

高职高专港航管理类  
专业核心教材

# 国际港航 实用业务英语

PRACTICAL ENGLISH FOR INTERNATIONAL  
SHIPPING AND PORT BUSINESS

主编 李爱云 王学锋 副主编 贾行浩 ●

工学结合一体化

立体式展现典型工作任务、真实业务场景

与港航业务高度融合



人民交通出版社股份有限公司  
China Communications Press Co., Ltd.

Practical English for International Shipping and Port Business

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## 内 容 提 要

本教材用通俗易懂、简单实用的语言介绍国际港航运输业务操作规范,强调英语学习听说读写练交替循环,有机融合,重在培养学生运用英语处理国际港航运输业务的能力,突出岗位能力需求与教学内容和教学模式相对接。

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# 前 言

国际港航业务英语是专业特色十分显著的行业英语,具有国际港航业务与英语交叉融合的特点。本书依据国际集装箱班轮公司开展集装箱海运出口“Door to Door”全程运输服务流程,设置 12 个单元模块:集装箱航运概况、揽货、接受订舱、发放空箱、装箱、接收重箱、通关、港口货物作业、港口理货、提单签发、货物到港及交付、货损及索赔。每单元内容紧紧围绕所对应岗位工作职责,从业务须知(Basic Knowledge Concerned)、业务信函(Business Letters)、业务情景对话(Situational Dialogue)、业务单证(Related Documents)四个角度立体式地展现了用英语沟通业务、处理工作任务的真实工作场景。

本教材采用通俗易懂、简单实用的语言介绍国际港航运输业务操作规范,强调英语学习听说读写练交替循环、有机融合,重在培养学生运用英语处理国际港航运输业务的能力,突出岗位能力需求与教学内容和教学模式相对接。

编 者

2017 年 9 月

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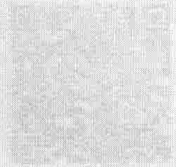
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## Part A: Basic Knowledge Concerned

### Text 1: Containerization

Containerization is a system of standardized intermodal units of various sizes of steel containers to transport goods. These containers can easily be transferred between different modes of transport—railroad, ship, trailer and truck. This makes transport and trade of goods cheaper and more efficient.

Containerization  
集装箱化



# Unit 1 Overview of Container Shipping ( 集装箱航运概况 )

Before the use of containers, goods would be transported in a mixture of bags and boxes. It was a time-consuming and unhygienic task, and very hard work. A laborer would spend the day to load and unload the goods by hand, before depending on the railway for transport.

The widespread use of containers helped to significantly reduce the cost of trade.

Unloading goods could be significantly less labor-intensive, especially significantly reducing labour productivity. In 1960, a laborer could only load 100 boxes per hour onto a cargo ship. By the year 1970 (1975), they could load 400 (450) more boxes.

The increased labour productivity reduced the cost of transport. Labour on the ship was reduced, which could often be used to transport other goods and the ship itself. This led to a significant increase in the volume of goods transported, which was a significant factor in the growth of the shipping industry.

集装箱化

集装箱  
集装箱化



## Part A: Basic Knowledge Concerned

### Text 1: Containerization

Containerization\* is a system of standardized transport, which uses a common size of steel container to transport goods. These containers can easily be transferred between different modes of transport — container ships to lorries and trains. This makes transport and trade of goods cheaper and more efficient.

The container was invented in 1956 by Malcom Maclean, an American truck businessman. International standards for container sizes were established between 1968 and 1970. The widespread adoption\* of containers enabled an improvement in trade and contributed to the process of globalization. About 90% of non-bulk goods are carried in containers. 27% of containers originate from China, the world's largest exporter of manufactured goods.

The humble container may look a very simple factor of production, but it is credited with radically improving the efficiency of trade, enabling a significant boost\* in efficiency and economic growth. Before the use of containers, goods would be exported in a mixture of bags and boxes. It meant that loading and unloading took longer and was hard work. A large workforce was required to unload and sort the goods on arrival, before repacking for the onward transport.

The widespread use of containers helped to significantly reduce the cost of trade.

- Unloading goods could be streamlined\* — less labour was needed, significantly boosting labour productivity. In 1965 dock labour could move only 1.7 tons per hour onto a cargo ship; five years later (1970), they could load 30 tons in an hour.
- The increased labour productivity reduced the power of organized labour on the ship front, which could often paralyze trade (It's fiction but *On the Waterfront* is a great film about organized labour on the docks, with some elements of truth).

containerization  
n. 集装箱化



扫码看视频  
“集装箱改变世界”

adoption  
n. 采用

boost  
v. 推动, 促进, 增加

streamline  
v. 使流线型, 使精简

secure  
adj. 安全的

downside  
n. 缺点

contraband  
n. 走私货, 禁运品

standardization  
n. 标准化

fork lift truck  
n. 叉车

paraphernalia  
n. 用具, 装备

innovation  
n. 创新, 革新

liner  
n. 班轮

- Containerization is much more secure\*. When goods were transported loose, it was much easier for goods to go missing. There is an old joke that the wages of a docking worker were £50 a week, plus all the whiskey you could carry home. Containers made transporting goods safer and more secure. Lower incidence of theft also reduced the cost of insurance. However, as a downside\*, it is said containers have made it easier to smuggle contraband\* and illegal goods.
- The container principle. If you increase the surface area of a shape, the volume increases at a more than proportional rate. If you double the surface area, the volume of goods that can be transported could increase the volume four fold. The new containers enabled an exploitation of this principle because they were larger than previous small boxes.
- Increased standardization\*. The size of containers were standardized at a series of conferences in the late 1960s. There are many benefits of international standardization. It helps in standardizing transport, such as lorries, fork lift trucks\* and all the paraphernalia\* of transport.
- Because containers were quicker to load, it encouraged the building of bigger "container ships". Larger loads could be offloaded in a shorter time. This reduced the cost of ship transport and enabled transport economies of scale.

The container may appear very "low tech", but it shows that even low tech innovations\* can have large benefit when implemented internationally.

The real strength of the container is helping to reduce costs, improve trade and increase the efficiency of international trade. Of course, there have been many other factors boosting international trade, such as lower tariffs, the growth of emerging economies, but the container has played an important role in this aspect of trade.

## Text 2: How Liner Shipping Works

Liner\* shipping is the service of transporting goods by means of high-capacity, ocean-going ships that transit regular routes on fixed

schedules. There are approximately 400 liner services, most sailing weekly, in operation today. Liner vessels, primarily in the form of containerships and roll-on/roll-off\* ships, carry about 60 percent of the goods by value moved internationally by sea each year.

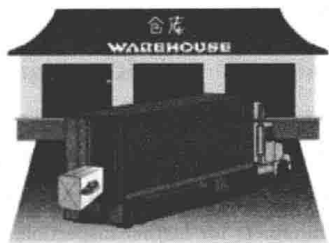
### Container Shipping in Ten Steps

Every day, thousands of containers arrive at seaports from countries all around the world. They are carried aboard liner ships, which offer regularly scheduled service on fixed routes — much like a bus or train service does. Each shipment represents a specific supply chain, whether it is patio furniture from Thailand bound for a Milan retailer or as illustrated here—shoes shipped from China to an athletic supply store in Europe or North America. Every supply chain is somewhat unique\* because it involves the timely and accurate transfer of goods between various modes of transport.

Goods transported by ocean containers on liner ships can be placed into the container at the factory origin. The container is locked and sealed so the goods can remain safely secured inside the container until it arrives at the purchaser's warehouse, factory or store. For this reason, more than 50 percent of the value of goods moved internationally by sea is now moving in containers on liner ships.



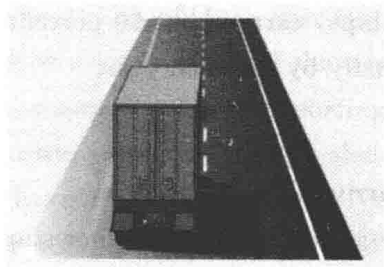
- ① An athletic supply store is running low on the season's hot, new shoes, which are manufactured in northern China. The store places an order for 500 pairs. The shoe company works with a freight forwarder to arrange transport from the Chinese factory for the shipment of shoes.



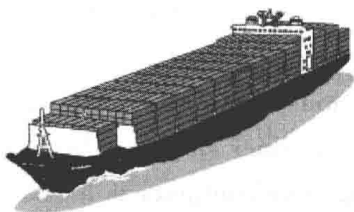
- ② A trucking company arrives at the Chinese factory, loads the order, along with orders from many other retailers, into a 40-foot container, which is bolted shut and fitted with a high-security seal. The container will not be opened again until it arrives at a distribution warehouse in the destination country, unless customs officials decide to open and inspect it.

roll-on/roll-off  
滚装式

unique  
adj. 独特的

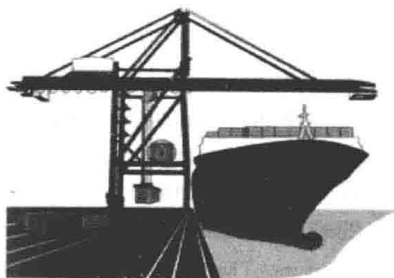


③ The freight forwarder determines it is most economical to truck the container to the Port of Tianjin. The freight forwarder has contracted with a container shipping line, which must submit documentation about the shipment to government authorities in the exporting and importing countries. This “manifest data” includes information such as exact contents, the exporter, the importer and who is transporting the cargo.



④ Now loaded onto a container ship, the container of shoes is bound for a discharge port on another continent far away.

⑤ A few days before the ship is scheduled to arrive at the destination port, the captain of the vessel provides a report to the government of the destination country that contains information about the ship, its crew and its cargo.



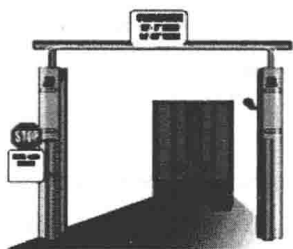
⑥ Having received proper clearance to arrive at the port, the container vessel docks at a berth adjacent to large cranes that will be used to unload the containers of cargo.



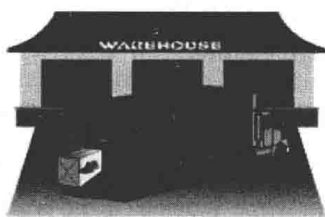
⑦ Many dock workers—sometimes more than 100 per vessel arrive to work the ship. They include crane operators, lashers, clerks and cargo equipment operators.



⑧ Customs officials, armed with a careful evaluation of each container's documentation, may select specific containers for further inspection.



⑨ Once cleared by customs, workers load the container onto a special truck trailer or chassis. Now the container of shoes can be trucked to the distribution center. Containers are often transported by train when the destination is a long distance from the port.



⑩ The truck arrives at an import distributing center located not too far from the port, where the container is opened and the orders by individual stores are separated and prepared for shipment. The next day, the athletic supply store receives its 500 pairs of the season's most popular athletic shoes.

## Part B: Business Letters

### Sample 1: Letter from the CEO

Dear reader,

I am pleased to present you with our Sustainability Progress Update 2012.

Container shipping is a facilitator of global trade and an integral part of the global economy. Much like the global economy, the container shipping industry has been subject to significant volatility\* over the past 5-10 years.

In BCD Line, we have gone from record losses in one year (2009) to record profits in the next (2010) and the last two years have also been highly volatile. Changing this is a priority for BCD Line; stable satisfactory financial results are a must for any business. Given our role in global trade, we also believe that societies and markets would be better served by a container shipping industry that is less volatile and more financially sustainable\*.

In 2012 we have taken important steps to bring BCD Line on a path

volatility  
n. 波动

sustainable  
adj. 可持续的

capacity  
n. 运力

emission  
n. 排放

fatality  
n. 致命性

liner shipping alliance  
班轮联盟

to sustainable profitable growth. For example, we have managed our capacity\* to better match the demand in the market and we have reduced our costs through an ongoing focus on energy efficiency.

Our CO<sub>2</sub> performance has never been better, but we still see significant potential for further improvements as our new and more efficient Triple-E ships enter into service in 2013 and 2014. Based on our performance over the past 5 years, we feel confident setting a new target for 2020 — a 40% reduction of CO<sub>2</sub> emissions\* per container • kilometer, using 2007 as our baseline.

During the past year, we have also worked hard to make BCD Line a safer place to work. Unfortunately, we still face challenges. In 2012, we had four fatalities\* — two that were work-related and two that resulted from a criminal act. Any fatality is — and remains — unacceptable. It is our clear target to bring the number of fatalities down to zero. We are also working hard to minimize the number of work-related accidents.

In 2012, we saw an increasing number of customers engage with us on sustainability. We welcome and encourage this interest and hope to see much more of it in 2013. An increased demand for shipping services with a strong sustainability profile will help drive industry-wide change, thereby enabling more sustainable global trade.

Best wishes,

Jimmy King

CEO, BCD Liner Business

### Sample 2: Customer Advisory — Liner Shipping Alliance Developments

Dear Customers,

NYK Line acknowledges the announcement by CMA CGM, China Cosco Shipping, Evergreen Line and OOCL that they will form a new liner shipping alliance\* upon the cessation of the existing O3 and CHKYE alliance agreements at the end of March 2017.

We wish to reassure our customers that this is an expected development in the context of the alliance realignment activity which results from the recent mergers and acquisitions\* in our industry.

acquisition  
n. 收购

This development in no way disadvantages NYK Line nor hampers\* our ability to deliver a full range of competitive products to our customers in either the short or long term.

hamper  
v. 妨碍

The G6 Alliance and its existing product portfolio\* will continue to operate until the official dissolution of the alliance in April 2017.

portfolio  
n. 组合

Negotiations relating to our future alliance position are on-going. NYK Line views the opportunity to review and adjust our alliance agreements as a constructive development and we are absolutely confident of a positive outcome. Transition, when it occurs, will be well planned, smooth and of minimal impact to our customers.

The NYK Group remains committed to its long standing involvement in liner shipping. The strength of this unwavering commitment is evidenced by our investment in new state of the art ULCS (14,000 TEU) vessels which will be added to our fleet over the course of the next few years, extensive investments in the new technology, container equipment and cost optimization initiatives across our liner business.

Further information on a future alliance and products will be made available to our customers as soon as it becomes available. We fully appreciate the interest in these developments and the need for product detail awareness in order to facilitate longer term supply chain planning.

NYK Line looks forward to continuing to drive innovation in our industry and to provide a broad portfolio of liner services far into the future.

We wish to thank all our loyal, highly valued customers for their continued support!

Yours faithfully,

NYK Global Liner Management Division

milestone  
n. 里程碑

deploy  
v. 部署, 配置

integration  
n. 集成, 整合

### Sample 3: Merger of Hapag-Lloyd and UASC

Dear Hapag-Lloyd and UASC Customers,

Today, we are proud to announce that Hapag-Lloyd and United Arab Shipping Company have completed the merger to become a combined company. This is a major milestone\* in the history of the both companies as we continue to evolve to meet customer's needs and adapt to market conditions.

In the "new" Hapag-Lloyd, one of the top 5 global carriers, we will be ready to deliver a number of important added benefits to you, including an extensive global network — now with added focus in the Middle East — making us capable of serving you even better, globally and locally. The combined company also boasts a larger, more efficient, and environmentally friendly fleet of vessels, allowing us to deploy\* the most effective vessel class in each of the trade lanes. Well-trained and experienced teams will be available to handle your cargo in an office near you, now with even deeper insights into your business. A financially solid business partner backed by a strong group of diversified shareholders will ensure your cargo is in safe hands at all times.

For the immediate future, the two companies will continue to operate independently as we work to integrate our internal systems and processes as quickly as possible. We therefore kindly ask you to continue working with your current Hapag-Lloyd/UASC counterparts in Sales, Customer Service, Operations and Finance. We will transfer the first UASC services to Hapag-Lloyd from mid-July followed by the remaining services gradually over several weeks. Bookings for these services in Hapag-Lloyd's systems will commence well in advance.

Over the course of the next few days, your Hapag-Lloyd or UASC account representative will contact you to explain what this will mean for your business and what you can expect in the coming weeks. Ensuring a smooth transition for you is our top priority. With two large, successful mergers in recent years, we have an industry-leading track record for conducting integrations\* rapidly and efficiently — and are confident of achieving this goal again.