

中国高等教育学会“十一五”科研规划课题成果
21世纪高职高专双证系列教材

物流英语

主编 ◆ 辛曼玉



上海交通大学出版社
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Logistics English

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内 容 提 要

《物流英语》是物流专业学生的一门必修课程,旨在培养学生在物流实践中的英语交流、应用技能。教材理论内容安排以“必需、够用”为度,突出实际应用能力的培养。教材设计重点是英语在国际货物实际业务中的应用,详细介绍了国际商务接洽、物流合同、国际贸易运输条款、国际海运和空运业务、仓储业务、海关通关、货物国际运输保险等几个方面,着重强调实际业务操作能力,可使学生初步掌握与物流相关的各种专业知识和术语以及基本物流单证的填写和使用技能,为学生走向社会、提升就业平台奠定基础。

本书可作为高职高专类物流专业学生的专业英语或双语教学教材,也可作为市场营销、国际贸易等专业学生的教材。

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前 言

国际物流的迅速发展需要大批既通业务又有一定专业英语应用能力的人才,同时也对物流人才的培养提出了更高的要求。根据人力资源和社会保障部职业技能鉴定中心组织的《技能人才职业导向式培训模式标准研究》课题对各专业核心课程的研究,物流英语课程主要培养物流专业学生关键能力中的国际货运管理能力,并在此基础上提出了对物流英语课程教材编写的要求。

物流专业英语属于职业延展课程,学分2分,30学时,主要讲授物流专业英语的基础知识,使学生掌握物流方面的专业术语,培养学生专业英语阅读能力、英语单证业务处理能力以及专业英语文献翻译的初步能力。

基于此,本教材设计的重点是英语在国际货物实际业务中的应用。教材详细介绍了国际商务接洽、物流合同、国际贸易运输条款、国际海运和空运业务、仓储业务、海关通关、货物国际运输保险等几个方面,着重强调实际业务操作能力,要求学生熟悉各过程中的相关文件,掌握英语单证的处理方法。为了便于读者学习,书后列有外贸、物流、货代业务中常用的术语以及缩写,以备读者查阅和参考。

本书的整体结构由辛曼玉拟写,何景师、刘慧怡、邱海萍、汤健雄、谢卓君、夏秀艳、曾小敏共同参与了编写。

由于目前有关物流英语实际操作内容的书籍和资料不多,加之作者水平有限,不足之处难免,希望读者提出宝贵意见,以使教材日臻完善。

教学建议

教学目的

讲授物流专业英语的基础知识,使学生掌握物流方面的专业术语,培养学生专业英语阅读能力及专业英语文献翻译的初步能力。

教学安排

职业延展课程,2 学分,30 学时。

前期需要掌握的知识

《物流概论》

物流管理专业能力结构要求

类型/ 子类型	领 域	内 容 描 述	支撑课程或活动
关键 能力	1. 物流采购 管理能力	能够运用预测技术进行需求预测;能够跟踪采购进程,组织实施采购方案,进行采购谈判;能够对供应商进行评估、分类、选择;能够估算采购成本。	市场营销学、统计学原理、商品学、商务谈判、物流采购管理
	2. 仓储管理 能力	能够进行仓储作业及其管理;搬运作业管理;流通加工管理;能够组织实施公共仓储业务、合同仓储业务;能够分析库存状况,制定库存管理计划,合理控制库存。	基础会计、管理学基础、仓储与配送管理、物流成本管理、物流信息管理
	3. 配送管理 能力	能够进行仓储作业及其管理;搬运作业管理;流通加工管理;能够组织实施公共仓储业务、合同仓储业务;能够分析库存状况,制定库存管理计划,合理控制库存。	仓储与配送管理、物流运输管理、物流成本管理
	4. 运输管理 能力	能够进行各种运输方式、运输工具的比较和选择;能够进行运输工具配载;能够优化运输路线;能够选择合理的运输方式。	物流运输管理、仓储与配送管理

(续表)

类型/ 子类型	领 域	内 容 描 述	支撑课程或活动
关键 能力	5. 生产物流 管理能力	能够组织制定 MRP 计划;能够对生产物流方案的执行进行监控。	生产运作管理、仓储与配送管理、物流信息管理
	6. 国际货运 管理能力	能够进行租箱合同管理与空箱调运业务管理;能够对班轮货运业务进行管理;能够对班轮货运代理业务进行管理;能够进行租船合同条款议订;能够对国际货运中转业务程序和组织业务进行管理;能够对国际多式联运业务程序与组织业务进行管理;能够进行海关出口监管业务合同的谈判与签订。	国际贸易实务、国际物流与货运代理实务、国际贸易、经济法
	7. 物流信息 管理能力	能够运用仓库管理软件进行在库物品信息管理;能够运用运输管理软件进行在途物品信息管理;能够运用货代管理软件进行货代业务流程管理。	物流信息管理、数据库原理及技术
专业/ 职业 能力	专业知识	1. 掌握运输作业、仓储作业、配送作业等进行物流管理活动所必需的专业理论知识及管理常识。	
		2. 熟练掌握计算机应用基础知识,掌握办公自动化软件及物流相关专业应用软件的应用知识。	
		3. 熟悉物流服务过程中各岗位的基本职责、基本操作规范和考核标准。	
		4. 掌握与国内、国际物流业务流程和与之相关的惯例、法律、保险知识。	
		5. 掌握国内外商品贸易、营销的理论知识及发展规律,掌握对物流市场进行调查、分析、预测的理论知识与方法。	
	职业技能	1. 熟练掌握国内外货物运输、仓储、配送、采购、包装、流通加工、装卸搬运等物流操作业务。	
		2. 能有效从事物流市场调查,客户资源开发,客户资源管理,物流业务谈判,合同签订等工作。	
		3. 了解物流法律法规、物流标准知识和物流信息技术,能进行基本的物流信息采集和处理分析工作。	
		4. 能够有效开展对物流管理企业进行组织、管理的工作。	
		5. 熟悉物流财务方面的知识,进行市场分析、预算,有效控制物流成本。	

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Chapter 1

An Introduction to Logistics

“Logistics” is a term which originates from both the army and French. According to the French, the Baron of Swiss of Swiss origin who had served in Napoleon’s army before joining the Russian’s and who later founded the Military Academy of St. Petersburg, first used the term in the early 19th century. So in a military sense, the term “logistics” encompasses transport organization, army replenishments and material maintenance.

In the business world, however, the concept of “logistics” was applied solely to “Material Replenishment Programs (MRP)” and was confined to the manufacturing sector at the beginning. Therefore the extension of the concept to involve company operations is a relatively new one and the earliest usage dates back to the 1950s in the USA.

Logistics starts with the provision of raw materials and semi-finished goods for the manufacturing process, and finishes up with the physical distribution and after sales service of the products.

Economically, this creates a new source of profit characterized by the development of mass distribution and attention to service quality. The two basic objectives in practicing business logistics, cost reduction and time saving, have enabled companies to profit not only in performance and quality but also in customer satisfaction.

Operationally, companies realize that the different aspects of logistics instead of viewing them as separate processes. Companies can make substantial savings within their business outgoing expenditure.

1.1 Definitions of Logistics

- 1) Logistics(business definition): Logistics defined as business — planning

framework for the management of material, service, information and capital flows. It includes the increasingly complex information, communication and control systems required in today's business environment.

——Logistics Partners Oyo, Helsinki, FI, 1996

2) Logistics (military definition): The science of planning and carrying out the movement and maintenance of forces ... those aspects of military operations that deal with the design and development, acquisition, storage, movement, distribution, maintenance, evacuation and disposition of material; movement, evacuation, and hospitalization of personnel; acquisition of construction, maintenance, operation and disposition of facilities; and acquisition and furnishing of services.

——JCS Pub 1 - 02 excerpt

3) The Council of Logistics Management has adopted this definition of logistics: Logistics is that part of the supply chain process that plans, implements, and controls the efficient, effective flow and storage of goods, services, and related information from the point of origin to the point of consumption in order to meet customers' requirement.

4) In Chinese Logistics Terms, logistics means the physical movement of goods from the supplier point to the receiver point. Based on practical need, integrated organically the variety of the basic functional activities include transportation, storage, loading and unloading, handling, package, distribution and information management, etc.

1.2 Three Major Functions of Logistics

1) Creating time value: same goods can be valued differently at different times. Goods often stop during the transfer process, which is professionally called the storage of logistics. It creates the time value for goods.

2) Creating location value: same goods can be valued differently at different locations. The value added during the transfer process is the location value of logistics.

3) Creating distribution processing value: sometimes logistics create distribution processing value, which changes the length, thickness and packages of the goods. Like the popular saying, "cutting into smaller parts" is the most

commonly seen distribution processing within logistics which creates added value for goods.

1.3 Development of Logistics Management

Logistics is a new commercial area, developing from the traditional stage to a modern one. The main differences between these two stages include:

1) Modern logistics adopts containerization techniques. The goods transfer process starts with packaging, followed by transportation, storage and distribution. The whole process is operated under logistics standards. Based on the logistics base module of 600×400 mm, from the logistics module of $1,200 \times 1,000$ mm, and enlarge to the size of $2,591 \times 2,438$ mm, the size of high \times wide of the container. It can be adjusted to the standard sizes of containers for trains, trucks and ships.

2) Information technologies are most important for modern logistics. Bar Code, POS, EDI and GPS systems dramatically improve the efficiency and accuracy of the logistics activities. The Internet further assists the market development, operation and management of the logistics industry.

1.4 Elements of Logistics

Logistics refers to the systematic management of the various activities required to move benefits from their points of production to the customer. Often these benefits are in the form of a tangible product that must be manufactured and moved to the user; sometimes these benefits are intangible and are known as service. They must be produced and made available to the final consumer. But logistics encompasses much more than just the transport of goods.

Important elements of logistics include the following categories:

- 1) Storage, warehousing and materials handling
 - ① Location of warehouses,
 - ② Number and size of distribution depots,
 - ③ Type of operation,
 - ④ etc
- 2) Transport

- ① Mode of transport,
- ② Type of delivery operation,
- ③ Load planning,
- ④ Route schedule,
- ⑤ etc
- 3) Inventory
 - ① What to stock,
 - ② Where to stock,
 - ③ How much to stock,
 - ④ etc
- 4) Information and control
 - ① Design of systems,
 - ② Control of procedures,
 - ③ Forecasting,
 - ④ etc
- 5) Packaging and unitization
 - ① Unit load,
 - ② Protective packaging,
 - ③ Handling systems,
 - ④ etc

In addition, the total system interrelationships need to be considered and planned within the constraints of costs and service levels.

1.5 Importance of Logistics

It is useful, at this point to consider logistics in the context of business and the economy as a whole. Logistics is an important activity making extensive use of the human and material resources that affects national economy.

The first evolution has taken place in the form of the global logistics management, which has been applied by Macs. With declining profit margin in the domestic market and in face of need of continued business expansion, these corporations are seeking new worldwide markets on an unprecedented scale. (Global marketing and sale initiatives as the trends toward Macs are increasingly gearing up.) This trend for internationalization, in turn, requires much more

sophisticated management techniques over the entire process of the commodity movement from the countries of origins to the countries of destinations. Moving a wide variety of products around the world 24 hours a day, 365 days a year requires logistics management techniques significantly different from those developed for domestic markets. Closely linkage of all players in the global supply chains requires the logistics management underpinned by the international EDI system.

This globalization of business activities is a major factor reshaping the international trading activities to all countries. Logistics is required adjustment by adapting their institutional frameworks.

Words and Expressions

logistics	<i>n.</i> 后勤学, 物流	disposition	<i>n.</i> 配置
definition	<i>n.</i> 定义, 概念	construction	<i>n.</i> 建设, 构成
implement	<i>v.</i> 履行, 推进	provision	<i>n.</i> 供应, 提供
civilization	<i>n.</i> 文明	volatile	<i>adj.</i> 多变的
professional	<i>n.</i> 专家, 专业人员	critical	<i>adj.</i> 关键性的, 决定性的
pipeline	<i>n.</i> 管道	budget	<i>n.</i> 预算
acquisition	<i>n.</i> 获得	evolve	<i>v.</i> 演变, 发展
manufacture	<i>n./v.</i> 加工, 制造	integrate	<i>v.</i> 整合, 综合
storage	<i>n.</i> 储存, 仓储	cognizant	<i>adj.</i> 知道的, 认识的
distribution	<i>n.</i> 配送	capitalize	<i>v.</i> 变成资本, 作资本用
maintenance	<i>n.</i> 维持		

Notes

1. Logistics (business definition): Logistics defined as business — planning framework for the management of material, service, information and capital flows. It includes the increasingly complex information, communication and control systems required in today's business environment.

物流(行业定义):被定义为物料管理、服务、信息流和资金流的集合,包括当今商业环境中日益复杂的信息、沟通和控制系统。

2. Logistics (military definition): The science of planning and carrying out the movement and maintenance of forces ... those aspects of military operations that deal with the design and development, acquisition, storage, movement, distribution, maintenance, evacuation and disposition of material; movement, evacuation, and hospitalization of personnel; acquisition of construction, maintenance, operation and disposition of facilities; acquisition of furnishing of services.

物流(军事定义):物流是计划、执行军队的调动与维护的科学。物流与军事活动的诸多方面有关:军事物资的设计、开发、采购、储存、运输、分配、保养、疏散及处理;军事人员的运输、疏散和安置;军事装备的采购或建设、保养、运营及废弃处理;军事服务的采购与提供。

3. The Council of Logistics Management has adopted this definition of logistics: Logistics is that part of the supply chain process that plans, implements, and controls the efficient, effective flow and storage of goods, services, and related information from the point of origin to the point of consumption in order to meet customers' requirement.

美国物流管理协会采用这一定义:物流是供应链过程中的一部分,是以满足客户需要为目的,为提高产品、服务和相关信息从起始点到消费点的流动储存效率和效益而对其进行计划,执行和控制的过程。

4. In Chinese Logistics Terms, logistics means the physical movement of goods from the supplier point to the receiver point. Based on practical need, integrated organically the variety of the basic functional activities include transportation, storage, loading and unloading, handling, package, distribution and information management, etc.

国家标准物流术语中,物流定义为物品从供应地向接受地的实体流动过程。根据实际需要,将运输、储存、装卸、包装、配送、信息处理等各种基本功能有机地结合起来。

5. Creating time value: same goods can be valued differently at different times. Goods often stop during the transfer process, which is professionally called the storage of logistics. It creates the time value for goods.

创造时间价值:同种商品因所处时间的不同而有着不同的价值。商品在流通过程中,往往会处于某种停滞的状态,物流的专业术语就称之为储存。储存创造了商品的时间价值。

6. Creating location value: same goods can be valued differently at different

locations. The value added during the transfer process is the location value of logistics.

创造场所价值:同种商品因所处位置的不同而有着不同的价值。这种在商品流通过程中产生的附加增值称之为物流的场所价值。

7. Distribution processing value: sometimes logistics create distribution processing value, which changes the length, thickness and packages of the goods. Like popular saying, “cutting into smaller parts” is the most commonly seen distribution processing within logistics which creates added value for goods.

创造配送加工价值:有时,物流活动也能创造配送加工价值,这种物流加工主要改变商品的长度、厚度和包装形态。物流中经常提到的“分割成更小的部分”就是配送加工中最为常见的形式。这种物流加工能创造商品的附加价值。

8. Modern logistics adopts containerization techniques. The goods transfer process starts with packaging, followed by transportation, storage and distribution. The whole process is operated under logistics standards. Based on the logistics base module of 600×400 mm, from the logistics module of $1,200 \times 1,000$ mm, and enlarge to the size of $2,591 \times 2,438$ mm, the size of high \times wide of the container. It can be adjusted to the standard sizes of containers for trains, trucks and ships.

现代物流采用了集装技术。商品物流往往从包装开始,而后经历运输、储存和配送等过程。整个过程始终在物流标准化的前提下运行。以物流基础模数尺寸 600×400 mm 为基础,制定出物流模数尺寸 $1\,200 \times 1\,000$ mm,并将其放大至 $2\,591 \times 2\,438$ mm,即形成集装箱的高度与宽度标准尺寸。并能调整成适合铁运、汽运和船运的集装箱标准规格尺寸。

9. Information technologies are most important for modern logistics. Bar Code, POS, EDI and GPS systems dramatically improve the efficiency and accuracy of the logistics activities. The Internet further assists the market development, operation and management of the logistics industry.

信息技术在现代物流中尤其重要。条形码、销售时点系统、电子数据传输系统、全球卫星定位系统的使用,极大地提高了物流活动的效率和精确程度。互联网更加有助于物流工业市场的开发、运营和管理。

10. storage, warehousing and materials handling 储存,仓储和物料搬运
11. transport 运输
12. inventory 库存

13. information and control 信息和控制
14. packaging and unitization 包装和单元化
15. It is useful, at this point to consider logistics in the context of business and the economy as a whole. Logistics is an important activity making extensive use of the human and material resources that affects a national economy.
把企业和经济体作为一个整体的背景来考虑物流问题很有裨益。物流是影响国民经济,充分利用人力和物料资源的重要活动。
16. With declining profit margin in the domestic market and in face of need of continued business expansion, these corporations are seeking new worldwide markets on an unprecedented scale.
随着国内市场利润不断下滑和进一步扩展业务的需要,这些企业正在以空前的规模不断寻找世界范围内的新市场。

Exercises

I. Match column A with column B.

- | A | B |
|--------|---------------------|
| 1. 供应商 | a. customer service |
| 2. 仓库 | b. inventory |
| 3. 采购 | c. transportation |
| 4. 运输 | d. logistics |
| 5. 库存 | e. distribution |
| 6. 配送 | f. warehouse |
| 7. 协调 | g. supplier |
| 8. 包装 | h. coordinate |
| 9. 客服 | i. purchasing |
| 10. 物流 | j. packaging |

II. Translate the following phrases and sentences into Chinese.

1. physical distribution
2. final products
3. timely delivery
4. storage space
5. mode selection

6. value-added services
7. third-party logistics

Key to Exercises

I. Match column A with column B.

- | | | |
|-------------------------|--------------------|---------------------------|
| 1. 供应商—g. supplier | 2. 仓库—f. warehouse | 3. 采购—i. purchasing |
| 4. 运输—c. transportation | 5. 库存—b. inventory | 6. 配送—e. distribution |
| 7. 协调—h. coordinate | 8. 包装—j. packaging | 9. 客服—a. customer service |
| 10. 物流—d. logistics | | |

II. Translate the following phrases and sentences into Chinese.

- | | |
|--------------------------|----------|
| 1. physical distribution | 实体配送、物流 |
| 2. final products | 最终产品(成品) |
| 3. timely delivery | 准时送货 |
| 4. storage space | 贮存空间 |
| 5. mode selection | 方式选择 |
| 6. value-added services | 增值服务 |
| 7. third-party logistics | 第三方物流 |

Chapter 2

Logistics Business

Logistics as a business concept evolved only in the 1950s. This was mainly due to the increasing complexity of supplying one's business with materials and shipping out products in an increasingly globalized supply chain, calling for experts in the field who are called Supply Chain Logisticians. The goal of logistics work is to manage the fruition of project life cycles, supply chains and resultant efficiencies.

In business, logistics may have either internal focus (inbound logistics), or external focus (outbound logistics) covering the flow and storage of materials from point of origin to point of consumption (see supply chain management). The main functions of a qualified logistician include inventory management, purchasing, transportation, warehousing, consultation and the organizing and planning of these activities. Logisticians combine a professional knowledge of each of these functions so that there is a coordination of resources in an organization.

2.1 Contract

In law, a contract is a binding legal agreement that is enforceable in a court of law. That is to say, a contract is an exchange of promises with a specific remedy for breach. A sales contract is a legal contract of goods, services or property to be exchanged from seller (or vendor) to buyer (or purchaser) for an agreed upon value in money paid or the promise to pay same. It is a specific type of legal contract. The sales contract can be written formally or informally. In most cases, sales contracts for import and export business will be detailed and effective for a long time. It is required to be written formally in most countries. The written contract has two main forms, that is, the contract and the