

全国高等院校现代物流管理系列教材

QUANGUOGAODENGYUANXIAOXIANDAIWULIUGUANLIXILIEJIAOCAI

GUOJIWULIU  
SHIYONGYINGYU

# 国际物流实用英语

郑润萍 韩红 © 主编

本书不仅介绍了物流概论、供应链管理及物流信息系统等基础知识，还介绍了订单管理、包装、仓储、保险、物料搬运、运输、货运代理等国际物流运作环节，并涵盖了国际物流业务需要的物流单证、商务单证和官方单证，内容丰富、新颖，选材广泛，针对性强，体现了专业英语用书的综合性与实用性特点，是培养现代物流专业技能型、紧缺型人才的优秀教材。

中国物资出版社

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# 前 言

随着全球经济一体化进程的加快和科学技术的飞速发展,国际物流的发展也进入了新的阶段,物流成为当前最热门的话题之一。与物流其他专业课程不同,英语是一门语言类课程,但专业英语又要体现出专业性和实用性。因此,本书兼顾现代物流专业技能型紧缺人才培养培训用书的综合类和实用类课程体系的特点,集两大特点于一身,体现了专业英语书籍编写的特点。

本书作为高等院校物流工程、物流管理专业的专业英语教材,选材广泛、内容新颖、针对性强。全书共包括基础篇、实务篇、单证篇三部分内容。基础篇中介绍了物流概论、供应链管理及物流信息系统等基础知识;实务篇按照国际物流运作环节流程,重点介绍了订单管理、包装、仓储、保险、物料搬运、运输、货运代理等七章内容;单证篇立足于国际物流中的业务需要,主要涵盖了国际物流中所涉及的物流单证、商务单证及官方单证三部分内容。每部分均包括难度适中的精读课文、并附词组和单词解释作为学习的辅助材料;而且在第二篇实务篇中还增加了常用信函、会话部分用以提高学生的实战技能;同时,本书的每一章都配有相应的习题,充分搭建学生动手的平台;此外,课后补充阅读和知识链接部分可供学有余力的学生进一步提高阅读能力和扩展知识面。

本书编写情况为:郑润萍、韩红为主编,赵惠为副主编。郑润萍负责编写第1章、第7章、第11章、第12章、第13章的内容;韩红负责编写第2章、第6章、第8章的内容;赵惠负责编写第3章、第9章的内容;梁虹负责编写第4章、第5章、第10章的内容。

本书在编辑出版过程中,参考了大量的书籍、文献和论文等,作者已尽可能在参考书目中详细列出,在此对这些前辈、专家、学者表示深深的谢意。引证材料可能有所疏漏,在此深表歉意。

由于时间仓促和水平有限,书中不尽如人意之处,敬请读者批评指正。

编 者  
2008年8月

## Foreword

Since the appearance of logistics at the beginning of 20 centuries, some developed countries have strengthened the study on the relevant fields. After our country entering the WTO, the economy and the reformation of the economic system are greatly developed. There is an accelerated development tendency in the logistics industry. The modern logistics is gradually replacing the traditional carrying service and freight agency as an important part of national economy and a new economic growing point of our country. Comparing with the traditional logistics, the modern logistics possesses better advanced technology information, higher quality service, better high-speed vehicle, better effective management model.

The book works as a logistics colleges and universities, professional logistics management of the English teaching materials, broad selection, new-concept, well-targeted. This book includes based articles, substantive articles, and documents articles as a total of three parts. The first part is consisted of logistics overview, supply chain management, and logistics information. The second includes order processing, package, warehousing, insurance, material handling, transportation, freight forwarding, etc. The third one is composed of logistics documents, commerce documents, and governmental documents. Each part includes perusal texts, vocabulary, professional terms, related knowledge, useful sentences and translation. The practical exercises and supplementary readings given at the end of unit will not only test the basic knowledge about logistics, but will also improve both Chinese and English business languages.

The editors-in-chief are Zheng Runping and Han Hong. Zheng Runping compiles Chapter 1, Chapter 7, Chapter 11, Chapter 12 and Chapter 13; Han Hong compiles Chapter 2, Chapter 6 and Chapter 8; Zhao Hui compiles Chapter 3 and Chapter 9; Liang Hong compiles Chapter 4, Chapter 5 and Chapter 10.

This book is a useful guide to anyone who may be interested in logistics knowledge applicable and control of goods flow, information flow and money flow in the international logistics and to those in industry who need to solve problems on the design, operation and management of industrial systems.

**Writer**  
**2008. 8**

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# Part I

## 基础篇





# Chapter 1 Overview of Logistics

## Learning Objective

- ❑ *To understand the definition of logistics*
- ❑ *To understand the definition of international logistics*
- ❑ *To learn the activities in logistics system*

## Text 1 What Is Logistics

### *How Did Logistics Come*

Do you know what the meaning of the word “logistics” is?

The word “logistics” was first used in the military. It dealt with the supply of material 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 12000 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 American Independent War could largely be attributed to logistics failure when the war was over.

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 and more widely in the field of business.

### *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 of, and knowledge about it. So what logistics really is?

It has taken a further 70 years or so for the basic principles of logistics management to be

clearly defined. One of the definitions is 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 point of origin to 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, semi-finished goods should be acquired, moved and stored. All these will be extended and developed as the book progresses.

### ***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”

Firstly, the definition of logistics involves three activities: “planning, implementing, and controlling”, which is scientific planning, effectively 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 make 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.

## *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 execute 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, company can make decision 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.

### ● 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 regulation in the region of the country, and selection of carriers. Commonly, transportation is the most costly logistics activity, and can range from 40% ~ 60% of a firm's total logistics cost.

### ● 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 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: their internal logistics information systems, 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 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. Decision about inventory, transportation, and warehousing relate to customer service requirements. Customer service involves making sure that the 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.

## 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 logistical 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 are being required by the development of socialism market economy and commodity production, otherwise, our economical goal couldn't be realized without the assistance of logistics. For 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.

### Post-reading questions:

1. What is the definition of logistics?
2. What is the term "logistics" original from?
3. How do you comprehend "logistics" much more than just the transport of goods?
4. What are included in the elements of logistics?
5. What are the key and support activities in logistics?
6. What kind of logistics activities may cost most in a company?

## Related Knowledge

1. Council of Supply Chain Management Professional (CSCMP): 美国供应链管理专业协会, 是美国和世界上物流和供应链管理领域最有影响的专业组织。该协会于1963年在美国芝加哥成立, 原名为美国实物配送协会 (Council of Physical Distribution), 1983年更名为美国物流管理协会 (Council of Logistics Management, CLM), 2005年更为现名。该协会在15个国家有81个分会, 凭借众多会员的积极参与和杰出才能, 从创立之初就一直致力于推动物流业的发展, 为物流从业人员提供教育的机会和信息。中国分会于2002年成立, 并于2003年9月在北京设立中国代表处, 从2005年起, 每年举办中国年会。协会网址为 [www.cscmp.org](http://www.cscmp.org), 其中国分会的网址为 [www.cscmpchina.org](http://www.cscmpchina.org)。

2. Physical Distribution: 物流一词最初出现时, 即是用此PD概念, 日本将其译为“物的流通”、“物资流通”, 后来又称为物流、综合物流。1935年, 美国销售协会对物流进行了定义, 为: “物流 (Physical-Distribution) 是包含于销售之中的物资资料和服务于生产地点到消费地点流动过程中, 伴随的种种经济活动。”最早的物流概念仅指销售过程中与实物流动有关的活动。第二次世界大战期间, 美国军队在后勤保障供应系统中, 成功地运用了“物流”技术, 在军队的后勤供应中开创了物流的先河。后来军事后勤管理的理念和

方法被引入到工业部门和商业部门, 物流 PD 一词开始逐渐为 Logistics (原意为军事后勤) 一词所代替。现在提到 PD 时, 一般指与营销活动相关的物流活动, 即实物分销。



## Vocabulary

logistic *n.* 物流, 后勤, 后勤学

military *adj.* 军事的, 军用的

troops *n.* 军队

trace back to 追溯到

ammunition *n.* 军火, 弹药

gallon *n.* 加仑

armored *adj.* 装甲的, 披甲的

authoritative *adj.* 权威的, 有权威的

consumption *n.* 消费

procurement *n.* 获得, 取得

distribution *n.* 分配, 配送, 分销

raw material 原材料

contemporary *adj.* 同时代的, 当代的

inventory *n.* 存货, 库存

transportation *n.* 运输

involve *v.* 包括, 使限于

carrier *n.* 运输工具, 承运方

warehousing *n.* 仓储

storage *n.* 存储

variety *n.* 种类, 品种

packaging *n.* 包装

inbound *adj.* 内地的

formulate *v.* 阐述, 表达

component parts 零部件

commodity *n.* 日用商品

merchandise *n.* 商品, 货物



## Professional Terms

definition of logistics 物流定义

plan, implement and control 计划、实行和控制

flow and storage of goods 物品的流动和储存

physical distribution 实物分销

semi-finished products 半成品

demand forecasting 需求预测

finished goods 制成品

logistics strategy 物流战略

materials handling 物料搬运

order picking 订单拣选

assembly plant 组装/装配车间(站)

retail store 零售店

production schedule 生产计划/日程

order fulfillment 订单履行



## Useful Sentences

1. Procurement refers to the raw materials and component parts which are bought from outside organizations to support a company's operation.

采购是指从公司外部购买原材料、零部件以支持公司的运作。

2. Transportation refers to the physical movement of goods from one point to another point, which involves selection of the transport mode, routing of shipping, compliance with regulation in the region of the country, and selection of carriers.

运输是指产品从一点到另一点的物理移动, 包括运输方式、运输路线、运输规则及承运人的选择。

3. All products-oriented business have logistics as a cost of doing business.

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。

4. It is a part of supply chain process that plans, implements and controls the efficient and effective flow of goods, services and related information.

它是供应链程序的一部分，对物资、服务和相关信息的高效的流通进行计划、实施和控制。

5. When effectively integrated into an enterprise's logistics operations, warehousing, materials handling, and packaging facilitate the speed and overall ease of product flow throughout the logistical system.

对企业的物流操作、储存、货物装卸和包装进行有效地整合，有利于提高产品流转的速度和使产品在物流系统中更加顺畅地流通。

6. A single firm is not generally able to control its entire product flow channel from raw material source to points of final consumption, although this is an emerging opportunity.

单个企业一般无法控制其从原材料供应地到最终消费地的整个产品流动渠道，尽管单个企业控制整个渠道的时机正在显现。

7. Logistics covers many functions, such as purchasing, inventory management, transportation and distribution.

物流涉及采购、仓储、运输、配送等多种功能。

8. Any improvement in logistics you make results in saving in your cost of doing business by a certain percentage.

企业在物流方面所做出的任何改进都会一定程度地节约业务成本。

9. Logistics is sometimes described as the art of achieving the "six rights".

物流有时候被描述成是实现“六个正确”的艺术。

10. The key issue is to decide how and when raw material, semi-finished and finished goods should be acquired, moved and stored.

关键的问题是要决定应当如何并且在什么时候来获得、移动和储存原材料、半成品及成品。



### Knowledge Linkage

## Other Definitions of Logistics

There are various definitions of different editions. The term was defined by different organizations as follows:

**Logistics— (business definition)** Logistics is defined as a business planning framework for the management of material, service, information and capital flows. It includes the increasingly complex information, communication and control systems required in today's business environment. (Logistix Partners Oy, Helsinki, FI, 1996)

**Logistics— (military definition)** The science of planning and carrying out the movement and maintenance of force...Those aspects of military operations that deal with the design and develop-

ment, acquisition, storage, movement, distribution, maintenance, evacuation and disposition of material; movement, evacuation, and hospitalization of personnel; acquisition of construction, maintenance, operation and disposition of facilities; and acquisition of furnishing of services. (JCS Pub 1 - 02 excerpt)

Logistics—The branch of military operations that deals with the procurement, distribution, maintenance, and replacement of material and personnel; the management of the details of an operation. (American Heritage Dictionary)

Logistics—The science of planning, organizing and managing activities that provide goods or services. (MDC, LogLink/Logistics World, 1997)

Logistics—The process of planning, implementing, and controlling the efficient, cost effective flow and storage of raw materials, in-process inventory, finished goods and related information from point of origin to point of consumption for the meeting customer requirement. (Canadian Association Logistics Management)

Logistics—Logistics is the science of planning and implementing the acquisition and use of the resources necessary to sustain the operation of a system. (Reference: ECRC University of Scranton/Defense Logistics Agency Included with permission from: HUM—The Government Computer Magazine “Integrated Logistics”. December 1993, Walter Cooke. Included with permission from: HUM—The Government Computer Magazine. )

Logistics—The procurement, maintenance, distribution, and replacement of personnel and materiel. (Websters Dictionary)

Business Logistics — The science of planning, design, and support of business operations of procurement, purchasing, inventory, warehousing, distribution, transportation, customer support, financial and human resources. (MDC, LogLink/Logistics World, 1997)

Integrated Logistics Support — The management function that provides planning, funding, and functioning controls which help to assure that the system meets performance requirements, is developed at a reasonable price, and can be supported throughout its life cycle. (Air Force Institute of Technology, Graduate School of Acquisition and Logistics)

Integrated Logistics Support — It encompasses the unified management of the technical logistics elements that plan and develop the support requirements for a system. This can include hardware, software, and the provisioning of training and maintenance resources. (ECRC University of Scranton/Defense Logistics Agency Included with permission from: HUM—The Government Computer Magazine “Integrated Logistics”. December 1993, Walter Cooke)

Logistics—The process of planning, implementing, and controlling the efficient, effective flow and storage of goods, services, and related information from point of origin to point of consumption for the purpose of conforming to customer requirements. Note that this definition includes inbound, outbound, internal, and external movements, and return of materials for environmental purposes. (Reference: Council of Logistics Management, <http://www.clml.org/mission.html>, 12 February 1998)

Logist—To perform logistics functions or processes. The act of planning, organizing and man-



aging activities that provide goods or services. (The verb “to logist.” Eg. She logisted the last operation. I will logist the next operation. I am logisting the current operation. We logist the operations. The operations are well logisted. ) (MDC, LogLink/Logistics World, 1997)

Logistics Functions— ( classical ) Planning, procurement, transportation, supply, and maintenance. (The United States Department of Defense DOD)

Acquisition Logistics—Acquisition Logistics is everything involved in acquiring logistics support equipment and personnel for a new weapons system. The formal definition is the process of systematically identifying, defining, designing, developing, producing, acquiring, delivering, installing, and upgrading logistics support capability requirements through the acquisition process for Air Force systems, subsystems, and equipment. (Reference: Air Force Institute of Technology, Graduate School of Acquisition and Logistics. )

Logistics Support Analysis (LSA) —Simply put, LSA is the iterative process of identifying support requirements for a new system, especially in the early stages of system design. The main goals of LSA are to ensure that the system will perform as intended and to influence the design for supportability and affordability. (Reference: Air Force Institute of Technology, Graduate School of Acquisition and Logistics. )

## Text 2 International Logistics

### *Definition of International Logistics*

With the coming of the “mega competition” era, the world economy is entering a wave of globalization. Managers are increasingly aware of that global thinking and management are critical for the company survival.

Compared with the domestic business logistics, the role of international logistics professionals focus on the tactical aspects of the global supply chain, including those activities that are inherent to the movement of goods and documentary-work from one country to another and those activities that constitute the basis for export and import activities and operations.

The definition of logistics provided by the Council of Supply Chain Management Professionals can define international logistics by including the elements of the international environment: International logistics is the process of planning, implementing, and controlling the flow and storage of goods, services, and related information from a point of origin to a point of consumption located in a different country.

### *Characteristic of International Logistics*

International logistics has many of the same fundamental functions as the domestic logistics, however, in international environment, logistics systems of every country are linked with each