

ChinaMarketOverview中国市场概述 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_ChinaMarket_c92_129257.htm China Market Overview中国市场概述 China is a rapidly rising global economic power. Overall growth has averaged a robust 7% to 8% for more than a decade, with some markets expanding much more rapidly: 1. Chinas auto market exploded in 2003, passenger car sales jumping 82% year-over-year. Yet Chinas auto industry is still in early stages with strong growth projected for years ahead. 2. China is the worlds largest telecommunications market with some 280 million mobile subscribers and 270 million wireline subscribers. New wireline subscribers are being connected at close to two million per month while mobile subscribers are growing at four million per month, overall at 14% growth rate. 3. Chinese household appliance manufacturers are experiencing growth in excess of 35% per year. The demand for Chinas household electric appliances, both domestic and for export, pushed production levels overall for many small and major appliance product categories up 40 to 50 percent or more in 2003. 4. At approximately 1.29 billion people, China is the worlds most populous nation, yet Internet penetration and ecommerce are still in the developmental growth stages. According to statistics released by the China Internet Network Information Center, China, with nearly 80 million Internet users, currently trails only the USA and Japan. With the number of Internet users growing at around 5% a month, a household penetration rate of 25% percent is conceivably only three or four years off. Notes

1.economic power经济强国 power n.a person, group, or nation having great influence or control over others有势力者，有力的组织，强国：对他人或他国具有极大影响力或控制力的人、集团或国家 例：the western powers. 西方列强2.overall growth综合增长（率） overall a.including everything. comprehensive总的：包括一切的；全面的： 例：the overall costs of marketing 市场营销总费用3.average n.an intermediate level or degree平均水准：一种中等的水平或程度 例：near the average in size. 大小接近平均值 vi.to be or amount to an average平均：作为或达到一个中间值4.robust adj.full of strength. vigorous有力的；精力充沛的5.expand vt.to increase the size, volume, quantity, or scope of. enlarge扩大：增加尺寸、体积、数量或范围；扩大 例：expanded her store by adding a second room 加一间房屋来扩大她的商店6.explode vi.to increase suddenly, sharply, and without control猛增：突然、猛烈而又难以控制的增长 例：The population level in this area has exploded during the past 12 years. 在过去的十二年中这一地区的人口一直剧增7.passenger car客车8.project v.to form a plan or an intention for计划：为...形成一个计划或一种意向 例：project a new business enterprise. 筹划新企业 to calculate, estimate, or predict (something in the future), based on present data or trends预计：基于当前的资料或趋势（对未来的某事）的计算、估计或预测 例：projecting next years expenses and income. 预计明年的费用和收入9.telecommunications电信10.mobile subscribers移动用户 subscriber n.订购人 例：a telephone subscriber 电话用户11.wireline subscribers电信用户12.household appliance

manufacturers家用器具制造商 appliance n.用具, 器具
13.household electric appliances家用电器
14.category n.a specifically defined division in a system of classification. a class种类
：在某一分类系统中特别定义的部分；类别
15.populous nation 人口大国 populous adj.人口多的, 人口稠密的
16.internet penetration英特网的市场占有率 penetration n.the degree to which a commodity, for example, is sold or recognized in a particular market畅销度：一种商品在例如某一特定市场的销售或被认可的程度
17.ecommerce: e-commerce电子商务
18.statistics n.统计数值, 统计资料
19.trail v.to lag behind (an opponent)落后：落在（对手的）后面 例：trailed the league leader by four games. 落后于联赛领先的队四局
20.conceivably adv.令人信服地
21.three or four years off落后三、四年 off adv.slack落后的
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