



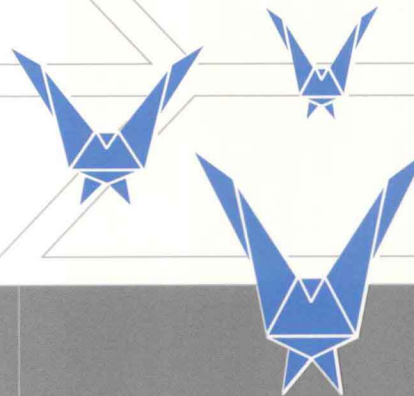
21 世纪高等学校  
经济管理类规划教材  
高校系列

**LOGISTICS  
ENGLISH**

# 物流专业英语

+ 王风丽 主编  
+ 唐翌曦 王晓阔 副主编

内容全面，理论前沿，注重新颖性  
素材丰富，紧贴实际，注重实用性  
注释词汇，配备译文，注重完备性



ECONOMICS  
AND  
MANAGEMENT



人民邮电出版社  
POSTS & TELECOM PRESS



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## 内 容 提 要

本书致力于把最实用、最典型、最核心、最前沿的物流业务知识传递给读者。全书共分 3 个模块。第一模块为基础篇(共 3 章), 内容涉及物流概论及著名物流公司介绍、物流商务礼仪等内容; 第二模块为专业篇(共 8 章), 内容分别为: 采购、仓储、配送、运输、国际货运代理、物流信息管理、供应链管理、第三方物流; 第三模块为业务篇(共 4 章), 内容涉及国际物流业务中所运用的相关文件。各模块分别包含学习目标、课文、词汇、注释、案例分析、补充阅读、课后练习及答案及课文参考译文等内容。附录部分收集了基本概念术语、物流作业术语、物流技术装备与设施术语、物流管理术语、物流常用术语及英文对照等内容。

本书适合高等院校物流专业学生使用, 也可供物流行业从业人员及相关人员学习参考。

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# Preface

物流专业人才已被列为我国 12 类紧缺人才之一。经济发展的大环境对物流专业人才的培养提出了新的要求——要与发达国家物流发展接轨，与世界接轨。因此，物流专业学生必须具有良好的英语阅读、写作和表达能力。物流英语应该被列入物流专业学生的必修课程。同时，物流英语学习可以加强学生对物流基本理论、物流相关概念的理解与认识，提高学生在将来物流实践中英语交流的技能。

正是基于以上因素，我们根据高等院校学生的培养目标、要求及其学生特性，在参阅大量国内外的物流专业文献资料的基础上编写了本书。该教材内容新颖、实用，条理、逻辑分明，与专业紧密结合，并力求采用地道的英语表达。该教材根据专业需要设置内容，收录物流专业最新、最实用的词汇、用语和知识点，这使得教材既突出专业特点又能充分体现专业英语的教学规律。本书是一部以实用为主的教材，我们在编写过程中注意基础的通用性及内容的实用性，因此该教材适合于高等院校的物流专业作为“物流英语”课程的教材，也可以用于物流行业从业人员及相关人员的基础学习。

本教材共分 3 个模块，由 15 章组成。课文基本涵盖了当今国际物流专业方面的代表性内容，以保证学生有一定的专业信息阅读量。

1. Module One 为基础篇（共 3 章），主要涉及物流文化知识介绍。内容分别为：物流概况、世界著名物流公司介绍及物流商务礼仪。此篇有助于学生更好地了解物流的背景知识、专业词汇术语等，为学习专业篇 Module Two 打基础，做铺垫。此部分每章分别包含学习目标、课文、词汇、注释、课后练习等内容。

2. Module Two 为专业篇（共 8 章），主要涉及物流英语的专业知识。内容分别为：采购、仓储、配送、运输、国际货运代理、物流信息管理、供应链管理、第三方物流。此部分每章分别包含学习目标、课文、词汇、注释、情景对话、案例分析、补充阅读、课后练习等内容。其中案例分析（Case Study）部分供学生课外阅读，或者作为教师补充讲解的内容；补充阅读（Supplementary Reading）材料与本章主题相关，能扩充知识面及提高理解能力。

3. Module Three 为业务篇（共 4 章），主要涉及国际物流专业文件等业务知识。内容分别为：商务信函、合同、提单、信用证。此篇对国际物流业务中常用的部分英文专业文件进行介绍、举例，并通过完成课后练习让学生对今后工作中要接触到的相关业务文件有一个清晰的认知。

全书由薛威教授、刘春媚副教授担任主审，由王凤丽担任主编，唐翌曦、王晓阔担任副主编；参编人员为刘静、陈晓晨、郭阳、王东健、马静、郭士强、董妍、高天（排名不分先后）。本书在编写过程中得到了各兄弟院校及老师们的大力支持与帮助，在此谨表谢意。

由于编者水平有限，书中难免有疏漏之处，敬请批评指正。

编 者

2013 年 3 月

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# Module One

## Background knowledge of Logistics—Logistics Culture



# Chapter One

## The General Introduction of Logistics

### Objectives

- To understand the definition of logistics
- To understand the definition of international logistics
- To learn the activities of logistics system

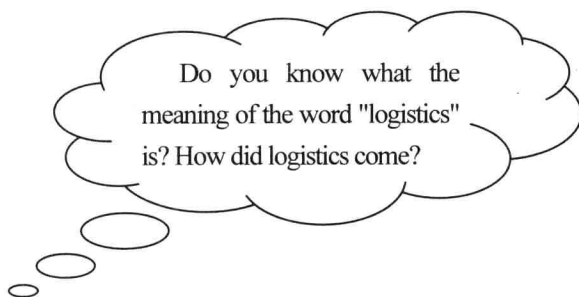
### Focus on

- The definition of logistics
- The importance of logistics
- Main activities of logistics System

### Text

## What is logistics

### Lead in



The word "logistics" was first used in the military. It dealt with the supply of materials and equipment to the **troops**, and it could trace back to the early American Independent War. The British Army in America depended almost entirely upon Britain for supplies. At the **height** of the war there were 1200 troops overseas and for the most part they had not only to be equipped, but fed from Britain. Therefore, it had been argued that the defeat of the British in the

**troop**[tru:p]

*n.* 军队；组；群

**height**[hait]

*n.* 身高；顶点

American Independent War could largely be **attributed** to logistics failure when the war was over.

**attribute**[ə'trɪbjʊ:t]  
vt. 归属;  
把……归于

During World War II, logistics played a major role. Military forces made effective use of logistics models and forms of system analysis to ensure that materials were at the proper place when needed. After that, logistics was widely used in military and military management. For example, during the land war in Iraq in 1990, an U.S. armored division could consume daily 5000 tons of ammunition, 555000 gallons of fuel, 300000 gallons of water, and 80000 meals. It all depended on the very effective, magnificent supply .With the development of social economy and advanced technology, logistics is now used more widely in the field of business.

# 1.1 The Definition of Logistics

Logistics is a hot topic in China and the whole world. Although there has been the "move" of the goods since the beginning of human civilization, logistics is nothing but a newborn baby, lots of people still have limited awareness and knowledge about it. So what logistics really is?

**previously**['prɪviəsli]  
adv. 以前地

It has taken a further 70 years or so for the basic principles of logistic management to be clearly defined. One of the definitions coming from the Council of Supply Chain Management Professionals (CSCMP) (**previously** known as "Council of Logistics Management") —one of the world's most **prominent** organizations for logistics professionals may be the most authoritative: Logistics is the process of planning, **implementing** and controlling the efficient, effective flow and storage of goods, services and related information from the point of origin to the point of consumption for the purpose of meeting customer requirements. According to the definition, logistics mainly focuses on procurement and distribution of physical goods. Besides, it is also linked with production, and the key issue is to decide how and when raw materials, moved and stored semi-finished goods should be acquired. All these will be **extended** and developed as the book progresses.

**prominent**  
['prɒmɪnənt]  
adj. 显著的;  
杰出的

**implement**  
['ɪmplɪmənt]  
vt. 实施, 执行

**extend**[ɪks'tend]  
vt. 延伸; 扩大;  
推广

# 1.2 Analysis of Logistics Definition

The basic definition of logistics is quite long. To understand it better, we can analysis it in the following details.

- The **essence** of logistics is a process of "planning, implementing, and controlling"

**essence**['esns]  
n. 本质, 实质;  
精华

Firstly, the definition of logistics involves three activities: "planning, implementing and controlling", which is scientific planning, effective implementing and real-timely controlling, not just one or two.

- The principle of logistics is "efficient, effective flow and storage"

Secondly, the definition of logistics **indicates** the main status of goods in the logistics is "flow and storage". How to make it efficient and effective is the principle of logistics designing and management. For example, a company promises that all order will be **executed** within 24 hours of receipt, thus the percentage of orders which are actually executed within 24 hours of receipt becomes the standard which is used to **estimate** whether the logistics is efficient and effective or not.

- The research object of logistics **contains** "goods, services, and related information"

Thirdly, the definition of logistics also indicates that logistics involves the flow and storage of "goods, services, and related information". In fact, in the contemporary business environment, a successful logistics system not only contains the flow of goods and service, but also contains the flow of related information. And the latter plays an important role in the whole system; advanced information technology makes it increasingly easy and less-costly for companies to **obtain** important information to make logistics decision.

- The purpose of logistics is "meeting customer requirements"

Finally, the definition of logistics indicates that the purpose of logistics is "meeting customer requirement". That is, the company should establish and adopt the suitable strategies on the basis of customer wants, needs and demands.

**indicate**['indikeit]

vt. 表明; 指出; 预示; 象征

**execute**['eksikju:t]

vt. 实行; 执行

**estimate**['estə,meit]

vi. 估计, 估价

**contain**[kən'tein]

v. 包含; 容纳

**obtain**[əb'tein]

vt. 获得

## 1.3 The Importance of Logistics

In a yearly study of **domestic** logistics, the percentage of the China's Gross Domestic Product (GDP) that was spent on logistics activities (transportation, inventory, and other administrative costs linked to logistics activities) stood at 20 percent in 1999, while that of the United States just stood at 10.7 percent in 1997, 9.9 percent in 2000, and 8.5 percent in 2004. At this point to consider logistics in the context of business and the economy, logistics is an important activity making extensive use of the human and material resources that affect a national economy.

Advanced and professional logistics management is being required by the development of socialism market economy and **commodity** production; our economical goal couldn't be realized without the assistance of logistics. For

**domestic**

[də'mestik]

adj. 国内的; 家庭的

**commodity**

[kə'mɒditi]

n. 商品, 货物; 日用品

example, the production and consumption in bulk of general merchandise, such as coal, oil, steel and cement, needed to be guaranteed by a high speed increasing of transportation. The improvement of logistics creates important **prerequisite** for economic development.

**prerequisite**

[pri:'rekwɪzɪt]

*n.* 先决条件

## 1.4 Main Activities of Logistics System

Logistics refers to the systematic management of the various activities required to move goods from their points of production to the customer. To make a logistics system function, a variety of activities must be executed together. Let's briefly introduce some of these main activities of logistics system.

- Demand forecasting

Demand forecasting refers to effort to estimate product demand in a future time period. An accurate forecasting is essential to effective logistics management. According to it, a company can make decisions such as what kinds and how many raw materials should be ordered from its suppliers; when to start manufacturing and how many finished goods should be transferred or held in each market.

- Inventory

**Inventory** refers to stocks of goods that are maintained for a variety of purposes, such as for resale to others, as well as to support manufacturing or **assembling** processes. The inventory requirements of a firm are directly linked to the facility network and the desired level of customer service. To achieve good inventory management, logisticians need to balance the cost of maintaining additional products on hand against the risk of not having those items when the customer wants them. The objective in inventory strategy is to achieve desired customer service with the minimum inventory **commitment**.

**inventory**['ɪnvəntri]

*n.* 存货, 存货清单

**assembling**

*v.* 装配 (assemble [ə'sembl] 的 ing 形式); 聚集

**commitment**

[kə'mɪtmənt]

*n.* 承诺, 保证

- Transportation

Transportation is the operational area of logistics that geographically moves and positions inventory. It is a very important part of the logistics system. It mainly involves selection of the transport mode, routing of the shipment, **compliance** with the regulation in the region of the country, and selection of carriers. Commonly, transportation is the most costly logistics activity, and can range from 40% to 60% of a firm's total logistics cost.

**compliance**

[kəm'plaɪəns]

*n.* 顺从, 服从; 承诺

- Storage

Storage involves two separate but related activities: inventory management and warehousing. Inventory serves as **buffers** between supply and demand so that needed product availability may be maintained for customers while

**buffer**['bʌfə]

*n.* 缓冲

providing **flexibility** for production and logistics to seek more efficient methods for manufacturing and distributing the products. Warehousing refers to places where inventory can be stored for a particular period of time. In the past decades, important changes have occurred with respect to the role of warehousing in **contemporary** logistics system.

- Packaging

Packaging focuses on protecting the product while it is being shipped or stored. The type of transportation and storage affects packaging requirements. Too much packaging increases costs while **inadequate** protection can result in merchandise damage and **ultimately**, customer dissatisfaction.

- Materials Handling

Materials handling refers to the short-distance movement of products within the confines of a facility (e. g. plant, warehouse). Logistics managers are concerned with the movement of goods into a warehouse, the placement of goods in a warehouse, as well as the movement of goods from storage to order-picking areas and eventually to **dock** areas for transportation out of the warehouse to reduce the cost.

- Information Management

Information is the key to the success of logistics because it can link all areas of the logistics system together, such as: companies' **internal** logistics information system, their suppliers, customers and partners etc.

- Procurement

Procurement is concerned with purchasing and arranging **inbound** movement of materials, parts and/or finished inventory from suppliers to manufacturing or assembly plants, warehouses or retail stores. Since these input can have direct impact on both the cost and the quality of the final product/service offered to the customer, this activity is important to the overall success of the logistics effort.

- Production Planning

The primary logistical responsibility in production planning is to participate in **formulating** a master production schedule and to arrange for its implementation by timely availability of materials, component parts and work-in process inventory. Thus the overall concern of manufacturing support is not how production occurs but rather what, when, and where products will be manufactured. Thus, production planning is at the center of the entire logistics process. Yet it is often viewed as a stand-alone entity with its own objective and **agenda**.

- Customer service

Customer service is a complex topic and one that concerns other functional company areas. Decisions about inventory, transportation, and warehousing

**flexibility**

[ˌfleksəˈbɪləti]

*n.* 灵活性

**contemporary**

[kənˈtemp(ə)r(ə)rɪ]

*adj.* 当代的；同时代的

**inadequate**

[ɪnˈædɪkwɪt]

*adj.* 不充分的，不适当的

**ultimately**

[ˈʌltɪmətli]

*adv.* 最后；最终

**dock**[dɒk]

*n.* 码头；船坞

**internal**

[ɪnˈtəːnəl]

*adj.* 内部的；内在的；国内的

**inbound**[ˈɪnˌbaʊnd]

*adj.* 入境的；归本国的；回内地的

**formulate**

[ˈfɔːmjuleɪt]

*vt.* 规划；用公式表示；明确地表达

**agenda**[əˈdʒendə]

*n.* 议程；日常工作事项

relate to customer service requirements. Customer service involves making sure that right person receive the right product with the right quantity at the right place at the right time in the right condition at the right cost.

● Order fulfillment

Order **fulfillment** is the final key activity. Its costs usually are minor compared to transportation or inventory maintenance costs. Nevertheless, order fulfillment is an important element of the total time that it takes a customer to receive goods or service. It is also the activity that **triggers** product movement and service delivery.

**fulfillment**

[fʊl'fɪlmənt]

*n.* 履行; 实行

**trigger**['trigə]

*vt.* 引发, 引起;

触发

## Notes

1. Council of Supply Chain Management Professionals

供应链管理专家委员会

2. China's Gross Domestic Product (GDP)

中国的国内生产总值(GDP)

## Exercise

I . Answer the following questions in English.

1. What is the definition of logistics?
2. What kind of logistics activities may cost most in a company?
3. What does a successful logistics system contain?
4. What activities do storage involve?
5. What are the main activities of logistics system?

II . Fill in the blanks with the following words or phases.

inventory	essence	prerequisite	lead to	flexibility
at the height of	execute	prominent	merchandise	formulate

1. Consequently, the fast rise in bulk of foreign tourists may eventually \_\_\_\_\_ the decline of local tourism.
2. Good self-esteem is a \_\_\_\_\_ for a happy life.
3. We can supply any reasonable quantity of this \_\_\_\_\_.
4. In 1989, about a year after we went public, we had a horrible problem related to \_\_\_\_\_ management.
5. Because of its \_\_\_\_\_, we can mold software into any form to do almost anything.
6. That happened to millions of people two years ago at \_\_\_\_\_ the world food crisis.

7. In the process of practice it is not \_\_\_\_\_. This is because I should improve my English level.

8. These companies represent the \_\_\_\_\_ of the American spirit—the promise that anyone can succeed in this country if you have a good idea and the determination to see it through.

9. Of course there are lots of ways we can \_\_\_\_\_ the cycle, but this is a simple one, and these are steps that we're all familiar with at this point.

10. If a question asks you to take a position on some issue, try to \_\_\_\_\_ a more nuanced answer.

### III. Translate the following sentences into English.

1. 物流涉及采购，仓储，运输，配送等多种功能。
2. 你在物流方面所做出的任何改进，其结果都会在一定程度上节约业务成本。
3. 物流有时候被描述成是实现“六个正确”的艺术。
4. 所有以产品为导向的买卖都把物流当成做生意的一项成本。
5. 存储包含两个独立但相关的活动：库存管理和仓储。

### IV. Translate the following sentences into Chinese.

1. In fact, in the contemporary business environment, a successful logistics system not only contains the flow of goods and service, but also contains the flow of related information.

2. An important characteristic of any product is its availability at the place where a customer wishes to consume it .

3. The overall goal of logistics is to achieve a targeted level of customer service at the lowest possible total cost.

4. Excessive inventory will ultimately result in higher than necessary total logistics cost.
5. Logistics has received more and more attention from different sectors of the society.

# Chapter Two

## The Famous Logistics Company

### Objectives

- To know about some famous logistics companies
- To learn the brief introduction of each company

### Focus on

- The foundation and history of different logistics companies
- The service of each logistics company

### Text

### Lead in

The so-called logistics companies refer to those production and operation enterprises which **entrust** their own logistics activities to professional logistics service enterprises by way of contract in order to concentrate on their main business. These companies are a kind of transportation, freight and logistics company. They operate transportation, warehousing, distribution, etc, related to logistics. With the development of economy, there are more and more logistics companies in the world. Let's have a look at some famous companies.

**entrust**[In'trʌst]  
vt. 委托, 信托

## 2.1 DHL China

DHL is the global market leader in the logistics industry. DHL-Sinotran's, a 50/50 joint venture, was founded in Beijing in December 1986; DHL Danzas Air&Ocean China started from a rep office in 1991; Sentaifei Freight & Forwarding Co., Ltd. is a Sino-foreign joint venture registered in the





People's Republic of China.

DHL-Sinotrans's, a 50/50 joint venture, was founded in Beijing in December 1986. The joint venture combined DHL's leading expertise in the global air express industry and Sinotrans' **unrivalled** local knowledge in the China-foreign trade transport market.

**unrivalled**

[ʌn'raɪvəld]

adj. 无与伦比的

DHL-Sinotrans has developed a **comprehensive** service network covering 401 cities throughout China. In keeping with China's blooming economy, DHL-Sinotrans' business performance has grown almost 60-fold at an astonishing average rate of 40% in the past decade. The company has secured the leadership position in the China air express industry.

**comprehensive**

[ˌkɒmpri'hensɪv]

adj. 综合的;

广泛的

DHL Danzas Air&Ocean China started in 1991. In 1998, a joint venture was established with the name of Danzas Z.F. Freight Agency Co., Ltd. In the same year, among all international logistics companies, Danzas Z.F. Freight Agency Co., Ltd is the 1st enterprise who was accredited Class A Freight Forwarding license by MOFTEC. With more than a decade's efforts, Danzas Z.F. Freight Agency Co., Ltd becomes one of the largest international logistics companies in China, boasting annual **turnover** of over RMB1.6 billion with 18 branches in major commercial cities and employee of over 550 by the year 2003. Company business covers air/ocean forwarding, warehousing & **distribution**, supply chain management, project transportation, e-Commerce and international trade, providing its customers with end-to-end logistics management and one-stop shopping.

**turnover**['tʌ:nəʊvə]

n. 营业额; 流通量

**distribution**

[ˌdɪstri'bjuːʃən]

n. 分布; 分配

Sentaifei Freight & Forwarding Co., Ltd. is a Sino-foreign joint venture registered in the People's Republic of China and is specialized in providing the supply chain services and is held by the Deutsche Post World Net (DPWN). The Deutsche Post World Net (DPWN) owns 100% of DHL as well, an international express delivery organization and a well-known trademark. Sentaifei Freight & Forwarding Co., Ltd. operates with the trademark of DHL Solutions in China, fully demonstrating DHL's control over



the company as well as the perfect and complete client service experience and professional knowledge in aspect of supply chain service it provides by DHL for clients from home and abroad. The company is headquartered in Beijing and has two branches and sixteen distribution

**division**[drɪ'vɪʒ(ə)n]

n. 分部; 分类

centers all over the country.

DHL Business **Divisions**

**commit**[kə'mɪt]

DHL **commits** its expertise in international express, air and ocean freight, road and rail transportation, contract logistics and international mail

vt. 把……委托给;

使……承担义务