

# 大学商务英语翻译教程

◎ 杨大亮 主编

## 适用范围

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- 大学英语专科生
- 大学经济专业学生
- 大学商贸专业学生
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# 大学商务英语翻译教程

## College English for Business and Translation

(上海市教育委员会组编)

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# 前 言

在我国深化改革,扩大开放,社会主义市场经济体制逐步建立的今天,我们需要大批合格的国际商务人才,对他们商务英语水平的要求也日益提高。目前,已经开发的商务书籍名目众多,覆盖面甚广。但随着社会的发展,有些书籍的内容已经陈旧,无法适应学生的需求。本教材的开发将吸收以往教材的特点,结合教学,融语言和翻译为一体,强调教材的实用性和可操作性。在教材内容上将结合更多当今社会热点,以适应社会对商务人才的需求。

近年来,世界经济一体化步伐在加快,中国已加入 WTO。我国对外开放领域的深度和广度不断拓展。APEC 会议的胜利召开,逼人的形势对商务英语人才的素质提出越来越高的要求。特别是在扩大开放、深化改革,社会主义市场经济体制逐步建立的今天,我们需要大批合格的国际商务人才,对他们商务英语水平的要求也日益提高。顺应这一趋势,我们精心编撰了《大学商务英语翻译教程》。该教材有以下一些特点:

1. 实用性:该教材的每一选题和每个选题中的每一章节都紧扣经济与商务实践中的某一个方面,而教学安排也围绕学生在该领域的实践中将要面对并应该有所了解和掌握的问题。每一选题都依据这一方面实践的顺序展开,深入浅出。
2. 可操作性:首先,每一单元都有一个既关键又容易理解的切入点。其次,尊重客观规律,设定不同角度,使学生能积极主动地举一反三,在学习商务英语的同时,提高翻译能力。
3. 灵活性:表现为学习时间、学习内容、学习顺序以及学习方法都可灵活安排。
4. 丰富性:该套教材涉及商务领域的各个环节,包括语言、文化、经济、社会等各方面的知识。
5. 活用性:教材适用于全日制英语、经济和商务专业以及全日制非英语、经济和商务专业的大学生,成人教育的提高班以及职业培训班的学生。
6. 针对性:该教材的编著者有着丰富的科研、教学经验,针对中国学习者及商务活动的特点和需要,补充了内容和语言方面的注释及练习。

本书不仅注意吸收过去商务英语教材的优点,充分尊重历史和现状,而且有独创性,考虑长远,开拓未来。

本书共分为四个部分,第一部分为国情篇(Current Issues in China),第二部分为商贸实务篇(Issues in Commerce and Trade),第三部分为翻译技巧篇(Techniques in Translation),第四部分为参考答案。

本书编写人员及分工如下:

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第一部分(国情篇)中的 Chapter 6 和 Chapter 7

参加本书的编者还有杨海燕、甄凤超、张文娟、姚明广、吴琦、仝志敏、朱虹、高超、张燕、杨瑛和杨凤茹同志,他们承担了本书编写前期大量的资料收集、筛选、翻译和校对工作;张文娟同志专门负责第四部分的编译工作。

贾冠杰教授和张志强副教授负责本书的校审工作。

在编写过程中,我们参阅了国内外出版的大量有关资料和信息。主要参考文献目录附于书末。在此,谨表诚挚的谢意。

由于编者水平有限,疏忽之处实属难免,恳请学界同仁和读者批评指正。

杨大亮

2003年3月于上海

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# **Part 1**

## **Current Issues in China**

### **国情篇**

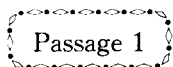




# Chapter 1 Reform and Opening-up

## 改革开放

### I. Reading Materials



#### China's Economy: Greater Opening-Up and Growing Prosperity

(Address by Premier Zhu Rongji at the Sixth World  
Chinese Entrepreneurs Convention)  
(September 19, 2001)

Distinguished Guests,  
Dear Friends,  
Ladies and Gentlemen,

It is of special significance to have the Sixth World Chinese Entrepreneurs Convention held in China at the dawn of the new century. On behalf of the Chinese Government and people, I would like to extend our warm welcome to the overseas Chinese entrepreneurs from all parts of the world.

Since the founding of New China, and particularly, since the introduction of reform and opening-up, China's economy has flourished day by day and made tremendous progress that has drawn worldwide attention. At this new starting point in history, China's economy is moving steadily toward greater opening-up and prosperity.

China's economy has withstood rigorous tests in recent years in the complicated and changeable international economic climate. We have successfully fended off the impact of the Asian financial crisis and achieved sustained and rapid economic development. Since the beginning of this year, the world economy has visibly slowed down its growth, but our economy has maintained a good momentum of growth. In the first half of this year, our GDP grew by 7.9 percent over the same period of last year. The first eight months of this year witnessed an increase of 10.4 percent in the added value of industry over the same period of last year, 24.7 percent in revenue, 18.9 percent in the investment in fixed assets, 10.1 percent in social retail sales of consumption commodities, 1.2 percent in CPI, 9.6 percent in import and export which amounted to US \$ 330.532 billion, and 7.3 percent in export which reached US \$ 170.994 billion. The foreign direct investment actually used reached US \$ 27.44 billion, representing an increase of 20.4

percent over the same period of last year. By September 15, the country's foreign exchange reserves had amounted to US \$ 193.5 billion. The financial sector is also in good shape. China's economy has continued to develop along the healthy track of fast growth, high efficiency and low inflation.

All these achievements have not come about easily. They are the results of the forceful policy measures taken timely by the CPC Central Committee with President Jiang Zemin at the core, following a comprehensive assessment of the overall situation. Basing ourselves on boosting domestic demand, we have adopted the pro-active fiscal policy and prudent monetary policy. We have tried to ensure the continuity of our policies and at the same time adopted drastic policies as far as they are necessary. We have given priority to infrastructure construction and increased input in science and technology, education and environmental protection. We have also worked hard to raise the income of both urban and rural residents, people of low-income groups in particular. In addition, we have quickened the industrial restructuring and the reform and reorganization of State-owned enterprises, and adopted various measures to boost export. The policies and principles we have adopted have proven to be sound and correct, and they have played and will continue to play an important role in promoting the sound development of the national economy.

With the advent of the new century, the reform, opening-up and socialist modernization drive in China has entered a new development stage. In front of the new situation featuring the quickened process of economic globalization and the surging technological revolution, to follow the trend of world development, we will vigorously implement the strategy of economic restructuring, the strategy of west development, the strategy of developing the nation through science and education, and the strategy of sustainable development. These strategies will help improve the innovative capacity and competitiveness of our economy and enhance its capabilities to fend off risks, thereby enabling our economy to continue to grow in a larger scale and at a higher level.

Promoting strategic restructuring of our economy is a pressing and important task. We will press ahead with industrialization and lose no time in stepping up economic and social informatization, which will in turn push forward industrialization and modernization of the national economy as a whole. We will step up agricultural restructuring to replace the traditional agriculture with modern farming. We will forcefully develop new and high-tech industries, quicken the development of modern service industries, and transform and upgrade traditional industries with extensive use of advanced technologies. We will actively and prudently build more cities and towns. In a word, all-round readjustments and optimization of economic structure will help build a sound interaction between agricultural, industrial and service sectors, between traditional and high-tech industries and between rural and urban economies, and promote common prosperity.

To develop China's western region more vigorously is a measure of strategic significance to facilitate coordinated development of regional economies and to create a broader scope for the development of the national economy. In the coming years, priority will be given to infrastructure and ecological environment construction. We will try to make breakthroughs in these areas in five to ten years. At present, a number of key projects have been launched such as those of transmit-

ting natural gas and electricity from west to east China, the Qinghai-Tibet Railway, natural forest conservation and returning cultivated land to forests. These projects, which bear on the overall development of central and west China, have been launched and are now progressing smoothly. The central government has decided to give policy incentives to the west, and provide greater support to the west in terms of capital input, the grant of projects and fiscal transfer payment. Policies and measures have been formulated to attract domestic and foreign investments to the west. The vast western region is ringing in a new period of great development.

Paying close attention to education, science and technology, and giving strategic importance to technical innovation and the training of professionals, we will continue to advance the building of a national innovation system, encourage enterprises to play a dominant role in technical progress and innovation, and increase their capacity for independent innovation. We will endeavor to make some major breakthroughs in the high-tech sector by pooling strength from various quarters and energetically promote the industrialization of scientific results. We will strive to develop education and enhance the overall quality of our nationals. We will implement the human resources strategy to attract competent professionals from everywhere and cultivate a large number of new-type professionals who meet the needs of the times.

Persisting in taking the road of sustainable development, we will continue to implement the basic national policies of family planning and environmental protection, and intensify efforts to improve the land and the ecological environment in an all-round way. We will make endeavors to promote a new production and consumption mode that is conducive to resources saving and environmental protection so as to build beautiful and prosperous homeland. The basic experience we have learned from our efforts for sustained and rapid economic growth in the past 20 years is to put in place a socialist market economy through reform and the development of an open economy. We will unswervingly deepen reform and open wider to the outside world so as to provide a lasting and stronger motive force for the further development of our economy.

We will continue to promote the in-depth reform of the economic structure. To this end, efforts will be made to consolidate and develop the ownership system with the public sector playing a dominant role and all other sectors developing side by side by readjusting and improving the ownership structure. We will actively explore various forms for the realization of the public ownership, and deepen the reform of State-owned enterprises with the focus on the establishment of a modern enterprise system. We are now considering measures for restructuring such monopoly industries as power, railway, civil aviation and telecommunications. We will put in place a new order of the socialist market economy through completing the market system and rectifying and regulating the market behavior. Measures will be taken to accelerate the establishment of a social security system, or a "safety net", so as to create a stable social climate for reform and development.

We will more vigorously promote an omni-directional, multi-level and wide-ranging opening-up pattern. Once China joins the WTO, we will honor our commitments to open our market wider to the outside world, both sector-wise and geographical-wise. We will open our service sec-

tor step by step, including banking, insurance, telecommunications, trade and tourism, and explore new forms and channels to use foreign funds. We will closely combine our efforts to attract foreign funds with those to readjust industrial structure, develop the western region and deepen the reform of State-owned enterprises, and particularly those to import advanced technologies, modern managerial expertise and specialized professionals. On our part, we will keep improving the environment for investment and business operation and protect the rights and interests of investors in accordance with the law. At the same time, we will encourage viable Chinese enterprises to invest and do business abroad—measures designed to enhance economic exchange and cooperation with other countries.

Despite various difficulties at present and challenges in the way ahead, China enjoys many favorable conditions for economic development. Among others, we have a huge domestic market, rich human resources, social and political stability and a development road that suits China. We have friends all over the world, and in particular, we enjoy the caring and support of the vast number of overseas Chinese. We will continue to adhere unswervingly to our own road of development, and we have full confidence in our capability of overcoming all the difficulties and obstacles on our way ahead and advancing our national economy forward more soundly.

China's more open and prosperous economy will not only greatly benefit the more than 1 billion Chinese people, but also provide a large market and unlimited business opportunities to entrepreneurs worldwide, including businessmen of Chinese origin, hence making greater contributions to the prosperity and development of the global economy.

Deng Xiaoping, the chief architect of China's reform and opening-up, once said that tens of millions of overseas Chinese are a great force and they offer unique opportunities for a big development of China. Over the years, overseas Chinese have enthusiastically supported and participated in China's economic development in various ways. Most of the foreign-funded enterprises in China are in fact funded by overseas Chinese. They have made indelible contributions to China's remarkable economic achievement. With the eternal love for your homeland, you have overcome various difficulties and made many contributions. Your pioneering spirit has already been written into the glorious annals of China's economic development. Among the Chinese entrepreneurs worldwide, there are specialized professionals in all fields who know very well both international market practices and Chinese cultural traditions. They have unique advantages in developing their business in China. They will find a lot of good opportunities for development in China no matter whether they have already made investment here or are still looking for business opportunities. We sincerely hope that all overseas Chinese entrepreneurs will continue to actively participate in China's modernization drive in various ways.

China's economy, full of vigor and vitality, is moving ahead rapidly to a new level. Let us join hands and work hard for the realization of modernization and the great rejuvenation of the Chinese nation in the new century!

I wish the convention a great success!

Thank you.

**Notes:**

- 1) the World Chinese Entrepreneurs Convention 世界华商大会
- 2) the overseas Chinese entrepreneurs 海外华商
- 3) reform and opening-up 改革开放
- 4) to have fended off the impact of the Asian financial crisis 抵御了亚洲金融危机的冲击
- 5) social retail sales of consumption commodities 社会消费品零售总额
- 6) CPI (= Consumer Price Index) 消费者物价指数
- 7) the country's foreign exchange reserves 国家外汇储备
- 8) the healthy track of fast growth, high efficiency and low inflation 高效益、低通胀的良性循环轨道
- 9) economic globalization 经济全球化
- 10) the strategy of sustainable development 可持续发展战略
- 11) to fend off risks 抗风险(能力)
- 12) all-round readjustments 全面调整
- 13) optimization of economic structure 优化经济结构
- 14) service sectors 服务业
- 15) the in-depth reform 深层次改革
- 16) an omni-directional, multi-level and wide-ranging opening-up pattern 全方位、多层次、宽领域的对外开放
- 17) to take the road of sustainable development 走可持续发展之路
- 18) to deepen reform and open wider to the outside world 深化改革, 扩大开放
- 19) to honor one's commitments 信守承诺
- 20) social and political stability 社会政治稳定
- 21) China's modernization drive 中国的现代化建设

Passage 2

## China's Policy of Economic Reform and Opening to the Outside World

At present, with stable politics and society, steadily increasing economy, rich natural resources and human resources, broad market, complete varieties and solid foundation of industry, relatively high scientific and technological level, various professional talented people, China is quite attractive to investors from foreign countries, Hong Kong, Macao and Taiwan. Since the implementation of the policy of reforms and opening to the outside world, the Chinese government has adopted a series of effective measures, increasingly improved investment environment, continuously perfected investment laws, achieved rapid progress in absorbing and utilizing capitals from foreign countries, Hong Kong, Macao and Taiwan.

In 1980, four special economic zones of Shenzhen, Zhuhai, Shantou and Xiamen were set

up, and special policies were implemented in two provinces of Guangdong and Fujian in 1984. 14 coastal cities, including Shanghai, Tianjin were defined as open cities, where economic development zones were set up in succession. Hereafter over 200 cities and counties were delimited as economic open zones in some coastal areas with transport facilities, solid industrial foundation, high-level science and technology. In 1988, Hainan Island was made a province and began to implement preferential policies of special economic zones. Not long ago, it was decided to develop and open Xinglin, Haicang in Xiamen, Mawei in Fuzhou, Pudong in Shanghai, and listed Jinan among the coastal economic development zones, opened Shandong and Liaodong peninsulas. The state implements special preferential policies in the above-mentioned areas to encourage them to attract merchants from foreign countries, Hong Kong, Macao, Taiwan to make investment. Other provinces and autonomous regions also have been carrying out economic and technological cooperation and trade exchanges with the outside world. Thus, an all-direction multi-level opening-to-the-outside-world structure from the coastal areas to the inland has basically formed.

Since 1979, the Chinese government has in succession worked out and promulgated over 200 economic laws and regulations concerning foreign affairs. The scope includes various respects of economic contracts concerning foreign affairs, tax revenue, direct investment, technological introduction, land management, labor and wage management, financial management, import and export management, foreign exchange control, customs management, industrial and commercial administration, patent, trademark, copyright and other activities concerning foreign affairs. Proceeding from the practices, these economic laws and regulations are practicable for protecting legal rights and interests of the investors. According to the laws and regulations, the foreign-invested enterprises enjoy sufficient rights to make decision in production and management. The enterprises can work out their business plans, raise and use capital, purchase production means, sell products, determine management organs, personnel establishment and wage, reward system within the scope stipulated by contracts and rules, manage enterprises in a scientific way, guaranteeing normal production and business operation of the enterprises.

To facilitate making investment by foreign merchants and compatriots from Hong Kong, Macao and Taiwan, the state has transformed the investment management system. Investment management organs have been set up at different levels. The limits of authority for examination and approval have been transferred to lower levels, formalities simplified, work efficiency increased. In many provinces and cities, especially in the coastal areas, the combined work system of relevant competent government departments has been established. It is possible that one single office receives, examines and approves the investment items, contracts and rules, greatly shortening the period of time of examination and approval. Relevant Government departments and leaders of the provinces, autonomous regions and cities in which the investment items are established personally take up the production and management of foreign-invested enterprises, help them solve problems. In most of the coastal provinces and cities various, organs concerning foreign investment have been set up, such as the foreign exchange adjustment center, the supplying center of goods and materials, providing various services for foreign-invested enterprises and enterprises in-

vested by compatriots from Hong Kong, Macao and Taiwan. It has been proven through practices that the principles of absorbing foreign capital and efforts to improve investment environment of China's mainland have gained positive effects.

In 1990, the export amount of Chinese-foreign enterprises, cooperative enterprises, enterprises wholly-invested by foreigners was up to 7.81 billion US dollars, 58.9% higher than that of the year before, the proportion in the total export amount of the country increased from 9.4% of the year before to 12.6%, 23.68 times that in 1985. The prosperity of these enterprises has shown the great potential of investment in China.

Absorbing and utilizing foreign capital is an important part of the opening-to-the-outside-world policy of our country. The 8th Five-year Plan for national economy and social development and the 10-year development plan until the end of this century recently worked out by our government have reiterated the series of principles and policies of reforms and opening to the outside world, taking continuously absorbing and utilizing foreign capital, expanding economic and technological cooperation between China and foreign countries as one of the important respects in our future work. We firmly believe, with further expansion of opening to the outside world and further improvement of investment environment and investment laws, more and more foreign merchants and compatriots from Hong Kong, Macao and Taiwan will come to China's mainland to make investment, the foreign capital-utilizing work of our country will take on a new look.

We cordially welcome friends from various countries and regions in the world and compatriots from Hong Kong, Macao and Taiwan to the mainland to make investment, set up enterprises, carry out economic and technological cooperation of various kinds.

In the end, I wish friends from various countries and regions and compatriots from Hong Kong, Macao and Taiwan every success in making investment in China's mainland, prosperity, grand prospects.

#### Notes:

- 1) to absorb and utilize capitals from foreign countries, Hong Kong, Macao and Taiwan 吸收和利用外国及港澳台资金
- 2) special economic zones 经济特区
- 3) economic development zones 经济开发区
- 4) an all-direction, multi-level opening-to-the-outside-world structure 全方位、多层次的对外开放格局
- 5) economic laws and regulations concerning foreign affairs 涉外经济法律和法规
- 6) economic contracts concerning foreign affairs 涉外经济合同
- 7) labor and wage management 劳动工资管理
- 8) financial management 财务管理
- 9) industrial and commercial administration 工商行政管理
- 10) patent 专利
- 11) trademark 商标

- 12) copyright 版权
- 13) personnel establishment 人员编制
- 14) reward system 奖励制度
- 15) the Chinese-foreign enterprises 中外合资
- 16) cooperative enterprises 合作企业
- 17) enterprises wholly-invested by foreigners 外商独资企业
- 18) the great potential of investment in China 在中国大陆投资的发展潜力

Passage 3

## Opening up to the Outside World

Opening up to the outside world is a major decision China has made to advance its modernization drive and also its long-term basic national policy. Over the past 20 years and more, an omnidirectional opening-up pattern has, by and large, taken shape in China and its open economy has grown rapidly. China is now the seventh largest trading nation in the world. For eight years in a row, it has led developing countries in the introduction of foreign capital. It has engaged in extensive economic and technological exchange and cooperation with other countries and regions. This has not only given a strong boost to China's economic and social development, but also created favorable conditions for enterprises of other countries and regions to seek business opportunities and conduct cooperation in China. In today's world, a country can hardly develop in isolation. The Chinese Government will unswervingly implement the opening-up policy. It will more vigorously promote all-directional, multi-tiered and wide-ranging opening-up and take part in international economic cooperation and competition in width and depth. China will continue to develop its foreign trade vigorously. It will more effectively implement the strategy of diversifying markets and expanding trade on the strength of quality and through science and technology, so as to increase import and export of both goods and services. It will stick to the policy of making active, rational and effective use of foreign capital. It will continue to improve its investment climate and attract more foreign capital. It will explore various ways to put foreign capital to better use, such as acquisition, merging, investment fund and equity investment. It will open wider to the outside world, both sector wise and geographically. It will phase-in the liberalization of such service sectors as banking, insurance, telecom and trade, and promote the opening-up of its central and western regions. It will work hard to develop E-business, accelerate the process of informationization, and support enterprises in applying modern information network technology to international cooperation and exchange. It will take an active part in the multilateral trading system, as well as regional and international economic cooperation. It will develop its bilateral and multilateral trading ties in an all-round way.

The next five to ten years will be a crucial period for China's economic and social develop-



ment. China will maintain sustained, rapid and sound economic growth. The blueprint has already been drawn up for development in the next five years. According to the program, continued efforts will be made to promote economic growth and social progress, with development as the main theme, restructuring the key link, reform, opening-up and technological advancement the driving force, and higher living standards the ultimate goal. At present, China is making strategic readjustment to its economic structure and speeding up the readjustment of its industrial setup, regional structure, urban and rural structure and ownership composition. China has given prominence to the development of science, technology and education, accelerated the utilization of the information technology in economic and social progress, strengthened environmental protection, expedited township development, and improved the public service system. China's GDP is expected to reach 12.5 trillion yuan by 2005. China's development will present huge business opportunities to business communities of other countries. According to a preliminary estimate, from 2001 to 2005, China will import US \$ 1.4 trillion worth of equipment, technologies and products. We welcome more overseas investment and new investment projects in China and long-term stable cooperation with business communities around the world.

**Notes:**

- 1) a major decision 一项重大决策
- 2) a long-term basic national policy 一项长期的基本国策
- 3) the strategy of diversifying markets and expanding trade 市场多元化和科技兴贸战略
- 4) the multilateral trading system 多边贸易体系
- 5) blueprint 蓝图, 设计图, 计划
- 6) an omni-directional opening-up pattern 全方位对外开放的格局

Passage 4

## The Reform and Opening Up

Progress in Economic Restructuring Energetic efforts have been made to promote institutional innovation and eliminate institutional obstacles that hinder the development of productive forces. A socialist market economic structure has been initially established. First, the market is increasingly playing a fundamental role in resources distribution. The production of products is mainly determined by the market, the prices of commodities and service are basically formed by the market, the market of production factors has initially taken shape, and the market environment has improved continuously. Second, the pattern with the public sector remaining dominant and diverse sectors of the economy developing side by side has basically taken shape. The State-owned economy has developed further and increased its control capacity significantly. The non-public economy has developed vigorously, becoming a main force propping the national economy. Third,