



21世纪“应用型本科院校”商务英语系列规划教材

实用商务英语阅读

A Practical Coursebook of Business English Readings

何晴霞/田国民 主 编

李 梁/李世存/赵 宁 副主编



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内容提要

本书从国内外知名报刊和出版物上遴选反映商务特色、人们关注较多的文章若干篇,涉及世界贸易、商业伦理、电子商务、电子支付、品牌管理等商务英语学习者或涉外经贸从业人员必须要了解的主题,编入13个单元,辅之以精炼的注解和得当的练习,帮助学习者培养商务感性知识,拓展知识面,掌握商务英语的专业词汇和行业术语,提升其商务交际能力。

本书适用于“应用型本科”院校、高职高专院校商务英语专业的学生,也可供非英语专业的学生作为“拓展”课程及涉外经贸工作人员提升能力使用。

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总 序

新世纪以来,我国的高等教育发展迅速,涌现出了一大批办学历史悠久、办学水平高、毕业生质量好、深受社会用人单位欢迎的“应用型”本科院校。这些院校之所以被称为“应用型”本科院校,是由于其办学思路、办学目标和办学模式与一般本科院校有着本质的区别;其宗旨是培养出一大批能够直接服务区域经济发展、能够立即实现“学以致用”、具有一定的理论基础、动手实践能力较强的高级技能型、复合型人才。应该说,经过十多年的探索和实践,“应用型”本科院校的设立目标已经基本实现。党的“十八大”以及“十八届三中全会”对“应用型”本科院校的下一步发展作出了新的战略部署,对专业建设、专业综合改革提出了具体的、更新的、更高的要求。因此,“应用型”本科院校所肩负的使命更加重大,面临的任务也更加艰巨。时代和社会要求这些院校的培养目标和专业定位必须更加清晰与准确,专业设置也必须更加合理科学,更加紧贴不断变化的社会需求。

作为专门用途英语(English for Specific Purpose)“家族”中的一员,商务英语(Business English)——它也是“应用型”本科院校的主干专业之一——属于英语语言文学下属的一个专门学科,涉及英语语言文学、国际贸易、进出口业务、市场行情、国际金融等知识领域,其宗旨与任务是培养能从事外经、外贸和外事等活动的专门性英语人才。自20世纪80年代我国一些高等院校设立商务英语专业始,至目前为止,全国有近百余所高校开设了这一专门用途英语专业,为社会培养和输送了成千上万名合格的专门人才,为我国的对外开放事业做出了很大的贡献。

经过多年的建设与发展,商务英语专业在课程设置和培养模式诸方面也彰显出了自己的特色,概括地讲就是:第一,重应用而淡化理论,重点培养学生的语言应用能力,尤其是商务环境下的语言应用能力;第二,够用为度,在知识的学习与掌握上,把握好“通”与“专”、“点”与“面”的有效结合;第三,重实践教学,旨在锻炼与培养学生实际操作与应用的能力;第四,教学手段多元,充分利用现代新媒体技术,以切实增强教学的效果。这种教学理念和培养模式下培养出来的商务英语专业毕业生一般都以“基础实、专业通、技能多、素质好、适应快”见长。

培养模式在专业建设中非常重要,这是不言而喻的。但另一个问题,即教材建设也非常关键,决不能等闲视之,正所谓“巧妇难为无米之炊”。“米”与“炊”的关系在这里就是“教材”与“专业”的关系。教材建设是提升专业建设质量和教师素养、检验

教学成效的重要手段。因此,编写一套符合“应用型”本科院校“商务英语”专业建设与发展目标的教材,显得愈发的重要、必要和迫切。我们认为以“应用型”为导向的商务英语教材必须能使达到岗位所需的英语语言能力、商务知识结构和商务操作技能的目标。综观目前市场上已有的教材,尽管种类繁多,但是真正能做到这一点的可以说是“凤毛麟角”,相反很多教材要么内容陈旧、编排不合理,要么起点较高,成了“研究型”本科院校“商务英语”教材的压缩版,不利于教学的组织和学习的开展。鉴于此,我们以江苏省内几所多年开设“商务英语”专业院校的一线教师为骨干力量,在充分吸收多种教材优点的基础上,开发了这套“21 世纪‘应用型本科院校’商务英语系列规划教材”。

“21 世纪‘应用型本科院校’商务英语系列规划教材”共分两个系列,此次出版的为第一系列,包括《实用商务英语阅读》、《实用商务英语写作》、《实用商务英语翻译》、《实用商务英语函电》等四种。今后待条件成熟,将陆续出版第二系列,主要包括《实用商务英语会话》、《实用商务英语视听说》、《实用商务礼仪》等等。本套教材重点围绕“应用型”本科院校的培养目标和学生的特点,摒弃了传统教材中的不足,根据语言课程、理论课程和实践课程在不同教学阶段所占的比例,整合和优化商务英语课程,使学生的商务专业知识学习和英语语言技能训练有机地融合在一起,突出课程的实用性和针对性,强化学生的实践技能。简言之,本套教材具有以下特点:根据社会对学生能力的要求和学生应具备的知识结构,设计全套教材的框架结构;创制仿真的商务环境,强化商务知识结构和商务操作技能的训练;构建以语言训练和专业实践操作为主要教学内容的体系结构。我们希望,通过本套教材的学习,能够真正培养以“基础实、专业通、技能多、素质好、适应快”见长的应用型、复合型商务英语专业学生。

本套教材不仅适用于“应用型”本科院校商务英语、外经贸等专业的学生使用,还可供非外语、非外经贸专业的学生作为“拓展类”课程教材,以开阔视野,拓展知识面,提升素养和竞争力。

“21 世纪‘应用型本科院校’商务英语系列规划教材”是一个开放的系统,我们不仅欢迎广大教师和学生对本套教材提出建议,更欢迎广大学界同仁参与进来,共同开发这套教材,使其能更好地满足教与学的需求,以利于我国的商务英语专业的建设与发展乃至英语教育的可持续发展。

总主编 戎林海 郑玉琪

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前 言

阅读是商务英语专业的必修课,其作用是帮助学习者拓展知识面,了解国际商务活动的最新动向和发展趋势,形成系统的商务知识结构,同时熟悉并掌握商务英语的专业词汇和行业术语,培养和强化学习者的语言技能、跨文化交际能力等等。对于商务英语专业的学生以及从事涉外经贸工作的人员而言,选材得当的商务英语阅读是培养其商务感性知识、提升商务交际能力的重要手段。鉴于此,我们在对国内已经出版的同类教材大量调研的基础上,从“应用型本科”院校学生的实际需求出发,并结合多年来从事商务英语教学的体会,编写了这本《实用商务英语阅读》。总体上,本教材具有以下特点:

第一,选材较新,时代感强。本教材所选内容大多源自近几年国内外知名报刊和出版物上已经公开发表或出版的文章,且在选材时贯彻了“立足经典,关注热点”的原则,使得本教材所选的主题及文章都能反映当今商业社会中人们的关切和思考,体现了传统和时代的有机结合。

第二,话题广泛,主题突出。本教材所选文章的主题既涉及商务英语学习者必须了解的如世界贸易组织、国际贸易等基础知识,又有今天讨论较多的话题如商业伦理、品牌管理等,更有年轻人喜闻乐见的如电子货币、电子商务等等,可以说,这本容量有限的教材尽可能地涉及了现代商务环境下的方方面面,体现了时代特征和需求。

第三,编排合理,实用性强。本教材的主要读者对象是“应用型本科”院校的学生等,因此在选材时特别注重了文章的难度和长度适中,平衡有度。极少数文章篇幅较长的,难度较低,总体上,文章的编排先后顺序有合理梯度,以帮助学习者树立信心,能够真正实现“学有所得”。

本书共13个单元,主题涉及世界贸易组织、商业伦理、企业与环境保护、市场营销、品牌管理、企业并购、银行、金融、国际贸易、人力资源、电子商务、电子支付、物流、商务沟通等,每个单元由背景知识、Text A 和 Text B 组成。Text A 和 Text B 则由概述(overview)、词汇解释、注释、练习等几部分组成。本书按照32课时设计,教师和学生可在此基础上根据需求适当调整。

本书适用于“应用型本科”院校、高职高专院校商务英语专业学生及非英语专业的“拓展”课程,也可供从事涉外经贸工作的人员使用。

由于时间紧、任务重,且编者的水平有限,书中不免有不当之处,恳请读者批评指正。

编者

2014年8月

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Unit 1

International Business

Background

International Business refers to all commercial transactions that take place between two or more regions, countries and nations beyond their political boundaries. The transactions, which can be private or governmental, involve sales, investments, logistics, and transportation. Usually, private companies undertake such transactions for profit while governments undertake them for profit and for political reasons. It also refers to all the business activities which involve cross border transactions of goods, services, resources between two or more nations. Transaction of economic resources include capital, skills, people etc. for international production of physical goods and services such as finance, banking, insurance, construction etc.

TEXT A

Overview

This article introduces the WTO (the World Trade Organization), which is a UN organization founded in 1995 and deals with the issues and rights concerning international business and trade in

the world. It also provides general knowledge on Trade-Related Intellectual Property Rights, Trade-Related Investment Measures, and the General Agreement on Trade in Services.

The World Trade Organization

① As new protectionism took hold, GATT became increasingly constrained by the narrow tariff-focused agenda. Since its **inception** in 1947, trade issues had not only advanced but negotiations were taking longer to arrive at recommendations acceptable to the members. The Uruguay Round, for example, took eight years to reach completion in 1994. However, significant steps were taken towards expanding the coverage of GATT **under the auspices of** a new body, the World Trade Organization. The WTO came into being on 1 January 1995 with 81 founder members, the number increasing to 134 members by 1999, of which 100 were developing countries. Whereas GATT was a **provisional** treaty and concerned only with trade matters, the Geneva-based WTO has official status and increased scope.

② The Uruguay Round set out a number of WTO Agreements, binding on the WTO members, which cover a continued commitment to the elimination of tariffs, plus the protection of intellectual property rights, trade in services, the promotion of liberalized unfair trade standards, harmonization of health and an attack on safety standards, rules of-origin and government **procurement** and the elimination of technical standards as barriers to trade. The decision-making process inside the WTO seeks to achieve decision by consensus, but if this fails, a three-quarter majority voting procedure on a one-country, one-vote basis is applied, subject to time limits and the right of appeal.

③ Members of the WTO have agreed not to take **unilateral** action against rule violations. To discourage such action a dispute resolution process, in which a panel of the WTO's Dispute Settlement Body investigates complaints, was designed to settle disputes quickly, that is, within one year. In the event of non-compliance with a panel's decisions, the aggrieved country may apply tariffs on imports from the offending country or region to provide compensation for damages sustained. But the WTO has no power to stop countries procrastinating or taking unilateral action—opportunities that have been exploited to the full by the triad countries.

④ Opponents of the WTO, who feel that the WTO contributes to the

widening gap between developed and developing countries, favour their version of fair trade, which includes improved market access for developing countries, proactive discrimination in favour of female labour ethical tourism and trade discrimination against abuses of child labour and human rights. But the WTO does not accept this contentious concept of fair trade, which seriously challenges the backbone of the WTO, namely, a commitment to trade liberalization, reciprocity and the most favoured nation clause as the basis for equitable treatment for all countries, so that the WTO will not even **sanction** trade discrimination against countries that abuse human rights. For example, the WTO argues that countries with high labour standards cannot use these to prevent imports from countries with lower standards, such as the payment of below-subsistence wages and the employment of child labour. The WTO's view is that standards will improve with the increases in economic growth and development that will be the consequence of a more liberal international trade and investment regime.

5 A major advance in the scope of the GATT/WTO agenda has been the introduction of measures to regulate Trade-Related Intellectual Property Rights (**TRIPS**), Trade-Related Investment Measures (**TRIMS**) and the General Agreement on Trade in Services (**GATS**). Despite the emphasis on trade in the descriptors of these agreements, the fact is that foreign direct investment is part and parcel of these agreements because such investment is a primary **vehicle** through which international trade, via intra-firm trade, and technology transfer (at the heart of intellectual property issues) take place. For example, the opening up and internationalisation of the telecommunications industry owes a debt to the provisions for investment made in the GATS, and motor manufacturers can now source components from abroad without meeting local content requirements as a consequence of TRIMS.

Trade-Related Intellectual Property Rights (**TRIPS**)

6 Among developed countries a serious issue concerns the rapid growth of parallel imports and the emergence of grey markets. At the centre of the issue is the adoption by firms of price discrimination strategies between cross-border markets to exploit the **monopoly** power granted to them as owners of branded goods protected by patents or trademarks. Parallel imports occur when retailers of branded goods in high-priced market are able to buy in the cheap locations and sell at discounted prices in their own outlets. A grey market is said to exist when the **proprietors** of the

branded goods disapprove of parallel imports in their products. Parallel imports and grey markets are particularly prevalent in the EU with its mix of high-and relatively low-priced markets for individual products. Solutions to the problem are typically sought at national and regional level (for example, the EU), but whether parallel imports give expression to free trade or are an example of “unfair” trade gives some of the flavour of the more general concern for the potential abuse of intellectual property rights.

⑦ Issues between developed and developing countries concerning the abuse of intellectual property rights cover a wider range of issues than parallel importing. These include counterfeiting (poor-quality counterfeiting or otherwise) of branded products “protected” by trademarks, the illegal use of **expropriated** trade marks, false country of origin claims and the pirating of industrial designs and manufacturing processes. Badly affected sectors in western nations include the arts and entertainment books, records, CDs, software, pharmaceuticals, perfumery, wines, fashion-ware, industrial **components** and industrial goods.

⑧ The World Intellectual Property Organization (**WIPO**), established in 1967 to adjudicate on multilateral agreements on intellectual property rights, has been recognized as a specialised United Nations agency since 1974. During the Uruguay Round, most members of GATT felt that WIPO, not GATT, was the appropriate **arbiter** of agreements and rules, but the EU, Japan and the USA were keen to have intellectual property issues included in the Uruguay Round and succeeded in doing so. When the TRIPS Agreement was introduced in January 1995, it signified a major, but controversial, addition to the responsibilities of the WTO compared to GATT. The developing countries are concerned that rules to strengthen intellectual property rights serve to perpetuate the technological advantage that developed countries already have. Many developing countries, lacking the innovative and **entrepreneurial** capacity of the west, regard the stiffer protection of intellectual property as an obstacle to economic development, which is dependent on cheap access to innovations and technology. In western nations, protection of intellectual property, and therefore the creation of temporary monopoly power, is seen as essential to encourage innovation and entrepreneurial risk taking. In time, as the protection runs out, as with patent protection, ownership takes on the characteristics of a universally free good. The issue, therefore, concerns the **optimum** length of protection and encouragement of commercial innovation versus the socially optimum timing of knowledge **diffusion**,

over which there are serious differences of opinions between developed and developing countries.

9 Whatever the differences, the TRIPS Agreement aims to strengthen, protect and enforce intellectual property rights. WTO members are required to treat nationals of other member states no less favourably than their own and, should **privileges** be granted, treat all nations the same. In other words, the most favoured nation clause is evoked. Members are expected to observe a policy of non-discrimination when granting patents, to protect organizations and individuals against the disclosure of commercial secrets and to offer compensation and legal remedies against abuse. The basic purpose of the TRIPS Agreement is to enhance the flow of technology and proprietary knowledge to the developing world via foreign direct investment. Developing countries are encouraged to participate in technical cooperation and training programmes organized by the WIPO to make their economies more receptive to the inflow of western technology. Nevertheless, many developing countries believe that they are not ready or strong enough to accept the consequences of stronger and more effective intellectual property laws.

Trade-Related Investment Measures (TRIMS)

10 The TRIMS Agreement, by specifically focusing on foreign direct investment for the first time on the WTO agenda, introduced a timescale for the elimination of trade-related investment measures that were already disallowed under the GATT but generally ignored. The Agreement clarifies the investment measures applying to manufacturing enterprises that are inconsistent with the liberalization of international trade and investment and seeks their removal over two years for developed countries, five years for developing countries and seven years for the least developing countries. These include measures by governments to dictate the behaviour of firms with respect to local content requirements and export/output ratios.

11 The attempt by the WTO, through TRIMS, to seek to free foreign direct investment from controls that are not imposed on domestic firms is another contentious issue between developed and developing countries. Note, for example, how the failure of the Organization for Economic Cooperation and Development (OECD) to construct a set of guidelines was effectively sidelined by the weight of opposition to the proposals.

The General Agreement on Trade in Services (GATS)

12 Through the GATS, the WTO proposes to match in services the progress made by GATT to eliminate tariff barriers to trade in manufactures and by TRIMS and TRIPS to reduce controls on foreign direct investment in manufacturing. The supply of many services requires the physical presence of the supplier in the market. Indeed, the growth of foreign direct investment is growing more rapidly in services than in other sectors. The purpose of the GATS is to increase the international mobility of services and to remove cross-border obstacles to service providers which international firms depend on to manage their multinational operations. Although not a specific investment agreement, the GATS recognizes that foreign investment is one of several ways in which a service can gain access to a market. The services covered in the agreements include communications, professional services, business services such as consulting and advertising, distribution, including franchising, and financial services.

WORDS AND EXPRESSIONS

inception	an act, process, or instance of beginning 开始; 开端
under the auspice of	with the support and approval of 在……的赞助(或支持)下
provisional	serving for the time being 临时的, 暂定的
procurement	the act or process of procuring something, especially the obtaining of military supplies by a government 获得; 取得
unilateral	of, relating to, or affecting one side of a subject 单方面的, 片面的, 单边的
sanction	to officially accept or allow something 批准, 准许
vehicle	something you use to achieve a particular purpose 媒介
monopoly	exclusive ownership through legal privilege, command of supply, or concerted action 垄断, 独占事业, 专卖权
proprietor	a person who has the legal right or exclusive title to something 所有者, 经营者

expropriate	to deprive of possession or proprietary rights 剥夺, 征用, 没收
component	a constituent part 构成要素; 成分
arbiter	a person with power to decide a dispute 公断人, 裁决者
entrepreneurial	one who organizes, manages, and assumes the risks of a business or enterprise 企业家的; 具有企业家精神的
optimum	greatest degree attained or attainable under implied or specified conditions 最适宜的
diffusion	the act of making knowledge or information known over a wide area or to a lot of people 扩散; 传播
privilege	a right or immunity granted as a peculiar benefit, advantage, or favor 特权

NOTES

1. GATT: General Agreement on Tariffs and Trade, 关税及贸易总协定是一个政府间缔结的有关关税和贸易规则的多边国际协定, 简称关贸总协定。

2. Uruguay Round: “乌拉圭回合”谈判, 1986 年 9 月在乌拉圭的埃斯特角城举行了关贸总协定部长级会议, 决定进行一场旨在全面改革多边贸易体制的新一轮谈判, 故命名为“乌拉圭回合”谈判。

3. Dispute Settlement Body: WTO 争端解决机制, 是一种贸易争端解决机制, 也是 WTO 不可缺少的一部分, 是多边贸易机制的支柱, 在经济全球化发展中颇具特色。

4. TRIPS: Agreement on Trade-Related Intellectual Property Rights, 《与贸易有关的知识产权协议》, 其全称是《与贸易 (包括假冒商品贸易在内) 有关的知识产权协议》, 即 TRIPS。该协议不仅是保护知识产权最新的一个公约, 而且是将知识产权保护纳入 WTO 体制的法律依据。

5. TRIMS: Agreement on Trade-Related Investment Measures, 《与贸易有关的投资措施协议》, 是 1986 年 10 月开始的乌拉圭回合谈判的最后成果之一, 已成为世界贸易组织法律体系的有机组成部分。

6. GATS: General Agreement on Trade in Services, 《服务贸易总协定》, 作为 WTO 协定不可分割的一部分, 其对服务贸易的定义已被各国普遍接受。

7. WIPO: World Intellectual Property Organization, 世界知识产权组织, 是关于知识产权服务、政策、合作与信息的全球论坛, 是一个自筹资金的联合国机构。到 2014 年 4 月为止, 共有 187 个成员。

8. OECD: Organization for Economic Cooperation and Development, 经济合作与发展组织, 简称经合组织。

EXERCISES

I. Decide whether the following statements are true [T] or false [F].

1. In 1999 there were 134 member countries in WTO, of which more than two thirds are developed countries. ()
2. The difference between GATT and WTO is that WTO only deals with trade issues whereas GATT focuses on tariff-based issues. ()
3. A major advance in the scope of the GATT/WTO agenda is the introduction of the regulation of Trade-related Intellectual Property Rights, Trade-Related Investment Measures, and the General Agreement on Trade in Services. ()
4. In case of failure to achieve decision by consensus, WTO will apply a three-quarter majority voting procedure. ()
5. If countries take unilateral action against rule violations, WTO has no power to stop them. ()
6. The promotion of liberalized unfair trade standards is covered in the WTO agreements set out by the Uruguay Round. ()
7. Parallel imports and grey markets are two serious issues among both developed and developing countries. ()
8. Parallel importing covers a wider range of issues than the abuse of intellectual property rights. ()

II. Fill in each blank with an appropriate word. The first letter of each word has been given.

As an emerging economy, China strives to facilitate South-South cooperation and urges the G20 to pay more attention to the i 1 of the developing world. In the context of South-South c 2, at the sixth G20 s 3 in 2011 in Cannes, France, China announced it would grant zero-tariff t 4 to 97 percent of the t 5 items exported to China from the least developed countries that have diplomatic ties with China. Also through the G20 platform, China has participated in a wide range of international f 6 bodies, such as the Basel Committee on Banking Supervision and the Financial Stability Board, and through the membership q 7 reform, funding and other means, China is gaining more clout in major international bodies. Moreover, based on the G20 platform,