

Chapter 7 Business Environment

I. Learning Objectives

- *To illustrate the variants in business environment and the ways to deal with them*
- *To grasp the main idea and the structure of the text;*
- *To master the usage of key special terms, words and phrases in this chapter;*
- *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Introduction

1. In late 20th century, Darwin proposed a famous theory according to the biologic evolution——survival of the fittest or natural selection. As a matter of fact, it is also the case in today's business world. In order to survive the fierce competition in the international business and develop ourselves, we have to learn something about the international business environment.

十九世纪末，达尔文根据自然界生物的进化，提出了一个著名的论断：物竞天择，适者生存。要想生存，就得适应环境。在当今的国际贸易上，这个道理依然适用。既然如此，怎样才能更好地适应环境，在激烈竞争的国际贸易中生存并发展下去呢？

2. What are the main points discussed in this chapter? They are as follows:

- -It's important to do export market research before exporting;
- -An exporter needs to know about the social characteristics of people he is dealing with;
- -There are a number of types of government trading policy that might affect your export prospects.

文章介绍：本章的要点是什么？本章要点如下：

- 出口前座出口市场调研很重要；
- 出口商需要了解他打交道的人的社会特征；
- 一些政府的贸易政策可能影响你的出口前景。

III. Main points of the text

1. export market research
2. social characteristics of people: way of life & way of thinking
3. government trading policy
4. To be well-informed

IV. Background and terminology

1. import restrictions

Tariff restrictions and non-tariff barriers (NTBS) are the two methods to restrict import so that domestic producers can be protected from foreign competition. Import quotas, voluntary export quotas, import licenses and anti-dumping and

counterailing duties are three main types of non-tariff barriers. In addition to these there are direct and indirect export subsidies, technical regulations and standards, health and safety standards, customs formalities and discriminatory public procurement policies. 进口限制

2. **export research** 出口调研
3. **target market** 目标市场
4. **way of life** 生活方式
5. **way of thinking** 思维方式
6. **promising customer:** the potential customer 潜在客户
7. **commercial language** 商业用语
8. **social characteristics of people:** way of life & way of thinking; they may include the following respects:
人们的社会特征即人们的生活方式和思维方式；它们可包括以下方面：
What do they like or dislike? 他们喜欢或不喜欢什么？
What languages do they speak? 他们说何种语言？
What religions do they follow? 他们信奉何种宗教？
How do they behave? 他们如何行为处事？
What are their habits and their way of life, the things that they are used to? 他们的生活习惯、生活方式、以及他们习惯的事情是什么？
What are their tribal, cultural, political, religious outlooks?
他们的种族、文化、政治、宗教观念如何？

9. government trading policy 政府贸易政策

reasons for import restrictions 进口限制的原因：

- ❖ short of the foreign currency 外汇短缺
- ❖ trade protectionism 贸易保护主义
- ❖ for social reasons 一些社会原因
- ❖ certain goods should be imported only by state buying agencies
一些货物只允许通过国有贸易机构进口。

Ways of import restrictions 进口限制的方法：

- ❖ tariffs & non-tariff barriers (NTBS) 关税和非关税壁垒
- ❖ non-tariff barriers: import quotas, import licenses and anti-dumping
非关税壁垒包括进口配额、进口许可证、反倾销
- ❖ export subsidies, technical regulations and standards, health and safety standards, customs formalities and discriminatory public procurement policies.
出口补贴、技术规定和标准、安全卫生标准、报关手续和歧视性公共采购政策

10. 欧盟小麦出口津贴制度引起与美国阿根廷的贸易战

如果欧盟刚开始仅启用 3-4 欧元/吨，并不会达成较大的小麦出售协议。但是如果达到 10-12 欧元/吨，就将会导致贸易战争

交易商表示，价格战争可能从法国同美国，阿根廷之间开始，因为法国为欧盟的主要小麦出口国家，美国是世界主要小麦出口国，而阿根廷是世界 5 大小麦出口国家之一。

这些国家所争夺的小麦市场主要是地中海国家，例如摩洛哥，阿尔及利亚，突尼斯和埃及。埃及是美国小麦的主要消费国家，但是近几个月逐渐从阿根廷购买价格更低的小麦。

交易商表示，不包括船运费在内，美国软红小麦与法国磨制软小麦的价格一致，均在 140 美圆/吨左右，但是在出口津贴实施之后，法国小麦价格就更具竞争力。

11. 倾销的目的

倾销的目的是抢占份额，打败竞争对手，从而再获垄断利润。反倾销属于一种保护本国企业的条款。关贸总协定说如果倾销对进口国造成了实质的损伤和威胁，那就不允许了。所以反倾销就有了保护本国企业的色彩。或者说很多国家是打着“反倾销的旗，行保护之实”。

WTO 反倾销协议规定，进口产品以低于正常价值的价格进入另一国，则该产品被视为倾销。正常价值，有三种方式参照、判断价格是否低于正常价值：①该产品在本国的销售价格；②向其他国出口价格；③成本核算。一般优先①②作为判断依据。产品在进口国家的价格低于本国价格的差数，称为倾销幅度。WTO 规定，当进口产品的倾销幅度不足 2%，或某国产品的进口量不到全部进口量的 3% 时，不得提起反倾销要求。只有当外国产品进口对本国企业造成实质损害时，才能提起反倾销要求。

反倾销有两种，一是本国产品出口到国外，国外政府采取的反倾销措施；二是国外产品进入本国，本国政府采取的反倾销措施。

V. Language Points

1. To some extent, this gap can be filled by export market research before exporting.

出口前对出口市场的研究从某种程度上可以弥补这种差距。

to some extent 某种程度上; e.g.

To some extent I do believe that he can succeed.

从某种程度上说我的确相信他能成功。

(Biz) To some extent their analysis of the cause of the decreasing profit is reasonable.

他们对利润下降原因的分析在某种程度上是合理的。

2. But the importance of export research is often ignored by the managers of the companies, who do not appreciate its value and consider it to be an unnecessary luxury.

但是出口研究的重要性经常被某些公司的经理忽视，他们认识不到它的价值，认为它是一种不必要的奢侈。

ignore: to refuse to pay attention to; disregard; 不理睬; 忽视; e.g.

I tried to tell her but she ignored me. 我打算告诉她，可是她不理睬我。

Ignore the child if he misbehaves, and he'll soon stop.

小孩不乖时，别去理他，不久他就会不闹了。

3. Some enterprises spend millions of dollars ... a satisfactory volume.

这个句子虽然看上去很长，但仍然是个简单句。Some enterprises 是句子的主语。“spend ...”，“spend ...”，是两个并列谓语。“without ... volume” 是介词短语在句中做状语。以 whether 引导的从句是 discover 的宾语。

penetrate: to enter and gain a share of (a market): 进入; 进入 (市场) 或取得 (市场) 份额; e.g.

penetrated the home-computer market with an affordable new model

以大众可承受的新机型打入家用电脑市场

invest: to commit (money or capital) in order to gain a financial return: 投资; 拨出 (钱或资金) 以获得金钱上的回报; e.g.

invested their savings in stocks and bonds 他们将积蓄投资于股票和债券

4. **In moving to the foreign market, or seeking for a target market or locating the promising customer, the exporter faces many distinct but related problems.**

在转向国外市场，或者寻觅新的目标市场，或者定位潜在的顾客群体时，出口商面对着一些迥异但是相关的问题。

“In”在这里的意思是“during the act or process of”，即“在某行动或过程中”。如：tripped in racing for the bus 追赶公共汽车时绊倒

locate: to determine or specify the position or limits of 确定...的地点[范围]

- ❖ locate Albany on the map 在地图上确定阿尔伯尼的位置
- ❖ managed to locate the site of the old artists' colony
试图确定在艺术家聚居地的位置

5. **seek for** 寻找.....; e.g.

(Biz) The board of the company is seeking for solutions to current problems.
公司董事会正在寻求解决目前问题的办法。

We are all seeking for happiness while few of us know what is happiness.
我们都在寻求幸福，但我们当中很少人知道什么是幸福。

6. **deal with sb/sth** 与某人有社交、商业等关系

The police noticed that she often deals with terrorists.
警方注意到她常与恐怖分子有来往。

(Biz) You should be cautious in dealing with these private companies.
与这些私营企业打交道你应当小心才是。

7. **get / be used to sth** 对.....已适应，已习惯

After 3 weeks she had got used to this tedious work.
三周之后她已经适应了这一单调乏味的工作。

Even after staying there for two years, Mary had not got used to the dry weather.
即使在那儿已经生活了两年，玛丽还是不适应那儿的干燥天气。

8. **prospect: something expected; a possibility; chance of success** 被期望的某物；可能性；前景；e.g.

The prospect is cheerful. 前途乐观；前景美好。

We have good prospects. 我们有美好的前途。

I see no prospect of his recovery. 我看不出他有痊愈的可能性。

9. **impose (a tax/fine/duty) on sth.: put (a tax/fine/duty) on sth.**

10. **demanding: particular; highly selective** 过分要求的，苛求的

a demanding job 费力的工作

a demanding boss 苛刻的老板

11. **forbid: prohibit** 严禁，禁止

Smoking is forbidden in the concert hall. 演奏厅内不准吸烟。

I forbid you to go swimming. 我不准你去游泳。

ban 语气较重，指权威机关“正式禁止”，含“严厉谴责”之意，只能用事物作其宾语，如：

Ban atomic and nuclear weapons! 禁止原子武器和核武器!

prohibit 指“通过法律或政府法令禁止”，如：

The soldiers were prohibited from leaving camp after dark.

天黑后士兵不准离开营房。

12. **predict:** to foretell something; prophesy. 预言，预示：预言某事；预言
13. **forthcoming:** about to appear or take place; approaching 即将到来的：即将出现或发生的，要来的；e.g.
the forthcoming elections 即将到来的选举
14. **...., but intelligent reading of the international and national press, and a general familiarity with what is going on in the world, can lead to awareness of forthcoming export opportunities.**
.....，但是对国际和国内新闻的敏锐洞察，对世界上发生的事情的广泛关注，可以使你感知到即将到来的出口机会。
本句实际上是一个由 but 连接的并列句。but 前的分句已省略。现在让我们重点分析一下 but 后这一分句的主语。该分句的主语部分较长，从 but 一直到 world。仔细观察，我们不难发现该主语部分也是并列的，由逗号后的 and（即第二个出现的 and）来连接。and 之前并列部分的核心词是 reading，intelligent 和 of the international and national press 均是 reading 的定语。and 之后并列主语部分的核心词是 familiarity，而 a general 和 with what is going on in the world 都是 familiarity 的定语。值得注意的是，with 这个介词的宾语是一个由 what 引导的名词性从句。

VI. Summary of the lesson

Environment varies greatly because of differences in languages, customs and traditions. To some extent, this gap can be filled by export market research before exporting. In moving to the foreign market, or seeking for a target market or locating the promising customer, the exporter faces many distinct but related problems. Even if all facts suggest a good market, and statistics show that the product has been imported in the past, government actions may change the situation overnight. There are a number of types of government trading policy that might affect your export prospects. Professional economists and traders are employed by many companies and governments to try to predict economic trends which will affect exports, but intelligent reading of the international and national press, and a general familiarity with what is going on in the world, can lead to awareness of forthcoming export opportunities.

VII. Comprehension questions

1. What is exporting?
2. As an exporter, what is your concern about the foreign market?
3. What will you do to be aware of forthcoming export opportunities?
4. What is the purpose of the government to put a high tax on certain imported goods?
5. Why do some Moslem countries forbid the import of whisky?
6. What are the most common languages spoken in South America?