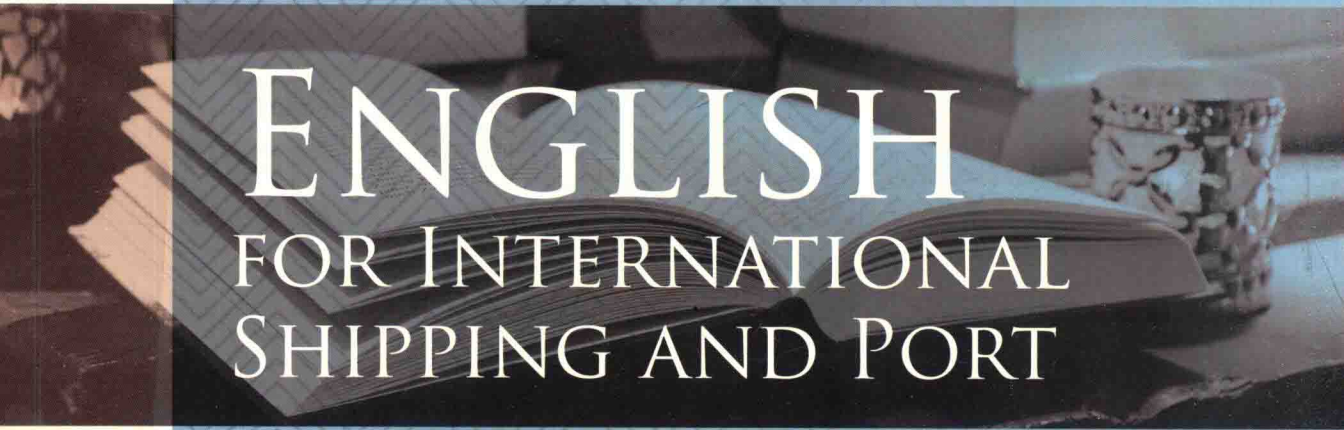


创新专业英语

# 国际航运与 港口英语

王晓萍 赵丹 主编



ENGLISH  
FOR INTERNATIONAL  
SHIPPING AND PORT



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## 前 言

本书旨在帮助学生和国际港航业务相关从业人员积累国际港航业务方面的常用英语术语和表达方式,增加对国际港航业务基本概念、港口货物作业、海运运输方式、港口管理、港口物流、航运服务、航运保险、航运法规等方面的了解,锻炼并提高专业英语教材或文献的阅读理解能力和专业问题的英语交流与表达能力,让学生和国际港航业务相关从业人员在学习本书的过程中,获得用英语获取知识、进行专业表达和交流的体验。本书以高等院校物流管理(国际航运管理)专业高年级学生为主要读者对象,也适合国际港航业务相关从业人员,如港口管理、海运运输、货运代理、船舶代理、港口物流、国际贸易等领域从业人员用于自学国际港航专业英语,或作为这些领域相关企业、公司的培训用书。

本书的编写主要遵循以下原则:

一是专业性。无论是课文,还是补充阅读材料,选材均体现国际港航业务典型的、核心的、最新颖的内容,以使学生和国际港航业务相关从业人员获得有效的专业知识的扩展。专业英语能力的训练要尊重语言运用的实际需要,以输入性的阅读训练为主,兼顾口头和书面的表达,本书在练习的编写上充分体现了这种语言训练目标。

二是综合性。无论是国际港航业务专业知识的学习,还是英语语言能力的训练,在内容和方法上均力求丰富多样,以体现综合性。规范权威的课文选材辅之以扩展性的国际港航发展动态及与港航相关的知识或机构的介绍,使学生和国际港航业务相关从业人员能接触不同类型的专业英语文献。除教师指导下的课文精读外,开放式专业话题的讨论、专业文献的翻译、补充材料的拓展阅读等不同形式的练习有助于调动学习者的学习积极性,实现多种能力的综合训练。英语语言能力的训练力求体现综合性和丰富性,不局限于阅读能力。本书尊重教学需要,精选课文,精编练习,遵循专业英语学习的规律,旨在让学习者通过国际港航专业知识的学习以及语言技能的训练,提高英语实际运用能力。

三是国际性。书中内容充分反映出国际港航业务的国际性特点。精读的课文和补充阅读的材料中,包含着大量的专业术语、国际规则与国际公约,而这些均是国际通用的。此外,书中内容还包含着大量最新的国际港航发展动态。因此,使用本书的学生和国际港航业务相关从业人员在提高专业英语水平的同时,又能

进一步熟悉并掌握这些具有很强实用性的术语，理解国际港航业务中的国际规则与国际公约，了解最新的国际港航发展动态，从而使其所学的内容能与国际接轨，并能与时俱进，进而助其提高综合素质。

本书的主要特点如下：

一是专业知识权威。课文主要选材于原版专业资料，涉及国际港航专业中的主要内容，有利于学生和国际港航相关从业人员加强专业知识的补充和积累。

二是学习内容丰富。学习者可通过课文积累专业词汇、学习国际港航专业基本知识；通过补充阅读了解国际港航专业的重要概念、最新发展动态以及与国际港航相关的知识与组织机构。

三是教学辅助材料充分。书中提供的单元梗概、课文注释、口笔形式的练习，以及书中二维码附有的专业术语词汇表、课件、习题答案等内容为教师展开课堂教学提供了切实有效的支持和帮助。

四是能力训练多样。本书不局限于英语阅读能力的训练，还兼顾英语的专业沟通能力和表达、中英专业文献的互译、用英语获取专业知识或信息等多种能力的培养和训练。

五是课时要求灵活。本书能满足每周2~4学时的不同教学需要。教师可以方便地根据所在院校的具体情况对学习内容进行取舍。

本书在原《国际港航英语》的基础上全面修订而成，结合了教学与科研的最新成果。在本书出版之际，尤其要感谢浙江大学出版社的陈丽勋编辑，正是她的大力协助，才使本书得以顺利出版。

在本书的编写过程中，编者所参阅的文献除了在参考书目中列出的部分外，还包括了大量相关的报刊文章以及网络资料。鉴于参阅的相关文献数目较多，无法一一列出，在此谨向所有相关的作者致以真挚的感谢。

由于本书编者能力所限，书中纰漏之处在所难免，恳请同行专家、学者及读者批评指正。

编者

2018年1月

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Tips Before Class

# Unit 1 Maritime Transport



1. Courseware PPT  
2. Professional Terms

## Part A Unit Outline

*This unit provides a brief introduction to maritime transport, which plays a key role in a nation's economy development.*

- *It is essential to study maritime transport because maritime transport is of huge economic significance as a service sector in its own right but also as an indispensable ancillary activity for international trade. Meanwhile, maritime transport chain comprises three components: the ocean carriers, the domestic ports, and the foreign ports.*
- *Maritime transport can be categorized as liner shipping, charter shipping, and industrial shipping, and it is the most carbon-efficient mode of transport, which is a major environmental advantage.*
- *In modern times, maritime transport presents some important trends, such as maturity of the containerization cycle, containerization of commodities, rationalization of the shipping and port industries, wide application of information technologies, and automation of terminal operation.*
- *E-commerce has had a profound impact on maritime transport, and posed new challenges to the maritime transport system and it calls for fundamental changes in the maritime transport system in various ways.*
- *Maritime transport industry constitutes economic activities which have some direct and indirect relationship with the sea, and is often associated with shipping lines and associated service providers.*
- *Some organizations such as ocean shipping company, ocean shipping agency, stevedoring company, tally company and container company are concerned with maritime transport.*
- *The maritime cluster consists of numerous maritime businesses which operate in close cooperation with each other and benefit from this network. Maritime clusters have both direct and indirect economic impacts, and enhance the competitiveness and growth in local maritime economy.*
- *Shipping markets and shipping routes, IMO (International Maritime Organization), and London port are elaborated in the further reading materials.*

## Part B Text Study

### Maritime Transport

#### **Maritime transport and economic development**

Maritime transport, also named sea transport, marine transport, or ocean transport, refers to seaborne transport, and is the major conduit of international trade. It has grown in parallel with the seaborne trade or international trade, and its development has experienced strong growth and profound changes over recent decades. Freight volumes and container traffic in particular have grown with the intensification of global trade and the geographical dispersion of production.

Maritime transport attaches great weight to the development of international trade and further national economy by transferring the economic wealth accrued from handling enormous cargo volumes and their processing to the hinterland and then conveying it to the national economy. Nowadays, about 90 percent of all trade in goods (by volume and by weight) is carried by sea. There is a close relationship between efficient shipping services and prospects for economic development. Maritime transport services account for about 10 percent of all trade in services, and have reached 3 percent annual growth rate over last decade. In short, maritime transport is of huge economic significance as a service sector in its own right but also as an indispensable ancillary activity for trade in goods.<sup>1</sup>

#### **Maritime transport chain**

The movement of seaborne trade involves a transport system consisting of five components. The first component is the land carriers serving the domestic ports. Broadly speaking, this encompasses the whole domestic transport system, which may involve road transport on trucks or railroad, water transport on barges on inland waterways, or coastal transport. The second component consists of the domestic ports with all the related facilities such as quays, tugs, warehouses, storage and cargo handling equipment, where the goods transfer takes place. The third component refers to the ocean carriers including domestic as well as foreign flag ships that may be chartered or owned and engaged in liner or charter operations. The fourth component is foreign ports, together with their equipment, where unloading takes place. The fifth and final component is land carriers serving the foreign ports, i.e. the receiving country's transport system.

The maritime transport system comprises three middle components: the ocean carriers, the domestic ports, and the foreign ports. However, maritime transport cannot be viewed in isolation from the total transport system when the shippers make decisions on transport.

Shippers will have to view the whole network to determine limitations and bottlenecks of their alternatives. Every transport mode offers possibilities and limitations (Table 1.1). The key features making a maritime transport system attractive to many shippers are large capacity, low cost per transported unit, the least environmentally damaging mode of transport, and high flexibility with different types of services and ships for various transport needs.<sup>2</sup> However, maritime transport must be viewed as a slow mode of transport, and is characterized by need for activity and reliability, impact on the global economic system, extremely high value of the property and possible damage to cargoes carried.

Table 1.1 Cost Structures and Operational Characteristics of Different Transport Modes

Transport Modes	Cost Structures and Operational Characteristics
Air Transport	Relatively low fixed costs and high variable costs. Variable costs include fuel, maintenance, security, airport fees, etc. The main operational characteristics are high speed and limited loading capacity. Furthermore, intermodal combinations are required to reach shippers and consignees.
Road Transport	From an infrastructure perspective, fixed costs are high, but from an operational perspective, road transportation is characterized by a high share of variable costs. Other significant characteristics are high flexibility, availability, speed, and frequency, but limited loading capacity compared with other modes of transport. It enables door-to-door transport and direct access to shippers and consignees.
Water Transport	Medium level of fixed costs and low variable costs. Fixed costs include vessels, handling equipment, etc. Examples of variable costs are staff, bunker fuel, and maintenance. It is a high capacity mode of transport, and due to its high fixed costs, it is characterized by economies of scale. It usually does not offer door-to-door possibilities, and compared to other modes of transport, it can be regarded as slow.
Rail Transport	High fixed costs and relatively low variable costs. High fixed costs are locomotives, wagons and handling equipment. Variable costs are mainly staff, fuel and maintenance. General operational characteristics are good speed, frequency, and capacity. Intermodal combinations to reach shippers and consignees are usually required.
Pipeline Transport	Very high share of fixed costs due to construction. Variable costs are mainly security inspections and maintenance. High reliability and capacity, but limited to special circumstances.

### Categories of maritime transport

Maritime transport falls into three groups: liner shipping (liner services), charter shipping (charter services), and industrial shipping (industrial services).

**1. Liner shipping.** Liner shipping means that a fleet of ships with a common ownership

or management provide a fixed service, at regular intervals, between named ports, and offer transport to any goods in the catchment area served by those ports and ready for transit by their sailing dates. That is, liners operate on a scheduled service between a group of ports, and sail on scheduled dates and time irrespective of whether they are full or not. Shipment so made on liners is relatively small but frequent. Thus, fixed route, fixed sailing schedule, fixed ports of call (POC) and fixed freight rates are the main features of liner shipping. Meanwhile, liner basic freight has in it the loading and unloading charges. The respective rights and liabilities of shippers and carriers are listed in the liner bill of lading (B/L) issued by the liner companies. Liner companies usually publish their sailing schedule in newspapers and company websites for the use of shippers and/or freight forwarders.

**2. Charter shipping.** Unlike the liners, a tramp does not sail on a fixed route and a fixed schedule, but goes all over the world in search of cargoes, primarily bulk shipments carried in complete shiploads. Tramp vessels are engaged under chartering on a time and voyage basis, and sometimes are chartered to supplement existing liner services to meet peak cargo shipment demands.

**3. Industrial shipping.** Industrial shipping refers to the services, which are not generally available in the market, for well-defined ocean transport needs of large industrial enterprises that control services and ships either directly through ownership or through long-term contracts. Industrial carriers, such as oil tankers, gas carriers, car carriers, mineral carriers, and paper carriers, are often purpose-built to cover transport needs which are not adequately met by independent shipping, and the shippers (e.g. oil companies owning large fleets of regular tankers) find it economical to control their own fleet. The operations and trade patterns of vessels in industrial carriage are often regular, and the vessels generally carry full (homogeneous) cargoes and may also be used in other kinds of services.

### **Low environmental impacts of maritime transport**

Different modes of transport have different environmental impacts. According to the analysis by the Swedish Network for Transport and the Environment, maritime transport produces fewer grams of exhaust gas emissions for each ton transported one kilometer than rail, road, or air transport. For example, the grams of CO<sub>2</sub> emitted by transporting 1 ton of goods 1 kilometer by ship, train, lorry, and airplane are 3g, 18g, 45g, and 560g respectively, thus maritime transport is the most carbon-efficient mode of transport. As the main part of maritime transport, containerization has revolutionized the movement of goods and the increased efficiency of moving goods has produced numerous benefits including lower environmental impacts associated with the movement of products from one point to another.

The size and global nature of the shipping industry makes it important for the industry to continuously work to reduce its environmental impacts, and there is evidence that the

industry has made significant progress. According to a recent report of an International Maritime Organization (IMO) expert working group, international maritime shipping accounts for 2.7 percent of annual global greenhouse gas (GHG) emissions; a study by Lloyd's Register found that the fuel efficiency of container ships has improved 35 percent; now the millions of containers used around the world are 98 percent recyclable; and new IMO regulations also establish strict standards for vessels' nitrogen oxides, sulfur oxides, and particulate matter emissions.

### **Some important trends of maritime transport**

**1. Maturity of the containerization cycle.** Containerization has a business cycle which involves phases of introduction, growth and maturity. The last ten years has seen an acceleration of its adoption as the dominant mode supporting global supply chains (GSC), and its fast growth is usually followed by a phase of maturity. There is mounting evidence that containerization is entering a phase of maturity, implying that its future growth potential is more limited and likely linked to niche market opportunities. The maturity of containerization is likely to trigger a reallocation of ship assets along shipping routes to more closely reflect optimality in terms of capacity and level of service.<sup>3</sup>

**2. Containerization of commodities.** A general rise in commodity prices and growing demand in new markets have made many commodities more prone to be containerized from a value standpoint. Fluctuations and rises in bulk shipping rates, as evidenced by the Baltic Dry Index (BDI), have incited the search of options to bulk shipping. Volatility also makes long-term planning for bulk shipping complex and subject to risks. Relatively stable and even declining container shipping costs, particularly in light of rising commodity prices, render the containers even more attractive. The above converging factors support the containerization of commodities.

**3. Rationalization of the shipping and port industries.** The maritime shipping and port industries are facing the prospects of a rationalization of their assets and services. Maritime shipping companies and terminal operators will reassess their capacity deployment and their pricing, thus having profound impact on the industry and global supply chains. It can be expected that port (market) size and productivity will be an important factor in this expected rationalization, and large ports could be less impacted than smaller ports because of their pricing power and better hinterland access. As the maritime sector now becomes less profitable, capital will be more difficult to secure and investment needs for new or expanded projects will be assessed more closely.

**4. Wide application of information technologies (IT).** IT has multiplying effects on maritime transport, particularly over the management of intermodal assets. IT widely applies to the loading and unloading sequence of container ships, stacking in container yards,



navigation (GPS), scheduling (pick up and delivery), gate access, tracking the whereabouts of a container, and supply chain integration. Electronic data interchange (EDI) is also widely used because of a higher level of control over freight flows, particularly through vertical integration.

**5. Automation of terminal operation.** More stringent supply chain management (SCM) practices, productivity pressures on terminal real estate, economies of scale in maritime shipping and better integration with inland freight distribution have incited various terminal automation strategies, which are capital intensive. Automation can be applied to three intermodal stages within the terminal. The first concerns transshipment with the loading and unloading sequence, the second relates to container tracking and yard management, such as stacking, and the third involves the interface between the terminal and inland transport systems.

### **E-commerce in maritime transport**

E-commerce, also named e-business, calls for fundamental changes in the maritime transport system in various ways, thus providers of maritime transport and related logistics services have to adapt their infrastructure, marketing, and customer service to provide support to the electronic market place.

**1. Need of faster, more reliable, and more frequent services.** E-commerce transactions are faster than traditional commercial transactions. The identification of products by importers, comparison of prices, ordering, invoicing, payment, and arranging for delivery can be automated and completed over very short periods of time. Traders in e-commerce will inevitably want to link their electronic sales to a transport or distribution system that meets their requirements. This will in turn put pressure on the maritime transport system to respond by providing faster, more reliable and more frequent services.

**2. Increase in demand for maritime transport.** E-commerce makes it possible for transactions to take place without limitations caused by distance between exporters and importers. This means that exporters can reach a much larger number of foreign customers directly, while importers get access to potentially unlimited sources of products. Also, importing and exporting take place without being constrained by availability of space in warehouses or sheds. All this helps to expand the scope of the foreign market and hence the number of physical origins and destinations for products to be transported around the world. In turn, it increases the overall demand for maritime transport.

**3. Greater demand for information and communications technology (ICT).** Given that the very essence of e-commerce is the processing of transactions by electronic means, it seems inevitable that maritime transport services and operations serving e-commerce will also need to rely to a considerable degree on information processed and transmitted