



English Readings in  
International Business  
**Reference Book**



# 商务英语阅读 (高教版) 辅导用书

陈小全 主编  
王关富 主审

对外经济贸易大学出版社

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# 前 言

《商务英语阅读》一书自2002年8月出版以来,对外经济贸易大学英语学院商务英语系的教师们大多使用过。教学实践中我们发现,由于每课课文较长、涉及的背景知识和语言点也颇多,因此用4—6课时完成一课往往只能粗略讲一下语言点和一些必要的背景知识,根本无法就课文内容同学生一起展开深入讨论,也无法完成课后练习和处理副课文。因此,我们开始思考如何在有限的时间内能够给学生更多的东西。我们认为,讲授语言点固然重要,但通过课程的学习能够使学生了解世界经贸领域里的相关知识、发展历程、最新进展以及未来趋势无疑也很重要,这就需要同学生一起就课文内容展开思想交流,从而开拓学生视野,增强其认识和分析问题的能力。这样的做法对于培养复合型商务英语人才的意义也是不言而喻的,当然这也对教师提出了新的挑战。

我们究竟如何才能有限的时间里做到这一切呢?让学生在课前充分预习不失为一种有效的策略。我们由此产生了大家一起为《商务英语阅读》一书补充材料的想法。这样做一方面可以在教师之间展开思想交流,通过撰写补充材料彼此互相学习,同时也可为基础。例如,我们可以把补充材料发给学生,让他们课前充分预习,把一些语言上的问题提前解决掉,为课堂教学争取一些宝贵时间。这就是我们编写这本辅导书的初衷,希望本书的出版对所有讲授及学习《商务英语阅读》的教师和学生有所裨益。

本书主要包括背景知识介绍、语言点讲解、练习、参考译文以及补充阅读材料几个部分。补充阅读材料是为了增大信息量,希望能够对主课文内容的理解和认识有所帮助。参考译文便于大家从语言层面上更好地理解课文。我们深知自己并不是翻译方面的行家里手,我们提供的译文也只是为了大家的理解,不免有不妥之处,欢迎大家批评指正。

本书的作者是:常力(第四课和第十一课)、常玉田(第一课和第八课)、方春祥(第二课和第十三课)、汪海(第九课和第十课)、杨伶俐(第五课和第七课)、王燕希(第十二课和第十四课)和陈小全(第三课和第六课)。王关富教授审阅了本书的全部书稿,我们对他给予的支持表示感谢。

陈小全

2005年4月20日

于对外经济贸易大学

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## ► Chapter One

# The Long March

### I. Background Information

#### 1. China's Achievements in 2003

The year of 2003 was important yet unusual for China in its development, in which China achieved a great deal in the reform and opening up drives. China overcame all the difficulties caused by the outbreak of SARS epidemic and other severe natural disasters, and maintained a high economic growth of 9.1 percent averaged for the year.

GNP readings in that year rose over USD 1,400 billion, ranking the 6th of the world's largest economies, and its per capita GDP was past the milestone of USD 1,000.

The national financial institutes registered a remarkable growth. Export and import increased substantially with a combined total of more than USD 850 billion, up by 37.1% over the same period of the previous year. And the same figure eased China into the 4th largest trader in the world, with a growth of 34.6 percent in export and 39.9 percent in import.

China's import from the rest of the Asian region increased by 42.2 percent, including

Japan (38.7%), India (51.0%), South Korea (87.0%) and the ASEAN countries and regions (51.7%), respectively. China is now a main trade partner with other Asian countries and regions.

An accumulated total of USD 53.5 billion in foreign direct investment was channeled for actual use in the year of 2003. By the end of that same year the outstanding balance of foreign exchange reserves stood at USD 403.3 billion and Renminbi remained stable. These achievements point to the all-time high in the national strength and capability.

## 2. About the author

本文发表在香港出版的 *Far East Economic Review* 上, 刊登在该杂志 1999 年 1 月 14 日的 Marketing 栏目之下, 是当期刊物的封面文章, 亦即重头文章。

标题是 *the Long March*, 作者在此借红军的长征来比喻中国企业和产品国际化的过程, 属于修辞上的“典故”用法。诚如媒体共识, 中国企业要想在全球市场上参与竞争, “万里长征”尚在初级阶段, 争取把“中国制造”的产品打造成全球性的知名品牌, 还需要经历许多的竞争、挫折, 甚至失败, 到达目的地之前“还有很长的路要走”。

本文作者名叫 Trish Saywell, 成文之前他到广州和上海旅行采访, 故在署名栏写着: Trish Saywell in Guangzhou and Shanghai, 文章发表后不久调往新加坡任职。

## 3. About the *Far Eastern Economic Review*

*Far Eastern Economic Review*, published weekly in Hong Kong, is one of the premier business magazines in Asia. Wholly owned by Dow Jones & Company, publisher of *The Wall Street Journal*, the magazine appears every Thursday.

The first issue of the magazine appeared on October 16, 1946. Since then, *Far Eastern Economic Review* has reported at first hand the momentous developments that have shaped modern Asia. The November 4 issue of 2004 was the last issue of the *Far Eastern Economic Review* published in the weekly, news magazine format. Publication was resumed in December as a monthly, providing opinions, analyses, debates and fresh thinking as usual.

The magazine reports on politics, business, economics, technology and social and cultural issues throughout Asia, with a particular emphasis on both Southeast Asia and China. It



has an editorial staff of 60 editors and writers, including correspondents stationed in more than a dozen bureaus around the region.

Circulation is currently over 100,000, concentrated in Hong Kong, Malaysia, Singapore and other parts of Southeast Asia. More than 13,000 copies are sold in North America and Europe.

The *Review's* website, *www.feer.com*, includes a searchable archive with articles published by the *Review* since 1946. *Feer.com* provides information and intelligence on Asian news and events from past and present. Print subscribers to the *Review* have free access to *feer.com's* full archive. The *Review* also provides a free weekly E-Newsletter with headlines to articles from the current issues. The E-Newsletter is available in HTML and text format.

The *Review* also publishes several books. Each December, it releases the results of the *Review* 200, a region-wide survey designed to identify the companies that Asia's businesses people regard as leaders in their class. Among other popular features are the quarterly "Where to Put Your Money" investment section and the annual Asian Innovation Awards.

## II. Notes to the Text

1. "Made in China" lost its novelty long ago. The label has become ubiquitous in much of the world, affixed to shoes, toys, apparel and a host of other items produced for global companies. What is a novelty, however, are China-made goods sold under Chinese brand names. Only a handful of Chinese firms so far have the money and the management expertise to establish international brands; most of the vast remainder are struggling to attain even national recognition. But the pioneering companies testing the waters overseas could be on the threshold of something big. (p. 1)

句中, affix ... to... 贴在, 附在, 签署。例如: A package can be affixed with many a label. (一个包装上面可以贴上许多种标签。) He affixed his signature to the contract. (他在合同上签了字。) on the threshold of 接近于, 在……的边缘, 例如: The number of Chinese approaching the threshold of a middle-class lifestyle is expanding daily. (即将跨



入中产阶级生活方式的中国人日益增多。)课文第1段至关重要,值得作为一个整体解释一下。本段利用四组概念上相互复指的同义表达,论述了三层含义:中国制造的轻工类产品已经不能再靠其地域特色在市场上取胜了。(第1,2句);以中国企业自有品牌参与竞争的中国制造的产品正在逐渐崛起。(第3句);虽说绝大多数中国企业在国内也默默无闻,但是的确已经有少数企业试图确立品牌成略,并以此进军海外市场了。(其余各句)此外,“Made in China”具有双重语用含义:一是指“中国制造”的各种出口产品在国际市场上的地位和现状,正是本文论述的主题;二是指“这个标牌或概念”,是说以前人们看到这个标准,即有新奇、价廉物美等联想。但本文主题恰在这里:如今人们看到“Made in China”这个标牌,联想可能会大不一样,主题便是第一段中所阐述的:鞋帽、玩具、服装等等贴牌生产的中国货太多了,失去了新奇感。

2. Some believe that individually, with the help of enterprising local management or eager multinational partners wanting to add new products to their stable, Chinese brands could become a global phenomenon within a decade, marketed on quality and exotic appeal, as well as competitive pricing. (p.2)

句中 market on ... 依靠……推销,例如:Chinese products should be marketed on better quality and after-sale service. (中国企业应当依靠更好的产品质量和售后服务来营销自己的产品。)as well as 为短语连词,按传统语法,其前面是新信息,后面是已知的或通常可以想到的信息,理解原文以及译成汉语时应当颠倒其前后两个部分。本句蕴含的信息是:在此之前,中国产品畅销海外靠得是价格低廉,而想在10年之内打出天下,就需要把质量搞上去,把地域特色发扬光大。第三段的第一句还有 as well as 短语的用法,但是语义重心有所不同。

【参考译文】一些人认为,在创业精神饱满的本地管理层的协助下,或者在一些想在其产品系列里添加新产品的外国公司的协助下,中国商品在极具竞争力的价格基础上,若把卖点放在产品质量和异国情调上,那么10年之内,中国品牌将一个一个地走向全球。

本段隐含的意思(implication)是,中国品牌想在10年之内立足国际市场,办法有两个。一是公司管理公司和所在地的地方政府敢于创新,善于经营;二是海外品牌或国外财团愿意与我们合作,在为它们自己占领并扩大市场的同时,为中国某些品牌走向国际提供机会。原文中 individually 和 or 两个词的应用,表明作者认为对于某一具体的中国公司而言,两个办法择一即可。

3. In the short-term, the strongest promise is in Chinese medicine, herbs and specialty food,

as well as goods that play to the romantic foreignness of China — whether in cosmetics, fashion or music. (p. 1)

句中, play to... 意为迎合, 投……所好, 例如: Artists should be often reminded not to just play to the gallery without the pursuit of art. (应该经常提醒艺术家们, 不要仅仅迎合画廊的(商业化)口味而不再追求艺术。)上面第 2 条解释中刚刚讲到短语连词 as well as 的用法特点, 本句也有这种用法, 但是语义重心似乎与上句并不类似。也许读者理解这个问题的最好方法是参考下面提供的译文, 请注意词序的变化:

**【参考译文】**短期之内, 中国商品最有希望打入国际市场的当属中草药和特色食品, 当然也包括那些体现中国浪漫并具有异国情调的产品, 例如化妆品、时装和音乐作品。

4. If you're taking something like cosmetics, which is image-driven. ... suddenly you've got a strong player. (p. 1)

句中 image-driven: image 指品牌形象, driven“受……驱使”, image-driven, adj., 直译为“形象驱动的”当然可以, 不过可能显得意犹未尽; 似乎可以根据相应的营销常识, 适当补充一点语义信息, 这样全句就会好懂一些: 化妆品之类的产品受品牌形象的影响很大, 消费者在购买这类产品时, 很大程度上容易受品牌宣传的左右。注意“-driven”的构词, 类似的还有 profit-driven, demand-driven, export-driven 等等。

**【参考译文】**化妆品是一种依靠形象来推销的产品, 假如你要做化妆品, 你一下子就已发现, 中国的化妆品玩家势头不小。

5. Further down the road there is brand-potential for products such as home appliances that can offer quality at a competitive price. (p. 2)

句中 further down the road 直译意为接着往前走, down 指“沿着”而非“下去”。本句中表示下面即将按此顺序描述中国的不同产品。

**【参考译文】**接下来还有家用电器等具有品牌潜力的产品, 它们都能以竞争性的价格提供高品质的产品。

6. For their foreign owners, the brands will provide speedier access to China's consumer market and distribution channels, while at the same time serving to complement the owners' premium brands in global markets. (p. 2)

句中 provide access to ... 提供进入……的机会或者便利, 例如: Terminals at some clubs in Japan provide access to songs online for karaoke fans. (日本一些俱乐部里的网络终端向卡拉 OK 爱好者提供在线点歌服务。) distribution 分销, 销售, distribution

channels 销售渠道,有人可能会从字面上理解为“分配渠道”,但在商务英语里,其具体内容是指 the set of firms and individuals that take title, or assist in transferring title, to the particular product or service as it moves from the producer to the consumer(在产品和服务从生产商向消费者转移的过程中,取得这些产品或服务的所有权或者帮助转移所有权的企业和个人),也就是平常所说的 middlemen(中间商),主要包括批发商(wholesaler)和零售商(retailer)。末句... while at the same time serving to complement the owners' premium brands in global markets. 对应第2段的 eager multinational partners wanting to add new products to their stable, ... 一句。

【参考译文】对于合资双方中的外国投资者来说,这些品牌则将成为他们更快地进入中国消费市场和销售渠道的载体,同时这些中国品牌也能进一步丰富国外投资者在国际市场上已经确立的优质品牌阵营。

7. Jianlibao 汉语名称为“健力宝”,中国知名饮料产品品牌,设在中国广东三水市。2004年11月,北京汇中天恒投资有限公司以及北方亨泰科技投资管理有限公司在广州宣布收购健力宝集团的控股公司,成为健力宝的新股东。收购后,汇中天恒持有68%的股权,成为健力宝的第一大股东,北方亨泰持有23.1%,三水区政府持股比例仍为8.9%。这次收购被业界称为中国“企业并购史上罕见的案例”。

8. But building a brand takes time, money and marketing savvy. (p.2)

句中 savvy 是个名词,意为见识,精明,例如:Even peasants are getting law-savvy. (即使传统上的农民如今也讲起法律来了。)再如:The attraction of Japanese animated series is too widespread and Japanese companies too market-savvy. (日本的卡通片魅力四射,而且日本的卡通公司也精通市场。)marketing savvy: marketing skill or expertise 营销经验,营销技巧,营销知识,营销技能;marketing savvy 也可写作 savvy marketing, marketing prowess, marketing muscle。

【参考译文】但是,建立品牌需要时间、资金和对市场的洞察力。

9. Meidi:广东美的电器公司,该英语名称现已改为 Midea。

10. Others like Haier, one of China's leading home-appliance producers, have pointedly steered away from price, competing instead on product quality ... (p.2)

句中 pointedly 敏锐地,虽说是个副词,在句中却起着主语补足语的作用。steer, v. 驾驶,引导;steer away from 摆脱,偏离,离开。例如:The Prime Minister tried to steer

away from a major corruption scandal. (这位首相试图从一桩腐败大丑闻中脱身。)

【参考译文】海尔是中国领先的家用电器生产商之一,海尔等公司的战略很明确,不在价格上作文章,而是靠产品质量、……

11. With the government's emphasis on preventing the outflow of foreign currency, the chances of the restrictions being lifted are slim. (p. 3)

请注意本句以及本课其他一些表述从信息上讲已经过时,只需关注语法和翻译问题。

【参考译文】由于政府强调防止外汇流失,取消这项规定的机会渺茫。

12. Sitting in his office at Jianlibao's industrial complex in Sanshui, a 40-minute drive from Guangzhou, Li reckons that to successfully generate brand recognition among Americans, the company needs to spend at least \$ 50 million-100 million on marketing. (p. 3)

虽说这是个复杂句,但是由于原文断句充分,因而结构清晰,理解可能不是太大的问题,而从翻译方面讲,固然可以按照原文的语序译出,可那样一来容易形成定语状语结构复杂的长句,后面的课文译文便保持了原文的字面形式。这里试图介绍的是,如果注意区分一下静态和动态信息,尔后分别叙述,则译文结构可能会大大简化,显然有利于读者快速掌握。请看下面的“参考译文”,其中括号表示在一定的上下文中可以省略:

【参考译文】健力宝生产基地坐落在距离广州有 40 分钟车程的三水市。李总经理坐在他(在三水健力宝生产基地)的办公室里(对记者说),健力宝要想在美国确立其品牌知名度,公司需要开支的费用估计至少在 5 000 万到 1 亿美元之间。

13. In many areas the quality of products has improved to the point where they are quite marketable. (p. 3)

句中 to the point where 达到了……的程度,例如: The sales of the company have dropped to the point where its survival is already rather difficult. (该公司的销售已经下降到了难以为继的地步。)

【参考译文】在许多地区,由于产品的质量得到了改进,产品好销多了。

14. Under the guidance of its dynamic president, Zhang Ruimin, the company has turned from being a loss-maker into an exporter. (p. 3)

句中 dynamic 意为动态的,有活力的,有朝气的。英语大量使用名词,在一定的上下

文里,这些名词的表意功能十分强大,例如本句的 loss-maker 和 exporter;但是汉语直译往往难以充分体现,很有必要增加一些词语予以说明。请看:

【参考译文】在精力充沛的总裁张瑞敏的领导下,该公司从原来的一个亏损企业转变为有能力向海外出口产品的大公司。

15. ABN Amro Securities (p. 4)

荷兰银行所属证券部,其中“荷兰银行”的正确写法应当是 ABN AMRO。

16. R & D (p. 4)

research and development 的首字母缩略词,多指政府和企业进行的基础研究和产品开发工作。现在汉语行文中直接使用“R & D”也很常见。

17. The company has opened a specialty shop on New York's Fifth Avenue and in March hired a design company in Los Angeles to determine what American consumers liked best in a refrigerator. (p. 4)

句中 to determine what American consumers liked best in a refrigerator 显然不能按照字面词义翻译,需要领会主要含义之后灵活表达,下面的译文改变了叙述角度,同时对 determine 一词作了实义化处理,译作“设计”,以对应前面的 a design company。

【参考译文】海尔(公司)在纽约的第五大道已经开了一家专卖店,并于3月聘请了洛杉矶的一家设计公司,让其根据美国消费者的喜好来设计冰箱。

18. Chinese brands under the wings of foreign companies usually have the advantage of plumper marketing budgets and better access to management expertise. (p. 4)

句中 plumper 是形容词 plump 的比较级。plumper 出现在 of 的后面,即使用了动词,那它也应当是 plumpering 的形式;plumper 的后面与其构成并列关系的是 better,似乎也在提醒着我们 plumper 在这里不作动词“猛跌”使用。从语义上讲,借助于该词前面的 the advantage of,应当把 plumper 理解为褒义词。

【参考译文】中国品牌借助于外国公司的力量,往往具有营销预算大幅度增加和更易获得管理知识两方面的优势。

### III. Read the following text and choose the best sentence from A to F below to fill in each of the gaps in the text.

China is the world's largest shoemaker and exporter. But it must step out of its reputation as a cheap shoemaker. To achieve that goal, Chinese shoemakers should enhance their shoemaking technologies, improve their brands and begin exporting to more regions.

More than two-thirds of the 6 billion pairs of shoes produced last year in China were exported. Export volumes of Chinese-made shoes exceeded US \$10 billion. (1)  
Leather shoes sold for US \$5.50 per pair.

Low-grade shoes account for most of China's exports of shoes. Prices of Chinese-made shoes are lower than those manufactured in Brazil, South Korea and Thailand. Chinese-made shoes tend to cost less than shoes manufactured by rising exporters such as Viet Nam.

(2) Chinese shoemakers produce a combined 12 billion pairs of shoes per year, and oversupplies have left China's shoemakers heavily reliant on shoe dealers who often choose account sales to reduce risks. Many retailers and wholesalers fail to pay shoemakers within a reasonable time.

But most domestic producers have failed to improve quality and upgrade their designs to increase competitiveness. Rather, they have begun focusing on the export market, where payments for their goods are generally ensured. (3)

Most Chinese shoemakers, because they are small, do not invest to improve quality and/or upgrade designs. As a result, Chinese shoes are running towards international markets. China has few large shoe manufacturers. Most export US \$100,000 worth of shoes per year. These small shoe exporters commonly adopt low-price strategies, which result in decreased export prices of their shoes. Overproduction and the debut of numerous small shoe exporters exacerbated the situation.

In addition, China's shoemakers have long neglected research, development and design.

\_\_\_\_(4)\_\_\_\_ Chinese shoemakers also lack necessary information about international markets. Their technologies also lag behind those of their international counterparts.

As a result, Chinese shoemakers and exporters have lingered in the low-end shoe market. Unable to open new markets, they become used to concentrating on markets filled by other Chinese shoemakers. \_\_\_\_ (5) \_\_\_\_ Meanwhile, other markets, such as South America, Russia and Africa, have been neglected by China's shoe manufacturers.

Given that situation, Chinese shoemakers should improve their production and sharpen their brand images to shed their reputations makers of cheap shoes.

Domestically, pushed by some successful private shoemakers, China's shoemaking industry has been restructured. Numerous small shoemakers have been merged and/or acquired by leading producers. Industry associations, especially the China Association of Leather Industry, are pushing shoemakers to create their own famous brands. According to the association's development plan, China's shoemaking industry will need 10 to 15 years to build and solidify its reputation for producing high-quality shoes. \_\_\_\_ (6) \_\_\_\_

With the country's long tradition of shoemaking, efficient industry reorganization, and government information and financial support, China will maintain its status as the world's largest shoemaker, and will become a strong shoemaker in international markets.

- A. Also, shoemakers receive tax breaks on their exports.
- B. However, the average price of each pair of shoes China exported was US \$ 2.40.
- C. Overproduction is the main reason for the lower prices of Chinese shoes in the international market.
- D. Such overseas markets as Japan and the United States, have become saturated with Chinese shoes.
- E. The association plans to develop by 2010 three to five famous Chinese brands in international shoe markets.
- F. They have for years received orders to produce existing styles or to copy others' designs.

(Answer key: B1, C2, A3, F4, D5, E6)



## IV. Chinese Translation of the Text

### 第一章 新长征

1. “中国制造”这个标记很久以前就不新鲜了,它贴在鞋子上、玩具上、服装上,以及为跨国公司制造的其他商品上,世界各地到处可见。现在真正新鲜的是以中国品牌出售的中国制造的商品。目前中国只有为数不多的几家公司拥有足够的财力和管理知识来打造国际名牌;其余的绝大多数公司还在为在国内获得知名度而努力奋斗着。但是正在海外市场上试水的各大先锋公司,很有可能把事情做大。
2. 一些人认为,在创业精神饱满的本地管理层的协助下,或者在一些想在其产品系列里添加新产品的外国公司的协助下,中国商品在极具竞争力的价格的基础上,若把卖点放在产品质量和异国情调上,那末 10 年之内,中国品牌将一个地走向全球。总部在香港的广告公司中国精信(Grey China)的执行董事陈一木丹(Viveca Chan)说:“如果世界上只有一个国家具备创立全球品牌的潜力,那么这个国家就是中国。”
3. 短期之内,中国商品最有希望打入国际市场的当属中草药和特色食品,当然也包括那些体现中国浪漫并具有异国情调的产品,例如化妆品、时装和音乐作品。中国总部设在上海的泰勒·娜尔森·索福瑞(Taylor Nelson Sofres)市场调研公司的中国区总经理 Kevin Tan 说:“与中国相联系的神秘色彩还有许多。化妆品是种靠形象推销的产品,假如你要做化妆品,你一下子就已发现,中国化妆品玩家势头不小。”努力走向世界的中国品牌还有一些领导时尚潮头的饮料和啤酒品牌,也包括家用电器等具有品牌潜力的产品,它们都能以竞争性的价格提供高品质的产品。
4. 这些中国品牌中的一部分,最终将会通过合资、兼并和收购的途径走向国际市场。而对于合资双方中的外国投资者来说,这些品牌则将成为他们更快地进入中国消费市场和销售渠道的载体,同时这些中国品牌也能进一步充实国外投资者在国际市场上已经确立的优质品牌的阵营。
5. 整个 20 世纪 90 年代,“中国品牌”这个概念一直在发育着,而目前在国内受到的重视更大了。虽然国内市场依然需求旺盛,但是一批国有企业,包括一些上市公司,现在都认为自己的产品和管理已经有所提高,因而都在力图树立自己的国际品牌。在中国的合资企业认为,他们的产品被国外的消费者看作具有东方异域情调,因而具有一定的优势,同时在质量上,又可以在任何地方与国外品牌展开竞争。
6. 品牌国际化可以带来更多的收益,同时可以提升公司在国内的形象,从而吸引那些注重品牌与地位的国内消费者购买。例如,中国软饮料制造商健力宝公司的总裁韩为先(音译)说,健力宝在海外开发自己的市场,有一部分原因是为了在中国公众中“树立良

好的形象”,这种国际化的形象反过来可以增加健力宝在中国国内的销售。

7. 但是,建立品牌需要时间、资金和对市场的洞察力。一些中国品牌依靠具有竞争力的定价打入了国际市场,但同时也运用了其他策略。健力宝强调它的饮料适合亚洲人口味,定位为能够补充水分的运动饮料,是中国运动员的首选。而空调制造商美的正努力获得更大的品牌认同。海尔是中国领先的家用电器生产商之一,海尔等公司的战略很明确,不在价格上做文章,而是靠产品质量、高效的分销和售后服务赢得市场。再举个例子,亚洲战略投资有限公司(即 Asimco)是由美国直接投资的公司,他们最近收购了五星啤酒,并且把五星啤酒定位成高档品牌。
8. 当然,正如总部在香港的广告公司中国精信(Grey China)的执行董事陈一木丹(Viveca Chan)指出的,国际化营销并不等于国际化品牌。而且,对中国企业而言国际化品牌还处于一个初级阶段。设在青岛的中国青岛啤酒的海外部经理楚梁津(音)说,首当其冲的是推广国际化品牌的投资资金很难到位。他解释说:“用于再投入促进品牌在海外形象的资金不得超过我们的出口销售总额的5%”。他又说,青岛啤酒正努力游说外汇管理局更改对国有企业的这项规定。但由于政府强调防止外汇流失,取消这项规定的机会渺茫。
9. 上述5%的海外投资限制只针对国有企业,肯定阻碍了中国品牌的发展。相对而言,私有企业有较大的投资自由。例如健力宝公司为了在美国市场上推广健力宝品牌,已经投资了大约1 000万美元。但是该公司总经理李经纬(音译)明白这点钱是微不足道的。坐在水三健力宝生产基地的办公室里(三水市距离广州有40分钟的车程),李总经理估计,健力宝要想在美国确立其品牌知名度,公司需要开支的费用至少在5 000万到1亿美元之间。他相信消费者会喜欢健力宝的系列运动饮料和软饮料(味道极似可口可乐公司的可口可乐、雪碧和橙汁芬达),但他又说:“我们需要资金来宣传自己。”
10. 可口可乐香港公司副总裁兼可口可乐中国公司海外事业部 B. C. Lo 经理说:“我不敢肯定健力宝是否真正能够进入美国市场,或者能够发展成为一个国际品牌,但可以肯定的是在中国市场,健力宝是可口可乐一个强有力的竞争对手。”
11. 实际上,健力宝产品已经出口了20多个国家。但是要想成为一个真正的有实力的海外市场竞争者,健力宝还需要投入大量的金钱和时间。去年,健力宝在美国市场上只销售了20万箱饮料(一箱24瓶或听)。虽然健力宝已经在美国投资举办了一系列的促销活动:1997年捐款10万美元救助美国洪灾;在美国小姐选美大赛上大做广告;1997年赞助两万美元举办“健力宝杯”高尔夫球锦标赛,但是比起可口可乐公司的促销活动来,健力宝公司的这些市场促销就是小巫见大巫了。
12. 中国品牌在国际市场上大有希望的一个领域是中低技术水平的白色家电业。据估计,中国品牌的电冰箱和洗衣机大约占了国内市场的90%,空调70% - 80%,彩电