

国际货代函电 实训教程

International
Freight Forwarding
Case Analysis

编写组 编

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前言

“十二五”期间，教育部要求高职院校要“与企业协同创新，接受企业的检验”、“把工业文化融入职业学校”、“走工学结合、校企合作、顶岗实习之路”。在此精神指导下，编者秉承“实用为主，够用为度”的理念，深入企业调研，在广泛审阅全国高职高专商务类专业实训教材并征求师生意见的基础上，协同企业人士精心策划并编写了这本《国际货代函电实训教程》。

本教材基于“工作过程导向”的高职教育理论，通过案例、问卷、访谈、观察等方式进行内容编写。编者先后邀请近百名行业企业专家、企业员工、顶岗实习毕业生等参与本教材的问卷调查和访谈并在我院2009级和2010级两届学生中试用，取得了较好的教学效果。

本教材是校企合作类教材，实训案例全部来自国际货代行业的最新业务。教材的编写以国际货代工作过程为导向，以实训项目为手段，模块式地进行典型任务操作。教学任务以国际货代工作过程中的典型工作任务为实训项目，利用多个案例的相似任务组织实训，通过案例解析和模拟写作进行实训练习。教学目标针对不同章节难度有所增加，业务背景渐趋复杂，模拟案例难度也逐步加大。为了便于不同英语水平的学生学习，本教材理论部分采用英文撰写并配有中文导读，案例内容和实训部分以全英文形式编写。本教材最突出的特点是企业实训特征明显，实训任务明确，案例丰富连贯，任务难度逐级上升。

本教材全部案例由国际货代公司提供。深圳南冠国际货代公司的曾英杰先生、叶婷女士和林超文女士参与了本书的审稿工作，在此对上述几位企业人士的参与和指导表示感谢！

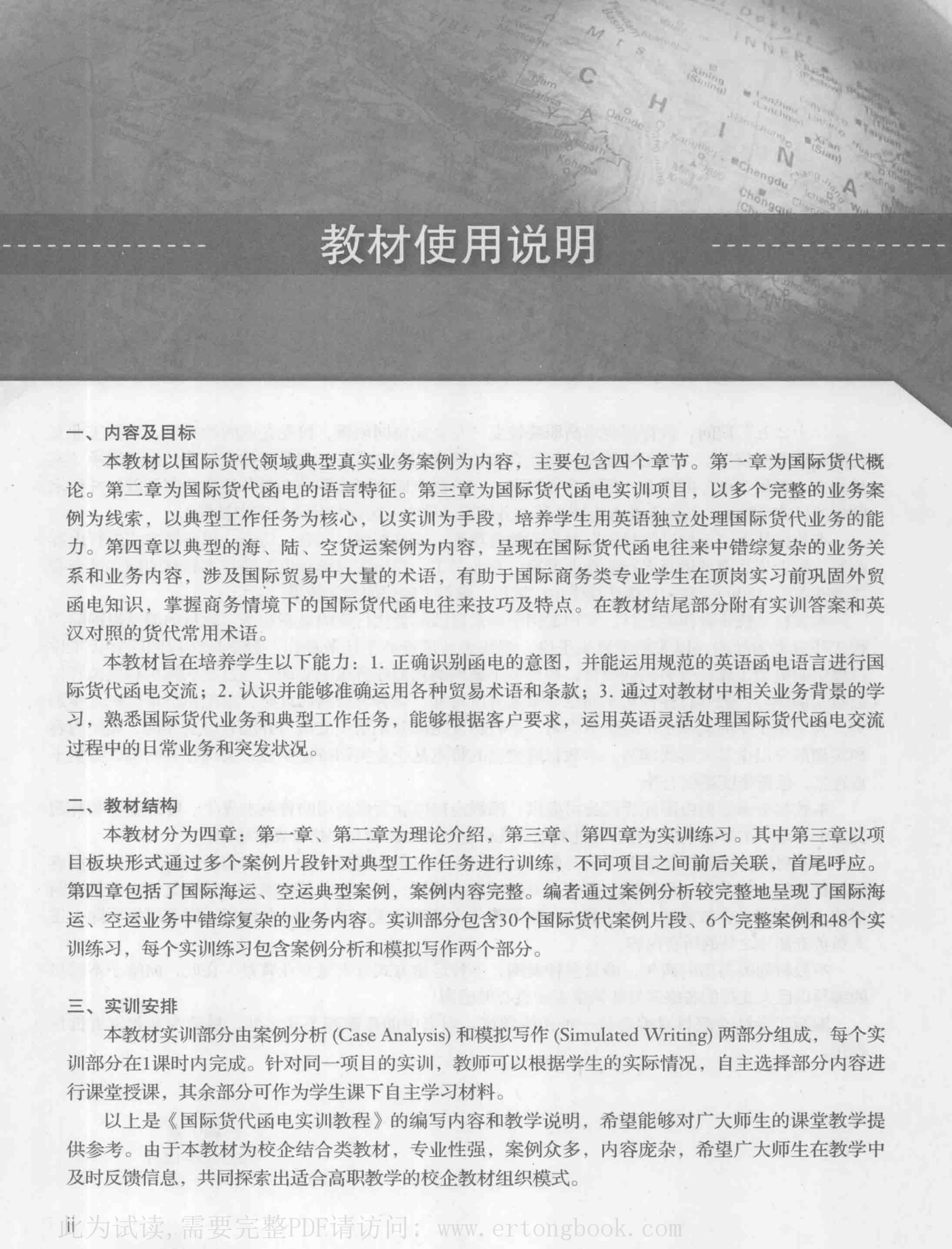
本教材由海南外国语职业学院商务英语系主任景志华教授担任主审，由商务英语系副主任温春雨担任主编。曾英雄、陈雪花、廖完美等教师参加编写。其中，曾英雄撰写了每个案例的背景说明部分，廖完美负责教材第一章的翻译，陈雪花负责第四章实训项目的业务解析，温春雨编写除上述人员负责部分之外的所有内容。

本教材的编写历时两年，涉及多种案例、多种运输方式及大量专业背景，在此，向给予本教材的编写以巨大支持的各级领导和同事表示衷心的感谢！

编写工学结合教材对编者是一种新的尝试，对书中的疏漏和不妥之处，恳请专家和读者批评指正。

编者

2012年12月



教材使用说明

一、内容及目标

本教材以国际货代领域典型真实业务案例为内容，主要包含四个章节。第一章为国际货代概论。第二章为国际货代函电的语言特征。第三章为国际货代函电实训项目，以多个完整的业务案例为线索，以典型工作任务为核心，以实训为手段，培养学生用英语独立处理国际货代业务的能力。第四章以典型的海、陆、空货运案例为内容，呈现在国际货代函电往来中错综复杂的业务关系和业务内容，涉及国际贸易中大量的术语，有助于国际商务类专业学生在顶岗实习前巩固外贸函电知识，掌握商务情境下的国际货代函电往来技巧及特点。在教材结尾部分附有实训答案和英汉对照的货代常用术语。

本教材旨在培养学生以下能力：1. 正确识别函电的意图，并能运用规范的英语函电语言进行国际货代函电交流；2. 认识并能够准确运用各种贸易术语和条款；3. 通过对教材中相关业务背景的学习，熟悉国际货代业务和典型工作任务，能够根据客户要求，运用英语灵活处理国际货代函电交流过程中的日常业务和突发状况。

二、教材结构

本教材分为四章：第一章、第二章为理论介绍，第三章、第四章为实训练习。其中第三章以项目板块形式通过多个案例片段针对典型工作任务进行训练，不同项目之间前后关联，首尾呼应。第四章包括了国际海运、空运典型案例，案例内容完整。编者通过案例分析较完整地呈现了国际海运、空运业务中错综复杂的业务内容。实训部分包含30个国际货代案例片段、6个完整案例和48个实训练习，每个实训练习包含案例分析和模拟写作两个部分。

三、实训安排

本教材实训部分由案例分析 (Case Analysis) 和模拟写作 (Simulated Writing) 两部分组成，每个实训部分在1课时内完成。针对同一项目的实训，教师可以根据学生的实际情况，自主选择部分内容进行课堂授课，其余部分可作为学生课下自主学习材料。

以上是《国际货代函电实训教程》的编写内容和教学说明，希望能够对广大师生的课堂教学提供參考。由于本教材为校企结合类教材，专业性强，案例众多，内容庞杂，希望广大师生在教学中及时反馈信息，共同探索出适合高职教学的校企教材组织模式。

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Contents

Chapter One	Introduction to International Freight Forwarding 国际货代概论	1
	Section One International Freight Forwarding Business	
	国际货代行业	2
	Section Two Procedures of International Freight Forwarding	
	国际货代流程	3
Chapter Two	Characteristics of Freight Forwarding Letters 国际货代函电语言特征	13
Chapter Three	Practice for Freight Forwarding Letters 国际货代函电实训	19
Unit 1	Inquiry and Offer 询盘与报盘	21
	Case I Jiangmen to Oklahoma 江门至俄克拉荷马	21
	Case II Foshan to Hochiminh 佛山至胡志明市	28
	Case III Shenzhen to Surabaya 深圳至泗水	36
	Case IV Shenzhen to New Delhi 深圳至新德里	42
Unit 2	Confirmation 确认信息	49
	Section One Route and Time 确认运输线路和时间	49
	Case I Shipping Route 确认运输线路	49
	Case II Validity 确认有效期	53
	Case III Airliner 确认航班	55
	Section Two Documents 确认单据	58
	Case I Issue of B/L 确认提单出具方式	58
	Case II Packing List and Invoice 确认装箱单和发票	61
	Case III Documents for Customs Clearance 确认清关单据	64
	Section Three Freight and Transportation 运费与运输方式	67
	Case I Freight 确认运费	67

Case II Transportation 确认运输方式	70
Case III Charges 核实费用	79
Section Four Address and Terms 具体地址和条款	81
Case I Address 确认地址	81
Case II Terms of Payment 确认支付方式	86
Case III Terms of Packing 确认装箱方式	88
Unit 3 Counter-Offer and Information Change 还盘及信息变更	91
Section One Counter-Offer 还盘	91
Case I Container 集装箱价格	91
Case II On Carrier 选择船公司	99
Case III On Airliner 选择航班	102
Section Two Information Change 信息变更	106
Case I Negotiation on Ocean Freight 协商海运费	106
Case II Negotiation on Route 协调路线	108
Case III Negotiation on Air Freight 协商空运费	112
Unit 4 Acceptance 达成协议	117
Case I Guangdong to Oklahoma 广东至俄克拉荷马	117
Case II Shenzhen to Surabaya 深圳至泗水	124
Case III Shenzhen to Thailand 深圳至泰国	126
Chapter Four Typical Cases 典型案例	131
Section One Typical Cases for Ocean Freight 海运典型案例	132
Section Two Typical Cases for Air Freight 空运典型案例	159
Answer Key 参考答案	173
Appendix 附录	213
Freight Forwarding Terms 常用货代词组	214

Chapter One

Introduction to International Freight Forwarding

国际货代概论

Section One

International Freight Forwarding Business 国际货代行业

I. Outlook for International Freight Forwarding

International cargo forwarding businesses are those enterprises which accept the entrustment of consignors, consignees and carriers to conduct international cargo transportation and related business on their behalf, and then charge service fees accordingly. Their major tasks include: arranging customs clearance, delivery, storage, dispatching, inspection, packing, and transferring of the cargo, shipping space booking, etc.

Along with China's economic growth and rapid development of foreign trade, the cargo forwarding business in China will enjoy promising prospects, and the cooperation between forwarders both at home and abroad will be further expanded.

China's rapid economic development accelerates the circulation of goods, information and services of the society as a whole, providing a broad market space for the forwarding business and resulting in the rapid increase of the number of international freight forwarding enterprises. Up to now there are more than 30 000 forwarding enterprises in China, and these companies, especially the small and medium-sized ones, have witnessed fast development just like bamboo shoots after a spring rain.

The establishment of China's position as a trading power and the expansion in the volume of goods and services traded are demanding better and more efficient international freight forwarding services. Meanwhile, multinational companies are adjusting their global supply chains and network layout. All these factors have contributed to the ever flourishing prospect for the international freight forwarding business in China.

II. International Freight Forwarders

International freight forwarders are all-round talents in international logistics. They accept shippers' entrustment, organize, implement and coordinate transportation process by road, by rail, by sea or by air. They deal with customs declaration for the target cargo, in charge of such affairs as delivering, storage, dispatching, inspection, packing, transferring, trucking, chartering, shipping space booking and so on.

Another definition for International freight forwarders refers to the backbone and superior talents in various companies: international freight forwarding companies, transporting companies, trade companies, airfreight or airfreight forwarding companies, container companies at dock, international shipping companies or shipping agencies, international courier companies, customs brokers, inspection companies, logistics companies and some trade-oriented enterprises.

The term "International Freight Forwarder" is a general concept, whose major positions can be

categorized as follows:

- | |
|---|
| 1. Salesman: They are responsible for selling the company's service to the potential customers, namely Cargo Canvassing. |
| 2. Marketing Clerk: Their task is to promote the company's superior service to peers. International freight forwarders can be divided into two categories: level one and level two. Level-one forwarders can book space with shipping lines or airlines directly, while a level-two forwarder has to turn to a level-one forwarder for help when booking shipping space. Marketing clerk is the position in level-one forwarding companies to promote their services to lower-level companies. |
| 3. Customer Service Clerk: Customer service clerks are responsible for shipping space booking, declaring, trucking and communication with destination port agents. |
| 4. Documentation Clerk: Documentation clerks prepare and check all types of documents, especially B/L and waybill to make sure the accuracy of the documents. |
| 5. Outdoor Operator: They are responsible for checking the documents when the cargo arrives at the container yards, freight stations or air terminals. They are in charge of such affairs as loading and discharging, etc. |
| 6. Customs Declarer: International freight forwarders usually entrust customs brokers to declare the goods for them, but some forwarders also declare the goods for themselves. To get the position, one has to be qualified in advance. |

III. Requirements for International Freight Forwarders

1. Be familiar with the flow chart of import and export in foreign trade and with the forwarding process by sea or by air.
2. Be proficient at communicating with customers by mail or face to face in English.
3. Be skilled in using computer software.
4. With a down-to-earth attitude and a strong sense of teamwork and responsibility.

Section Two

Procedures of International Freight Forwarding 国际货代流程

I. Accepting Inquiry

1. Inquiry about Ocean Freight
 - 1) Be familiar with the major ports in each continent and the standard offer by major shipping lines;
 - 2) Have a good understanding of the schedules of major shipping lines;

Chapter One

Introduction to International Freight Forwarding 国际货代概论

- 3) Collect the following information from the shipper: name, quantity, specifications of the commodity. For dangerous cargoes, it is necessary to obtain the hazard level.
2. Inquiry about Land Transportation (based on RMB)
 - 1) Get familiar with the distance and the trucking fee between major cities;
 - 2) Learn well about the loading charges at each port area;
 - 3) Understand the charging standards for customs declaration, commodity inspection, and animal and plant quarantine.
3. Inquiry about Air Freight

Pay close attention to the weight and volume of the cargo because most of the time the rate is based on higher-of-volume-or-weight (1 CBM=167 KGS). Whatever inquiry it is, the following basic information has to be collected:

- 1) Name of commodity;
- 2) Quantity per month or each time;
- 3) Packing mode: packed with cartons, wooden cases, pallets or unpacked;
- 4) Port of loading (POL) and port of destination (POD);
- 5) Mode of customs declaration: whether it is general trade declaration, manual declaration or without import and export right;
- 6) Weight and volume of cargos;
- 7) Present transport mode;
- 8) Present condition of co-suppliers for transport;
- 9) Requirements for transport time and some other special requirements.

II. Accepting Booking

Accepting booking from the shipper: Having accepted the shipper's booking (generally by fax or e-mail), the forwarder has to make clear the following key points: shipping schedule, pieces, container size, container numbers, gross weight, volume, payment terms, the shipper's contact address, details about loading, etc.

III. Booking Space

1. Make out the power of attorney: Make sure that all the data in the original booking note are accurate to avoid any alteration in the following steps.
2. Booking: Provide stamped booking attachment (shipping lines' ocean freight confirmation, etc.) if necessary.
3. S/O (shipping order): Get back the S/O and get the specific information about vessel name, voyage number, shipping order number, etc.

IV. Loading

1. Arranging Trailers: Have accurate information on loading time, vessel name and voyage number, port of loading, port of destination, gross weight, pieces, volume, delivery address, contact

- person, telephone and other key points, arranging trailers to collect cargo before closing date.
2. CFS: Shipper sends the cargo to the warehouse at dock to load in containers, after which the container will be sent back to the container yard by trailer.

V. Customs Declaration

Generally, Customs Declaration is done after loading, when containers are delivered to the dock and before CY closing. Before that, the forwarder has to be clear about the client's export declaration mode. Generally, there are three kinds of declaration mode: general trade declaration, manual declaration and declaration without any document. There are different ways of handling for different declaration modes.

1. General Trade Declaration: It is usually for import and export companies. In that case the shipper is required to prepare the following documents:
 - 1) Packing List
 - 2) Commercial Invoice
 - 3) Declaration Certificate of Entrustment
 - 4) Sales Contract
 - 5) Verification Certificate
2. Manual Declaration: For manual declaration (generally for supplied/imported material processing factories), the steps below shall be followed:
 - 1) Shipper registers with the competent customs house for the customs broker appointed by the forwarding company (entrusting);
 - 2) Shipper registers with the competent customs house for the port of export (If the port of export is already registered in the manual, this step can be omitted);
 - 3) Deliver the Packing List, Commercial Invoice, Sales Contract and Declaration Certificate of Entrustment by express service to the customs broker appointed by the forwarding company.
3. Buying Documents: If the shipper doesn't have his own declaration documents, then he has to "buy export documents" to fulfill the procedure. Buying documents is a declaration act for the forwarder to prepare related export documents for the customer, and charge a fee.

Note

Before customs declaration, it is necessary to check the customs supervision conditions for import and export. If no special supervision conditions are required, only the above customs documents are enough for it. But if some special conditions are required, such as commodity inspection (customs clearance certificate for import and export), automatic import and export license (O certificate) or three-C certificate (usually for mechanical and electrical products), international forwarders will have to obtain all the required documents from the related government departments before declaration.

VI. B/L (Bill of Lading) Confirmation and Modification

1. Check the Release Form of B/L:
 - 1) Telex Release: The shipper provides the original telex release request (for file), and then the forwarding company provides the telex release request to shipping lines for telex release;
 - 2) Advanced Bill of Lading (if workable): The shipper provides the original letter of indemnity (for file), and then the forwarding company provides the letter of indemnity to the shipping lines;
 - 3) Anti-dated Bill of Lading (if workable): The shipper provides the original letter of indemnity (for file), and then the forwarding company provides letter of indemnity to the shipping lines (in this case, mostly House B/L is issued);
 - 4) Dividing B/L: Divide one customs declaration form into several ones 3 to 4 days after the vessel's departure (send the manifest to the customs house for the sake of tax rebate) and issue several B/L.
 - 5) Consolidating B/L: Consolidate several customs declaration forms into one 3 to 4 days after the vessel's departure (send the manifest to the customs house for the sake of tax rebate) and issue one B/L.
 - 6) Releasing B/L at a Third Place: It is conducted with the permission of shipping lines after obtaining shipper's letter of indemnity and such information as the name, telephone number, fax number, and address of the contact person of the consignee.
2. Confirmation of the Documents

According to the original materials, send a fax to the shipper and then determine the correct content of the B/L in accordance with the shipper's reply.

VII. Issuance of B/L

1. Confirming the copies of B/L (normally in three originals);
2. Checking the seals on all B/Ls;
3. Checking whether it needs to be signed manually.

VIII. Charges Settlement

1. Ocean Freight
 - 1) Freight Prepaid
 - 2) Freight to Collect
2. Inland Charges
 - 1) Booking Charge
 - 2) Customs Clearance Fee
 - 3) Loading Fee
 - 4) Other charges: special customs fee, inspection fee, animal and plant quarantine fee, pick-up fee, express fee, telex release fee, modification fee, etc.
3. Charges at Port of Loading
 - 1) THC or ORC (Terminal Handling Charge or Origin Receiving Charge)

- 2) DOC (Documents)
- 3) Seal
- 4) CFS (Container Freight Station)
- 5) Demurrage or storage charge (if any)

IX. Issuance of B/L and Commercial Invoice (specimen B/L)

1. If the shipper collects the documents in person, he has to sign his name after getting the documents.
2. If the documents are delivered by express service, such specific information as B/L No., Commercial Invoice No., Verification Certificate No., License No. and quota No. has to be marked in the "Name and Address Confirmation" for further reference.

本章中文导读

第一节 **国际货代行业**

一、国际货代行业前景

国际货物运输代理业，指接受进出口货物收货人、发货人或承运人的委托，以委托人的名义，为委托人办理国际货物运输业务及相关业务，并收取服务报酬的企业。主要业务范围：办理有关货物报关、交接、仓储、调拨、检验、包装、转运、订舱等业务。

随着中国经济的增长和对外贸易的高速发展，中国货运代理物流行业将呈现良好的发展前景，中外货代企业的合作也将进一步扩大。

中国经济的快速增长，加速了全社会商品、信息和服务的流通，为货代物流的发展提供了广阔的市场空间，货代物流企业数量迅速增长。全国货代物流企业有3万多家，中小货代（物流）企业如雨后春笋般迅猛发展。

中国作为世界贸易大国地位的确立，国际间商品和服务交易量的扩大，使中外双方需要更多优质、高效的国际货代物流服务，同时跨国公司对其全球供应链和网络布局的调整，使得我国的国际货代前景日益看好，呈现蒸蒸日上的发展势头。

二、国际货代员

国际货代员是在贸易交往中接受货主委托，组织、实施和协调公路、铁路、海路、航空等运输过程，办理有关货物报关、交接、仓储、调拨、检验、包装、转运、订车皮、租船、订舱等业务的综合性国际物流人才。

国际货代员也指各类国际货运代理公司、国际货运公司、贸易公司、航空货运或货代公司、集装箱港口码头公司、国际船运或船代公司、国际快递公司、报关报检公司，其他物流公司和进

出口企业的业务骨干和中高级人才。

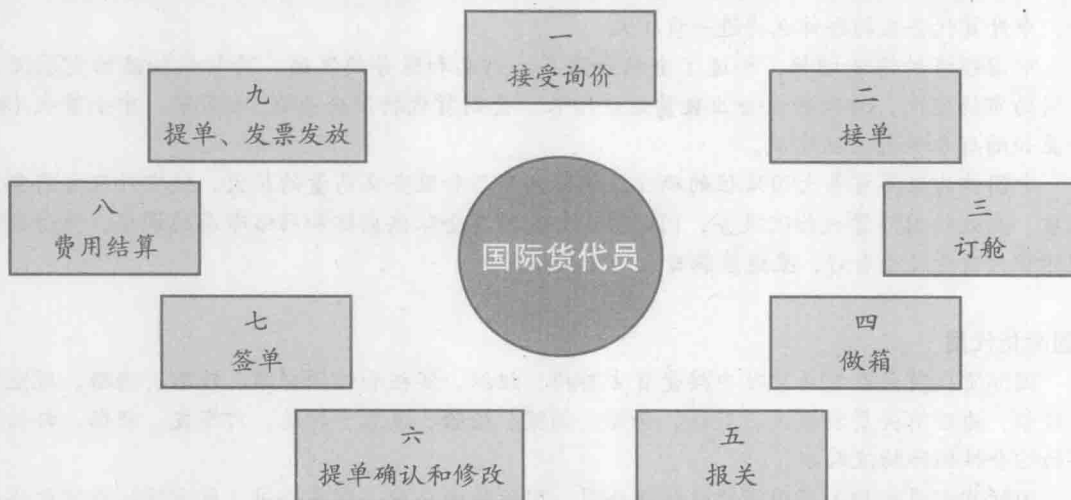
国际货代员是一个笼统的概念，具体可分为以下几种职位：

1. 业务员：主要是向客户推销自己公司的服务，也就是揽货。
2. 市场人员：市场人员主要是向同行推销本公司的优势服务。国际货运代理有一级代理和二级代理之分。一级代理是能够直接向船公司或者航空公司订舱的，二级代理不能直接向航空公司订舱，而要通过一级代理来订舱。市场人员就是在一级代理公司负责向二级代理推广自己服务的职位。
3. 客服文员：客服文员是负责安排订舱、报关、拖车以及和目的港沟通的工作。
4. 单证员：单证员负责制作并核对各种单证，尤其是提单或者运单，确保单证正确。
5. 现场操作员：现场操作员负责货物到站或者航空货到站后的一些单证，并督促装卸等工作。
6. 报关员：一般国际货代公司都会把报关工作全权委托报关行来做，但是也有些货代公司自己报关。报关员的工作量依公司情况不同而有差别，需持证上岗。

三、国际货代员技能要求

1. 熟悉外贸进出口业务和海运及空运货代操作流程。
2. 能用流畅的英文邮件和熟练的英语口语同客户进行沟通。
3. 熟练使用电脑，熟悉常用操作软件。
4. 脚踏实地的工作态度和较强的团体协作精神。

第二节 国际货代流程



一、接受询价

1. 海运询价：

- 1) 需掌握各大洲、各大航线常用的港口及价格；
- 2) 掌握主要船公司船期信息；
- 3) 需向询价货主问明以下信息：货品名称、货量、规格等，若为危险品需提供危险级别等信息。

2. 陆运询价(人民币费用)：

- 1) 掌握各大主要城市公里数和拖箱价格；
- 2) 熟悉各港区装箱价格；
- 3) 了解报关费、商检、动植检收费标准。

3. 空运询价：

注意货物的重量及体积，因为空运的计费标准是1立方米=167公斤，按大收取。无论哪种询价，均需要了解以下最基本的货物情况：

- 1) 品名；
- 2) 每月及每次出货量；
- 3) 货物的包装方式，是纸箱还是木箱或无包装或卡板装；
- 4) 起运地，目的地；
- 5) 报关方式：是一般贸易报关或手册，或无进出口权；
- 6) 货物的重量及体积；
- 7) 目前的运输方式；
- 8) 目前合作的运输供应商情况；
- 9) 对运输时间的要求，及其他特殊的要求。

二、接单

接受货主委托：接受货主委托后(一般为传真件或电子邮件)需明确的重点信息：船期、件数、箱型、箱量、毛重、体积、付费条款、货主联系方式、做箱情况等。

三、订舱

1. 缮制委托书：制单时应最大程度保证原始托单的数据正确，以减少后续过程的频繁更改；
2. 订舱：如需提供订舱附件(船公司价格确认件等)，应一并备齐才能去订舱；
3. 取得配舱回单，获知船名、航次、订舱号信息等。

四、做箱

1. 安排拖车：准确了解做箱时间、船名、航次、起运港、目的港、毛重、件数、体积、门点、联系人、电话等关键信息，先于截关日安排好拖车上门装货。
2. 内装：货主自行把货物送到码头仓库后进行装货做柜，完成后再用拖车把货柜拖回码头堆场。