

Chapter 1 Overview of Cross-border E-commerce

跨境电商电子商务概述

【Ability Objectives】

- ❑ Be able to introduce the E-commerce in English 能够用英语介绍电子商务;
- ❑ Be able to communicate with customers in English 能够用英语与顾客交流;
- ❑ Be able to read and comprehend some articles related to cross-border E-commerce 能够阅读和理解与跨境电子商务有关的文章。

【Knowledge Objectives】

- ❑ Master typical expressions about cross-border E-commerce 掌握跨境电子商务的经典表达;
- ❑ Memorize new words and phrases in the texts 能够记忆文章中的单词与短语。

【Key Words】

E-commerce (电子商务); cross-border E-commerce (跨境电子商务)

Section 1.1 Overview of E-commerce 电子商务概述

New Words

E-commerce	<i>n.</i>	电子商务
infrastructure	<i>n.</i>	(国家或机构的) 基础设施
commercial	<i>adj.</i>	贸易的; 商业的; 盈利的; 以获利为目的的
	<i>n.</i>	(电台或电视播放的) 广告
sphere	<i>n.</i>	球; 领域; 球体; 球形
	<i>v.</i>	使成球形; 包围; 把……放在球内; 使处于天体之间
external	<i>n.</i>	外部; 外观; 形式; 外部情况
	<i>adj.</i>	外部的; 外面的; 外界的; 外来的
separate	<i>v.</i>	分离; 区分; 隔开; 区别
	<i>adj.</i>	单独的; 独立的; 分开的; 不同的
corporate	<i>adj.</i>	公司的; 组成公司(或团体)的; 法人的; 社团的



browser	<i>n.</i>	浏览器；浏览程序；浏览图书报刊者；逛商店的人
extranet	<i>n.</i>	【计】外联网
intranet	<i>n.</i>	【计】内联网
concept	<i>n.</i>	概念；观念；设想；观点
perspective	<i>n.</i>	观点；远景；景观；透视法
	<i>adj.</i>	（按照）透视画法的；透视的
implement	<i>v.</i>	实施；执行；落实（政策）；使生效
	<i>n.</i>	工具；器具；〈英〉【法】履行（契约等）
facilitate	<i>v.</i>	促进；促使；使便利
accelerate	<i>v.</i>	加快；加速
transactions	<i>n.</i>	事务；交易；学报；处理
extended	<i>adj.</i>	延长了的；扩展了的
geographic	<i>adj.</i>	地理学的
irrelevant	<i>adj.</i>	无关紧要的；不相关的
competitors	<i>n.</i>	竞争者；敌手
cyberspace	<i>n.</i>	网络空间
multimedia	<i>n.</i>	【计】多媒体；混合舞台效果；【画】混合画法
	<i>adj.</i>	多媒体的；使用多媒体的
icons	<i>n.</i>	偶像；人像；肖像；画像
trademark	<i>n.</i>	商标；标记；招牌动作；特征
accurate	<i>adj.</i>	正确无误的；精确的；准确的；准确的（掷、射、击等）
inventory	<i>n.</i>	库存；财产清单；（建筑物里的物品、家具等的）清单
	<i>v.</i>	开列清单
consumption	<i>n.</i>	消费；消耗量
perishable	<i>adj.</i>	易腐烂的；易变质的
	<i>n.</i>	易腐败的东西
antiques	<i>n.</i>	古董；古风
	<i>adj.</i>	过时的；古时制造的；古风的；古董的
	<i>v.</i>	使显得古色古香
inspect	<i>v.</i>	检查；视察；检阅；审查
ultimately	<i>adv.</i>	最终；最后；归根结底；终究
frequent	<i>adj.</i>	频繁的；经常发生的
	<i>v.</i>	常到（某处）
turnover	<i>n.</i>	成交量；人事变更率；人员调整率；销售比率
impediments	<i>n.</i>	阻碍；障碍物；口吃；同 <i>impedimenta</i>
integrate	<i>v.</i>	使一体化；使（黑人等）不受歧视；表示（面积、温度等的）总和
	<i>adj.</i>	完整的



resistant	<i>adj.</i>	抵抗的；有抵抗力的；抵制的；阻止的
	<i>n.</i>	抵抗者；有抵抗力的东西
conflicting	<i>adj.</i>	互相斗争的；相冲突的
merchant	<i>n.</i>	商人；批发商；（尤指）进出口批发商；（某活动的）爱好者
	<i>adj.</i>	海上货运的
vendors	<i>n.</i>	〈正式〉供应商；小贩

Phrases

at the request of	应……的要求
in addition	另外；除此之外；并且
to concentrate on	专心于；把思想集中于
Internet protocol(IP)	互联网协议
business transactions	商务交易；经济业务；业务事务
electronic data interchange(EDI)	电子数据交换
generalized E-commerce	广义电子商务
workflow automation	工作流自动化
medium-sized enterprises	中型企业；中小企业的客户；中等规模企业
outdated information	信息过时；过时信息；过时的内容

Sentences

1. Hello, welcome to my Internet shop.
你好，欢迎光临我的网店。
2. Welcome to my store on the Internet.
欢迎光临我的网店。
3. Starting an online store has advantages over having a physical storefront.
开通网上商铺比实体店铺有优势。
4. After all, starting an online store today has become simpler than ever.
毕竟现在开通网上商铺已经变得比以前简单多了。
5. Can I be of some help?
有什么可以帮助您的吗？
6. Thank you for shopping at my Internet store.
感谢您来我们网店购物。
7. Are you being helped?/ Are you being served?
你需要帮忙吗？
8. Hello, this is seller No. 1. Are there any questions?
你好，我是 1 号销售员，你有什么要咨询的吗？
9. Have a nice shopping.
祝您购物愉快。



10. We can start thinking about who can help to handle some of the product management.
我们开始考虑谁能帮助处理一些产品管理的事宜。
11. He has worked in the cross-border electricity business for more than ten years, with roles in management, technical marketing, product marketing, and product management.
他已经在跨境电商行业工作了十多年，曾做过管理、技术市场、产品市场以及产品管理工作。
12. As with other aspects of product management, spending extra time and effort defining the problem in advance can save more time and effort after carrying out task.
与产品管理中的其他许多方面类似，多花些时间和精力提前明确问题，可以在开展工作时节省更多时间和精力。
13. There are big differences between product management and project management.
产品管理和项目管理之间有着巨大的差别。
14. To fulfill both the strategic and the new tactical product management functions, we must pick personalities compatible with the task at hand.
为了实现战略和新战术上的产品管理功能，我们选才时必须对号入座。
15. Product management is concerned with the life of the product, from conception, development and eventually to discontinuation.
产品管理关心的是产品的整个生命周期：从概念、发展到废弃。

Conversations

1. Welcome

salesman: Good morning, madam. Is there anything can I do for you?

customer: Yes. I'd like to buy the dress.

salesman: You mean this one? It's the latest fashion.

customer: What is this dress made of?

salesman: It's made of silk. It's perfect, isn't it?

customer: I want to buy the purple one.

salesman: What size do you wear?

customer: Size L. I will pay for it. How much is it?

salesman: 698 yuan.

(A few days later)

salesman: Hello, how does the dress fit?

customer: It's perfectly. I will give a positive review for you.

salesman: Thanks. Welcome back again.

1. 欢迎

售货员：早上好，太太。我能为您做点什么吗？

顾客：是的。我想看看这件礼服。

售货员：您是说这一件吗？这是最新款。



顾客：这件礼服是什么材料做的？

售货员：这是丝绸做的。很漂亮，不是吗？

顾客：我想买件紫色的。

售货员：您穿多大号的？

顾客：L 号。我准备付费。这件礼服多少钱？

售货员：698 元。

（几天后）

售货员：你好，礼服合身吗？

顾客：很合身。我会给好评的。

售货员：谢谢。欢迎下次再来。

2. Inferior/Unqualified Products Faulty Materials

A: Have you seen our surveyor's report of your products?

B: Yes. I'm feeling very sorry.

A: There are too many faulty materials in the goods which you have shipped to us.

B: I'm sorry. That's quite unusual for our company. What can we do to make things better?

A: We would like to ship back all the goods to you.

B: No better way?

A: I think this is the best solution.

B: That is all right. We will send you a replacement right now.

A: Thanks for your cooperation.

2. 劣质品

A: 您看过我方的产品检查报告了吗？

B: 是的，我感到十分抱歉。

A: 你们寄过来的那批货中劣质品太多了。

B: 不好意思。我们公司向来很少发生这种事情。那现在我们应该怎么办？

A: 我们想把整批货送回去。

B: 没有更好的办法了吗？

A: 我想这就是最佳的解决方案。

B: 那好吧。我们会马上补寄一批货过去。

A: 谢谢你的合作。

Text

1.1.1 The Concept and Characteristics of E-commerce 电子商务的概念和特征

At present, it's certain that E-commerce will become an important part of the global economy. The infrastructure of E-commerce is a computer network. Today, whether it is in the commercial sphere, family or government agencies, computer network has become standard computer



application environment. Through communicate network, many computers and its external devices can be connected. In this way, the computer user can communicate with different computer users in the network but in different locations to obtain or exchange information on the computer. More and more people have connected to the Internet global network environment, or joined to corporate Internet.

如今, 电子商务成为国际经济中的重要部分已成定局。电子商务的基础是计算机网络。现如今, 不论是商业领域、家庭还是政府机构, 计算机网络已经成为计算机应用环境的标准。通过数据通信网络, 许多计算机及其延伸设备得到连接。通过这种方式, 计算机使用者可以与不同地区的不同的计算机使用者交流以获得或者交换信息。

1. Definition of E-commerce 电子商务的定义

E-commerce is a new concept, which describes the process of trading, the exchange of goods, services and information via computer networks (including the Internet).

电子商务是一个新的概念, 它描述了货物、服务以及信息通过计算机网络(包括互联网)交易的过程。

E-commerce is defined from the following angles: From the communication point of view, E-commerce transmits information, product/service or pay through the telephone line, computer network or other electronic means. From the business perspective, E-commerce is the technology application implemented to facilitate business transactions and workflow automation. From the service perspective, E-commerce is the tool used to help companies, consumers, or managers reduce service costs, improve product quality, and accelerate the speed of service. From the online perspective, E-commerce supplies the information of purchase and sale of goods through the Internet and other online services.

电子商务可以从以下角度被定义: 从交流的角度来说, 电子商务通过电话付费、计算机网络或者其他电子方式传送信息、产品或服务; 从商业角度来说, 电子商务是用于促进商务交易和 workflows 自动化的科技应用; 从服务角度来说, 电子商务是用来帮助公司、客户或者经营者减少服务费用, 提高产品质量和提升服务效率的工具; 从线上的角度来说, 电子商务通过互联网或者其他线上服务提供买卖信息。

People regard the commercial affairs as the behavior of transactions between business partners. Therefore, for some people, the concept of E-commerce is narrow. So many people use the term E-business, that is, generalized E-commerce. Generalized E-commerce is not just about buying and selling, also includes service for customer, cooperation between business partners and the electronic transaction within corporate organizations. As Lou Gerstner, the IBM CEO, remarks: "the generalized E-commerce is a complete cycle, which means high-speed, globalization, increase of production, acquiring new customers, and sharing competitive advantage."

人们认为商务是商业伙伴之间的交易行为。因此对某些人来说, 电子商务的概念是狭义的。许多人用的 E-business 就是广义的电子商务。广义的电子商务不仅是关于买卖的, 还包括对顾客的服务、商务伙伴之间的合作、企业之间的电子交易。正如美国国际商用机器公司的总裁路易·郭士纳所言: “广义的电子商务是一个完整的闭环, 这意味着高速、



全球化、产量的增长、新顾客的获得还有竞争优势的分享。”

2. Characteristics of E-commerce 电子商务的特征

1) The Benefits of E-commerce 电子商务的优势

As the computer network can promote the exchange of information in a quick and inexpensive way, Internet has now extended to every corner of the world. Small and medium-sized enterprises can establish contacts with trading partners around the world. The high-speed network makes the geographic distance become irrelevant.

由于计算机网络可以促使信息以快速廉价的方式得到交换，互联网在这个世界上已经无处不在。中小型企业可以与世界各地的交易伙伴建立联系。高速的网络使物理距离不再重要。

Companies can more easily sell goods, explore new markets and identify business opportunities outside the traditional markets. Small and medium-sized enterprises that are unable to establish overseas offices before can now show themselves to every corner of the world. Enterprises may gather information about products, buyers and competitors through the Internet to enhance their competitiveness.

公司可以更容易地售卖商品，探索新的市场，发现传统市场外的商业机会。那些之前不能建立海外办事处的中小型企业现在可以在世界的任何角落展示自己。企业可以通过互联网收集产品、买家以及竞争对手的信息，以增强自身的竞争力。

Companies will maintain their competitive advantage by establishing close contact with customers via the Internet, and providing the latest information about product and service 24 hours a day. In addition, the data can be updated at any time, so the problem of outdated information does not exist. Internet companies can supply many markets and endless marketing opportunities in cyberspace, and also it can enhance contact with the buyer.

企业可以通过互联网与顾客保持密切的联系，提供最新的产品信息以及全天候服务来保持其竞争优势。另外，互联网可以在任何时间更新数据，所以信息老旧的问题不复存在。互联网公司可以在网络空间提供许多市场以及无尽的市场机会，而且它可以增强买家之间的联系。

Use of multimedia features can effectively make people accept a group of icons, as well as the trademark of products and services via the Internet. Detailed and accurate sales data can help to reduce inventory levels, thus reducing operating costs. Detailed customer information, such as consumption patterns, personal preferences and purchasing power etc., can help companies develop marketing strategies more effectively.

运用互联网中多媒体的特性可以有效地使人们接受图标，以及产品的商标和服务。详细和精确的销售数据可以降低最低库存量，从而降低运用成本。详细的客户信息，如消费方式、个人喜好以及购买力等可以有效地帮助公司开发营销策略。

2) Disadvantages of E-commerce 电子商务的劣势

(1) Technologies are changing rapidly, and keeping pace with change will ultimately become too costly.



归根结底，科技飞速变化，要跟上科技的变化财务消耗巨大。

(2) There is frequent employee turnover. Many skilled employees leave and start their own businesses or for higher salaries.

人事变更频繁，许多有技能的员工为了自己创业或者高工资离开。

(3) Many companies face cultural and legal impediments when they start E-commerce business.

许多企业在开展电子商务的时候面临着文化与法律障碍。

(4) There is difficulty in integrating existing database into the E-commerce software.

把已有的数据库整合到电子商务软件中是有困难的。

(5) Some consumers are still fearful of sending their credit card information on the Internet.

有些顾客仍然对把他们的信用卡信息输入互联网有顾虑。

(6) Other consumers are simply resistant to purchase online and are uncomfortable viewing merchandise on a computer screen.

其他顾客只是单纯地排斥在网上购物，他们觉得在电脑屏幕上浏览商品不舒服。

(7) Internet laws are confusing and conflicting.

互联网法律混乱冲突。

3) E-commerce Safety Problems

Tips for safe shopping on-line:

安全购物的要点如下：

(1) Know the merchant. Find the company physical location.

了解商家，找到商家公司的实际位置。

(2) Know the refund and return policy.

了解退款以及退货政策。

(3) Protect our Internet passwords.

保护自己的支付密码。

(4) Protect your privacy. Input your credit card and social security information only in secure environment.

保护自己的隐私，在安全环境中输入自己的信用卡和社交安全信息。

(5) Keep accurate shopping records.

精准保存购物记录。

(6) Know your consumer rights.

了解自己的消费权益。

As the traditional markets, there are lots of fakes in shopping online. Consumers and vendors should beware.

和传统市场一样，网上购物有许多虚假信息，消费者与供应商应该警惕。



1.1.2 The Development History of E-commerce 电子商务的发展

The development of China's E-commerce presents typical block economic characteristic. 中国电子商务的发展展现出中国块状经济的典型特色。

With gradual establishment and improvement of domestic logistics, payment system, and further development of information infrastructure, E-commerce market in China obviously got resuscitated, and market vigor of E-commerce market significantly strengthens.

随着国内物流、支付系统以及信息基础设施的逐渐建立与完善，中国的电子商务市场明显活跃起来，电子商务市场的活力明显增强。

Indeed, E-commerce in China worth many hundreds of billions of dollars. Online retail sales in China have soared in recent years.

实际上，中国的电子商务价值数以亿计，近几年网上零售业突飞猛进。

Generally speaking, the China E-commerce market contains huge commercial opportunities, and the development prospect is extremely broad.

总体来说，中国的电子商务市场有着巨大的商业机会，发展前景极其广阔。

Section 1.2 Overview of Cross-border E-commerce 跨境电子商务概述

New Words

blog	<i>n.</i>	博客
platform	<i>n.</i>	平台
memorandum	<i>n.</i>	备忘录
custom	<i>n.</i>	海关，关税
transaction	<i>n.</i>	交易，业务，事务；办理，处理
logistics	<i>n.</i>	物流；后勤
definition	<i>n.</i>	定义；解释
argument	<i>n.</i>	争论，争吵；论据
distribution	<i>n.</i>	分配，分布
consumer	<i>n.</i>	消费者，顾客
individual	<i>adj.</i>	个人的；个别的
	<i>n.</i>	个人；个体
process	<i>n.</i>	过程
import	<i>v.</i>	进口；引进；输入
	<i>n.</i>	进口；重要；意义；进口货



export	<i>n.</i>	出口；【无线电】呼叫；出口货；输出额
	<i>v.</i>	出口；排出
	<i>adj.</i>	输出的
cumbersome	<i>adj.</i>	大而笨重的；难以携带的；缓慢复杂的；冗长的
exhibition	<i>n.</i>	展览；展出；表演；（一批）展览品
disseminate	<i>v.</i>	传播；散播；扩散
express	<i>v.</i>	表达；表示；表露；代表
	<i>adj.</i>	特快的；快速的；快递的；用快递寄送的
	<i>n.</i>	特快列车；快件服务；快递服务；快运服务
qualification	<i>n.</i>	合格；学历；资历；限定条件
retail	<i>v.</i>	零售；以……价格销售
	<i>n.</i>	零售
	<i>adv.</i>	零卖
self-operated	<i>un.</i>	自营的
warehousing	<i>n.</i>	仓储；仓储业
facilitate	<i>v.</i>	促进；促使；使便利
wholesaler	<i>n.</i>	批发商
retailer	<i>n.</i>	零售商；零售店
operational	<i>adj.</i>	可使用；操作的；运转的；运营的
community	<i>n.</i>	社区；社团；公众；社会团体
ecosystem	<i>n.</i>	生态系统
small-scale	<i>adj.</i>	小型的；小范围的；小规模；按小比例绘制的
dilemma	<i>n.</i>	（进退两难的）窘境
integration	<i>n.</i>	一体化；结合；融入群体或社会；
procurement	<i>n.</i>	（尤指为政府或机构）采购
utmost	<i>n.</i>	极限；最大限度；最大量；最大可能
	<i>adj.</i>	最大的；极度的
constraint	<i>n.</i>	约束；限制；限定；严管
bottleneck	<i>n.</i>	障碍；瓶颈路段（常引起交通阻塞）
	<i>v.</i>	限制；交通堵塞
	<i>adj.</i>	（街道等）狭隘的
restriction	<i>n.</i>	限制；约束；制约因素；限制规定
undeniably	<i>adv.</i>	不可否认地
convert	<i>v.</i>	转换；可转变为；可变换成
vigorous	<i>adj.</i>	充满活力的；充满激情的；激烈的；精力旺盛的
boldly	<i>adv.</i>	大胆地；大模大样地；理直气壮地
reshuffle	<i>v.</i>	改组；进行岗位调整；更改职责配置
	<i>n.</i>	〈比喻〉（政府等的）改组；重新配置；（牌的）重洗



vertical	<i>n.</i>	垂直线；垂直位置
	<i>adj.</i>	竖的；垂直的；直立的；纵向的
subdivide	<i>v.</i>	再分；超级细分；把……再分
practitioner	<i>n.</i>	（尤指医学或法律界的）从业人员；习艺者；专门人才
rationalization	<i>n.</i>	（尤指事业等的）合理化；【数】有理化； 【心】文饰（作用）；理论解释

Phrases

cross-border E-commerce	跨境电子商务
capital market	资本市场
free trade zone	自由贸易区
international business	国际商业
foreign trade	对外贸易
to confuse ...with...	把……与……混淆
to be concentrated on	集中在
overseas logistics company	海外物流公司
as much as possible	尽可能
ways of spread	传播方式
information flow	信息流，数据流
investment platform	投资平台
return service	退货服务
direct purchasing	直接采购
television set	电视机
business model	业务模式，商务模式
private individual	个人
direct mail	直接邮寄
supply chain	供应链
content sharing	内容共享，内容分享
third-party platform	第三方平台
systematic docking	系统对接
self-operated platform	自营平台
after-sales service	售后服务
supply channel	供应渠道
operating cost	营业费用，营业成本
third-party payment	第三方支付
customs clearance	结关，验关
tax refund	退税
quality inspection rate	质量检验率



technical level	技术层面
series of	一系列
annual growth rate	年增长速度
tuyere industry	风口行业
subdivided market	细分市场
to keep up with	继续做；熟悉；保持联系
B2B (business to business)	企业对企业电子商务
B2C (business to customer)	企业对个人电子商务
M2C (manufacturer to consumer)	生产厂家对消费者电子商务
C2C (consumer to consumer)	个人对个人电子商务
SKU (stock keeping unit)	库存量单位，最小存货单位

Sentences

1. These are new products from our warehouse.
这都是我们仓库的新产品。
2. There are as many as 100 new products on show.
展出的新产品不少于 100 种。
3. Do you want to see the samples?
您想看样品吗？
4. I'd like to give you a detail introduction of the new products.
我现在向您详细介绍一下我们的新产品。
5. Our new products are among the most popular ones on the Internet.
我们的新产品在网上是最受欢迎的产品之一。
6. The new products are suitable for 1-18 age groups.
这种产品适合 1~18 岁年龄段使用。
7. The new products are very much to the taste of our market.
这种产品在我国市场上大受欢迎。
8. It is a busy season for our new products now.
我们的新产品正值旺季。
9. They are in large demand.
这种产品销路非常大。
10. Our new products will be launched into market at the end of this month.
我们的新产品将在本月末投放市场。
11. Let me explain the specifications of this new product.
让我来解释一下这款新产品的规格。
12. Are you interested in our new products?
您对我们的新产品感兴趣吗？



13. I have searched that the foods of that quality will never sell.

我搜索了一下，那样质量的商品绝对卖不出去。

14. Have you searched? What about quality control?

你搜索了没有？质量控制怎么办？

15. We found the quality of the goods is much inferior to the samples.

我们发现这批货物的品质大大低于样品。

Conversations

1. Introduction of New Products

David: What can I do for you?

Tom: I've been attracted by your products. Could you give me more information on them?

David: I'm pleased to be of any help to you. Our company specializes in making better quality office furniture and equipment. Please have a look at the pictures of our newest products.

Tom: How do you ensure quality?

David: All of our new products have a 1-3 year testing period.

Tom: What happens if I'm not satisfied with my purchases?

David: Your satisfaction is guaranteed, or you can return products without reasons in seven days and we refund your money.

Tom: I see. But I have to talk it over with my boss before I make a decision.

David: OK. I hope we will get in touch soon.

1. 新产品发布

大卫：需要什么帮助吗？

汤姆：我对你们的产品很感兴趣。能告诉我有关你们产品的更多信息吗？

大卫：很乐意为您效劳。我们公司专门生产优质的办公设备。请看一下我们最新产品的图片。

汤姆：你们怎么保证产品质量呢？

大卫：我们所有的新产品都有 1~3 年的保质期。

汤姆：买了之后不满意怎么办？

大卫：我们保证用户满意，你可以七天无理由退货，退货后我们就退款。

汤姆：我知道了，但我必须在做决定之前跟我的老板商量一下。

大卫：好的，希望我们不久就可以联系。

2. Searching

A: Have you ever tried searching some products online?

B: No, never. I prefer to actually seeing and touching what I'm buying before paying for it, especially for clothes and shoes. So I always try it on in the store first and then go searching online and purchase it online.

A: That's right. Seeing is believing.



B: I've heard some friends say when they get the goods, it's quite different from what they see on the website advertisement.

A: That happens. Without close quality examination, we may encounter fraud, and the E-shop may suddenly disappear.

B: What's more, it's not always so safe for us to pay online as hackers might steal the user's name and password.

A: It's said that some measures have been taken to deal with this problem. Paying online is much safer than before, but I still have the feeling that it's not safe enough.

B: I can't agree more. That's why I only do street shopping.

A: Me too. Sometimes I surf online shops to check some related information, and then go to the physical store to do the actual shopping.

B: That's a good idea.

2. 网上搜索

A: 你在网上买过东西吗?

B: 没买过, 我还是喜欢在买之前亲自感受一下, 特别是衣服和鞋。现在我总是会先在实体店试好了, 再从网上买。

A: 没错, 眼见为实。

B: 我听朋友说过他们在网上买到的东西和网站广告上看到的很不一样。

A: 确实有这种事。不好好检查质量, 可能会买到假货, 网店也没准儿突然消失。

B: 而且网上付费有时也不安全, 黑客可能会偷走用户名和密码。

A: 听说已经出台措施解决这个问题了。现在网上付费比以前安全多了, 但我还是觉得不够安全。

B: 你说得太对了。所以我只在实体店买东西。

A: 我也是。有时候我会逛逛网店, 查一下产品信息, 然后到实体店去买。

B: 那真是一个好主意。

Text

1.2.1 The Definition of Cross-border E-commerce 跨境电子商务的概念和特征

Cross-border E-commerce is a kind of E-commerce. As the largest E-commerce platform in the world, Amazon entered Shanghai Free Trade Zone on August 20, 2014. The memorandum signed on cooperation shows that "Amazon will open its new cross-border E-commerce platform in the free trade zone". From here we know that cross-border E-commerce must have been translated from the English. So, what exactly is the definition of cross-border E-commerce?

跨境电子商务是一种电子商务。作为全球最大的电子商务平台, 亚马逊于 2014 年 8 月 20 日进入上海自由贸易区。签署的合作备忘录显示, “亚马逊将在自由贸易区开设新的跨境电子商务平台”。从这里我们知道跨境电子商务一词应该是由英语翻译而来的。那么,



跨境电子商务到底该如何定义？

In Wikipedia, cross-border E-commerce refers to an international business activity where the trading entities that belong to different customs achieve transactions, payments, and cross-border logistics delivery through the E-commerce platform.

在维基百科中，跨境电子商务是指一种国际商业活动，其中属于不同海关的交易实体通过电子商务平台实现交易、支付和跨境物流交付。

1.2.2 The Classification of Cross-border E-commerce 跨境电子商务的分类

1. Import Cross-border E-commerce 进口跨境电子商务

1) M2C Model M2C 模式

It is an investment platform, and it is manufacturer-to-customer. In this model, merchants need to obtain qualifications and authorization for overseas retail sales. The products are directly mailed overseas and can provide local return service, but usually the price is relatively high.

这是一个投资平台，是厂家对客户的。在这种模式下，厂家需要获得海外零售的资格和授权。直接邮寄到海外的产品可以提供本地退货服务，但价格通常比较高。

2) B2C Model B2C 模式

It means self-operated and direct purchasing, and it is business-to-customer. In this model, the platform will generally directly participate in the flow of goods purchasing and logistics warehousing. For example, buying a television set from an electronics retailer would be a B2C transaction.

这指的是自营和直接采购，即企业对客户。在这种模式下，平台一般会直接参与物流采购和物流仓储。例如，从电子产品零售商处购买电视机是 B2C 交易。

3) C2C Model C2C 模式

Consumer-to-consumer, or C2C, is the business model that facilitates commerce between private individuals. Whether it's for goods or services, this category of E-commerce connects people to do business with one another. The goal of a C2C is to enable these relationships, helping buyers and sellers locate each other. Customers can benefit from the competition for products and easily find products that may otherwise be difficult to locate.

客户对客户，即 C2C，是促进个体与个体之间交易的商业模型。无论商品还是服务，这种电子商务把人们联系在一起，让他们互相做生意。C2C 的目标是实现这些关系，帮助匹配买方和卖方。客户可以从产品竞争中获益，并且很容易找到在其他模式下可能很难找到的商品。

4) B2B Model B2B 模式

That is business-to-business which refers to commerce between two or more businesses such as those involving a manufacturer and wholesaler or retailer. In general, it is used to improve efficiency for companies.



这是企业对企业，指的是两个或更多企业之间的商业行为，如涉及制造商和批发商或零售商的企业。一般来说，它用于提高公司的效率。

5) Overseas E-commerce Direct Mail 海外电子商务直邮

The representative company is Amazon. The model is characterized by having a global high-quality supply chain system and a wealth of SKUs.

代表公司是亚马逊。该模式的特点是拥有全球高品质的供应链系统和大量库存。

6) Third Partner 第三方

In fact, there are two types of this model: One is technical, and the other is operational. Generally, there are advantages in the early stage of cross-border E-commerce. It is easy to start with low cost, rich SKUs, but lacks competitiveness, and needs real-time updates and other strong technical support.

事实上，这种模式有两种类型：一种是技术型，另一种是运营型。一般来说，跨境电子商务初期具有优势。它易启动，低成本，有丰富的库存，但缺乏竞争力，需要实时更新和其他强有力的技术支持。

7) Content Sharing/Community Information 内容共享/社区信息

This model is the promotion base for brands, because it mainly achieves natural conversion through content.

这种模式是品牌的推广基础，因为它主要通过内容实现自然转换。

2. Export Cross-border E-commerce 出口跨境电子商务

1) B2B Model B2B 模式

It is divided into two types: information service platform and transaction service platform. For the information service platform, it is mainly to conduct information distribution or information search to complete transaction through a third-party platform. The representative companies are Alibaba International Station and Global Sources. The transaction service platform is to build a platform business model that enables online transactions and payments between supply and demand parties. Representative companies include Dunhuang. com and etc.

它分为两种类型：信息服务平台和交易服务平台。对于信息服务平台而言，主要是通过第三方平台进行信息发布或信息搜索来完成交易。其代表公司是阿里巴巴国际站和环球资源。交易服务平台是建立一个平台业务模型，支持供需双方之间的在线交易和支付，其代表公司包括敦煌网等。

2) B2C/C2C Model B2C/C2C 模式

It is divided into an open platform and a self-operated platform. The open platform realizes the systematic docking of applications and platforms, and builds an ecosystem around the platform itself. The representative platform includes Amazon, Wish, AliExpress, eBay, Lazada, and other small-scale platforms. The self-operated platform manages the products in a unified way. It trades online and delivers products to consumers through logistics.

它分为开放平台和自营平台。开放平台实现了应用程序和平台的系统对接，并围绕平台自身构建了一个生态系统。代表性平台包括亚马逊、Wish、AliExpress、eBay、Lazada



和其他小型平台。自营平台以统一的方式管理产品。它实现在线交易，通过物流向消费者提供产品。

1.2.3 The Development of Cross-border E-commerce in China 中国跨境电子商务的发展形式

1. Dilemmas of Cross-border E-commerce 跨境电子商务的困境

When the cross-border E-commerce has been developing at a high speed in recent years, it has also received great support with policies. However, the entire process of cross-border E-commerce needs the integration and cooperation of procurement supply, logistics, distribution, payment, and after-sales service to achieve stable development. At present, it still faces the following dilemmas.

近年来跨境电子商务发展迅速，同时也有很多政策支持。但是，跨境电子商务需要整合采购、供应、物流、配送、支付和售后服务才能实现稳定发展。目前，它仍然面临以下困境。

1) Logistics Constraints 物流限制

Logistics is a core factor in both cross-border E-commerce and traditional trade. At present, logistics is also a major bottleneck among cross-border E-commerce. Restrictions are mainly reflected in two aspects. First, there are still large gaps between the logistics companies in different countries. If trans-shipping the goods, the supply chain will easily break and eventually affect the logistics speed of goods. The usual solution is to establish overseas warehouses. Another dilemma is how to increase the turnover of overseas warehouses and reduce operating costs.

物流是跨境电子商务和传统贸易的核心因素。目前，物流也是跨境电子商务的主要瓶颈。限制主要体现在两个方面。首先，不同国家的物流公司存在较大差距，导致运送货物的供应链很容易断裂，最终影响物流速度。通常的解决方案是建立海外仓库。其次，物流的困境是如何增加海外仓库的营业额并降低运营成本。

2) Online Payment Dilemma 在线支付困境

The development of the third-party payment industry is undeniably rapid. For example, Alipay and PayPal have been eligible for cross-border E-commerce. Even so, payment still face many difficulties like customs clearance and tax refunds. In cross-border business, convert, credit, security and risk are also factors of restricting.

第三方支付行业的发展无疑是迅速的。例如，支付宝和 PayPal 已经能进行跨境电子商务了。即便如此，付款仍然面临着诸如清关和退税等许多困难。在跨境业务中，换汇、信贷、安全和风险也是限制因素。

3) After-sales Service Problems 售后服务问题

After-sales services are very important links. The after-sales problem of cross-border E-commerce is also an important factor that discourages consumers because of the numerous links in the entire process, such as customs clearance, logistics, and so on. The after-sale cost is high. With the continuous development of cross-border E-commerce, the above problems are in fact still



inevitable. However, when you understand China brands, these problems can be solved.

售后服务是非常重要的环节。跨境电子商务的售后问题也是消费者关注的焦点，因为整个过程中有许多环节，如通关、物流等。售后服务的成本很高。

随着跨境电子商务的不断发展，实际上上述问题仍然是不可避免的。但是，当你了解了中国品牌后，这些问题都可以解决。

(1) China brands have more than one million products covering more than 100 categories. The entire suppliers are more than 10,000 with more than 1,000 brand suppliers.

The quality inspection rate is 100%, guaranteeing the quality of all products on the platform.

中国拥有超过 100 万种的品牌产品，涵盖 100 多品类。供应商超过 10 000 家，其中 1000 多家是品牌供应商。质量检验率为 100%，能够保证平台上所有产品的质量。

(2) China brands cooperate with 1000+ leading logistics companies in the world, with more than 10,000 logistics lines, covering more than 200 countries and regions in the world and China brands storage covers more than 20 countries around the world.

中国品牌与全球 1000 多家领先的物流公司合作，拥有 10 000 多条物流专线，覆盖全球 200 多个国家和地区，中国品牌仓储覆盖全球 20 多个国家。

(3) For the after-sales services, after cooperating with China brands, we will provide 6×24 hours of customer service, 100% real-time online reply, and the customer service language covers Chinese, English, German, French, and other 10 languages.

对于售后服务，与中国品牌合作后，我们将提供 6×24 小时的客户服务，100%的实时在线回复，客户服务语言涵盖汉语、英语、德语、法语等 10 种语言。

2. Trends of Cross-border E-commerce 跨境电子商务的趋势

Most of the above-mentioned cross-border E-commerce dilemma exist at the technical level. The difficulties will be solved one by one with the vigorous development of the cross-border E-commerce industry and the support of the governments' series of policies. Let's forecast the future trend of cross-border E-commerce.

上述跨境电子商务困境大多数存在于技术层面。随着跨境电子商务产业的蓬勃发展和政府的一系列政策的支持，这些困难将逐一解决。我们来预测一下跨境电子商务的未来趋势。

1) Rapid Growth 快速增长

Throughout the past few years, the average annual growth rate of the cross-border E-commerce industry has been above 30%. In fact, few industries can maintain such a high growth rate, because the premise is that the environment will not change within a few years. Therefore, we can boldly predict that the cross-border E-commerce industry will continue to maintain rapid growth in the next 3-5 years.

在过去几年中，跨境电子商务行业的年均增长率已超过 30%。事实上，很少有行业能够保持如此高的增长率，因为前提是环境不会在几年内发生变化。因此，我们可以大胆预测，跨境电子商务行业在未来 3~5 年将继续保持快速增长。

2) Big Seller 大卖家

Any tuyen industry will experience a process of reshuffle. In the future, the overall resources



of the cross-border E-commerce industry will be further concentrated on the large platforms and big sellers. This trend is unavoidable, but it does not mean that small and medium sellers have no chance at all. They will generally enter the vertical and subdivided markets.

任何风口行业都将经历重新洗牌的过程。未来，跨境电子商务行业的整体资源将进一步集中于大型平台和大卖家。这种趋势是不可避免的，但这并不意味着中小卖家根本没有机会，它们通常会进入垂直市场和细分市场。

3) Professional Competition 专业竞争

For the high-speed-development of the cross-border E-commerce industry, it can be said that the package does not keep up with the pace of development, but it does not mean this will always be the case. For cross-border E-commerce players, the requirements must be higher. In the future, the competition will be more professional.

由于跨境电子商务行业的高速发展，可以说一揽子计划跟不上发展的步伐，但并不意味着总是如此。对于跨境电子商务参与者来说，要求必须更高。未来，竞争将更加专业化。

4) Standardization 标准化

For an industry to have a benign development, there must be standardized policies. For the cross-border E-commerce industry, whether import or export, there are now more and more related policies. The industry will be more standardized in the future, and for the practitioners, there will be more rationalization requirements.

一个行业想要良性发展，就必须有标准化的政策。对于跨境电子商务行业，无论是进口还是出口，现在都有越来越多的相关政策。未来行业将更加标准化，对于从业者来说，将会有更多的合理化要求。

【 Exercise 】

1. Translate the following phrases into Chinese.

at the request of _____
concentrate on _____
Internet protocol(IP) _____
generalized E-commerce _____
electronic data interchange(EDI) _____

2. Translate the following phrases into English.

资本市场 _____
自由贸易区 _____
国际商业 _____
直接采购 _____
细分市场 _____



3. Please give the definition of the following words or items in English.

B2B model

B2C model

C2C model

4. Please answer the following questions.

(1) What is E-commerce?

(2) What is cross-border E-commerce?

(3) What are the trends of cross-border E-commerce?