

●●● 国际商务英语丛书



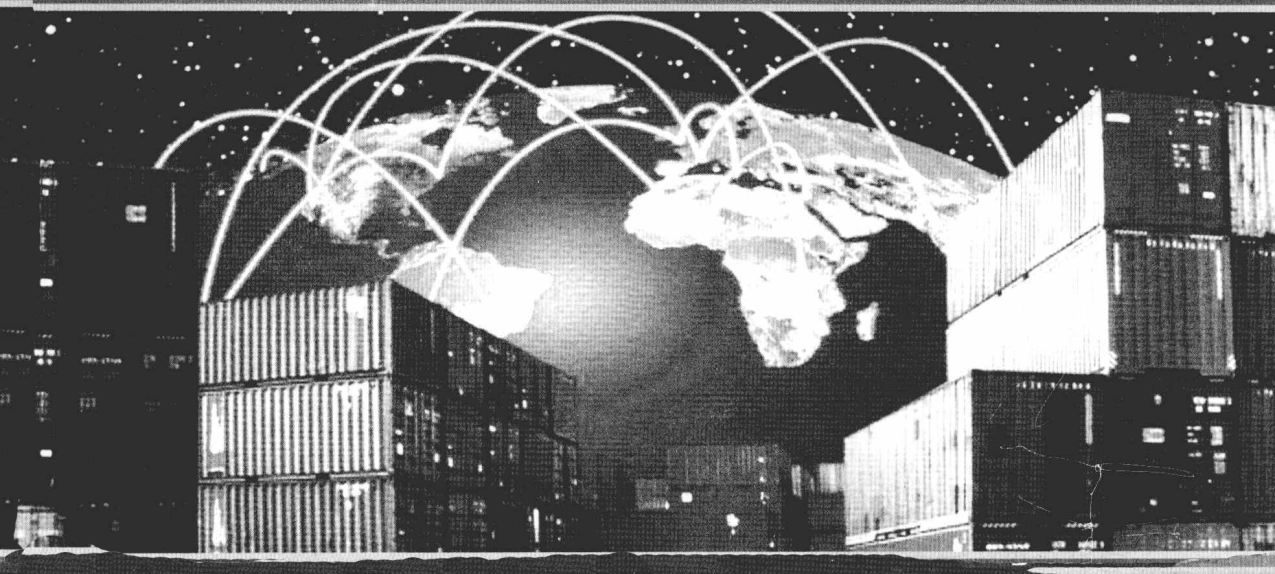
# A Handbook for Practical Logistics English 国际货代物流实务 英语手册

编著 王传见 第2版 (含MP3光盘)



华东理工大学出版社  
EAST CHINA UNIVERSITY OF SCIENCE AND TECHNOLOGY PRESS

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中国对外翻译出版公司

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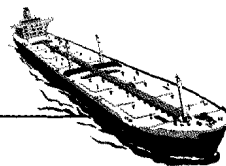
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## Evaluation Test

### 国际货代物流英语学前自我测试

If you get: 85 good (良好)      75 fair (一般)

#### PART ONE Translate into Chinese (3 × 20)

- |                             |                                |
|-----------------------------|--------------------------------|
| 1. FCL _____                | 2. FOB _____                   |
| 3. L/C _____                | 4. shipping order _____        |
| 5. war surcharges _____     | 6. transshipment _____         |
| 7. consolidation _____      | 8. consignee _____             |
| 9. OFS _____                | 10. commodity inspection _____ |
| 11. NVOCC _____             | 12. HAWB _____                 |
| 13. volume weight _____     | 14. pre-alert _____            |
| 15. inventory control _____ | 16. feeder vessel _____        |
| 17. debit note _____        | 18. ATL (name of a city) _____ |
| 19. prepaid shipment _____  | 20. ocean freight _____        |

#### PART TWO Translate into Chinese (8 × 5)

1. COSCO Airfreight Forwarding Co. , Ltd has a worldwide agency network.
2. I need both ocean and air rates from major Chinese ports to Miami, FL, USA. Pls quote ASAP.
3. Plan to ship LCL via APL direct vessel sailing SHA on 7/22 ETA LGB 8/7.
4. Pls work closely with vendors to ensure collection of documents as soon as vessels depart.
5. Please keep us advised should there be any problems with customs clearance.

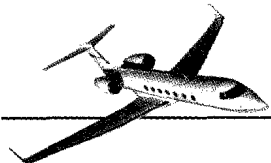
### 参考答案

#### Part One

- |          |           |           |          |
|----------|-----------|-----------|----------|
| 1. 整箱    | 6. 转运     | 11. 无船承运人 | 16. 支线船  |
| 2. 船上交货  | 7. 合并运输   | 12. 航空分单  | 17. 借记通知 |
| 3. 信用证   | 8. 收货人    | 13. 体积重量  | 18. 亚特兰大 |
| 4. 装货单   | 9. 集装箱货运站 | 14. 预报    | 19. 预付货  |
| 5. 战争附加费 | 10. 商检    | 15. 库存管理  | 20. 海运   |

#### Part Two

1. 中远空运代理公司有一个全球性代理网络。
2. 我需要从中国主要港口到美国佛罗里达州迈阿密的海运及空运价,请速报价。
3. 计划装拼箱,走 APL(总统轮船)直达船,7月22日上海起运,预计8月7日到达长滩。
4. 船开后,请与售货方协作,以保证单证的交接。
5. 如果报关有什么问题,请及时告知。



## Industry Overview

### Freight Forwarding & Logistics Business 货代物流业展望

本节为行业背景材料,阅读后可了解货运代理业的定义、服务范围,传统货代公司向物流业发展的趋势,我国货代市场(尤其是上海)的现状及未来。

#### Range of Services 服务范围

Addressed as *the designer of international cargo transport*, freight forwarders act on behalf of importers and exporters, arranging the collection and delivery of their clients' goods to and from countries of the world. They are the link between the seller and the buyer, utilizing their expertise in various methods of transport to move cargo efficiently according to their customers' requirements. Responding to changing customer demands, many freight forwarders also provide more value-added services such as warehousing, distribution and total logistic solutions.

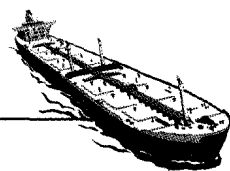
The following is a list of services that a freight forwarder performs on behalf of the consignor/exporter and the consignee/importer:

*On behalf of the consignor (exporter)* 代表发货人

- 1) choose the route, mode of transport and a suitable carrier
- 2) book space with the selected carrier
- 3) take delivery of the goods and issue relevant documents such as the Forwarders' Certificate of Receipt etc
- 4) study L/C provisions and all government regulations applicable to the shipment of goods in the country of export and import; prepare all the necessary documents
- 5) pack the goods in the proper way
- 6) arrange warehousing, if necessary
- 7) weigh and measure the goods
- 8) remind the consignor of the need of cargo insurance
- 9) transport the goods to the port, arrange for customs clearance, related documentation formalities and deliver the goods to the carrier
- 10) arrange for transshipment if necessary
- 11) monitor the movement of goods all the way to the consignee through contacts with the carrier and the forwarders' agents abroad
- 12) note damages or losses, if any, to the goods
- 13) assist the consignor in pursuing claims, if any, against the carrier for loss of the goods or for damage to them

*On behalf of the consignee (importer)* 代表收货人

- 1) monitor the movement of the cargo



- 2) receive and check all relevant documents concerning the movement of the goods
- 3) take delivery of the goods from the carrier and, if necessary, pay the freight costs
- 4) arrange customs clearance and pay duties, fees and other charges to the customs and other public authorities
- 5) arrange transit warehousing, if necessary
- 6) deliver the cleared goods to the consignee
- 7) assist the consignee in pursuing claims, if any, against the carrier for loss of the goods or for damage to them
- 8) assist the consignee in warehousing and distribution, under request

Generally speaking, the services offered by the industry vary according to the sophistication of the freight forwarder. The larger and more comprehensive freight forwarders, which have worldwide networks, offer a full range of transportation and logistics services including warehousing, consolidation, air express, trucking, distribution and customs clearance, tracking and monitoring of freight being transported, applying electronic data interchange (EDI) technology to facilitate just-in-time based supply chain management. In general, the smaller freight forwarders provide more basic and economical services. Related services involved in the import/export process such as the preparation of shipping documents, customs clearance and logistics may be undertaken by the import and export traders or their agents. However, the smaller firms do provide more flexibility and more personal services. In addition they have lower overheads, and therefore can provide lower rates.

## Industry Development 行业发展趋势

### *Third-party Logistics (3PL)* 第三方物流

A number of global trends are affecting the freight forwarding industry, including the globalization of the supply chain, mass customization, shortening of product lifecycles, low inventory, and quick response requirements. Under these new environments, managing supply chain effectively is complex and challenging. In order to concentrate on the core business, most of manufacturers would prefer to dedicate a third party to take care of their logistic needs. Thus, 3PL is expected to grow further in the coming years.

3PL providers not only provide the traditional transportation services, warehouse management and shipment consolidation, but also carry out light assembly and package, order fulfillment, inventory management and door-to-door service by using multi-modal transportation. At present, many traditional freight forwarding companies address themselves as logistics companies and have positioned themselves to become integrated logistics service providers, providing supply chain management solutions to cater for the market trends. In China, 3PL providers are emerging but still at an infant stage. However, the idea of using 3PL providers is gradually accepted by local Chinese enterprises.

## Market Outlook 市场前景

The destinations of freight forwarding services mirror the trade routes. The main markets for international freight forwarders are thus North America, Europe and Japan. China is on the way of



#### IV

becoming the most important source of cargo. The freight market is huge, as a result, most of the biggest freight forwarders and logistics providers have entered the Chinese market (either as Rep. Offices or co-invest with local partners), such as Kuehne & Nagel, Panalpina, Schenker, Sagawa, Bax Global, Fritz, Danzas AEI, Expeditors, Yusen ... to name but above (please note that most of them base their China headquarters in Shanghai). In addition, most Hong Kong freight forwarders conduct international freight forwarding business in the mainland.

At present, out of the 3,900 international freight forwarding enterprises (including headquarters and branches of the same companies) operating in China, over 500 are Sino-foreign joint ventures. Around 100 foreign-invested forwarders are from Hong Kong. Joint-venture is the most common form of investment in this sector. Sinotrans remains the largest local forwarder and its experience and networks have made it an attractive candidate for foreign investors looking for joint-venture partners. However some of the most famous freight forwarders are still waiting until the Chinese market is fully open so that they can establish their own WFOE. Wholly foreign-owned freight forwarding ventures will be allowed four years after WTO accession.

China's WTO commitments related to logistics are made on an individual industry basis (freight forwarding, warehousing, etc.). There was no commitment on "integrated" logistics services. In June 2002, the Ministry of Foreign Trade and Economic Cooperation (MOFTEC) issued a notice introducing a new pilot scheme which allowed foreign companies to set up joint-venture logistics service companies in eight provinces and cities (Guangdong, Jiangsu, Zhejiang, Shenzhen, Beijing, Tianjin, Chongqing and Shanghai) to provide a wider range of integrated logistics activities such as international logistics services; 3PL services including transport, warehousing, packaging, and delivery of goods by road as well as domestic freight forwarding of goods.

In Shanghai, freight forwarding business is very competitive with around 400 licensed freight forwarders (Class A type) hiring over 100,000 employees, along with several hundred foreign liaison offices (Class B type) and those without licenses operating in the name of those registered companies... please note that in China the so-called Class B forwarders have to rely on Class A forwarders in terms of space-booking, customs clearance, opening invoices as they are not allowed to sell their services and generate income here. Things will be very different for them in two years when this sector is fully open to them, as per WTO commitment.

### Questions:

- 1) What services does a freight forwarder provide on behalf of the exporter/importer?
- 2) What functions does a 3PL provider perform?
- 3) Name some of the most famous freight forwarding companies in the world.
- 4) How differentiates so-called Class A forwarders from Class B forwarders in China?
- 5) What is your understanding of Chinese freight forwarding and logistics market?

# Unit One

## Introduction to Logistics Companies

## 货代物流公司业务介绍

学过本章节,你应该在进一步熟悉本行业具体业务范围的同时,掌握此行业的相关英语词汇,争取做到可用英语向外商介绍公司业务。之后,请认真做练习。研习时可随时参阅本节后所列词汇,或查阅本书附录——货代物流词汇汇总表。





### Sample Introduction

2

# 1

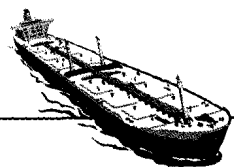
## Kenya Shipping

Kenya Shipping was founded in Shenzhen and has been involved in international container freight forwarding business for almost 20 years.

Our business covers import and export container (FCL and LCL) transportation and agency, door-to-door pick up and delivery, land haulage, warehousing and consolidation, customs clearance, quarantine services, documentation and communication.

Most of our outbound cargoes are loaded in Shenzhen Port. Destinations cover most of the major container ports in the world, as well as China costal destinations. Our main clients are buyers of toys and electronic products which are exported from China to Europe, US west coast and Middle East. In 2002 Kenya Shipping handled over 5,000 TEUs of outbound cargo.

Kenya has developed partnership with major liners operating in the Far East such as Hapag-Lloyd, MOSK, APL, Maersk, Hyundai, OOCL, P&O, China Shipping, Hanjin, Evergreen, CMA and MSC. For westbound cargo we use the service of Hapag-Lloyd, MOSK and China Shipping. For eastbound cargo we employ the service of Hyundai and Mearsk. In the meantime, an agency network for our company has been set up in major destinations of the world.



## 2

# JET International Transportation Co., Ltd

## Introduction

Founded in 1994, JET is a state-owned enterprise under the Jinma Group. Within the short span of 9 years, JET has become one of the market leaders in China's freight forwarding and logistics industry today. JET prides itself as

- Class A license holder with full authorization from the government to conduct space booking, customs brokerage and other related services.
- One of the first companies in China to be awarded the ISO9001/9002 certificates.
- One of the first companies in Shanghai to launch full line of services including nationwide logistics service, project cargo handling, bonded trucking, bonded warehouse facility, city-pair trucking service, exhibition logistics in addition to the air & ocean freight business.

## Annual Figures (2002)

Operating revenue	1.54 billion RMB
No. of jobs	200,034 Jobs
FCL	70,081 TEUs
LCL	9,800 TEUs
Air freight	80,609 Tons
Employees	970 People
Customer/auditor complaint ratio	0.02505%
Damage ratio	0.0001%

## Our Capability & Facility

### Air Freight

- 24-hour air freight operation
- the customs bonded warehouse (the biggest in Shanghai)
- two operation facility in both Hongqiao & Pudong airport
- involvement in Cargo Terminal Management
- securing the most Export space during the peak season with block-space and pallets



## Unit One

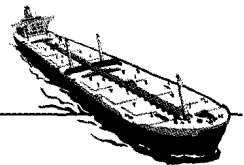
### Introduction to Logistics Companies 货代物流公司业务介绍

#### Ocean Freight

- 4
- JET's own station at every terminal of the Shanghai port
  - EDI linkage with the Customs
  - own trucking fleet and CFS warehouse
  - service contracts with major carriers

#### Logistics Services

- providing customized, state-of-the-art solutions offering complete logistics services
- customizing information system to support logistics needs
- daily pick-up service, stock & store with IT scan in/out, pick and pack, inventory, logistics services and other various warehousing facilities around the country.



# 3

## Fast Freight Forwarding Ltd. (3F)

3F was first established in Hong Kong in 1975 and is one of the leading agents in the territory. Active in both sea and air freight, 3F has expertise in warehousing, cargo logistics, cargo consolidation and project shipments. 3F has been accredited IATA agent and member of both FIATA and HAFFA. Furthermore, 3F has been granted ISO 9002 certification.

3F has been developing the China market over many years and has licensed offices in Guangzhou, Shanghai, Ningbo etc. A full range of services is being offered from these locations. With a worldwide network of professional agent, 3F operates services to and from major centers on all continents.

### SEA FREIGHT

.....

Weekly groupage and NVOCC services to and from major centers in Europe, USA, Australia, as well as Eastern Bloc countries, are being offered, in conjunction with our reliable worldwide agency network.

Further services offered include (both sea and air) :

- |                                     |                                 |
|-------------------------------------|---------------------------------|
| ● Consolidation for Overseas Buyers | ● Packing                       |
| ● Warehousing and Inventory Control | ● Purchase Order Processing     |
| ● Cartage and Delivery Services     | ● Shipment Tracking             |
| ● Distribution                      | ● EDI with Clients and Carriers |
| ● Customs Clearance                 |                                 |

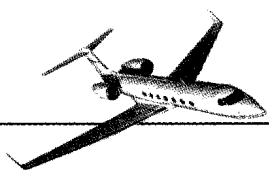
3F is a member of both FIATA (The International Federation of Freight Forwarding Agents) and HAFFA (the Hong Kong Association of Freight Forwarding Agents)

### AIR FREIGHT

.....

Regular scheduled consolidation services to major world centers are being offered.

3F has been an approved and certified agent of IATA since 1985, having met the high professional standards of the International Air Transport Association (IATA).



# Translink Logistics ( China ) Ltd.

## A Brief Timeline

.....

October, 2002      "Class A" License Approval

July, 2003      Shanghai Branch Grand Opening

## Our Mission

.....

1. As a neutral 3PL, we provide total logistics solutions to our clients.
2. We strive to add more value to our customers.
3. To be amongst the leading Logistics Services Providers (LSPs) in China.

## Translink Logistics directly engages in all of below activities:

.....

- ✧ Booking Space
- ✧ Stuffing and Unstuffing Containers
- ✧ Issuing Cargo Receipts
- ✧ Collecting Freight and Other Charges for Authorized Services
- ✧ Repairing and Maintaining Containers and Other Equipments
- ✧ Arranging and Concluding Contracts with Trucking Companies for Trucking Services
- ✧ Inland Transportation
- ✧ Direct Contract with Licensed Customs Broker

## What We Can Do

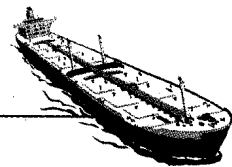
.....

Import — Booking — Documentation — Warehousing — Trucking — Customs Declaration — Order Tracing — Air Freight — Ocean Freight — NVOCC

## Value-added Services

.....

Tallying and Stuffing Supervision — Free Storage ( 15 days ) — Palletizing — Shrinking — Labeling — Fumigation — CFS GOH Handling — Quality Inspection — Vendor Education Program — Assembling/Dis-assembling — Inventory Management — Pick and Pack — Barcode Scanning — Customized Reporting — Q. A. Center



### Strengths

- ✧ Strong ties with the Chinese authorities
- ✧ Single contact point for the customer — "One-Stop-Shop"
- ✧ Strong management support and commitment
- ✧ Highly skilled and qualified team
- ✧ Solutions tailored for customers' needs
- ✧ Competitive price

### Advantages

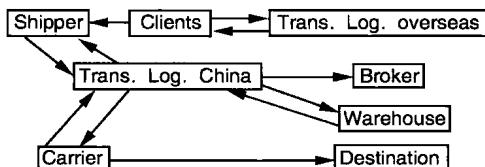
Compared with other freight forwarders, consolidators or logistics companies without "Class A" license, Translink has the advantages of —

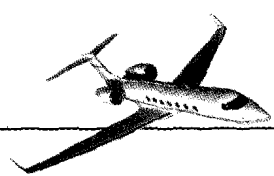
Issuing own invoices — Issuing cargo receipts — Collecting freight and other charges — Booking with carriers directly and legally — Extending service scope, e. g. distribution — Investing in logistics industry

### Translink Logistics Warehouses

1. Shanghai Huili Reylod — Total: 18,100 m<sup>2</sup>, 60 tallies
2. Shanghai Kingsman — for dangerous goods — Total: 8,000 m<sup>2</sup>, 35 tallies

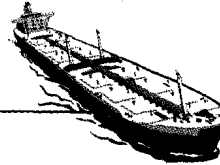
#### Consolidation Process





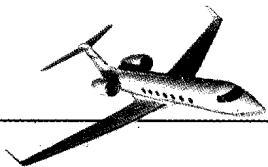
## Key Words and Expressions

1. container freight forwarding 集装箱货运代理
2. FCL and LCL 整箱和拼箱
3. land haulage 内陆托运
4. warehousing and consolidation 仓储集运
5. customs clearance 清关
6. quarantine 检疫
7. documentation and communication 制单和通讯
8. outbound cargoes 出口货物
9. destination 目的地
10. TEU 20 英尺换算单位
11. partnership 联盟
12. liners 班轮
13. Hapag-Lloyd 赫伯罗特船公司(其他参见附录)
14. westbound 西行的
15. agency network 代理网络
16. state-owned enterprise 国有企业
17. logistics 物流
18. Class-A license 一级(货代)资质
19. authorization 批准
20. space booking 订舱
21. customs brokerage 报关
22. project cargo handling 项目货物运输
23. bonded trucking 保税托运
24. city-pair trucking service 城市间托运服务
25. exhibition logistics 展览品物流
26. operation revenue 营业收入
27. No. of jobs (处理货物的)票数
28. customer/auditor complaint ratio 客户/审计员投诉率
29. damage ratio 货损率
30. cargo terminal management 货物装卸区管理
31. peak season 旺季
32. block space 大量舱位
33. pallet 托盘
34. trucking fleet 车队
35. CFS 集装箱货运站
36. carriers 承运人
37. customized 客户化,个性化
38. state-of-the-art solutions 先进的解决方案
39. customizing information system 信息系统个性化
40. stock & store with IT scan in/out 货物扫描存取
41. territory 区域
42. accredited 认为
43. IATA 国际航协
44. FIATA 国际货运协会
45. HAFFA 香港货运协会
46. ISO 9002 certification 国际标准组织 9002 认证
47. licensed offices 有执照的办事处
48. groupage 大宗货物运输
49. NVOCC 无船承运人
50. Eastern Bloc countries 东盟国家
51. in conjunction with 连同
52. cartage 装箱
53. purchasing order processing 订单处理
54. shipment tracking 货物跟踪
55. EDI 电子数据交换
56. approval 获准
57. neutral 3PL 中立的第三方物流提供商
58. stuffing and unstuffing 装/卸集装箱
59. issuing cargo receipts 出示货物收据
60. licensed customer broker 注册报关行
61. customs declaration 报关
62. tallying and stuffing supervision 理货和装箱监管
63. palletizing 装托盘
64. shrinking 捆扎
65. fumigation 熏蒸



- |                                       |   |
|---------------------------------------|---|
| 66. GOH 挂衣                            | 73. one-stop-shop 一站式(服务)                                 |
| 67. quality inspection 质检             | 74. commitment 承诺   |
| 68. vendor education program 售货方培训项目  | 75. solutions tailored for customers' needs 符合<br>客户需求的方案 |
| 69. assembling/dis-assembling 货物集中/分拨 | 76. competitive 有竞争力的                                     |
| 70. barcode scanning 条形码扫描            | 77. consolidator 集运人                                      |
| 71. customized reporting 符合客户需求的报告    | 78. distribution 分拨                                       |
| 72. Q. A. center 质保中心                 |   |





## Exercises

### 1. Check your understanding on the following terms

FCL _____	LSP _____
land haulage _____	IATA _____
warehousing _____	booking space _____
customs clearance _____	NVOCC _____
quarantine _____	cartage _____
documentation _____	EDI _____
destination _____	terminal _____
assembling _____	TEU _____
barcode scanning _____	Bonded trucking _____
fumigation _____	exhibition logistics _____
GOH _____	project cargo _____
CFS _____	Outbound _____
Broker _____	CMA _____
stuffing _____	agency network _____
carrier _____	shipper _____

### 2. Put the following into Chinese

Sinolink Express Services Co., Ltd was set up in 1987 and has become the market leader in China's freight forwarding and logistics industry today. Its business covers sea, air, rail freight forwarding, express services and shipping agency services with access to a worldwide network.

*Sinolink Ocean freight Department* furnishes Door to Door services to our customers covering Door Pickup, Domestic and Overseas Space Booking, Insurance Covering, Charter Vessel, Unloading, Customs Brokerage, Application for Commodity Inspection and Quarantine, Warehousing, Trucking, Door Delivery and other logistic related services. It has the absolute predominance in the routes of Shanghai-Southeast Asia/Australia & New Zealand/America & Canada.

Sinolink air freight forwarding business involves air transportation of import and export cargoes, road-feeder services, customs declaration and clearance, space booking (including charter services), preparation of the relevant transportation documentation, consolidation and distribution.

*Sinolink Shanghai Airfreight Department* is to implement a quality management system for the whole operation procedures strictly in accordance with the ISO 9002 standards. Its operation procedures