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Companies Adjust Strategies to China China is Now a Key Area in the Global Strategies of Multinational Companies Once upon a time, multinational companies were very sober-minded about investing in China. Of the large German and Japanese companies, originally only Volkswagen and the Sanyo invested in Shanghai, Changchun and Shenzhen on a significant scale. When recalling the days of studying Chinas investment climate in 1981, Dr. Karl Harn, a magnate in the German auto industry, said, "For most multinational companies at that time, China was still a mysterious, shy girl". But today, changes have taken places. Multinational companies are begining to accelerate their investment in China on a large scale, and have integrated with Chinas economic and social activities in every sector. According to statistic, 400 out of the "FORTUNE 500" have made a direct investment in over 2000 projects in China. In Pudong, Shanghai alone, the total value of 181 projects invested by 98 companies has reached U.S.\$ 8 billion. In recent years, the "FORTUNE 500" 500 target at China, apart from the impetus of the international situation, China own potential is also a strong temptation. As for the remarkable achievements of Chinas economy, chairman and CEO of the Boeing Company, cant help showing his admiration. "Chinas GDP growth rate in the past twenty-three years is 2.5 times more than in North America and Europe. If the leading

increase rate keeps going, China will undoubtedly grow into a strong economic power in the next fifty years. Multinational companies must attach sufficient importance to the promising purchasing power on the Chinese market".

Notes

1. multinational companies 跨国公司
2. multinational adj. 多国的, 跨国公司的
3. adjust vt. to change so as to match or fit. cause to correspond 调节, 调整: 改变...以相适或适应; 使与...相适
4. strategy n. 策略; 战略
5. key n. 钥匙, 关键
6. global adj. 全球的, 全世界的
7. sober-minded a. 头脑冷静的
8. recall vt. 回忆, 回想
9. magnate n. a powerful or influential person, especially in business or industry 巨头: 有权威的或有影响力的人, 尤指工商界或工业界 例: an oil magnate. 石油巨头
10. mysterious adj. 神秘的
11. accelerate vt. to increase the speed of 加速, 促进: 加快...的速度
12. integrate vt. to make into a whole by bringing all parts together. unify 使成一体: 把所有部分放在一起而成一整体; 使结合
13. FORTUNE 500 "财富"杂志500强
14. impetus n. 推动力, 促进
15. potential n. 潜能, 潜力
16. temptation n. 诱惑, 诱惑物
17. remarkable adj. 值得注意的, 显著的
18. achievement n. 成就, 功绩
19. CEO chief executive officer 首席执行官
20. Boeing Company 波音(客机)公司
21. admiration n. 钦佩, 赞美
22. GDP growth rate 国内生产总值增长率
23. promising adj. 有希望的, 有前途的
24. purchasing power 购买力

Based on this thinking, many large multinational enterprises have moved their head offices to China, such as the ABB Group of Switzerland, the Robert Bosch Gmbh Co. from Germany and two famous companies from America and France. A survey by the Boston Company not long ago indicates that 90% of companies in Europe, the U.S. and

Japan have set a "China first" strategy. Their race to invest and relocate of their head offices in China clearly tells us: multinational companies have focused their key strategies on China, a stable and developing China can not be separated from the world, and the world can not be independent of China, which is creating external business opportunities.

Notes

- 1.cooperate partner 合作伙伴
- 2.business lines 商品种类 line n.mrchandise or services of a similar or related nature 系列商品 , 相关的服务 : 形式相似或相关的商品或服务 例 : carries a complete line of small tools. 包揽了小工具的全部商品
- 3.rearrange vt.to change the arrangement of 重新整理 : 改变对.....的布置
- 4.setup n.机构, 组织
- 5.relocation n.再布置, 变换布置
- 6.abundant harvest 大丰收
- 7.abundant adj.丰富的, 充裕的
- 8.indicate vt.显示, 预示
- 9.opportunity n.机会

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