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跨境电商精英人才培养系列

跨境电商精英人才培养系列

跨境电子商务 物流英语

KUAJING DIANZI SHANGWU WULIU YINGYU

主编 夏莹 顾春江

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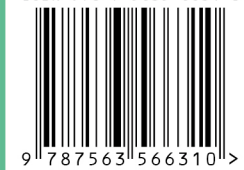
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主编 夏莹 顾春江

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KUAJING DIANZI SHANGWU WULIU YINGYU

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内 容 简 介

“跨境电子商务物流英语”是经济贸易类、物流类专业的主干课程之一,是从事国际贸易,尤其是跨境电商业务的人员必须掌握的知识和技能。随着我国跨境电商业务的飞速发展,急需大量从事跨境电商平台运营和管理工作的

人才,这为本课程的开设和教材的编写奠定了基础。

本教材以跨境电商物流流程为背景,全书按照学习目标、文章阅读、重点词汇、重点句型、技能训练、拓展阅读的模式安排内容。

本书不仅可以作为职业院校电子商务、跨境电子商务、现代物流管理、国际经济与贸易和国际商务专业的教材,也可作为相关跨境电商和跨境电商物流相关从业人员的培训教材。

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跨境电商的发展必然推动跨境物流行业的发展。不同于国内物流，跨境电商物流除了物流属性外，同时兼具国际性和电商性双重特性，是一种新型的物流形态。行业的综合性和复杂性必然使企业需要复合型跨境电商物流人才。跨境电商物流人才应具有良好的国际化语言能力、跨境电商平台操作技能，以及国际物流素养。目前，跨境电商物流人才严重短缺，且相关教材不够完善。本教材正是为适应跨境电商发展新趋势，培养复合型跨境电商物流人才而编写的。

本书以跨境电商平台物流为基础，主要内容包括跨境电商与跨境电商物流、跨境电商网站介绍、跨境电商物流公司、主要跨境电商平台的跨境运输、跨境运输模版设置、跨境电商仓储、跨境电商运输流程、跨境物流客户服务、跨境物流运输与配送、跨境电商报关、跨境电商物流信息管理等方面。以跨境电商物流业务流程为主要脉络，以跨境电商物流实际操作技能为重点内容，侧重技能训练。教材中绝大部分内容都为各大跨境电商平台第一手资料，完全来自实际工作场景，旨在提升跨境电商物流英语相关人员的阅读、翻译、写作和表述能力。

本教材具有以下特点：

1. 强化实践性和应用性。选材方面，本教材选取各大跨境电商平台物流实际操作内容，完全以工作流程方式编排知识点，使英语知识模块与跨境电商物流知识模块紧密结合。另一方面，本书通过拓展阅读、实操展示和技能训练，全方位强化学习者使用英语来解决跨境电商物流环节中的所遇问题的能力。

2. 突出创新性和开拓性。本教材直接基于跨境电商平台物流操作实际编写，涉及跨境电商平台政策、跨境物流运费设定、跨境电商物流表述、跨境电商物



流运输模版设置、跨境电商物流发货流程、跨境电商物流清关和跨境电商物流信息处理等实际操作环节。

3. 注重时代性和现代性。本教材每章的跨境电商物流相关内容，如跨境电商物流政策和跨境电商物流发货流程和设定都依据的是各大跨境电商平台的最新政策和规定。每章拓展阅读也都是相关跨境电商和跨境电商物流发展的最新介绍，具有强烈的时代性和现代性。

4. 体现全面性和完整性。本教材在内容选取方面涵盖了目前跨境电商物流的所有环节，既有概述性的跨境电商物流相关论述，同时又兼具跨境电商物流实际操作流程；既注重小批量包裹跨境物流操作，同时又兼顾大批量批发性的跨境电商货物出口。教材内容丰富、完整，基本覆盖了目前跨境电商物流的所有方面。

本书在编写过程中得到很多专家以及跨境电商企业从业人员的帮助和指点，在此表示感谢。书中引用了大量同行的相关研究成果，由于各种原因未能一一取得作者授权，在此表示歉意。

本书由无锡城市职业技术学院夏莹、顾春江主编，由无锡城市职业技术学院虞贞、周莹、曹翔任副主编。

由于编者能力有限，同时跨境电商发展日新月异，跨境电商物流技术突飞猛进，本书难免有不足之处，恳请各位读者批评指正，以待后期改正。

编者

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Chapter 1

Cross-border E-commerce and Cross-border E-commerce Logistics

Objectives

- ☆ learn the concept of cross-border e-commerce
- ☆ learn the concept and development of cross-border logistics
- ☆ learn the differences and features of various cross-border logistics
- ☆ learn some information of Chinese cross-border e-commerce logistics

Part 1 Cross-border E-commerce

1. Cross-border E-commerce

(1) The concept of cross-border e-commerce.

E-commerce is the activity of buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems.

Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as E-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services. There are three areas of e-commerce: online retailing, electric markets, and online auctions. E-commerce is supported by electronic business.

Cross-border e-commerce refers to import and export trade by means of different electronic commerce ways in different customs territory. The narrow concept of cross-border e-commerce refers to cross-border retail network, making deals on different e-commerce platforms, by



payment and delivery of goods through cross-border logistics. Cross-border network retailing is a new form of trade generated by the development of Internet to a certain stage.

According to different business forms, its status and effect in the trade circulation link, and different commercial modes, the import cross-border e-commerce market is divided into five categories: B2B platform, C2C platform, B2C platform, flash sales platform, shopping guide and rebate platform. B2C platform also can be divided into three small categories: the third-party B2C platform, comprehensive self-support B2C platform, and vertical self-support B2C platform. Therefore, the whole import cross-border e-commerce can be divided into seven small categories. Different modes have different operating ways, so that the advantages and disadvantages they present are also different.

The Figure 1-1 shows different types of e-commerce.

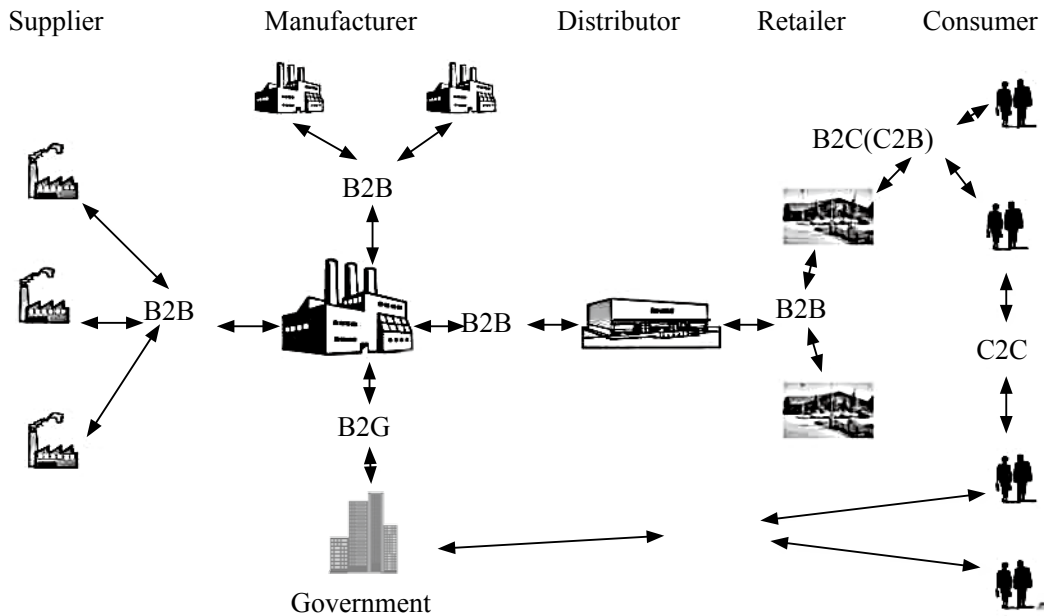


Figure 1-1 Different Types of E-commerce

B2C (Business-to-Consumer)—Cross-border retail B2C refers to the international business activity of companies in different customs areas, directly selling products or services to consumers through e-commerce platform. The process includes reaching the transactions, completing payment and settlement, and delivering products through cross-border logistics, and completing the transaction.

C2C (Consumer-to-Consumer)—Cross-border C2C refers to the international business activity of individual sellers in different customs areas, selling products or services to individual buyers through third-party e-commerce platform. Individual sellers publish product information, price and other contents, and individual buyers can screen the information.

B2B (Business-to-Business)—Cross-border B2B refers to the international business

activities between companies in different customs areas. The process includes reaching the transaction, completing the payment and settlement through e-commerce platform, and delivering products through cross-border logistics, and completing the transaction.

B2G (Business-to-Government) is the sale and marketing of goods and services to federal, state, or local agencies.

Vertical Platform—Vertical platforms are cross-border e-commerce platforms that focus on a specific category or “vertical” of products or brands.

Comprehensive Platform—Comprehensive platforms are cross-border e-commerce platforms that carry multiple categories of products and brands and do not limit themselves to any specific category or industry.

Sub Platform—Sub platforms mean the platform has a parent platform or company, and the cross-border e-commerce platform is only a subdivision. For example, Tmall Global and JD Worldwide are derived from Tmall and JD.

Independent Platform—Independent platforms are platforms that only focus on cross-border e-commerce trading and do not have a parent platform or company.

Marketplace Platform—Marketplace Platforms that offer or act like a marketplace where individuals, businesses, and brands can set up and operate their own stores instead of having the e-commerce company to handle the transactions and logistics.

Proprietary Trading Platforms—Contrary to marketplace platforms, proprietary trading platforms mean all products or brands are sold directly by the platform company and not the brand itself. For example, Amazon started out as a proprietary trader where all books were sold and fulfilled by Amazon, later Amazon added functionality to allow other brands and individuals to sell directly on Amazon but shipped and fulfilled by themselves.

Direct Mailing or Shipping—With direct mailing or shipping, the goods will be delivered directly from the brand abroad to the customer. The positive for using direct mailing is that often Chinese consumers will have a higher trust and comfort in knowing that the product they will receive is most likely going to be genuine and not a knockoff.

Bonded Warehouse—In the bonded area import model, the goods from abroad will be shipped and stored in a government-appointed bonded warehouse in a free trade zone. When an order is placed, the goods will be distributed from the bonded warehouse by the domestic logistic system.

Cross-border e-commerce is also divided into platform type, self-operation type and hybrid type. The Figure 1-2 shows the changes of B2C cross-border e-commerce from 2014 to 2020.

The advantages of cross-border e-commerce lie in lower cost, high efficiency and less intermediate links for a lot of traditional companies seeking for breakthroughs in sales. Buyers could also get products with cheaper price in a shorter period.

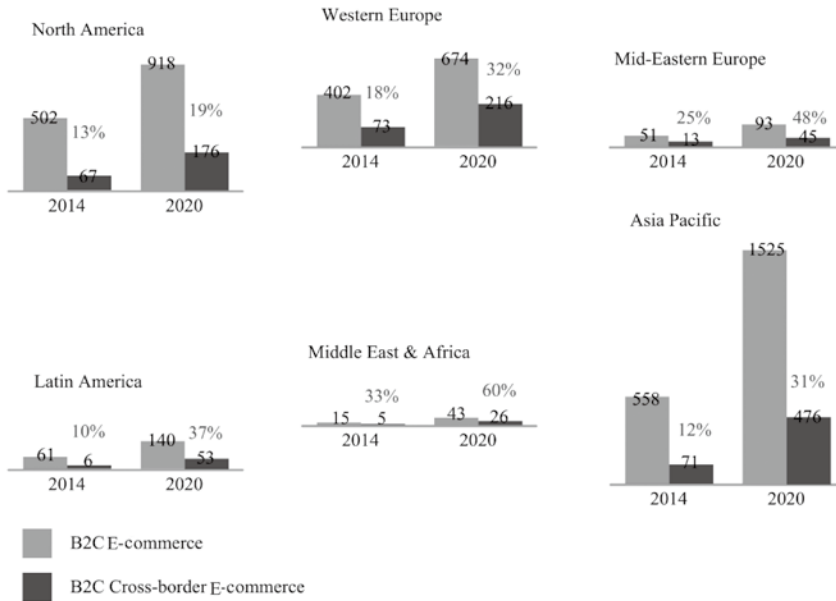


Figure 1-2 B2C Cross-border E-commerce Changes (2014—2020)

(2) Cross-border import and export business process.

From the process of import and export of cross-border e-commerce, producers or manufacturers display the products information on the platform of cross-border e-commerce business. After the products are ordered and the payment is completed, cross-border e-commerce enterprises will deliver the products to logistics for shipment; after two (export and import countries) customs clearance & commodity inspection, the products are finally delivered to consumers or companies. Some cross-border e-commerce companies directly cooperate with the third-party integrated service platform, and let the third-party integrated service platform deal with logistics, customs clearance & commodity inspection and so on, so as to complete the entire cross-border e-commerce process. Cross-border e-commerce import is basically the same with export except for the directions of process.

Cross-border e-commerce covers logistics, information flow, capital flow, and document flow. With the continuous development of cross-border e-commerce, cross-border electric business core enterprises attract and hatch out a number of complementary enterprises, including software companies, operation agencies, online payment companies, logistics companies and other supporting companies. They are beginning to gather focusing on cross-border e-commerce. The services include online shop decoration, translation of description, shop operations, marketing, logistics, changing & refunding, financial services, quality inspection, insurance and so on. The whole industry ecological system is more and more complete, and the division of labor is increasingly clear.

Compared with traditional international trade model, cross-border e-commerce is less subject

to geographical restrictions, less affected by national trade protection measures, and it involves fewer intermediaries. Thus the prices are lower, and profit margins are higher. Figure 1-3 shows the process of cross-border e-commerce.

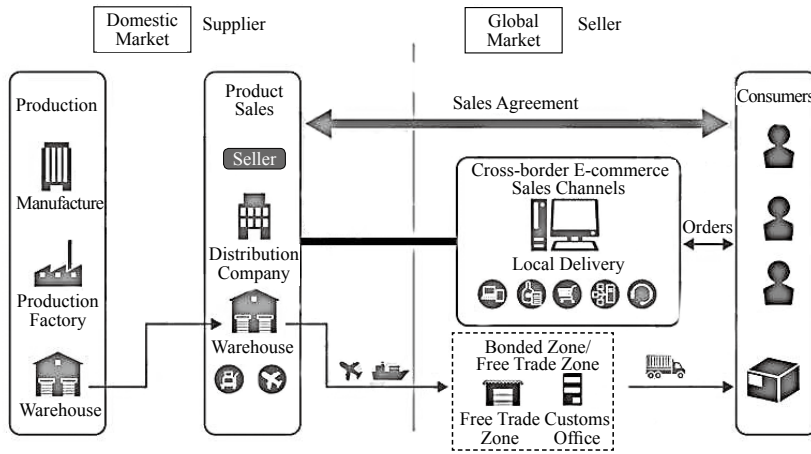


Figure 1-3 Process of Cross-border E-commerce

2. The Development of Chinese Cross-border E-commerce

Cross-border e-commerce is a new channel that enables international retailers and brands to ship products directly to Chinese consumers, without having to register products or a local Chinese entity. It is estimated to be a \$200 billion market by the year 2022.

The past decade has seen rapid growth in the demand for online shopping opportunities in China. The number of online shoppers in China has been increasing exponentially from below 34 million in 2006 to over 466 million users a decade later, enabling this enormous spurt of China's e-commerce sector. By 2021, the digital buyer penetration rate in China has edged close to 57 percent.

China has been the world's second-largest e-tailing market after the U.S. in recent years. As of 2019, the gross merchandise volume (GMV) of online shopping in China amounted to around 9.9 trillion *yuan* and was projected to reach approximately 10.9 trillion *yuan* by 2020. By then, the volume of B2C e-commerce sales in China was expected to surpass one trillion U.S. dollars by 2020. The largest B2C e-commerce retailer in China with regard to gross merchandise volume was Tmall. The B2C online retail platform operated by Alibaba Group generated a transaction volume of about 6.6 trillion *yuan* in 2020. The GMV of the leading C2C online retail platform taobao.com, also operated by Alibaba group, reached almost 3.4 trillion *yuan* that year.

There are many cross-border e-commerce platforms through which retailers and brands can sell their products. Tmall Global and Netease Kaola are the clear leaders, with JD Worldwide in third place. However, there is room for other third-party retail platforms. In particular, U.S. supplements retailer iHerb and UK cosmetics retailer Feelunique have done particularly well



in the Chinese market. The classification of China's major cross-border e-supplier management modes is shown in Table 1-1.

Table 1-1 China's Major Cross-border Electronic Supplier Management Model Classification

Management Model	Platform Type	Self-operation Type
Cross-border B2B (export)	Alibaba International Station, China Manufacturing Network, Global Resource Network, Dunhuang Network	
Cross-border B2B (import)	1688.com, seatent.com	
Cross-border e-commerce retail (export)	Quicksell, eBay, Amazon, Wish	LightInTheBox Gathering potential, DX, Milan net
Cross-border e-commerce retail (import)	Tmall International, Taobao Global Purchasing, Ocean Terminal	Netease Kaola Jingdong Global Buying, jumei.com, Little red book

3. China's Import Cross-border E-commerce Development

Overall trade volume of the import cross-border e-commerce is increasing. China's e-commerce reached RMB 4,000 billion of market scale in 2014, while China's import e-commerce trade scale was only RMB 530 billion, which was almost the change of the whole China's e-commerce trade, accounting for quite low proportion among the cross-border e-commerce. However, it can be calculated that the market compound annual growth rate (CAGR) of the import cross-border e-commerce from 2011 to 2014 reached 61.4%, which was much higher than 32.4% CAGR of the cross-border e-commerce and 21.2% CAGR of the whole e-commerce industry. It indicates that the market penetration rate and market scale of the import e-commerce will achieve rapid promotion and expansion in the future years. The statistical data of iResearch indicates that, China's import e-commerce was predicted to keep the average growth rate of 34% from 2015 to 2017, which far exceeded the average growth rate of 16% of the cross-border e-commerce.

4. Cross-border E-commerce in Europe

Cross-border e-commerce is popular in Europe. An EU study from 2021 showed that 30 percent of online buyers in the European Union made purchases from sellers in other EU countries. But there is still a long way to go for cross-border e-commerce in Europe.

Many shoppers are often still afraid to shop across the borders, because they are worried they don't get the goods or that they need to put too much effort in returning the products if they

don't like them. The European Commission is trying hard to make cross-border e-commerce easier for both consumers and sellers.

Europe is not only a popular e-commerce destination for consumers and retailers in other European countries. Payvision's report from 2014 showed that in North America, Europe was the first region of choice for cross-border expansion for two in three respondents.

A study in 2018 showed that for many online shoppers in Europe, China was a popular destination for their cross-border e-commerce purchases. In almost every country in Europe, China was the number one country from which online shoppers bought their most recent online cross-border purchase. In Iceland, Norway, Sweden, Finland, the UK, Denmark, France, Portugal, Spain, Italy, Greece, Latvia, Germany, Hungary and Slovenia this was the case.

In 2020, the organization Cross-Border Commerce Europe presented the third edition of its Top 500 Cross-Border Retail Europe study. This showed that 25.5% of e-commerce in Europe was cross-border. The study also showed that cross-border e-commerce in Europe (travel not included) accounted for 146 billion euros.

Proportions of domestic and EU cross-border visits. The European Commission asked retailers to provide them with information about the number of visits to their websites that were made in 2014 from users located in each Member State. The average proportion of visits coming from other EU countries compared to domestic visits is approximately 20 percent. When we look at the share at member state level, the proportion of cross-border visits varies greatly. According to the Commission, this is also due to the fact that the number of visits is partly influenced by size of the population. "Therefore, even in traditionally larger e-commerce markets such as Germany and the UK, the proportion of visits from abroad is relatively modest compared to the proportion of domestic visits. A high proportion of cross-border visits were reported for some of the Nordic countries as well as Spain and Portugal." 55 percent of respondents reported that all their users were located in one country, while 12 percent sold to users located in 26 or more EU countries. On average, the proportion of cross-border purchases is 20 percent.

Part 2 Cross-border E-commerce Logistics

1. Cross-border Logistics Concept

Logistics refers to movement of material goods, people or energy from the point of origin to the consumer. Logistics management involves optimizing every link in the supply chain to ensure that goods reach consumers in an efficient and timely manner.

According to the definition of cross-border e-commerce, the logistics provided for cross-border e-commerce is the process of planning, implementing and controlling the efficient,



effective flow and storage of goods, services and related information from the point of the origin country to the point of consumption overseas for the purpose of meeting the requirements of customers who buy the commodity on cross-border e-commerce platform.

2. Importance of Cross-border E-commerce Logistics

Cross-border e-commerce logistics is the important point to restrict the development of cross-border e-commerce, also the key factor that truly reflects the advantage of cross-border e-commerce. Imagine American consumers buy Chinese goods on e-commerce platform. If the logistics service is slow, consumers need 15 days or even longer to receive the goods, and will the American consumers buy Chinese goods through e-commerce platform? The answer is negative.

3. Main Activities of Cross-border E-commerce Logistics

Cross-border e-commerce logistics refers to the systematic management of the various activities required to move goods from their original producing countries to the customer in another country. To make a logistics system function, a variety of activities must be executed together. Let's briefly introduce some of these main activities of cross-border e-commerce logistics. The cross-border e-commerce process is shown in Figure 1-4.

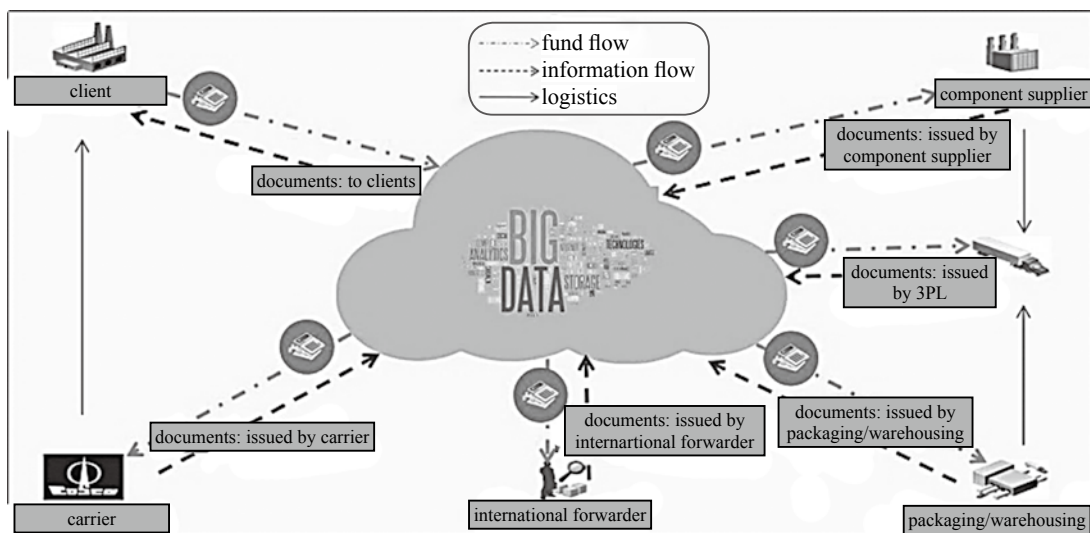


Figure 1-4 Cross-border E-commerce Process

(1) Cross-border e-commerce procurement. Also known as cross-border online purchasing, it refers to publishing procurement information, or looking for a supplier or products initiaively on the Internet through e-commerce trading platform, and then realizing ordering online, paying online after talking, comparing, auctioning online, and finally completing the transaction process through goods distribution of logistics.

(2) Cross-border e-commerce inventory management. Inventory refers to stocks of goods that are maintained for a variety of purposes, such as for resale to others, as well as to support

manufacturing or assembling processes. The inventory requirements of a firm are directly linked to the facility network and the desired level of customer service. To achieve good inventory management, logistic companies need to balance the cost of maintaining additional products on hand against the risk of not having those items when the customer wants them. The objective in inventory strategy is to achieve desired customer service with the minimum inventory commitment.

(3) Cross-border e-commerce warehousing. Warehousing plays a key role in integrated logistics strategy and in building and maintaining good relationship between supply chain partners. Warehousing affects customer service level, sales and marketing success. Warehousing can link the production facility and the consumer, or supplier and production facility. Warehousing supports production by consolidating abundant materials and distributing them to the production facility at the appropriate time. Warehousing also helps marketing to serve current customers and expand into new markets.

(4) Cross-border e-commerce logistics transportation. Transportation is one of the main functions of cross-border logistics, and is also the center activities in all business activities in the cross-border logistics process. The other activities, such as packaging, handling, logistics information, etc. are around transportation. It can be said that the production and consumption of goods cannot be separated from transportation. Transportation always represents the most single element in logistics costs. Freight movement has been observed to account between 1/3 and 2/3 of total logistics costs. So the development of cross-border e-commerce to a large extent depends on the efficiency of transportation.

(5) Cross-border e-commerce logistics distribution. Cross-border e-commerce logistics distribution refers to delivering goods to the consignee at the specified time and the provision place safely and accurately after domestic and foreign consumers having a deal and making payment and settlement on the electronic commerce platform. It is also an international business logistics activity completing cross-border e-commerce transactions.

(6) Cross-border e-commerce packaging. Cross-border e-commerce packaging can generally be divided into consumer (interior) packaging and industrial (exterior) packaging. Industrial packaging performs six important logistics functions, namely containment, protection, apportionment, unitization, convenience, and inventory control.

(7) Cross-border e-commerce handling. Material handling involves short-distance movement within the confines of a facility or between a facility and a transportation vehicle. It utilizes a wide range of manual, semi-automated, and automated equipment to realize the goods movement into a warehouse, the placement of goods in a warehouse, and the movement of goods from storage to the order-picking area, then eventually to the transportation vehicle.

(8) Cross-border e-commerce information management. Information is the key to the success



of logistics because it can link all areas of the logistics system together, such as cross-border e-commerce logistics companies, the internal logistics information system including its supplier, customer, and partners.

(9) Customs clearance of cross-border e-commerce goods. Duty rates, customs clearance and taxes can differ greatly between countries. Certain commodities and high-value shipments may require additional transit time for customs clearance. So, it is very important to improve customs clearance efficiency.

Part 3 Main Mode of Cross-border Logistics in China

At present, there are more and more cross-border e-commerce manufacturers in various countries. Whether it is for the seller or the buyer, how the commodities are used in the buyer's hands or which mode of transportation is selected to acquire the goods they bought is an important issue. In this case, sellers can be divided into large sellers and small sellers. If it is a relatively small seller, the seller can directly transport the commodities through the network platform or the international general express mode. If it is a large seller, manufacturers should focus not only on the purchase and sale of commodities, but also on the formation of service of commodities and the entire logistics system. Therefore, in the current development mode of cross-border e-commerce, it is urgent to choose an appropriate and effective mode of international logistics.

1. Overseas Warehouse

Overseas warehouse is a logistics pattern that the cross-border e-commerce enterprise establishes product warehouse beyond the border or rents the local warehouse to store products so as to be convenient for transport in their marketing. Under this trade pattern, enterprise will store a large number of products in the overseas warehouse and adopt online-sales mode to transfer the product from the overseas warehouse to the consumer when the consumer places an order. This logistics pattern can effectively reduce the time and cost of logistics, especially the time that the consumer gets the product. Moreover, it contributes to the quality inspection of goods. However, it will cause a lot of fun cost to establish or rent overseas warehouse, and bring economic burden to the enterprise. It is more suitable for the enterprise with stronger economic strength.

2. Border Warehouse

Border warehouse is an international logistics pattern similar to overseas warehouse. Both of them are established in the location which is far from the enterprise and near to the consumer so as to store goods temporarily. The difference is that overseas warehouse including self-built warehouse and rented warehouse is beyond the border and the border warehouse, in the

neighborhood of national boundary including self-built and rented one, in spite of a certain distance from the enterprise. Meanwhile, the location of warehouse is nearer to the importing country of main products. The advantage of border warehouse is to reduce the logistics cost. In addition, the enterprise can enjoy the policy support related to logistics of target country and avoid the risk of tax, politics and law, etc. to some extent. Border warehouse is also an international logistics pattern with higher consumption and fund requirement at the earlier stage. It has a certain requirement for the strength of enterprise.

3. Goods Collection Logistics

Goods collection logistics is to collect a great many of small-batch goods to distribute. The advantage of this pattern is to improve the loading efficiency of international logistics greatly and avoid light load or empty load. Meanwhile, it can also reduce the cost of logistics distribution of enterprise tremendously to strengthen the distribution efficiency of product so as to save the logistics cost for the enterprise. In the process of goods collection, goods collection logistics is centralized. But in the process of actual transport, the goods must be delivered to each consumer separately. This also brings a great challenge for the logistics distribution. Consequently, it is a must to establish the corresponding storage logistics center if the goods collection logistics is adopted so as to overall plan the logistics distribution of product and improve the satisfaction of the consumer.

4. Special International Logistics Line

Special international logistics line is an international logistics line with special purpose, developed by logistics enterprises from countries around the world. The purpose is to promote the high-efficiency logistics distribution between countries. It connects two trading countries directly. In the actual confirming process, each special line under such logistics pattern is confirmed in accordance with the trade characteristics of different regions and countries. In the process of logistics transport, this pattern can avoid various risks in customs clearance of product to the greatest extent, and with a good timeliness. Moreover, it can also shorten the delivery time greatly and bring a nice consuming experience to consumer.

5. Bonded or Free Trade Zone Logistics

In the logistics pattern of bonded or free trade zone, it is necessary to first transport the product of enterprise to the warehouse in free trade zone or bonded zone for a temporary storage. After the agreement between cross-border e-commerce enterprise and consumer is reached, the corresponding product will be transported from free trade zone or bonded zone, which makes the logistics distribution more convenient. The advantage of this pattern is to maximize the trade advantage of free trade zone or bonded zone, strengthen the stability of international logistics transportation and guarantee the benefits of enterprise and the rights and interests of consumer.



The bonded export process is shown in Figure 1-5.

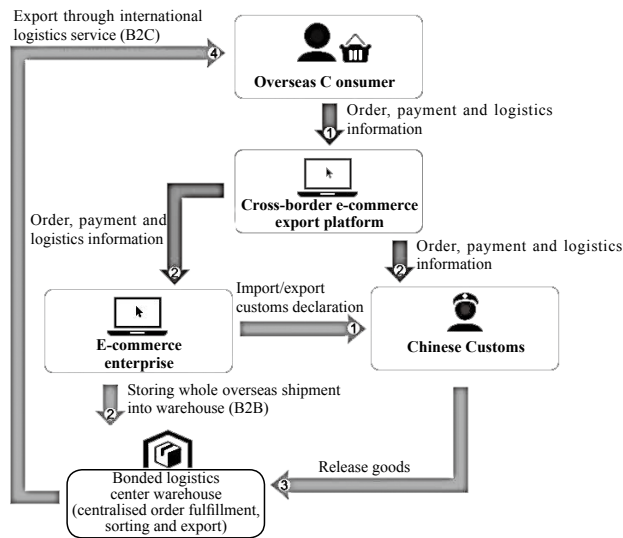


Figure 1-5 Flowchart of Bonded Export

6. Fourth Party Logistics

Fourth party logistics is a new concept of international logistics pattern, originating in America. In the operation of this pattern, it will play the roles of logistics planning, consultation, supply chain management and others related to international logistics rather than directly participating in the logistics activity. The main advantage and feature of this pattern is to provide a systematic and perfect solution for the supply chain of international logistics, optimize the logistics distribution of customer to the greatest extent through overall planning and comprehensive management, and select the most suitable logistics pattern to strengthen the distribution efficiency of product so as to reduce the cost of logistics and effectively improve the benefits of logistics enterprise.

Part 4 China's Cross-border E-commerce Logistics

Cross-border e-commerce is a new mode of import and export trade utilizing the Internet and the e-commerce platform as its medium. In recent years, the scale of China's e-commerce business has expanded rapidly. As of June 2014, there were five Chinese B2C e-commerce enterprises listed in the stock exchanges in the United States. According to the analysis and forecast of the Ministry of Commerce of China, as of the end of 2013, China had already surpassed the United States as the largest network retail market in the world. With the rapid growth in the domestic e-commerce market, enterprises were beginning to speed up their expansion in the international markets. As recognized by China's e-commerce enterprises, 2013

was regarded as the commencement year of China's cross-border e-commerce.

In the late 1990s, Internet began to spread widely in China, and the Internet industry started to bud at the same time. Some Chinese enterprises started to use foreign e-commerce platforms, such as eBay.com, to conduct their cross-border business and sell the low-priced Chinese products to overseas markets. In recent years, the rapid growth in China's domestic economy, foreign trade and e-commerce has provided new opportunities for China's cross-border e-commerce logistics industry.

1. Rising of Globalized Consumption

With the progress in information technology, the decreasing of logistics costs, as well as the increasing level of market opening-up in many countries, the exchange and sharing of business flow, product flow, information flow and capital flow have been greatly elevated on a global scale. Economic globalization has become a crucial trend in global economic development. Through the e-commerce platforms, local products can be sold all over the world; this practice has become a new trait of commerce. Meanwhile, the increase of consumption level of the Chinese populace has stimulated the demand for cross-border products. In China, the disposable income per capita of urban residents reached 26,955 RMB in 2013, a figure four times more than that of 2000. Demands for specialty and unique products from overseas countries have also grown noticeably. Hence, the transaction value of cross-border purchasing via e-commerce has also risen year by year. In addition, there are huge consumption markets for China-made products world-wide. Many overseas consumers wish to purchase the low-priced high-quality Chinese products through a direct and convenient channel. Driven by this two-way demand, the development of China's cross-border e-commerce in import and export trade is greatly accelerated. This in turn naturally leads to fresh opportunities for China's cross-border e-commerce logistics industry.

2. Rapid Development of Cross-border E-commerce Platform

The development of cross-border e-commerce platform has accelerated the furtherance of cross-border network trading. At present, apart from conducting their business in international e-commerce platforms, such as eBay.com and amazon.com, Chinese importing enterprises are starting to utilize local cross-border e-commerce platforms like DHgate.com, AliExpress.com, Lightinthebox.com and Jiemai.com to do so. The emergence of these domestic e-commerce platforms has raised the demand for cross-border logistics services. Various logistics enterprises are therefore beginning to actively cooperate with the platforms to expand their cross-border logistics business.

3. Elevated Capability of Domestic E-commerce and Express Services

First of all, the scale of e-commerce has expanded rapidly in China, along with escalating, degree of specialization. In 2013, the transaction volume of China's e-commerce was 9.9 trillion



RMB, representing a 21.3 % growth comparing with 2012. Of which, the number of Internet shopping users reached 302 million, up by 24.7 % year-on-year (NetEase Technology 2014). The e-commerce market has already marched into an era of segmentation and industrial transition. Many specialized vertical e-commerce businesses have expanded swiftly; the cross-border e-commerce is a form of the specialized e-commerce.

Secondly, the development of express services has provided a very good foundation for the development of cross-border e-commerce logistics. From 2008 to 2012, the business volume of China's express services rose from 1.513 billion pieces to 5.685 billion pieces, with an average annual growth rate approaching 40%. A new round of network construction in e-commerce express services is developing briskly in a professional, all-rounded and multi-regional manner. This provides a solid support to the cross-border e-commerce logistics industry.

Different from traditional logistics, cross-border e-commerce logistics features more process linkages, varied channels and wider span of geography. The processes of customs clearance, inspection and quarantine are directly controlled and supervised by relevant authorities of the government.

4. Current Situation of Cross-border Logistics in China

The main mode of cross-border logistics in China is mainly based on international postal parcels and international express delivery. Although there are also cross-border transportation modes of centralized transshipment, the proportion is relatively small. International express delivery is mainly represented by FedEx, UPS and DHL, which controls most of the international express delivery market. Although international express delivery is fast and safe, it can track logistics information in time, but the cost is relatively high, and it is engaged in cross-border electricity in China. For SMEs, the cost is too high, and the profit margin of the enterprise is seriously compressed. Therefore, due to cost considerations, most of the sellers engaged in cross-border e-commerce in China are mainly based on international postal parcels. The cost is low, but the logistics cycle is long and the return and exchange is troublesome. This also brings difficulties such as poor customer experience, high complaint rate and limited product sales. In order to solve the problems encountered in China's current cross-border logistics, many companies have begun to use overseas warehouses. As a special form of cross-border logistics, overseas warehouse is essentially a kind of logistics. At the same time, it is also a new form of shared logistics. This is mainly because the operation of overseas warehouses covers a wide range and many fields, and the service scope can be extended to different countries and different regions, the geographic allocation determines that overseas warehouses will be more complicated than domestic logistics when they operate. After cross-border e-commerce sellers use overseas warehouses, logistics costs are reduced, goods delivery timeliness is improved, and the categories of goods sold are expanded. At the same time, the entire cross-border e-commerce industry can be optimized and

upgraded.

5. Numerous Logistics Service Participants and Complicated Processes

For cross-border e-commerce logistics, it is generally necessary to have the cooperation of logistics enterprises in both local and foreign markets. Take cross-border exports as an example. It involves domestic warehousing, transportation companies, customs clearance office, foreign freight forwarders, overseas warehousing, shipping and express services companies. For cross-border import logistics, it involves local express services, warehousing and transshipment companies, local freight forwarders, and local logistics companies. Among cross-border e-commerce logistics enterprises in China, cross-border transportation companies, logistics companies owned by e-commerce platforms, international express services companies and postal services companies are usually larger in size; local express services companies, warehousing and transshipping firms and freight forwarders are relatively small in size. For process flow, cross-border e-commerce logistics first has to go through the processes of cargo pick-up, container consolidation, transportation, customs clearance and shipping in the exporting countries, and then it has to go through the processes of customs clearance, cargo inspection, transportation, and local delivery in the importing countries. Therefore, the operational chain is rather complex, with a long cycle period and much uncertainties along the way. Generally speaking, the characteristics of having multiple parties and complex processes for cross-border e-commerce logistics are apparent.

6. Direct Effect of Government Control and Supervision in Operational Flow and Modes of Cross-border

Distinct from ordinary e-commerce logistics, cross-border e-commerce and logistics involves the cross-border customs clearance process. For exporting, the cross-border customs clearance encompasses qualification and quota check, cargo inspection and tax rebate. For importing, cross-border e-commerce logistics involves customs inspection, tariffs assessment, quota check, and inspection and quarantine. The existence of these processes and procedures dictate that the cross-border e-commerce logistics import and export trade must be conducted under the supervision of various government agencies. Consequently, national regulatory policies would directly affect the operational flow, costs, efficiency of customs clearance, and service mode of the cross-border e-commerce logistics.

7. Higher Requirements on the Level of Networking and Information

Cross-border e-commerce relies on Internet-based e-commerce platforms to complete its transactions. The business flow, information flow and financial payment flow are integrated onto the platforms. Most online shopping users from different countries or regions also require real time tracking and visual inquiry of the commodities they purchase. This requires the cross-border



e-commerce logistics service providers to fully utilize the network information technology to build a platform for information exchange among the suppliers, the e-commerce platform and the consumers. Therefore, cross-border e-commerce logistics relies on the support from the Internet, GPS & GIS, and online payment system, in areas of information technology and information platform.

8. Basic Operational Flow of China's Cross-border E-commerce Logistics

The basic operational flow of cross-border e-commerce logistics includes domestic logistics, overseas logistics and cross-border customs clearance. The operational flow of cross-border logistics for export trade is shown in Figure 1-6, and that for import trade is shown in Figure 1-7.

Figure 1-6 shows the operational flow of cross-border logistics in export trade. Orders from foreign consumers are placed through the e-commerce platform, and processed by Chinese logistics service providers. Commodities ordered will be picked up from central warehouses and transported to China's customs control area via trunk lines. After customs clearance, the commodities will then be transported by cross-border transportation to the customs of importing country. They will then enter the logistics system of the importing country and, finally reach the overseas consumers.

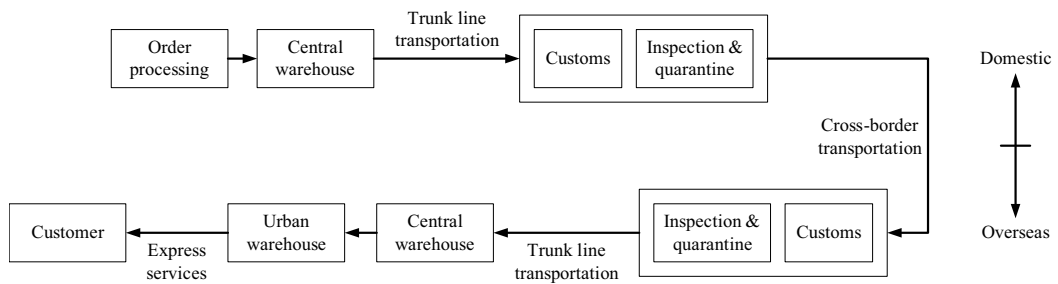


Figure 1-6 Operational Flow of Cross-border Logistics in Export Trade

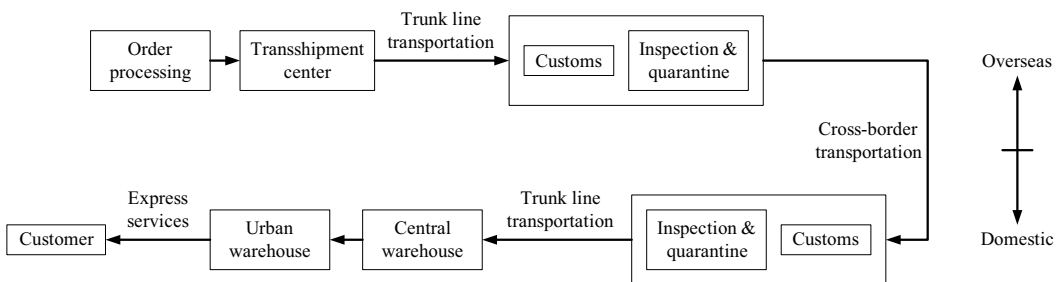


Figure 1-7 Operational Flow of Cross-border Logistics in Import Trade

Figure 1-7 shows the operational flow of cross-border logistics in import trade. After the Chinese consumers place orders to purchase commodities from foreign countries, the commodities will go through the order processing, transportation and customs clearance processes via the overseas logistics systems and will then be transported out of the exporting countries. When the imported commodities arrive in China, they will have to complete the customs clearance and then enter the Chinese domestic logistics system. They will be transported

by urban express services via trunk lines and, finally reach the Chinese consumers.

Words and Phrases

1. logistics [lə'dʒɪstɪks] *n.* 物流; 后勤学; 运筹学
2. warehouse ['weəhaʊs] *n.* 仓库 *v.* 存入仓库
3. circulation [ˌsɜ:kjə'leɪʃn] *n.* 流通, 循环
4. overseas warehouse 海外仓
5. procurement [prə'kjʊəmənt] *n.* 采购; 获得; 促成
6. boundary ['baʊndri] *n.* 边界, 界限, 范围
7. scale [skeɪl] *n.* 规模
8. proportion [prə'pɔ:ʃn] *n.* 比例
9. destination [ˌdestɪ'neɪʃən] *n.* 目的地
10. platform ['plætfɔ:m] *n.* 月台; 讲台; 平台; 站台
11. estimate ['estɪmət] *n.* 评估, 估价
12. domestic [də'mestɪk] *adj.* 家里的, 家庭的; 本国的, 国内的
13. optimize ['ɒptɪmaɪz] *v.* 使完善; 使优化
14. cargo ['kɑ:gəʊ] *n.* 货物; 船货
15. apparent [ə'pærənt] *adj.* 明显的; 表面上的
16. quota ['kwɒtə] *n.* 限额; 配额; 定额

Useful Sentences

1. Cross-border e-commerce refers to import and export trade by means of different electronic commerce ways in different customs territory.

跨境电子商务是指在不同的关境内, 通过不同的电子商务方式进行的进出口贸易。

2. B2C (Business-to-Consumer)—Cross-border retail B2C refers to the international business activity of companies in different customs areas, directly selling products or services to consumers through e-commerce platform.

B2C (商家对顾客)——跨境零售 B2C 是指企业在不同关境地区的国际商务活动, 通过电子商务平台直接向消费者销售产品或服务。

3. B2B (Business-to-Business)—Cross-border B2B refers to the international business activities between companies in different customs areas.

B2B (企业对企业)——跨境 B2B 电子商务是指不同海关地区的企业之间的国际商务活动。



4. Cross-border e-commerce covers logistics, information flow, capital flow, and document flow.

跨境电子商务包括物流、信息流、资金流和文件流。

5. Compared with traditional international trade model, cross-border e-commerce is less subject to geographical restrictions, less affected by national trade protection measures, and it involves fewer intermediaries.

与传统的国际贸易模式相比，跨境电子商务受地域限制少，受国家贸易保护措施影响小，涉及的中介机构少。

6. Logistics refers to movement of material goods, people or energy from the point of origin to the consumer.

物流是指物资、人员或能量从来源地向消费者的流动。

7. Cross-border e-commerce logistics refers to the systematic management of the various activities required to move goods from their original producing countries to the customer in another country.

跨境电子商务物流是指对货物从原生产国转移到另一国客户所需的各种活动进行系统管理。

8. Overseas warehouse is a logistics pattern that the cross-border e-commerce enterprise establishes product warehouse beyond the border or rents the local warehouse to store products so as to be convenient for transport in their marketing.

海外仓库是跨境电商企业在境外建立产品仓库或租用当地仓库储存产品，以便于营销时运输的一种物流模式。

9. Special international logistics line is an international logistics line with special purpose, developed by logistics enterprises from countries around the world.

国际物流专线是由世界各国物流企业共同开发的具有特殊用途的国际物流专线。

10. Cross-border e-commerce logistics distribution refers to delivering goods to the consignee at the specified time and the provision place safely and accurately after domestic and foreign consumers having a deal and making payment and settlement on the electronic commerce platform.

跨境电子商务物流配送是指国内外消费者在电子商务平台上达成交易并进行支付结算后，在指定的时间、地点，安全、准确地将货物交付给收货人。

Skill Practice

1. Answer the following questions.

(1) What is cross-border e-commerce?

(2) Can you tell the differences between different cross-border e-commerce logistics?

(3) What is the development of cross-border e-commerce logistics?

2. Translate the following sentences into Chinese.

(1) The narrow concept of cross-border e-commerce refers to cross-border retail network, making deals on different e-commerce platforms, by payment and delivery of goods through cross-border logistics.

(2) Cross-border e-commerce relies on Internet-based e-commerce platforms to complete its transactions.

(3) China's e-commerce reached RMB 4,000 billion of market scale in 2014, while China's import e-commerce trade scale was only RMB 530 billion, which was almost the change of the whole China's e-commerce trade, accounting for quite low proportion among the cross-border e-commerce.

(4) Cross-border e-commerce logistics distribution refers to delivering goods to the consignee at the specified time and the provision place safely and accurately after domestic and foreign consumers having a deal and making payment and settlement on the electronic commerce platform.

(5) From 2008 to 2012, the business volume of China's express services rose from 1.513 billion pieces to 5.685 billion pieces, with an average annual growth rate approaching 40%.

Additional Reading Materials

Text 1 China's E-commerce Logistics Activities Expand in April

BEIJING, May 9/2021 (Xinhua)—China's e-commerce logistics sector reported moderate growth in April, according to an industry survey jointly conducted by the China Federation of Logistics and Purchasing and e-commerce giant JD.com.

The index tracking e-commerce logistics activities rose to 111 points last month, up from 109.4 points in March, the survey showed.

The total demand for e-commerce logistics fell in the period, with the sub-index tracking the total business volume coming in at 127.8 points, down 0.3 points from the previous month.

Demand for e-commerce in rural areas maintained its growth momentum, with the sub-index tracking e-commerce logistics in these regions standing at 129.1 points, up 3.6 points from March.

The survey predicted that residents' consumption will continue to increase, and that the e-commerce index will maintain its stable and positive trend in May, influenced by the Labor Day holiday.

(Source: Xinhua| 2021-05-09)



Words and Phrases

1. moderate ['mɒdəreɪt] *adj.* 适度的; 温和的; 稳健的; 中等的
2. giant ['dʒaɪənt] *n.* 巨人; 巨物; 大公司
adj. 巨大的
3. index ['ɪndeks] *n.* 指数; 索引
4. survey ['sɜ:vveɪ] *n.* 问卷; 测量; 调查
5. momentum [mə'mentəm] *n.* 势头; 动力
6. predict [prɪ'dɪkt] *v.* 预言; 预报; 预知; 预测
7. resident ['rezɪdənt] *n.* 居民; 住客

Text 2 Cross-border E-commerce Energizes Trade

As shown in Figure 1-8, staff members of a cross-border e-commerce store in Rugao, Jiangsu province, sell products on a livestream session. China's trade via such channels surged more than 46 percent on a yearly basis to 419.5 billion *yuan* in the first quarter of this year.



Figure 1-8 Staff of Cross-Border E-shop Live Broadcast with Goods

Just how deep the impact of the rapid evolution of cross-border e-commerce in China has been on the grassroots as well as the country's foreign trade can be gauged in Hangzhou, Zhejiang province.

In this provincial capital, forklift driver Li Jingsheng, 36 and father of two who works with a local warehouse, routinely skips lunch at his office canteen just so that he could meet near impossible demands on his time and energy.

Li has to load, well, loads of goods into ocean-bound shipping containers almost nonstop

through the day. Fully-laden containers are then transported on trucks to various ports. Inside the containers are tons of assorted consumer goods—juicers, air fryers, bread makers and food processors—bought by overseas consumers on various cross-border e-commerce platforms.

On a certain workday afternoon in April, Li's task was to load goods made by Joyoung Co Ltd, a Jinan, Shandong province-headquartered producer of home appliances. From Hangzhou, the goods will be transported to the Chuanshan port zone at Ningbo-Zhoushan Port, where they will be loaded into a containership operated by China COSCO Shipping Corp Ltd.

After Customs clearance, a procedure which has been simplified recently to facilitate trade via cross-border e-commerce, the vessel will set sail for Europe.

Li said his employer had hired some staff members recently to deliver lunch boxes and flasks to his team of forklift drivers, all of whom were being paid extra as workload increased from the third quarter of last year.

Higher wages for additional work may appear as the silver lining of the dark cloud of COVID-19, which has affected many companies' operations and people's daily lives, and revealed many weaknesses in the global supply chain, like limited shipping capacity and shutdowns of both plants and ports across the world.

As it transpires, the pandemic has also necessitated efforts to grow cross-border e-commerce as well as transportation networks, to support distribution of the goods bought online. One shining instance is the increased activity in the China-Europe freight train services.

Without doubt, cross-border e-commerce has boosted trade since last year, said Lyu Xiaobin, deputy director-general of Ningbo Customs District.

Driven by robust demand arising from the rapid recovery of some major economies, China's total goods imports and exports soared more than 29 percent year-on-year to 8.47 trillion *yuan* (\$1.3 trillion) in the first quarter of this year, according to data from the General Administration of Customs.

Trade via cross-border e-commerce channels alone surged 46.5 percent on a yearly basis to 419.5 billion *yuan* in the first quarter of this year.

Since the pandemic has kept people at home longer due to social distancing norms and general curbs on travel, consumption from homes surged, inflating sales of products or goods like household appliances. This has, in turn, altered the structure of supply chains worldwide.

For instance, Hangzhou Great Star Industrial Co Ltd, the biggest vendor of hand tools, power tools and safety products in Asia by sales revenue, said sales of its Workpro brand ballooned to triple-digit growth last year on the back of its online platform.

"Thanks to the firm overseas demand, we have gained more bargaining power in terms of pricing and gradually popularized our brands overseas. We no longer focus on working as an original equipment manufacturer or OEM," said Li Feng, vice-president of Great Star Industrial,



which employs more than 1,000 people and notched up 2020 net profit of 1 billion *yuan*, up 46 percent year-on-year.

“Unlike Chinese residents, they may use a hammer for life. Hardware products are often purchased goods for consumers in Western markets, because labor costs in these countries are high and they are used to doing the housework, gardening and vehicle maintenance themselves,” he said.

The company’s e-commerce platform, he said, also started to offer customized products, such as pink-colored hardware products to female consumers overseas.

China saw its total imports and exports of goods expand 1.9 percent on a yearly basis to 32.16 trillion *yuan* last year. Foreign trade via cross-border e-commerce advanced 31.1 percent to 1.69 trillion *yuan*, with over 10,000 traditional trade firms going online for the first time in 2020, the GAC said.

For instance, like other firms, Suzhou Walklake Smart Systems Co Ltd, a Jiangsu province-based robot manufacturer, opened its online shop for cross-border e-commerce on Alibaba in August. The online marketplace, owned by China’s e-commerce giant Alibaba Group, has been the preferred destination of most global-bound wholesale traders.

Walklake’s export volume of robots jumped by 30 percent to 2,000 units in 2020. Customers in 45 countries and regions, including the United Kingdom, Spain, Russia and Chile, placed orders for the robots that can check students’ body temperature, eyes, hands and mouths in seconds.

Zhang Ziyang, chairman of Walklake, said as many countries have gradually embraced nontraditional style trade methods, digital-based technologies will play a more important role in enriching global trade and help deal with uncertainties in the next phase of development.

As an emerging trade format, cross-border e-commerce continued its strong momentum last year and has become one of the main forces behind the steady growth of China’s foreign trade, said Zhang Xiangchen, vice-minister of commerce.

He said this sector had also become an influential force in promoting the digitalization and informatization of international trade, representing a new direction for the future growth of global trade.

(Source: China Daily | 2021-05-10)

Words and Phrases

1. livestream ['lɪvstri:m] *v./n.* 网络直播
2. channel ['tʃænl] *n.* 频道; 海峡; 方法; 渠道
3. surge [sɜ:dʒ] *n./v.* 汹涌; 波涛; 猛增
4. impact ['ɪmpækt] *n.* 影响; 撞击 *v.* 对……发生影响; 撞击
5. forklift ['fɔ:klɪft] *n.* 铲车; 叉车

6. routine [ru:'ti:n] *n.* 例行公事; 常规
7. assort [ə'sɔ:t] *v.* 把……分类; 相配; 交际
8. procedure [prə'si:dʒə(r)] *n.* 程序; 手续; 步骤
9. pandemic [pæn'demɪk] *adj.* 全国流行的 *n.* 流行病
10. distribution [ˌdɪstrɪ'bju:ʃn] *n.* 分布; 分发; 分配; 散布
11. norm [nɔ:m] *n.* 规范; 标准
12. curb [kɜ:b] *n.* 路边; 克制
13. vendor ['vendə(r)] *n.* 自动售货机; 小贩; 卖方; 供货商
14. notch [nɒtʃ] *v.* 赢得; 刻凹痕; 计分
15. export volume 出口量
16. emerging [ɪ'mɜ:dʒɪŋ] *adj.* 新兴的