

BEC中级阅读：中国移动将在伦敦设立海外扩张桥头堡 PDF  
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[https://www.100test.com/kao\\_ti2020/497/2021\\_2022\\_BEC\\_E4\\_B8\\_AD\\_E7\\_BA\\_A7\\_E9\\_c85\\_497690.htm](https://www.100test.com/kao_ti2020/497/2021_2022_BEC_E4_B8_AD_E7_BA_A7_E9_c85_497690.htm) 全球最大的移动电话运营商中国移动(China Mobile)正考虑在欧洲进行扩张。China Mobile, the world ' s largest mobile phone operator, is weighing up an expansion in Europe.该集团今日将在伦敦开设其欧洲、中东和非洲地区总部，目标是向海外华人销售服务。中国移动正在考虑其多个备选方案。The group, which opens its European, Middle Eastern and African headquarters in London today, aims to sell to Chinese overseas and is considering its options.非洲和中东的新兴市场是该公司今年的首要目标，中国移动正考虑在欧洲建立一个虚拟移动网络。Emerging markets in Africa and the Middle East are priorities for this year, and the company is considering setting up a virtual mobile network in Europe.中国移动英国代表处(China Mobile UK)首席代表Henry Ge表示，中国移动将重点关注三个领域：新兴市场；希望与祖国保持联系的海外华人客户；以及“短期访问市场”，其中包括商务旅行客户和数量日益增长的中国游客。Henry Ge, chief representative of China Mobile UK, said his group would focus on three areas: emerging markets. overseas Chinese customers wanting to keep in touch with home. and “ the short-term visiting market ” , which included travelling business customers and the growing number of Chinese tourists.中国移动此次进军中欧、东欧和中东这些新兴市场，可能使其面临沃达丰(Vodafone)和西班牙电话公司(Telef ó nica)等西方运营商的竞争。沃达丰持有中国

移动3.3%的股权。China Mobile ' s move into emerging markets in central and Eastern Europe, as well as the Middle East, could pit it against western operators such as Vodafone and Telef ó nica. Vodafone owns a 3.3 per cent stake in China Mobile.中国移动的扩张计划是中国政府鼓励中国企业“走出去”、进行海外投资政策的一部分。China Mobile ' s expansion is part of the Beijing government ' s “ go global ” policy of encouraging Chinese companies to invest abroad.就在欧洲电信运营商对新兴市场投资之际，中国的电信企业正考虑在国外采取相同的举措。Just as European operators are investing in emerging markets, Chinese telecoms companies are looking to do the same outside their home territory. 中国第二大固话运营商中国网通(China Netcom)去年11月份在伦敦开设了其欧洲总部。China Netcom, the country ' s second-largest fixed-line telephone company, opened a European headquarters in London last November. Henry Ge承认，中国移动试图实现有机增长的努力可能进展缓慢，需要耗时多达5年。事实上，他希望与具备管理强大网络能力的合作伙伴进行合作。Mr Ge admitted China Mobile ' s attempts to grow organically could be slow and take up to five years. Instead, he was looking to co-operate with partners with the ability to manage a robust network.他补充表示，中国移动并不需要收购一家本土公司来获得英国业务牌照。He added that China Mobile did not need to buy a domestic company to obtain a licence for the UK.面对国内竞争将日益激烈的前景，中国移动迫切希望在本国以外扩张。China Mobile is keen to expand beyond its borders as it faces the prospect of increased competition at home. 由于人们对中

中国移动在国内市场的绝对主导地位感到担心，中国政府正在考虑对国有电信企业进行一次影响深远的重组。中国移动拥有国内市场70%的份额，用户数量达3.69亿户。Beijing is considering a far-reaching restructuring of China's state-controlled telcos in the face of concerns over China Mobile's overwhelming domestic dominance it has a 70 per cent market share and 369m customers. 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](http://www.100test.com)