

“十三五”高等院校跨境电商规划教材
教育部—开元电子商务产学合作协同育人项目教材



Professional English for Cross-border E-commerce

跨境电子商务 专业英语

主 编○张式锋 孙圣涵



立信会计出版社
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前 言

近年来,跨境电子商务迅速发展,带来了传统国际贸易企业的快速转型,也催生了行业对跨境电子商务专业人才的巨大需求。为适应经济社会发展需要,许多高校纷纷开设跨境电子商务专业或课程,以培养专业型人才。这对我国跨境电子商务的发展和深化外贸经济改革具有十分重要的推动作用。

跨境电子商务专业英语是对跨境电子商务中最重要的要求之一,关系到整个交易流程的顺利进行。跨境电子商务交易中的定价、营销、订单处理、物流、售后等无一不需要专业的英语知识和技能。开设该课程,目的在于培养懂得跨境电子商务基本知识,熟练使用专业英语,熟悉跨境电子商务的操作与管理,熟练掌握跨境电子商务英语的技能和技巧,能够独立从事跨境电子商务一系列工作,具备优秀职业素质、职业能力和专业知识的专门人才。

本教材的编写注重理论联系实际,培养实际操作能力,力求突出实用性。本教材实践内容结合敦煌网展开,基本上涵盖了跨境电子商务的全部主要过程。第一,介绍了跨境电子商务的基本概念和内涵,以及相关的政策等(第一章);第二,速卖通、敦煌网和亚马逊三大常用跨境电商第三方平台的介绍(第二章);第三,选品、定价、产品发布等售前操作过程的讲解(第三章);第四,社交网络服务、手机等营销手段的介绍(第四章);第五,订单处理、发货以及物流等销售操作过程的讲解(第五章);第六,纠纷、投诉、客服等售后操作过程的讲解(第六章);教材中加入的自主学习部分,充分地发掘学生利用各种学习工具或资源自主发现、分析和解决问题的能力。

本教材可作为大中专院校国际贸易、国际经济、国际商务、商务英语等专业的教材,也可作为跨进电子商务岗位培训,以及有志从事跨境电子商务工作的人士自学

之用。

本教材在编写和出版过程中得到了有关外贸公司领导、专家的大力支持和帮助，他们提供了大量的实用参考资料，编者特此表示衷心的感谢。在编写过程中，我们参阅并引用了国内外诸多专家、学者的论著资料和观点，也参考了同行的相关教材，本教材中未一一列出，在此一并向有关作者致谢。

由于编者水平有限，书中难免有错误和不妥之处，敬请广大读者批评指正。

编者

2018年1月

Contents

Chapter One	Cross-border E-commerce	1
Chapter Two	Cross-border E-commerce Platforms	7
Section One	AliExpress Platform	7
Section Two	Amazon Platform	14
Section Three	DHgate Platform	19
Chapter Three	Pre-sale Services of Cross-border E-commerce	32
Section One	Product Selecting	32
Section Two	Product Pricing	34
Section Three	Product Publishing	42
Chapter Four	Marketing	58
Section One	Platform Marketing	58
Section Two	SNS Marketing	62
Section Three	Mobile Marketing	66
Chapter Five	On-sale Services of Cross-border E-commerce	70
Section One	Order Processing	70
Section Two	Online Delivery	73
Section Three	Logistics	86

Chapter Six After-sale Services of Cross-border E-commerce	91
Section One Disputes and Complaints	91
Section Two Customer Service	94
Chapter Seven Documents for Cross-border E-commerce	98
Section One Electronic Order	98
Section Two Electronic Customs Declaration Form	100
Section Three Electronic Waybill	102
Appendixes	109
Appendix I Inquiry Link of Destination Country and Region Post Office (Partial)	109
Appendix II Delivery Timetable of Major Logistics Companies	117
Appendix III Communication Skills	129
Appendix IV Case on Successfully Deals With the Dispute	138

Chapter One

Cross-border E-commerce

Introduction to Cross-border E-commerce

Cross-border E-commerce is becoming a hot topic in these years, and taking an important role in international trade field. The rise of Cross-border E-commerce benefited from e-commerce. With the development of computer technology and e-commerce technology in 21st century, huge impacts on traditional international trade are caused by the Cross-border E-commerce. Nowadays, Cross-border E-commerce is leading a new development of international trade.

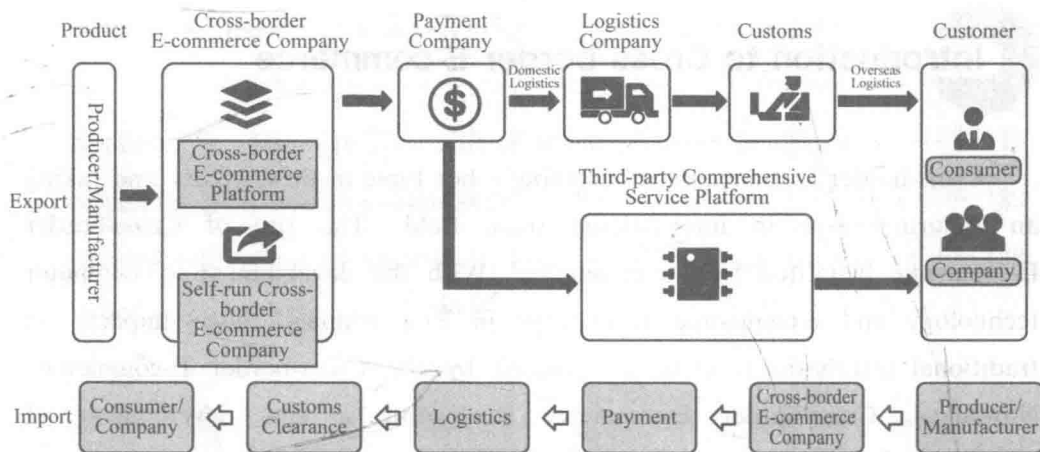
In general, Cross-border E-commerce can be defined in both narrow and broad sense.

In a narrow sense, Cross-border E-commerce is almost equal to cross-border retailing, in which transaction parties in different countries reach agreements and settle accounts through the Internet and deliver/receive the goods via cross-border logistics.

In a broad sense, Cross-border E-commerce is electronic foreign trade. It's a kind of international business, in which the product display, negotiation and transaction are done via the Internet and goods are delivered through cross-border logistics.

The Cross-border E-commerce mentioned in this book is the latter one. It consists of the cross-border online B2B, B2C deals as well as the B2B deals in O2O pattern.

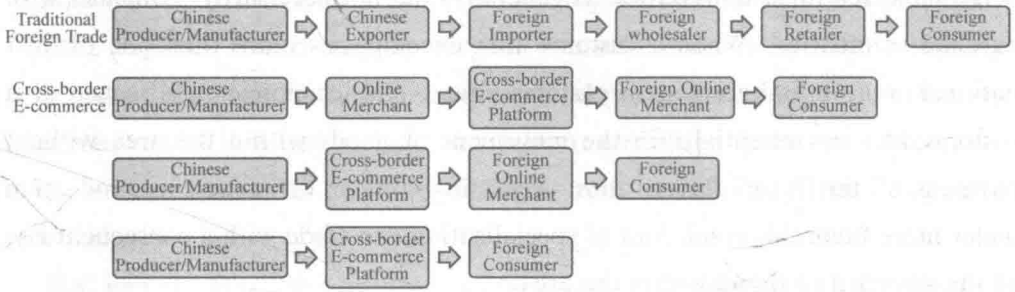
In terms of the export flow of Cross-border E-commerce (Pic. 1-1), producers or manufacturers display their products on a self-cross-border e-commerce platform. After the products are selected and paid by customers, they will be sent to logistics companies by cross-border e-commerce operators for delivery. The products will finally reach the customers after two inspections at customs (for export and import). Some Cross-border E-commerce operators cooperate with third-party comprehensive platforms and entrust them with logistic, goods inspection and like procedures.



Pic. 1-1 Export flow of Cross-border E-commerce

The import flow is just opposite to export flow.

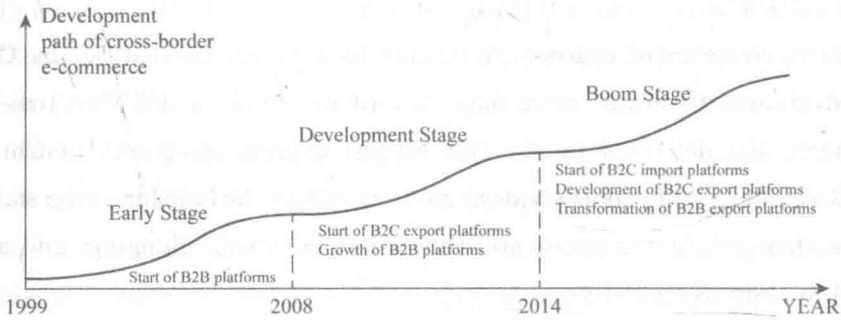
As a business model based on the Internet, Cross-border E-commerce is rebuilding the international trade chain of SMEs. By breaking the monopoly of foreign channels such as importers, wholesalers, distributors and retailers, which exists in traditional foreign trade, Cross-border E-commerce enables companies to contact with individual wholesalers, retailers and even consumers directly, which effectively simplifies the transaction and saves goods circulation costs. (Pic. 1-2)



Pic. 1-2 Traditional Foreign Trade & Cross-border E-commerce

Chinese Policies of Cross-border E-commerce

The making of policies about Cross-border E-commerce in China can be summed into three stages. (Pic. 1-3)



Pic. 1-3 Three stages of Cross-border E-commerce in China

Early stage (1997—2007), in which 3 polices preliminarily regulate the development of e-commerce, placing extra emphasis on the industry;

Development stage (2008—2013), in which 10 policies involve supervision, payment, settlement and so on, placing extra emphasis on support and guidance;

Boom stage (since 2014), in which more than 10 polices focus on export and involve implementation.

Different between customs and national boundaries

Customs is a geographical area within which goods may move freely without

being subjected to customs duties. It generally, but not necessarily, coincides with national boundaries. When a customs area encompasses more than one distinct national area, it is known as a customs union. The economic significance of a customs area lies essentially in the movement of goods within the area without payment of tariffs or duties, thus permitting greater efficiency in production under more favorable conditions of specialization and trade with a consequent rise of the standard of living within the area.

In this book, we mainly use customs rather than national boundaries, which is almost the same in international trade.

Customs Supervisions

Regarding the goods traded via Cross-border E-commerce, there are mainly three means for goods to cross customs.

Customs clearance of goods. For the situation that Chinese import and export companies display products and make agreements with foreign wholesalers and retailers online and finish shipment offline, these goods shall be included in customs statistics.

Customs clearance of express. According to a survey carried out by General Administration of Customs, more than 95% of the goods traded via Cross-border E-commerce and delivered by the five biggest express companies in China are declared as import and export goods at customs and are included in cargo statistics. Only less than 5% of the goods are declared as personal belongings and are not included in customs statistics.

Customs clearance of mail. Goods bought online and delivered by mail are mainly daily essentials. According to related regulations issued by General Administration of Customs and the State Council, goods for personal use of reasonable amount are out of compulsory customs clearance and statistics.

Different Customs Clearance

For different trading modes of Cross-border E-commerce, there are four differences in custom clearance.

B2B export. If goods are exported on a large scale, they are actually in traditional trade. For goods exported on a small scale by express or mail, it's hard to get customs forms, and there are also some troubles in goods inspection, settlement of exchange and tax rebate.

B2B import. The overall situation is basically the same as that of B2B export.

B2C export. For it mainly targets overseas customers with relatively small orders but high trading frequency, and goods are usually delivered by express or mail, it is not included in current customs regulatory system, so there are also some troubles in goods inspection, settlement of exchange and drawback.

B2C import. The goods are mainly bought for individual use and delivered by express or mail, which is not, involved in customs statistics.

Exploration of Customs Clearance of Express and Mail

While doing Cross-border E-commerce, goods delivered by express and mail often face troubles in customs clearance, settlement of exchange and tax rebate. In order to solve these problems, General Administration of Customs selected some pilot cities to study the standard regulations and management system of Cross-border E-commerce and improvement of customs clearance management and service.

In December 2012, General Administration of Customs officially selected five cities including Shanghai and Chongqing as the pilot cities. In October 2013, the project was carried out in some other suitable cities which are usually logistics centers, port cities, places of origin, etc.

There are four kinds of business can be applied for by pilot cities. According to General Administration of Customs, only six cities, including Chongqing, Guangzhou and Shanghai, are allowed to operate import business of Cross-border E-commerce, and other cities can only deal with export business.

Cross-border E-commerce in China

From 2010 to 2013, China Cross-border E-commerce business has been initially developed. Companies likes Yangmatou, Xiaohongshu, that mainly focus on C2C purchasing mode have been established. From 2014 to early 2015, is the policy dividend period, a large number of cross-border electricity business platforms set up, giant internet companies such as AliExpress, Amazon, NetEase, etc. also entered the market. Since 2016, Cross-border E-commerce market has

developed rapidly, with the high-intensity competition.

According to statistics, in 2015, the transaction amount of China Cross-border E-commerce business reached 4.8 trillion yuan, rising by 28% and making up 19.5% of the total foreign trade volume. China Cross-border E-commerce business is currently export-oriented, export transactions account making up 83.1% of total business transactions, while imports only accounted for 16.9%.

According to the business model, China Cross-border E-commerce business is currently B2B-based, which contributed for 84.3% of total Cross-border E-commerce trade volume in 2015, left 15.7% space for the retail sales. However, the retail sales are increasing rapidly. In 2015, China Cross-border E-commerce retail sales amounted to 751.2 billion yuan, got about 69% increase than last year.

Exercises

Translate the following words into Chinese.

1. Cross-border E-commerce
2. B2B
3. B2C
4. Customs clearance
5. General Administration of Customs
6. Settlement of exchange
7. Parallel trader

Chapter Two

Cross-border E-commerce Platforms

Section One AliExpress Platform

Introduction to AliExpress

Launched in 2010, AliExpress is a global retail marketplace that enables consumers from around the world to buy directly from manufacturers and distributors in China. Top consumer markets where AliExpress is popular are Russia, the United States, Brazil, Spain, France and the United Kingdom. AliExpress is a business of Alibaba Group.

On AliExpress, you can order wholesale products as small as 1 item and pay safely with AliExpress Buyer Protection along with express delivery with full tracking. AliExpress currently hosts more than 6 000 different types of products from over 50 different industries, including Women's Clothing, Men's Clothing, Phones & Accessories, Computer Hardware & Office, Consumer Electronics, Jewelry & Watches, Home & Garden, Furniture, Bags & Shoes, Toys, Kids & Baby, Sports & Outdoors, Health & Beauty, Hair, Automobiles & Motorcycles, and Home Improvement.

Nowadays, AliExpress has its buyers from over 220 countries and regions, is one of the biggest Cross-border E-commerce platform.

Create an AliExpress Account

You can initiate your free membership at AliExpress.com by following the steps below.

(1) Go to the home page of AliExpress, by typing www.aliexpress.com.



Pic. 2-1 Home page of AliExpress

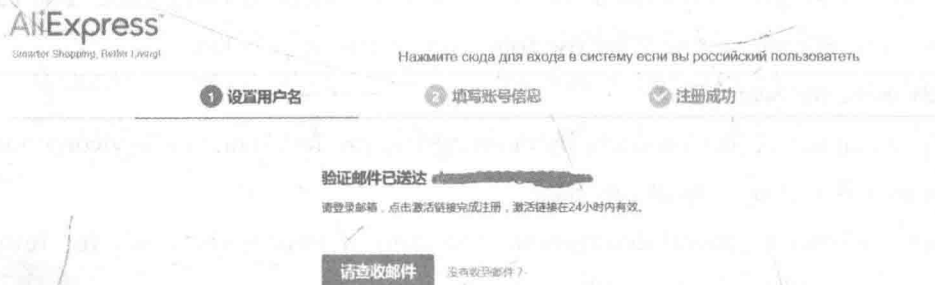
(2) Click “Join” on the top-right of the home page, then you will switch to a new page as shown below.



Pic. 2-2 Step 2 of AliExpress account registration

(3) Enter you email address, and Slide the slider to right, then click “next step” button.

(4) You will receive a verify message in your registered email box. Log in your email, and click the web link you get in your email box.



Pic. 2-3 Step 3 of AliExpress account registration

(5) Fill in blank information. Enter password, your name, mobile number, select your contact addresses, etc. to finish the registration.



Pic. 2-4 Step 4 of AliExpress account registration

Search for items

AliExpress offers millions of products from a variety of categories. You can get the information you need by the following instructions below.

By using the Search Bar

You can search for products by entering the product name or keywords into the Search Bar at the top of any page.

Try to enter a general description. The more keywords you used, the fewer products you will get in the results page.

e.g. if you enter “Sweater” in the bar, you will get thousands of results, but when you enter “red V-neck sweater”, you will get less results.

By using the Related Search

You can use Related Search to quickly locate the products that you are looking for. The system will recommend products based on the keywords you enter in the Search Bar.

By viewing auto-filtered results

If you do not get so much useful information by search tools, this might be because some unrelated products have been automatically filtered.

When you see the notice, select “Click” here to view all unfiltered search results.

“Some search results have been omitted that may be unrelated to your keyword. If you want to view all results, click here.”

By using Refine Search

You can narrow down your product search by using the Refine Search menu on the left. Simply select the product features you are interested in and your original search results will be updated with your selection.

By using Advanced Search

You can narrow down your search results with the Advanced Search option below the Search Bar. For example, you can search with the following options.

Keywords. These are your original search terms. You can modify them to search within a category instead of the Search Bar.