



航空物流系列教材

国际物流运作

Guoji Wuliu Yunzuo

实务

(双语教程) Shiwu

● 许欣逸 主编



中国民航出版社

航空物流系列教材

国际物流运作实务

(双语教程)

许欣逸 主编

中国民航出版社

图书在版编目 (CIP) 数据

国际物流运作实务/许欣逸主编. —北京: 中国
民航出版社, 2010. 8
ISBN 978-7-80110-994-1

I. ①国… II. ①许… III. ①国际贸易-物流-物资
管理-双语教学-教材 IV. ①F252

中国版本图书馆 CIP 数据核字 (2010) 第 155863 号

责任编辑: 刘庆胜

国际物流运作实务

许欣逸 主编

出版 中国民航出版社
地址 北京市朝阳区光熙门北里甲 31 号楼 (100028)
排版 中国民航出版社照排室
印刷 北京金吉士印刷有限责任公司
发行 中国民航出版社 (010) 64297307 64290477
开本 787 × 1092 1/16
印张 15
字数 336 千字
版本 2010 年 9 月第 1 版 2010 年 9 月第 1 次印刷

书号 ISBN 978-7-80110-994-1
定价 33.00 元

(如有印装错误, 本社负责调换)

前 言

随着全球经济一体化的快速发展和市场竞争的不断加剧，国际化战略成为很多企业提升其竞争力的首选目标，而国际化战略的有效实施必然以国际物流为依托。国际物流是企业参与全球市场竞争的重要基础和保障。因此，企业急需一批懂得国际物流运作业务的专门人才，特别是系统地掌握国际贸易术语、国际货物买卖合同条款和进出口合同的商定与履行，从事基层实际业务操作的物流人员。

本书针对高职高专人才教育的培养规格，以适应社会需求为目标，并结合全国外销员、单证员、国际货运代理从业人员等考试大纲中应具备的基本知识和技能的要求进行编写，力求突出实务与操作。

本书以国际物流的业务操作环节和操作技能为主线，突出重点，深入浅出，通俗易懂。全书共九章，即第一章简要介绍了世界各国的物流发展状况和影响物流发展的因素。第二章对海港、机场、运河和隧道的发展趋势做了概括性的介绍。第三章、第四章对进出口货物的流程和所涉及的买卖合同进行了详细的阐述。第五章是介绍国际贸易中的常见术语。第六章、第七章和第八章对进出口货物的包装、运输方法和支付方式进行了系统的阐述和讲解。第九章对国际物流的发展前景做了概括性的介绍。

作为双语教材，本书的特点是兼顾专业知识学习与英语强化训练。专业知识涵盖了国际贸易中的各个重要环节，注重知识的系统性和规律性。英语强化以课文为主线，听说读写全面训练，培养学生良好的专业素质和语言表达能力。

本书既可作为高职院校物流管理专业、经贸管理类专业的教学用书，也可供企业物流管理人员、外贸从业人员自学参考。

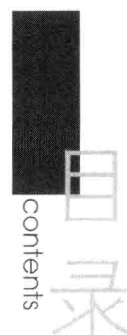
本书第九章由民航职业技术学院的卢玉敏老师编写。

本书在编写过程中参阅了大量国内外著作，并引用了学术界同仁的有关著作和案例，在此一并表示衷心感谢！

由于编者水平有限，难免出现差错、疏漏的地方，恳请广大读者和专家批评指正。

编者

2009年10月



前言

01 Chapter 1 Logistics in Different Parts of the World

- Section One Introduction of International Logistics /1
- Section Two Understanding Cultural Differences /3
- Section Three Logistical Development in Different Nations /6
- Section Four Trader Blocs /26

31 Chapter 2 Seaports, Airports, Canals and Tunnels

- Section One Seaports /31
- Section Two Airports /39
- Section Three Canals, Tunnels, and Bridges /46

51 Chapter 3 General Procedures of Export and Import Transaction

- Section One Procedures of Export and Import Transaction /51
- Section Two Business Negotiation /58

69 Chapter 4 Sale and Purchase Contract in International Transaction

- Section One Definition of the Contract /70
- Section Two Formation of Contract /75

89 Chapter 5 Trade Terms

- Section One What is Trade Terms /90
- Section Two Components of Trade Term /92
- Section Three Incoterms /94
- Section Four Six Main Trade Terms in Incoterms /97
- Section Five Other Trade Terms /105

112 Chapter 6 Packing and Marking of Goods

- Section One The Function of Packing /113
- Section Two Category of Packing /117
- Section Three Marking of Package /124

131 Chapter 7 Delivery of Goods

- Section One Methods of the Delivery /132
- Section Two Delivery Conditions /147
- Section Three Shipping Documents /154

184 Chapter 8 Payment of Goods

- Section One Means of Payment in International Trade /185
- Section Two Modes of International Payment /195

224 Chapter 9 Future Issues in International Logistics

参考文献

Chapter 1

Logistics in Different Parts of the World

Section One Introduction of International Logistics (国际物流概述)

The world is truly getting smaller and the marketplace is getting bigger. Global logistics can help bridge the gap between service and efficiency, but it is not easy.

In developed nations, businesses enjoy the best logistics and transportation professionals, systems, and infrastructure in the world. Managers take for granted such standards as advanced Internet-based technologies, high capacity national highway systems, broad band fiber-optic communications capabilities, seamless multimodal transportation, modern port facilities, high density air traffic control, and a cadre of qualified, experienced logistics professionals and service agencies. What is experienced as the norm of logistics practice in the developed countries is often only an aspirational goal of logisticians in many other places in the world.

A more informed perspective examines the differences among countries, and evaluates each based on strengths and weaknesses, and the appropriateness of the logistical system to the business and cultural environment. Understanding different expectations for logistics performance may turn initial perceptions of inferiority to an appreciation for other ways of accomplishing logistics objectives.

This chapter examines the nature of cultural differences and their impact on logistics practice and describes briefly the current state of logistics and transportation in the first world, emerging nations, and the third world. The chapter then discusses emergent regional trade blocs and their impact on strategic logistics practice.

世界变得越来越小而市场却越来越大。国际物流可以弥合服务与高效之间的差距，但实施起来却并不容易。

在发达国家，商业活动享有全球最好的物流运输系统、专业人士和基础设施。管理者们认为先进的互联网技术、高效的國家高速公路系统、宽带光纤通讯能力、无缝隙多

式联运、现代化的港口设施、高密度的空中交通控制系统和经验丰富的物流专业人士和服务机构，所有这些都是理所当然，不足为奇。发达国家的这些正常的物流实践活动对于世界某些地区来说仅是一种奢望。

正确地认识各个国家的差异性，并且评估各国物流系统的强弱及其对文化和商业环境的适应性。理解对于物流运作的不同要求，可以有助于改变最初的观点，找到更好的方法来完成物流目标。

本章将审视不同文化的特质及其对物流活动的影响并简述发达国家、新兴国家和发展中国家当前的物流状况。然后，本章将讨论新兴地区的贸易集团及它们对物流实践的影响。

Getting Started (着手干)

For the firm making its first international shipment, an international freight forwarder should be retained to advise on matters such as terms of sale, transportation, and documentation. For imports, one would probably retain a customs house broker to help the goods clear customs. Or one might rely entirely on the comprehensive global logistics services offered by “small parcel” carriers such as FedEx, UPS, or DHL.

初次介入国际货运的企业必须与国际货运公司保持联系以获得销售条款、运输及文件等方面的建议。对于一个进口商而言，需要有一个报关代理人协助其完成货物的清关手续。有的企业可能完全依靠综合性的全球物流服务商提供小件包裹运送，如联邦快递、UPS 或 DHL。

Carriers hand out booklets that outline general facts that one must know when trading with countries where they provide service. Such information is typically available through a carrier’s website as well, including an extensive set of country background notes and commercial guides and lists of goods that cannot be exported into or taken out of certain countries, documentation requirements, and long lists of information about climate, clothing, and local customs. More specialized guides are available from a maritime insurance company, described ports and how conditions at each port may affect the flow of cargo.

承运人分发的小册子中概括了一些一般性的知识，作为从业人员必须掌握，以便他们与某些国家开展贸易活动时提供相关服务。这类信息也可以从承运人的网站获得，包括内容广泛的国家背景资料、商业指南及哪些货物不能出口或进口到哪些国家，需要准备的文件，气候、衣着和当地风俗等。更为具体的指南也可以从海事保险公司获得，包括每个港口的条件及其对物流的影响。

With experience and help, a small firm can soon develop into a regular exporter and import-

er. One other item that the beginning exporter or importer should assess is the political stability of the area with which trade is being considered. Profits may appear to be high, until one factors in the political risks that reduce the chances of successfully completing the transaction.

At the other extreme from the firm that is venturing into foreign trade is the large firm already engaged in many international transactions and shipments, and attempting to be a “true global” firm. They face the task of establishing and maintaining global logistics functions.

Both large and small firms must be aware of differences throughout the world as they establish a global presence.

随着经验的积累，小型公司会很快发展成为常规的进出口公司。刚开始从事进出口贸易的商人必须认真评估贸易所涉及地区政治的稳定性。有的地区利润可能很丰厚，但政治风险会降低成功完成交易的机会。

大型的外贸公司早已涉足于国际贸易和运输，并企图成为真正的“全球化企业”。它们所面临的任务是建立和维持全球化的物流机制。

无论大公司还是小公司，当它们在世界各地经营业务时，都必须意识到各地区的差异性。

Section Two Understanding Cultural Differences (理解文化的差异性)

1. The Definition of Culture (文化的定义)

Culture has been described as the personality of a society, encompassing abstract ideas such as ethics and value systems as well as material objects. There are three defining features that mark all cultures. First, culture is not inherited as some genetic trait. It is learned through a process of enculturation from the moment of birth. The unique expressions of family life, school, religion, and social interactions serve to teach a set of cultural standards of behavior and give a common context in which to lead one's life. Because it is learned from such an early age, it is difficult (if not impossible) to change one's enculturated context. Second, the sum total of this unique accumulation of enculturated knowledge, beliefs, values, customs, and behavior forms an integrated whole. Interrelationships are created between different aspects of a person's life, and the total of their experience in a culture leads to a defined cultural identity. Third, cultural traits are shared with other members in the society. These shared cultural traits form the basis for a set of unspoken guidelines or rules by which individual members of the society interact with each other and behave. With such a broad definition of culture, one can begin to see culture as the outcome of the process of enculturation. It is the result of a society's member's cumulative interactions and generations of behavior.

Given that culture is learned from a very early age, cultural experience forms such an integral part of a person's being, and sharing one's culture reinforces cultural boundaries. It is difficult for managers to escape their own enculturation and to acculturate to a new culture. Fortunately, such acculturation is not necessary for business success in a foreign country. But an awareness of learning about a different cultural environment will help to minimize cultural problems one may encounter in foreign countries.

文化被描绘成社会的人格化，包括抽象概念如道德和价值体系，也包含物质的东西。文化有三个特质。第一，文化不是通过遗传基因而生成的，它是自人们出生后经历了原有文化底蕴的学习过程而形成的，是家庭生活、学校、宗教和社会交流的独特体现，形成一整套文化行为标准来引导人们的生活。由于人们自幼开始学习，因此文化底蕴背景不可能被轻易改变。第二，原有文化知识、信仰、价值观、习俗和行为独特地累积成一个整体。人们生活的不同方面与他们在文化方面的经历有着不可分割的联系。第三，文化的特性是与社会成员所共享的。这些共享的文化特质是由个体在社会活动中所默认的指南和规则所形成的。根据这些概括性的文化定义，人们认识到文化就是文明发展的产物，是社会成员相互作用沉淀的最终结果。

由于文化是人们自幼通过学习形成的。文化经历是人性组成的一部分，文化的分享增强了文化的边界。要使管理者们放弃原有的文化底蕴，接受新文化是困难的，幸运的是，移植新文化对于在外国成功的经营并非必要。但是必须注意学习不同的文化，这有助于减少在国外遇到的文化问题。

2. The Cultural Environment: Beliefs, Values, Customs

(文化环境：信念，价值观，风俗习惯)

Beliefs refer to a person's knowledge about some thing (an object, a product, a person, a behavior). Beliefs generally take the form of a statement that begins with "I know that...". In a sense, beliefs are knowledge of the particular rather than of the general. For example, a logistics manager may believe that the key to increased system productivity is better management of bar code data within the firm. Beliefs are usually tied to one's experience, as seen through the mindset of a given culture. Beliefs may be shared among individuals, but only through the common context of cultural experience. Beliefs also change as an individual's knowledge set grows.

信念指的是个体对某些事物的知识（如一个物体，一个产品，一个人和一种行为）。信念通常开始于一种声明的形式，如“我知道……”。从这种意义上讲，信念是一种特殊的知识，不带有普遍性。例如，一个物流经理可能相信增加系统产能的核心是对公司内部条码数据更好地管理。信念通常与个体的经历相联系，可以在个体之间分享，但只能在文化经历相同的背景下。信念也会随个体知识的增加而改变。

Values are similar to beliefs, differing in that values deal more with the general rather than the particular. Values guide culturally appropriate behavior, and thus are widely held among members of the society. Because they are widely held and deal with the general, they are enduring and not easily changed. For example, one widely held value of western logistics managers is efficiency, both as an objective performance norm as well as a personally held value that guides their own and their firm's behavior.

价值观与信念相似，区别在于价值观更倾向于一种一般的概念。价值观引导着适当的文化行为，被社会成员所广泛持有，因此价值观持久而不易改变。例如，一个被西方物流经理所广泛持有的价值观是效率。这是客观行为准则，也是个人价值观，二者指导他本人和公司的行为体现。

Both beliefs and values affect a person's attitudes. An understanding of a culture's beliefs and attitudes helps predict the way that an individual will respond to a particular situation. Knowledge of beliefs and values give hints at a cultural predisposition to behave in a certain way. Such knowledge also helps one to understand why her or his reactions to a given situation may be quite different from those of people from a different culture.

Customs are different from beliefs and values. Customs refer to actual behaviors that are shared among members of a society. These common behaviors are the culturally acceptable manner of behaving in specific situations. Most customs are tied to everyday behavior. Beliefs and values guide customs; they form the rules base from which behavior arises. For example, a cultural value may dictate respect for authority. An associated custom may be a rigorous adherence to a chain of command that exists in an organization.

信念和价值观影响着人们的态度。理解文化的信念和态度有助于推断出个体在特定场合的具体反应。信念和价值观的知识对于个体的文化倾向所表现出的特定行为做出一种暗示。这种知识将帮助我们理解为什么他或她在特定情况下的反应会不同于其他不同文化背景的人。

习惯与信念和价值观不同。习惯指的是与社会成员共同分享的行为。这些普通的行为是在具体情况下文化可接受的行为方式。大多数习惯与日常行为联系在一起。信念和价值观引导习惯：它们形成规则的基础，行为就是该基础上的表现。例如，一种文化价值观可能是对权利的尊重，一个与此相关联的习惯有可能是在组织内部严格遵守一连串的命令。

3. Language Differences (语言差异)

One obvious difference between cultures is language. Language refers to the common set of sym-

bols used to exchange ideas through communication between individuals. As such, language includes not only the written and spoken use of the symbols, but also the gestural and other non-verbal components of communication. Language often presents the most immediate barrier to understanding another culture. As language is the common means of expression within a culture. It is inherently laden with meaning that will be obscure to the cultural outsider.

文化差异中一个显而易见的区别是语言。语言指的是一组共同的符号被用于个体之间通过交流来交换思想。语言不仅包括书面和口头的符号，还有手势和其他交流中的非语言元素。语言通常表现出最直接的障碍是对其他文化的理解。在本文化内语言是共同的表达方式，它内在的丰富含义是该文化的局外人难以理解的。

Cultural differences are many. Beliefs, values, customs, language—all impact the way one interacts with business counterparts. Differences can get in the way of the simplest of business activities. Yet a few steps toward understanding cultural differences and sharing one's own culture go a long way toward smoothing relationships across cultural boundaries.

文化的差异有很多。信念、价值观、习惯和语言都影响及相互作用于商业伙伴之间的交流。这些差异可以对最简单的商业活动产生影响。当然，理解文化的差异是简单的，而分享彼此的文化、跨越文化的障碍却有很长的路要走。

Section Three Logistical Development in Different Nations (不同国家的物流发展情况)

This following section will profile logistics activities and standards by looking at three categories of nations: the first world, the emerging economies, and the third world.

It is possible to measure different levels of logistics achievement, despite differences in national accounting standards and practices. The Global logistics research team at Michigan State University developed a model for firm-level logistical excellence, and a set of standards by which to benchmark any firm's logistics performance. They measured strategies, organizational development, logistics performance, the use of information technology, and strategic alliances.

以下部分将通过审视三种不同类型的国家——发达国家、新兴国家和发展中国家来概括物流活动及其标准。

虽然每个国家的会计标准和方法不同，但还是有可能衡量其物流发展的水平。在密歇根州立大学的全球物流研究团队开发了一个模块研究企业物流表现的基准和标准。他们衡量企业的战略、组织的发展、物流表现、信息技术的使用和战略联盟。

1. The First World: An Evolved Logistics Infrastructure

(发达国家：完善的物流基础设施)

In the past 20 years, we have come to see a world of interlinked economies, where corporations span national boundaries and render the concept of nation state secondary to corporate activity. This interlinked economic world consists largely of three distinct geographical clusters of nations: Japan, USA and Canada, and the members of the European Union.

In this “first world” of logistics, companies have become more important than nation states as their power transcends national borders. The national identity of any of these companies begins to blur. In a sense, what really is the national identity of a company like Toyota? While many of Toyota’s stockholders may be Japanese, Toyota’s most important markets are the United States and Europe, and a high percentage of Toyota cars sold in the United States and Europe are made locally in Toyota-owned plants. The national identity of Toyota is blurred, but its market identity is clear as a manufacturer of several lines of quality automobiles and trucks and industrial construction and materials handling equipment.

在过去 20 年中，我们已经看到一个通过经济相互连接的世界，企业跨越了国家的边界，使得企业的活动超越了国家的概念。经济上相互关联的国家主要包括明确的地理上的国家群，如日本、美国和加拿大及欧盟成员。

在发达国家的物流，企业比国家更为重要，因为它们有能力穿越国界。这些企业的国籍开始变得模糊起来。例如，丰田公司的国籍究竟是什么？虽然丰田公司的很多股东是日本人，但丰田公司最重要的市场在美国和欧洲，在美国和欧洲市场销售的大部分丰田汽车都是在当地的丰田所拥有的工厂制造的。丰田公司的国籍是模糊的，但它的市场身份是清楚的，作为一个制造商，拥有众多生产线，生产高质量的汽车、卡车、施工机械和材料搬运设备。

This blurring of the lines between nations and corporate identities has a profound impact on the practice of logistics. We have seen rapid dissemination across national boundaries of new logistics concepts and practices by corporations themselves. The corporate trend toward globalization has forced the spread of advanced management practices across cultural boundaries in the quest for competitive advantage. Take for example, the Japanese kanban relationship between a corporation and its suppliers. From a managerial standpoint, the emphasis is on full disclosure and cooperation between buyer and seller to create seamless vertical integration. The creation of such kanban systems in the 1970s enabled major Japanese corporations to develop tremendous economies of scale and scope, giving them a significant competitive edge.

One now sees that cooperation between buyer and seller in marketing channels has largely replaced competition between buyer and seller as an American business norm. The logistics manifestation of the kanban system is just in time inventory and production. And the kanban strategy is now nearly universally accepted business practice among globally proficient firms.

国家与企业身份之间界限的模糊对于物流的实施产生极大的影响。我们已经看到由企业主导的快速传播跨越国界的新物流概念和方法。企业全球化的趋势迫使先进的管理方法跨越文化界限寻求竞争优势。例如，日本的“看板”关系所连接的企业及其供应商。从管理的角度看，该关系强调全面公开，在买方与卖方的合作之间创造一种无缝、垂直的联合体。产生于20世纪70年代的“看板”系统使得主要的日本企业获得了巨大的经济效益和竞争优势。

现在，我们所看到的在市场中买方和卖方之间的合作关系已经替代了美国式的竞争关系。“看板”系统的物流表现就是库存与生产之间的及时制。现在“看板”战略已经成为全球精通物流业务的企业所普遍采用的商业模式。

In a similar way, American logistics practice during the 1980s in the area of outsourcing was influenced by the European experience. In Europe, there is a long history of outsourcing logistics functions. Outsourcing was more difficult to achieve in the United States prior to carrier deregulation that took place in 1980. The tradition of using logistics outsourcing developed a strategic advantage for European companies serving more than one national marketplace. The advantages of outsourcing certain functions were realized by American companies that faced increasing competition from their European counterparts. Thus outsourcing migrated to America in the 1980s and 1990s.

在20世纪80年代，美国的物流实践在服务外包方面受到欧洲经验的影响。在欧洲，将物流功能外包有很长的历史。在1980年，美国政府撤销对运输公司管制以前，外包是很难完成的。欧洲企业使用物流外包的传统发展成为一种战略优势，使其可以服务于多个国家的市场。物流外包的优势使美国企业意识到来自欧洲对手不断增强的竞争优势。因此，在20世纪80年代到90年代间，物流外包被移植到美国。

In the coming decades, we envision the broad diffusion of advanced applications in transportation, inventory management, customer service, and procurement functions throughout firms in the first world of logistics. The ultimate goal is the seamless integration of information management throughout an enterprise's supply chain. Much progress remains to be made in this regard.

未来十年，我们可以预见到先进的软件技术将在运输、库存管理、顾客服务和采购等方面得以广泛的应用。最终目标是通过企业的供应链实现信息管理的无缝一体化。在

这方面还有很多工作需要不断的完善。

The globalization drive has brought down cultural barriers to the way businesses behave in first world logistics. Companies have melded the best aspects from global business practice in an effort to remain competitive with their similarly global competitors. Simply put, to successfully do business today one must study and implement excellent logistics practices, learning from the best practices of companies worldwide.

When examining the similarities and differences in practice within the logistics first world, one sees more similarities going forward. The global competitive drive dictates that similarity in business practice is the only way for a global corporation to succeed. More standardization of logistics practice is the trend inside first world logistics.

全球化倾向使得发达国家物流商业行为中的文化壁垒降低。许多公司已经吸收了全球商业运作中最好的部分并努力保持其竞争力。今天的企业为了获取商业的成功必须要学习并执行优秀的物流方案。

当我们审视发达国家物流运作的相似性和差异性时，看到的大多是相似性。全球化竞争倾向决定了相似的商业运作是跨国公司唯一的成功之路。更多标准化的物流运作成为发达国家物流管理的倾向。

1) Infrastructure (基础设施)

In first world logistics, one sees highly developed infrastructures. Japan, the United States and Canada, and the European Union nations all have highly developed national highway systems, port facilities, state-of-the-art air freight handling, sophisticated information systems, advanced communications facilities, elaborate rail and multimodal transportation. While all of the logistics infrastructures can be said to be highly evolved, certain differences remain due to historical development and geography. For example, highways through much of Europe are narrower than in the United States. This minor infrastructure variation dictates that goods transport equipment be designed slightly differently. Advances in the use of multimodal transportation and containerization standards have largely rendered these minor roadway differences moot. Containers move easily from Japanese trailers to American container ships, and to European rail. The importance of serving this integrated market has forced standards which work in all of the evolved infrastructure environments.

在发达国家都有先进的基础设施。日本、美国、加拿大和欧盟国家都有高度发达的国家高速公路系统，港口设施，现代化的航空货运处理设备，复杂的信息系统，先进的通讯设施，完善的铁路和多式联运系统。所有这些基础设施在快速发展过程中由于历史和地理原因仍然存在某些差异。例如，欧洲的高速公路比美国的更窄。这一细微的差异

决定了货物运输设备的设计也要有细微的差别。公路的差异使超前使用多式联运和集装箱化标准变得毫无意义。集装箱很容易从日本的拖车运至美国的集装箱船再运到欧洲的铁路。服务于一个整体市场的重要性迫使基础设施标准化。

One significant trend of the 1990s continues to remain relevant in the future: environmentalism. Respect for the natural environment has led to additional infrastructure concerns. Many urban areas now face traffic jam during certain hours each day. In Japan and the United States, the just in time delivery system is being threatened by this congestion since carefully scheduled trucks get stuck in nearly endless traffic jams. Concerns about air, water, land, noise, and visual pollution now influence the way in which infrastructures are developed, maintained, and improved. For example, the construction of a much needed advanced technology runway at San Francisco International Airport has been on hold for years due to environmental concerns regarding San Francisco Bay. These infrastructure concerns have impacted logistics practice in the short term by changing logistics behavior (for example, limiting urban deliveries to non-peak hours, reducing permissible vehicle size and loads, forcing expanded use of less than optimal air terminal facilities), and will impact the future practice of logistics as infrastructures are both constrained and rebuilt with tomorrow's needs in mind.

Environmental protection practices and standards are similarly high in these countries. Japan, for example, recycles a higher percentage of many materials than most nations. Germany has very stringent packaging recycling requirements. Return packaging channels have been established in most of these countries at both consumer and channel intermediary levels.

20 世纪 90 年代的一个重要趋势就是环境保护主义，并且会延续到未来。对自然环境的尊重导致对基础设施的额外关注。现在，很多城市在每天的特定时候都面临交通拥堵现象。日本和美国的及时运输系统受到交通拥堵的威胁，因为经过仔细时间安排的卡车被无穷尽的塞车堵在了路上。人们对空气、水源、土地、噪音和视觉污染的关注影响了基础设施的发展、维护和改善。例如，旧金山国际机场需要高新技术进行跑道建设，由于对旧金山湾环境的关注，该项目被搁置好多年。对基础设施的关注已经影响到物流的实践并在短期内改变物流的操作行为（例如，城市运送限制于非高峰时间，减小许可车辆尺寸和载重量，迫使延期使用过时的候机楼设施），也将影响到未来的物流运作。

在某些国家，环境保护的实施与标准都比较高。如日本，自垃圾中回收物资的百分率比其他国家要高很多，德国非常有严厉的包装回收措施。这些国家都已经建立起回收包装的渠道，包括消费者层面和中间商层面。

2) Performance (物流运作)

Logistics operating standards have similarly spread through the first world because of the global-

ization of business practice. Business customers have very similar expectations for logistics system performance, regardless of where in the first world they're operating. These advances in logistics performance expectations have been fueled by increasing similarity in consumer markets. Thus overnight air freight, the instantaneous tracking of goods in transit, electronic data interchange, just in time, materials resource planning, distribution resource planning, and enterprise resource planning have transcended buzz words to become norms of logistics operating practice.

由于全球化的商务运作，物流的操作标准已经通过发达国家而传播开来。无论在任何一个发达国家，顾客对于物流系统的运作都有相似的期待。消费者市场日益增长的要求促成了物流运作时间的超前。这样夜航、货物的即时查询、电子数据交换、及时制、物料计划、物资配送计划和企业资源计划不仅仅是行业术语，更成为物流运作的标准。

3) Information Systems (信息系统)

Advances in computer technology and communications capabilities spread at the same rate throughout the logistics first world. With the spread of such advanced technology tools as bar coding, automated materials handling equipment, POS systems, desktop and mobile computing in net worked environments connected to the Internet, and electronic data interchange, logistics information professionals would be at home anywhere in these nations. Increased expectations in the consumer marketplace have demanded that logistics information systems keep up in order to meet exacting service standards.

物流发达国家都普遍具有先进的电脑技术与通讯能力。随着先进技术工具的普及，如条形码、自动化物料搬运设备、电子收款机系统、互联网系统及电子数据交换系统，使物流专业人员无论在何处都能像在家一样工作。随着消费者市场要求的增加，物流信息系统必须持续与苛刻的服务标准保持一致。

While the information technology transfer has been complete in the logistics first world, different information standards remain a barrier to seamless logistics practice. In the United States, for example, there are uniform standards for product bar coding (the UPC, or Universal Product Code) that enable precision inventory control at manufacturer, wholesaler, and retail levels. In the European Union, bar coding also has been embraced as a means to better inventory control. Yet the EU nations have adopted a similar, though different set of bar code standards to identify products. We anticipate a global consolidation in the next decade around new ISO three-dimensional code standards.

当信息技术的转换在发达国家完成之后，不同的信息标准仍然是无缝隙物流运作的