

全国外贸物流员培训认证考试专用教材

外贸物流 英语

中国国际贸易学会商务培训认证考试办公室 编



**FOREIGN TRADE
LOGISTIC
ENGLISH**



中国商务出版社
CHINA COMMERCE AND TRADE PRESS

试用本

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Foreign Trade Logistic English

(试用本)

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前 言

随着我国对外贸易的蓬勃发展,外贸物流的作用日益显著。世界贸易组织有关资料显示,到2006年年底,我国出口和进口贸易总量均已排名世界第三。伴随着巨大的货物进出口,我国急需外贸物流方面的专业人才。虽然我国很多高校开办物流专业,但是仍不能满足外贸企业对物流人才的需求,因此培养外贸物流专业人才已成为推动外贸发展的薄弱环节。

中国国际贸易学会经过长达三年的广泛市场调研,并且根据《中华人民共和国行政许可法》的相关规定,决定在全国范围内开展“外贸物流员”培训和考试认证工作,通过对外贸物流行业的资格培训认证解决受训者就业以前的再培训问题,为我国外贸物流界培养实际操作为主、兼具理论基础的实用型人才,促进我国外贸物流事业的健康快速发展。

外贸物流员培训认证考试是中国国际贸易学会开展的第3个培训认证考试项目。外贸物流员是指在有进出口权的企业从事货物仓储、运输的工作人员,他们在外贸岗位上起着十分重要的作用,是不可替代的角色。本次考试是借鉴我国其他物流考试的成功经验,结合我国外贸的特点而开展的一项规范的、权威的、开放的培训认证考试,完全按照国家级的考试进行。另外中国国际贸易学会组织对外经济贸易大学、大连海事大学、上海海事大学、上海思博职业技术学院、中国民用航空大学、中南林业科技大学等单位的专家学者参加了考试指定教材的编写、研讨、审读的全过程,同时还认真听取了海关、商检、商务、交通等政府管理部门和部分外贸物流企业的意见,对专用教材的内容、结构、篇幅进行了反复的认真研究、论证,使本教材完全符合当前的外贸物流工作的实际需要。

本套教材具有以下突出特点:

1. 权威性强

中国国际贸易学会是我国国际贸易学科理论和实践研究的权威机构。在编写教材的同时,又推出了外贸物流专业的教学方案和大纲以及培训标准和要求,旨在帮助外贸企业尽快地培养出一批既懂物流又懂外贸业务的专业人员。本套教材由中国国际贸易学会商务培训认证考试办公室专门组织国内权威专家、学者参考发达国家的物流标准而编写完成的。

2. 切合时代脉搏

本套教材在重点讲解外贸物流理论与实务的基础上,有针对性地介绍了与外贸物

流关系密切的国际贸易知识,有助于推动我国外贸物流企业与国际接轨,引导企业在激烈的市场竞争中寻求新的生存和发展空间。

3. 内容翔实

本套教材涉及外贸物流的所有环节,不仅阐释了传统的货运、仓储业务,而且对有发展前景的国际多式联运、现代物流、货代保险以及供应链管理等先进的理念等做了较为系统的介绍。其内容翔实,涵盖了开展国际货运代理业务必须的各方面知识。另外本套教材包含大量的案例,真正做到了与实际相结合。

4. 实用性极强

本套教材不仅具有较高的理论性,而且具有极强的实用性和操作性;不仅适合外贸物流企业业务人员的培训,同时也是企业中高层管理人员的重要参考书和工具书。在编写过程中我们还邀请了外贸物流一线经理、从事过多年外贸物流行业的专家参与编写,使教材具有很强的实用性和操作性。

本套教材除了作为全国外贸物流员培训认证考试指导用书外,还可作为有关院校教材。本套教材在编写过程中得到了许多业内专家、学者和单位的热心帮助和支持,在此一并表示感谢。

由于编写时间仓促,疏忽和不当之处在所难免,真诚欢迎各界人士在使用过程中对本套教材提出宝贵意见。

中国国际贸易学会

中国国际贸易学会商务培训认证考试办公室

2007年9月

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Chapter 1

Foreign Trade Industry and Foreign Trade Enterprises

Section 1 Text

■ Foreign Trade Industry 外贸行业

Since the beginning of reform and opening, China's foreign trade has continued to expand. Entering to WTO, providing more opportunities to domestic enterprises. China has become a leading trader. But international trade does not mean that trade power, the existing problems in China's foreign trade can not but arouse our attention. Analysis of the current situation and formulate countermeasures obviously is of great significance; Analysis of Foreign Trade from a macro-level analysis, China's foreign trade has the following four characteristics:

- a) Import and export trade volume increased year by year. According to Ministry of Commerce statistics, China's import and export in 1978 from 20.64 billion U. S. dollars in 2002 increased to 620.77 billion U. S. dollars. 2003 export value reached 851.21 billion U. S. dollars, a record high.
- b) Economic structure has undergone a change, but the essence remains export products mainly labor-intensive products, industrial added value is not high. China's most important trading partner, the United States (in addition to Hong Kong's re-exports, trade with the United States accounted for China's total trade 25% above) as an example. According to the United States Department of Commerce statistics, 2002 Chinese exports to the United States in the top five commodities were miscellaneous products (18.44%), office machinery and automatic data processing equipment (11.7%), telecommunications and sound recording and playback device equipment (10.74%), Xie Xue (8.7%), electrical machinery apparatus (8.09%). Solely from the data, Chinese exports to the United States mainly to the textile and garment pattern has begun to change. Computer communications products export shares on the rise. But with China's Ministry of Commerce statistics, we can see that China's export of high-tech products to the major trade mode is still processing trade category. Is still labor-intensive products, the industrial added value is not high.
- c) Trading partners are too concentrated, anti-risk capacity is insufficient. China's trading partners are still relatively concentrated in Europe and Asia and the Americas, particularly the limited number of the world's major countries. If the top three respectively Japan, the United States

and the European Union, all three of the total trade volume accounting for nearly half. This trade pattern does not have sufficient ability to resist risks. An obvious example is the recent few major trading partners of economic downturn have taken a conservative trade policy making China's foreign trade volume is a bigger impact. By 2003, China's foreign trade surplus of 25.54 billion U. S. dollars, representing a decrease of 16.1%. The advantages of traditional industries by the international large market impact. China's traditional industrial advantages are mainly labor-intensive industries. In recent years, these industries commodities in the international market is a sign of decline, the emergence of this situation had three main reasons: (1) emerging high-speed economic development of the countries on China's export trade shocks, if Mexico on the impact of China's textile industry; (2) of developed countries for their own interests to consider limiting imports, if the United States in order to protect their domestic industries import restrictions in the new EU accession countries in import restrictions; (3) as China's economic capability, the Chinese foreign abolish the preferential policies. If the EU decided to abolish the China milk, egg products and other products cut the GSP. These three factors combined result is that Europe and the United States and other countries to keep a wide range of goods made in China of dumping complaints China's exports have been greatly affected, a number of dominant industries resulting in the signs of decline. At a micro-level analysis, China's foreign trade enterprises with the following three features.

- d) Establishment of a professional foreign trade companies in the industry as a link within the horizontal strategic alliances central, provincial, City three vertical management system though a solution to the macro level problems, However, the foreign trade enterprises have encountered difficulties should rely on micro-in with the horizontal industry coalition-building, This strategic alliance is a professional foreign trade companies for the link. Union different from the traditional horizontal line that, it is a strategic alliance, is not mandatory for the responsibilities and obligations, This will be in line with it to distinguish. This loose structure can assure members relatively free, independent production operations, But through professional foreign trade companies, as a link, but also in the following aspects of the Union's members to help. (1) The free movement of professionals to help enterprises avoid risks. In this alliance, not every foreign trade enterprises must have its own foreign trade professionals. Through professional foreign trade companies for the media, professionals can be used as mobile resources. Only the needs of the project in time for him to the company, this approach will also help enterprises reduce costs, because companies do not have to pay the fixed personnel costs. (2) Deal with the impact, particularly on dumping complaints. In the international market once encountered on the dumping kind of situation. Only the entire industry to speak with one voice in international negotiations can be achieved relatively good results. This time the coalition structure will become temporarily close. And the establishment of the Union will also help reduce individual enterprises in their own interests in order to disrupt exports, because of the unruly behavior will not be directly Although sanctions (strategic alliances do not have such a function), they will not abide by the rules of the enterprises were excluded from the Union, the lower their reputation. (3) Establishment of industry information platform, after controlling for prior control. Strategic alliance a very important tasks is to provide members of the decision-making needs of the industry detailed data. Union, but also to be able to make industry analysis, corporate rankings, forecast the

next phase of import and export, and to inform the Ministry of Commerce. To permit the release of the Ministry of Commerce provide the basis for decision-making, prevention after a disorderly competition and change control later to advance control. For example, in 2002 garment exports to the United States 30 billion U. S. dollars, taking into account the situation in the world economic competition. Expected in 2003 will export 31 billion U. S. dollars, garment industry this conclusion Union informed the Ministry of Commerce, Ministry of Commerce decided to change the licensing, in order to avoid such a consequence: excessive clothing enterprises to provide clothing for the United States to lead to a vicious price competition that has resulted in increased export volume, reduced exports, the United States has also proposed an anti-dumping complaint. With this information platform will obviously help to alleviate the information asymmetry caused by the adverse effects.

- e) Enterprises to value engineering analysis of the horizontal industry strategic alliance is a loose alliance, Union members remain free competition, so the enterprises should strive to improve the competitiveness of products. This requires the use of value engineering enterprises to guide product development and production. Enterprises value analysis process can use external resources. Their own research and development capabilities of inadequate resources can help colleges and universities, enterprises and institutes of higher education have also can establish a long-term strategic cooperative relations, College of human resources into the economic efficiency of enterprises and the enterprises and institutions of higher learning is a win-win strategy, but also a relatively expeditious manner.
- f) The three-pronged approach of not independent of each other, but interactive. They linked the bond information, with the help of modern information exchange platform. These measures will encourage interaction from our largest trade power.

Section 2 Letter

Sample 1

May 10, 2000

Dear Sir or Madam,

We should be pleased if you could establish business relations with us.

We are confectioners and bakers having many years' experience in this line of business. Our firm was established in 1935 and has extensive connections with food stores in all the cities and towns of Copenhagen. We need a regular supply of the said goods for cakes and candies. Up to the present, we have been purchasing these goods from commission houses. As you know, the goods are of fine quality and special flavour.

As to our financial standing, we refer you to Jardine Matheson Bank, 57 Waterloo Street, Copenhagen, who, we feel sure, will be glad to furnish you with any information you may require. If you wish to have more information about our business status, we shall be only too glad to answer your inquiry at any time.

Yours faithfully

Sample 2

June 6, 2000

Dear Sir or Madam,

We are a reputable exporter of Chinese furniture, you may know it from many professional magazines. We are, therefore, getting into contact with you with a view to introducing our products into your market.

We take pleasure in advising you that we have been in import business in the line of furniture for many years and have extensive connections with the wholesalers and retailers in our country. It appears that the beautiful designs and fine workmanship of Chinese furniture appeal to your market, and we believe our products will enjoy popular sales here.

We are particularly interested in chairs and desks for office use for the moment and should appreciate it if you could pay attention to our products.

We look forward to hearing from you soon.

Yours faithfully

Section 3 Dialogue

- A: If you have time, I advise you to see our plant with your own eyes.
如果您有时间, 我建议您亲眼看看我们的工厂。
- B: That's very kind of you. Actually, I am pretty interested in visiting your factory. Would you like to be the guide?
谢谢您的盛情。事实上, 我真的很想参观你们的工厂, 您愿意做我的向导么?
- A: Of course. I'll show you around and explain the operation as we go along. You'll know our plant better after the visit.
当然愿意。我会带您到处看看, 边走边给您解释我们的操作。参观结束后, 您一定会更加了解我们工厂的情况。
- B: That'll be most helpful. I've been looking forward to visiting your factory.
那太好了。我一直都盼望着参观贵厂。
- A: Very well. I am very happy that we have concluded quite a few transactions already and hope we can expand our business in the future.
很好。我很高兴我们已经达成了许多交易, 希望在将来, 我们会扩大我们的生意往来。
- B: Certainly. You know, we are an old establishment and have good connections with many chain stores in our country. We know the market conditions from A to Z. Such items, like hardware made in China, have a ready market at our end. So we are quite optimistic over our business prospect.
当然了。您知道, 我们是一家老公司了, 和我们国家的许多连锁商店有业务联系。我们对市场情况了如指掌。像中国的五金等许多产品在我方市场销售很好。所以, 我们对将来的生意非常乐观。
- A: We are quite confident in your sales ability. We want to export more products to your market.
我们对你们的销售能力充满信心, 我们想向你方出口更多产品。

B: We trade on the principle of equality and mutual benefit.

我们按照平等互利的原则做贸易。

A: Thank you very much. By the way, perhaps you know something about G. Corp in our country, whose president happens to be a good friend of mine. He wanted to start some business with China. I have recommend your company to him.

非常感谢。顺便说一下,或许你知道我国的 G 公司,它的总裁恰好是我的一个好朋友。他想和中国公司做些生意,我已经把你公司推荐给他了。

B: Okay, I'll call him. I quite agree that personal contacts help promote mutual understanding and develop trade relations.

好的,我会给他打电话的。我认为人际交往会增进了解,促进贸易关系。

A: I totally agree with you.

我完全同意你的看法。

Section 4 Documents

对外贸易经营者备案登记表

备案登记表编号:

进出口企业代码:

经营者中文名称			
经营者英文名称			
组织机构代码		经营者类型 (由备案登记机关填写)	
住 所			
经营场所(中文)			
经营场所(英文)			
联系电话		联系传真	
邮政编码		电子邮箱	
工商登记 注册日期		工商登记注册号	

依法办理工商登记的企业还须填写以下内容

企业法定代表人姓名		有效证件号	
注册资金		(折美元)	

依法办理工商登记的外国(地区)企业或个体工商户(独资经营者)还须填写以下内容

企业法定代表人/ 个体工商户负责人姓名		有效证件号	
企业资产/个人财产		(折美元)	

备注:	
-----	--

填表前请认真阅读背面的条款,并由企业法定代表人或个体工商户负责人签字、盖章。

备案登记机关

签 章

年 月 日

Foreign trade operators Registration Form

Registration Form Number:

import and export enterprise codes:

operator's Chinese name			
English name of the operator			
The type code of organizations operators		The type of operator	
Address			
Office (Chinese)			
Office (English)			
Telephone		Fax	
Postcode		E-mail	
Industry and commercial registration date		Industrial and commercial registration	

In accordance with the law for the registration of industrial and commercial enterprises must fill in the following

Enterprise Law representative set		valid documents	
names of registered capital			(\$)

According to the Trade and Industry for registration of foreign countries (regions) or individual enterprises Business households (sole proprietors) must complete the following

Corporate legal representative		valid documents	
Enterprise Asset / personal property			(\$)

Note:	
-------	--

Please fill in a form before reading the back of the provisions, by enterprises or individual legal representative for Commerce and Industry

stamped.

The registration organization Signature Date

New words and Expressions

liberty

n. 冒昧

offer

n. & v. 报盘

confectioner

n. 糖果制造商

Copenhagen

n. 哥本哈根 (丹麦首都)

purchase

n & v. 购买 buying & buy

commission house	佣金商
inquiry	<i>n.</i> 询问; 询问 inquiring
reputable	<i>adj.</i> 有威望的 respected; of reputation
wholesaler	<i>n.</i> 批发商
knitwear	<i>n.</i> 针织衫
indenter	<i>n.</i> 订购者, 委托代购商
Maltese Islands	<i>n.</i> 马耳他群岛
Letter fo Credit	信用证
privilege	<i>n.</i> 特权
sole agent	独家代理商
in due course	及时地
favourable	<i>adj.</i> 赞成的, 有利的, 优惠的

Exercises

I. Translate from Chinese to English

外贸公司
国际海运
发盘的有效期
进口融资
非特定订单
中途转运港
国际结算
外贸代办行
对外贸易咨询服务
进出口商品交易会
进出口公司

II. Translate from English to Chinese

1. We shall remit you the amount of your commission as soon as we have effected shipment and have completed the necessary formalities.
2. You are requested to accept the draft drawn on you.
3. We have drawn on you for this amount at sight through the Hong Kong and Shanghai Banking Corp.
4. Shipping documents must be presented for negotiation within 21 days after the on board date of Bill of Lading.
5. For payment we require 100 percent irrevocable L/C available by draft at sight in our favor.

III. 选择合适的词填空

One method of limiting imports is simply to close the ports of entry into a country. More com-

monly, maximum allowable import _____ may be set for specific products. Such quality restrictions are known as quotas. These may also be used to limit the amount of foreign or domestic currency that is _____ to cross national borders. Quotas are imposed as the quickest means to stop or even reverse a negative trend in a country's _____. They are also used as the most effective means of protecting domestic industry from foreign competition.

Another common way of restricting imports is by imposing tariffs, or _____ on imported goods. A tariff, paid by the buyer of the imported product, makes the price higher for that item in the country that imported it. The higher price reduces _____ and thus effectively restricts the import. The taxes collected _____ the imported goods also increase revenues for the nation's government. Furthermore, tariffs serve as a subsidy to domestic producers of the items taxed because the higher price that results _____ a tariff encourages the competing domestic industry to expand production.

In recent years the use of non-tariff barriers to trade has increased. Although these barriers are not necessarily administered by a government _____ regulating trade, they nevertheless have that result. Such non-tariff barriers include government health and safety regulations, business _____, and domestic tax policies. Direct government support of various domestic industries is also viewed as a _____ barrier to trade, because such support puts the aided industries at an unfair advantage trading nations.

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