



安徽省高等学校“十三五”省级规划教材

跨境电商实用英语

跨境电商实用英语

Practical English for Cross-border E-commerce



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Unit 1

Introduction to Cross-border E-commerce

Learning Objectives

- Acquire basic knowledge about cross-border e-commerce.
- Know the benefits of cross-border e-commerce.
- Know the basic models of cross-border e-commerce.
- Learn relative words and expressions.



Part 1 Lead-in

1. Try to translate these Chinese phrases into English.

(1) 跨境电子商务

(6) 零售商

(2) 物流

(7) 传统对外贸易

(3) 反垄断

(8) 电子商务平台

(4) 批发商

(9) 智能手机

(5) 分销商

(10) 关税壁垒

2. Answer the following questions.

(1) What are the two business models of cross-border e-commerce?

(2) What are the advantages of cross-border e-commerce compared to traditional trade?

Part 2 Reading



What is Cross-border E-commerce?

With the development of technology and the growth of the Internet, consumers from all over the world have been provided the ability to purchase products or services that may be **unavailable** in their own countries from Internet based **platforms**, also known as cross-border e-commerce.

Cross-border e-commerce refers to the international business activity that **transaction** subjects in different countries electronize the traditional trade through the means of e-commerce, and **deliver** products through cross-border **logistics** or international **warehousing** services to complete the transaction.

In terms of the **subjects** of the transaction, cross-border e-commerce can be mainly

divided into cross-border B2B and cross-border B2C. Cross-border B2B (Business-to-Business) refers to the international business activities between companies in different customs areas, while cross-border B2C (Business-to-Consumer) involves the international business activities of companies in different customs areas, directly selling products or services to individual consumers through e-commerce platforms.

As a business model based on the Internet, cross-border e-commerce is rebuilding the international trade chain of SMEs (small and medium enterprises). By breaking the **monopoly** of foreign channels such as importers, **wholesalers**, **distributors** and **retailers** which exists in traditional foreign trade, cross-border e-commerce enables companies to contact with individual wholesalers, retailers and even consumers directly, which effectively simplifies the transaction and saves goods **circulation** costs.

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.

The increasing popularity of **tablets** and smartphones allows consumers worldwide to compare prices, connect with other consumers via social media, to discuss products and services, to select a web shop independent of its location and to **transfer** payments via their PC, laptop, mobile phone or tablet anytime, anywhere.

Since **domestic** markets have become mature and **saturated**, cross-border e-commerce is the most logical way for future growth. Governments around the world have recognized e-commerce as an engine of future economic growth, especially in supporting SMEs to expand cross-border e-commerce.

China's strong support for Cross-border E-commerce Comprehensive Experimental Zones, and the gradual improvement of taxation and **regulatory** policies have greatly **boosted** the growth of the industry. In the past, Chinese merchants were serving intermediates, and had no say in pricing power, but now they can participate in international competition under a **transparent** and fair environment created by cross-border e-commerce platforms.

China's cross-border e-commerce is thriving, bringing about huge opportunities for Chinese enterprises. Globally, however, trade protectionism in forms of **tariff** barriers and antimonopoly investigations has posed negative influence on the development of cross-border e-commerce, which also **brings about** new issues and challenges.

New Words	
unavailable [ˌʌnəˈveɪləbl̩] <i>adj.</i>	难以获得的; 不能利用的
platform ['plætfɔ:m] <i>n.</i>	平台; 月台, 站台
transaction [trænzækʃn] <i>n.</i>	交易; 业务; 买卖
deliver [dɪˈlɪvə] <i>v.</i>	递送; 传送; 交付; 运载
logistics [ləˈdʒɪstɪks] <i>n.</i>	物流
warehousing ['weəhaʊzɪŋ] <i>n.</i>	仓储; 仓储业
subject ['sʌbdʒɪkt] <i>n.</i> <i>adj.</i>	主体; 中心实体 可能受……影响的; 易遭受……的
monopoly [məˈnɒpəli] <i>n.</i>	垄断; 垄断者; 专卖权
wholesaler ['həʊlseɪlə] <i>n.</i>	批发商
distributor [dɪˈstrɪbjʊtə] <i>n.</i>	分销商; 经销商; 批发商
retailer ['ri:teɪlə(r)] <i>n.</i>	零售商
circulation [səˈkjʊˈleɪʃ(ə)n] <i>n.</i>	流通, 传播; 循环; 发行量
geographical [ˌdʒi:əˈgræfɪkl̩] <i>adj.</i>	地理的; 地理学的
restriction [rɪˈstrɪkʃ(ə)n] <i>n.</i>	限制; 规定; 约束
intermediary [ˌɪntəˈmi:diəri] <i>n.</i> <i>adj.</i>	中间人; 仲裁者; 调解者; 媒介物 中间的; 媒介的
margin ['mɑ:dʒɪn] <i>n.</i>	利润, 余裕; 边缘; 页边的空白
tablet ['tæblət] <i>n.</i>	平板电脑; 碑; 药片; 写字板
transfer [trænzˈfɜ:] <i>v.</i>	(使) 转移, 搬迁
domestic [dəˈmestɪk] <i>adj.</i>	国内的; 家庭的; 驯养的
saturated ['sætʃəreɪtɪd] <i>adj.</i>	饱和的; 渗透的; 深颜色的
regulatory ['regjʊleɪtəri] <i>adj.</i>	管理的; 控制的; 调整的
boost [bu:st] <i>v./n.</i>	促进; 提高; 推动
transparent [trænzˈpærənt] <i>adj.</i>	透明的; 显然的; 坦率的; 易懂的
tariff ['tærɪf] <i>n.</i>	关税表; 收费表

Phrases and Expressions	
in terms of	依据; 按照; 在……方面; 从……的角度
be subject to	受支配, 从属于; 常遭受……; 有……倾向的
bring about	带来; 导致; 引起

Notes

1. SME 中小型企业

SME 是英文 small and medium enterprise 的缩写，是“中小型企业”的意思，不同的国家对中小型企业定义标准是不同的。比如，欧盟国家现在的标准是雇员少于 49 人的企业是小型企业，少于 249 人的是中型企业。在美国，雇员少于 99 人的企业是小型企业，少于 500 人的是中型企业。无论是从数量上，还是从缴纳的税款、就业人数和企业家人数来看，中小型企业都是国家的中坚力量。

2. Cross-border E-commerce Comprehensive Experimental Zone 跨境电子商务综合试验区

这是中国设立的跨境电子商务综合性质的先行先试的城市区域，旨在跨境电子商务交易、支付、物流、通关、退税、结汇等环节的技术标准、业务流程、监管模式和信息化建设等方面先行先试，通过制度创新、管理创新、服务创新和协同发展，破解跨境电子商务发展中的深层次矛盾和体制性难题，打造跨境电子商务完整的产业链和生态链，逐步形成一套适应和引领全球跨境电子商务发展的管理制度和规则，为推动中国跨境电子商务健康发展提供可复制、可推广的经验。2020 年 4 月 7 日，国务院新设了 46 个综合试验区，再加上批准的 59 个，全国将有 105 个综合试验区。（数据来源：央视新闻）

3. tariff barrier 关税壁垒

关税壁垒是指用征收高额进口税和各种进口附加税的办法，以限制和阻止外国商品进口的一种手段。

Exercises

1. Decide whether the statements are True (T) or False (F) according to the text.

- () (1) Cross-border e-commerce refers to online transactions between different countries.
- () (2) Trade protectionism has exerted positive influence on the development of cross-border e-commerce.
- () (3) Traditional foreign trade is increasingly favorable to the business development of small and medium foreign trade companies.
- () (4) Nowadays, on cross-border e-commerce platforms, Chinese merchants can participate in international competition under a transparent and fair environment.
- () (5) Cross-border e-commerce allows consumers to have more interactive shopping experience.

2. Match each word or phrase in the left column with its Chinese meaning in the right.

- (1) profit margin
- (2) domestic markets
- (3) SME
- (4) tariff
- (5) laptop
- (6) tablet

- a. 中小企业
- b. 利润空间
- c. 笔记本电脑
- d. 关税
- e. 国内市场
- f. 平板电脑

3. Complete the following sentences with the right words or phrases in the box.

Change the form if necessary.

refer to	retail	margin	transfer
monopoly	restrict	in terms of	be subject to

- (1) For further information, you can _____ Chapter 4.
- (2) How can I _____ money from my bank account to his?
- (3) He is rich _____ money but not in terms of happiness.
- (4) Electricity, gas and water were considered to be natural _____.
- (5) This service will _____ your request.
- (6) Have you ever worked in a _____ store before?
- (7) There was no _____ for error.
- (8) We _____ the number of students per class to 10.

Part 3 Oral Practice



1. Use the following expressions you have learnt from the previous text to talk about the benefits of cross-border e-commerce.

shop globally	compare prices
anywhere	anytime
transfer payments	connect with other consumers
discuss products and services	

2. Read the following dialogue and practice making similar dialogues according to the information given below.

Sample Dialogue

Situation:

(Kate is talking with her friend Mary about cross-border online shopping.)

Kate: Hey, what a nice watch!

Mary: Thanks!

Kate: I would like to have a watch like that for myself. Where did you buy it?

Mary: I bought it from Amazon.com — a cross-border e-commerce platform. I just did a search online and found it. It was convenient and cheap.

Kate: But do you think it safe and reliable to shop on those platforms?

Mary: It's no problem. I often do my online shopping through cross-border e-commerce platforms such as Amazon, eBay and Wish.

Kate: You are required to register a user name first on the website, aren't you?

Mary: Yes, and you also need a password and provide your personal information.

Kate: Does shopping on international platforms usually involve paying with a credit card?

Mary: It depends. You can use International Alipay or a Visa dual currency credit card.

Kate: That's great! I'll have to check it out.

Simulated Conversation

Kate: What have you bought online?

Mary: I have bought some books.

Kate: Can you give me the link to the website?

...

Part 4 Comprehensive Tasks

1. Translate the following sentences into Chinese.

(1) With the development of computer and e-commerce technology, huge impacts on traditional foreign trade are caused by the cross-border e-commerce.

(2) In 1998, the first group of cross-border e-commerce platforms represented by Alibaba B2B and Made-in-China emerged in China.

(3) These websites mainly released information, promoted deals and bridged sellers and buyers.

(4) Since 2013, B2B enterprises began to offer services during and after the trading, covering logistics, storage and financing.

(5) From the perspective of transaction modes, B2B was absolutely the dominant mode and such situation is expected to maintain due to its considerable and stable orders.

2. Match each word or phrase in the left column with its Chinese meaning in the right column.

- (1) browse
- (2) update
- (3) screenshot
- (4) link
- (5) webpage
- (6) network store
- (7) offline
- (8) spreadsheet
- (9) upload
- (10) log in

- a. 链接
- b. 登录
- c. 网店
- d. 浏览
- e. 网页
- f. 线下的
- g. 更新
- h. 截图
- i. 上传
- j. 电子表格

3. Fill in the blank with the words on the left in the preceding task. Change the form if necessary.

- (1) I clicked on the _____ but it doesn't show anything.
- (2) Please show me your _____. I'll go to search for it in your shop.
- (3) What do you sell in your _____?
- (4) I prefer to buy fruits in an _____ store.
- (5) I _____ the items in my shop every day.
- (6) We _____ movies to servers for downloading by users to their computers.
- (7) There are many new items in my store today. Take your time to _____ around, please.

- (8) I can't visit the webpage. Can you send me the _____ of the items?
- (9) I sent you an Excel _____. Please let me know when you check it out.
- (10) I forgot my password to _____ to my computer.

Part 5 Supplementary Materials

Cross-border E-commerce in China

China is an important country for both cross-border online imports and exports. Close to a third of active online shoppers in China have made purchases across borders. In 2013, according to the Ministry of Commerce (MOC), more than 200,000 companies are running cross-border e-commerce businesses in China via 5,000-plus e-commerce platforms.

Cross-border e-commerce has been developing rapidly to become a key channel for innovation in China. Boosting cross-border e-commerce will help create jobs, expand the market and bring new energy to the Chinese economy.

Since the year of 2015, the Chinese government has established cross-border e-commerce comprehensive experimental zones in many cities, including Hangzhou, Tianjin, Beijing and Shijiazhuang, etc. These zones will model themselves on Hangzhou, with its successful information-sharing mechanism between businesses, financial institutions, and regulators, one-stop online financial services, smart logistics and open e-commerce credit systems.

On April 8, 2016, China changed its tax rules on online retail goods to level the playing field for the e-commerce platforms and traditional retailers and importers. Retail goods purchased online will no longer be classified as “parcels”, which enjoy a “parcel tax” rate that is lower than that on other imported goods. Instead, online purchases from overseas will be charged on the same way as any other imported goods.

On the one hand, some industrial standardization policies have added a lot of uncertainty; on the other hand, international political and economic factors continue to shake the financial markets. The intensified volatility of the exchange rate brings more and more new opportunities and challenges to cross-border business. According to the G20 Trade Ministers Meeting held in Shanghai in 2016, “coordinating policies between G20 members, and promoting the facilitation and faster development of international e-commerce” was one of the top concerns.

However, from the perspective of China's national strategic level — “Internet +”, “Free Trade Zones”, “Belt and Road” Initiative, and “Supply-side Reforms” — Cross-border e-commerce provides a perfect starting point. Supported by the dividend policy, cross-border

e-commerce is bound to rise as an emerging industry in China.

译文

中国的跨境电子商务

中国是跨境进出口贸易的重要市场。在中国，有近三分之一的活跃网购人群曾购买过境外商品。据商务部统计，在 2013 年，中国有 20 多万家公司通过 5 000 余个平台开展跨境电子商务业务。

跨境电商发展迅速，已经成为中国创新的重要阵地。发展跨境电商，可以创造就业，开拓市场，为中国经济注入新的活力。

自 2015 年以来，中国政府陆续在包括杭州市、天津市、北京市、石家庄市等在内的多个城市设立了跨境电子商务综合试验区。这些试验区将以杭州为模型，发展在杭州已经成功的企业信息共享机制、金融机构、监管制度、一站式线上金融服务、便捷的物流系统和开放的电商信用机制。

2016 年 4 月 8 日起，为了使线上线下贸易平衡发展，国家更改了在线零售商品的税收政策。在线购买的商品不再被归类为“包裹”，不用再缴纳数额较低的“包裹税”，而是以与其他进口商品相同的税率缴纳税费。

一方面，部分行业标准化政策增加了许多不确定性；而另一方面，国际政治经济环境也使金融市场发生了变化。汇率的持续变动在为跨境电商带来很多新的机会的同时，也带来很多挑战。在 2016 年上海 G20 贸易部长会议提出的“加强 G20 成员国政策协调，促进贸易便利化，加快跨境电子商务发展”，仍是行业发展之重。

然而，站在中国国家战略高度，“互联网+”“自由贸易区”“一带一路”倡议和“供给侧改革”等一系列政策的实施，对于跨境电商都是一个绝佳的起始点。在这些红利政策的支持下，跨境电商作为中国的新兴产业必将崛起。