of the letter of credit (L/C) and all Government regulations applicable to the shipment of goods in the country of export, the country of import, as well as any transit country; he would also prepare all the necessary documents.

5. Pack the goods, taking into account the route, the mode of transport, the nature of the goods and applicable regulations, if any, in the country of export, transit countries and country of destination.

6. Arrange warehousing of the goods, if necessary.

7. Weigh and measure the goods.

8. Draw the consignor's attention to the need for insurance and arrange for the insurance of goods, if required by the consignor.

9. Transport the goods to the port, arrange for customs clearance, related documentation formalities and deliver the goods to the carrier.

10. Attend to foreign exchange transactions, if any.

11. Pay fees and other charges including freight.

12. Obtain the signed bills of lading from the carrier and arrange delivery to the consignor.

13. Arrange for transshipment if necessary.

14. Monitor the movement of goods all the way to the consignee through contacts with the carrier and the forwarders' agents abroad.

15. Note damages or losses, if any, to the goods.

16. Assist the consignor in pursuing claims, if any, against the carrier for loss of the goods or for damage to them.

On Behalf of the Consignee (Importer)

1. Monitor the movement of goods on behalf of the consignee when the consignee controls freight, that is, the cargo.

2. Receive and check all the relevant documents relating to the movement of the goods.

3. Take delivery of the goods from the carrier and pay the freight costs.

4. Arrange customs clearance and pay duties, fees and other charges to

the customs and other public authorities.

5. Arrange transit warehousing, if necessary.
6. Deliver the cleared goods to the consignee.
7. Assist the consignee, if necessary, in pursuing claims, if any, against the carrier for the loss of the goods or any damage to them.
8. Assist the consignee, if necessary, in warehousing and distribution.

Text 2 Introduction to FIATA

Who is FIATA?

FIATA, in English “*International Federation of Freight Forwarders Associations*”, was founded in Vienna/Austria on May 31, 1926.

FIATA, a *non-governmental organization*, represents today an industry covering approximately 40,000 forwarding and logistics firms, also known as the “*Architects of Transport*”, employing around 8~10 million people in 150 countries.

FIATA has consultative status with the *Economic and Social Council (ECOSOC)* of the United Nations, the *United Nations Conference on Trade and Development (UNCTAD)*, and the *UN Commission on International Trade Law (UNCITRAL)*.

It is recognized as representing the freight forwarding industry by many other governmental organizations, governmental authorities, private international organizations in the field of transport such as the *International Chamber of Commerce (ICC)*, the *International Air Transport Association (IATA)*, the *International Union of Railways (UIC)*, the *International Road Transport Union (IRU)*, the *World Customs Organization (WCO)*, the *World Trade Organization (WTO)*, etc.

In summary FIATA is the largest non-governmental organization in the field of transportation. Its influence is worldwide.

Objectives

FIATA's main objectives are

- to unite the freight forwarding industry worldwide
- to represent, promote and protect the interests of the industry by participating as advisors or experts in meetings of international bodies dealing with transportation

- to familiarize trade and industry and the public at large with the services rendered by freight forwarders through the dissemination of information, distribution of publications, etc.

- to improve the quality of services rendered by freight forwarders by developing and promoting uniform forwarding documents, standard trading conditions, etc.

- to assist with vocational training for freight forwarders, liability insurance problems, tools for electronic commerce including electronic data interchange (EDI) and barcode.

Congresses

Each year, FIATA holds a World Congress. This international event brings together the freight forwarding industry and transport world. It serves to conduct the business of the Federation, is a social occasion and last but not least acts as a meeting place to conduct business.

Participation is between 800 and 1500 persons.

Organization

FIATA is structured into Institutes, Advisory Bodies, and Working Groups each in their turn dealing with every aspect that affects the international movement of freight.

The Institutes, which usually meet twice per year, carry out the technical work of the Federation. Currently FIATA has three, namely

- *Air Freight Institute (AFI)*
- *Customs Affairs Institute (CAI)*
- *Multi-modal Transport Institute (MTI)*

Some of the Institutes have some permanent Working Groups; e.g. the MTI has three for Sea, Rail and Road Transport, and the AFI one for IATA matters. Working Groups report to their respective Institutes and meet according to necessity.

For matters that affect the whole of the freight forwarding industry there are five Advisory Bodies:

- *Advisory Body of International Affairs (ABIA)*
- *Advisory Body of Information Technology (ABIT)*
- *Advisory Body Legal Matters (ABLM)*

- *Advisory Body Safety and Security (ABSS)*
- *Advisory Body Vocational Training (ABVT)*

They co-operate with the Institutes and Working Groups, if required, and meet according to necessity.

FIATA Association members are divided into 4 regions worldwide. They are:

- Africa/Middle East
- Americas
- Asia/Pacific
- Europe

The primary target of the Regional Meetings is to bring forward the regional issues, and if necessary submit them to the Institutes and technical bodies of FIATA. The intention is to identify and assist regional members in solving their local industry problems. Another important objective is to gain synergies between the member countries of the region and to import and export these benefits to other associations. The Regional Bodies meet normally twice a year at the HQ Session in Zurich and at the annual FIATA World Congress. Regional field meetings may be held, if necessary, between the HQ Session and the World Congress.

It is the target of the Regional Bodies to be more active in the different Advisory Bodies, Institutes and Working Groups of FIATA and all interested parties are invited to e-mail their interest to the chairman or manager of the relevant Regional Body. In countries where no national association exists, all individual members are requested to form a national association. FIATA would be happy to assist whenever help is needed. Future targets of the Regional Bodies are to gain more individual members in all countries, only with more national associations and more individual members, the Regional Bodies will become strong and will have a reputable voice within FIATA.

Discussion

1. Make examples talking about the services the Freight Forwarder may provide.
2. Who is FIATA?
3. What are the main objectives of FIATA?

- 4. What are the organizations of FIATA?
- 5. How many regions are the FIATA Association members divided into. And what are they?

Case-Study

International Freight Forwarding Service from China

Country/Region	China
City & Province	Guangdong/Shenzhen
Company	Seabay International Freight Forwarding Ltd
Categories	Products
Update	2015-7-21 20:48:08

Company Profile

SeaBay International Freight Forwarding Ltd

SeaBay International Freight Forwarding Limited is a licensed international freight forwarding business operator approved by Ministry of Commerce, Ministry of Communications, Customs General Administration of P.R.C. (License No.: MOFCOM 19877). As a member of China International Freight Forwarders Association (CIFA), SeaBay enjoys a high reputation in the cost effective services, stable financial status and professional services among the Southern China logistics industry.

Taking the advantage of a highly developed transportation web, on which its headquarter is located, with highways connecting cities and towns in South China, three international container ports in Hong Kong, Guangzhou and Shenzhen, and five international airports, SeaBay offers a full range of innovative services with efficient cost. These services include air and sea import and export, consolidation, customs clearance, warehousing, trucking, container transloading and distribution, insurance brokerage.

SeaBay understands that professional knowledge and efficiency are the core competitive advantage of companies in the 21st century. SeaBay possesses the first-class personnel with updated knowledge and expertise in logistics. Owing to the connection by the Extranet to the airliners, shipping companies, custom offices and goods inspection departments in China and Hong Kong, SeaBay is able to clear customs in a paperless way, and to get

information in no time of the goods in freight forwarding.

After 7 years of operation, SeaBay has become one of the fastest growing international freight forwarders in China. SeaBay is currently operating on an aggressive strategy to satisfy different demands of its customers, and to keep up with the fast growing economy boom of China.

Product Details

Nice to meet you, this is Paul Zhang from SeaBay International Freight Forwarding China.

SeaBay International Freight Forwarding Ltd is a class-A licensed international freight forwarding business operator. We are:

-approved by Ministry of Commerce, Ministry of Communication, Customs General Administration of P.R.C.

-SGS audited supplier, Alibaba Golden Supplier and Trust Pass Member with more than 12 years forwarding experience.

Our long-term huge volumes ensure we offer the most preferential rate and professional service.

General services we offer:

1. Freight consolidation
2. Customs clearance
3. Domestic transportation
4. Conceal identity of true shipper or real consignee
5. Door to Door delivery (pick up, deliver to door)
6. Export License
7. Local trucking

Procedure:

1. We contact your supplier to arrange picking up or loading.
2. We confirm the chargeable weight in our warehouse.
3. We issue the invoice to you to arrange payment.
4. We arrange customs clearance and deliver the goods once payment arrives.
5. We offer daily (working day) report to update the status of shipment.

Inquiry with the following detail information will be highly appreciated.

1. Name of commodity

2. Total Gross Weight of commodity
3. Total Volume of commodity
4. Port of loading (POL)
5. Port of discharges (POD)
6. FOB terms or EXW terms
7. Insured value (insurance fee: $0.002 \times 1.1 \times \text{fob value}$)
8. If need Customs clearance in destination
9. If need delivery to door (DDU/DDP)

SeaBay is not just an air cargo forwarder, but also your logistics projects consultant from China; we tailor your shipping solution, save your budget, secure your goods, and wipe off your annoyances.

Longing to be your professional, responsible and reliable partner.

Should you have any questions or doubts, please feel free to contact us.

Warmest Regards

Paul(Sales Representative)

Mobile: 86-15813704730

Skype ID 1/4, >zhangyuzhou

Fax: 86-755-82141001 82141213

SeaBay International Freight Forwarding Ltd.

Practice:

1. Writing: Write an Email to the above supplier.
2. Speaking: Make dialogues according to the above case-study.

Foreign Correspondence E-mail

Email etiquette

It is amazing to find that in this day and age, some companies have still not realized how important their email communications are. Many companies send email replies late or not at all, or send replies that do not actually answer the questions you asked. If your company is able to deal professionally with email, this will provide your company with that all important competitive edge. Moreover by educating employees as to what can and cannot be said in an email, you can protect your company from awkward liability issues. The following passages will discuss the main

etiquette rules and provides advice on how employers can ensure that they are implemented.

Why do you need email etiquette?

A company needs to implement etiquette rules for the following three reasons:

1. Professionalism: by using proper email language your company will convey a professional image.
2. Efficiency: emails that get to the point are much more effective than poorly worded emails.
3. Protection from liability: employee awareness of email risks will protect your company from costly law suits.

What are the etiquette rules?

There are many etiquette guides and many different etiquette rules. Some rules will differ according to the nature of your business and the corporate culture. Below is the list of 32 most important email etiquette rules that apply to nearly all companies.

32 most important email etiquette tips:

1. Be concise and to the point
2. Answer all questions, and preempt further questions
3. Use proper spelling, grammar & punctuation
4. Make it personal
5. Use templates for frequently used responses
6. Answer swiftly
7. Do not attach unnecessary files
8. Use proper structure & layout
9. Do not overuse the high priority option
10. Do not write in CAPITALS
11. Don't leave out the message thread
12. Add disclaimers to your emails
13. Read the email before you send it
14. Do not overuse Reply to All
15. Mailings > use the bcc: field or do a mail merge
16. Take care with abbreviations and emoticons
17. Be careful with formatting
18. Take care with rich text and HTML messages