

# 货运代理英语实务

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副主编 廖春艳 叶 薇 王 莉



中国商务出版社

商务部十二五规划教材  
中国国际贸易学会十二五规划教材

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English Practice for International Freight Forwarding

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# 总 序

进入 21 世纪，国际服务经济增长迅猛，全球产业转移的重点转向服务业。近几年伴随着信息技术的推进，全球经济经历了一场结构性变革，生产环节的价值增值能力日趋局限，而不断涌现的一站式流程服务将全球服务经济带入了一个新的时代，美国经济学家 Steve Krempfer（2004）将其称之为服务供应链。在产业升级转型的背景下，最具代表性是国际物流服务供应链的快速崛起。刚刚发布的《中国银行业发展报告（2014）》也指出五大银行转型的方向集中在高端服务业、现代物流、贸易融资等领域。协同育人不仅是社会经济转型的要求，也是教育部高等职业教育改革和高校协同机制创新工作的内在要求。在教育部 2011 年高等学校创新能力提升计划的基础上，2014 年广东省教育厅以协同创新为引领，全面推进“创新强校工程”。南华工商学院现代物流研究中心在李齐教授、杨鹏强副教授的带领下，基于十几年来校企交互物流人才培养经验，提出校企交互国际物流服务集成人才的跨校跨专业协同育人概念。

国际物流服务供应链是指以国际物流服务集成商为核心企业，通过与功能型服务商的合作，对国际物流服务供应链上的资金流、物流、信息流的控制来实现客户价值及物流服务增值的过程。国际物流服务供应链（图 1）是一个三级供应链结构，即客户、国际物流服务集成商、国际物流功能服务商。

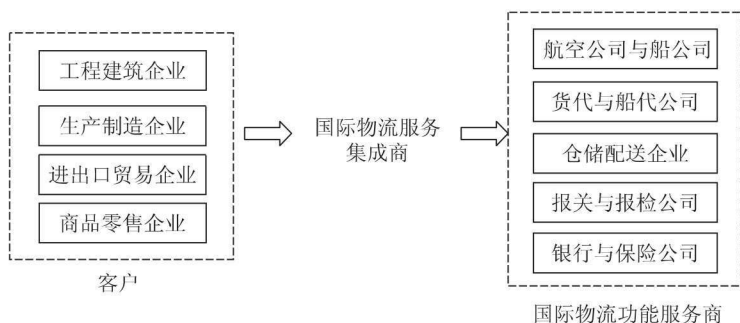


图 1 国际物流服务供应链结构图

国际物流服务集成商则是一种新业态，是国际物流服务供应链的核心。与传统的功能服务商相比，集成商的业务是全方位、一站式的流程服务（图 2），与大数据时代客户需求相吻合，这就预示着国际物流服务集成商有极大的市场需求和发展前景。

国际物流一站式流程服务已经成为国际物流发展的主流。欧美国家的国际物流业十分发达，其强大的物流能力不仅体现在货物运输能力上，还体现在其流程增值服务方面，包括仓储与配送服务、报关与报检等通关服务、港口服务、航运服务等。以被世界银行称为世界物流冠军的德国为例，德国制造业企业专注于产品研发，而把一些

标准材料和零部件采购、配送、通关等国际物流服务通过合约打包形式外包给物流公司，其合约期限有一两年的，也有长达十年的，专注主业、外包副业，德国制造业和物流业的双向成功的秘诀就在于此。中国一些走在同行业前列的功能服务商已经意识到这种变化并进行积极的应对，包括业务转型和人才的储备。从国际物流服务供应链发展趋势看，国际物流功能服务商向国际物流集成商转型是大势所趋，而相应复合人才培养不仅十分必要，也非常迫切。

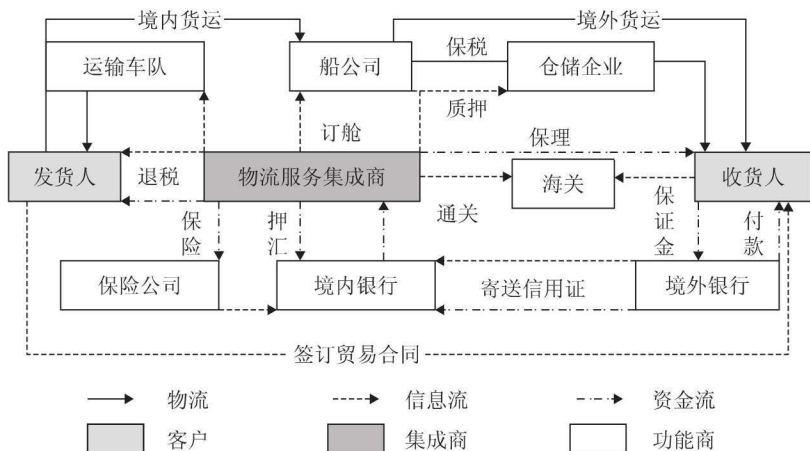


图2 国际物流服务供应链业务流程图

中国国际物流企业主体是功能服务商，且以中小企业为主。我们多年对企业调研时发现，功能服务商在员工招聘时有两方面要求：一是业务经验，二是对企业的忠诚度。其中，业务经验是指对传统物流业务的熟悉程度和客户资源，而忠诚度主要是避免客户流失而不是员工的去留。原因有两方面：其一，高等院校人才培养和企业现实需求的脱节。业务经验要靠实践经历的逐步积累，这恰恰是高等院校毕业生的短板，所以出现高校毕业生相对过剩，而企业需要人才相对不足的局面。其二，现实工作与未来发展的脱节。尽管企业的人才要求是基于实际工作的考量，但现实是，传统的业务经验并不能满足物流业务模式的转变，客户流失也并不单靠忠诚度就能解决，业务创新才是避免客户流失的最终保障。

国际物流服务供应链的快速发展对从业人员提出新的更高的要求，国际物流服务集成人才应具备以下复合能力。

(1) 电子通关能力（包括报关、报检、报税、保税加工海关监管、保税物流海关监管）。

(2) 制单与跟单能力（包括贸易合同、货运提单、保险单、信用证等单证处理）。

(3) 货代能力（包括询价、订舱、配箱、结算）。

(4) 外汇核销与融资能力（包括货币兑换、现汇与期汇交易、国际借贷、结汇）。

(5) 流程设计能力（包括采购流程、通关流程、贸易流程、配送流程）。

上述复合能力需要整合各种资源协同育人。我们认为与国际物流服务供应链相关度比较高的专业有：报关与国际货运、港口与航运管理、物流管理、国际经济贸易、金融管理与实务、电子商务等专业。这些专业学生就业的岗位群主要集中在报关报

检、国际货物代理、保税货物仓储、物流配送、金融保险代理服务、电子商务、信息服务等业务岗位。在国家大力发展现代服务业和大数据时代的推动下，这些岗位现在均面临新的转变，即业务融合和流程化。相关企业也向综合服务商过渡。在上述背景下，中国商务出版社和南华工商学院现代物流研究中心共同推出了商务部十二五物流类专业规划教材，系列教材共有 9 本，体现了物流类专业协同育人的特点，见下表。

国际物流服务供应链系列教材统计表

序号	教材名称	职业能力	建议课时
1	物流信息系统	电子通关能力（包括报关、报检、报税、保税加工海关监管、保税物流海关监管）	64
2	国际物流单证实务	制单与跟单能力（包括贸易合同、货运提单、保险单、信用证等单证处理）	64
3	货运代理英语实务	货代能力（包括询价、订舱、配箱、结算）	64
4	供应链金融实务	外汇核销与融资能力（包括货币兑换、现汇与期汇交易、国际借贷、结汇）	64
5	国际贸易操作与核算	流程设计能力（包括采购流程、通关流程、贸易流程、配送流程）	32
6	物流营销实务	流程设计能力（包括采购流程、通关流程、贸易流程、配送流程）	64
7	电商供应链实务	流程设计能力（包括采购流程、通关流程、贸易流程、配送流程）	64
8	国际航空物流实务	流程设计能力（包括采购流程、通关流程、贸易流程、配送流程）	64
9	国际危险品物流实务	流程设计能力（包括采购流程、通关流程、贸易流程、配送流程）	64

本系列教材的编者队伍是在南华工商学院优秀人文科研基地带头人李齐教授和杨鹏强副教授的带领和参与下，由各专业主任构成的资深教师团队和国际物流行业、企业专家共同组成的，十年来联合研发课程，采用以能力目标为导向，基于职业教育（校企合作、工学结合、工作过程系统化等）课程整体开发方法，以确保专业课程与国际物流行业的有效融合。这些编者既有丰富的物流教学经验和行业工作经历，也有编写教材的经验，是典型的双师型人才。

本系列教材通过与行业企业国际物流服务集成商结合，引入行业的工作过程、主要工作岗位及其任务等，并与相关的职业资格标准对接，内容选择、项目载体设计思路、内容编排顺序（如能力递进）、学习程度用语、课时和学分、教学模式和方法、学生考核等环节经过了充分论证和讨论。本系列教材旨在引领和推动高等院校对现代物流业教学改革，探索物流供应链相关专业在风云涌动的国际市场中培养人才的新路径，为我国新一代国际物流服务集成商提供及时和合用的人才。

本系列教材的作者是广东省十二五哲社课题“基于服务驱动的跨境供应链研究”（课题号：GD14XGL44）的研究团队，是现代物流研究中心继 2009 年推出广受欢迎的实用型报关与国际货运专业系列教材后又一团队力作。我们希望广大高校在使用本系列教材的过程中积极发现问题，收集反馈意见，使本系列教材能够与时俱进，不断贴近我国产业调整与升级需求，贴近企业发展需求，真正实现工学结合、学用一致的职业教育理念。

本系列教材编委会

2014 年 11 月



# 编写说明

本教材面向应用型本科和普通高职学生编写，旨在培养学生将来从事国际物流服务集成工作时所需的职业技能和综合素质，主要包括电子通关能力、制单与跟单能力、货代能力、简单的财税能力、流程设计能力及分析问题和解决问题的能力等。

## 一、编写思路

以培养工作能力为目标，基于工作过程，以学生为中心，采用做、学、教倒序一体化为主导的教学模式。根据课程内容的需要，将全书分为若干个项目，再根据项目完成过程的分析，将每个项目分成若干个任务；每个项目前及每个任务前都有一个导言，用于吸引读者的注意，并与读者的原有知识结构产生联系，为学习者进行新的学习建立基础。

## 二、主要特色

本系列教材采用全国高职高专教育现代教育技术培训基地项目教学的思路来编写教材，具有以下特点：

1. 目标明确。课程开宗明义以职业岗位要求为准。用具体、可测量或可检验的语言，准确描述本课程的能力、知识、素质目标，用关键术语链接出项目训练的各个节点，是典型“工学结合、项目导向、任务驱动”教学模式项目化教材。

2. 启发开放。以职业能力培养为重点，与行业企业合作进行基于工作过程的课程开发与设计，充分体现职业性、实践性和开放性的要求。根据行业企业发展需要和完成职业岗位实际工作任务所需要的知识、能力、素质要求，选取教学内容，并为学生可持续发展奠定良好的基础。

3. 生动有趣。本系列教材设计了系统化的贯穿项目，每个项目下设计了多个相互关联的任务，并且项目、任务和知识链接与课程目标高度吻合，能通过这些项目、任务和知识主题学习的完成，达到对学生的能力培养要求。项目设计具有故事性，使学生以体验的心情去学习，有利于学生保持学习的愉悦。

4. 行业载体。根据课程目标所涵盖的典型工作任务的要求，确定各教学单元内容和要求，设计学生应获得的知识、技能与素质等训练项目。教学活动的设计与实际工作岗位任务要求一致；遵循学生职业能力培养的基本规律，以真实（或仿真）工作任务及其工作过程为依据整合、序化教学内容，科学设计学习性工作任务，做、学、教结合，理论与实践一体化，实训、实习等教学环节设计合理。

5. 学生主体。每个项目均从引导任务开始，到知识链接、操练与深化、归纳总结、巩固训练、项目训练总结、推荐阅读和课后训练项目，设计多个学习活动，结合个人自学、团队合作、上台演绎等学习方式，变被动接受为主动学习，重视过程性考核，使学生从头到尾参与到所有学习活动中。

6. 仿真实训。每个项目均有引导任务训练、操练、巩固训练、课后训练环节,要求教师根据课程特点有针对性地采取工学交替、任务驱动、项目导向、课堂与实习地点一体化等行动导向的多种形式的教学模式。使用的实训数据,强调学生要实时操练与检查。

### 三、使用说明

每个项目的组成部分和使用说明如下:

1. 关键术语:通过八个左右关键术语使学生以最快的速度了解本项目所涉及的知识点、技能点及素质点。

2. 学习目标:以“能或会+程度副词+操作动词+操作对象”的格式,如“能熟练操作”让学生明白经过本项目训练后能够实施的职业技能、能够了解的相关支撑知识和能够默会的职业素质。

3. 引导任务:通过引导任务开始了本项目的教学旅程,以一定的训练方式、手段及步骤让学生通过学习初步具备本项目所要求的能力、知识和素质目标。训练项目采用问题导向教学法,由情境内容引入和提出要解决的问题,给学生准备回答的时间,在点评学生答案的同时告知本项目要开展的教学内容和要达到的教学目的。

4. 知识链接:引导之后,唤起学生对知识的渴望,通过链接的相关知识丰富自身的知识体系,这是符合生物学的知识树成长方式,深度扎根,广度延伸,向上发展的处理方式。

5. 操练与深化:学生在课内课外的项目训练中讨论、头脑风暴和操练技能与知识。从粗线条掌握初步或基本能力,到细节逐步深入对基本能力的体会。

6. 归纳总结:教师带领学生归纳之前在项目任务训练中遇到知识点、能力点和素质点,特别要强调职业素质、道德素质、职业态度、方法能力、社会能力在今后职业生涯的重要性等。

7. 巩固训练:教师布置设计好的仿真工作任务,要求学生按公司业务分工组织相关任务,实训分配,让学生根据提供的情境分角色以实战的心态完成练习任务,复习和巩固之前操练的技能和知识,针对重点难点进行反复演练。

8. 项目总结:一个项目结束后,教师和同学好好合计一下,从中学到了什么,目标达到了吗?教法有没有需要调整的地方,学习需要更主动些吗?三言两语总结一下。

9. 推荐阅读:提供与本项目有关的相关教学资源的出处,供学生查阅拓展学习使用。

10. 课后训练:布置课后训练项目来检查项目训练的成果,通过可展示的方式如情景模拟表演或方案报告、核算表格呈现和检验学习成果。

本系列教材由南华工商学院现代物流研究中心研究团队主持编写,合作企业提供了部分素材并对稿件进行了审核,全国高职高专教育现代教育技术培训基地宁波基地专家对课程标准做了点评。编者水平有限,不足之处在所难免,欢迎有关专业人士和广大读者批评指正。

## Pre fa ce

随着我国经济的迅猛发展以及国际贸易交往的日益频繁，我国流通市场全面对外开放，这不仅为我国的国际物流市场和货运代理业提供了良好的发展契机，也迎来了国际物流集团的激烈竞争，特别是人才的竞争。国际物流的迅速发展亟需大批既通业务又精专业英语的人才，而目前市场上的物流英语教材普遍都是理论性内容的教材，项目化的教材很少，涉及物流实际业务的更少。

本书为适应物流行业特别是国际货代业对高职教育培养物流人才的需求而编写。为了体现职业英语培养特色，体现工学结合的优势，培养国际物流与货代所需要的具有较高英语工作能力的“新一代”员工，本教材突出实践性强的业务内容，旨在让学生掌握利用专业英语进行基本货代业务的工作能力，通过不同任务的模拟实训和反复训练，掌握国际货代业务管理中的交流、客服、业务处理、单证填写等技能。

陈春慧老师拟定了本书整体结构并编写了后部分章节，叶薇、廖春艳和王莉老师参与了编写。另外，杨鹏强老师为本书提供了部分资料并提出了许多有益的建议，在此表示感谢。

由于目前有关物流英语实际操作内容的书籍和资料很少，难有现有教材可供借鉴，加之作者水平有限，不足之处难免，希望读者提出宝贵意见。

编 者

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# Project 1 Introduction to Freight Forwarding Services

## Key Words:

freight forwarder, ocean shipping company, freight rate, mode of transport, shipping documents

## ➔ Task One: Inquiry about Forwarding Business

### Task Situation:

A staff in Dalian Ocean Shipping Company, who is a carrier, is responsible for client service. B staff, client of the carrier, works in Shenyang Chemical Imp & Exp. Co., Ltd

### Task Requirements:

Make a dialogue according to the task situation provided above.

### Sample Dialogue:

They are talking via a phone call:

**Carrier:** This is Dalian Ocean Shipping Company. What can I do for you?

**Client:** I am from Shenyang Chemical Imp & Exp. Co., Ltd I have 100MT Bisphenol A (双酚 A) ready for shipment from Rotterdam to Dalian, So I would like to make an enquiry.

**Carrier:** Thanks for your enquiry. First of all, May I ask some details? When are you going to depart for the shipment?

**Client:** The shipment is not later than April 26th, and to be delivered before June 30th.

**Carrier:** There are two voyages for you for your reference. One is that M. V. "Venture28" will depart on April 23rd and arrive on June 26th; the freight rate is USD1800 Per TEU. The other is the M. V. "Pioneer 8" which is going to leave on April 26th and arrive on June 28th, and the freight rate is USD2000 per TEU. Addition charges depend on operations of the shipping company, such as inland transport, port handling, and customs formality and so on.

**Client:** I would like to appoint your company for this shipment, including inland

transport. And I decide M. V. "Venture28".

**Carrier:** Thanks very much I will send E-mail to you on the standard form of power of attorney within ten minutes. Please fill in details such as schedule, number of item, type and size of containers, number of containers, gross weight, volume, trade terms and CFS/CFS or CY/CY selection etc. Please send E-mail back the form with your stamp in an hour.

**Client:** Ok I will return that in time. Anything else should I send to you?

**Carrier:** Yes, the following things are required: C/O, trademark license, foreign exchange sales statement, verification form and invoice. We will contact you as soon as possible for materials you are lack of.

**Client:** It's very kind of you.

**Carrier:** In case of emergency or problems, please contact me as soon as you can. Wish we have a pleasant cooperation!

**Client:** Great. See you later.

**100MT Bisphenol A were shipped on schedule. A made a phone call to B for further confirmation on April 23rd.**

**Carrier:** Is that Shenyang Chemical Imp & Exp. Co. Ltd. ? This is Dalian Ocean Shipping Company. I'd like to inform you that 100MT Bisphenol A were shipped on aboard yesterday. Is there any requirement when making the Bill of Lading?

**Client:** I need to revise the name of notified party showed in B/L.

**Carrier:** I see I will fax you the standard form of Letter of Indemnity for revising name of notified party showed in the B/L. Please fill out the letter of indemnity. Thanks

**Client:** Well, Good-bye!

## Notes

1. Bisphenol A [**'bɪsfɪnəl**] (双酚 A) 化学产品
2. TEU 英文 Twenty-foot Equivalent Unit 的缩写。是以长度为 20 英尺的集装箱为国际计量单位，也称国际标准箱单位。

## ➔ Task Two: Arrangement Delivery Cargo

### Task Situation:

Conversation by telephone between a customer and a carrier: Mr. Black was arranging the cargo of delivery for Shenyang Chemical Imp & Exp Co. Ltd. (Mr. Smith).

**Task Requirements:**

Make a dialogue according to the task situation provided above.

**Sample Dialogue:**

**B:** Morning, Mr. Black. This is Smith, I am phoning to inform you that ship carrying your imports reached Tianjin port this morning and has started unloading in the afternoon.

**S:** Good news for us. Would you tell me when we can expect the goods to arrive at our warehouse?

**B:** Yes, there are three containers in all. We have to check all the orders of arrangement delivery today. The truck should arrive late Wednesday or early Thursday. It depends on traffic and weather. When will you accept deliveries details?

**S:** I see. Could you deliver our goods by train?

**B:** Why? According to our agreement we should deliver them by truck.

**S:** We hope we can receive the goods as soon as possible. It's faster by train than by truck, isn't it?

**B:** Don't worry. We'll have no trouble meeting your delivery date. And if a customer requests a carrier other than truck, he must bear the additional charges.

**S:** Well, in that case, we don't insist on changing the mode of transport if you promise to deliver the goods on time.

**B:** All right. Thank you.

**➔ Task Three:**

**Read the following passage and discuss in pairs to find proper answers to the questions below:**

1. What is freight forwarding responsible for?
2. What is the important function of the freight forwarder?
3. What document is for the freight forwarding?

When a business company decides to export their products, they soon realize that they have to deal with one of the numerous barriers, they have to be overcome to ship the products to the end customer. In many cases a businessman will look to a specialist, called a freight forwarder, who can manage these obstacles.

**What Is a Freight Forwarder?**

A freight forwarder is an agent who arranges the transportation of goods for others. A forwarder functions as a travel agent for cargo or a designer of

logistics. Forwarding includes booking cargo space for shippers, providing shipping documents, and sometimes arranging other services as varied as shipment packing and cargo insurance.

Many forwarding companies offer assistance in transportation logistics, including freight consolidation, customs brokerage, warehousing, distribution, and other value-added services. Further, they operate networks of offices and agents for export and import.

Freight forwarders are generally non-asset-based providers, meaning that they do not own planes, ships, and other means of transport. When forwarders book cargo space for customers, they have the flexibility to choose the best routes and transit schedules. Forwarders typically have service contracts with many air and ocean carriers to facilitate economical shipping around the globe.

### Forwarding and Integrating

Some forwarders are integrators. Integrators wholly own or control assets such as planes and trucks that are used for their shipping services. Integrators roughly fall into two categories: integrated express carriers, and integrated heavyweight forwarders. Express carriers transport documents and small packages, while heavyweight forwarders transport heavyweight packages and other types of freight.

Vertical integration is costly; airfreight with an integrator tends to be expensive yet often the fastest and most reliable air service. However, integrated service is limited by integrators' inflexible, standardized flight schedules for hub-and-spoke operating systems.

Forwarders, nevertheless, benefit from their status as transportation intermediaries. They are usually much more flexible than integrators in their service offerings, because forwarders use many different carriers and transportation modes.

Forwarders typically can provide door-to-door solutions or more limited shipping options. Integrators may offer such services as well, but forwarders have a much longer tradition in operating international networks.

In ocean freight, forwarders are the dominant shippers. In airfreight, more than 80 percent of international tonnage comes from forwarders as opposed to integrators. Further, forwarders provide most of the airlines' cargo business, and they also purchase excess capacity on integrators' international flights. Forwarders, given their flexibility, may also book cargo space with all-cargo airlines.

### Saving Money and Tapping Expertise

Freight forwarders are not courier companies, which are often associated with words such as parcel, express, package, and air. A prudent exporter will find that a forwarder offers more options and usually better rates than a courier for anything other than documents and small parcels even if the forwarder books cargo space on a courier's aircraft.



New exporters should understand that freight forwarders provide essential assistance in international trade. Forwarders facilitated world trade long before the advent of cargo aircraft and container ships, and this experience overshadows the transportation background of modern couriers and integrators. Further, forwarders' contractual relationships with carriers translate into rates that exporters alone would never find. (A simple analogy is that when we travel, airfare is more economical from an agent, who selects from a variety of airlines and has access to more information and special discounts, than directly from an airline.) Additionally, due to the service contracts and inherent complexity of trade logistics, many carriers regularly work only with forwarders and similar agents, and not directly with small exporters.

### Ocean and Air Cargo

While integrators and couriers emphasize airfreight, forwarders are ready to help determine whether ocean transportation is a viable option. Most world trade (in volume terms) travels by container ship. Airfreight is obviously faster, but it is significantly more expensive; long-distance airfreight rates per kilogram are commonly 7 to 10 times higher than long-distance ocean freight rates.

About 40 percent of world trade (in value terms) moves in cargo planes and in cargo holds of passenger aircraft. Airfreight is suitable for perishable goods; it may also include light, high-value commodities such as semiconductors and electronic components essential to running industry or fulfilling an inventory shortfall (and unexpected consumer demand). Ocean cargo often includes goods such as automobiles, toys, and household appliances items whose bulk, weight, and steady consumer demand allow slow transportation. The question, then, is whether a forwarder can help an exporter ship cost-effectively and yet meet both the production schedule of the exporter and the requirements of the exporter's customers overseas.

Freight consolidation offers additional savings. Exporters need not have the cargo to fill a standard air or ocean container in order to benefit from the cost savings full loads have over individual shipment rates. For instance, freight forwarders may combine the individual shipments of several exporters, thereby obtaining a full container rate from a carrier. Although the forwarder of course marks up the carrier's freight rate to sell cargo space to his customers, individual exporters benefit from a significantly reduced rate for individual shipments in a consolidated load. Alternatively, an exporter with a full load again receives the benefit of the forwarder's container rate.

Forwarding companies can also help exporters with vendor consolidation, managing purchase orders from one customer that affects multiple suppliers. Depending upon the overseas customer's needs, the forwarder can then arrange individual or consolidated shipments of the suppliers' freight. Similarly, forwarders can assist in planning cost-effective shipments to one area for multiple customers of an exporter, through consolidating freight and arranging unloading, segregation, and delivery of