

Actual and Instant English —Logistics and Exhibition

物流与会展英语

刘莉莉 主编

实例实战

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内 容 提 要

本书所选取的素材以“取自生活，源自生活”为基本原则，涉及的话题大体涵盖物流与会展活动的方方面面。采取“背景概括、物流与会展小贴士、物流与会展实例、物流与会展锦句、物流与会展词汇、物流与会展通”的方式，帮助读者正确、有效、轻松地掌握物流与会展活动交流的表达技巧。

本书适用于从事物流与会展活动的广大英语爱好者。

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前言

P R E F A C E

全球经济一体化进程加快,世界各国之间的贸易交往日益密切。随着我国加入WTO、我国流通市场已经全面对外开放,中国市场国际化的趋势正在形成,为我国物流企业参与国际物流市场竞争提供了良好的发展契机。同时,全球会展业的焦点正在慢慢转向亚洲,这将为我国会展业创造有利的条件。英语是工具,也是一把打开世界门窗的钥匙,具有加强沟通、扩大交流范围的功能,面对国际物流和会展业的快速发展与激烈竞争,英语已成为我国企业进军国际市场所必须掌握的技能。尽快提高我国涉外企业从业人员的英语水平已成为目前亟待解决的问题。

本书分为物流概论、物流环节、物流运作、物流信息系统、会展准备、会展运作、会议运作七大部分。

本书的主要特点是:

- **背景概括:** 读者通过阅读背景概括可以对本节内容有清晰的理解。
- **物流与会展小贴士:** 让你了解物流和会展的基本技巧和注意事项,快速掌握其要领。
- **物流与会展实例:** 专业实用,提供常见场景,将完整且具参考价值的商务会话一一囊括。
- **物流与会展锦句:** 把握营销英语精要之处,字字珠玑,令读者扩大知识范围,涉足与物流、会展相关的知识领域。
- **物流与会展词汇:** 收录高频营销英语词汇及短语,满足各种会话需要。
- **物流与会展通:** 帮你储备物流与会展必备的基本常识。

本书尽可能地选取新颖的体裁,且选材广泛、针对性强,同时采取统一的格式化设计,便于您的学习和掌握。

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第一篇

物流概论

Introduction to Logistics



物流定义

物流定义

物流定义概括

物流是指为满足客户要求,对材料、半成品、成品及相关信息从起点到消费者的流通过程进行的筹划、实施和控制,涵盖运输、仓储、包装、配送、流通加工、信息处理等活动。现代物流要求从系统运作出发,通过对产品包装、运输工具、联运和仓储等方面的最优选择,为

客户提供高效、经济、安全的服务。理想的物流系统目标在于改善商业流通的条件,提升物流功能与效率、达到物流畅通的效果;并能平衡产品的生产与销售,减少流通成本与资源的浪费。



物流小贴士 Tips for Logistics 物流定义绝句

1. 历史性

Coming into being with the advent of civilization, logistics is anything but a new-born baby.

文明伊始,物流就已经存在,因而不是新鲜事。

2. 挑战性

When it comes to modern logistics, most professionals in the business consider it one of the most challenging and exciting jobs, invisible as it is.

说到现代物流,业内专业人士认为尽管看着摸不着,却是最富有挑战性和最激动人心的工作。

3. 影响性

Logistics has huge impact on domestic and global economy.

物流对国内经济和全球经济有巨大的影响。

4. 目的性

Logistics is mainly to move goods and information at the lowest possible cost.

物流最重要的目的就是用最低成本来运送货物和信息。

5. 普遍性

Every company that sells products will need the service of logistics.

世界上每一家公司商品的销售都离不开物流的服务。



Case Study 物流实例 1:

中国的物流业发展状况



Background: 汤姆和比尔在谈论物流在中国的发展状况。

Tom: Could you give me a brief analysis of the present situation in relation to logistics in China?

Bill: As early as in 1995, a deputy of a forwarding company in Xiamen told me that they found the direction for development was logistics after three years of study. And now more than 20 cities in China have declared either to go in for logistics or to invest big in constructing huge logistic centers.

Tom: I learn from the newspapers that some major enterprises in logistics, such as China Rail Co. and Shanghai Lianhua, are the leading members in the field since China entered the WTO in 2001. Do you think China's inclusion in the WTO made any difference?

Bill: It gave great impetus to the development of logistics in China. In the recent years, the Ministry of Foreign Economy and Trade Relations issued a notice which explicitly stipulated Jiangsu, Zhejiang, Guangdong, Beijing, Shanghai, Tianjin, and Shenzhen are the places for experiments in logistics.

汤姆: 你能简单的给我介绍一下中国目前物流的发展状况吗?

比尔: 早在 1995 年, 一家厦门的运输公司通过三年的摸索找到了自身的发展方向就是物流。到目前为止, 中国已经有 20 多个城市步入到了物流领域或已经在建立大的物流中心方面投入巨资。

汤姆: 我在报纸上了解到, 自从 2001 年中国加入到 WTO 之后, 中国有些重要的物流企业, 像中国铁路和上海联华在这个领域成为龙头企业。你认为中国加入到 WTO 后, 有什么明显的变化吗?

比尔: 它为物流在中国的发展起到了很大的促进作用。最近几年, 对外经济贸易部门明确规定了江苏、浙江、广东、北京、上海、天津和深圳是物流的实验发展基地。

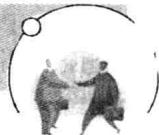


Tom: No wonder I found such big third party logistics companies as Maersk Sealand Logistics and Niponn Logistics have set up their sub-companies in Shenzhen.

汤姆: 怪不得我发现一些大的第三方物流公司, 像马士基海陆物流和日本通运都在深圳建立起了分公司。

Case Study 物流实例 2:

成为物流工作人员的条件



Background: 吉姆想从事物流方面的工作, 所以向迈克请教物流方面的相关知识。

Jim: I wish to make logistics my life-long career, but I don't know how to start. Could you give me some information?

Mike: With pleasure. What is your qualification for going into logistics?

Jim: I specialize in accounting and trade. And I am studying in logistics Department of UIBE. Am I qualified?

Mike: Are you specialized in computer?

Jim: Computer science is my weakness. I know little about it.

Mike: Really? Well, I think you are not quite qualified. If you wish to make logistics your lifetime career, you must know some information in that field.

Jim: That's exactly what I want to know. I was told that I must start from the very root of a supply chain.

吉姆: 我打算把物流作为我终身的事业, 但是我不知道该如何开始。你能给我提供点资料吗?

迈克: 当然乐意了, 你在物流方面有什么资格证书吗?

吉姆: 我专门从事会计和贸易, 并且我正在 UIBE 学习物流课程。我这样够资格吗?

迈克: 那你在计算机方面擅长吗?

吉姆: 计算机技术是我最薄弱的环节, 我对它了解得很少。

迈克: 真的吗? 那我想你还不够资格。如果你想把物流作为你的终身事业, 那么你必须对这个领域的信息有所了解。

吉姆: 这正是我想具体了解的东西。我听说我必须从供应链的基础开始。



Mike: Yes, such as distribution management in a retail center or a third party logistics firm like China Shipping Logistics. As a matter of fact, there is no fixed pattern of career development. By the way, have you had any internship in any logistics position?

Jim: I worked in an accounting company for two months during my last term in the college, if that is internship.

Mike: I am sorry, that is only your experience, not your experience in logistics. In fact, I think you'd better start as an analyst since you have learned accounting.

迈克: 是的, 例如零售中心和第三方物流的配送管理, 就像中国航运物流。事实上, 这是没有固定的职业发展模式的。顺便问一下, 你有物流方面的实习经验吗?

吉姆: 我上大学的时候曾在一家会计公司工作过两个月, 如果这算是实习的话。

迈克: 非常抱歉, 那只能算是你的经历, 不能说是你在物流方面的经验, 事实上, 我想你应该做个分析师, 因为你曾经学过会计。

Mock Battle 实战练习 1



Logistics means “physical distribution” or “good delivery” 物流的意思是“实物分配”或“货物配送”

Background: 琳达和珊妮正在讨论物流定义的由来。

Linda: Do you know “logistics” originates from America? It means “physical distribution” or “goods delivery”.

Shiny: Of course, I know that. During World War II, the America army established “logistics” theory based on war supplies and applied it into military activities.

琳达: 你知道吗? 物流一词最早出现在美国, 它的意思是“实物分配”或者“货物配送”。

珊妮: 我当然知道, 第二次世界大战中, 美国军队基于战争供应建立了“后勤”理论, 并将其用于战争活动中。



物流与会展英语 实例实战

Linda: During the Gulf War of 1991, more than 500,000 soldiers, 500,000 tons of air lift supplies and 3,000,000 tons of sea shipping supplies were collected in worldwide bases and dispatched to pointed places within one month by using the most economical scheme.

Shiny: Yes. This huge military activity is regarded as a great model on the application of logistics, and becomes a good example for enterprises to arrange commodity production and distribution.

Linda: From then on, "logistics" applied widely in commercial activities and became a much wider concept including logistics in the process of production and circulation.

琳达: 1991 年的海湾战争在一个月左右的时间,用最经济的方案将 50 多万兵力,50 多万吨的空运物资和 300 多万吨的海运物资从分布在世界各地的基地集结,运送到指定的地点。

珊妮: 是的,这项庞大的军队活动被视为物流后勤学应用的一个典范,并成为企业组织商品生产和流通的范例。

琳达: 也就是从那时起,"后勤"在商业活动中得到了广泛应用,包含了生产过程和流通过程的物流,形成了范围更广的概念。

Mock Battle 实战练习 2

There is great room for logistic development in China 物流在中国的发展空间很大

Background: 莉莉是一家特大超市的经理,迈克正在向她了解中国目前在物流方面发展的成就。



Mike: Lily, logistics has received more and more attention from different sectors of the society at present.

Lily: It is a recognized fact in industrialized countries that logistics is now the last link for increasing benefits in industri-

迈克: 莉莉,目前,物流吸引了社会各界越来越多的关注。

莉莉: 一个不争的事实就是在工业国家,物流成为最后一个能够提高利润的环节了。因为,在商品的本身上



al production, since there is not much to do to lower the cost.

Mike: What about those developing countries, such as China? Are there any logistics activities there?

Lily: That's a good question. China is a developing country and its development is really fast. The average annual GDP growth in the past few years was more than 7%.

Mike: That's amazing! Does that mean they do a good job in logistics?

Lily: No, not quite, though the Chinese made a lot of attempts during the past decade. A lot of books on logistics, either in Chinese or English, were published in 2002. There emerged quite a few logistics experts who delivered speeches.

Mike: No wonder 2002 was jokingly termed as the starting year for logistics. I remembered attending one conference on logistics. The audience were confident that they would be able to herald the new economic growth if they could make a headway in logistics.

Lily: I know great changes have been made in physical distribution of goods in the past 20 years. But how can that be related to the economic growth?

已经没有太多降低成本的空间了。

迈克: 那在发展中国家呢? 比如中国? 是否也存在物流呢?

莉莉: 真是个好问题, 中国是个发展中国家, 而且是个发展速度很快的国家。它在过去几年平均每年的 GDP 的增长速度都超过了 7%。

迈克: 这太神奇了! 也就是意味着中国在物流方面做得很好?

莉莉: 不, 不完全是这样的。尽管中国在过去的十年里, 在这方面作了一些尝试。2002 年出版了大量的中英文书籍。出现了相当多的物流专家发表演讲。

迈克: 开玩笑地把 2002 年作为物流的开局之年也就不足为奇了。我曾经参加过关于物流的会议。所有的听众们都觉得, 只要能在物流界中打头阵的话, 那么他们就会在经济增长中成为领头羊。

莉莉: 我知道, 在过去的 20 年里, 物品的配送有着很大的变化, 但那是怎样促使经济的发展的呢?



Mike: This can be illustrated by numbers. In 2000, the total cost in logistics in China was RMB 178.8 billion which amounted to 20% of the GDP that year. This was a very high percentage. In industrialized countries, the figure is 10% or so.

Lily: I understand now. They could have added RMB 8.9 billion to the GDP if only they had lowered the logistics cost by 1%.

Mike: That's it. It means there is great room for logistics development in China.

迈克: 这可以用数字表达。在 2000 年, 中国的物流成本是 1788 亿人民币, 是 GDP 的 20%, 这已经是个很大的比例数字了, 在发展国家, 这个比例数字大约 10% 左右。

莉莉: 我明白了, 只要降低物流成本 1%, 那么 GDP 就会增加 89 亿人民币。

迈克: 是的。这也意味着中国物流的发展空间很大。

物流锦句

物流定义

1. *The basic concepts of logistical management are applicable throughout private and public enterprise activities.*
2. *Logistics has become a profession that values strategic thinking, analytical skills, and the use of technology-based tools.*
3. *The overall goal of logistics is to achieve a targeted level of customer service at the lowest possible total cost.*
4. *The distribution or market channel is perhaps the least understood business area.*
5. *Logistics is complex. In China alone, the marker structure involves more than 20 million retailing networks and more than 2 million wholesalers' networks.*
6. *One expert holds the view that logistics*

1. 物流管理的基本概念适用于所有私营企业和公有企业的活动。
2. 物流已经成为一种注重战略思维、分析技术和使用技术型工具的职业。
3. 物流的整体目标是以尽可能低的成本达到顾客服务的预期水平。
4. 配送渠道或市场渠道也许是人们知道得最少的商业领域。
5. 物流复杂极了。仅在中国的市场架构中就有 2000 多万个零售网点和 200 多万个批发网点。
6. 有位专家认为, 物流是一座冰山, 人们只



is an iceberg, only the top of which is seen. What is unseen is much bigger.

7. Logistics is the process of planning, implementing and controlling the efficient, effective flow and storage of goods, service and related information from point of origin to point of consumption for the purpose of meeting customers' requirement.

8. Logistics is a hot topic in China and the whole world. Although it is anything but a newborn, lots of people still have limited awareness of it, and knowledge about logistics.

9. Decision -making under uncertainty is less than optimal in most cases because it is extremely difficult to allocate resources among logistics activities without knowing what products and services will be needed.

10. The modern logistics has become the third source of profit after lowering material consumption and improvement of productivity.

11. There are three major flows involved in global logistics: material flow, document flow and cash flow.

12. Global logistics means much more than managing distance, currency and customs duty. It involves the understanding of business and political environment of the country as well as the culture and language problem of workforce involved.

能看到冰山的水面上那部分,水下那部分更大。

7. 物流是计划实施和控制商品的快速、高效流动和储存,以及从源头到消费的服务和信息的全过程,以满足客户的要求。

8. 物流是一个中国乃至全世界的热门话题。虽然它已经不是一个新生事物了,但是不少人对物流的认识仍然有限。

9. 多数情况下,不确定情况下做出的决策是很难达到优化的,这主要是在于不知道客户需求什么样的产品和服务,就无法在物流活动中分配资源。

10. 现代物流业也成为继降低原料耗用和提高生产力的第三大利润来源。

11. 国际物流中主要有三种流:物质产品流、单据流和资金流。

12. 全球物流远不止处理距离、货币和关税问题,它还包括了解所涉国家的商业和政治环境以及所有员工的文化和语言问题。



物流与会展英语 实例实战

13. The term “logistics”, which originates from America, means “physical distribution” or “goods delivery”.
14. Effective logistics can be treated, in accounting terms, as a proprietary asset of the company.
15. Effective logistics management enhances the marketing effort of the firm, the efficient movement of products to customers, and time and place utility of products.
16. Accurate and timely communication is the cornerstone of successful logistics management.
17. One major component of logistics process is the movement of flow of goods from distribution area to point-of-consumption area, and vice versa.
18. Development of modern logistics needs construction in many aspects, not only including hardware network but also enclosing information organization.
19. Currently, most of our logistics enterprises are traditional transportation and storage corporation.
20. Lack of logistics personnel and theory become another barrier for China's logistics development.
21. Internet offers a condition of information resources, and their collection, classification and organization remain a tough job.
22. There is no sufficient capital resources for the company to act as the interna-
13. “物流”一词最早出现在美国,意思是“实物分配”或“货物配送”。
14. 从会计的角度看,有效的物流也可作为企业的私有资产。
15. 有效的物流管理能够增强企业的销售业绩,将货物行之有效的运送到客户手里,增强产品的时空效果。
16. 准确及时的信息是成功物流管理的基础。
17. 物流活动的一个极为重要的组成部分是货物从原产地到消费地的移动或流动,反之亦然。
18. 现代物流的发展需要多方面的建设,不仅包括硬件网络,还包括信息组织。
19. 目前,大多数物流企业还是传统的运输和仓储公司。
20. 物流人员和理论的缺乏是中国物流发展的另一个障碍。
21. 互联网为构建物流信息系统提供了条件,然而信息资源的搜集、整理和组织仍然是一项艰苦的工作。
22. 公司在资金方面没有足够的资源使其成为国际化的一流水平的物流经



tional top-ranking logistics operator.

23. With the rapid development of international trade, transportation facilities have greatly improved to meet the demand.

营者。

23. 随着国际贸易的快速发展, 运输设施得到了大大改善以满足日益增长的需求。



logistical
物流的, 后勤的
profession
行业
strategic
战略的, 策略的
efficient

有效的
distribution
配送
market
市场
channel
渠道
retail
零售
wholesaler
批发商
productivity

生产力
utility
效用, 实用
enhance
提高
proprietary
私有的
cornerstone
基石
traditional
传统的
transportation

运输
storage
存储, 存储量
concept
概念
illustrated
被说明的
herald
使者, 先驱
internship
实习

物流通

之物流定义

1. Logistics is defined as a business planning framework for the management of material, service, information and capital flows. It includes the increasing complex information, communication and control systems required in today's business environment.

2. Today, many of these firms have gained control of fulfillment operations through the use of private operations or third party logistics providers.

1. 物流是一种商业计划框架, 用于物资管理、服务管理, 信息管理和流动资金管理。它包括现今商业环境所需的不断增加的复杂信息、交通和控制系统。

2. 如今许多公司通过私人运作或第三方物流公司实现了物流的全面运作。

3. Sometimes logistics is described as the art of achieving the “six rights”: (1) getting the right things; (2) in the right quantity; (3) to the right place; (4) at the right time; (5) in the right condition; (6) at the right price.

4. In logistic activities, like in transportation, stocking, loading and unloading, transfer and packing, every operation is necessarily accompanied by the birth of a lot of information for shortening transportation time, achieving zero inventory, realizing timely supply and guaranteeing continuity and stableness of supply chains.

3. 有时候, 物流被描述成为“6 准确”艺术, 就是说: 准确的物品、准确的数量、准确的目的地、准确的发送时间、准确的运输条件、准确的运输价格。

4. 物流活动中, 如运输、仓储、装卸、传递和包装, 每一项操作都必然伴随产生很多关于缩短运输时间、达到零存货、实现及时供货和保证供货链连续稳定的诸多信息资料。