

## 国际物流必备指南 Essential Guide to International Logistics

在跨境电商的舞台上，物流环节宛如一位幕后英雄，虽不直接与消费者接触，却在商品从卖家到买家的旅程中扮演着至关重要的角色。与国内物流的“短平快”不同，跨境物流宛如一场跨越山川湖海的接力赛，需要综合考量成本、时效、出口报关、目的国清关以及当地配送等诸多环节，每一个环节都可能成为影响商品能否顺利抵达的关键因素。International logistics is like the unsung hero behind cross-border e-commerce. Though it does not directly interact with consumers, it plays a crucial role in the journey of goods from seller to buyer. Unlike domestic logistics, which is “fast and short,” international logistics is like a relay race across mountains, lakes, and seas, requiring comprehensive considerations for cost, timeliness, export customs, destination country clearance, and local delivery—each step could impact whether goods successfully reach their destination.

### **PART1 货代发渠道多元选择，各具优势 Diverse Freight Forwarding Channels and Their Advantages**



货代发渠道宛如物流的“交通网络”，主要有海运、空运、铁路和快递四种方式。

海运，以其超大运量和相对较低的成本，成为大宗商品运输的首选，但它的时效性相对较慢，适合对时间要求不那么紧迫的货物；

空运则如同“空中飞人”，速度极快，能在短时间内将货物送达，不过高昂的费用让它更适合高价值、轻小件的货物；



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铁路运输兼具时效和成本优势，尤其在亚欧大陆桥等跨境铁路线路上，展现出独特的魅力；

而快递则以其便捷、高效的服务，为小件商品的快速送达提供了可能，但不同快递公司之间的服务质量和价格也存在差异。

Freight forwarding channels are like the "traffic network" of logistics, including sea, air, rail, and courier services:

Sea freight is the preferred option for bulk commodities due to its large volume capacity and relatively low cost, but it has slower transit times.

Air freight is "quick and direct," ideal for high-value, small goods, but with higher costs.

Rail transport balances both time and cost, especially on cross-border railway routes like the Asia-Europe Bridge.

Courier services offer convenience and efficiency for small packages, though service quality and prices can vary between companies.

## **PART2 国际快递渠道 巨头争霸，各有千秋 International Courier Services: Giant Competitors with Their Own Strengths**

**国际快递公司：**主要的国际快递公司有 DHL、UPS、Fedex、TNT 和 EMS；

**国际小包：**称为国际小包裹，国际小包分为普通空邮和挂号信件两种。指重量在 2KG 以内，通过邮政空邮服务寄往国外的小邮包

**国际专线：**指到特定国家的线路渠道，常见的有澳洲专线、英国专线、美国专线、德国专线、俄罗斯专线等国际专线，并且运送的方式也有多种，包括空运、海运、铁运、卡航等方式运输；

**Major international courier companies** include DHL, UPS, FedEx, TNT, and EMS.

**International small parcels** refer to packages under 2KG, using regular postal air mail or registered mail services.

**International dedicated lines** are direct routes to specific countries (e.g., Australia, UK, US, Germany, Russia), which can include various transport modes like air, sea, rail, or truck.

## **PART3 多种因素交织影响 运输时效 Factors Affecting Transport Timeliness**

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DHL 以其卓越的时效性傲视群雄,对于小件货物的运输更是得心应手,但价格也相对较高;

Fedex 虽然在时效上稍逊一筹,但凭借其灵活的定价策略,在大件货物运输上更具成本优势;

UPS 同样在大货渠道上展现出竞争力,为商家提供了更具性价比的选择;

EMS 则以其独特的服务范围脱颖而出,虽然时效和运费方面可能不如其他巨头,但它几乎可以承接任何其他渠道不愿接手的货物,成为特殊货物运输的“救星”。

相比时效来说影响的因素有很多:除了快递公司的服务质量和运输方式本身的特点外,战乱、恶劣天气、飞机航班延误、清关问题(如收件人拒付关税)、货物敏感性以及目的国交通状况等都可能成为时效的“绊脚石”。例如,在某些战乱地区,物流运输可能会受到严重阻碍,导致货物延迟甚至无法送达;而一些特殊货物由于其敏感性,在清关过程中可能会遭遇额外的检查和手续,从而延长运输时间。

DHL excels in terms of its outstanding timeliness and is highly proficient in transporting small packages, but its prices are relatively higher.

Fedex, although lagging slightly behind in terms of timeliness, has a flexible pricing strategy and thus has a cost advantage in transporting large items.

UPS also demonstrates competitiveness in the large cargo channel and provides more cost-effective options for merchants.

EMS stands out with its unique service scope. Although its timeliness and freight rates may not be as good as those of other giants, it can handle almost any goods that other channels are unwilling to take on, becoming the “savior” for special cargo transportation.

There are many factors that affect timeliness besides the service quality of the courier company and the characteristics of the transportation method itself. Wars, bad weather, flight delays, customs clearance issues (such as the recipient refusing to pay customs duties), cargo sensitivity, and the transportation conditions of the destination country can all become “obstacles” to timeliness. For example, in some war-torn areas, logistics transportation may be severely hindered, resulting in delays or even non-delivery of goods; and some special goods may encounter additional inspections and procedures during customs clearance, thus prolonging the transportation time.



#### PART4 记重方式 Weight Calculation Methods

国际快递包裹重量分实际重量和体积重量两种，快递公司将以两种重量中大的一项为计费依据；重量顾名思义，是以物品的重量计算，那么体积是怎么计算的呢？下面我们来看看。

(1) 四大国际快递 DHL、UPS、TNT、FedEX 包裹体积重量的计算（长\*宽\*高）(cm) ÷ 5000，注意长宽高单位是厘米；

(2) 国际快递包裹的货物不足 0.5 公斤的，按 0.5 公斤计费；

(3) 21Kg 以下货物按照小货计费，有部分渠道会按首重、续重计费，计费单位为 0.5Kg、21Kg 及 21Kg 以上货物按大货计费，计费方式为：单价\*重量；

(4) 国际快递包裹单件超过或等于 68 公斤/件的，必须用有脚卡板进行包装（部分国家拒收原本卡板包装），否则快递公司拒收货物；

(5) 各快递公司要求的规格不尽相同，在超长，超重，偏远地址，战争地区等情况下会产生不同的；

International express parcels are classified into two types of weights: actual weight and volume weight. The courier company will use the higher of the two weights as the billing basis. Weight, as the name suggests, is calculated based on the weight of the item. But how is volume calculated? Let's take a look.

(1) Calculation of volume weight for parcels from the four major international couriers: DHL, UPS, TNT, and FedEx (length \* width



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\* height) (cm) ÷ 5000. Note that the units for length, width, and height are centimeters.

(2) For international express parcels with a weight of less than 0.5 kilograms, the charge will be based on 0.5 kilograms.

(3) For goods weighing less than 21 kilograms, they will be charged as small goods. Some channels may charge based on the first weight and subsequent weight. The billing unit is 0.5 kilograms, 21 kilograms, and for goods weighing 21 kilograms or more, they will be charged as large goods. The billing method is: unit price \* weight.

(4) For international express parcels where a single item weighs 68 kilograms or more per piece, it must be packaged with a foot cardboard (some countries do not accept the original cardboard packaging). Otherwise, the courier company will refuse to accept the goods.

(5) The specifications required by each courier company vary. In cases of extremely long, heavy, remote addresses, war zones, etc., different situations may arise.

## **PART5 包装要求** Packaging Requirements

(1) 货物包装必须坚固、完好、轻便，在运输过程中能防止包装破裂、内物漏出、散失；

(2) 包装的形状应适合货物的性质、状态和重量，并且便于搬运、装卸和码放；

(3) 在特定条件下承运的货物、动物，如鲜活易腐货物等，其包装应符合对各货物的特定的要求；

(4) 对特小快件货物（如小件样品），必须外加一定体积的木箱或纸箱包装（用填充料衬垫等），包装后整个快件货物的体积长、宽、高合计不得少于 40CM，最小一边不得少于 5CM；

(5) 包装内的垫付材料（如木屑、纸屑）不能外漏；

(6) 如果货物的包装不符合要求的货物，应向发货人作出说明，要求发货人改造或重新包装后方可出运；

(1) The packaging of the goods must be sturdy, intact, and lightweight. It should prevent the packaging from breaking, the contents from leaking out, or being lost during transportation.

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(2) The shape of the packaging should be suitable for the nature, condition, and weight of the goods, and it should be convenient for handling, loading and unloading, and stacking.

(3) For goods and animals transported under specific conditions, such as perishable and fragile goods, their packaging must meet the specific requirements for each type of goods.

(4) For very small and fast delivery goods (such as small samples), a certain volume of wooden or paper boxes must be added externally (with padding materials for cushioning, etc.). After packaging, the total length, width, and height of the entire fast delivery goods must not be less than 40 cm, and the smallest side must not be less than 5 cm.

(5) The padding materials (such as wood chips, paper chips) inside the packaging must not be exposed.

(6) If the packaging of the goods does not meet the requirements, the consignor should be informed and requested to modify or repackage the goods before they can be shipped.

#### **PART6 “双清包税”与“双清不包税” DDP AND DDU**

**双清包税**上门又叫**双清包税到门**，意思就是 Delivered Duty Paid (… named place of destination)=DDP 术语，是卖方承担责任、费用和 risk 最大的一种术语。DDP 术语适用于所有运输方式。

**双清不包税**又称“**未完税交货**” (DDU, Delivered Duty Unpaid---named port of destination)，指卖方负责租订运输工具，在规定的时间内将已清关货物运抵指定的目的地，在运输工具上交货并承担交货前的费用、风险的贸易术语。（不包括关税、捐税及进口时应支付的其他官方费用）

Double Clearing with Tax Included is also known as Double Clearing to the Door, which means Delivered Duty Paid (… named place of destination) = DDP term. This is the term where the seller assumes the greatest responsibility, cost, and risk. The DDP term is applicable to all modes of transportation.

Double Clearing without Tax Included is also called “Unpaid Delivery” (DDU, Delivered Duty Unpaid - named port of destination), referring to a trade term where the seller is responsible for chartering the transportation means, delivering the goods that have been cleared customs to the designated destination within the specified time, delivering the goods at the transportation means

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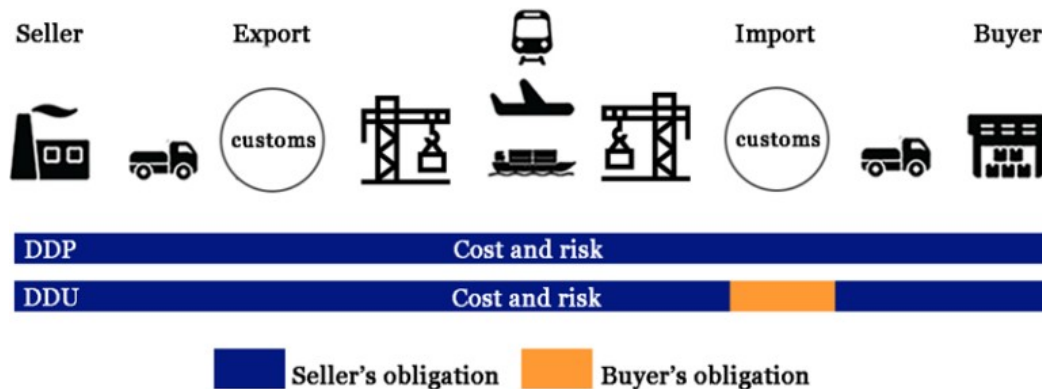
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and bearing the costs and risks before delivery. (Excluding customs duties, taxes, and other official fees to be paid at the importation stage)

## DDP vs DDU



### PART7 关税预付 Prepayment of Tariffs

关税预付是指做 DDP、就是指在中国这边的卖家在客户指定的地点，帮助客户完成清关后交税，卖家需要承担把货物运至制定的目的地点的一切风险和费用，包括办理海关相关手续的责任和风险，以及缴纳手续费，关税，税款和其他费用。

Prepayment of tariffs refers to the DDP method, which means that the seller in China, at the designated location by the customer, helps the customer complete customs clearance and then pays the taxes. The seller is responsible for all risks and costs of transporting the goods to the designated destination, including the responsibility and risks of handling customs-related procedures, as well as paying handling fees, tariffs, taxes and other expenses.

### PART8 换标 应对账号危机的策略 Rebranding: Strategies for Dealing with Account Crisis

在跨境电商平台上,卖家的账号安全至关重要。然而,由于各种原因,如产品侵权、违反平台规则等,账号可能会被关闭,产品无法上架,这将给卖家带来巨大的损失。在这种情况下,束海外仓提供的换标、重新打包服务以及代发亚马逊服务就显得尤为重要。通过这些服务,卖家可以重新包装和标记产品,使其符合平台的要求,从而避免货物损失,让产品重新获得价值,继续在平台上销售。

On cross-border e-commerce platforms, the security of sellers' accounts is of utmost importance. However, due to various reasons such as product infringement and violation of platform rules, the accounts may be closed and the products cannot be listed, which will cause huge losses to the sellers. In such cases, the label replacement, re-packaging services provided by Shuai Overseas Warehouse, as well as the service of re-sending to Amazon on behalf of the sellers, become particularly important. Through these services, sellers can re-package and label the products to meet the requirements of the platform, thereby avoiding the loss of goods and allowing the products to regain value and continue to be sold on the platform.

#### **PART9 海外仓 提升物流效率的关键** Overseas Warehouses: The Key to Enhancing Logistics Efficiency

海外仓是指建立在海外的仓储设施,在跨境电商中,海外仓是指国内企业将商品通过运输的形式运往目标国家,在当地建立仓库,储存商品,然后再根据当地的销售订单,第一时间作出响应,及时从当地仓库进行分拣,包装,配送。

An overseas warehouse refers to the storage facilities established overseas. In cross-border e-commerce, an overseas warehouse means that domestic enterprises transport their goods to the target country through transportation methods, establish warehouses there, store the goods, and then respond promptly based on local sales orders, and promptly sort, package and deliver from the local warehouses.

#### **PART10 其他特殊规定** Other Special Provisions



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(1) 美国、加拿大、澳大利亚、新西兰、韩国、日本、等多国家，对未经过加工的原木、或原木包装有严格的规定，必须在原出口国进行熏蒸，并出示承认的熏蒸证，进口国方可接受货物进口。否则，罚款或将货物退回原出口国；

(2) 日常生活常用类物品如书籍、各种用具等可用结实的纸箱自行包装，并最好做防潮处理；

(3) 易碎类的物品最好用东西填充好，避免损坏；

(4) 液体物品不能邮寄，特殊类物品价格需要询问官方客服（如化妆品、手机、药物等）；

(1) Many countries such as the United States, Canada, Australia, New Zealand, South Korea, Japan, etc., have strict regulations for untreated logs or log packaging. They must undergo fumigation in the original exporting country and present an acknowledged fumigation certificate before the importing country can accept the goods for import. Otherwise, fines or the goods will be returned to the original exporting country.

(2) Daily-use items such as books and various tools can be packaged by oneself in sturdy cardboard boxes and it is best to do moisture-proof treatment.

(3) Fragile items should be well-filled with something to avoid damage.

(4) Liquid items cannot be mailed. Special items such as cosmetics, mobile phones, and medicines need to be inquired about the prices from the official customer service.

## PART11 “带电”与“带磁” “Electricity” and “Magnetism”

为能给到客户精准的报价，时常需要客户提供以下信息：目的地、品名、材积、重量、是否带电带磁、是否报关、是否指定运营商、是否对时效有要求等。其他很容易理解，现单独解释一下货物是否带电，以及货物是否带磁。

带电的含义为货物是否带电池，如果货物带电池是内置电池，配套电池，移动电源，铅蓄电池还是其他，不同的电池有不同的处理方式，同样也会产生不同的附加费，如果电池不确定型号，会导致给的报价对应不上货物，双方就会货物渠道跟运费浪费时间，更有甚者货代和官方会直接拒收货物，影响到货物交期。

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之所以严查带电货物，是因为带电货物如果没有做好单独包装，在飞机高空运输或者陆运颠簸的情况下很容易放电起火，从而发生火灾，同样的悲剧已经发生过很多次。

带磁的含义是指这个货物是否有磁性，如果是带磁性，是强磁还是弱磁，带磁货物续作消磁包装，否则拒绝出口。

In order to provide customers with accurate quotations, we often require them to provide the following information: destination, product name, volume, weight, whether it is electrified or magnetic, whether it needs to be declared for customs, whether it is specified to an operator, whether there are requirements for delivery time, etc. Other things are easy to understand. Now, I will explain separately about whether the goods are electrified and whether they are magnetic.

Electrified means whether the goods have batteries. If the goods have batteries (whether they are built-in batteries, spare batteries, power banks, lead-acid batteries or others), different types of batteries require different handling methods, and also result in different additional fees. If the battery model is uncertain, it will lead to the quotation not matching the goods, and both parties will waste time on the cargo channel and freight, and even worse, the freight forwarder and the official may directly refuse to accept the goods, affecting the delivery time of the goods.

The reason for strictly checking electrified goods is that if electrified goods are not packaged separately, they are prone to discharge and catch fire during high-altitude transportation by plane or during rough land transportation, resulting in a fire. Such tragedies have occurred many times before.

Magnetic means whether the goods have magnetism. If they do, whether it is strong or weak magnetism, and whether the magnetic goods need to be re-packaged for demagnetization, otherwise they will be refused for

export.

