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# Unit 1

## An Introduction to Logistics

### Part I More Information About the Unit

Logistics is the management of the flow of goods, information and other resources, including energy and people, from the point of origin to the point of consumption in order to meet the requirements of consumers. Logistics involves the integration of information, transportation, inventory, warehousing, material-handling, packaging, and occasionally security. Logistics is a channel of the supply chain which adds the value of time and place utility.

The term *logistics* comes from the Greek word *logos*. It is considered to have originated in military's needs for supplying themselves with arms, ammunition and rations as they moved from their base to a forward position. In ancient Greek, Roman and Byzantine empires, military officers with the title logistics were responsible for matters of financial and supply distribution.

Logistics is critical to the success of every organization. Once considered an important, behind-the-scene operational activity, logistics is now recognized as a strategic tool for creating customer value and loyalty. Many companies have realized that integrating activities within the organization and across the logistics pipeline, building strong relationships with product suppliers, and working with customer-focused logistics service providers are all critical to building a competitive advantage through logistics.

The scope of opportunities for logistics professionals is now increasingly expanding. Logistics managers are involved in boundary and organization-spanning teams, strategic planning, alliance building, and a host of other activities that directly impact the success of their organizations worldwide. Because these roles are expanding, a career in logistics management can lead in many directions — even to the top of a company.

### Part II Useful Words and Expressions

#### Passage 1

##### 1. be traced back to (被) 追溯到

*e.g.* Many mental diseases can be traced back to childhood experiences.

许多精神疾病可追溯到儿童时代的经历。

The custom of giving gifts at Christmas can be traced back to the birth of Jesus Christ.

在圣诞节送礼物的习俗可以追溯到耶稣基督的诞生。

### 2. **critical** *adj.* 非常重要的

*e.g.* His wife's support is critical to his career.

他妻子的支持对他的事业至关重要。

Employees have become a critical resource for many organizations.

员工已成为众多企业的关键性资源。

### 3. **to a large extent** 在很大程度上

*e.g.* This shows that modern war, to a large extent, is the contest between logistics support capacity.

由此可见，现代战争在很大程度上是后勤保障能力的较量。

This is because the work of teachers, to a large extent, determines the future of our country.

这是因为教师的工作在很大程度上决定着我们国家的未来。

## Passage 2

### 1. **contribute to** 有助于

*e.g.* Some people in the West insist that the poor countries contribute to climate changes.

一些西方人坚持认为贫穷国家导致了气候变化。

In this sense, good crisis management also contributes to crisis prevention.

在这个意义上，良好的危机管理也有助于预防危机。

### 2. **competitive** *adj.* 竞争的；比赛的

*e.g.* If firms are not competitive, they may not survive.

如果公司没有竞争力，就有可能无法生存。

Before you know your competitive edge, you must know your competitor's.

在你了解自己的竞争优势之前，要先了解你的竞争对手的优势。

### 3. **recruit** *n. & v.* 招聘；聘用；征募

*e.g.* They have identified the need to recruit competent professionals.

他们认识到了招募有能力的专业人士的必要性。

Doctors are relatively easy to be recruited to such a place.

相对来说，聘请医生来这样一个地区是比较容易的。

### 4. **prosperous** *adj.* 成功的；繁荣昌盛的

*e.g.* To make our country strong and prosperous, we should study hard.

为使国家繁荣富强，我们应该努力学习。

But they do believe the groundwork will lead to a prosperous 2014.

但他们都相信在这样的基础之上，2014年将会是繁荣的一年。

### 5. **purchase** *v. & n.* 购买；采购

*e.g.* Most of those shares were purchased from brokers.

大部分的股份是从经纪人手中购得的。

The vendor who signs contract with China first will get the largest purchase contract.  
最先与中国签订合同的商家，将获得最大的购货合同。

### Part III Useful Sentences

#### Passage 1

1. At that time, the person engaged in *logistics* was responsible for ensuring supplies to be distributed correctly.

**Explanation:** engaged in logistics是“从事物流”的意思，这是个过去分词短语，作the person的定语。本句的中文意思是：那时，从事物流的人负责确保供应物资的正确分发。

2. For example, according to the roles played by logistics in a company, we can distinguish the main sectors of it as procurement logistics, production logistics, sales logistics, waste recycling logistics, and waste disposal logistics.

**Explanation:** 此句中played by logistics也是过去分词短语作定语，用来修饰名词roles。本句的中文意思是：例如，根据物流在企业中所起的作用，我们可以把它的主要领域区分为采购物流、生产物流、销售物流、废弃物回收物流和废弃物处理物流。

3. Logistics has existed since the beginning of civilization. It is of critical importance to human survival, and it has a huge impact on both domestic and global economy.

**Explanation:** 此句中be of critical importance是“非常重要”的意思，be of importance=be important。本句的中文意思是：从文明之初，物流就一直存在。它对人类的生存极其重要，对国内和全球的经济都有着巨大的影响。

4. And at the same time, it affects both our quality of life and our success to a large extent. We have been depending on logistics to provide the best that the world has to offer.

**Explanation:** have been depending...是现在完成进行时态，表示一个动作从过去开始发生，持续到现在，并且还有可能持续下去。本句的中文意思是：同时，它在很大程度上影响着我们的生活质量和我们的成功。我们一直在依赖物流来提供世界所能提供的最佳物品。

#### Passage 2

1. Another factor that contributes to the changing face of logistics is the value that organizations are placing on diversity today.

**Explanation:** 句子中包含一个由that引导的限制性定语从句，用来修饰它前面的名词factor。本句的中文意思是：另一个有助于改变物流面貌的因素是现今组织对多样化的重视。

2. Anyone with the education, skills, and drive to succeed can build a prosperous career in logistics management.

**Explanation:** 介词短语with the education, skills, and drive to succeed用来作后置定语，修饰主语Anyone，类似的例子：The girl with big eyes is his younger sister。本句的中文意思是：任何一个受过教育，有一定的技能，并且渴望成功的人，都可以在物流管理中创造出一份成功的职业。

## Part IV Key for Tasks

### Task 5

1. Logistics gives people enormous opportunities, including business travels and excellent remuneration, etc.
2. A logistician should have the knowledge closely related to logistics, geography and other business-related subjects as well as the abilities to analyze data and handle transportation.
3. A logistics manager should have the abilities of managing, coordinating, and enhancing supply chain management, and should be able to think independently. At the same time, he'd better have a high degree of analytical, numerical and geographical know-how.
4. A logistics manager should have the knowledge of IT, packaging and methods of electronic communication.
5. (Open.)

### Task 6

1. staff members
2. about 1,200
3. six departments
4. ten branches
5. administration, finance and business development
6. customer services and quality control
7. transportation, warehouses and procure sources
8. air, sea and land transportation
9. specialize in
10. transportation network and lower cost

### Task 7

1. ratio, calculation and reason
2. the movement of goods
3. including energy and people
4. procurement logistics, production logistics, sales logistics, waste recycling logistics, waste disposal logistics
5. huge impact on
6. The future belongs to logistics

### Task 8

1. were aware of
2. between the point of origin and the point of consumption

3. information, transportation, inventory, warehousing, material handling, packaging and often security
4. be described as the art
5. is of critical importance to
6. both our quality of life and our success

**Task 9**

1. The term *logistics* can be traced back to ancient Greece where the original term *logos* meant ratio, calculation and reason. At that time, the person engaged in *logistics* was responsible for ensuring supplies to be distributed correctly.
2. Logistics is the management of the flow of goods, information and other resources, including energy and people, between the point of origin and the point of consumption in order to meet the requirements of consumers or corporations.
3. We can distinguish the main sectors of it as procurement logistics, production logistics, sales logistics, waste recycling logistics, and waste disposal logistics.
4. Logistics is of critical importance to human survival, and it has a huge impact on both domestic and global economy.

**Task 10**

1. 物流这个词可以追溯到古希腊。在古希腊，最初的词语 *logos* 的意思是比例、计算和推理。那时，从事物流的人负责确保物资的正确分发。
2. 物流是为了满足消费者或公司的需求，对货物、信息和其他资源 (包括能量和人) 从起点到消费地的流动所进行的管理。
3. 根据物流所跨越的地理范围，我们可以将其分为区域物流、国内物流以及国际物流。
4. 从文明之初，物流就一直存在。它对人类的生存极其重要，对国内和全球的经济都有着巨大的影响。
5. 物流有利于市场的货物交易，提供大量的就业机会，并且是资产和物资的大买主。
6. 如果没有物流，我们很难想象任何市场营销、生产或国际贸易能够得以完成。

**Task 11**

1. well-educated, talented professionals with a diverse array of skills
2. an attractive career to more people
3. contributes to the changing face of logistics
4. with excellent skills, regardless of their ethnic background, gender, or age
5. the best and the brightest people from all occupations
6. manage the flow of products and information locally, nationally, and internationally

Task 12

1. 高级物流管理人才 in short supply
2. 受过良好教育的 with a diverse array of skills
3. 一份有吸引力的职业 the number of
4. 给……提供一种优势 from all occupations
5. 不管他们的种族背景 build a prosperous career
6. 众多关键的业务活动 the smallest zipper producers

Task 13

1. 申请
2. 学士学位
3. 胜任
4. 理论与实践结合
5. 勤勉的员工
6. 毫无疑问
7. 任何附加信息

Task 14

A Résumé

**Full name:** Liu Yuan  
**Sex:** Female  
**Date of birth:** March 28, 1988  
**Place of birth:** Shantou, Guangdong  
**Nationality:** Chinese  
**Marital status:** Single  
**Major:** Logistics management  
**Health:** Excellent  
**Mobile phone:** 1590205XXXX  
**Present / Permanent address:** No. 152 Xingang West Road, Guangzhou, Guangdong  
**Educational records:** 2005–2008 No. 2 Middle School, Shantou  
2008–2010 Graduated from Panyu Polytechnic, majoring in logistics management  
**Summer jobs:** Public relations at Baiyun Hotel, Guangzhou, 2009.  
**Working experiences:** Shunfeng Shipping Co., LTD, Zhanjiang, in charge of:  
1) daily logistics operation  
2) import contracts and orders management  
3) international air and ocean shipping, domestic logistics, express, warehousing distribution  
4) international and domestic purchasing and transportation  
5) customer's complaints

**Special skills:**

Pretco Level A Certificate  
College English Test—Band 4 Certificate  
A good command of computer operation

**Job objective:**

Procurement manager

**Part V    *Listening Scripts*****Script for Task 5:****A Career in Logistics — Is It Right for You?**

Logistics has been a revelation, offering enormous opportunities to people. A career in logistics can offer exciting challenges, such as travel opportunities, along with, of course, excellent remuneration.

To begin a career in logistics, a degree in a subject related to logistics, such as supply chain management or transport management, would surely be an advantage. The person who intends to get into this field must possess the ability of data analysis. A knowledge of transportation handling, geography and other business-related subjects would also be an added advantage.

The qualities which are required in a logistics manager are the abilities that are related to managing, coordinating, and enhancing complete supply chain management. The person must have a high degree of analytical, numerical and geographical know-how. The capability to think on his feet and manage people should come in very handy. The knowledge of IT, packaging and methods of electronic communication such as Internet and email, etc. would also be important. Besides, he must be able to perform under strict deadlines and must be able to prioritize his work and be a self-motivator.

**Script for Task 6:**

**Bob:** Good morning, Nick. Welcome to our company. How's your flight to Guangzhou?

**Nick:** Very nice, thanks. It's very kind of you to receive me.

**Bob:** It's my pleasure. Our general manager told me that you want to know more about our company. Now let me show you around first. This way, please.

**Nick:** OK. How many staff members does your company have?

**Bob:** Now there are about 1,200 here in the headquarters.

**Nick:** How many departments do you have?

**Bob:** We have six departments, and ten branches located in different parts of the country. Please take a look at the opposite building there. It houses the offices of the departments of administration, finance and business development.

**Nick:** Oh, I see. How about your quality control?

**Bob:** On the top two floors in that building are the offices of quality control. They are in charge



of customer services and quality control.

**Nick:** It appears that you put much emphasis on quality control.

**Bob:** Yes, that's true. We always give priority to quality. On Floors 3 and 4 is the department of business operation.

**Nick:** What responsibilities does that department have?

**Bob:** It takes charge of the management of transportation, warehouses and procure sources.

**Nick:** Then what kind of transportation does your company use?

**Bob:** We have air, sea and land transportation. Land transportation includes highway and railway. But we outsource air and sea freight since we don't possess our own aircrafts and ships.

**Nick:** Where is your research and development center? You know we specialize in software programming. I'm looking for an opportunity to cooperate with you on that line.

**Bob:** Mm, information is always key to the success of logistics. With your technology and experience, as well as our transportation network and lower cost, I'm sure our cooperation will be promising.

**Nick:** Great. I'll discuss further details with your boss.

### Part VI Translation

#### Passage 1

##### 什么是物流？

物流这个词可以追溯到古希腊。在古希腊，最初的词语logos的意思是“比例、计算、推理”。那时，从事物流的人负责确保供应物资的正确分发。即使在那时，军队指挥官们就已经知道良好的后勤对于他们赢得战争的胜利至关重要。历史上，很多军事行动的失败都是由于缺乏有效的物流供给。

那么，什么是现代物流呢？一个广泛流传的观念是：物流就是“货物的运动”。但实际上，那是一个狭义的概念。物流的含义比单纯处理货物实体更繁杂、更广泛。它是为了满足消费者或公司的需求，对货物、信息和其他资源（包括能量和人）从起点到消费地的流动所进行的管理。物流是一个包含信息、运输、库存、仓储、物料处理、包装，以及常常还含有安全在内的综合过程。

简而言之，物流可以被描述成获取“六个正确”的艺术，包括：

- 得到正确的物品 (或者人)；
- 以正确的数量；
- 送到正确的地方；
- 在正确的时间；
- 以正确的条件；
- 按照正确的价格。

物流涉及很多领域。例如，根据物流在企业中所起的作用，我们可以把它的主要领域区分为

采购物流、生产物流、销售物流、废弃物回收物流以及废弃物处理物流。根据物流所跨越的地理范围，我们可以将其分为区域物流、国内物流以及国际物流。按照物流活动的主体划分，它可分为第一方物流、第二方物流、第三方物流及第四方物流等。按物流系统的性质分类，它可以分为社会物流、企业物流和行业物流。

从文明之初，物流就一直存在。它对人类的生存极其重要，对国内和全球的经济都有着巨大的影响。物流有利于市场的货物交易，提供大量的就业机会，也是资产和物资的大买主。同时，它还在很大程度上影响着我们的生活质量和我们的成功。我们一直在依赖物流来提供世界所能提供的最佳物品。我们家里所有的物品都以某种方式被这个难以置信的领域所触及。没有其他商业运作像物流那么复杂，或是能跨越物流所覆盖的地域。如果没有物流，我们将很难想象任何的市场营销、生产或国际贸易能够得以完成。正如一位多年从事物流管理的人士所说：“未来属于物流。”

## Passage 2

### 什么人从事物流管理？

对所有级别的物流经理的要求都是很高的。根据大学生就业研究所的报告，物流是一个所提供的职位比每年毕业的大学生人数还要多的领域。据《华尔街日报》的报道，高级物流管理人才供不应求。随着物流管理者的作用 and 价值的提升，对受过良好教育、具备多种技能的专业人员的需求已经出现。

分析性、决策性与技术性工作的日益重要也使得物流成为对更多人具有吸引力的职业。为此，从高中、大学和其他领域直接进入物流领域的少数民族和女性的人数正在迅速增加。另一个有助于改变物流面貌的因素是现今组织对多样化的重视。

成功的企业意识到多样化给他们提供了在高度竞争的全球市场上立足的优势。其结果是，它们为其物流管理岗位从一切行业招收多种多样的人。这种策略在这里受到两家公司的强调：

“拥有一支能普遍反映市场的劳动队伍，对企业来说是很有意义的。我们认识到多样化的管理团队给我们公司带来的价值——使我们能够延伸到整个世界，”一个公司说。

“我们从广泛的渠道招募人才，因为我们需要所有有技能的人才。原则是：我们的组织需要有优良技能的人，而不管他们的种族背景、性别或年龄，”另外那个公司说。

根据最近的调查，女性和少数民族正在发现物流的高价值，并且全国都有人参加学位课程。例如，在Nevada-Reno大学，45%的毕业生是女性，仅仅在6年前，这个数字还是零。在物流管理岗位及专业机构的妇女和少数民族的人数也在上升。

显然，物流是一个可以吸引来自各行各业最优秀和最聪明的人员的领域。任何一个受过教育，具有一定的技能，并且渴望成功的人都可以在物流管理中创造出一份成功的职业。

物流涉及到如此众多重要的业务活动，因此对物流经理来说，几乎每一个财富500强及全球500强的公司都可以被视为潜在的雇主。而全球各地较小的公有和私人公司也是如此。从最大的汽车制造商到最小的拉链生产商，任何购买和/或销售产品的公司都需要物流专业人才在本地、全国和国际范围内管理产品及信息的流动。像医院和类似于麦当劳连锁餐厅这样的服务机构也必须管理物流活动。

## Unit 2

# Sea Freight Forwarders

### Part I More Information About the Unit

If you are planning on setting up a small store or an import or export business, you will need to plan for the transport of your goods. You need to consider shipping companies that specialize in freight services, especially international shipping services. Ocean transport has been the most important mode of transport in international trade. Two-thirds of the world total volume and over 80% of China's imports and exports now are transported by sea.

A shipping agent acts to protect the interests of the owner, operator or consignee by providing whatever assistance or advice is required at the port-of-call. A shipping agent may be employed in a ship owner's branch office at the port-of-call or at an independent agency and employed to act on behalf of the ship owner or operator.

The shipping agent arranges, on behalf of their client, all documentation and services relevant to the ship and its cargo. These may include: booking the vessel in and out of the port, and arranging the pilot and tug boat services; providing information on the crew and any passengers to the department of immigration and citizenship, including who has visas; ensuring that the ship's documentation complies with international regulations as this will be inspected by customs when they board the ship, etc.

### Part II Useful Words and Expressions

#### Passage 1

1. **authorize v.** 授权; 委托

*e.g.* A senior member of the committee was authorized to act for the chairman during his absence.

主席不在时, 委员会中的一位资深委员受权代理他的职务。

The local government authorized the construction of a new airport.

地方政府批准建造一个新机场。

2. **represent v.** 代表; 描绘

*e.g.* The rose represents England.

玫瑰花是英格兰的象征。

The king is represented as a villain in the play.

在这出剧中，国王被刻画成一个反面人物。

3. **estimate** *v.* 估计，估算；评价

I asked the building firms to estimate the cost to the repairs of the roof.

我让建筑公司来估计修理屋顶要花多少钱。

Most difficult of all is to estimate the volume of storm water likely to flow in a drain.

最困难的是估计暴雨后可能流入出水管的水量。

4. **volume** *n.* 体积；容积；容量

*e.g.* When egg whites are beaten they can rise to seven or eight times their original volume.

蛋清打散后，体积可增至原来的七八倍。

The imports and exports continue to grow in volume.

进出口量继续增长。

Passage 2

1. **eliminate** *v.* 消除，排除

*e.g.* We can eliminate him as a suspect.

我们可以排除对他的嫌疑。

Fortunately, it is possible to incorporate an altimeter in the system and practically eliminate this difficulty entirely.

幸好，在系统中加入一高度计后，这一困难几乎可以完全解除。

2. **assume** *v.* 假定，假设

*e.g.* Now let us assume that an incoming partner acquires his or her equity interest by making an investment directly into the firm.

现在让我们假设，新合伙人通过向企业直接投资获得产权。

Astronomers usually assume that interstellar dust is closely confined to the galactic plane.

天文学家通常认为，恒星际星尘都是紧靠着银河平面的。

3. **It is advisable to do...** 建议应该……

*e.g.* It is advisable to contact a qualified technician.

建议向合格的技师咨询。

It is advisable to take an open-minded approach to new ideas.

对新思想采取开放的态度是明智的。

4. **integrity** *n.* 忠诚，正直；完整

*e.g.* His noble character and sterling integrity are admired by people.

他的高风亮节为人仰慕。

Roman walls may still be seen but not in their integrity.

古罗马城墙尚可见到，但已不完整。

5. **fraud** *n.* 诈骗；冒牌货

*e.g.* Old Tom is able to discriminate the real antique from the faked-up fraud.

老汤姆能鉴别真的古玩和伪造的假货。

Citibank may monitor transactions and your use of Citibank Online for quality control purposes including the prevention of fraud.

花旗银行可以出于质量控制的目的(包括防止欺诈)对所作交易及您对花旗网上银行的使用进行监控。

### Part III Useful Sentences

#### Passage 1

1. Shipping agents have been engaged in port formalities, cargo work, bunkering, ship repair, and other forms of support for shipment.

**Explanation:** be engaged in sth. 是“从事某事”的意思, 后面的port formalities, cargo work, bunkering, ship repair, and other forms of support for shipment都是其从事的内容, 为并列结构。此句的中文意思是: 船务代理人办理港口口岸手续、货物装卸、船舶加添燃油、船舶修理和其他各类航运业务。

2. The shipping agency represents the principal to deal with matters concerned with harbor and authorities, maintains due contact with them and provides the shipping company with all necessary information in connection with the agency agreement.

**Explanation:** 此句有三个并列谓语, 包括represents, maintains和provides。其中principal在这里是“委托人”之意, represent sb. to do sth. 是“代表某人做某事”的意思; due在这里是“适当的”之意。此句的中文意思是: 船务代理机构代表委托人办理与港方和主管部门有关的事务, 与其保持相应的联系, 并依据代理协议向航运公司提供所有必要的信息。

3. They report to the shipping company or shipowner regularly on the vessel's arrival, movements and other important occurrences concerning the vessel, cargo, passengers and crew.

**Explanation:** 此句中on是“关于”的意思, 而concerning是由分词转换而成的介词, 也是“关于”的意思。此句的中文意思是: 他们向船务公司或船东定期报告与船舶、货物、旅客及船员有关的船舶到港、船舶动态以及其他的重要事项。

#### Passage 2

1. In terms of transport geography, a forwarder should be familiar with international trade routes, which include main traffic routes, locations of ports, transshipment points, and inland centers.

**Explanation:** in terms of意为“就……而言”, 句子中包含一个由which引导的非限制性定语从句, 补充说明international trade routes包括什么。此句的中文意思是: 就运输的地理位置而言, 代运人应熟悉国际贸易航线, 其中包括主要的航路、港口位置、转船点和内陆集散中心。

2. In recent years, due to the development of containerization and emergence of many independent carriers, non-conference lines have posed a challenge to the conference system.

**Explanation:** due to是“由于”的意思, 是表示原因的复合介词; pose a challenge to sth. 意为“给……带来挑战”。此句的中文意思是: 近年来, 由于集装箱化的发展和很多独立承运人的出现, 非班轮公会航运公司给班轮公会制度带来了挑战。

**Part IV**    *Key for Tasks*

**Task 5**

1. Ocean transportation.
2. Regular shipping liner transportation and charter transportation.
3. It involves the standard for calculating premium, the liner's freight tariff, the basic rate, the surcharge, the time of premium payment and the special discount for freight.
4. Three. They are voyage charter, time charter and empty ship charter.

**Task 6**

1. shipment
2. effect
3. seasonal
4. competitive
5. delivery
6. urgent
7. balance
8. direct
9. transshipment
10. agreement

**Task 7**

1. port formalities, cargo work, bunkering
2. offers the appointment in writing
3. the scope of authorization, obligations of parties concerned, duration of the agreement, settlements of disbursements and accounts, and other details.
4. shipping spaces inspection, tally, transshipment
5. arrangement for pilotage, ship's berthing, customs declaration formalities for inward and outward shipments
6. canvass cargo for the ship, collect freight and settle payments on behalf of the principal

**Task 8**

1. a letter of authorization
2. tug and pilot, berthing, arranging sea rescue
3. shipping spaces inspection, tally, transshipment
4. deal with matters concerned with harbor and authorities, maintains due contact with them
5. arrival, movements



6. quarantine officers, customs officers, immigration officers

### Task 9

1. A shipping agent is a person or company authorized to do some acts in the name of a shipping company or shipowner.
2. In general, a shipping company or shipowner offers the appointment in writing.
3. The shipping agency offers a variety of services, such as port formalities, cargo work, bunkering, ship repair, and other forms of support.
4. Shipping agents attend to the procedures for vessel's entry into and departure from local ports, customs declaration formalities for inward and outward shipments.
5. They can canvass cargo for the ship, arrange cargo loading and discharging, collect freight and settle payment, etc.

### Task 10

1. 船务代理人是以委托人的名义授权行事的个人或公司。
2. 船舶供应：燃料、淡水、伙食、物料和备件。
3. 船务代理人办理船舶进出当地港口的手续、安排引水、靠离泊、进出口货物的报关手续和装卸货作业。
4. 船务代理人员代办的进出港手续实际涉及检疫官员、海关官员、移民局官员和港务局长所要求的单证。
5. 他们可以依据授权代签提单，并且在船舶启航后将所有单证寄送船东。

### Task 11

1. conference lines, non-conference lines, non-vessel operating common carriers
2. a fixed itinerary of ports of calls
3. rates, terms and conditions of service
4. fixed itinerary or schedule
5. regular customers
6. the standing and integrity of the carriers

### Task 12

1. 工业化国家 developed country
2. 贸易路线 tour route
3. 主要交通航线 traffic control
4. 运输成本 cost of sales
5. 制成品 semi-finished product
6. 海事诈骗 credit card fraud

## Task 13

- |            |             |
|------------|-------------|
| 1. 铁路站点    | 2. 全程运价     |
| 3. 40英尺集装箱 | 4. 40英尺高箱   |
| 5. 燃油附加费   | 6. 目的港码头提货费 |
| 7. 海运费用    | 8. 直达船      |

Part V *Listening Scripts*

## Script for Task 5:

Although there are many modes of transportation in international trade, ocean transportation is still the most important mode at present. When the buyer and the seller negotiate ocean transportation, the following items should be paid attention to: regular shipping liner transportation and charter transportation.

1. Regular shipping liner transportation: It involves the standard for calculating premium, the liner's freight tariff, the basic rate, the surcharge, the time of premium payment and the special discount for freight.

2. Charter transportation: It can be divided into voyage charter, time charter and empty ship charter. Charter transportation covers charter party, rent or freight and the goods shipped.

## Script for Task 6:

**A:** Now let's talk about the time of shipment.

**B:** The earliest time we can effect shipment is by the end of October.

**A:** The end of October? I'm afraid that'll be too late. You know, this is a seasonal product. If we can't put the goods on the market in time, good quality and competitive price would mean nothing.

**B:** We're fully aware of the importance of timely delivery, but there's a great demand for this product recently. Production can hardly keep pace with demand.

**A:** Could you try to find some way to make an earlier delivery?

**B:** How about partial shipment? We'll ship whatever is ready to meet your urgent needs instead of waiting for the whole lot to get ready.

**A:** Then when can you make the first shipment and in what quantity?

**B:** The first lot of 4,000 dozen will be shipped by the end of September and the balance will be shipped by the end of October. Is that all right for you?

**A:** Could you ship more in September, say 5,000 dozen?

**B:** We'll try our best.

**A:** And we hope you can make a direct shipment.

**B:** I'm afraid I can't promise. You know, August and September are the two busiest months for shipping companies. If there is no direct steamer, will you consider transshipment?



- A:** Of course we'd prefer a direct vessel. But if the worst comes to the worst, I'll have to consider accepting transshipment.
- B:** Good. I'm very glad we've finally reached an agreement on shipment.

### Part VI Translation

#### Passage 1

##### 船务代理服务

船务代理机构在世界各地高度熟练地提供各种服务。船务代理人办理港口口岸手续、货物装卸、船舶加添燃油、船舶修理和其他各类航运业务。一个好的船务代理会纯熟地处理信息的流通,控制和降低成本,以最专业的手段保护客户的利益。

##### 1. 代理的委托和接受

船务代理人是以委托人的名义受托行事的个人或公司。一般来说,船务公司或船东以书面形式提出委托。委托人或船东会发给代理机构一封授权书(通过电报、电传、传真、电子数据交换、电子邮件或其他方式)。船务代理机构仔细审阅授权书并与委托人进行协商。然后,经协商后可能还要起草并签署一份代理协议。代理协议规定授权范围、有关各方的责任、协议时限、支付和帐目结算,以及其他具体事项。

##### 2. 船舶代理服务

船舶代理机构提供广泛的服务;其范围包括,但不局限于下列事项:

进出港:海关申报和在港内相关的检查手续,邀约拖轮和引水,靠泊,安排海上救助和处置海事。

货物装卸:安排货物装卸,货舱检查,理货,联运中转,仓储和运输;货物查询,理赔,处理溢卸货物;代承运人发送提单,代承运人收运费及结算付款,并办理相应结算;代托运人订舱并制作相关货运单证;办理租船、船舶买卖、船舶交接和代签租船合同。

船舶供应:燃料、淡水、食品、物料和备件。

其他相关服务:安排船舶检查和修理,熏舱,扫舱,咨询和信息服务;办理船员调换或遣返,办理国家边境出入手续,就医,邮件服务及船务公司和船长委托的其他项目。

船务代理机构代表委托人办理与港方和主管部门有关的事务,与其保持相应的联系,并依据代理协议向航运公司提供所有必要的信息。

船务代理人办理船舶进出当地港口的手续、安排引水、靠离泊、进出口货物的报关手续和装卸货作业。他们向船务公司或船东定期报告与船舶、货物、旅客及船员有关的船舶到港、船舶动态以及其他的重要事项。

船务代理人代表船方为从事国际运输的船舶办理各种手续。船务代理人员代办的进出港手续实际涉及检疫官员、海关官员、移民局官员和港务局长所要求的单证。

通常,船务代理人可以为船方揽货,代表委托人收取运费并结账。他们可以依据授权代签提单,并且在船舶启航后将所有单证寄送船东。

##### 3. 费率

收费有几种不同的方式。托运人应当了解清楚,以便估算及如有可能时减少运输成本。

对于大多数的货物来说, 收费可按照重量、体积以及按照重量或体积计算, 运费(每吨)按重量/尺寸计算, 由承运人选择决定。对于贵重的货物, 以从价运费费率, 根据其估算价值的大小, 按一定比例收费。对于某些货物来说, 运费可能按“重量/尺寸或价值”来收取, 或者按“重量/尺寸加价值”来收取。对于像卡车和动物这样的货物, 运费按照每辆车或每头动物来计算。

## Passage 2

### 选择合适的船舶运输人

在国际贸易航运服务中, 在选择合适的船舶运输人时有许多因素要考虑到。毫无疑问, 每个委托人都希望所找到的代运人会始终把委托人的利益摆在第一位, 像专家一样提供专业服务, 并以合理的收费提供优越的管理。

广义上讲, 货运代运人为了能向客户提供咨询或服务, 必须熟悉的领域主要包括运输地理、可提供的各种航运服务和船舶的不同类型。

就运输的地理而言, 代运人应熟悉国际贸易航线, 其中包括主要的航路、港口位置、转船点和内陆集散中心。此外, 货物代运人应对国际贸易的格局及其变化趋势有大概的了解。比如在传统上, 西欧的工业化国家、美国、加拿大和日本一直从发展中国家进口原材料并且将制成品出口到这些国家。

其次, 在选择合适的航运服务机构时, 还应该考虑到不同类型的航运服务机构。国际航运市场提供四种服务机构, 即班轮公会公司、非班轮公会公司、无船承运人运输公司和不定期租船运输公司。

班轮公会公司是一批在任何固定航线上营运的航运公司, 按合约提供服务, 有同一费率和按固定时间表挂靠所到港口。班轮公会的目的在于消除会员航运公司之间的价格竞争, 并通过与托运人之间建立的诚信, 为其会员设法获取最大的运输量, 从而减少外部竞争。反过来, 诚信的托运人则在总运费率上或是获得即时折扣或现金折扣, 或者延期回扣。近年来, 由于集装箱化的发展和很多独立承运人的出现, 非班轮公会航运公司对班轮公会制度带来了挑战。在有些航线上, 班轮公会航运公司已经被迫与非班轮公会公司之间就运费率、服务条款及条件达成一致。

无船承运人是指承运人提供定期的预订好的服务。他不拥有或经营船舶, 来提供海上运输。他担任着委托人的角色, 其功能包括: 负责货物的远洋运输; 使用远洋承运人的服务; 通过提供零星货组合或合并来提供有用的服务, 并且通过提供门到门的运输来延伸其服务范围。

最后一类服务为不定期租船运输。它没有固定的时间表或时间安排, 而是根据供需情况在任何航线上营运。不定期船通常按议定的运费租用, 货物数量很大时尤其如此。

你需要一个能够给予你最合算的速度、成本和效率的公司。在选择代运公司前, 要咨询他们并且考虑运输的方式、成本及时间长短。物流是你的企业获得成功的重要组成部分。许多货运公司在对待常客时, 会打很大的折扣。如果有效的货物运送是你惯常所做事情的一部分, 那就要仔细寻找, 找到一家可以给你好折扣的公司。在选择承运人时, 特定服务的可靠性是另一个需要考虑的重要因素。在使用其服务之前, 最好对承运人的身份和诚信进行独立查询, 因为这将会使你成为海事欺诈受害者的可能性降到最低。

# Unit 3

## Air Freight Forwarders

### Part I More Information About the Unit

The organization and operation of air cargo services is a highly specialized business. Except in remote areas, the days of throwing a mailbag or two in the back of the cabin or baggage compartment are long past. Although the price per ton mile of carrying goods by air is higher than that for any other form of transport, users of air cargo services value the reliability, frequency, security and particularly the speed of delivery offered by the air carrier.

Air cargo services are especially valuable in areas where surface transportation is difficult, such as the frozen lands of northern Canada and Russia and the mountain areas of South America. This means of transport is also used in torrid areas, such as Africa and the Middle East, where heat causes spoilage of perishable goods unless they are transported speedily or in refrigerated vehicles.

There are now more than 4,700 small, medium and large companies accredited as IATA (International Air Transport Association) cargo agents worldwide, providing an important link between world commerce and the air cargo industry.

### Part II Useful Words and Expressions

#### Passage 1

1. **alternatively** *adv.* 二者择一地，作为选择；或者  
*e.g.* Come with us, alternatively, meet us there.  
同我们一道去，或者在那儿同我们会合。  
We could take the train or alternatively go by car.  
我们可以坐火车去，也可以坐汽车去。
2. **prior to** 在……之前  
*e.g.* Prior to entering the nozzle, the steam is at high pressure.  
在进入喷嘴之前，蒸汽处于高压状态。  
It happened prior to my arrival.  
这事发生在我到达之前。
3. **in accordance with** 按照；与……一致  
*e.g.* He acted in accordance with his beliefs.

他按照自己的信念行事。

I am in accordance with him in this matter.

在这件事情上我同他是一致的。

4. **consolidate** *v.* 合并; (物流术语) 拼装; 加固

*e.g.* The two companies consolidated last year.

这两个公司去年合并了。

To consolidate the army, strict discipline must be enforced.

整顿军队必须强化严格的纪律。

5. **interchangeable** *adj.* 可互换的

*e.g.* Each vehicle is interchangeable.

各个装置都可互换。

In some contexts these two words would be interchangeable.

在某些场合, 这两个字可以换用。

6. **hand over** 交出; 移交; 交付

*e.g.* Please hand over ten bucks and leave.

请交出十美元然后离开。

I wouldn't dare hand this project to anyone else.

我不敢把这个项目移交给其他任何人负责。

Passage 2

1. **lie in** 在于

*e.g.* All their hopes lie in him.

他们所有的希望都在他身上。

Does your confidence lie in this?

你的自信心就建立在这上面吗?

2. **bear** *v.* 承担; 忍受

*e.g.* I can't bear having a cat in the house.

家中养猫我受不了。

The ice is too thin to bear your weight.

冰太薄, 承受不住你们的重量。

3. **be inclined to...** 倾向于……

*e.g.* I'm inclined to believe he's innocent.

我倾向于相信他是无辜的。

He's inclined to be lazy.

他爱偷懒。

4. **conspicuous** *adj.* 明显的, 显著的, 显眼的

*e.g.* A traffic sign should be conspicuous.

交通标志应该明显。

Lincoln is a conspicuous example of a poor boy who succeeded.

林肯是一个穷苦孩子功成名就的典型例子。

5. **on account of** 由于，因为

*e.g.* We delayed our departure on account of the bad weather.

由于天气不好，我们将启程的时间推迟了。

On account of his more elevated position, the general had the enemy at vantage.

因为处于较高的位置，那位将军占了敌人的上风。

6. **be susceptible to** 易受影响的；容易受……感染的；对……敏感的

*e.g.* The plant is not susceptible to disease.

这种植物不容易受病害侵袭。

He is very susceptible to satire.

他对讽刺很敏感。

### Part III Useful Sentences

#### Passage 1

1. Companies such as Emery and UPS, which prior to deregulation held air freight forwarder authority with no right to operate aircraft, have since acquired large aircraft fleets and are considered integrated carriers.

**Explanation:** 这个句子中间有一个which引导的非限制性定语从句，作为插入语，对先行词“像埃默里和联合包裹速递这样的公司”进行解释。此句的中文意思是：像埃默里和联合包裹速递这样的公司，在解控之前拥有航空货代的权力但是无权经营飞机；自解控后它们已获得了庞大的机群，被认为是一体化的承运人了。

2. It will be lower because the forwarder attracts the shipper's business by offering the lower price and then more than makes up the difference by consolidating the shipment with other people's cargo and obtaining a reduced rate from the airline—that is, a lower rate for the single consolidated shipment than would be charged if each of the smaller shipments were sent separately.

**Explanation:** 句子中，makes up与attracts作主语the forwarder的并列谓语动词；more than是复合副词词组，修饰动词词组makes up，表示“程度超过……”；破折号后面的a lower rate...是前面a reduced rate的同位语。此句的中文意思是：货代的报价比较低，因为它靠报较低的运价把托运人的生意吸引过来，然后通过将所托运货物与别人的货物进行拼装来弥补差价，从而从航空公司那里获得降低的运价——也就是说，如果把较小的托运货物分别运输，相比起来单个的拼装货物收费就较低了。

#### Passage 2

1. Air freight has many advantages over other modes of transport.

**Explanation:** 介词over有“优于、高于或（数量上、位置上）占优势”的意思。此句的中文意

思是：比起其他运输方式，航空货运具有很多优点。

2. It is generally most practical for goods that have a high unit value, i.e. a high ratio of price to weight.

**Explanation:** 形容词practical的意思是“实际的；明智的；实用的”。句中有一个that引导的定语从句，修饰goods；i.e. = that is，意思是“即”。此句的中文意思是：对于单位价值高，即价值重量比很高的货物来说，这通常是最现实的。

3. It is essential for a dispatch clerk or a manager in charge of foreign trade transportation to strike a balance between the advantages and disadvantages of air transport so as to get the most economical results.

**Explanation:** 句子中，strike a balance between the advantages and disadvantages of...的意思是：权衡……的利弊。so as to是“为了，以便”之意，与in order to意思大致相同，但要注意，so as to引导的目的状语不能置于句首，而in order to可以。整句话的中文意思是：对于负责外贸运输的货物发送员工或经理来说，权衡航空运输的利弊以达到最大的经济效果是非常重要的。

## Part IV Key for Tasks

### Task 5

1. The speed.
2. The high cost.
3. The highway.

### Task 6

1. claim
2. water-stained
3. cause
4. investigation
5. transit
6. insurance
7. improper
8. suitable
9. cartons
10. replacement

### Task 7

1. containerization
2. motor carrier
3. integrated carriers



4. consolidating
5. unit load devices
6. air waybill

### Task 8

1. cargo terminal
2. freight forwarders
3. cargo airlines
4. door-to-door service
5. interchangeable

### Task 9

1. Some shippers deal with an airline directly and deliver the shipment to the cargo terminal. Alternatively, the shipper may hire a general motor carrier to transport the shipment. Others use freight forwarders who perform a role analogous to that of a travel agent in the passenger business.
2. An air freight forwarder is an indirect air carrier—it accomplishes the air haul indirectly by using the facilities of the airlines rather than having aircraft of its own.
3. Because the forwarder attracts the shipper's business by offering the lower price and then more than makes up the difference by consolidating the shipment with other people's cargo and obtaining a reduced rate from the airline.
4. Usually the only way to load or unload a large aircraft is through the use of containers.
5. Among all the documents of air transport, the air consignment note or air waybill is the most important document.

### Task 10

1. 还有些托运人则会采用货物代运人，其作用类似于客运业务中的旅游代理。
2. 航空货代是间接的航空承运人——航空货代靠使用航空公司的飞机来间接完成航空运输，而不是拥有自己的飞机。
3. 像埃默里和联合包裹速递这样的公司，在解控之前拥有航空货代的权力但是无权经营飞机；自解控后它们已获得了庞大的机群，被认为是一体化的承运人了。
4. 货代要向托运人负责，把货物安全交送至收货人手里，然后根据自己的费率向托运人收取费用。
5. 由于在大型飞机上装卸货物的唯一途径就是使用集装箱，因此今天的所有航空货运都在使用集装箱。
6. 发货人必须准备好空运托运单，分为三部分将货物交托给承运人。

**Task 11**

1. their marketability
2. a relatively small inventory of raw materials or finished products
3. promise fast delivery
4. handling of air freight, smoother ride, less jostling in transit
5. high unit value
6. the total weight

**Task 12**

1. 航空货运 rail freight
2. 高价值的单位 unit value index
3. 价格与重量之比 a ratio of price to earnings
4. 海外市场 domestic market
5. 出口交易 real estate transaction
6. 关税 customs clearance

**Task 13**

- |         |         |
|---------|---------|
| 1. 野蛮操作 | 2. 破损痕迹 |
| 3. 检验报告 | 4. 补偿损失 |
| 5. 特殊情况 |         |

**Part V    *Listening Scripts*****Script for Task 5:**

The significant advantage of air freight lies in the speed with which a shipment can be transported. A coast-to-coast shipment via air requires only a few hours, contrasted to days with other modes of transportation. One disadvantage of air transport is the high cost. However, this can be traded off for high speed, which allows other elements of logistical design, such as warehousing or inventory, to be reduced or eliminated.

The fixed cost of air transport is low compared to rail, water and pipeline. In fact, air transport ranks second only to highway with respect to low fixed cost. Airways and airports are generally developed and maintained with public funds.

**Script for Task 6:**

**A:** Mr. Li, I'm very glad that you could come in person to settle the claim. Some garments were water-stained and some were even seriously discolored. Let me take you to the warehouse so that you can see with your own eyes.

**B:** We are terribly sorry that such a thing has happened. However, the goods were in perfect condition when they were shipped. Have you found out the cause?



- A:** Yes. The conclusion of our investigation is that the damage occurred in transit. Inadequate packing has caused the cartons to break up in the first place.
- B:** Since the damage occurred in transit, you should refer the case to the insurance company.
- A:** We have contacted the insurance company, but they have disallowed our claim on the ground of improper packing.
- B:** That's very unusual, as our packing is generally suitable for air transportation.
- A:** I realize that. We've never had this kind of a problem before. But these pickings are different from the ones you used before.
- B:** That's true. These cartons came from a different supplier. It's our fault. How many garments in the broken cartons can still be sold?
- A:** Most of them can no longer be sold.
- B:** All right. I'll send the replacement to you as soon as possible.

### Part VI Translation

#### Passage 1

##### 航空货物代理

从机场至机场的货运只是航空货运系统的一部分。其整个操作过程还包括集运和配送、集装箱化、装箱、处理单证、开账单及收费。有些托运人直接与航空公司联系，把托运的货物运送至货运终点。或者，托运人也可能雇一家普通的汽车运输公司来运输货物。还有些托运人则会采用货物代运人，其作用类似于客运业务中的旅游代理。

##### 1. 航空货代的定义

航空货代是间接的航空承运人——航空货代靠使用航空公司的飞机来间接完成航空运输，而不是拥有自己的飞机。换句话说，它有普通承运人的法律责任，但实际上却不进行空运。像埃默里和联合包裹速递这样的公司，在解控之前拥有航空货代的权力但是无权经营飞机；自解控后它们已获得了庞大的机群，被认为是一体化的承运人了。如今在实际中，航空货代这个术语是用来指老式承运人，他们不拥有飞机，只是把货物收集起来，然后通过飞定期航班的客货两用航空公司或货运航空公司来送货。

##### 2. 航空货代的收费

货代要向托运人负责，把货物安全交送至收货人手里，然后根据自己的费率向托运人收取费用。通常，货代对“门对门送货”服务的报价要比托运人直接联系航空公司送货的价格低。货代的报价比较低，因为它靠报较低的运价来把托运人的生意吸引过来，然后通过将所托运货物与别人的货物进行拼装来弥补差价，从而从航空公司那里获得降低的运价——也就是说，如果把较小的托运货物分别运输，相比起来单个的拼装货物收费就较低了。

##### 3. 空运货物集装箱

由于在大型飞机上装卸货物的唯一途径就是使用集装箱，因此今天的所有航空货运都在使用集装箱。单位装卸设备称为航空货物集装箱，它们有不同的形状，是考虑到飞机机身的曲线轮廓而设计的。每个航空公司都只使用适合他们自己飞机的集装箱。但是许多航空货物集装箱在不同

的机型之间可以交换使用。

#### 4. 货物运输的单据

在航空运输的所有单据中，空运托运单或航空提单是最重要的文件。

发货人必须准备好空运托运单，分为三部分将货物交托给承运人。第一联应注明“交承运人”，由发货人签字。第二联应注明“交收货人”，由发货人和承运人签字，随货同行。收货后，第三联由承运人签字并由他交给发货人。

### Passage 2

#### 航空运输的优势

比起其他运输方式，航空货运具有很多优点。其最重要的优点在于高速度，货物能够通过空运进行岸对岸运输。相比于用其他运输方式要以几日来计算，空运只需要几个小时。对于单位价值高，即价值重量比很高的货物来说，这通常是最现实的。珍贵的艺术品、皮草衣物、高档乐器、电脑等货物能够承受昂贵的运输成本，不至于因受潮而影响它们的市场销路。商人们更倾向于将他们的这类货物空运。

另外，出口商之所以能从快速交货中获利，就在于他们能够做到快速周转并且对原材料或成品维持相对小量的库存，这在出口市场上尤其有利。虽然价格昂贵，但飞机运输的速度可使物流的其他方面，例如仓储和库存减少或消失。在市场需求大和商品竞争力强的情况下，这种优势甚至更明显。有不少例子说明，海外市场的买家需要立即到货，而那些能保证迅速交货的人在竞争中就更处于赢得订单的地位。

由于空运的货物在处理时比较温和，航行更为平稳，转运中较少挤撞，因而货损几率较小。因此如果货物是空运而不是船运，保险公司对同样的覆盖率向承运人收取的保险费就要低些。相对来说，与常常发生在码头和汽车终点站的粗暴操作相比，空运的货物要较少受到盗窃。当我们把保险费考虑进来时，空运的成本也就不显得那么高了。在托运单位价格高的货物时，这个优势尤其明显。

空运的包装要比海运货物的包装便宜。正常情况下，国内的包装已经足够。因此，不需要再作额外的出口包装。如果向那些基于货物总重量来计算关税的国家做出口生意，包装较轻是一大好处。有时候这方面节省的钱是很可观的。

对于负责外贸运输的货物发送员工或经理来说，权衡航空货运的利弊以达到最大的经济效果是非常重要的。

# Unit 4

## Land Freight Forwarders

### Part I More Information About the Unit

Rail offers cost-effective transport of large quantities of cargo over long distances. It is especially good for cargoes with high volume and low value, such as coal, timber and grain. Over the past years, rail usage has declined as road transport has taken over short haul business and water transport has taken bulk commodities freight. Rail transport is one of the most energy efficient modes of land transport. Environmental and safe consideration also favor rail over road transport. However, the major disadvantages of railway are the inherent inflexibility of operation, fixed time schedules and service from terminal to terminal.

### Part II Useful Words and Expressions

#### Passage 1

1. **complementary** *adj.* 互补的; 补充的

*e.g.* They work well together because their skills are complementary: he's practical and she's creative.

他们在一起合作得很好, 因为他们的技术互补: 他务实, 她则擅长创新。

These are, in a sense, complementary images of the modern in America.

在某种意义上, 这些是对于现代美国的印象的补充。

2. **undertake** *v.* 承担

*e.g.* The company has had to undertake heavy liability.

这家公司已经不得不承担沉重的债务。

I had rather undertake some purposeful labor than stay idle.

我宁可做些有意义的劳动也不愿闲着。

3. **ratify** *v.* 批准; 认可

*e.g.* Currently, China is positively considering to ratify the protocol.

目前, 中国正积极考虑是否批准该议定书。

We must wait to ratify the agreement, but most of the work is done.

我们必须等待合同的确认, 但是绝大多数的工作已经完成。

## Passage 2

1. **influence v. & n.** 影响; 感染

*e.g.* Foreign markets may also influence how people get their movies.

外国市场也影响了人们是如何获得电影的。

The president's influence on events in his country have regressed at the same pace as his health.

总统对他国家事件的影响已经随着健康状况而同步下降。

2. **incorporate v.** 包含; 合并; 使并入

*e.g.* Since it is a composite output, it is easy to incorporate it to the existing system.

因为它是合成生产, 将它合并到现有的系统中是容易的。

The party vowed to incorporate environmental considerations into all its policies.

该党宣誓把环境因素纳入它所有的政策当中。

3. **balance v. & n.** 使(力量、重要性等)均衡; 平衡

*e.g.* As well as engaging China, America must also balance it.

对于与中国的交往, 美国也应该进行权衡。

What drives the market is the balance between fear and greed.

驱动市场的是恐惧和贪婪之间的平衡。

## Part III Useful Sentences

## Passage 1

1. Rail transport plays more or less the same role as road transport in the domestic economy of a country.

本句的中文意思是: 在一个国家的国内经济中, 铁路运输或多或少起着与公路运输相同的作用。

2. In the contract of carriage of goods by road, the rights, duties and responsibilities of the road carrier may be discussed under Convention de Merchandises Par Routes (CMR) and the national law.

**Explanation:** Convention de Merchandises Par Routes (CMR): 《国际公路货物运输合同公约》。本句的中文意思是: 在公路货运合同中, 公路承运人的权利、义务和责任可以根据《国际公路货物运输合同公约》和国内的法律进行商讨。

3. However, it is of benefit to forwarders outside Europe to be aware of the convention, as they could then understand the legal regime applicable to movement of cargo when they act as intermodal transport operators, and when land transport in Europe forms part of the intermodal transport system.

**Explanation:** be of benefit意为“有益的”; be aware of意为“了解, 知道”; intermodal transport operators意为“多式联运营运人”。本句的中文意思是: 然而, 欧洲以外的货运代理人了解该公约还是有益的, 因为当他们作为多式运输的营运人, 并且当欧洲的陆路运输构成该多式运输系统的一部分时, 他们可以了解货物运送所适用的制度和办法。

4. Loss of or damage to the goods occurring between the time he takes over the goods and the time of delivery as well as for any delay in delivery.

**Explanation:** take over the goods意为“承接货物”；delay in delivery意为“延迟交付”。本句的中文意思是：从他承接货物到交货期间发生的丢失或损坏，以及延迟交货。

### Passage 2

1. As a result, these products are assessed with lower transport costs per unit of weight.  
本句的中文意思是：其结果是，这些货物的单位重量运输费用较低。
2. ... it is possible to have products with the same density that stow very differently.  
本句的中文意思是：……但密度相同的货物仍然有可能堆装得不同。
3. A transport lane refers to movements between origin and destination points.  
本句的中文意思是：运输通道是指从起点到终点之间的移动。

## Part IV Key for Tasks

### Task 5

1. Inland.
2. Because it is flexible.
3. Flexibility of location, time and speed of delivery.
4. Fuel consumption, air pollution, traffic congestion and road accidents.

### Task 6

1. cost-effective
2. quantities
3. linked
4. capacity
5. reasonable
6. favor
7. interurban
8. declined
9. popularity
10. strictly

### Task 7

1. long haul
2. carriage of goods by road
3. omissions
4. Inherent vice

**Task 8**

1. domestic economy of a country
2. Freight forwarders
3. to a great extent
4. be aware of the convention
5. perform the carriage

**Task 9**

1. Rail transport undertakes the long haul and road transport undertakes the local collection and distribution.
2. They should be able to organize the carriage of goods by road and rail efficiently.
3. The CMR convention is the convention on contract for international carriage of goods by road.
4. The carrier is responsible for the acts and omissions of his agents and servants or persons whose services he makes use; he is also responsible for loss of or damage to the goods occurring between the time he takes over the goods and the time of delivery as well as for any delay in delivery.
5. The carrier shall not be relieved of liability because of the defective condition of the vehicle used by him in order to perform the carriage, or because of the wrongful act or neglect of the person from whom he may have hired the vehicle or of the agents or servants of the latter.

**Task 10**

1. 在一个国家的国内经济中，铁路运输或多或少起着与公路运输相同的作用。
2. 铁路和公路运输通常是互补的，铁路运输承担长距离运输，而公路运输则承担本地货物的收集和分送。
3. 在公路货运合同中，公路承运人的权利、义务和责任可以根据《国际公路货物运输合同公约》（CMR）和国内的法律进行商讨。
4. 由于其所用的车辆的不良状态或所雇用车辆的出租者或其代理人、受雇人的错误行为或疏忽，承运人不应免责。

**Task 11**

1. distance, volume, density, stowability, handling, liability
2. Distance
3. load volume
4. odd-shaped items
5. the origin and destination points
6. where volume is equal in both directions

**Task 12**

1. 运输费用表 load volume
2. 产品密度 individual vehicle



3. 燃料费用 space utilization
4. 装卸器械 handling cost
5. 运输通道量 demand imbalance
6. 生产地 consumption location

### Task 13

- |                                       |              |
|---------------------------------------|--------------|
| 1. 装运单据                               | 2. 运送; 运送的货物 |
| 3. 不可转让的提单; (B/L: bill of lading, 提单) | 4. 一式两份      |
| 5. 质量合格证                              | 6. 数量证明      |
| 7. 保险单                                | 8. 货运重量单     |
| 9. 执行订单                               | 10. 及时地, 迅速地 |

## Part V *Listening Scripts*

### Script for Task 5:

Road transport is widely used in inland delivery of goods. This mode tends to be used for higher-value and lower-volume cargo over a relatively short distance. It can provide a door-to-door service. There is no need to change from one vehicle to another in the journey. It can be flexible enough to perform “just-in-time” delivery. And any place in the country can be served by road transport. Therefore, road transport has the great advantage of being flexible in location, time and speed of delivery. With the development of road transport, however, new problems such as a significant growth of fuel consumption, air pollution, traffic congestion and road accidents have emerged.

### Script for Task 6:

Rail offers cost-effective transport of large quantities of cargo over long distances. It is especially good for cargoes with high volume and low value, such as coal, timber and grain. Heavy industries are traditionally linked with rail transport systems. Once the cars have been assembled or the passengers have boarded, trains can offer a high capacity service at a reasonable speed. For instance, a 10-car freight train can carry as many as 600 trucks. Besides, rail transport is one of the most energy-efficient modes of land transport. Environmental and safe considerations also favor rail over road transport.

In several countries such as China, India and Japan, rail transportation accounts for the majority of interurban passenger transportation. Among developed countries, there are differences in the preference of rail transportation. For Europe, rail transportation is still very important, mainly for carrying passengers, but it has declined over the last decades. High-speed passenger rail projects are, however, improving its popularity. For North America, rail transportation is strictly confined to freight, with passengers playing a marginal role only.

## Part VI Translation

## Passage 1

## 国际铁路和公路运输

在一个国家的国内经济中,铁路运输或多或少起着与公路运输相同的作用。铁路运输和公路运输通常是互补的,铁路运输承担长距离运输,而公路运输则承担本地货物的收集和分送。货运代理人应有能力有效地组织铁路和公路货物运输。

在公路货运合同中,公路承运人的权利、义务和责任可以根据《国际公路货物运输合同公约》(CMR)和国内的法律进行商讨。CMR公约是关于国际公路货物运输合同的公约。该公约于1956年生效,通常用来管辖国际公路货物运输。CMR公约仅被欧洲国家认可,欧洲以外国家的公路运输在很大程度上受制于各不相同的国内法律和法规。然而,欧洲以外的货运代理人了解该公约还是有益的,因为当他们作为多式运输的营运人,并且当欧洲的陆路运输构成该多式运输系统的一部分时,他们可以了解货物运送所适用的制度和办法。

根据CMR公约,承运人负责:

1. 为承运人服务的代理人、受雇人或其他人的作为和不作为;
2. 从他承接货物到交货期间发生的丢失或损坏,以及延迟交货。

然而,货物的丢失、损坏或延迟是基于以下原因的,承运人则免除责任:

1. 托运人的任何错误行动或者疏忽;
2. 货物原有的缺陷;
3. 不可避免和不可抗力所造成的结果。

由于其所使用的车辆的不良状态或所雇用车辆的出租者或其代理人、受雇人的错误行为或疏忽,承运人不应负责。

## Passage 2

## 运输的经济因素

运输经济受七个因素的影响。尽管它们不是运输费用表上直接写明的组成部分,但当我们确定运费时每一个因素都要考虑。具体的因素是:运距、运量、密度、易装性、搬运、责任分担以及市场。总的来说,上述顺序表明了每个因素的相对重要性。下面将分别讨论它们的特点。

由于距离直接影响成本的变动,例如劳动力、燃料和维修,所以距离是影响运输成本的一个主要因素。

第二个因素是装载量。正如其他物流活动一样,运输规模经济在大多数货物运送中都会存在。当装载量上升时,单位重量的运输成本则下降。

第三个经济因素是产品密度,包括对重量和空间的考虑。这两个方面是很重要的,因为运输成本通常以单位重量计价,例如,每吨的金额或每英担(或美担)的金额。就重量和空间而言,空间比重量更能限制单个车辆的运输。即使商品很轻,一旦车辆装满,运载量就不能增加。劳力和燃料的费用在车辆的实际运输中并不会明显地受到重量影响。因此,对于高密度的产品,可以用相对固定的运输成本分摊给额外的重量。其结果是,这些货物的单位重量运输费用较低。



易装性指的是产品的尺寸以及产品对车辆（轨道车、拖车或集装箱）空间的使用有什么影响。尺寸和形状不规则，以及超重或超长，都不易装得紧凑，显然会浪费空间。尽管密度和易装性很相似，但密度相同的货物仍然有可能堆装得不同。标准矩形商品比形状不规则的商品更容易装载。

装卸卡车、轨道车或轮船时，可能需要特殊的装卸器械。此外，将产品组装起来运输和存储（例如贴胶带、装箱或使用托盘）也会影响装卸成本。

最后是市场因素，诸如运输通道的容量和平衡也会影响运输的成本。运输通道是指从起点到终点之间的移动。因为运输的车辆和驾驶员必须返回原地，所以他们或者必须找到需要运回的货物或者空车而回。当发生空载情况时，人力、燃料以及维护成本就必须在原来的“正向运输”中收取。因此，“平衡”的运输是最理想的情况。在这种情况下双向的运量是相等的。然而，由于生产地和消费地的需求不平衡，这种情况很少出现。

## Unit 5

# Multimodal Transport Freight Forwarders

### Part I More Information About the Unit

The container is a metal box that resembles a trailer without wheels. Large containers are becoming more and more common. In fact the 20-foot container has become the standard unit of measure, with ship capacities, for example, quoted in terms of TEUs or twenty-foot equivalent units. One 40-foot container equates to two TEUs: six 20-foot and five 40-foot containers equal 16TEUs, and so on. The container can be mounted onto a frame with wheels facilitating truck movement: cranes lift the container off the frame so that the boxes can then be stacked aboard ships or rail cars.

The advantage of containers from the shipper's point of view is that freight can be loaded and the boxes sealed before it leaves the warehouse. From this point on, only the container is handled: the goods themselves are not touched again until the customer receives the container and opens it.

Containers, however, have a restricted application in inland transport. Because containers on ships must be stacked, they must be sturdy in construction. In turn, this makes them heavy — too heavy for road transport since they unduly restrict payloads. Consequently, in Europe the preferred technologies for combined transport restricted to inland movements are unaccompanied road-rail transport, and accompanied road-rail transport.

The whole intent of inter-modal transport is to allow the shipper to take advantage of the best characteristics of all modes: the convenience of motor freight, the long-distance movement efficiency of rail, and the capacity of ocean shipping.

### Part II Useful Words and Expressions

#### Passage 1

1. **take... into account** *v.* 对……加以考虑  
*e.g.* They had to take the baby into account when they wanted to go out.  
每当要外出时，他们总得考虑如何将婴儿安顿好。
2. **on the basis of / on... basis** 在……的基础上，以……为基础  
*e.g.* On the basis of the evidence we deduced that he was guilty.  
根据这些证据，我们推断他是有罪的。

### 3. **turn out** 结果是, 原来是, 证明是

- e.g.* If the day turns out wet, we may have to change our plans.  
万一下雨的话, 我们也许得改变计划。

### Passage 2

#### 1. **deliver v.** 交付

- e.g.* Lippman invented a scheme to deliver video in an ultra compact form which can then be unpacked in a thousand different ways.  
李普曼发明了一种方案, 以一种超级压缩的形式传送视频, 它可以以一千种不同方式解压。

#### 2. **break down** 细分; 分解

- e.g.* However, even small amounts of stray plastic or glass can cause the whole process to break down.  
然而, 即使是少量的塑料或玻璃碎片也能使整个过程陷入停顿。

## Part III Useful Sentences

### Passage 1

1. The selection of transportation modes is a fundamental part of transportation management, which should be analyzed carefully because of its impacts upon a company's operational efficiency.  
**Explanation:** The selection of transportation modes is...其中的主语是selection而不是modes, 所以谓语要用is而不用are。impact的意思是“影响”, 一般后面跟upon或on, 表示“对……的影响”。本句的中文意思是: 运输方式的选择是运输管理的基本组成部分, 应对其进行仔细的分析, 因为它会影响企业的运营效率。

2. In order to ensure the safety of goods, enterprises should know clearly the characteristics of goods at first, such as the physical properties and chemical properties, on the basis of which they can select the safe and reliable transportation mode.

**Explanation:** ensure的意思是“使某行为或某件事的结果得以发生”, 常用的结构包括ensure sth.及ensure+that从句。本句的中文意思是: 为了确保货物的安全, 企业首先应该清楚货物的特性, 如物理性质和化学性质, 在此基础上他们可以选择安全而可靠的运输方式。

3. Although there are in principle several combinations of the five basic modes of transportation, in practice only a few of them turn out to be convenient.

**Explanation:** 需要注意的是, although和though用作连词时, 不可与but连用, 但可与yet, still等词连用。本句的中文意思是: 尽管在原则上, 这五种基本运输方式可以有多种组合, 但是实际上, 只有几种组合便于操作。

### Passage 2

1. International multimodal transport is charged by the multimodal transport operator, to deliver

the goods from the place that accepting the cargo in one country to a named place in another country.

**Explanation:** charge在这里是“收费”的意思。本句的中文意思是：国际多式联运由多式联运人收费，负责将货物从一个国家接受货物的地点运到另一个国家指定的地点。

- The cargo that is consigned and accepted by multimodal transport operators must be the goods that is transported in international transport.

**Explanation:** 这是一个主谓表的结构，而主语和表语里分别包含一个that从句，同时还是被动语态，增加了理解难度。本句的中文意思是：托运并为多式联运人接受的货物必须是跨国运输的货物。

## Part IV Key for Tasks

### Task 5

- It refers to the movement of a shipment from origin to destination, utilizing two or more different modes of transport.
- It was time consuming, and increased the chance of theft, loss, and damage.
- Containers.

### Task 6

- ship
- According to
- as soon as
- more expensive
- delivery
- mode
- a carrier
- additional
- promise
- insist

### Task 7

- includes the security of people, equipment and goods
- the physical properties and chemical properties
- the freight affordability
- aggregative index
- goods can be transported to the destination safely and timely

### Task 8

1. T
2. F
3. T
4. T
5. F

### Task 9

1. Five factors: safety, variety of goods, cost, distance, and speed.
2. Safety is the primary standard, which includes the security of people, equipment and goods.
3. According to the property and shape of the goods which are described on the package.
4. Transport cost varies due to the differences of goods in terms of catalogue, weight, quantity and distance.
5. It can lead to transportation services having a reasonable trade-off between cost and transit time.

### Task 10

1. 安全是选择运输方式的首要标准。
2. 企业在选择运输方式时，必须密切关注运输成本与其他相关成本之间的关系。
3. 货物的性质和形状应该在包装上加以描述。
4. 企业在选择正确的运输方式前，有必要对各种运输方式的运输速度进行一系列的研究和分析。
5. 尽管在原则上，这五种基本运输方式可以有多种组合，但是实际上只有几种组合才是便于操作的。

### Task 11

1. the multimodal transport operator
2. is consigned and accepted
3. The consignor and the multimodal transport operator
4. the entire transport organizations
5. when the goods will arrive at their destination

### Task 12

1. 多式联运 road transport
2. 多式联运合同 related contract
3. 分包承运人 shipper
4. 发货人 consignee
5. 转运地代理人 destination agent
6. 货物跟踪 monitoring of goods

### Task 13

- |          |         |
|----------|---------|
| 1. 工厂交货  | 2. 信息咨询 |
| 3. 长×宽×高 | 4. 毛重   |
| 5. 运费    |         |

Part V *Listening Scripts*

## Script for Task 5:

International multimodal transportation refers to the movement of a shipment from origin to destination utilizing two or more modes of transport. In fact, the term mainly refers to how goods are moved between those modes. Certainly transfer could be done by hand. But manual technique is time consuming and increases the chance of theft, loss, and damage. Today, the term inter-modal transport denotes a systematic transfer of goods from one mode to another in a way that minimizes handling and total transit time. General inter-modal systems are structured around the use of containers. Goods stowed in a container could be transported by different means of transport, such as ships, railway wagons, road vehicles or aircrafts, from the point of origin to the final place of destination, without being unpacked for sorting or verification when being transferred from one means of transport to another.

## Script for Task 6:

**Miss Lin:** Could you ship our goods by train?

**Mr. Qin:** Why? According to our contract, we should ship them by truck.

**Miss Lin:** We hope we can receive the goods as soon as possible. Generally speaking, it's faster to ship goods by train than by truck, though it is more expensive.

**Mr. Qin:** Don't worry. We'll have no trouble in meeting your delivery date.

**Miss Lin:** Could you change the mode of transportation?

**Mr. Qin:** I'm sorry. If the customer requests a carrier other than the truck, he must bear the additional charge.

**Miss Lin:** Since you promise that you will deliver the goods on time, we don't insist on the change.

**Mr. Qin:** All right. Thank you.

Part VI *Translation*

## Passage 1

## 运输方式的选择

运输方式的选择是运输管理的基本组成部分，应对其进行仔细的分析，因为它会影响企业的运营效率。各运输方式之间会在成本、速度、可靠性、运输能力、可用性、安全性等方面相互竞争。

企业在考虑采用哪种运输方式时，可以根据具体情况，对下述五个因素认真考虑。

## 安全

安全是选择运输方式的首要标准，包括人、设备和货物的安全。为了确保货物的安全，企业首先应该清楚货物的特性，如物理性质和化学性质，在此基础上他们可以选择安全而可靠的运输

方式。

### 货物品种

货物的性质和形状应该在包装上加以描述；据此，企业可以确认货物的运费负担能力，然后选择最恰当的运输方式。例如，黄金最好采用航空运输，而石油和天然气则适合管道运输。

### 成本

运输成本不仅是衡量运输的综合指标，也是影响物流成本的主要因素。运输成本因货物的种类、重量、数量和运输距离的不同而异。企业在选择运输方式时，必须密切关注运输成本与其他相关成本之间的关系。

### 运距

不同的运输方式要遵循不同的成本效能，这与运距有很大的关系。公路运输在短距离运输时成本较低，但在运距增加时，其成本效能比铁路和海洋运输的成本效能增长得快。

### 速度

运输速度对运输方式的选择也有很大的影响。企业在选择正确的运输方式前，有必要对各种运输方式的运输速度进行一系列的研究和分析。

通常，航空运输的速度位居五种运输方式之首，然后是公路运输、铁路运输和水路运输。企业可计算运输所需的时间，再安排运输日程。

运输方式的选择要基于对上述各种因素的平衡，从而货物可以安全而及时地运送到目的地。同时，运用一种以上的运输方式可以使运输服务在成本和转运时间之间合理地达成平衡。尽管在原则上，这五种基本运输方式可以有多种组合，但是实际上只有几种组合才是便于操作的。所以，企业要慎重地对待多式联运。

## Passage 2

### 国际多式联运

#### 国际多式联运的概念和特点

国际多式联运是指按照多式联运合同，以至少两种以上不同的运输方式进行的国际运输。国际多式联运由多式联运人收费，负责将货物从一个国家接受货物的地点运到另一个国家指定的地点。

在国际多式联运中，必须具备如下条件：

1. 托运并为多式联运人接受的货物必须是跨国运输的货物。
2. 至少使用两种以上连贯运输的不同运输方式。
3. 发货人与负责全程运输的多式联运人应订立多式联运合同。
4. 发货人与负责全程运输的多式联运人应订立相关的合同。
5. 多式联运文件全部由多式联运人签发，这些合同应能满足不同运输方式的需要。
6. 全程运输应使用单一运费率。

特征：（这是）一种国际货运形式，要求多式联运人与托运人签订运输合同；实行运输全程一次托运；从始至终仅一份单据；仅一次收费；对全部运输过程负责，以及统一进行货物理赔。

#### 多式联运业务

从多式联运人的角度考虑，多式联运业务主要包括：与发货人订立多式联运合同，承担全程

运输的组织，完成交货过程的合同事项等等。如果将货物多式联运从接收到最后交货这一过程进行分解，其具体业务则包括以下几项：

1. 货物转移运输，即根据合同托运人同意将货物运至指定地点。
2. 确定多式联运的路线和方法，与分包方签订货物运输合同。
3. 货物出口安排。为全程运输投保货物责任险和集装箱保险。
4. 通知转运地代理人，与分包承运人联系，及时做好转运及其他申办手续和业务安排。
5. 货物运输过程的跟踪和监管，定期向发货人或收货人发布有关货物位置的信息与其他信息。
6. 通知货物抵达其目的地的时间，并要求目的地代理人办理进口结关手续。



# Unit 6

## Express

### Part I More Information About the Unit

Globalization represents a further challenge. As the customers expand to new and often more demanding geographies, they expect levels of service and support they have received in traditional markets. Margin pressures have also forced companies to manufacture and source components in lower cost countries and focus on making their inbound to production supply chains more efficient.

Express service offers reliability and convenience for time-sensitive shipments. They offer reliable, time-definite door-to-door delivery with comprehensive geographic coverage, custodial control, and flexible service options. To understand express industry and its development is significant to the people who are engaged in international logistic field.

The express industry in China has maintained an upward momentum. The express delivery business of China has witnessed sharp growth in major regions across the nation, with Guangdong Province maintaining the leading position in the industry.

### Part II Useful Words and Expressions

#### Passage 1

1. **tumultuous** *adj.* 混乱的; 热烈的

*e.g.* It's been a tumultuous day at the international trade negotiations in Brussels.

那是布鲁塞尔国际贸易谈判中纷乱的一天。

Delegates greeted the news with tumultuous applause.

代表们对这个消息报以热烈的掌声。

2. **breach** *n.* 违反; 侵犯; 破坏

*e.g.* The congressman was accused of a breach of secrecy rules.

这位议员被控违反了保密规定。

Their actions threatened a serious breach in relations between the two countries.

他们的行动严重恶化了两国关系。

3. **rebound** *v.* 反弹; 回升

*e.g.* The hot liquid splashed down on the concrete and rebounded.

滚烫的液体泼在水泥地面上又溅了起来。

She rebounded from disappointment.  
她从失望中振作起来。

## Passage 2

### 1. depot *n.* 仓库

*e.g.* Is this your subsistence depot?

这是你们的粮食仓库吗?

In essence, the shelves in its shops are a highly efficiently managed depot.

实质上, 在其商店中的货架就是被高效管理着的仓库。

### 2. grab *v.* 攫取; 抓住

*e.g.* Despite the economic crisis, it sees 2009 as an opportunity to grab market share.

尽管有经济危机, 它仍把2009年作为攫取市场份额的绝佳时机。

Old routine: Pour coffee into a travel mug, grab a briefcase, jump in the Subaru and drive alone for 25 to 30 minutes.

(他的)老习惯是: 把咖啡倒进一个旅行杯, 抓起公文包, 跳进斯巴鲁汽车, 独自开上25到30分钟。

### 3. precision *n.* 精确; 精密度

*e.g.* This means those administering the treatment will know with precision when to continue and when to stop.

这就意味: 行使治疗的人将会很准确地知道, 什么时候继续, 什么时候停止。

The precision of the new technology is remarkable.

这项新技术的精确度非常高。

### 4. consumption *n.* 消费; 消耗

*e.g.* Increased consumption of water has led to rapid depletion of groundwater reserves.

用水量的增加导致了地下水储备迅速枯竭。

More speculatively, it could make long-distance space travel more feasible by slowing down aging and reducing the consumption of oxygen and food.

更令人欣喜的是, 通过减缓衰老并降低氧气和食物的消耗量, 长距离的空间旅行将变得更加可行。

### 5. optimize *v.* 使最优化; 使尽可能完善

*e.g.* The new systems have been optimized for running Microsoft Windows.

这些新系统已经进行了优化设置, 以便运行微软视窗。

To respond to the requirement of the market fleetly, it is necessary to optimize the layout of the reconfigurable cell.

为了快速响应市场需求, 对可重构单元的布局进行优化是十分必要的。

## Part III Useful Sentences

### Passage 1

1. The last few years have seen the global express market recover strongly after a tumultuous period caused by the global economic slowdown.

**Explanation:** 这是一个以无生命的词语作主语的句子，如果直译就是“过去几年见证了……”；主语是the last few years，谓语是have seen。此句的中文意思是：经历了全球经济放缓所引起的那段动荡时期以后，全球快递市场在过去几年已经强势恢复。

2. This integrated service frees customers from the need to deliver their shipments to airports or make complex transportation arrangements for pick-up and final delivery.

**Explanation:** integrated是“综合的”之意。在句子中free是动词，free sb. (sth.) from sth. 意思是“把……从……中解脱出来”。此句的中文意思是：这种综合服务使客户不必将运送的货物运到机场，或为了提货和最后交货而作出复杂的安排。

3. Leveraging their global networks, express companies maintain tight administrative control over all shipments using sophisticated information systems that enhance the security of shipments and reduce the risk of loss or damage to goods in transit.

**Explanation:** Leveraging their global networks是现在分词作伴随状语；maintain control over sth. 是“保持对……的控制”的意思；句子中有一个that引导的定语从句，修饰名词短语information systems，说明信息系统的作用。此句的中文意思是：快递公司运用他们的全球网络，对所有货运保持严密的管控，并利用尖端的信息系统来提高所运货物的安全性和减少货物在转运中的丢失或损坏。

### Passage 2

1. It would be a perfectly normal occurrence, were it not for the small set of traffic lights next to him.

**Explanation:** were it not for...是if it were not for...的倒装结构，注意这里省略了连接词if；这是虚拟语气，意思是“如果不是……”。此句的中文意思是：要不是在他旁边有一小套交通信号灯，这就完全是非常正常的事情。

2. These enable vehicle loads to be recorded and monitored on an ongoing basis.

**Explanation:** enable sth. to be done意思是“使某事完成”；ongoing是“进行中的”之意。此句的中文意思是：这样便可使车辆载的货物得以持续记录并监控。

3. Dynamic route planning not only calculates the best route in advance, the system is also the first to account for real-time traffic information in inner city areas, for example traffic jams or construction sites, and adapts the route accordingly.

**Explanation:** calculate作动词，是“估算；估计”的意思；in advance是“提前”之意；account for sth.意为“考虑到……”；real-time作定语，意思是“实时的”。此句的中文意思是：动态路线计划不仅提前计算出最佳路线，这个系统还是第一个将实时市内交通信息，例如交通阻塞或工地考虑在内的系统，从而相应地调整路线。

**Part IV**    *Key for Tasks*

**Task 5**

1. It is fast and convenient.
2. The latest shipment information.
3. By simply texting the waybill number.
4. 50.
5. Contact the express customer service.

**Task 6**

1. Express
2. parcel
3. conference
4. venue
5. Avenue
6. code
7. delivered
8. colleague
9. contact
10. 400 500 8189

**Task 7**

1. supply chain
2. seamless transfer
3. maintain tight administrative control over all shipments
4. high tech and high value-added
5. shortens down time when replacement parts are needed

**Task 8**

1. will generate sustainable employment
2. replacement parts for production lines
3. positive earnings throughout the year
4. transform the competitive landscape

**Task 9**

1. The global economic slowdown.
2. (1) Door-to-door delivery, (2) Custodial control, (3) A high level of reliability, (4) Global service and (5) Speed of delivery.

3. It frees customers from the need to deliver their shipments to airports or make complex transportation arrangements for pick-up and final delivery.
4. Because speed reduces inventories, provides better customer service and shortens down the time when replacement parts are needed.
5. Overall, the international express market has continued to perform well in a very uncertain economic environment.

### Task 10

1. 经历了全球经济放缓所引起的那段动荡时期以后，全球快递市场在过去几年已经强势恢复。
2. 快速交付降低了仓储和库存水平，同时减少了断货的频率和留存的货物的数量。
3. 这种综合服务使客户不必将运送的货物运到机场，或为了提货和最后交货而作出复杂的安排。
4. 综合的航空快递是一个全球化的产业。它发展了由航空转运中心和站点组成的复杂网络，以服务于世界上所有的大城市以及许多小城市。
5. 在总体上，国际快递市场在非常不确定的经济环境中仍持续表现良好。

### Task 11

1. dynamic route
2. Radio Frequency Identification (RFID)
3. not only calculates the best route in advance; real-time traffic information in inner city areas
4. innovative technologies
5. the ideal platform for communication

### Task 12

1. 货位(货物空位) parking space
2. 试验计划 pilot model
3. 气候保护 environment protection
4. 实时的 just-in-time
5. 施工场地 historic site
6. 交通流量 cash flow

### Task 13

- |          |          |
|----------|----------|
| 1. 退回发件地 | 2. 相关文件  |
| 3. 进口许可证 | 4. 申请书   |
| 5. 最终批准  | 6. 延期停泊费 |
| 7. 漫长的过程 |          |

Part V *Listening Scripts***Script for Task 5:**

Online tracking is the fastest way to find out where your shipment is. Without calling customer service, you can get the real-time details of your shipment's progress as it speeds through the network on the way to its destination.

The express tracking tools offer you the latest shipment information, in real-time, direct to your PC, mobile phone or handheld device. They are available to all customers, regardless of how shipments were booked or prepared. And you can track up to 50 express shipments at any one time and operates on any email-enabled device. Thanks to the efficient tracking systems, customers can know the exact status for all shipments within minutes. It also allows mobile phone users to track the progress of single shipments. Simply text the waybill number, customers can get responds with the status within seconds. Moreover, forward the text to colleagues and customers to keep them informed of the progress made.

Of course, if you would prefer to speak to someone personally about the location of your shipment, you may contact the express customer service.

**Script for Task 6:**

**Clerk:** Good afternoon. This is Susan Chen from GIT Express Company. What can I do for you?

**Mary:** Good afternoon. I sent a parcel to New York US for a conference this morning.

But now the venue of the conference has been changed to Room 202, Floor 10, 555 Lexington Avenue, New York with the post code of NY 10017. What should I do now?

**Clerk:** Could you tell me the airway bill number?

**Mary:** Sure, it's AB1345.

**Clerk:** Your parcel will be delivered soon. I will send a message to the US side. I suggest you also ask your colleague in America to call the local GIT for the new contact information for urgent delivery.

**Mary:** Do you have the telephone number of US GIT?

**Clerk:** Yes, it's 400 500 8189.

**Mary:** Ok, thank you so much.

**Clerk:** You're welcome. Is there anything else I can help?

**Mary:** No more, thanks.

## Part VI Translation

### Passage 1

#### 全球快递行业

经历了全球经济放缓所引起的那段动荡时期以后，全球快递市场在过去几年已经强势恢复。尽管恶劣的天气、火山灰云及严重违反安全的行为显示出这个行业可能多么脆弱，但贸易反弹有助于国际快递行业的发展。

##### 1. 快递产业

一个自由的综合快递产业将带来高产出和高投资。全球快递公司提高了供应链的效率。快速交付降低了仓储和库存水平，同时减少了断货的频率和留存的货物的数量。再者，依赖于快递行业的高科技和高附加值产业是会创造持续就业的成长中的产业。

##### 2. 快递行业的特征

五个主要的优点使得全球的快递公司提供给世界各地企业的服务独一无二：

(1) 门到门交货。门到门的交货要求多种运输方式之间的无缝传递。这种综合服务使客户不必将运送的货物运到机场，或为了提货和最后交货而作出复杂的安排。

(2) 监护控制。快递公司运用他们的全球网络，对所有货运保持严密的管控，并利用尖端的信息系统来提高所运货物的安全性和减少货物在转运中的丢失或损坏。

(3) 可靠性高。对高科技和高附加值物品的托运人而言，可靠性和交付速度同等重要。当运送重要的部件、生产线的替代零件和重要的财务文件时，可靠性尤其关键。

(4) 全球服务。综合的航空快递是一个全球化的产业。它发展了由航空转运中心和站点组成的复杂网络，以服务于世界上所有的大城市以及许多较小的城市。

(4) 快速交付。连夜快递或隔日抵达的快件运输节省了客户的宝贵时间。快速减少了库存，提供了更好的客户服务并缩短了需要替代零件的停工时间。

##### 3. 行业趋势

在总体上，国际快递市场在非常不确定的经济环境中仍持续表现良好。尽管有政治动乱、自然灾害、高涨的油价和挣扎着从前次经济衰退中反弹的世界经济，然而DHL（敦豪快递），FedEx（联邦快递），TNT（天地快递）及UPS（美国联合包裹速递公司）都显示全年为正收入。此外，UPS对TNT的收购将改变竞争格局，使得现在只剩下三个全球性玩家。

### Passage 2

#### 快递行业中的新技术

DHL（敦豪快递），第一次正在把先进技术与动态的路线计划结合于它的车辆中。智能卡车将会提高取货和交货的效率。

DHL快递在柏林的仓库里，一名司机在装载送货车。要不是在他旁边有一小套交通信号灯，这就完全是非常正常的事情。他抓起一个包裹，把它放进货物中的空位里。

灯突然变成红色。司机差点把错误的货物装车，但是智能卡车就知道什么该装车，什么不该装车。而这还远远不是这辆聪明的卡车所能做的全部事情。



DHL在柏林发布了智能卡车试验计划。运输的邮件贴着射频识别（RFID）智能标签，这样便可使车辆载的货物得以持续记录并监控。运用智能卡车，DHL能在装货和交货时达到更高的精确度。智能卡车会通知客户，他们的邮件计划提取的时间。

DHL也希望为气候保护作出有意义的贡献。“这样的理念在本行业中还是全新的，”DHL技术与创新管理部部长基思·乌尔里克博士说，“动态路线计划不仅提前计算出最佳路线，这个系统还是第一个将实时市内交通信息，例如交通阻塞或工地考虑在内的系统，从而相应地调整路线。这是通过采用全球定位系统（GPS）监控DHL车辆和大约500辆柏林出租车来成为可能，使城市内部区域的车辆流量首次得到相应的测算和作出反应。”这不仅节省了成本和时间，还减少了车辆的燃料消耗和二氧化碳的排放。

智能卡车是DHL如何使用创新技术来保护资源的一个实例。该集团希望由于这项创新，能大大地改善其客户服务。该项目的重点是优化空气和优化车队、提高能源效率、开发创新技术、鼓励雇员更有环保意识，并让客户和分包商都融入进来。

智能卡车技术是由DHL集团自己的创新中心研发出来的。DHL创新中心还给顾客提供了一个理想的沟通平台，使顾客可以体验并且主动塑造未来的物流。作为一个顾客，你可以直接参与到开发新的物流解决方案的过程中来，或者通过DHL特有的平台改造已有的物流方案。

# Unit 7

## Packaging

### Part I More Information About the Unit

Packaging is a means of ensuring safe delivery of a product to the consumer in sound condition and at minimum cost.

Packaging fulfills different functions: 1. To protect and preserve a product from physical, chemical and mechanical damages; 2. To facilitate ease of handling; 3. To communicate information; 4. To act as a marketing aid, through appearance and presentation.

In addition to product protection, packages should be easy to handle, convenient to store, readily identifiable, secure and of a shape that makes the best use of space.

Certain hazardous materials require extensive packaging in storage and in transit. The logistics manager must be aware of the obligations contained in the regulations.

There are various types of materials used in packaging. The common ones are:

1. Paper and paper-made materials: brown paper, cellophane paper, vegetable parchment, asphalted paper, paperboard, corrugated paperboard, etc;
2. Plastics and plastics-made materials: polythene, polypropylene, polystyrene, PVC. Timber and wood-made materials;
3. Metal: tin-coated sheet, doped iron, aluminum alloy;
4. Glass, ceramics, composite materials.

### Part II Useful Words and Expressions

#### Passage 1

##### 1. **function** *n.* 功能, 作用

*e.g.* Scientists of course, do not know the function of dreams in general, far less that of lucid ones.

当然, 科学家们一般不清楚梦的作用, 更不知道清晰的梦的作用。

The main function of the merchant banks is to raise capital for industry.

商业银行的主要职能是为产业融资。

##### 2. **perform** *v.* 执行, 履行; 表现

*e.g.* They had to check the virus count before they could perform surgery.

在进行外科手术之前，他们必须检测体内病毒数量。

Denmark tends to perform better on both of these indexes than its Scandinavian neighbors.

在这两项指数中，丹麦的表现都比她的北欧邻国出色。

3. **integrate** *v.* (使) 合并; (使) 加入

*e.g.* Once upon a time, the euro was supposed to help integrate Europe's nations into one seamless, fully-integrated economy.

曾经一段时间，人们认为欧元是用来将欧洲各国完全无间隙地融入到统一的经济体之中的。

The sites are trying to integrate marketers into the fabric of their online communities.

网站正努力将商户合并入他们在线社区的结构中。

4. **impact** *n.* 冲击; 影响

*e.g.* Parents have to consider the psychological impact of such procedures on the child.

家长必须考虑这种手术对孩子的心理影响。

The Belgian government met twice on Friday to see how it could extricate its slice of Dexia with a minimal impact on the public purse.

比利时政府周五两次开会，研究如何以最小的公共财政负担解救德克夏在比利时的业务。

5. **puncture** *n.* 刺伤; 小孔; *v.* 在……上扎孔; 刺破

*e.g.* First, clean and dry the surface around the puncture.

首先，清洁并弄干破损周围的表面。

A sharp pointed instrument is used to puncture the fabric.

用一个带尖刃的设备在织物上刺孔。

6. **distribution** *n.* 分布; 分配

*e.g.* Apart from investors of emerging markets, distribution and marketing professionals are most likely to see rewards for performance.

除了新兴市场投资机构，销售和市场营销专家最有可能因为业绩获得回报。

Passage 2

1. **entice** *v.* 引诱

*e.g.* This is often necessary to entice a well-capitalized distributor to take on a new product line.

在吸引一个资金雄厚的分销商从事一条新产品线时，这经常是必要的。

If the enemy has occupied them before you, retreat and try to entice him away.

如敌先居之，应引而去之。

2. **coincide with** 与……一致

*e.g.* But Bush now plans a round of interviews to coincide with the November 9 release of his book about his time in office, *Decision Points*.

但为了配合11月9日将出版的讲述其白宫岁月的书籍《抉择时刻》，布什计划接受一系列采访。

The last time such a meager increase did not coincide with a recession came in the 1950s. 在如此不给力的增长速度下却没发生经济衰退，那还是20世纪50年代的事。

3. **elevate** *v.* 提升

*e.g.* It would be a very shrewd move for News Corp. to elevate chief operating officer Carey to the CEO role.

如果新闻集团能将首席运营官凯里提升为CEO，那将是一个非常英明的举动。

4. **exploit** *v.* 开发；利用

*e.g.* It is possible to exploit markets for the public benefit.

通过市场手段谋取公共利益是有可能的。

Of course, they are often also able to exploit these seeming incongruities.

当然，他们也时常能够从这些看似不协调的情况中获益。

### Part III Useful Sentences

#### Passage 1

1. Industrial packaging should perform enough functions to meet integrated logistics requirements.

**Explanation:** perform the function的意思是“发挥作用，履行职责”。此句的主语是industrial packaging, 后面跟情态动词should, 谓语动词是perform, function是宾语。function既可以作动词，意思是“发挥作用”，也可以作名词，意思是“功能，作用”。此句的中文意思是：工业包装应该具有足够的功能来满足综合的物流需要。

2. Hence, package design and material must combine to achieve the desired level of protection.

**Explanation:** combine的意思是“使结合”。此句的主语有两个，分别是package design和package material。此句的中文意思是：因此必须综合利用包装设计和原材料两方面，以达到所期望的保护水平。

3. Modern methods of consumer marketing would fail, were it not for the messages communicated on the package.

**Explanation:** 在if条件从句中，如果含有were, should, had等动词，则可以通过主谓倒装的方法来省略连接词if，从而变成无连接词条件从句。在正式语体中，if it were not for可以写成无连词的形式：were it not for。例如：Were it not for your help, I would still be homeless. 要是没有你的帮助，我仍然会无家可归。此句的中文意思：如果包装上没有传递的信息，现代的营销手段将无法起作用。

4. Packaging affects not only marketing and production but also integrated logistics activities.

**Explanation:** not only.....but also意思是“不仅……而且”。此句的中文意思：包装不仅影响市场销售和产品，而且影响整体的物流活动。

5. Warehouses and distribution centers would be less efficient if transport packages lacked labels or carried incomplete details.

**Explanation:** less efficient的意思是“效率较低”，后面跟一个条件状语从句，transport packages是主语，它的谓语有两个：lacked和carried。此句的中文意思：如果运输包装上没有标签或标签上的细节信息不完整，仓库和配送中心的工作效率将会受到影响。

### Passage 2

1. This increased attention to packaging coincided with socio-economic changes taking place around the world.

**Explanation:** coincide with意为“与……一致”，此句的主语是This increased attention, 后面跟着一个不定式定语，谓语是coincide with, 宾语是socio-economic changes, 宾语后有一个现在分词定语 taking place around the world。此句的中文意思：人们对包装的越来越在意，正与全球社会经济的变化相吻合。

2. New technologies related to production, distribution, and preservatives led to a massive proliferation in the number and type of products and brands available in industrialized nations.

**Explanation:** related to 意为“与……相关的”，此句的主语是new technologies, 后面跟了个过去分词引导的定语从句，谓语是led to。此句的中文意思是：与生产、配送、仓储相关的新技术促进了工业化国家的产品和品牌在数量和种类上的蓬勃发展。

3. Since many potential customers first notice a new product after it has arrived on the shelves of a store, it is vital that the packaging provide consumers with the information they need and motivate them to make a purchase.

**Explanation:** 此句的真实主语是that后面的整个句子，形式主语是it；since引导的是一个状语从句。此句的中文意思是：由于许多潜在的顾客在一个新产品被摆上商店货架时，他们是第一次注意到它，因此包装要将顾客需要的信息提供给他们，并且刺激他们去购买，这是十分重要的。

## Part IV Key for Tasks

### Task 5

1. One purpose is to protect the contents, and the other is to make the item look inviting to the buyer.
2. It is designed to appeal to and inform the final customer.
3. The consumer package is interior and it is designed to appeal to and inform the final customer, while the industrial package is exterior and it is to protect the contents.
4. The consumer package.

### Task 6

1. suggestion
2. Go ahead
3. improvement

4. attractive
5. function
6. fall in love
7. lost
8. eye catching
9. handle
10. reinforce

### Task 7

1. perform; functions; requirements
2. damaged; lost
3. handling; transportation
4. distribution centers; labels
5. combine

### Task 8

1. wrapped up
2. vibration, impact, puncture or compression
3. logistical processing
4. communication or information transfer
5. instruction

### Task 9

1. Packaging performs four functions: 1) containment; 2) protection; 3) improving the logistics efficiency; 4) communication.
2. Yes. For example, packaging may add value on it and facilitate marketing, etc.
3. (Open.)
4. Because they are cheaper and protect environment.
5. Yes. The size, shape and type of packaging material can influence the type and amount of material handling equipment. So it is necessary to cut down these things, too.
6. The information on the package should tell the consumer what the product is and how to use it.

### Task 10

1. 工业包装应该具有足够的功能来满足综合的物流需要。
2. 如果包装破裂，商品可能会损坏或丢失，或甚至造成环境污染。
3. 在货物搬运、储存和运输期间，包装应保护货物不受损坏。
4. 因此，必须将包装设计和原材料结合起来，以达到所期望的保护水平。
5. 包装不仅影响推销和生产，而且影响整体的物流活动。

6. 如果包装上没有传递的信息，现代的客户营销将不起作用。

**Task 11**

1. F                      2. T                      3. T                      4. T                      5. F

**Task 12**

1. Surrounding and protecting products during storage, transportation and distribution.
2. They began to view packaging as an integral element of overall business marketing strategies to lure buyers.
3. During the late 1970s and 1980s.
4. Rapid post-war economic expansion and market growth waned during that period.
5. It is regarded as an essential part of successful business practice.

**Task 13**

- |           |           |
|-----------|-----------|
| 1. 防水的    | 2. 泡沫塑料衬垫 |
| 3. 双层瓦楞纸板 | 4. 聚乙烯板   |
| 5. 加强的    | 6. 潮湿     |
| 7. 粗暴装卸   | 8. 板条箱    |

**Part V    Listening Scripts****Script for Task 5:**

Packaging prepares goods for transport, distribution, storage, sale, and use. Thanks to packaging, it is possible for products to be available anytime and anywhere so that the consumer will have a great freedom of choice. One of the basic purposes of packing is to protect the contents. This is important because the item has to withstand a lot of handling between the factory and the consumer.

A second purpose is to make the item look inviting to the buyer, especially through the use of appealing colors. In recent years, the significance of packaging has been increasingly recognized, and today the widespread use of packages is truly a major competitive force in the struggle for market shares. Sound packing will help promote the sales, while bad or insufficient packing affects sales. In practice, people are often confused with these terms: package, packaging and packing.

A primary package provides means of protection and handling to a product. There are two basic kinds of packages: the consumer package and the industrial package. The consumer package is also referred to as the interior, or marketing package, because it is what the customer sees when the product is on the shelf. It is designed to appeal to and inform the final customer.

The industrial package is also known as the exterior package, and is primarily a logistics responsibility. This package is discarded before the products are placed on the shelf, so the customer may never see this material.



### Script for Task 6:

**Fred:** Do you mind if I give you a little suggestion?

**Chen:** No. Go ahead, please.

**Fred:** Your products are good indeed. However, your packing still has room for improvement. I mean your packing does not look attractive enough to the buyer. We know that one important function of packing is to stimulate the buyer's desire to buy the product. He should fall in love with your product at the first sight.

**Chen:** That's a good suggestion. Could you be more specific?

**Fred:** I think your cartons are not thick and sturdy enough. They are somewhat flimsy. Therefore, the feeling of robust is lost. Also, the design of the color of your packing should be more eye catching. My opinion is that packing should give the buyer an idea of what is packed inside.

**Chen:** That is really a good idea. I will pass it onto our designers and ask them to make some improvements.

**Fred:** How are you going to handle the outer packing?

**Chen:** Well, we'll reinforce all those cardboard cartons with straps from outside; and mark them with such words as "Handle with care" and other general markings for transportation.

**Fred:** That sounds good.

## Part VI Translation

### Passage 1

#### 包装的功能

当货物从产地运输到消费者的过程中,包装是产品的一个显著的特征,而且其形式经常被认为是物流操作过程的一个部分。工业包装应该具有足够的功能来满足综合的物流需要。更具体地说,包装有四个功能。

产品在从一个地方运到另一个地方前,必须包装好。为了起到有效的作用,外包装就必须把产品恰当地包好。如果包装破裂,商品可能会损坏或丢失,甚至造成环境污染。

当产品从厂家运到消费者那里,包装起着保护产品的重要作用。包装的设计必须确保产品完好无缺地抵达消费者。在货物搬运、储存和运输期间,包装应保护货物不受损坏。任何时候,当包装物被运输时,都有可能因为振动、挤压、刺穿或者压缩而发生损害。因此,必须将包装设计和原材料结合起来,以达到所期望的保护水平。

包装在物流中起着重要的作用,最佳的包装设计对整个物流系统的有效运作很重要。

包装不仅影响推销和生产,而且影响整体的物流活动。例如,包装的尺寸、形状和类别就影响着物品操作设备的数量和种类。同样的,包装、尺寸和形状也影响着产品的装卸和运输。操作货物越容易,运输费用就越低。因此,如果包装能为有效的物流过程而设计,那么整个系统的运作将会因此受益。

物流包装功能的重要性在于交流和信息传递。在包装上的信息告诉消费者:是什么产品?该怎么使用它?包装上提供的信息让消费者决定产品的购买和使用。

包装必须能保护它出售的东西,并且出售它保护的东西。如果包装上没有交流的信息,现代的客户营销将无法起作用。如果运输包装上没有标签或标签上的细节不完整,仓库和配送中心的效率将会受到影响。在涉及国际贸易而且不同的语言要被使用的时候,那么运输中使用清晰、容易理解的标志则尤其重要。

明确接收和托运包裹的内容是包装所起的最显著的沟通作用。典型的信息包含生产者、产品名称、箱型和数量。物流包装上的沟通作用是用于说明如何防止可能遭受的损害。

## Passage 2

### 包装的发展

在第二次世界大战之前,包装主要被用来在储存、运输和配送的时候包裹和保护产品。有一些包装被设计得有审美吸引力,甚至方便终端用户的使用。但包装设计通常由技术人员完成。

然而在第二次世界大战之后,为了吸引消费者前来购买产品,许多公司对于把市场营销和促销作为引导顾客购买其产品的一种手段更加感兴趣。其结果是,有更多的生产商开始把包装看成为整个企业市场营销战略中的一个成分来吸引购买者。

这种对包装日益增长的关注,与世界各地发生的社会经济变化相吻合。因为消费者所受的教育程度越来越高,也更富裕,他们对产品的期望,以及对产品的依赖度也就更高。因此,消费者开始更多地依赖制成品及加工的食品。与新技术有关的生产、配送和维护带来工业化国家的产品和品牌在数量和种类上大规模扩张。因此,包装成了区分产品和让那些应接不暇的消费者知情的重要手段。

70年代后期和80年代,为消费者包装的重要性在美国被抬高了。在那个时期,战后经济的快速扩张和市场增长已经衰退,迫使各公司不惜进行竞争,日益专注于将消费者吸引到他们的产品和品牌上来。包装设计演变为一种营销科学。此外,面对日益激烈的竞争,随着新的企业成本意识发展起来,许多公司开始改变包装技术,作为削减生产、储存和配送费用的一种方式。再者,市场营销人员开始把包装看成是通过增加新项目来开发现有生产线、从而把新的活力注入成熟的产品中的一种工具。

今天,良好的包装设计被认为是成功的商业实践的重要组成部分。由于在新产品抵达商店的货架后,许多潜在的消费者是第一次注意到它,因此包装要向消费者提供他们所需要的信息,并且促使他们去购买,这非常重要。然而,包装的决策涉及众多的权衡因素。例如,使得产品显而易见和与众不同,尽管可能是首要条件,但是企业还必须遵守有关产品商标和安全的许多法律。在运输产品时,保护产品是重要的,但是企业也要保持其运输成本尽可能地低。

# Unit 8

## Risk Prevention

### Part I More Information About the Unit

Insurance was originally applied to losses at sea, where risks were always great. Now it has become a vast subject, entering into almost every activity of human beings. As far as foreign trade is concerned, there are various kinds of risks which can be covered under an insurance policy.

The purpose of insurance is to provide compensation for those who suffer from loss or damage; in other words, it is a contract or indemnity, a contract to restore to someone, either the full amount of the loss that may be incurred, or a specified percentage of the amount of the loss.

There are a great many insurance companies in the world. The People's Insurance Company of China (PICC), established in 1949, is a state-owned insurance organization.

### Part II Useful Words and Expressions

#### Passage 1

1. **befall** *v.* 降临; 发生

- e.g.* Do no evil, and evil will never befall you.  
不作恶, 则恶必不降临于你。  
Do not let the same thing befall you.  
不要让同样的事情降临到你的身上。

2. **replenish** *v.* 补充

- e.g.* We need to replenish our stock of coal.  
我们需要补充煤的储备。  
You'd better replenish the fire.  
你最好给炉火再添些燃料。

3. **exclude** *v.* 排除; 驱除

- e.g.* Employees and their relatives were excluded from participation in the contest.  
雇员及其亲属不准参赛。  
She was excluded from the club for infractions of the rules.  
她因违反规则被开除出俱乐部。

4. **prior** *adj.* 事先的

*e.g.* He claimed he had no prior knowledge of the protest.

他声称他事先对那次抗议一无所知。

The downside to such a policy is that it reinforces the structure of the economy that prevailed prior to the recession.

这样一项政策的负面影响在于它进一步强化了在经济衰退之前起主要作用的经济结构。

Passage 2

1. **peril** *n.* 危险

*e.g.* Many species are in peril of extinction because of our destruction of their natural habitat.

许多物种由于我们破坏了它们的自然生存环境，现在正面临灭绝的危险。

Icy roads are a peril to motorists.

结冰的道路对于摩托车驾驶人来说是十分危险的。

2. **eruption** *n.* 喷发；爆发

*e.g.* The eruption of a volcano is spontaneous.

火山爆发是自发的。

The hostilities will be on eruption.

战事即将爆发。

3. **be attributed to** 归因于

*e.g.* Relative deprivation is attributed to inequalities in the social system.

相对剥夺来自社会制度的不平等。

In part, this success can be attributed to the firm's efforts to educate the wealthy wives on how auctions work with lectures and educational seminars.

从某种程度上说，这项成功可以归因于公司努力通过举办讲座和教育研讨会，教导富太太们怎样进行拍卖。

4. **vary** *v.* 变化；有差异

*e.g.* Sometimes prices vary according to particular states or local taxes.

有时由于具体的州税或地方税不同，价格也不同。

The text varies from the earlier versions.

这一文本有别于那些早期的版本。

Part III *Useful Sentences*

Passage 1

1. Insurance is essentially a contract between two parties, namely the insurer and the insured.

**Explanation:** namely意为“即……”，其后面一般跟名词、名词性短语或名词性从句。此句的中文意思是：保险主要是保险双方，即保险人与被保险人之间的合约。

2. Air freight, in general, has better cargo security than ocean and land freight since it is faster to

reach the destination by air, thus there is less exposure to the risks of loss or damage.

**Explanation:** in general是插入语，表示“通常，一般来说”；since在这里表示“由于”；thus表示“因此”。注意此句中的因果关系。此句的中文意思是：通常，空运因为可以更快地到达目的地，因此可以比海洋运输货物和陆上运输货物更安全，从而较少遭受丢失和损坏的风险。

3. The general principle is to create or set aside a fund against which losses will be charged and replenished by an in-house arrangement of imposing a flat percentage rate on the value of all goods in transit.

**Explanation:** set aside的意思是“留出；拨出”；句子中有一个which引导的定语从句，说明资金的用途；flat在此意为“统一的；固定的”。此句的中文意思是：其一般原则就是设立或划拨一笔基金，按照全部货物在转运途中的价值以固定百分比进行内部安排，来支付和补偿损失的费用。

4. It helps the insurer or claim agent to establish that the cargo in question is the subject matter insured and to check the amount and risks covered.

**Explanation:** establish在这里是“确立”的意思；in question表示“涉及的”；subject matter意为“标的物”；insured和covered是后置定语，修饰其前面的名词。此句的中文意思是：（保险单或保险证明的正本）有助于保险人或理赔代理人确认所涉及的货物是投保标的物，并且核实其数量和所投险种。

### Passage 2

1. “Particular average” is described in the policy as “fortuitous partial loss”, that is, loss of goods that have suffered from accident or mishap during transportation, either partially or totally.

**Explanation:** that is是插入语，表示“也就是说”的意思，that is后面的loss of goods that ... 解释前面的“fortuitous partial loss”。此句的中文意思是：“单独海损”在保险单中被描述为“意外的部分损失”，即在运输过程中，遭受事故或灾祸而引起的货物部分或全部损失。

2. “General average” may be defined as “loss arising in the consequence of extraordinary and intentional sacrifices made, or expenses incurred, for the common safety of the ship and cargo”.

**Explanation:** be defined as意为“定义为”；arising意思是“产生的；出现的”，这个词引导的现在分词短语在句子里作定语，修饰前面的名词loss。此句的中文意思是：“共同海损”可定义为“为了船舶和货物的共同安全而做出特殊并有意为之的牺牲，或产生的费用，其后果所造成的损失即为共同海损”。

3. It provides extensive cover against all loss or damage due to sea perils throughout the duration of policy, including partial loss or damage which may be attributed to natural calamities like heavy weather.

**Explanation:** including引出的短语表示“包括……在内”或“其中有……”。此句的中文意思是：（水渍险）涵盖了在整个保单存续期内由于海上风险所引起的一切损失和损害，包括可能由于恶劣天气之类的自然灾害所引起的部分损失或损害。

**Part IV**    *Key for Tasks*

**Task 5**

1. Because insurance provides financial protection against unexpected misfortunes.
2. They can usually buy insurance through an insurance broker or buy it directly from an insurance company by paying a certain amount of premium.
3. They can get compensation.

**Task 6**

1. lodge
2. moisture
3. entertain
4. transit
5. inspected
6. contract
7. analysis
8. loading
9. recommended
10. evidence

**Task 7**

1. the insurer and the insured
2. faster to reach the destination by air
3. self-insurance
4. a value above an agreed figure only
5. submit all the supporting documents
6. need to be returned

**Task 8**

1. secure the financial assistance of the insurer
2. imposing a flat percentage rate
3. the cargo in question is the subject matter insured
4. the percentage of loss
5. original survey report
6. proceeding to repair or replace the damaged goods



### Task 9

1. Insurance is essentially a contract between two parties, namely the insurer and the insured.
2. The insured signs the insurance contract in order to secure the financial assistance of the insurer for the risks specified in the contract.
3. Because air freight has better cargo security than ocean and land freight since it is faster to reach the destination by air, thus there is less exposure to the risks of loss or damage.
4. The general principle is to create or set aside a fund against which losses will be charged and replenished by an in-house arrangement of imposing a flat percentage rate on the value of all goods in transit.
5. The original insurance policy or insurance certificate, commercial invoice, packing list, original survey report (if any), all other documents and correspondence relevant to the case.

### Task 10

1. 保险人同意在规定限度内承担可能降临于另一方的某些事件在财产上造成的不良后果。为此，他要收取被保险人支付的保险费。
2. 通常，空运因为可以更快地到达目的地，因此比海洋运输货物和陆上运输货物更安全，从而较少遭受丢失和损坏的风险。
3. 另外一种有限保险形式的范围，就是仅对托运货物的价值超过协议数额的部分投保商业险，而其他托运的货物则由自我保险系统负担。
4. 保险单或保险证正本有助于保险人或理赔代理人确认涉及的货物是投保标的物，并且核实其数量和所投险种。
5. 调查报告正本阐明货物丢失或受损的原因、价值及程度。
6. 在对受损货物进行修理或更换之前，需事先征得保险人或其代理人的同意。

### Task 11

1. theft, pilferage, contamination, leakage
2. loss of goods that have suffered from accident or mishap during transportation
3. loss arising in the consequence of extraordinary and intentional sacrifices made, or expenses incurred
4. FPA (Free of Particular Average), WPA (With Particular Average) and AR (All Risks)
5. all loss or damage due to sea perils throughout the duration of policy
6. with a history of higher risks of loss or damage

### Task 12

1. 海运风险（水险）marine accident
2. 火山爆发 social eruption
3. 救火 fire lighting
4. 部分损失 partial absorption



5. 保险费率 premium taxes
6. 零杂货运输 break-bulk liner

**Task 13**

- |         |         |
|---------|---------|
| 1. 提出索赔 | 2. 处理索赔 |
| 3. 检验报告 | 4. 仅供参考 |
| 5. 维持关系 |         |

**Part V Listening Scripts****Script for Task 5:**

In international trade, cargo insurance is very important. It is necessary for import and export traders since it provides financial protection against unexpected misfortunes.

People can usually buy insurance through an insurance broker or buy it directly from an insurance company by paying a certain amount of premium. When loss or damage does occur, they can claim payment for the loss from the insurance company. In this way, their losses are compensated for and their interests are protected.

**Script for Task 6:**

- A:** Mr. Lu, we have to lodge a claim against you on the rice shipped to us last month for short weight caused by excessive moisture.
- B:** Since you bought the rice under FOB terms, we cannot entertain your claim for the losses incurred in transit.
- A:** But upon the shipment's arrival, we inspected it. The surveyor's report shows the moisture in the goods was 5% higher than that stipulated in the contract.
- B:** I'm afraid we made it clear at the very beginning that any claim for short weight caused by excessive moisture should be based on an analysis of the samples taken at the time of loading.
- A:** The inspection was made of the retained samples and the method of analysis was exactly as recommended.
- B:** I am afraid we cannot accept your claim, as your evidence is not sufficient. We suggest you approach the shipping company or the insurance company for compensation.

**Part VI Translation****Passage 1****货物保险与索赔****1. 保险**

保险主要是保险双方，即保险人与被保险人之间的合约。保险人同意在规定限度内承担可能

降临于另一方的某些事件在财产上造成的不良后果。为此，他要收取被保险人支付的保险费。被保险人同意支付保险费，以获得保险人在合同中规定的风险发生时提供的资金援助。

### 2. 运输方式

一般来说，海洋运输的保险费比陆上运输的保险费高，而陆上运输的保险费又高于航空运输的保险费。通常，空运因为可以更快地到达目的地，因此可以比海洋运输货物和陆上运输货物更安全，从而较少遭受丢失和损坏的风险。

### 3. 自我保险与商业保险

大型组织实行自我保险而不是不进行保险。其一般原则就是设立或划拨一笔基金，按照全部货物在转运途中的价值以固定的百分比进行内部安排，来支付和补偿损失的费用。

另外一种有限保险形式的范围，就是仅对托运货物的价值超过协议数额的部分投保商业险，而其他托运的货物则由自我保险系统负担。这一方式限制了企业的风险，因为企业不必面对可能被认为是灾难性的索赔或损失。

### 4. 保险索赔

在进行保险索赔时，通常要求索赔人提交全部支持文件。这有助于保险人对将要赔偿的数额进行测算。索赔人（被保险方）需要提交以下文件：

#### 1) 保险单或保险证明的正本：

它证明索赔人有可保险的利益，有助于保险人或理赔代理人确认所涉及的货物是投保标的物，并且核实其数量和所投险种。

#### 2) 商业发票：

它有助于保险人或理赔代理人确定部分损失中所损失的百分比。它可能会证明所涉及的货物就是投保的标的物。

#### 3) 装箱单：

它明确托运货物发生丢失或损害的部位。它可能指明保险范围以外的损害原因，例如包装不当。

#### 4) 调查报告正本（若有）：

它阐明货物丢失或受损的原因、价值及程度。

5) 在产生维修费用或更换费用的案情下，与案情相关的全部其他文件及往来函件需经货物承运人或被保险方注明。在对受损货物进行修理或更换之前，需事先征得保险人或其代理人的同意。若货物无法在当地修理或需要退还，也要预先征得同意。

## Passage 2

### 海上保险

#### 1. 风险

与在运货物有关的海上风险可分为两类：海上险情和外来风险。

##### 1) 海上险情

自然灾害包括恶劣天气、地震和火山爆发等等。

意外事故指火灾、爆炸、船舶搁浅、沉船或翻船等等。

## 2) 外来风险

一般的外来风险包括偷盗、剽窃、污染、渗漏等等。

特殊的外来风险包括战争、罢工和由于某些特殊法律法规导致的无法交货等。

## 2. 单独海损与共同海损

“单独海损”在保险单中被描述为“意外的部分损失”，即在运输过程中，遭受事故或灾祸引起的货物部分或全部损失。

“共同海损”可定义为“为了船舶和货物的共同安全而做出特殊并有意为之的牺牲，或产生费用，其后果所造成的损失即为共同海损”。较为明显的例子包括为使搁浅船舶重新浮起而必须抛弃货物，或在实施救火过程中对货物造成的不可避免的损坏。

## 3. 保险范围

货物保险的基本险种包括：平安险、水渍险和一切险。

平安险是一种承保范围有限的保险形式，这意味着除了某些特殊个案外，部分货物丢失或损害不能从保险人获得赔偿。

水渍险的承保范围大于平安险。它涵盖了在整个保单存续期内由于海上风险所引起的一切损失和损害，包括可能由于恶劣天气之类的自然灾害所引起的部分损失或损害。

一切险是三种基本险中承保范围最广的一种，保险人要对因海上风险或一般的外部原因导致的所保险货物全部或部分损失或损害负责。

## 4. 保险费

保险费率可能根据不同因素而有所不同，例如：

### 1) 货物种类

较易损的物品保险费会高一些。例如，玻璃器皿比锤子的保险费率要高。

### 2) 目的地国家及距离

货物丢失或损害的风险历来较高或者处于战争地区的国家，要有较高的保险费。

航运路途越长，货物丢失或受损的风险越大，因此保险费率也会较高。

### 3) 货物的价值

货物的价值越高，发生丢失或损害时保险人要赔偿的金额越高，所以保险费率也较高。例如，贵重珠宝比人造珠宝的保险费率要高。

### 4) 集装箱或零散杂货运输

集装箱对于货物的保护程度较好。因此，集装箱货运比零散杂货运输的保险费要低。