



中国报关协会统编高等职业教育系列教材
全国职业院校报关技能大赛备赛参考书

BAOGUAN YU GUOJI HUOYUN ZHUANYE YINGYU

院校主编◎荣 瑾

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报关与国际 货运专业英语

院校企业联合编写 | 报关大赛成果转化
精选企业一线案例 | 提供丰富增值服务

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序

这套“统编高等职业教育系列教材”是由中国报关协会报关行业职业教育工作委员会组织行业管理部门、职业院校和报关企业等各方面专家，融合、吸收多年来全国职业院校报关技能大赛的成果，历经数年艰苦努力编写而成的。教材将高等职业教育特色与报关职业要求紧密结合，兼备系统性、专业性和可操作性，将在丰富报关职业技能知识、提高报关后备人才教学水平等方面发挥积极作用。

高职院校是报关后备人才的主要培养基地，设计科学的教学体系，提供与之相适应的教材，帮助、指导高职院校加强能力建设和提高教学水平，是报关行业职业教育工作委员会的重要职责。希望该委员会再接再厉，提供更好的服务，当好高职院校的“娘家人”，在高职院校和社会各方的共同努力下，培养出更多更优秀的报关后备人才。

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前 言

2013 年, 中国货物进出口 4.16 万亿美元, 增长 7.6%, 一举成为世界第一货物贸易大国, 与外贸相关的服务业得到蓬勃发展, 外贸、国际货运代理、报关和报检业务的高素质从业者势必成为行业急需的专门人才。外贸及相关服务业的行业特点决定了从业者应具有较好的英语基础和较强的专业英语应用能力, 这一关键能力将影响从业者最初的岗位适应性, 甚至制约着日后的职业发展。本教材注重英语基础的铺垫及专业英语应用能力的分解、训练和提升。

本书可作为高等职业院校报关与国际货运专业、国际物流等相关专业的专业英语教材, 也可作为报关员、国际货代员、报检员、外贸业务员学习与工作参考用书。

本专业英语教材集行业时事要闻、业务实用英语为一体, 紧贴实际业务需要。全书内容包括五个模块:

模块名称	主要内容	建议开设学期	建议学时
模块一 国际贸易背景知识模块	国际商务礼仪和国际港口知识	第一和第二学期	36
模块二 进出口业务模块	外贸英语的函电与口语, 用具体的业务实例对两者进行整合。以一笔业务为载体, 学生以固定角色进行相关学习内容的情境演练。学习内容的旁边配插图, 为学生们的情境演练提供参考	第二学期	108
模块三 国际货运代理业务模块	货代业务范围和职责、海运、航空运输、集装箱及多式联运专业英语	第三或第四学期	64
模块四 报关业务模块	中国海关、报关程序方面的专业英语	第三或第四学期	48
模块五 报检业务模块	出入境检验检疫规定及程序方面的专业英语	第三或第四学期	24

模块一“国际贸易背景知识”不单独开设, 可在第一、二学期《基础英语》课程授课过程中, 渗透、穿插模块一的某些内容, 有些内容也可安排课下泛读。模块二是模块三、四、五的学习基础, 建议在开设《国际贸易实务》课程后的第二学期单独开设。关于模块三、模块四和模块五, 各学校可根据专业教学计划有侧重、有选择地开设。另外, 该教材将配备教学



参考书，以供教师备课使用。

本教材各模块中的学习单元均分为“Related Information”、“Read In”和“Task”三部分内容。“Related Information”为教学内容的导入，可做预习之用，“Read In”为教学的主体部分，“Task”侧重专业英语听说读写能力的强化训练。

这里特别提示模块二的编写特点：“Related Information”是以角色扮演、案例、提问等表现形式导入相关的背景知识。“Read In”部分主要围绕一条业务主线，将业务各环节分别以书面和口语两种方式展示出来；除了主线业务外，“Read In”中还设置了“Building up More Skills”，主要讲解该业务环节还可能出现的其他情况、解决方法和沟通技巧，从而拓展学生用英语进行业务沟通的技能；此外，“Read In”中还设置了“Linking Up”，链接了与课文内容相关的知识点，从而促进学习的系统性。“Task”部分为学生提供了相关素材以便辅助学生进行情境模拟操作。

本教材拥有强大的编审阵容。天津星海航国际货物运输有限公司上官冰峰总经理，从事货代二十余年并具有深厚的英文功底，参与了教材研讨并参编模块二和模块三。天津环渤海国际物流有限公司培训部肖譔主任也为教材编写提供了大量指导性意见。荣瑾负责全书体系的策划、大纲的制定和全书的统稿，并编写模块四、模块五；刘春芳、宋艳平编写模块一；李梦泽、陆晓洁、郝晶和刘莎编写模块二；李梦泽、王潞如、荣瑾编写模块三。

对外经济贸易大学郑俊田教授（兼任中国报关协会顾问）主审该教材，天津交通职业学院基础教学部王凤丽部长初审模块一；英国伯明翰大学商学院经济系博士研究生靳一初审模块二；国际货代行业资深专家夏荣辉先生（FIATA 职业培训委员会原委员/中国国际货运代理协会培训部原主任）初审模块三；中国报关协会培训部白凤川主任初审模块四；从事检务工作二十余年的天津出入境检验检疫局吕强主任初审模块五。在美国微软总部工作近十年的蔡欣琪先生也针对本教材的语言运用方面提出了宝贵的建议。

在编写过程中，我们参阅了大量的来自国际权威机构、知名媒体、专业网站和书刊的资料，在此对相关作者深表感谢。

由于编者水平有限，书中的不足甚至错误之处，希望广大读者批评指正，以便我们不断地修订、完善。

编者
2014年7月

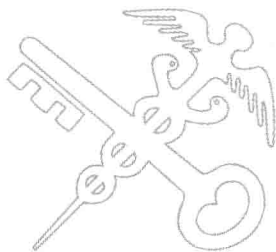
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Module One

Background Knowledge of International Trade



Unit 1

Etiquette

◆ Objectives

- ❖ To master the personal etiquette (about interview, reception, dining, giving—gift, body language)
- ❖ To master the etiquette details in addressing, punctuality, handshaking
- ❖ To master the cultural difference of business etiquette in different continents of the world

◆ Focus on

- ❖ Interview etiquette
- ❖ Announcements as for the etiquette in doing international business
- ❖ Keywords, expressions and terms



1.1 Personal Etiquette

1.1.1 Interview Etiquette



◆ Related Information

Psychologists(心理学家) say that most people form impressions(印象) of others in the first four minutes and that 80 percent of an impression is based on nonverbal(非语言性的) signs. In other words, what comes out of your mouth has very little to do with how people judge you. Also, after you make a first impression, getting people to change that judgment(判断) is hard. If you want to get the job you are interested in, the preparation before the interview is very important.



Read In

What should you do when you feel nervous about a job interview? What should you do before the interview? How to write resume(个人简历)? How to leave good impression ... Here are a few tips(秘诀, 技巧) to get you started.

Tip 1: Searching Information before Interview



Read and learn as much as possible about the company before your interview. You can gain this information by searching(搜索) online for relevant(相关的) articles, looking in business journals(期刊), reading a company brochure(手册) or Website or through the flagship products. It gives you added confidence and helps you to answer questions or ask questions about the company or the products.

If the company doesn't have an online presence, you also should try out to find more relative information about the company you applied for from your friends or other people.

Tip 2: Writing a Appropriate Resume

Most employers today request that you e-mail them a resume and state that they'll contact you if they're interested. When you send your resume to a company via(通过) e-mail you should always attach(附上) a resume. It should follow these guidelines(准则):



>> Don't ramble(漫谈). State(陈述, 说明) your interest in the job, and provide contact information including your address, telephone number, and e-mail address.

>> Don't make your resume too long. Your resume should include all pertinent information that is relevant to your qualifications(资格, 资历), providing information that will interest the employer. One page is just fine and your resume shouldn't be longer than two pages.

>> Don't go into unnecessary detail until you're in an actual interview, potential(潜在的, 可能的) employers are unlikely to be interested in any type of personal information.

>> Don't be too common. It's important to customize(定制) your resume for each employer and job for which you apply for. By tailoring(剪裁; 使合适) your information and materials, you can show that you will be a perfect fit for the position.

>> Don't use unusual or brightly colored fonts. Use fonts such as Times or Arial. Avoid shortcuts or text-messaging(书面语) vocabulary.

>> Don't have grammatical errors in your resume at all costs. Use spell-checking and grammar-checking software, and have at least two people you trust proofread(校对) both resume and letter before you send them.

Tip 3 : Making the Use of Phone Calls



After you send a resume, the next step normally is a follow-up call to make sure that the resume was received. Prepare for the call by practicing what you want to say. Your goal is to sound and speak intelligently(聪明地) — no shakiness in your voice out of nervousness. Use the following tips:

>> Introduce yourself first. When you're calling the company for information or to follow up on a sent resume, you want to sound confidently.

>> Be patient. Receptionists(前台接待员) often put you on hold momentarily to address other incoming calls or to transfer(转机) the call.

>> Explain the subject briefly when making follow-up calls. Say something like "I had sent Mr. Haynes my resume, and I'm calling to make sure he received it."

>> Find out the name of the person who has helped you before hanging up(挂机), in case you need to call back again.

>> Always say, "Thank you"!



Tip 4 : Knowing What to Wear (and What Not to Wear)



Dress is one way to convey good impression. Dressing for a job interview used to be very simple: navy suit, white blouse or shirt, and well-polished (锃 亮 的) black shoes. If you're interviewing in a traditional company, these rules still apply). Pick a conservative tie(保守的领带) to match(搭配) your suit ensemble(全套服装), snip off(剪掉) errant price tags(标签), lose the flashy jewelry and excessive (过多的) perfume or aftershave, use a comb, brush your teeth, and you're home free.

For an outside sales position, men should consider dressing in a tie and business suit. Women clearly have more options(选择), but a dress and skirt will suffice (足够, 合格). Remember, business casual(休闲装) isn't the same as "casual" and can vary from company to company. Just make sure you're within the boundaries(范围, 边界) of the company's standards.

As a general rule, tattoos(纹身) and piercings(刺身) shouldn't be visible(明显的, 可见的) during the interview, especially in conservative business settings. Remove your piercing ornaments(装饰品) ahead of time.



Tip 5 : Practicing before the Interview



Doing practice interviews is an excellent strategy(策略) — rehearse (排练, 预演) interviewing with friends, family members, friends of the family. If you can't get anyone to listen to your interview, do an interview with yourself and videotape(将……录到录像带上) it if possible. If you can't videotape your rehearsal, use an audiotape(录音带) so you can hear your responses. What you say is important, but how you say it is just as important.

Once you're prepared, rehearse the interview from start to finish — from greeting the interviewer, to exiting confidently. Here are a few pointers(要点) to keep in mind when practicing on your own:

>> Dress in the attire(服装, 服饰) you plan to wear to the interview.

>> Practice while sitting in a chair in front of a full-length mirror(全身穿衣镜) so you can observe your behaviors. Notice your posture while standing and sitting, as well as your facial expressions and hand movements.



>> Don't fidget(烦躁, 坐立不安), tap(轻拍, 轻敲) your fingers, wring(扭动) your hands, or touch your hair, face, or jewelry.

>> Read through a list of common questions and respond to each as though you are really in the interview.

>> Don't ramble on, keep answers short and on the point.

>> Remain professional, but don't be overly friendly or get too comfortable by discussing health problems or sharing personal information.



Tip 6: Arriving at the Office

>> Be on time. If you've never been to the building before, get specific directions, including which bus to take, and where to go. Write the information down, and look at a map or search on the web. Better yet, go to the place a day or two in advance so that you know exactly where you're going.

>> Be early. It is good in arriving early. Arriving early will help you relax, allow you to review your notes, and give you time to freshen up in the restroom and perhaps get a drink of water before the interview.

>> Know your interviewer's name or title. You can ask for this information when you're asking for the receptionist or the assistant of the company.

>> Bring a notebook with your brief resume, some paper to write on, and a pen. A leather portfolio(公文包) adds a nice touch.

>> Leave unnecessary items away with you. When the interviewer shows you to the office, you don't want to spend time packing for your articles. Women in particular sometimes find themselves loaded down with purses, tote bags, briefcases.



>> Be pleasant to the receptionist, assistant, security guard, or anyone else who may be helping you find your interviewer. Don't tap your fingers on the counter. At the very least, this person is another working professional who deserves your respect.

>> Try not to be overly friendly, however. Take your cue from the employee. If she strikes up a conversation, go with it. If she seems busy, don't bother her.