



中国物流技术协会 推荐教材
全国职业培训教学工作指导委员会商贸专业委员会

现代物流管理专业规划系列教材

物流专业英语

主编 武立波
黄强新



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图书在版编目(CIP)数据

物流专业英语/武立波,黄强新主编. —北京:中国商业出版社, 2007.7

ISBN 978 - 7 - 5044 - 5990 - 9

I. 物… II. ①武…②黄… III. 物流 - 英语 IV. H31

中国版本图书馆 CIP 数据核字(2007)第 105507 号

责任编辑:唐伟荣

封面设计:于凤丽

中国商业出版社出版发行

(北京广安门内报国寺1号 邮编:100053)

新华书店总店北京发行所经销

中铁十八局一处涿州印刷厂印刷

787×960 毫米 开本:1/16 印张:21.5 字数:350 千字

2007 年 8 月第 1 版 2007 年 8 月第 1 次印刷

定价:39.80 元

* *

(如有印装质量问题可更换)

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Preface

Practical Logistics English is written to provide the de facto English materials selected from various media and up – to – date publications, covering the major topics of logistics fundamentals. With the view of helping readers acquire the basic communication skills needed in logistical practice, we try to offer them a variety of typical logistics articles, correspondences and documents in every unit of this book.

The following five parts are included in each unit: Passages that are chosen to strengthen and widen readers' previous knowledge of logistics and to enrich their English vocabularies in logistics; Logistics Correspondences that help readers get familiar with the formats of business letters, emails and sales letters in logistics business; Useful Sentences of Logistics English that are typical sentences frequently used in logistics business; Logistics Documents that are used frequently in international logistic business; Exercises that are designed to help students enhance their understanding of each passage and memorize important words and expressions of logistics English.

It is highly suggested that teachers be selective in the passages if they don't have enough teaching hours or they think a whole passage is too challenging to their students.

This book is applicable to the English training of the students of logistics at tertiary educational institutions.

This book is written under the joint efforts of four teachers from four provinces of this country. The framework of the book is the brainchild of Mr. Wu Libo, who is from Jiangxi Tourism and Commerce College. The passages of unit 6 and unit 8 are compiled by Mr. Wu Libo; the passages of unit 1, unit 2, unit 3, unit 4, unit 5 and unit 9 by Mr. Huang Qiangxin from Guangxi Commerce College; the passages of unit 10 by Ms. Xie Feng from Anhui Finance and Commerce College; the passages of unit 7 by Mr. Huang Wenxi from Fujian Finance and Commerce College. The logistics correspondences of every unit are adapted by Mr. Wu Libo, and the logistic documents by Ms. Xie Feng. Exercises and key to the exercises are designed and compiled by Mr. Huang Wenxi. The useful sentences of unit 1 – 5 are compiled by Mr. Huang Wenxi, and the useful sentences of unit 6 – 10 by Ms. Xie Feng.

We sincerely thank go to the deans and other members of faculties of the respective departments we are working in, who have been very supportive during the formation of the book.

前 言

人类进入 21 世纪后,以新型流通方式为代表的连锁经营、物流配送、电子商务等产业发展迅速,加之经济全球化趋势明显增强,给世界各国经济发展带来了前所未有的机遇。被誉为“第三利润源泉”的现代物流产业,在国民经济建设与社会发展中发挥着愈来愈重要的作用。在原材料、设备、劳动力、成本的压缩空间趋于零后,对成本的控制将转为物流领域,因此,发展现代物流产业对优化资源配置、降低生产成本、提高经济效益,从而增强市场竞争力具有十分重要的意义。物流产业的发展,将成为衡量一个国家现代化程度和综合国力的重要标志之一,它又被称为经济发展的“加速器”。

我国加入 WTO 以后,物流业是最先对外开放的行业之一,实现物流一体化、发展第三方物流、与国际物流企业竞争,已引起各级政府部门和众多国内大企业的重视,如海尔公司、一汽大众公司等,已率先组建自己的物流公司。但是由于我国对物流研究相对滞后,物流技术水平相对落后,使得培养出的人才参差不齐,与国外物流产业人才相比,主要体现在人员素质以及物流知识和技能与实践脱节,很难满足社会对物流人才的要求。在加强高层次物流经营与管理人才培养的同时,最好大力发展物流职业技术教育,培养和造就大批物流生产第一线技术操作和运作管理的应用型人才。

从总体上看,我国物流职业教育方面刚刚起步,还没有真正形成一个较完整的职业教育体系,在课程设置、教材选取、培养方向等方面缺乏规范性。物流业既是一个跨行业、跨部门的复合产业,又具有劳动密集型和技术密集型相结合的特征。在此情况下,由全国职业教育教学培训委员会商贸专业委员会组织编写了这套教材,该系列教材将有针对性地开展培养学生的职业技能,精练理论,并突出实用性技能,充分体现物流领域的新知识、新技术、新思想和新方法。

“现代物流管理”系列教材共 14 本,由经济管理出版社和中国商业出版社分别出版。本书是该系列教材中的一本。

《物流专业英语》提供了物流行业中最最新的英语材料,涵盖了与物流基础知识相关的各个主题。每个单元都包括了与物流专业有关的各类文章、信函和单证等,以便读者通过学习来掌握物流工作中英语交流的主要技能。

本书每个单元都包括五个部分:1. 英语文章。通过教师的指导,使学生能巩固和加深对已学过的物流知识的理解,把握物流英语的表述方式,扩大英语词汇量,特别是物流专业英语的词汇量;2. 物流英语信函。通过学习,使学生熟悉常用的物流信件、电子邮件和销售信函的写作格式;3. 常用物流英语句子。每单元给出了 10 个国际物流工作中常用的

句子;4. 物流单证。每单元所选的材料为国际物流业务中比较典型的单证,具有较强的代表性;5. 练习。通过练习来加深对各单元英语文章的理解,帮助记忆英语词汇及表达方式。

本书可供中、高等职业技术学院物流专业学生使用,也可供物流行业从业人员的培训、进修与自学之用。

本书由武立波(江西旅游商贸职业学院)、黄强新(广西商业学校)担任主编。副主编为黄文玺(福建经贸学校)、谢峰(安徽财贸职业学院),由武立波完成全书的框架构思和修改、统稿及定稿工作。第1、2、3、4、5和9单元的文章部分由黄强新编写;第6和第8单元的文章部分、各单元的函电部分和附录由武立波编写;第10单元的文章部分、第1-5单元的常用物流英语句子及各单元的单证部分由谢峰编写;第7单元的文章部分、第6-10单元的常用物流英语句子及各单元的练习及答案由黄文玺编写。

在编写过程中,我们参阅、引用了国内外有关物流学科的论著和资料,在此一并表示衷心的感谢。由于时间仓促和作者水平、学识有限,书中难免存在一些疏漏和不足,恳请读者批评、指正。

现代物流管理系列教材编审委员会
2007年7月

序

当前物流不仅在我国,就是在世界范围也已经成了经济活动的热点!因为随着市场国际化、采购全球化,生产布局也随市场采购一道全球化了,这就大大地加长了供应链。而电子信息网络技术的发展,已把供应链加长对商流、信息流和资金流造成的不利影响解决掉了,从而使物流的效率对整个生产与营销成本的影响凸显出来,引起了大家的关注。中国已成为世界的加工厂,其物流需求极大。在国内物流企业快速发展的同时国外的物流企业也纷纷进入中国,物流市场竞争极为激烈,这就更加剧了我国物流人才短缺的状况。所以各院校纷纷设立物流专业,以满足市场对物流人才的迫切需求。在解决需求方面高端的如研究生、本科生等参与的单位很多,但在高职、中专方面关心的就少多了。这主要是由于人们对物流人才市场缺乏了解,加上我国的学生与家长们望子成龙的心太迫切,殊不知人才的需求也是综合的,犹如一架机器上的各个部件一样,是缺一不可的。为什么有些产品我们都喜欢原装的?这不是输入到中国的零部件有问题,主要是我们的操作人员在领会设计意图,理解操作规范和实际动手装配上,较之国外的企业有较大的差距。为此国家教育部特别强调在大、中专学生培养中一定要加强实操能力的培养与训练。在重视高层物流经营与管理人才培养的同时,也要特别关心物流职业技术教育,培养和造就一大批有一定的基础理论知识,又了解物流第一线生产实际状况,并具备岗位实操能力的物流人才。

为解决上述问题,中国物流技术协会与全国职业教育教学培训委员会商贸专业委员会合作进行了物流专业教师物流实践知识的培训,在海尔、昆船、红河、北京西南物流中心等国内著名企业现场进行物流生产知识的讲授和参观、考察与研讨,丰富教师的物流生产实践知识;考察中教师们还对生产线进行了拍照和录像,带回学校作为课堂教学的素材,配合课堂讲解增强学生们对物流生产的感观认知度。在此基础上我们又做了大量的调研,分析了教学方面对教材的质量与专业性的要求,在兰州召开了“现代物流职业教育教材”编写研讨会,提出编写一套物流管理与实训相结合的系列教材。该系列教材共有14本,既系统地涵盖了目前物流专业教育的教学内容,又有针对性地培养学生的职业技能。

本系列教材在突出实用性技能的同时,也编进了一定量的物流领域新知识、新技术和新概念。除了可作学校教学使用外,也可作为企业人才培训和物流从业人员自我提高的辅导材料。

中国物流技术协会 牟惟仲

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Unit 1 Logistics and Supply Chain

Part 1 Passages

Terminologies of Logistics

Logistics: Logistics can be briefly described like this: logistics means having the right thing, in the right place, at the right time. But in this book logistics might be defined as follows:

Logistics is the process of strategically managing the procurement, movement and storage of materials, parts and finished inventory (and the related information flows) through the organization and its marketing channels in such a way that current and future profitability are maximized through the cost – effective fulfillment of orders.

Supply chain: Supply chain is the network of the involved companies, through upstream and downstream linkages, in the different processes and activities that produces value in the form of products and services in the hands of the ultimate consumer.

Supply chain management: Supply chain management is the management of the upstream and downstream relationships with suppliers and customers to deliver superior customer value at less cost to the supply chain as a whole.

Passage 1

Shanghai aspires to be Asia – Pacific logistics hub

SHANGHAI – Last week, at the "Promoting Shanghai's Logistics Industry" conference in Shanghai, Chen Haigang, deputy director of the Shanghai Municipal Economic Commission, described the city as on its way to becoming a "logistics empire."

Statistics show that logistics industry has become one of Shanghai's anchor sectors – in 2005 the city became the world's largest freight port with the volume of goods handled reaching 678 million tons, 443 million tons of which were harbor traffic.

The city's cargo container handling capacity is ranked after only Hong Kong and Singapore with over 18 million boxes of goods being moved – an increase of 24 percent over last year.

In the next five years, the city plans to work toward an annual 10 percent increase in value added for its logistics industry. In 2006, the city is increasing its investment and is moving to

standardize various areas of the business, according to Haigang. Shanghai will continue with efforts in building logistics facilities involving river, rail, and marine transport.

Some government incentives for logistics enterprises have already been put in place including priority use of land resources in industrial zones, tax concessions, and tax - free zones.

Words and Expressions

1. aspire: v. 立志, 渴求, 渴望

Example: When he was young, he aspired to be a chemical scientist.

2. Asia - Pacific: n. 亚太地区

3. hub: n. (重要性、活动等的) 中心, 轴心

Example: He thought that Shanghai is the financial hub of the Asia - Pacific region.

4. promote: v. 促进, 提升

Example: He wrote a letter to his business partner to promote their business relationship

5. conference: n. 会议, 讨论会

Example: On the afternoon of April 20, the State Council Information Office held a press conference updating SARS latest developments on the Chinese mainland.

6. deputy: n. 代理人, 委托人, 副职

Example: As Deputy General Manager, you will assist the General Manager in leading your team in delivering fantastic service in a fun environment.

7. Municipal: adj. 市政的, 市立的, 地方性的, 地方自治的

Example: At the opening ceremony, the municipal government will provide food and drink for more than 2,000 guests.

8. Commission: n. 委任, 委托, 代办(权), 代理(权), 佣金; v. 委任, 任命, 委托, 委托制作, 使服役

Example: I have commissioned the bank to pay my taxes.

9. describe: v. 描写, 描述, 记述, 形容

Example: Words cannot describe the beauty of the scene.

10. empire: n. 帝国, 帝权, 王国

Example: The old empires were broken up and new states were formed.

11. statistics: n. 统计, 统计数字, 统计学, 统计表

Example: Statistics showed China's imports and exports grew 23.2 per cent year - on - year to US \$ 1.42 trillion in 2005.

12. anchor: n. 锚, 锚状物, 使稳定(或安全)的东西; v. 抛锚, 泊船, 使稳定, 使固定, 扣牢

Example: The tiger anchored fast to its prey.

13. port: n. 港,口岸,进口港(货物或人员可入境的海关所在地),机场,航空站,端口;v. 左转舵,持(枪)

Example: It is said that Wuhan will construct five major ports before 2010.

14. harbor: n. 海港,港口避难所;v. 隐匿,窝藏,包庇,心怀,怀有

Example: The boats in the harbor were safe during the storm.

15. traffic: n. 交通,通行,运输,贸易,交通量;v. 交易,交往,买卖

Example: Excuse me, I am ten minutes late because of heavy traffic.

16. cargo: n. 船货,货物

Example: They sailed from Shanghai with a cargo of cotton.

17. container: n. 容器,集装箱

Example: With the cruise liner "New Ningbo" calling at the newly built Miaoling Port area, it symbolized that the biggest container port in Jiangsu province has been put into operation.

18. capacity: n. 容量,生产量,智能,才能,能力,接受力,地位

Example: This can has a capacity of four quarters.

19. rank: n. 等级,横列,阶级;adj. 繁茂的,恶臭的,讨厌的,下流的;v. 排名,排列,归类于,把……分等

Example: This town ranks high among beauty spots.

20. annual: n. 一年生植物,年刊,年鉴;adj. 一年一次的,每年的,一年生的

Example: The company projects its growth rate of annual revenue to be 15%.

21. investment: n. 投资,可获利的东西

Example: When considering an investment, venture capitalists carefully screen the technical and business merits of the proposed company.

22. standardize: v. 使符合标准,使标准化

Example: Effort to standardize English spelling has not been completely successful.

23. marine: n. 舰队,水兵,海运业;adj. 海的,海产的,航海的,船舶的,海运的

Example: Marine creatures are those which live in the sea.

24. incentive: n. 刺激,鼓励,动机;adj. 激励的

Example: Money is still a major incentive in most occupations.

25. enterprise: n. 企业,事业,计划,事业心,进取心,干事业

Example: Private enterprise is basic to capitalism.

26. priority: n. 先,前,优先,优先权

Example: The highest priority of governments has been given to the problem of heavy traffic.

27. zone: n. 地域,地带,地区,环带,圈;v. 环绕,使分成地带

Example: The Tianjin Port Free Trade Zone was established on May 12, 1991 with the approval

of the State Council of the People's Republic of China.

28. concession: n. 让步

Example: The boss's promise to increase the workers' pay was a concession to union demands.

Notes

1. Statistics show that logistics industry has become one of Shanghai's anchor sectors.

统计数字显示物流产业已经成为上海的一个支柱产业。

anchor sectors 支柱部门(产业)

2. The city's cargo container handling capacity is ranked after only Hong Kong and Singapore with over 18 million boxes of goods being moved – an increase of 24 percent over last year.

这座城市(上海)的货物集装箱处理能力超过了1800万箱,比去年同期增长24%,仅次于香港和新加坡。

ranked after 紧随其后,排名仅次于

3. Some government incentives for logistics enterprises have already been put in place including priority use of land resources in industrial zones, tax concessions, and tax-free zones.

一些政府激励措施也已出台,包括在工业园区优先使用土地资源、税收优惠和免税。

have already been put in place 已经出台,投入使用

industrial zones 工业园区

Passage 2

China confronts logistics challenges

Logistics logjams are everywhere in China, but things are quickly improving. Here's a sector – by – sector snapshot of what's happening.

If you're importing goods from some parts of the world – let's say Düsseldorf, Germany, for example – you'll almost certainly be able to track the shipment throughout its journey, pinpoint the arrival date, accurately estimate total costs, and automate much of the paperwork. But what if you're buying from a factory in Chongqing in central China? Well, that's a very different story. That situation is changing, but it will take years before trading with China becomes as efficient as trading with Europe. And change is inevitable as China's economic achievements exert pressure on its logistics infrastructure.

The country is awash in economic superlatives: Industrial output in January and February 2004 rose nearly 17 percent on the same two months last year. Rail freight traffic jumped 6 percent and inland waterways tonnage was up 8 percent year – on – year. China's port traffic increased by 18 percent in that time, and Shanghai is now the world's third – largest container port.

Those soaring numbers belie the sheer difficulty of moving goods in and out of the country. "China is very much a developing nation," explains Peng Yen Koay, president of Greater China operations for transportation conglomerate APL. For example, the country has only begun building an interstate highway network. Rail systems are creaky, and hardly coordinated. Domestic air cargo is still in its infancy. And bottlenecks and inefficiencies abound. He cites the situation at the bustling port of Shanghai, where APL's freighters must finish loading in deeper water because of draft limitations.

Observers peg China's logistics costs at about four times greater than those in developed nations. Hong Kong's General Chamber of Commerce estimates that logistics spending in the People's Republic amounts to about one-fifth of gross domestic product (GDP) – twice that of the United States. Other figures are even more worrisome: It can cost 50 percent more to move goods inland in China than in Europe or North America. Says Shanghai-based Craig Rawlings, supply chain practice director for consulting firm Capgemini: "It takes my client up to 18 days to move product by rail from Shanghai to some western cities. There's no intermodal capability, and product is loaded and unloaded by hand."

Beijing's bureaucrats are responding on several fronts. Since China was admitted to the World Trade Organization (WTO) in 2001, the nation has been rapidly opening up to foreign expertise and funding. As the consulting firm A. T. Kearney points out, the People's Republic has become the premier location for foreign direct investment, with distribution and logistics services on the hot list. Most of the world's largest logistics outsourcers – conglomerates such as APL, Maersk, UPS, TNT, Exel, and many others – have a well-established presence there already, and they are expanding fast, chiefly through joint ventures with Chinese firms.

A key element of provincial economic development involves investment in logistics. China's latest five-year plan, for 2001 through 2005, mandates massive public spending on everything from ports to roads. The challenge, however, is such that even with greater investment, there will still be huge bottlenecks, particularly away from coastal cities such as Shanghai and Hong Kong.

With that broad-brush view in mind, here's a quick glimpse of what's happening in key logistics sectors in China.

Ocean shipping

The breakneck pace of port investment is no match for the steady increase in both inbound and outbound freight volumes. At some harbors, larger ships have had to wait for weeks before they can berth. Congestion problems won't be solved overnight. Chinese port authorities have brought in foreign terminal operators such as Maersk, P&O, and Hutchison, but even with the

subsequent efficiency gains and service improvements, they will be pressed to keep up with import and export volumes and with the need to accommodate larger liners with deeper drafts. The availability of reliable service between North America and China's ports is improving almost daily. Chinese – flag container lines have upped their sailing frequency, and many foreign carriers are adding new port calls and cutting transit times. Ocean carriers also are working to improve the quality of their shoreside services. U. S. – flag carriers in particular will benefit from a new five – year bilateral agreement that will allow them for the first time to offer logistics services on their own, handle their own vessels, and gain direct access to new markets.

Inland waterways

Much of China's domestic freight travels on inland waterways. Given that China has the most developed inland – waterway transport sector in the Asia Pacific region, it's no wonder that foreign companies are increasing their use of barge transportation. China's biggest rivers can host container ports far inland; much of the Yangtze is navigable by ships of 1,000 tons deadweight or more. The partially completed Three Gorges Dam project on that river, moreover, will raise water levels to make Chongqing accessible to larger ships by the end of the decade.

Railroads

China's railroads are unlikely to play a prominent role in moving finished goods as they are designed primarily for transporting bulk materials, such as grain and iron ore. "Most manufacturing and port facilities do not have rail sidings, and there are limited multimodal facilities to facilitate moving goods directly from wagon to ship or truck," explains Capgemini's Rawlings. Demand for intermodal service is soaring, however, and Beijing is pouring \$30 billion into improving rail infrastructure. But the task of restructuring is so complex that the government is focusing on spinning off or better using assets such as rail storage facilities. According to Paul Clifford, managing partner for China at Mercer Management Consulting, buyers of those facilities are combining them into large – scale intermodal operations. What intermodal service is available is operated by foreign vendors, such as OOCL.

Air cargo

Some good news for U. S. shippers: China's regulators are liberalizing aviation agreements, planning to adopt an "open skies" policy that will allow foreign carriers to fly cargo in and out of Shanghai within three years. The other good news is that Beijing has ordered a consolidation among 10 domestic airlines. China Southern Airlines and Air China are emerging as dominant carriers; China Southern has very aggressive plans to develop its cargo business.

Domestic air cargo volumes are projected to grow by more than 10 percent annually for the next 15 years. But that sector will remain restricted for foreign aviation firms, and it will continue to