



“十二五” 高职高专规划教材 · 精品系列

货代英语

主编 张 伦 高兰凤



中国铁道出版社
CHINA RAILWAY PUBLISHING HOUSE

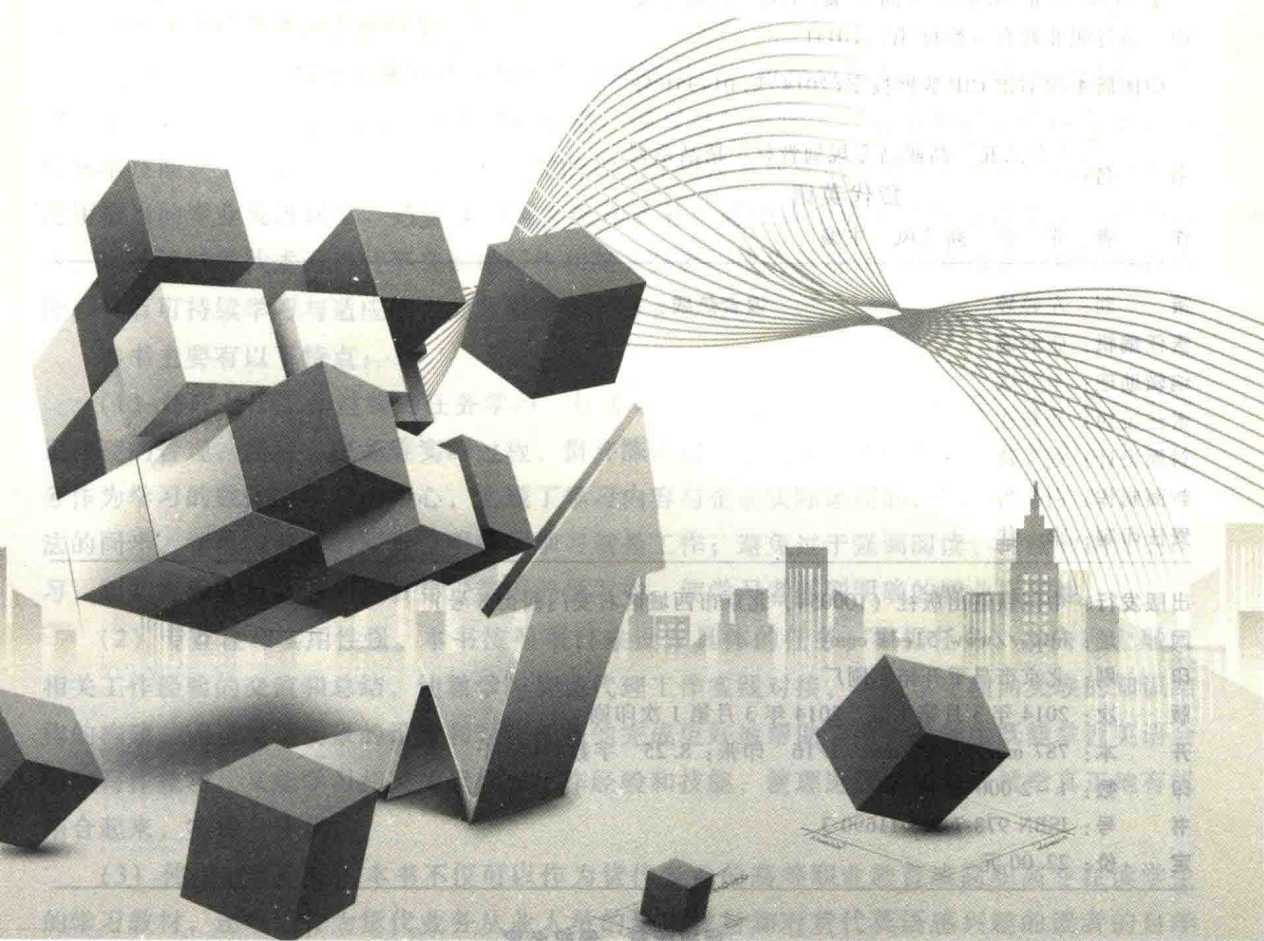


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内 容 简 介

自 2001 年中国正式加入世贸组织以来,我国的对外贸易进入了一个快速增长期。伴随着外贸领域高速增长的是市场对外贸相关人才的高需求,尤其是对于专业化的货代人才需求的增长,从而要求货代从业人员能用英语解决货代事务的实际问题。

《货代英语》按照工作任务分成九项学习任务,分别是建立业务关系、询价、报价、租船、包装、卸货、装货、索赔和支付,根据每一学习任务设置不同的实际工作任务、对话和商务信函,在每一阶段的实际工作任务中再现了货运代理的真实工作情境,反映货运代理人员与客户之间的实际服务流程。

图书在版编目(CIP)数据

货代英语/张伦,高兰凤主编. —北京:中国铁道出版社,2014. 3

“十二五”高职高专规划教材·精品系列

ISBN 978-7-113-11690-3

I. ①货… II. ①张… ②高… III. ①货运代理—英语—高等教育—教材 IV. ①H31

中国版本图书馆 CIP 数据核字(2014)第 014951 号

书 名: “十二五” 高职高专规划教材·精品系列
货代英语

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责任印制: 李 佳

出版发行: 中国铁道出版社(100054,北京市西城区右安门西街8号)

网 址: <http://www.51eds.com>

印 刷: 北京市昌平开拓印刷厂

版 次: 2014 年 3 月第 1 版 2014 年 3 月第 1 次印刷

开 本: 787 mm × 1 092 mm 1/16 印张: 8.25 字数: 176 千

印 数: 1 ~ 2 000 册

书 号: ISBN 978-7-113-11690-3

定 价: 22.00 元

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前言

货代英语
Freight Forwarding English

Preface

自2001年中国正式加入世贸组织以来,我国的对外贸易进入了一个快速增长期,对中国经济起到了重要的拉动作用。伴随着外贸领域高速增长的是市场对外贸相关人才的高需求。而作为国际贸易的一个重要环节,货运代理业务在中国迅速发展,各种类型的企业纷纷开展货运代理业务,因此对于专业化的货代人才的需求持续增长,从而要求货代从业人员能用英语解决货代事务的实际问题。

“货代英语”是物流运输管理的核心基础课程之一,也是应用英语专业中的一门常设课程。本书以“专业易用”为出发点和归宿点,编写目的是让学习者掌握货运代理专业英语的基本技能,了解货运代理不同运输方式的英文介绍及专业词汇,能够在不同的运输方式中使用恰当的专业英语词汇,熟练地用英文操作业务,能在各个业务环节中精准表达业务内容,用英语的货代术语进行英文函电写作和英文交流,成为具备良好职业道德、熟练专业技能和具有可持续学习与适应能力的技能型综合服务人才。

本书主要有以下特点:

(1) 体现基于工作过程的任务学习。任务学习内容紧密联系货运代理实务,贯穿于货运代理的管理、经营、服务等实际过程,摒弃陈旧过时、高深烦琐的内容,将典型的工作任务作为学习的载体或学习的中心,实现了学习内容与企业实际运用的新知识、新内容、新方法的同步,学习与就业的同步,明确了学习就是工作;避免过于强调阅读、语法和翻译的学习,而是将职业技能的训练贯穿于英语的学习中,使学习者感到明确的职业指导性。

(2) 专业性和实用性强。本书按照项目来设置具体的任务,根据任务,在内容上融入相关工作经验的交流和总结,使教学与货运代理工作实践对接,促进学生横向关联的知识结构的构建,通过对话场景的设置和写作任务的完成更好地帮助学生,使学生既能掌握英语会话和写作技巧,又能学习相关货运代理工作经验和技能,使理论教学和实践教学真正地有机结合起来,实现一体化。

(3) 使用对象广泛。本书不仅可以作为货代专业的高等职业教育或高职高专在读学生的学习教材,还可以作为货代业务从业人员的培训教材和对货代英语感兴趣的读者的自学用书。

本书按照工作任务分成九项学习任务,分别是建立业务关系、询价、报价、租船、包

装、卸货、装货、索赔和支付，根据每一学习任务设置不同的实际工作任务、对话和商务信函，在每一阶段的实际工作任务中再现了货运代理的真实工作情境，反映货运代理人员与客户之间的实际服务流程。

本书由北京财贸职业学院的张伦、高兰凤担任主编，北京财贸职业学院的苗红、北京联合大学的高炯、兰州商学院的张爱荣、北京市东城区职业大学的李季担任副主编，参与编写的人员还有北京财贸职业学院的叶靖。其中，张伦进行全书思路和结构的总体设计并编写项目1和项目4；高兰凤编写项目2和项目3并负责全书的统稿和附录的编写；苗红编写项目5；高炯编写项目6和项目7；张爱荣编写项目8；李季编写项目9；叶靖对前期教材思路和结构的设计进行了指导。

由于时间仓促，加之编者水平有限，本书难免存在不当之处，敬请同行专家和广大读者不吝指正。

编者



Freight Forwarding English

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Project 1 To establish the business relationships



Study objective

- To know well about the basic terms.
- To know the useful sentences business letter.
- To know the telephone communication skills.
- To be able to communicate with the related parties.
- To learn how to write business letters.



Project description

ABC Company is scheduled to export 10 000 pairs of footwear from Shanghai to Africa. ABC Company is the largest exporter in this field. The products in ABC Company are superior to other products. Jixiang Company is the other largest importer, which wants to import footwear from ABC Company. Jixiang Company will state the order purpose and express to establish the long and strong business relationships. Most students cannot express the business relationships in English, and have difficulty problems in writing. In this project, the student should learn how to open up the business relationships in English expression; the student can not only study the background knowledge, but also can improve communication skills in the business relationships, and enhance writing skills in the business letters.

Task 1 To make a telephone



Task requirements

This task is about establishing the business relationships through the telephone communication. ABC Company is the largest exporter in this field. Jixiang Company is the other largest importer, which wants to import footwear from ABC Company. Jixiang Company will state the order purpose and express to establish the long and strong business relationships. During this task, the students will role play the Jixiang and ABC Company; the student can enhance the English expression for the importer and exporter.



Task analysis

Through this task, the students will role play the Jixiang and ABC Company; the students can enhance the English expression skills for the importer and exporter. At the same time, the students can improve the communication skills and know about the useful sentences.



Task study



Situational Dialogues

Dialogue 1 The importer calls up the exporter

ABC: Hello, This is ABC Company.

Jix: This is Jixiang Company. On the recommendation of Bank of China, we have learnt with pleasure the name of your company.

ABC: Is there anything I can do for you?

Jix: We know that your company is the largest exporter in this field. The products in your company are superior to other products. We want to establish the business relationships with your company.

ABC: What kinds of information do you want?

Jix: Can you enclose us the detailed illustrated catalogues and instructions about the products of footwear?



ABC: OK, please leave us the detailed address, and we will send you.

Jix: If we want to order, can you give us the favorable price?

ABC: We will give the different discount according to your order amounts.

Jix: Thank you for your patients.

ABC: Looking forward to your inquiry.

Dialogue 2 The exporter calls up the importer

ABC: Hello, Is this Jixiang Company?

Jix: This is Jixiang Company. Who are you?

ABC: This is ABC Company. We take the opportunity to introduce our company as largest exporters.

Jix: Do you have any advantages?

ABC: We have good connections in the trade and excellent experience in the business. We want to open up the business with your company.

Jix: Can you enclose us the detailed illustrated catalogues and instructions about the products.

ABC: OK, we will provide the lowest price according to your order and payment ways.

Jix: We will discuss and reply later.

ABC: Looking forward to your inquiry.

Jix: Thank you very much.

ABC: You are welcome.



Background information

一、What is the business relationship

An association between individuals or companies entered into for commercial purposes and sometimes formalized with legal contracts or agreements. Many senior corporate executives maintain a friendly business relationship with an extensive network of other executives, business people and contractors that they can call upon for advice or for other business purposes.

二、How does your company establish the strong business relationships

1. You need to have long-term customers and good vendor relationships that will carry you through challenging times or tight deadlines, as well as relationships with other business owners to share struggles, resources and best practices that can really give you an edge. The reality is that business relationships are just like any other relationships. They require some efforts to maintain and they must be mutually beneficial. As in any relationships, you must be willing to give, share and support, not just take or receive you should look forward to your reply.

2. Encourage honest feedback. "An open, honest relationship demands clear communications of each party's performing," says Patrick Scull of Ames Scullin O'Haire, an Atlanta-based marketing

services company. "Encourage constructive criticism and be brave enough to suggest ways to clients can help your firm perform better," he says, "If you know where you stand, you can stand stronger."

3. Listen more than you talk. "We all want to extol our strengths, our virtues in hopes of impressing others and, ultimately, getting more business," says Alisa Cohn, an executive coach. "It's a counter-intuitive, but being a good listener highlights your virtues much better than being a big talker. I coach a financial planner and we did a little market research on what his clients' value the most in him. Yes, they value his advice and his skills in handling the money, but a lot of financial planners have that. What sets him apart is that he takes the time to listen to them and really understand where his clients are coming from. They said most often that they value his role as a sounding board, and a few even called him better than a psychological experts! That's a kind of behavior that leads to referrals and a long-term business success."

4. Be honest. "As a small business owner, it's an important that people see me as expert in my field," says Amy Harcourt of Definitive Marketing. "But, when asked questions I don't know how to answer, I always say so. I remember an initial meeting with what became one of my best clients. I was meeting with the executive team and was asked about my experience in their industries (of which I had none). I could have tried to spin my response to sound like I knew their industry. Instead, I told them that I had no experience and why that might work to their advantages. I was surprised to see stern, questioning faces turn to friendly nods and smiles. They really appreciated my honesty. And that laid the foundation for a great relationship."



Task summary

一、The importer calls up the exporter

1. We are satisfied with your samples. The business depends on your price.
2. We have been doing rather well in our business and we hope to cooperate with you.
3. We mainly trade with American firms, which have cooperated for ten years.
4. If the price is reasonable, we can place a large order.
5. Your quality is good and the price is suitable for our market, and we want to sign a long-term contract with you.

二、The exporter calls up the importer

1. Our foreign trade is expanding, we have a low price and high quality.
2. We mainly trade in footwear, and we are well-known in this product.
3. How do you think the qualities of our products? Is this meeting your requirements?
4. We are direct exporter with yards and warehouses.
5. We mainly export different kinds of products. I think it will also sell well in your market.



Task 2 To write a business letter



Task requirements

This task is about establishing the business relationships through the business letters. ABC Company is the largest exporter in this field. Jixiang Company is the other largest importer, which wants to import footwear from ABC Company. Jixiang Company will state the order purposes and express to establish the long and strong business relationships. During this task, the students will role-play the Jixiang and ABC Company; the student can enhance the English expressions for the importer and exporter.



Task analysis

Through this task, the students will role play the Jixiang and ABC Company; the students can enhance the English expression skills for the importer and exporter. At the same time, the students can improve the writing skills and know about useful sentences.



Task study



Business letters

Letter 1 The exporter writes to the importer

January 10th, 2011

Dear Sir,

We have your name and address from Evening Newspapers and are pleased to learn from you are the largest importer of footwear. We have good connections in the trade and excellent experience in the business. We enclose our latest catalogues and price lists in order to let you have a general idea of our company and know about the main products we deal in. We hope this will be a good transaction with you in the near future.

Yours faithfully,

ABC Company

Export Department

Letter 2 The importer writes to the Exporter

January 10th, 2011

Dear Sir,

We learn from your company from CBC, and we take the liberty of writing to your company in this business. We have strong interested in these products, and we wish to expand our businesses to European markets. We shall be pleased if you will send us the lowest quotation for the following products. The Bank of China in your city will give you information you want to require about our credit standing. We are pleased if you will respond to our requests at the earliest time.

Yours faithfully,

Jixiang Company

Import Department

Letter 3 To reply the importer

January 20th, 2011

Dear Sir,

We have pleasure in acknowledgement the receipt of your letter of January 10th, and we are delight to establish the business relationships with you. We handle this business for over 10 years, and we enjoy a high reputation in the word. We trust you will favor us with a prompt reply.

Yours faithfully,

ABC Company

Export Department



Task summary

— The exporter writes to the importer

1. To state the information sources and wish to establish the business relationship.

(1) We have your name and address from Evening Newspapers and are pleased to learn from you are the one of largest importers of footwear.

(2) On the recommendation of the Bank of China, we have learnt with pleasure the name of your company.

(3) We own your name and address to Jixiang Company, through whom we have learnt you are importer of containers.

2. To introduce your company and advantages of the company.

(1) This is to introduce ourselves as one of the leading exporters of footwear.

(2) We take an opportunity to introduce our company as largest exporters.

(3) We have good connections in the trades and excellent experiences in this business.

3. To encourage the inquiries and would like to send the catalogues.



(1) We enclose our latest catalogues and price lists in order to let you have a general idea of our company and know about the main products we deal in.

(2) We enclose our latest catalogues and a price lists you ask for.

(3) Our latest illustrated catalogues will be sent to you under separate covers.

4. To reply.

(1) We will be glad to have your specific inquiries.

(2) We are looking forward to your favorable reply.

(3) We hope this will be a good transaction with you in the near future.

二、The importer writes to the exporter

1. To state the information sources and wish to establish the business relationship.

(1) Through the courtesy of Manager Wang, we learn from that you are one of the leading exporters in this area.

(2) We learn from your company from CBC, and we take the liberty of writing to your company in this business.

(3) We are keenly interested in exporting these products, and we want to enter the business relationships with you.

2. To introduce the purposes on articles.

(1) We have strong interested in these products, and we wish to expand our business to European markets.

(2) We introduce ourselves as large dealers in footwear's with good connections in China.

(3) These items belong to our business scopes, and we shall be pleased to enter into business relations with you.

3. To claim the catalogues and samples.

(1) We have strong interested in these products and wish to send us a copy of your illustrated catalogues with the detailed prices and payment terms.

(2) Upon receipt of your catalogues, we will make an inquiry for the items.

(3) We shall be pleased if you will send us the lowest quotation for the following products.

4. To introduce the credit standing and advantages of our companies.

(1) The Bank of China in your city will give you information you want to require about our credit standing.

(2) We are pleased to give you the address and the name of international firm that will provide credit standing with you.

(3) Our business bank is HSBC Bank, which will provide your company with information about our business and credit standing.

5. To reply.

(1) We look forward to hearing from you.

(2) We are pleased if you will respond to our requests at the earliest time.

(3) We will be pleased to have your specific reply.

三、To reply the importer

1. To appreciate the letter.

(1) Thank you for your letter of January 1st, and we hope to open up the business relationships.

(2) We have pleasure in acknowledgement the receipt of your letter of January 1st, and we are delight to establish the business relationships.

(3) We have duly received your letter of January 1st, and we have the pleasure to set up the business relationships.

2. To introduce the business scopes.

(1) We are specialized corporation, handling these products export.

(2) We handle this business for over 10 years, and we enjoy a high reputation in the world.

(3) We enjoy an excellent reputation in this business and supply best quality products.

3. To reply.

(1) We trust you will favor us with a prompt reply.

(2) Thank you in advance for your early reply.

(3) We are waiting for your feedback.

Project conclusion

Through this task, the student can enhance the English the expression skills for the importer and the exporter. At the same time, the student can improve the telephone communication skills and writing business letter skills.

Synchronous testing

Multiple choice

- The exporter writes to the importer to _____.
a. get importer's name b. just introduce the advantages
c. establish the business relationships
- Which of the following is right, when importer writes to the exporter?
a. To introduce the purposes on articles b. To encourage an inquiry
c. To appreciate the letter
- To introduce the credit standing, _____ should provide.
a. firm b. executive c. bank
- When exporter states the information sources to the importer, _____ must be written down.
a. recommendation b. exporter's name and address
c. importer's name and address
- _____ are usually enclosed with the letter when the exporter writes to the importer.
a. catalogues and price lists b. credit standing and price lists
c. catalogues and credit standing
- Which part appears in all three kinds of letters?

- a. encouragement of the inquiry
c. a reply
7. On the recommendation of Bank of China, we have learnt with pleasure _____.
a. your name
b. the name of your company
c. your company
8. To reply the importer, you should _____.
a. introduce the business scopes
b. reply
c. appreciate the letter
9. Long-term customers and good vendor relationships that will carry you through _____.
a. challenging times
b. receive what you look forward to
c. tight deadlines
10. _____ can establish the strong business relationships.
a. Encouraging honest feedback
b. Listening
c. Being honest



Outward bound

1. Wudong Export Company is scheduled to import 40 000 containers from Dalian to Luxembourg. Wanshan Company is one of the largest importers. Wanshan Company will express the order purpose and wish to establish business relationship with Wudong Company. Please make a role play and make a dialogue.

2. Jixiang Import Company is scheduled to export 10 000 containers from Tianjin to London. Donglian Company will place an order and want to open up the long and stable business relationships. Please write the business letters to set up the business relationships.



Words and phrases

importer	进口商	enter into	建立
exporter	出口商	reputation	声誉
discount	折扣	superior to	优于
enclose	随函附上	formalize	使正式化
inquiry	询价	deadline	最后期限
catalogue	目录	look forward to	盼望, 期待
firm	公司	establish business relationship	建立业务关系
long-term	长期的	corporate executive	企业高管
feedback	反馈	credit standing	信用地位
recommendation	推荐, 介绍		

Project 2 Enquiry



Study objective

- To master the procedure of enquiries.
- To know well about the basic terms.
- To know the business letter parts.
- To know the telephone communication skills.
- To be able to communicate with the related parties.
- To learn how to write business letters.



Project description

ABC Company is scheduled to export 10 000 pairs of footwear from Shanghai to Africa. ABC Company will appoint the Fast Freight Forwarder as the general agents. ABC Company will state quantities of articles, their leading positions and the specifications of articles, so that the Fast Freight Forwarder can connect the importer in the short time. Most students cannot express an inquiry in English and write the business letters in English. They do not know how to express. In this project, the student should learn how to do the inquiry discussions, the student can not only study the background knowledge, but also can improve communication skills in the inquiry businesses, and enhance writing skills in the inquiry business letters.

Task 1 To make a telephone



Task requirements

This task is about inquiry businesses through the telephone communication. ABC Company