

Multinational Companies Adjust Strategy (4) 跨国公司调整战略

PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/129/2021_2022_Multinatio_c92_129224.htm

At the end of last year, Microsoft invested U.S.\$ 80 million in a China Research Institute specializing in essential research. It also declared recently that U.S.\$ 50 million investment will be made in the Microsoft Asian Technology Center in Shanghai, the highest level research institute of Microsoft in China. Siemens intensifies the localization of key technology. After a century of introducing track communication technology into China, vice president Mr. Burt said, "a century's experience persuaded us that a key factor securing the successful operation is the localization of key components. In November 1999, Motorola (China) Electric Co., Ltd. built the "Motorola China Research Institute" in Beijing. It now has altogether eighteen R & D centers. Ericsson, Nokia, Panasonic and Mitsubishi have all established research centers, technological development centers and laboratories in China. As a result, the costs by multinational companies are reduced and the competitiveness is increased.

Notes: declare vt. 宣称, 宣布, 宣告
China Research Institute 中国研究学会
institute n. 协会; 学会; 学院
Microsoft Asian Technology Center 微软亚洲技术中心
Siemens 西门子 (公司)
intensify vt. 加强
localization n. 地方化, 本土化
key technology 关键技术
track communication technology 跟踪通讯技术
track n. 轨迹, 跟踪
persuade v. 说服, 劝说, (使)相信, 劝某人做(不做)某事
factor n. 因素, 要素, component n. 成分
adj. 组成的, 构成的
Motorola (China) Electric Co., Ltd. 摩托罗拉

罗拉（中国）电器有限公司Motorola China Research Institute摩托罗拉（中国）研究学会research personnel研发人员advanced semiconductor materials先进的半导体材料micro-controller微型控制器chip n.集成电路片software n. 软件Northern Telecom International Ltd北方电讯国际有限公司zone n.地域, 地带, 地区application labs应用实验室competitiveness竞争力(性) 100Test
下载频道开通，各类考试题目直接下载。详细请访问
www.100test.com