



北京市高等教育精品教材立项项目

国家示范性高职院校建设成果·职业英语系列

总主编：胡扬政 王莉莉

刘 梅 等 主编

国际物流和货代 英语实训

ENGLISH PRACTICE FOR
INTERNATIONAL FREIGHT FORWARDING

清华大学出版社



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内 容 简 介

针对国际货代业对人才的实际需要,本教材沿用高职专业英语教材建设的“6P”知识载体的建设模式,按国际货代关键环节的活动场景设计教学环节,介绍了公司业务推广、客户服务及日常沟通、包装设计、运输、仓储、委托承运、货运报价、报关及报检等内容,使学生具备运用英语进行工作的能力。

本教材可作为高职高专院校物流管理专业学生的教学用书,也可作为广大物流行业从业人员教育培训的参考读物。

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物流是流通的命脉,是国家经济建设的关键环节之一。随着我国经济的迅猛发展以及国际贸易交往的日益频繁,我国流通市场也随之全面对外开放,不仅为我国的国际物流市场和货运代理业提供了良好的发展契机,也迎来了国际物流集团的激烈竞争,特别是人才的竞争。竞争与机会并存。具有一定物流英语工作技能已成为许多物流公司招聘员工,特别是货运代理职位的首选条件。物流行业的快速发展将为具有较高物流英语能力的高职生提供更为广阔的发展空间。因此,北京财贸职业学院国家级示范专业——物流专业把提高学生的物流英语能力,特别是国际货代方面的英语能力,提升学生的综合职业竞争力,满足社会对物流人才的新需求,作为增强专业综合实力的不可缺少的一项重要任务。本书编者与专业英语教师联手合作开发了物流专业的优质核心课程“国际物流和货运代理”的拓展课程——国际货代英语,并为该课程编写了以工作过程为导向的英语实训教材《国际物流和货代英语实训》。

这是一本根据物流行业特别是国际货代业对高职教育培养的物流人才的需求而编写的实训教材。为了体现职业英语培养特色,体现工学结合的优势,培养国际物流与货代所需要的具有较高英语工作能力的“新一代”员工,本书编者走访了多家物流企业,尤其是国际货代企业,确定物流英语涉及的主要岗位及应用方法等,最终在调研的基础上归纳总结出八个主要任务,并以这八个主要任务为学习情境开展本教材的编写工作。本教材旨在让学生掌握利用专业英语进行基本货代业务的工作能力,通过不同任务的模拟实训和反复训练,掌握国际货代业务管理中的交流、客服、业务处理、单证填写等技能。

本教材的特色体现在以下方面。

(1) 教材建设理念:以发展学生国际货代英语工作能力为中心,以实训任务为导向。

(2) 沿用高职专业英语教材建设的“6P”知识载体为本教材的建设模式。

- Profession(职业):以物流职业工作内容为教材编写主线。

- Position(职位):以国际货代这一职位工作任务构成教学模块。

- Procedure(过程):以国际货代工作过程为教学内容。

- Point(要点):以国际货代工作过程中的语言要求和注意事项为技能要点。

- Performance and Practice(演练和实训):通过模拟演练和岗位实训,提高学生在物流,特别是在国际货代中的英语应用能力。

(3) 教材设计:以“6P”为知识载体建设教材,以国际货代业务关键环节的活动场景设计教学内容,以具有代表性的国际物流公司为“目标”确定实训任务,提高学生的职业英语

能力。

(4) 编者队伍:本教材以行业专家为教材指导,以专业教师为专业策划,以“一线”英语教师为主编,力求教材的职业性、专业性和英语语言的规范性。

本教材编写分工如下:刘梅编写了实训模块一、实训模块二;苑丽娟编写了实训模块四和实训模块七;宋娜编写了实训模块三;包博编写了实训模块五;刘莉编写了实训模块六;宋光辉编写了实训模块八。胡扬政确定教材的建设特色和教学栏目设计等。王艳、李作聚和王莉莉担任专业策划。

由于时间仓促,编者水平有限,错漏之处在所难免,恳请读者多提宝贵意见,以便再版时补充更正。

编 者

2012 年 5 月

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Unit One Business Promotion

实训模块一 公司业务推广

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Practice 2 Visiting the Logistics Company

实训项目 2 参观物流公司

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实训项目 3 介绍物流公司的主要业务

Practice 4 Writing E-mail on Company's Business Promotion

实训项目 4 撰写与公司业务推广相关的电子邮件

Position of Service 服务岗位

Logistics is not a new thing because since the beginning of human civilization there has been the “move” of the goods. In the terms of modern logistics, logistics is the efficient flow of materials and information. Most professionals in the business think of logistics as the most competitive and exciting job. Many logistics companies which have the transportation department, the warehousing department, the service department, the international department, the operation department, and special item department can fulfill such tasks as packaging, warehousing, material handling, inventory, and transport and so on. Each department of the logistics company has the basic function, for example, the duty of transportation department is dispatching cars, programming reasonable transportation route, managing vehicles and disposing transportation bill of document. The duty of warehousing department is arranging goods storage, controlling inventory storage, distributing warehouse, managing warehouse and dealing with the storage bill of document. And the duty of the service department is communicating with customers, solving the problems for customers, dealing with complaints, assorting with each department and dealing with lash-up problem. And the duty of the international department includes Customs declaration, Customs inspection and dealing with international freight bill, while the duty of special item department is the exploitation of new items.

Service Procedure 服务流程

- ◆ Giving regards to the customer
向客人问好
- ◆ Asking for the requirements of the customer
询问客人需要什么服务
- ◆ Introducing the company's main condition to the customer
向客人介绍公司的主要情况

- ◆ Introducing the company's main business to the customer
向客人介绍公司的主要业务
- ◆ Negotiating and cooperating with the customer
与客人洽谈合作
- ◆ Providing the personalized service to the customer
为客人提供个性化方案
- ◆ Wishing the pleasant cooperation
祝愿合作愉快

Skill Points 技能要点

1. Introduction of the logistics company
物流公司的介绍
 - ◆ Time and address of the company established
公司成立的时间和地址
 - ◆ Scale of the company
公司规模
 - ◆ Number of the employees
员工人数
 - ◆ Headquarter of the company and the distribution of the branch
公司总部以及分公司
 - ◆ Number of the car
车辆规模
 - ◆ Location of the warehouse
仓库位置
 - ◆ Status in the logistics industry
在物流行业的地位
 - ◆ Self-introduction of the salesman
业务员自我介绍
2. Main business Introduction of the logistics company
物流公司的主要业务
 - ◆ International freight agency
国际货运代理
 - ◆ Domestic freight agency
国内货运代理
 - ◆ Storage and distribution
仓储配送
 - ◆ FCL and LCL service of container
集装箱整箱和拼箱业务
 - ◆ Bonded service

保税业务

- ◆ Customs declaration agent

代理报关

- ◆ Customs Inspection agent

代理报检

Practice 1 Introducing the Logistics Company

实训项目 1 介绍物流公司

Task of Service Practice 实训任务

- ◆ Miss. Li, a salesman of the logistics company, is receiving a customer, Mr. Smith. She is giving the introduction of her company to this potential client, such as the time of establishment, the company scale, the status in the industry and the main services.

李小姐是物流公司的一名业务员,正在向潜在客户史密斯先生介绍公司的主要情况,如成立时间、公司规模、行业内排名、主要业务等。

- ◆ The information is as follows: self-introduction, introduction of the logistics company, understand the customer's need and negotiating on cooperation intention.

这些信息包括自我介绍、物流公司简介、了解客户需求及洽谈合作意向。

Service Practice 服务实训

Now, let's begin the practice based on *Task of Service Practice*.

请按照上述实训任务开始实训。

Model of Service Practice 实训对照

Li Jin: an employee of the logistics company

Smith: a potential customer

Li Jin: Good morning, sir! It is a pleasure to talk with you!

Smith: Good morning! I'm also glad to share this wonderful time with you!

Li Jin: Now let me introduce myself to you! My name is Li Jin. And I have been working in this company for 2 years.

Smith: Oh, I see. How do you feel about your company?

Li Jin: Well, our company is very good and I do feel contented working here. It entered the Mainland China in 1979 and established the first China Office in 1981. It owns a Class A licensed international freight forwarding company in Shanghai, and enjoys a national network of branches covering major cities like Beijing, Tianjin, Dalian,

Qingdao, Ningbo, Nanjing, Wuhan, Chengdu, Chongqing, and Shenzhen.

Smith: Oh, it's quite a large company!

Li Jin: Yes, our company covers more than mere Transportation Services in China. Integrated Services and Special Services are also included.

Smith: Oh, I see. What do you mean by saying Integrated Services?

Li Jin: Well, Integrated Services involve comprehensive logistics solutions, global supply chain management, value-added services, procurement or distribution logistics, warehouse operations, and spare parts distribution in China, etc.

Smith: Oh, really. How about the Special Services?

Li Jin: Special Services consist of Fairs and Exhibitions, Global Sports Events, Project services, Heavy lifts, Event logistics, art logistics, household and office removals, and consulting.

Smith: I know.

Li Jin: If you have any demand in these aspects, I am very glad to provide any of the services for you.

Smith: I am interested in your company's special services and I want to know more details. Let's get down to business, shall we?

Li Jin: OK! I will give more information to you! It's our pleasure to do business with you.

李 锦: 早上好, 先生! 很高兴和您交谈!

史密斯: 早上好! 我也很高兴能和你共同度过这段时间!

李 锦: 先自我介绍一下, 我叫李瑾, 在公司已经工作两年了。

史密斯: 噢, 你觉得你的公司如何?

李 锦: 我觉得在这里工作很满意, 我公司于 1979 年进驻中国, 第一家中国办事处成立于 1981 年, 在上海拥有 A 级授权的全球货运代理公司, 国内分公司有北京、天津、大连、青岛、宁波、南京、武汉、成都、重庆和深圳。

史密斯: 噢, 真是个大公司!

李 锦: 是的, 我公司在中国的业务不仅限于运输服务, 综合业务及特殊业务也是我们的服务范围。

史密斯: 综合业务包括哪些内容?

李 锦: 综合业务包括在中国的综合物流解决方案、全球供应链管理、增值服务、采购或销售物流、仓库作业以及备件销售等。

史密斯: 那特殊业务呢?

李 锦: 特殊业务包括会展、全球体育赛事、项目服务、货物起吊、活动后勤、艺术物流、家庭和办公室搬迁、咨询服务。

史密斯: 我明白了。

李 锦: 如果您在这些方面有任何需求, 我很高兴向您提供服务。

史密斯: 我对贵公司的特殊业务很感兴趣, 我想知道更多的细节, 我们来商谈一下吧。

李 锦: 好的! 下面我将给您提供更多的信息! 和您合作是我们的荣幸。

Practice 2 Visiting the Logistics Company

实训项目2 参观物流公司

Task of Service Practice 实训任务

- ◆ Zhao Jun, a salesman of the logistics company, is accompanying a customer to visit his company and its departments.
物流公司的业务员赵军,带领一位客户参观公司以及各个部门。
- ◆ The departments of the logistics company include the transportation department, the warehousing department, the service department, the international department, the operation department and special item department.
物流公司的部门包括运输部、仓储部、客服部、国际部、操作部以及特殊项目部。
- ◆ He is briefly explaining the basic function of each department.
业务员简单介绍各部门的基本职能。

Service Practice 服务实训

Now, let's begin the practice based on *Task of Service Practice*.
请按照上述实训任务开始实训。

Model of Service Practice 实训对照

Zhao Jun: an employee of the logistics company

Smith: a potential customer

Zhao Jun: Good afternoon, sir! It's my honor to accompany you to visit our company!

Smith: I am also delighted with your warm service!

Zhao Jun: Thanks for your praise, Sir! Now come with me and I will introduce the departments of our company to you!

Smith: OK.

Zhao Jun: There are the transportation department, the warehousing department, the service department, the international department, the operation department, and the special item department in our company.

Smith: I know. And what are the duties of these departments?

Zhao Jun: Well, the duty of transportation department is to dispatch vehicles, program reasonable transportation rout, manage vehicle, and deal with transportation bill of document.

Smith: That's good.

Zhao Jun: And the duty of warehousing department involves material storage, inventory controlling, warehouse layout, warehouse management, and storage bill dealing.

Smith: A lot of work.

Zhao Jun: Yes, the duty of service department consists of communicating with the customer, solving problems for the customer, dealing with complaints, coordinating each department and dealing with contingency.

Smith: I see.

Zhao Jun: The duty of international department includes Customs declaration, Customs inspection and dealing with international freight bill.

Smith: Thanks a lot.

Zhao Jun: You are welcome! And the last but not the least, the duty of special item department is for the development of new items.

Smith: You are so kind to give me the detailed description of your company.

Zhao Jun: It is my pleasure to do so.

赵 军: 下午好, 先生! 很荣幸陪您参观我公司!

史密斯: 多谢你的热情服务!

赵 军: 您客气了! 请跟我来, 我将为您介绍我公司的各个部门。

史密斯: 好的。

赵 军: 我公司主要由运输部、仓储部、客服部、国际部、操作部以及特殊项目部组成。

史密斯: 那么, 这些部门的职责各是什么呢?

赵 军: 运输部负责调度车辆、合理规划运输路线、车辆管理以及处理运输单据。

史密斯: 明白了。

赵 军: 仓储部的职能是安排货物储存、库存控制、仓库布局、仓库管理以及仓储单据处理。

史密斯: 噢, 工作很多。

赵 军: 是的。客服部的职能是与客户沟通、为客户解决问题、处理投诉、部门衔接以及处理应急问题。

史密斯: 我明白了。

赵 军: 国际部的职能是报关、报检、处理国际货运单据。

史密斯: 非常感谢!

赵 军: 不客气! 最后还有一个部门, 特殊项目部负责新项目的开发。

史密斯: 感谢你这么细致的介绍。

赵 军: 为您服务是我的荣幸。

Practice 3 Introducing the Main Business of the Logistics Company

实训项目 3 介绍物流公司的主要业务

Task of Service Practice 实训任务

- ◆ Zhang Li, a salesman of the logistics company, is introducing the company's business thoroughly to the customer who has the cooperation intention.

张力是物流公司的一名业务员,正在为有合作意向的客户详细介绍公司的业务。

- ◆ The special services involve the fairs and exhibitions, the global sports events, the project services, heavy lifts, event the logistics, the art logistics, the household and office removals or consulting.

特殊业务包括会展、全球体育赛事、项目服务、货物起吊、活动后勤、艺术物流、家庭和办公室搬迁、咨询服务。

Service Practice 服务实训

Now, let's begin the practice based on *Task of Service Practice*.

请按照上述实训任务开始实训。

Model of Service Practice 实训对照

Zhang Li: a salesman at the Logistic Company

Smith: a customer

Zhang Li: Good morning! Sir, it is pleasant to see you!

Smith: Good morning! I'm also glad to share this wonderful time with you!

Zhang Li: Now, let me introduce myself to you! My name is Zhang Li. And I work in this company for 3 years and I love my job very much!

Smith: Oh, good.

Zhang Li: Our company in China covers not only the mere transportation services, but also the integrated services and the special services.

Smith: Oh, I have heard a little.

Zhang Li: Really, the integrated services involve the comprehensive logistics solutions, the global supply chain managements, the value-added services, the procurement or distribution logistics, the warehouse operations, and the spare parts distribution.

Smith: OK. How about the special services?

Zhang Li: The special services involve the fairs and exhibitions, the global sports events, the project services or heavy lifts, event the logistics, the art logistics, the household and office removals or consulting.

Smith: Thanks for your excellent description. And may I know your company's main service district?

Zhang Li: You are welcome. Our company has a total of over 260 000sqm Logistics and warehousing facilities in many major port cities and big cities.

Smith: OK! I will contact you again.

张 力: 早上好! 先生! 很高兴认识您!

史密斯: 早上好! 我也很高兴和你共度这段时间!

张 力: 首先自我介绍一下,我叫张力,在公司工作三年了,我很喜欢这项工作。