

21世纪国际经济与贸易学专业精品教材

Cross-Border E-Commerce

跨境电子商务

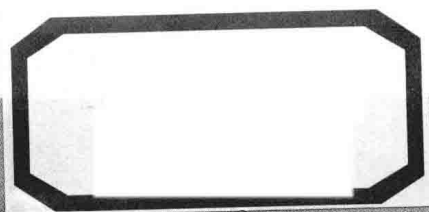
双语教程

易露霞 尤彧聪◎主编

清华大学出版社



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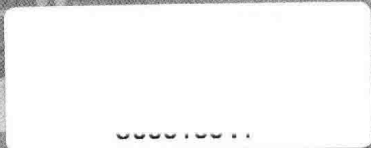
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RFID

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内 容 简 介

本书系统地阐述了跨境电子商务的基本原理和实际应用，基础理论以应用为目的，以必需、够用为度，尽量体现新知识、新技术和新方法；同时，理论联系实际，以跨境电子商务知识体系为导向基础，以跨境电子商务专员工作过程为线索，强调各环节对跨境电子商务操作能力的训练。

本书共 13 个单元，每个单元包括 4 部分：第 1 部分为课文，按照跨境电子商务业务交易发展的规律，同时用中英文系统地阐述了跨境电子商务中的各个重要环节。第 2 部分为专业术语解释，对跨境电子商务中经常出现的重要术语进行了简要、精确的解释，使读者能够正确、清晰地理解这些术语的含义。第 3 部分为实用表达，紧扣课文内容，提供与课文内容相关的实用表达。第 4 部分为练习，充分体现双语特点，既有中文练习，又有英文练习，便于读者自学。

本书理论与实际相结合，内容深入浅出，通俗易懂，重点、难点突出，适合高等院校经济类、管理类、商贸类的学生作为教材使用，同时也可以作为公务员、企业管理者、信息技术人员学习跨境电子商务知识的参考用书或培训教材。

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前 言

随着全球经济一体化时代的来临，以及对外开放的不断扩大和深入，中国对外经济发展也越来越快。随着对外经济贸易的进一步高速发展，中国贸易国际化程度将进一步加深，各行各业对外贸易业务往来将更加频繁，更多的企业和部门将直接参与到对外经济贸易活动中去，这毫无疑问地需要大量既懂外语又懂外贸业务的专业人才。而进入互联网时代，国际贸易与“互联网+”紧密联系，出现了新的业态，即“跨境电子商务”；互联网和英语共同成为当前开展对外经济贸易业务和相关国际商务活动的最主要工具。

如何适应国内外经济贸易发展的需要，促进中国跨境电子商务与国际的进一步接轨，推广外贸业务跨境电子商务英语的实际应用，正确掌握跨境电子商务的基本知识并熟练地加以运用，准确地了解和表达跨境电子商务，是外贸工作者必须具备的专业技能和素质。现在国内高等院校非常重视对外经济贸易人才的培养，社会对这方面人才也有旺盛的需求，越来越多的人关注跨境电子商务英语方面的知识，希望不断提升自身的跨境电子商务英语水平和技能。正是因为如此，现在市场上的跨境电子商务英语书籍非常受欢迎。

为使本书更能符合教学要求，满足学习者适应对外经济贸易业务活动中跨境电子商务学习与运用的需要，帮助学习者系统、完整地学习和掌握对外经济贸易业务跨境电子商务的各个流程、专业用语、英语表达等知识，提高学习者正确使用英语的能力，增加其对外进行跨境电子商务各项业务联系活动的竞争力，笔者结合多年的教学经验，通过与跨境电子商务公司和平台的相关人员的直接合作，并参考在英国做访问学者期间所获得的相关资料，经多年努力编写了此书。

本书以中英文双语对照为特色，系统地阐述了跨境电子商务的基本原理和实际应用，基础理论以应用为目的，以必需、够用为度，尽量体现新知识、新技术和新方法。同时，理论联系实际，以跨境电子商务知识体系为导向基础，以跨境电子商务专员工作过程为线索，强调各环节对跨境电子商务操作能力的训练，依据课程标准，分为13个学习情境章节，其中包括核心环节，如跨境电子商务营运方式，第三方跨境电子商务平台，跨境电子商务询盘，商品展示和产品质量，跨境电子商务国际支付与国际物流，跨境电子商务订单流程，跨境电子商务市场选品和跨境电子商务监管，等等。每单元后附有专业术语部分，介绍跨境电子商务相关专业术语和跨境电子商务活动中经常用到的专业表达；实用表达部分提供了数十个短语，以帮助学习者掌握更多的跨境电子商务英文表达方式，有利于写出更多、更好、更标准的跨境电子商务外贸信函；练习部分提供了大量灵活多样的跨境电子商务训练题，有利于学习效果的强化和进一步检验。

除了参考相关资料外，本书许多跨境电子商务信函、数据和图表等来自外贸进出口公司的第一手资料，在此一并表示感谢。由于编者水平和学识有限，书中难免出现差错，敬请读者指正。

本书作为研究基金项目，受到广东省哲学社会科学“十三五”规划 2016 年度学科共建项目（广东外贸“供给侧改革”驱动发展路径分析，项目编号 GD16XYJ30），广州市哲学社会科学发展“十三五”规划 2017 年度共建课题（供给侧结构性改革视阈下的广州外贸企业资源配置和创新驱动路径研究，项目编号 2017GZGJ20），广州工商学院 2016 年本科“质量工程”重点建设项目（在线 MOOC 示范课程，项目编号 ZL20161226），广东省国际贸易特色重点学科项目和广东省职业教育信息化研究会 2016—2017 科研规划项目（“互联网+职业教育”商务英语课程建设信息化推广实践，项目编号 YZJY161739）的资助。

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编者

2018 年 10 月

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Chapter One Overview of Cross-Border E-Commerce

第一章 跨境电子商务概述

Part A Text

A Brief Introduction to Cross-Border E-Commerce

Cross-border e-commerce is developed based on the network. The network space is a new space, relatively speaking, to the physical space, and is a virtual reality of net address and password. Cyberspace's unique values and behavior patterns profoundly affect cross-border e-commerce, making it different from the traditional way of trade and showing its own characteristics.

跨境电子商务是基于网络发展起来的，网络空间相对于物理空间来说是一个新空间，是一个由网址和密码组成的虚拟但客观存在的世界。网络空间独特的价值标准和行为模式深刻地影响着跨境电子商务，使其不同于传统的交易方式，并呈现出自己的特点。

Cross-border e-commerce is a new-type mode of trade. It is to digitalize and electronize the exhibition, negotiation and conclusion of a business of the traditional trade by Chinese production and trade enterprises through e-commerce, means to finally realizing the import and export of products. At the same time, it is also an effective way to broaden overseas marketing channel, promote China's brand competitiveness and realize the transformation and upgrading of China's foreign trade.

跨境电子商务是我国生产和贸易企业通过电子商务手段将传统贸易中的展示、洽谈和成交环节数字化、电子化，最终实现产品进出口的新型贸易方式；同时，也是扩大海外营销渠道，提升我国品牌竞争力，实现我国外贸转型升级的有效途径。

Section One Features of Cross-Border E-Commerce (跨境电子商务的特征)

1. Global Forum

Network is a medium body with no boundary, sharing the characteristics of globalization and decentralization. Cross-border e-commerce, attached to the network, also has the characteristics of the globalization and decentralization. E-commerce, compared with the traditional way of trade, boasts its important feature: a borderless trade, losing the geographical factors brought by the traditional exchanges. Internet users do convey products, especially high value-added products, and services to the market without crossing borders. The positive effect brought by features of network is the greatest sharing degree of information, whilst its negative impact is that the users confront risks due to different cultural, political and legal factors. Anyone, who has a certain technical means, can

make information into the network, connecting with each other, at any time and in any place.

1. 全球性

网络是一个没有边界的媒介体，具有全球性和非中心化的特征。依附于网络发生的跨境电子商务也因此具有了全球性和非中心化的特性。电子商务与传统的交易方式相比，其一个重要特点在于电子商务是一种无边界交易，没有传统交易所具有的地理因素。互联网用户不需要跨越国界就可以把产品，尤其是高附加值产品和服务提交到市场。网络的全球性特征带来的积极影响是信息的最大限度的共享，消极影响是用户必须面临因文化、政治和法律的不同而产生的风险。任何人只要具备了一定的技术手段，在任何时候、任何地方都可以让信息进入网络，与其他人建立相互联系并进行交易。

2. Intangibility

The development of the network promotes the transmission of digital products and services. And digital transmission is done through different types of media, such as data, voices and images in the global focus of the network environment. Since the media in the network are in the form of computer data code, they are invisible. Digital products and services on the basis of the characteristics of digital transmission activities also have feature of intangibility, although traditional trade in kind is given priority to the physical objects, in the electronic commerce, intangible products can replace physical objects.

2. 无形性

网络的发展使数字化产品和服务的传输盛行。而数字化传输是通过不同类型的媒介（如数据、声音和图像）在全球化网络环境中集中而进行的，这些媒介在网络中是以计算机数据代码的形式出现的，因而是无形的。数字化产品和服务基于数字传输活动的特性也必然具有无形性，传统交易以实物交易为主，而在电子商务中，无形产品却可以替代实物成为交易的对象。

3. Anonymity

Due to the decentralization of cross-border e-commerce and global features, it is difficult to identify the e-commerce user's identity and its geographical location. Online transactions of consumers often do not show their real identities and their geographical location, but the important thing is that this doesn't affect trade. Network anonymity also allows consumers to do so. In the virtual society, the convenience of concealing the identity quickly leads to asymmetric freedom and responsibility. People here can enjoy the greatest freedom, but only bear the smallest responsibility, or even simply evade responsibility.

3. 匿名性

由于跨境电子商务的非中心化和全球性的特性，很难识别电子商务用户的身份和其所处的地理位置。在线交易的消费者往往不显示自己的真实身份和所处的地理位置，重要的是这

丝毫不影响交易的进行，网络的匿名性也允许消费者这样做。在虚拟社会里，隐匿身份的便利迅捷导致自由与责任的不对称。人们在这里可以享受最大的自由，却只承担最小的责任，甚至干脆逃避责任。

4. Real-time

For network, the transmission speed is irrelevant to geographical distance. Information communication means of traditional trade, such as letter, telegraph, fax, etc., are with a length in different time between the sending and receiving of information. With regard to the information exchange in the e-commerce, regardless of the actual distance of time and space, one party sends a message to the other party who receives that information almost at the same time, just like talking face to face in life. Some digital products (such as audio and video products, software, etc.), can also get instant settlement, ordering, payment, delivery done in a flash.

4. 即时性

对于网络而言，传输的速度和地理距离无关。传统交易模式中的信息交流方式，如信函、电报、传真等，在信息的发送与接收间，存在着长短不同的时间差。而电子商务中的信息交流，无论实际时空距离远近，一方发送信息与另一方接收信息几乎是同时的，就如同生活中的面对面交谈。某些数字化产品（如音像制品、软件等）的交易，还可以即时结算、订货、付款、交货。

5. Paperlessness

Electronic commerce mainly takes the way of the paperless operation, which serves as the main characteristic of trade in the form of electronic commerce. In e-commerce, electronic computer communication records files instead of a series of paper trading. Users send or receive electronic information. Now that the electronic information exists in the form of bits and transmission, the whole process is realized by the paperless information. Paperlessness brings positive effects in terms of making information transferred without the limitation of paper. However, many specifications of the traditional law are with the standard “paper trades” as the starting point, therefore, paperlessness brings chaos in the law, to a certain extent.

5. 无纸化

电子商务主要采取无纸化操作的方式，这是以电子商务形式进行交易的主要特征。在电子商务中，计算机通信记录取代了一系列的纸面交易文件。用户发送或接收电子信息时，由于电子信息以比特的形式存在和传送，整个信息发送和接收过程实现了无纸化。无纸化带来的积极影响是使信息传递摆脱了纸张的限制，但由于传统法律的许多规范是以标准的“有纸交易”为出发点的，因此，无纸化在法律层面带来了一定程度上的混乱。

Section Two Features of China's Cross-Border E-Commerce Development (我国跨境电子商务发展特征)

Currently, China's cross-border e-commerce is developing rapidly with outstanding features. Firstly, new business subjects spring up. According to incomplete statistics, the number of platform enterprises has been over 5 000, and the number of foreign trade enterprises that conduct cross-border e-commerce through kinds of platforms has been over 0.2 million. Secondly, the trade scale is expanding rapidly. It is estimated that in 2012, the turnover of the nationwide cross-border e-commerce was beyond USD 200 billion including over USD 15 billion of export of retails in cross-border e-commerce, which goes up by over 30% year-on-year, far beyond the growth rate of general trade in the same period. The momentum is expected to remain in 2013 with huge development potentials. Thirdly, the threshold for small and medium-sized enterprises conducting cross-border trade lowers. Small and medium-sized enterprises have established the international marketing channel through which they could directly connect with foreign buyers, reduce trade cost and shorten operation period. It is estimated that among the newly registered business entities on cross-border e-commerce platforms every year, the number of small and medium-sized enterprises and self-employed businessmen has taken up more than 90%. Fourthly, emerging markets have become the highlights. Turnover with emerging markets such as Brazil, Russia and India has soared, making important contributions to the rapid development of domestic cross-border e-commerce retail and export platforms. Fifthly, import size is small, but export one develops to the contrary. Import goods are mainly food such as milk powder, and luxuries like cosmetics with a small scale; export goods are mainly such goods for everyday consumption as cloths, accessories, small household appliances, and digital products with a large scale and a yearly fast growth rate.

当前,我国跨境电子商务发展迅速,特征突出。一是新的经营主体大量涌现。据不完全统计,平台企业已超过 5 000 家,境内通过各类平台开展跨境电子商务业务的外贸企业已超过 20 万家。二是贸易规模迅速扩张。据测算,2012 年全国跨境电子商务交易额已超过 2 000 亿美元,其中跨境电子商务零售出口突破 150 亿美元,较上年增长超过 30%,远高于同期我国一般贸易增长水平。2013 年有望继续保持这一态势,发展潜力巨大。三是中小企业从事跨境贸易的门槛降低。中小企业建立直接面向国外买家的国际营销渠道,以降低交易成本,缩短运营周期。据估算,目前每年在跨境电子商务平台上注册的新经营主体中,中小企业和个体工商户已经占到 90%以上。四是新兴市场成为亮点。巴西、俄罗斯和印度等新兴市场交易额大幅提升,为境内众多跨境电子商务零售出口平台快速发展做出重要贡献。五是进口规模小,出口规模大。进口商品主要包括奶粉等食品,化妆品等奢侈品的进口规模较小;出口商品主要包括服装、饰品、小家电和数码产品等日用消费品,规模较大,每年增速很快。