



“十二五”职业教育国家规划教材
经全国职业教育教材审定委员会审定

物流服务与管理

国际货代 英语

牛薇妮 黄锦园 / 主编

GUOJI HUODAI YINGYU





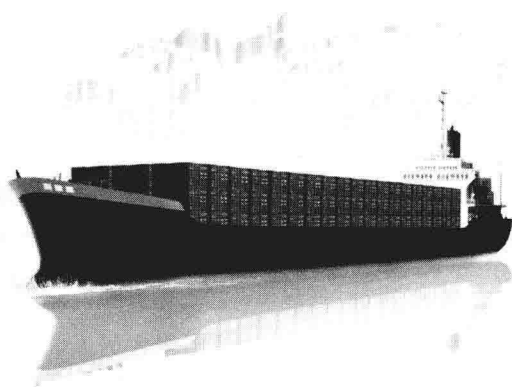
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出版说明

为贯彻落实《国家中长期教育改革和发展规划纲要（2010—2020年）》，按照“五个对接”的教学改革要求，规范专业建设，深化课程改革，创新教材建设机制，全面提升中等职业教育专业技能课教材质量，教育部职成司开展了中等职业教育专业技能课教材选题立项和教学标准制定工作，遴选出37家出版单位负责“十二五”职业教育国家规划教材的出版和发行工作。

中国人民大学出版社作为教育部职业教育教材出版基地，获批金融事务、连锁经营与管理、电子商务、市场营销、物流服务与管理、旅游服务与管理、物业管理七个专业的教材选题立项（教职成司函〔2012〕95号）。依托自身在经管领域的专业优势，中国人民大学出版社迅速展开了对物流服务与管理专业的课程调研和教材开发工作。经过一年多的努力，历经数次教材研讨，广泛听取一线教师的教学反馈意见，并组织专家审稿，物流服务与管理专业“十二五”职业教育国家规划教材顺利面世。

本套教材在编写上力求体现以下几个特色：

（1）体现中等职业教育课程改革、教材建设、校企合作成果，以及职业教育人才培养模式改革的方向。

（2）贴近岗位实际，体现行动导向。本套教材按照物流企业职业岗位典型活动进行分类编写，强调以职业岗位中的任务

为主线，以技能为载体，把教学重点真正落实到岗位能力的培养上。

(3) 突出实用，理论适度。教材内容重点放在理论、原理的应用思路、应用方法、操作技能和案例分析上，不追求完整、系统、严格的学科理论体系，必需的理论、原理介绍完整，而高深的理论和理论来源、推导过程等则不写或少写。

(4) 学生本位，形式活泼。教材以学生为中心，模块设置更强调学生在整个学习过程中的核心作用，突出了学生参与课堂、动手实践的环节。此外，这套教材形式活泼，突出通俗性、趣味性、图文并茂，能够充分激发学生的学习兴趣。

(5) 教学配套资源完备。每本教材都配备了PPT课件、习题答案等丰富的教学资源，确保使用教材的教师在教学、实训等不同环节有足够的教学素材支持。



前言

Preface

本书是中等职业学校物流专业学生学习相关英语技能的教材，以就业为导向，以能力为本位，以岗位需求为依据，以促进 学生职业生涯发展为目标的要求编写的。本书的主要教学目的 在于让学生通过学习和训练，能初步利用英语进行沟通和处 理国际商务英文电函，具备阅读外贸单证、物流单证、货运代 理和国际物流等外贸业务中常用的英文文件，以及进行对外业 务沟通的基本职业能力。

本书分为两个项目，项目一为国际货代基础英语，每课 均包括以下几个部分：Learning Objectives, Key Terms, Di- alogues, Reading, New Words and Terms, Exercises。“Learning Objectives”提供了本课的学习目标；“Key Terms” 提供了一些常见英语词汇；“Dialogues”提供了与本课主题 相关的商务情境对话；“Reading”提供了与本课主题相关的 阅读材料；“New Words and Terms”及“Exercises”为 “Reading”提供了相应的词汇信息及练习，以辅助学生更好 地理解阅读材料。项目二为国际货代实用英语，提供了国际 货代涉及的一些主要单证。书中的贸易术语、习惯用语及情 景对话多次出现，有助于加深学生的记忆；对常用业务的英

文缩写及单证实样给予展示，便于学生识记。在教学中，教师可视学生的具体情况提出不同的学习要求。

由于时间仓促，编者能力有限，书中不足之处在所难免，希望广大读者提出宝贵意见。

编 者



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项目一

国际货代基础英语

Text 1 Business Letter

➡ Learning Objectives

1. Master basic logistics terms;
2. Know the layout of business letter;
3. Know how to introduce yourself and others.

➡ Key Terms

article 物品

logistics activity 物流活动

logistics technology 物流技术

logistics cost 物流成本

logistics center 物流中心

logistics network 物流网络

logistics enterprise 物流企业

supply logistics 供应物流

production logistics 生产物流

third party logistics (TPL) 第三方物流

logistics 物流

logistics operation 物流作业

environmental logistics 绿色物流

logistics management 物流管理

international logistics 国际物流

logistics information 物流信息

logistics documents 物流单证

returned logistics 回收物流

distribution logistics 销售物流

Dialogues

Self-introduction & Introducing Guests to Others

One

(H=Harvey V=Victoria)

H: My name is Harvey, I'm the chief purchasing officer with ABC company. I'm responsible for finding new products for the company to sell. Today I'm going to introduce to you my colleagues in the international department, that is if I can get anyone to speak to me, everyone's so flat out...Ah, there's Victoria. Hi, Vicky.

V: Hello Harvey. Goodbye Harvey.

H: Please Vicky...

V: Harvey, I prefer Victoria, if that's ok.

H: Oh, sure, sorry. If you could just give your name, your title and a description of what you do.

V: Oh, is this for tomorrow?

H: It's for our promotion at the Beverage Fair, yes.

V: Ok. My name's Victoria. I'm assistant international PR manager. I establish and maintain relationships with our overseas partners.

H: Thanks, Victoria.

Two

A: Excuse me, are you Mr. Brown from America?

B: Yes. I'm Thomas Brown, from Los Angeles.

A: Welcome to Zhuhai, Mr. Brown. I'm Lily, the secretary in charge of foreign Trade Import & Export Corporation.

B: How do you do, Lily. I'm very glad to meet you.

A: Glad to meet you, too.

Key Sentences

1. I'm the chief purchasing officer with ABC company.

2. I'm responsible for finding new products for the company to sell.
3. I establish and maintain relationships with our overseas partners.
4. I'm Lily, the secretary in charge of foreign Trade Import & Export Corporation.

➡ Key Phrases

1. chief purchasing officer 首席采购员
2. be responsible for 负责
3. flat out 全速的
4. assistant manager 助理经理
5. maintain relationship with 保持联系

➡ Reading

Layout of Business Letter

商务信函通常有缩进式、完全齐头式和半齐头式三种写作格式。其中最简单、最常用的是完全齐头式，即写信人的地址、发信日期以及信件内容、姓名、签字等，统统紧靠左边。

ABC Trading Company sender's address

16 Renmin Road, Xiangzhou

Zhuhai, Guangdong, China

15 October, 2011 date

Office of Tom, AAA Company recipient's name and address

123 Main Street, IL666

U. S. A.

Dear Sir, salutation

We are expanding our offices in Jakarta and we will need extra desks, body
lights, chairs and filing cabinets.

Please send us your catalogue with prices, sizes and color for these items.

Yours faithfully, complimentary close
 Nancy signature
 Nancy sender's name
 Sales Manager position
 Encl/Encs enclosure

NEW

Words and Terms

sender's address 写信人的地址

date 日期

recipient's name and address 收信人的姓名和地址

salutation 称呼

body 正文

complimentary close 信尾客套语

signature 签名

sender's name 写信人的姓名

position 职务



enclosure 内附

Exercises

1. Translation.

Dear Sirs,

Frankly, we are greatly surprised at the price you offer us. We had expected much lower price. We don't think we can succeed in persuading our clients to buy at such high price. In addition, the market prices are changing frequently. How can I be sure that the market will not fall before the arrival of goods at our port?

Your immediate reply would be highly appreciated.

Yours truly,
John Smith

2. Write a reply letter to the above letter, which should include the following points:

(1) This year's prices are higher than last year's.

(2) Our quality of the products is high.

(3) We can try delivering the goods in August.

3. Mr. Huang, a HR manager from Australia, wants to introduce himself and his partner Mr. Brown to a new officer Mrs Li. Please make up the dialogue with your partners.

Text 2 Activities in Logistical System

➡ Learning Objectives

1. Master basic logistics terms;
2. Know basic theory of logistics system;
3. Know how to meet people at the airport in English.

➡ Key Terms

warehousing 仓储

packaging 包装

customer service 客户服务

bar code 条码

waste material logistics 废弃物物流

value added logistics service 增值物流服务

electronic data interchange 电子数据交换

transportation 运输

procurement 采购

supply chain 供应链

tangible loss 有形损耗

customized logistics 定制物流

virtual logistics 虚拟物流

intangible loss 无形损耗

Dialogues

Meeting at the Airport

One

A: Excuse me! Are you Mr. Johnson?

B: Yes, that's right.

A: How do you do? Mr. Johnson, my name is Tom, sale manager of ABC Company.

B: How do you do? Tom, glad to meet you.

A: Me too. I came to pick you up to your hotel.

B: Thank you, you are very kind.

A: How was your trip?

B: Not very good, I got airsick.

A: Do you feel better now?

B: Yes, but I feel very tired, because it was a very long trip.

A: Let's go, let's get you checked in at the hotel.

B: Ok, thank you.

A: Let me help you with your luggage.

B: It's alright, thank you, I can handle by myself.

A: This way, please, my car is outside.

B: Ok. Let's go.

A: Please wait for me here, I'm going to the parking lot to drive my car.

B: Ok, no problem.

A: Let's go to the parking directly, because it is not convenient here.

B: Of course, no problem.

A: Let me help you with your luggage.

B: Thank you! You are very kind.

Two

A: Excuse me, are you Mr. Robinson from London? I'm the manager of Jian Shan Trading Company. My name is Sun Kai.

B: How do you do, Mr. Sun? It's nice to meet you.

A: How do you do! Welcome to Shanghai.

B: Thank you. It's very nice of you to meet me at the airport.

A: You're welcome. May I introduce my colleague Liu Lan? Miss Liu is our sales manager.

B: Glad to meet you, Miss Liu.

C: Glad to meet you, too. I have heard a lot about you.

B: Thank you.

A: Did you have a good flight?

B: Not bad. There was a dense fog in London, so the flight was delayed several hours.

A: I'm sorry to hear that.

C: How long did the flight take?

B: 16 hours non-stop.

C: It must have been a very long trip.

B: It was.

A: So you need a good rest after such a long flight. We won't stand in your way.

B: Thank you very much.



Key Sentences

1. It's very nice of you to meet me at the airport.
2. Glad to meet you, too. I have heard a lot about you.
3. Did you have a good flight?
4. Not bad. There was a dense fog in London, so the flight was delayed several hours.
5. How long did the flight take?
6. It must have been a very long trip.
7. So you need a good rest after such a long flight. We won't stand in your way.



Key Phrase

1. sales manager 业务经理

2. pick up 接
3. get airsick 晕机
4. check in 登记
5. parking lot 停车场
6. dense fog 大雾

Reading

Main Activities of Logistics System

One logistics system does not fit all companies. The number of activities in a logistics system can vary from company to company. Let's briefly introduce some of these main activities of logistics system.

The main activities in logistical system are: demand forecasting, transportation, inventory management, warehousing, packaging, materials handling, information management, procurement, production planning, and customer services.

NEW

Words and Terms

fit 适合

demand forecasting 需求预测

inventory management 库存管理

production planning 生产计划

information management 信息管理

Exercises

1. Can you name some activities in logistical system?
2. Are logistics systems in every company the same?
3. Translation.