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北京大学出版社

China Open for Business

中美签订入关协定后,中国已迈出了走向 世界的最重要的一步。外商们发现他们可以取 得中国电信、汽车、金融业的市场份额;市场销 售方式也不会再拘泥于代理商制度,而更趋于 国际标准。如果有争端,可以用他们熟悉的方 式加以解决。这些变化意味着在入关后的几年 里对中国的投资将成倍增长。但外资涌人的欣 喜背后也会有忧伤的眼泪:农业与国企将失去 平静,出现的将是失业人口。喜与忧的交织是 否会动摇中国人改革开放的决心?

By the time China's Trade Minister Shi Guangsheng and America's Trade Representative Charlene Barshefsky signed a World Trade Organization deal on Nov. 15, it was clear that Beijing had little choice. Chinese reformers needed WTO to force through needed changes.

China's agreement paving the way for entry into the WTO won't produce an overnight miracle. But it is a significant step for China on its path to open markets after decades of halting[®] progress. It's a milestone²⁰ in the economic reform process begun 20 years ago by former paramount[®] leader Deng Xiaoping. And for President Clinton and U.S. negotiators, it's the culmination[®] of a process of integrating China into the world community that began with Richard M. Nixon's visit to Beijing in 1972.

Despite the pain that will accompany reform, Chinese leaders recognized that the poten-



- ②milestone:里程碑
- ③paramount:极为 重要的
- ④culmination: 顶点



tial gains[®] were too great to ignore. Estimates[®] are that entry into the WTO could bring China \$ 100 billion of new investment annually, compared to \$ 45 billion last year, and add one percentage point to its economic growth.

But grabbing[®] that growth depends on China following through on its new pledges, and on investors feeling confident in China's resolve[®]. Says Barshefsky, "Investment dollars will flow elsewhere if China remains mired[®] in rules and inefficiencies." Overcoming those inefficiencies will take time. The deal calls for China to open sectors ranging from telecom and the Internet to banking, securities, and distribution[®]. But many of those openings won't happen for a few years. Also to be phased[®] in are tariff cuts[®] on goods ranging from agricultural products to autos, from an average of 22% to 17%. Beijing also promised to end all export subsidies. Overall, the terms come close to those offered by Premier Zhu Rongji in his April trip to the U.S.

In those areas where the U.S. side had to concede[®], negotiators realized that even limited market openings were better than none. They gave up on their goals of majority equity shares[®] in telecommunications and insurance in return for protecting import-sensitive sectors[®] of the U.S. economy from a surge of Chinese imports. "We felt that was very important in eventually getting approval from Congress," says White House economic adviser Gene Sperling. To get the deal through, Clinton must also mollify[®] forces within his own party who object to Chine-

- ⑤potential gains: 潜在的利益
- ⑥estimates:据估计
- ⑦grabbing:抓,抓 住
- ®resolve:决心
- ⑨mire:陷入泥潭
- ①phase in:逐步采用 ②tariff cut:削减关 税

- ®concede:让步
- **Dequity share 平等** 份额
- ⑤ import-sensitive sector: 进口敏感行业, 指易受进口冲击的行业
- @mollify:平息

se labor and environmental practices, and Republicans $^{\textcircled{0}}$.

"DEVIL IN THE DETAILS." Much now depends on how China implements the terms. Beijing, for example, could use tight licensing requirements to limit the number of foreign telecom companies allowed in. Financial services and Internet-related ventures likely would face similar challenges. For the whole agreement the devil is in the details," says Jeanette Chan, a lawyer with Paul, Weiss, Rifkind, Wharton & Garrison in Hong Kong.

But everyone recognizes the pluses. Disputes over import restrictions or investment limitations can now be appealed to Geneva instead of to Beijing bureaucrats. "There will still be problems, but now there'll be a system to complain to," says Calman J. Cohen, president of the Emergency Committee for American Trade, a group of America's 50 largest exporters.

And even though companies in such areas as telecommunications won't be allowed majority ownership, a 49% stake means seats on the board, closer financial oversight, and more input in operations. China has yet to sign its own agreement with the European Union—a condition for entering the WTO—but right now, that looks like a mere formality. In the longer term, says Nokia CEO Jorma Ollila, China is now unlikely to impose quotas on how much foreign companies like his can sell in the Chinese market—something he feared if there was no deal. "U.S. companies will benefit and we will

- ⑦Republicans:共和 党人
- ®implements:实施
- (Ptight licensing requirements: 严格的许可证制度

②bureaucrat:官员, 官老爷

- ② seats on a board: 坐冷板凳,指无 权表决
- ❷formality:形式, 正式手续
- ②quota:配额,限额

benefit," he says.

For the first time, Western companies will be able to sell products directly to Chinese consumers. Currently, computer manufacturers like IBM and Hewlett-Packard face headaches in China, including quotas and tariffs on imported components[®], requirements to localize content[®], and restrictions[®] on distribution. With the WTO, they now can consider expanding. These companies "can build up their businesses purely on market considerations," says Jay Hu, managing director of the U.S. Information Technology Office in Beijing, and American industry association. The WTO "certainly would make it a more favorable environment for us to invest," says Texas Instruments exec Cynthia A. Johnson. Beyond the agreement itself, an improved political climate will help as well. Boeing Co., for example, has lost China sales when tensions with the U.S. have flared up. Now, Boeing hopes the WTO will help minimize future political fallout.

bramatic split. American farmers have hopes, too. China is now supposed to drop export subsidies for farm products and sharply cut tariffs on agricultural products. Midwestern food giant Cargill Inc., which exports \$700 million worth of fertilizer, oil seeds, and other commodities to China annually, expects a substantial boost. Says Chairman Ernest S. Micek, "WTO is a win-win for everyone, not just for Cargill, but for all agricultural business and the American farmer."

- ②component:配件, 零部件
- 签restriction:限制

- ②flare up:骤然变 化

⊗boost:推进

But it is hardly a win for the Chinese farmer. Or for many Chinese manufacturers. Entry into the WTO will force a dramatic split[®], creating winners and losers throughout that vast country. Scores of companies in noncompetitive heavy industries such as steel and petrochemicals will go bankrupt as they lose the trade barriers that propped them up[®].

Others—particularly in the partially protected high-tech and biotech[®] fields—will thrive. That's by design. China's leaders are aware that huge parts of their state-run economy have to change. The lumbering state-owned sector eats up billions from China's budget and produces little to show for it. China simply can't afford it anymore.

In some industries, Beijing's policymakers feel ready to carry out painful restructuring—and see WTO as a useful means to do it. Take the domestic[®] auto industry, where more than 120 companies, most of which only produce a few thousand vehicles a year, fight for sales. Beijing knows it must radically[®] trim[®] the number of players, and is confident that more car imports will make for a more competitive local industry.

It may work. General Motors Corp., one of many foreign auto makers in China, is seeing sales of its new Shanghai-produced, jointventure Buick exceed expectations, and welcomes China's decision to open auto financing to foreign companies like its GMAC unit. "This gives individuals a way to go out and purchase cars that they can't afford right now," says Lawrence Zahner, president of

@split:分化

⑦ prop... up: 支撑, 支持

♡ biotech: 生物科 技

③domestic:国内的

❷ radically: 大幅度 地

֍trim:削减

够General Motors Corp.:通用汽车 公司 GM China Group. GM also claims it isn't worried that tariffs are falling, requiring its own car and truck plants to compete with imports. "What we lose in terms of protection we gain by far in terms of more rapid growth," says GM Chief Economist G. Mustafa Mohatarem. "In almost every country where auto sales have taken off[®], the availability[®] of financing plays a key role."

China's emerging entrepreneurs are hopeful, too. Shanghai-based Fortune Group, which makes biotech products and Chinese medicine, is looking forward to foreign financing—a provision of the WTO deal two years down the road. Loans from state banks have long been hard to come by for private companies in China. The WTO agreement "means a more fair and more open system," says Fortune Chairman Guo Guangchang, who is already talking to foreign bankers.

There's a spillover[®] effect into Hong Kong and Taiwan too. For Hong Kong companies, with an estimated 50, 000 factories employing five million workers in China, an agreement is expected to be a boon. [®] "Hong Kong-owned factories will be great beneficiaries," says Victor Fung, chairman of the Hong Kong Trade Development Council and chairman of Li & Fung, one of the region's biggest trading companies. He predicts that light manufacturing, which Hong Kong and other entrepreneurs have spread around the region, will move into China as concerns about U.S. trade sanctions evaporate. The trading, distribution, and investment rights

- ⑦take off:减弱
- ❸ availability: 可能性
- ③ play a key role: 起关键作用

@spillover:溢出

①boon:方便,裨益

@predict:预言

- む trade sanction: 贸 易制裁
- ⊕ evaporate: 蒸发, 消失

have Hong Kong businessmen like Fung—who holds the Toys 'R' Us franchise —looking to expand in China.

Yet for China, using the WTO to enact such broad change carries the potential for social explosion. "Unemployment is the highest price China will pay for WTO membership," says Hu Angang of the Chinese Academy of Sciences.

China's Information Industry Ministry and the Foreign Trade Ministry have already been cooperating with companies like Novato, Califibased MeetChina. com, which focuses on business-to-business e-commerce. That could help China's enterprises find buyers overseas. But until the eve of the WTO deal, top officials in the Information Industry Ministry were stout opponents of Internet-related investment from abroad. The WTO deal means "more money will certainly come to the Internet," says Joshua Cherin, executive vice-president at MeetChina. com. But that doesn't mean Beijing will let "money flood in wo nout restraint," he says.

There's potential for backlash in the U.S., too. Since the pact requires Congress to permanently grant China Normal Trade Relations (formerly Most Favored Nation) status, it's far from a done deal. Already, opposition is gathering. AFL-CIO President John J. Sweeney blasted the deal as a grave mistake, based on estimates that it will eliminate 150, 000 U.S. jobs.

But groups favoring the agreement have picked up strength. In April, Republican oppo-

仍franchise:特权

46stout:顽固的

@pact:协定

❷blast:诅咒

49 a grave mistake: 严重的错误 sition and a hesitant response by business convinced the White House to hold off, even if it meant sending Zhu home empty-handed. To make amends, business this past summer formed a massive coalition[®] to presell the deal on Capitol Hill, budgeting up to \$10 million to target recalcitrants[®].

After extensive hearings when Congress returns in late January, the Republican leadership promises to take up legislation to grant permanent NTR status for China. Congress will have a strong incentive: Unless Congress approves it, the U.S. will get none of the market-opening benefits that the other 134 WTO members will enjoy. China currently has NTR status, but only after acrimonious annual battles over its renewal.

Washington is hoping for other benefits. With China's entry into WTO's international rulemaking body[®] offering more contact with the outside world. "A WTO deal will create a better environment for other difficult issues" with the U.S., says Wang Yong, an associate professor at Beijing University. "The momentum[®] of U.S.-China relations will be resumed."

Of course, relations with China will be far from smooth, treaty or no. Whenever the Chinese reach an agreement, it's the start of a new process, not the end of one. The saga⁶⁹ of China's opening is only half complete. Let the next chapter begin.

[Selected from Business Week, November 29, 1999, written by Dextex Roberts] 勿coalition:联合

^⑤ recalcitrants: 意见 不同者,反抗者

図acrimonious:辛辣 的

❷rulemaking body 立法机构

Smomentum:动力

Śsaga:传奇

Making Schools Safe for Kids

美国的中小学校里"暴力事件"展有发生,这一现象已经引起了整个社会的关注。美国政府以压倒多数批准了"校园安全法案"。作为盐湖城市长,作者在文中提出了遏制学校暴力的办法,他认为,只有学校、家庭、社会共同努力,才能真正保护儿童的健康成长。

Americans have seen the news footage[®] and heard the testimonies[®] of the children of Jonesboro, Ark.; Paducah, Ky.; Springfield, Ore.; and Pearl, Miss. These stories now serve as reminders that kids can become killers and that terrible tragedy[®] can happen anywhere, at any time, for seemingly[®] no reason. A crisis has reached America's schools, and it is time to take a serious look at the problem and devise ways to make sure such tragedies never occur again. Right now, it appears there is much to do. Surveys have found that:

- 10% of all public schools experienced one or more serious violent crimes (i.e., murder, rape or other sexual battery, suicide, physical attack or fight with a weapon, or robbery) that were reported to police or other law enforcement officials during the 1996—97 school year.
- 45% of elementary schools[©], 74% of middle schools, and 77% of high schools reported one or more violent incidents.
- The percentage of students reporting street gang[®] presence at school nearly doubled

- ①footage:(影片 的)连续镜头
- ② testimonies: 证据, 记述
- ③tragedy:悲剧
- ④ seemingly:表面 上地

⑤ elementary school: 小学

⑥gang:团伙,一帮 人 between 1989 and 1995, increasing from 15 to 28%.

• The rate of firearm deaths among children under 13 is nearly 12 times higher in the U.S. than in 25 other industrialized countries combined.

What possibly can explain these alarming trends? Though it is true that the proportion of adolescents® perpetrating® violent offenses is just slightly up in recent years, it is necessary to stay on top of the problem to make sure there isn't a resurgence[®]. Furthermore, violent acts that result in serious injury or death have risen. Since 1988, the adolescent homicide rate has more than doubled. To explain this trend, experts point to the increase in handgun use. Studies have found that an estimated 1, 000, 000 children between sixth and 12th grade have carried guns to school at some point during the last school year. Other explanations look at what elements are influencing youngsters. Violence or neglect at home, violence on TV and in movies, drug and alcohol[®] use, and underdeveloped[®] conflict management skills all are contributors.

In September, 1998, about 60 mayors from the United States Conference of Mayors Leadership met in Salt Lake City, Utah, with Attorney General Janet Reno; police chiefs; education experts; health, parks, recreation, and arts officials; representatives from the entertainment industry and news media; and students. They spent an entire day hammering out a National Action

- ⑦firearm:火器(手 枪等)
- ® adolescent: 青少年
- ⑨perpetrate:犯下 (暴行)
- ⑩resurgence:死而 复生,重新抬头
- ①homicide: 杀人

- ①alcohol:酒,酒精
- ③underdeveloped:使 发展不充分
- Attorney General: 司法部长
- Bhammer out:锤 炼出,设计出

Plan on School Violence and Kids. They looked at "best practices"—what programs are in place and working in cities around the country—and brainstormed[®] about what types of things have not been tried and should be. In October, the Action Plan was brought to Pres. Clinton's White House Conference on School Safety, where it won overwhelming[®] support from all the participating parties.

The measures proposed include actions that can be taken at the local level, as well as initiatives that require the Federal government to pass a law or provide funding. Preventing outbreaks of violence is the goal, while keeping in sight the importance of a quality education and meeting children's basic needs. An emphasis on violence prevention does not have to focus solely on metal detectors[®] and stricter punishments. Examined were ways to provide enriching activities for youngsters and how to ensure that every child receives the emotional and physical things he or she needs. To mount[®] a truly comprehensive attack on the problem, families, schools, communities, local governments, and even the President have a role to play.

At home, parents can prevent their off-spring from turning to violence by becoming more involved in their children's lives. They can volunteer in schools, monitor what their kids are watching on TV. and discuss the consequences of violence. In homes where domestic violence exists, parents need to realize that children have to be removed from that environment

- (B) brainstorm: 集体 讨论, 集思广益 (以解决问题)
- ②overwhelming: 压 倒性的

- (B) detector: 探测者, 探测器
- (Penriching: 充实
- **②** mount:发动,开展,进行
- ② offspring:子女, 后代
- ②volunteer:自愿(做 某事)

and authorities should be allowed to do so.

Many measures can be taken by schools to help students get a better educational experience. For example, schools can consider later starting times to meet children's learning patterns better and could extend the school day to reduce those hours in the afternoon when kids are vulnerable[®] and tempted to turn to crime and violence. All schools should follow the example of Long Beach. Calif., and institute school uniforms, which can promote discipline and have been proven to cut down on violent activity. Schools can add conflict resolution and anger management techniques to their curriculum[®], starting as early as kindergarten, and teachers need to be trained to be effective classroom managers and to enforce discipline fairly. When teachers are not occupied completely with handling out-of-control kids, they can spend more time on class lessons.

It is recommended that 100, 000 school counselors be added to the nation's front line against school violence. What kids need most is someone to talk to and someone to look out for their interests. Many of the accused in recent cases of school violence are children with severe mental problems, youngsters who felt left out or lack social bonds. Counselors would monitor those under their care and intervene before violence erupts.

Stronger deterrents[®] such as metal detector should be made available in the schools that need them. The idea is not to create a prison atmosphere

②vulnerable:脆弱的,易受伤害的

②cut down:减少

Øcurriculum:课程

⊗ counselor; 顾问, 管理人

Øbond:联系,联结

⊗erupt:爆发
⊗deterrent:威慑力
量,威慑因素

at the schools, but to bring peace of mind[®] to teachers and students who won't have to worry that someone in the building may have a weapon. A policy of zero tolerance of drugs and alcohol must be enforced at every school.

Involving the community

Rewards should be granted to good kids, and opportunities for youngsters to have positive role models and mentors[®] could be provided. Local news media can become involved by featuring[®] stories about students' accomplishments or providing outlets[®] for students' writing and ideas.

Schools should become centers for activity in after-school hours. Almost 30% of juvenile[®] offenses are committed on school days between the hours of 2 and 8 p.m. By giving kids alternatives, these offenses can be eradicated[®]. Programs in areas such as continued learning, physical education, arts, music, and recreation should be offered after school. In some cases, schools can become the locale[®] for health clinics, social services agencies, and police involvement so that children can have better access to these organization.

Communities can help to fill the gap during the time between when kids leave school and their parents finish their workday. Religious institutions, arts councils[®], city parks and recreation services, and others need to respond to the crisis by offering activities and a place to go. Business community members can reach out to youngsters by giving them after-school jobs or volun-

③ peace of mind: 心境的平静

① mentor: 指导者, 导师

②outlet:表现的渠 道或园地

Øjuvenile:少年的, 幼稚的

級eradicate:根除, 杜绝

❸locale:场所,地点

⑦council:俱乐部, 社团 teering as mentors. Technical assistance might be donated to help programs get launched. To make these efforts work, transportation must be provided from school to the place where the programs take place. A regional youth service hotline could be set up as a clearinghouse to inform kids and parents about the wealth of opportunities for enrichment their community offers.

Local police departments can become more involved with the children in their community. In fact, just an officer's presence in a school can help to reduce violence and provide role models. Police could work harder to enforce truancy laws and even make house calls for kids who continually are absent from school. Police officers could be viewed as friends and mentors to children.

The media—both news outlets[®] and the entertainment industry—should accept their responsibility to the greater community. That means cutting down on sensationalist[®] coverage of violence and rejecting commercials[®] and sponsorships that implicitly or explicitly encourage violence, particularly during hours that kids are watching TV. Programs with a high level of violence should be restricted to late-night hours, and more non-violent programming should be scheduled.

Finally, legislation is critical. One area where states or the Federal government can help is in building a comprehensive effort to reduce youth-related gun violence. "One gun a month" legislation would prohibit anyone from purchasing more than one firearm per month, thereby

- ⊗ launch: 开展, 发 起
- 恐hotline: 热线(电

 话)
- **@**clearinghouse: (信息)交流中 心,结算所

- ①truancy:逃学,旷 课
- @outlet:出版物
- sensationalist: 追
 求轰动效应的人
- ④ commercial:(广播电视中的)广告节目

stopping those who buy in bulk[®] and then sell to underage or criminal users. The Federal gun show loophole[®] needs to be eliminated to cut sales of weapons to youths. Government support for personalized guns is crucial, so that only an authorized user, identified by a fingerprint[®] or a key, is able to fire a weapon. A law that holds a gun owner criminally liable for children who gain access to improperly stored weapons would dissuade[®] those who otherwise would be careless with their firearms. Laws also are needed to revoke confidentiality[®] for juveniles who commit violent felonies[®] so that their records can be transferred to the adult criminal justice system and made available to school systems.

With a comprehensive attack on youth violence at several levels—home, school, community, and the highest reaches of government—this crisis can be surmounted. If even a handful of the suggestions proposed in this article become reality, they will make a tremendous difference in the lives of many youngsters. There is nothing more important than America's children. The nation owes it to them to provide quality education in a safe environment and to give them all the resources possible for a healthy and full life.

[Selected from USA TODAY, May 1999, written by Deedee Corradini]

- ⑤in bulk:大量,大 批
- ∯ loophole: 孔,漏 洞
- fingerprint:指纹, 手印
- ❸dissuade:劝(某人)不要做某事 ④confidentiality:保密
- **Ø**felony:重罪

⑤ surmount; 克服, 越过

The Calm Amid the Storm

劳拉·布什成长于和睦的美国家庭。她,内向却坦诚,顺从却理智。在成绩面前不忘形,在困难面前不怯懦。一个普通的美国女人,在激烈的总统竞选中,在喧嚣、繁杂与狂乱中,却能为她的丈夫小布什带来最不普通的东西:心灵的平静。

He couldn't get her off his mind—or on the phone. It was the summer of 1977, and George W. Bush had just met Laura Welch at a dinner arranged by friends in Texas. For Bush. though, summer meant a trip to the family compound in Kennebunkport, Maine, for speed golf and speedboats. Laura had liked the hard-partying Houston bachelor[®] well enough ("I thought he was very funny"), but for young Bush it was, in his words, "love at first sight"." One problem: the reserved Laura rarely answered the phone, and when she did she said she was too busy to talk. So after a single frustrating day, Bush left Walker's Point, jumped on a plane and flew back to Texas. They were married three months later, his bachelor days at an end.

Since then, Laura Welch Bush has carried on as she began: by calming her exuberant[®], sometimes intemperate[®] husband. She is mom to twin girls, Jenna and Barbara, seniors at Austin High. She works with an architect on the design of the contemporary[®] limestone house the Bushes plan to build next year on their new

①bachelor:单身汉

②love at first sight: 一见钟情

③frustrating:沮丧

- ④exuberant:(语言)华而不实的
- ⑤intemperate:放纵 的
- ⑥contemporary:当 代的