

商务英语



口译教程

BUSINESS ENGLISH: AN INTERPRETING COURSE

教师用书 Teacher's Book

主编 龚龙生



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新世纪商务英语专业本科系列教材

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前言

随着我国经济建设的蓬勃发展和国际交往的日益频繁,在我们日常工作和生活中,每天都进行着大量的各类商务活动。改革开放、加入世贸组织、承办奥运会和世博会为我们提供了前所未有的发展机遇,世界正关注着中国这片土地。金融的改革、外资的引入、贸易的往来,无论是金融保险、投资融资、国际商贸、现代物流,还是信息技术,都随着城市国际化进程的加快而日新月异。经济的飞速发展急需大量的商务人才。这是社会的需求、时代的需求。因此,商务英语专业在各高校纷纷建立起来。

商务英语专业的培养目标是培养学生具有扎实的英语语言基本功并掌握国际商务基础理论和知识;培养具有较高的人文素养和较强的跨文化交际能力,能适应经济全球化,并具有国际视野和竞争力,能胜任在各类企事业单位从事国际商务活动的高素质复合型商务英语人才。商务英语是在英语专业的基础上发展起来的,它跟英语专业有着必然的联系;但作为一个专业,又有其特殊性。商务英语专业基础阶段的一个重点,是在打好英语语言基本功的同时,为学生提供必需的商务知识和信息,为他们进入高级商务专业课的学习打下基础。而专门供商务英语专业基础阶段使用的教材,目前在市场上可以说基本是一个空白。

2008年夏,在由上海外国语大学、上海外语教育出版社主持举办的“商务英语教材建设研讨会”上,全国多所著名院校的专家学者达成了共识,认为有必要集合全国的人才资源,开发一套“商务英语专业本科生系列教材”。教材包含核心课程和专业课程,参加本系列教材编写的有上海外国语大学、对外经济贸易大学、广东外语外贸大学、上海对外贸易学院与湖南大学等。本人有幸主持编写《商务英语口译》。虽然也编写过类似教材,但参加编写全国性的系列教材,仍感到诚惶诚恐。所幸参加本书编写的编者均在翻译方面富有实践和教学经验,对口译理论进行过深入研究并都参与过大量商务口译实践,再加上认真的态度和高度的责任心,确保能为广大学习者呈献一本高质量的教材,为商务人才的培养做出一份贡献。

《商务英语口译》是上海外国语大学“211工程”子项目成果之一,也是“商务英语专业本科生系列教材”之一。其目的在于全面提高学生的英语综合能力,并帮助他们真正具备胜任日常工作中商务口译任务的能力。

本教材注重商务口译实践能力的培养,因此平时的教学与实践都是紧紧围绕这一目标而进行的。本教材的使用者,无论是教师还是学生,在教与学的过程中都不应过分拘泥于课本内容,采用“填鸭式”或是死记硬背等机械的方法,而是要将学习的重点放到实践能力的培养上,教师应当充分利用教材提供的材料,帮助学生进行口译实践,找出他们在实践中还存在的问题,在解决问题的基础上使他们的能力得以提高。我们在教材中专门设置章节,编写了由浅入深的一般口译技巧,供学生自学。如果教师在某些技巧上确实有自己的心得,最好能够结合课文的内容来讲授,以保证紧扣商务的主题。

《商务英语口译》共分四个板块:国际贸易、金融市场、商务管理、商务沟通。第一板块由三个单元组成:询价与报盘、价格与付款、装运与交通。第二板块由五个单元组成:股市、银行业、保险、投资、金融产业。第三板块由五个单元组成:人力资源、物流管理、市场与销售、商务行政管理、风险管理。第四板块由三个单元组成:商务谈判、国际商务文化、公共关系。各板块之间没有特定的顺序关系,教师可根据具体情况有选择地进行讲授。每个单元均包括背景知识阅读,听力理解与练习,单句英汉、汉英口译实践,段落英汉、汉英口译实践,篇章英汉、汉英口译实践,口译技巧与实践。另外,贯穿整本教材的还有系列口译技巧的论述与实践,包括复述训练、数字口译、顺译、视译、长句处理、篇章记录、词语选用、解读图表等。

教师手册包括以上各部分中练习的参考答案以及教学目标、课堂小贴士、补充知识(包括相关背景知识、名词解释和词语扩展)三部分,为教师教学提供方便。

口译学习是建立在坚实的外语基础之上的。没有扎实的语言基础就不可能完成口译训练。学员除必须具备良好的英语听、说、读、写能力外，还应在听力和口语技能方面有突出的表现，听辨能力强、反应快、口语表达清晰明了都是不可缺少的。由于国际商务活动涉及经济、金融、贸易、管理、保险、银行、物流等众多领域，因此要求商务口译学员还必须具备丰富的商务知识。口译同其他语言技能一样，要求学员不断学习、自我完善。只有持之以恒、不断进取，才能持续提高。即使学习完本商务口译教程，对学员来说，还只是刚刚开始，今后的口译道路会很长，还要面对很多困难和挑战，只有努力奋斗，才会有丰硕的成果。在此，我们预祝大家学习进步。

我们衷心希望通过对本教材的学习，学习者能对广义上的商界和商务活动有全面的了解和深刻的认识，培养出过硬的商务口译实践能力，成为对我国的经济发展与改革开放事业有用的人才。

由于编者能力有限，书中难免会有不足之处，我们期待专家学者及使用本书的教师和学生给予批评和指正，使本书在再版时得以完善和提高。

龚龙生
上海外国语大学
2009年10月

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Unit 1

Inquiry, Offer and Counter-offer

教学目标 Teaching Objectives

本单元旨在让学生掌握贸易初始阶段的相关术语，掌握关于询盘、发盘、还盘的口译常用句型，熟悉并掌握复述训练的技巧。主要分为三个部分：阅读、听力与口译实践。阅读部分旨在为学生提供询盘、报盘、发盘的背景知识，让他们对这些概念有所了解和熟悉；文章后的阅读理解题也是为了检查学生对这些概念的理解情况，教师可以让学生在课前预习文章，并做一下相关的知识探索，以提高课堂教学质量。听力部分有两篇文章：第一篇听文填空，目的是让学生通过听的过程熟悉词汇，为下一步口译打下基础；第二篇要求判断对错，检测学生对背景知识的掌握程度。建议教师课上完成这一部分，严格按照题目要求提高学生的听力理解能力。经过前两个阶段的准备，最后一个步骤就是口译实践了。这一部分分为三节：句子口译、段落口译和篇章口译；口译难度逐步加大。建议教师将句子口译部分留给学生课下完成，第一堂课带领学生练习段落口译，第二堂课带领学生完成篇章口译及复述训练的讲解和练习。

建议每周安排两课时，课前让学生自己预习并做句子口译，课上老师带领学生进行段落与篇章口译，共用1.5个课时。余下的0.5个课时，教师带领学生学习复述训练的技巧并多做练习。教师还可以多找些外贸方面的句子和段落，供学生课下练习。

课堂小贴士 Teaching Points for Reference

教师可以根据课文内容和提供的有关材料，采取角色扮演的模式来调动学生的参与积极性。学生在进行对话表演时，必须要求他们做到认真投入。可设置特定的交易环境，让学生两人一组进行小组练习，时间为5—10分钟，之后抽一个组进行演示，并对演示组的表现加以评价。

参考情景：

1. At the Guangzhou Trade Fair, Henry Jones, a Spanish buyer, is inquiring about prices at a bed-cover stand.
2. An old customer of Samsung MP3 player, who asked for the quotations a few days ago, is here to get the offer.
3. Mr. Hughes is shocked to find the price has gone up sharply. He is bargaining with the supplier, Mr. Green.

相关背景知识 Background Information

- **发盘有效期的“合理时间” within a reasonable time**
发盘有效期的“合理时间”究竟有多长，并无明确的规定或一致认可的解释。一般而言，合理时间的长短取决于交易磋商的实际情况，主要是发盘所用通讯方式的迅捷程度。例如：用信件发盘的，其合理时间应理解得长一些，而用传真等即时通讯工具发盘的，合理时间应理解得短一些。为避免双方对合理时间以及early reply, as soon as possible等词语理解不一而发生争议，发盘人最好对有效期做出明确的规定。
- **商务信函写作中的间接方式 indirect approach**
信函中包含负面消息如拒绝和还价时，适于采用间接表达方式。它指的是把坏消息放到后面，先给出好消息或以中性语句开头，并且先说明原因，再告知决定。这种写法使负面消息容易为收信人接受，可避免消极反应，有利于维持善意。相反的是直接方式(direct approach)，适用于包含正面信息的信件。

名词解释 Definition

- **发盘的撤回与撤销 withdrawal and revocation of an offer**
撤回是指发盘人在发盘发出后但未生效前阻止其生效的行为。撤销是指发盘人通知取消已经生效但尚未被接受的发盘。
- **形式发票 pro forma invoice**
形式发票是一种预开的假定发票，寄给有可能订购产品的客户，包含商品的单价、数量、总额等详情。它通常在客户下定单之前预先开立，只是供客户参考或申请进口许可证之用，不是正式发票，不作为结算货款的依据。

词汇扩展 Vocabulary Development

alteration 改变，改动	conclude/close a transaction; close a bargain)
Art. No(s): article number(s) 货号	come to/arrive at/make an agreement 达成协议
at your convenience 在你方便的时候	concession 让步
at your earliest convenience 请尽早	effective 有效的
be highly favored 受青睐	enjoy great popularity/high reputation 享有盛誉
be well received 受欢迎	expire 终止，开始无效
be widely/universally acknowledged 被普遍承认	face-to-face talk 面谈
booklet 手册	finalize 把...最后定下来
brochure 小册子	fluctuation 波动，起伏
call off 取消	foodstuffs import and export corporation 食品进出口公司
cardboard box 硬纸箱	get sth. under way 使...开始进行
close a deal (with sb.) (与某人)达成交易 (类似的表达方式有: conclude/close business;	go into 探究，研究

indefinite 无限期的	goods 对某种货物报价
insist on 坚持	~ on pound sterling basis 或 ~ in pound sterling 按英镑报价]
it occurs to sb. that... 使某人想起...	reach an all-time high 达到最高纪录
it is known to all... 众所周知...	regarding 关于 (类似表达方法有with regard to, in regard to)
lapse (权利, 任期) 终止, 失效	sales representative 销售代表
leaflet 活页说明书, 传单	sales volume 销售量
literature 说明书	start the ball rolling 开始活动 (可引申为达成交易)
make delivery 交货	there is a high demand for/a great need for... 对...有大量需求
market research 市场调查	there is no point in doing... 没有必要去做...
mean to do 打算	turn down 拒绝
might as well 不妨	under separate cover 另函寄上
need...badly 急需...	validity 有效期
operative 有效的	withdraw 撤销
pamphlet 小册子	written form 书面形式
particulars 细节, 详情	
prevailing 普遍的, 通行的	
quote 报价, 开价	
[~ (sb.) for some goods 或 ~ (sb.) a price for some	

Lead-in

Text 1 Comprehensive Questions

1. What are inquiry, offer and counter-offer?

An inquiry is a request for information. It is usually the importers that make inquiries. They invite a quotation or an offer for the goods they want or just ask for some general information about those goods. An offer is a proposal of terms and conditions presented in a potential contract by one party, called the offeror, to another party, called the offeree. A counter-offer, in fact, is a rejection of the offer. If a buyer doesn't agree with any or some of the transaction terms of a quotation or a firm offer, he makes a counter-offer.

2. What is generally included in an inquiry?

In an inquiry, the importer invites a quotation or an offer for the goods he wants or just asks for some general information about those goods. If it is the first time for the two sides, the importer should inquire the exporter about the name and price of the commodity, quality, specification, quantity, terms of price (CIF, FOB, CFR, etc.), terms of payment (L/C), terms of shipment, packing method, discount and so on. Besides those, the importer can also ask for catalogues, price lists, pro forma invoices or samples.

3. What are the two kinds of offers? What is the difference between them?

One kind of offer is called firm offer or offer with engagement. A satisfactory firm offer should be clear, complete and final in its wording. A firm offer mostly provides a period of validity. It remains valid until the validity ends. The acceptance made by the offeree before validity expires is effective legally. Another kind is non-firm offer or offer without engagement which is unclear, incomplete and with reservations. Unlike a firm offer, it is not binding on the offeror. Such expressions as "reference price", "subject to our final confirmation" and "subject to goods being unsold" are often used.

4. Why do buyers make counter-offers?

If a buyer doesn't agree with any or some of the transaction terms of a quotation or a firm offer, he makes a counter-offer.

Text 2 阅读理解

1. Incoterms的由来是什么? 经历过哪几次修改?

Incoterms的宗旨是为国际贸易中最普遍使用的贸易术语提供一套解释的国际规则, 以避免因各国不同解释而出现的不确定性, 或至少在相当程度上减少这种不确定性。国际商会于1936年首次公布了一套解释贸易术语的国际规则, 名为Incoterms 1936, 以后又于1953年、1967年、1976年、1980年、1990年、2000年做了补充和修订, 以便使这些规则适应当前国际贸易实践的发展。

2. Incoterms涵盖的范围包括哪些?

Incoterms涵盖的范围只限于销售合同当事人的权利义务中与已售货物(指“有形的”货物, 不包括“无形的”货物, 如电脑软件)交货有关的事项。

3. 在使用Incoterms时通常存在哪两种误解?

关于Incoterms有两个非常普遍的误解。一个是人们常常认为Incoterms适用于运输合同而不是销售合同。第二个是人们有时错误地以为它规定了当事人可能希望包含在销售合同中的所有责任。

4. 为什么要对Incoterms进行多次修订? 经过多次修改后, 现在在使用Incoterms时应注意什么?

连续修订Incoterms的主要原因是使其适应当代商业的实践。为了使Incoterms更利于实物操作, 其草拟和表述一直都在改进。鉴于Incoterms不时修订, 所以, 合同当事方意图在销售合同中订入Incoterms时, 清楚地指明所引用的Incoterms版本是很重要的。人们很容易忽略这一点, 当事方的意图是在合同中引用新版本还是早期版本, 这可能会引起纠纷。

Listening Practice

Passage 1

- | | |
|-----------------------|-------------------------------|
| (1) tumbled | (11) telecommunications |
| (2) corporate profits | (12) residential construction |
| (3) emerging | (13) property |
| (4) credit conditions | (14) squeeze |
| (5) Spanish | (15) resilient |
| (6) credit | (16) registering |
| (7) availability | (17) revenue |
| (8) commodities | (18) capital spending |
| (9) finance | (19) deteriorate |
| (10) post | (20) positive balances |

Passage 2

1. T 2. F 3. T 4. F 5. T 6. T 7. T 8. T

Tapescripts

Passage 1

Service Sector Mood Hit by Credit Crunch

Confidence among European service sector companies has tumbled this year as concerns grow that tighter credit conditions will hit corporate profits, according to a pan-European survey.

In contrast, the outlook for service sector companies in the large emerging economies of Brazil, Russia, India and China (Bric) remained strong.

Much of the difference between advanced European economies and the Bric countries is linked to credit conditions, according to NTC Economics, which produced the business outlook survey for KPMG.

Just under 40 per cent of all EU non-financial service companies said the cost of credit had risen since last summer, while just 6 per cent reported it had fallen. Spanish companies were hit hardest, with 54 per cent reporting an increase in the cost of credit over the period.

In the Bric countries, a majority of companies said the availability of credit had increased, although they concurred that the cost had risen. Since the economies of Brazil and Russia are heavily dependent on increasingly expensive commodities, such as sugar and oil, this rise in finance availability is not surprising.

In the twice-yearly survey, European companies across the service sector showed confidence at its lowest level since the survey began in 2006, with the largest falls coming in post and telecommunications, and financial services sectors.

The drop in confidence was particularly marked in Spain and Ireland, both of which enjoyed large increases in service sector activity on the back of booming residential construction and buoyant property markets, which have been hit hard by the credit squeeze. The UK and France also saw confidence falling away.

Germany and Italy were more resilient, with German companies in particular registering greater optimism than last October.

Although European companies that are confident about revenue, output, profits, employment and capital spending outnumber those who think conditions will deteriorate, the positive balances in each area have dropped sharply.

Most companies complained their costs were rising; nearly twice as many expected to raise rather than lower their prices.

Passage 2

Technical Regulations and Standards

Technical regulations and standards are important, but they vary from country to country. If the standards are set arbitrarily, they could be used as an excuse for protectionism. The Technical Barriers to Trade Agreement (TBT) tries to ensure that regulations, standards, testing and certification procedures do not create unnecessary obstacles.

However, the agreement also recognizes countries' rights to adopt the standards they consider appropriate — for example, for human, animal or plant life or health, for the protection of the environment or to meet other consumer interests. Moreover, members are not prevented from taking measures necessary to ensure their standards are met. But, in any case, whatever regulations they use should not discriminate.

The agreement also sets out a code of good practice for both governments and non-governmental or industry bodies to prepare, adopt and apply voluntary standards. Over 200 standards-setting bodies apply the code.

The agreement says the procedures used to decide whether a product conforms with relevant standards have to be fair and equitable. It discourages any methods that would give domestically produced goods an unfair advantage. The agreement also encourages countries to recognize each other's procedures for assessing whether a product conforms.

Manufacturers and exporters need to know what the latest standards are in their prospective markets. To help ensure that this information is made available conveniently, all WTO member governments are required to establish national enquiry points and to keep each other informed through the WTO — around 900 new or changed regulations are notified each year. The Technical Barriers to Trade Committee is the major clearing house for members to share the information and the major forum to discuss concerns about the regulations and their implementation.

Interpretation Practice

Section 1 Sentence Interpretation

English-Chinese Interpretation

1. 我们认为你方的格力牌空调机在这里会很畅销，希望很快收到你们的样品。
2. 贵方若能报优惠价并保证收到订单后四周内交货，我方将定期订购。
3. 如能报到岸价、折扣以及发货日期等详细情况，将不胜感激。
4. 随函附上我方最新的产品目录及CIF纽约报价单。
5. 关于贵方9月29日的询价信，我方就如下产品报价，以我方最后确认为准。
6. 此盘5天内不接受，就作撤销论。
7. 很遗憾，我们的价格和你方还盘之间的差距太大，所以恐怕我方不能接受你方还盘。
8. 考虑到我们长期以来的贸易关系和友好合作，我方建议你方能接受保兑、不可撤销即期信用证。
9. 石油价格将在未来一段时间内继续下跌。
10. 我们还想指出我们主要以承兑交单方式结账。

Chinese-English Interpretation

1. We are thinking of placing an order for your Flying Pigeon Brand bicycles. We would be very grateful if you could make us an offer for 200 ones with details.
2. The above inquiry was forwarded to you on Oct. 10, but we haven't received your reply yet. Your early offer will be highly appreciated.
3. Our frozen foods have been shipped to many countries where they are received favorably. It would be to your advantage to try out a shipment.
4. We are sorry to say that the goods required by you are out of stock for the time being. Therefore we are unable to make you an offer at present.
5. We sent you our Quotation No.44 two months ago, but we haven't received any news from you. It would be advisable if you could make an early decision on this matter.

6. All quotations, except firm offers, are subject to our final confirmation. Unless otherwise stated or agreed upon, all prices are without any discount.
7. Many foreign telecommunications companies wish to come into the Chinese market such as AT&T, etc. The competition is very keen. I understand some companies are lowering their prices and offering technical assistance and after-sale services.
8. I'm glad that we've settled the price.
9. The best we can do will be a reduction of another 30 pounds. That'll be definitely rock-bottom.
10. We're now studying your offer carefully, so we hope that you can keep it open till the end of this month.

Section 2 Paragraph Interpretation

Chinese-English Interpretation (1)

We have just updated our prices. But of course I don't mean our offer is final. As usual, we'd like to quote the most reasonable price to start our business relationship for the future, even at the cost of a substantial loss on our part. I hope we can do business together, and I also hope our products will be favored by the consumers in your country.

Chinese-English Interpretation (2)

Lately we expanded our scope of business to better serve our Far East Asian customers, Chinese customers in particular. China is such an enormous market that nobody can afford to neglect. My company is willing to establish business relations with all interested Chinese parties. We guarantee the quality of our supplies. And we have free samples for your inspection. As for the discount, we can reduce the listed prices by 5%.

English-Chinese Interpretation (1)

我们的还价和国际市场的价格是相符的。如果您接受的话，我们将说服客户向你们订购。如果你方不能再做些让步，再讨论也没什么意义。我们很可能放弃整个交易。顺便说一句，在提出新报价时，请将我方佣金考虑在内。

English-Chinese Interpretation (2)

我们的报盘以合理利润为依据，不是漫天要价。但你得考虑质量问题。同行业的人都知道三星质量上乘。如果不是老朋友，我们不大可能以这样的价格向你报实盘。

Section 3 Passage Interpretation

English-Chinese Interpretation

经济危机加重时美国消费者省钱为上

由于对经济前景感到忧虑，美国人的消费习惯发生了迅速改变：省钱成为他们的第一考虑因素。上个月，折扣商店销售额增长了将近6%，而全价百货商店销售额同期却有所下滑。优惠券的使用量也在下滑15年后开始反弹。

减少消费是消费者面对经济疲软的常见反应。不过这一次，消费调整快得不同寻常，其波及的商品范围也可能是上个世纪80年代初经济衰退以来最广的。面临着历史高点的油价与食品价格飙升的局面，再加上房市、股市双双低迷以及信贷紧缩的困境，美国人的消费习惯受到了控制；而消费正是美国经济长期繁荣的基础所在。

消费行为的大转变可能会给市场带来巨大的变化，因为零售商会调整从商店规模到货架摆放的方方面面；制造商也可能因此被迫削减受众较小的产品，侧重于销量更可靠的基本产品。

拥有吸引低价消费者的能力对一些公司来说至关重要。零售专家表示，在有了三四次美好的购物体验后，消费者就能在品牌或是门店中形成自己新的、更为便宜的购物选择。

现在，消费者对他们的支出能力是否会迅速提高感到悲观。根据最新的路透社/密歇根大学消费者信心调查，有三分之二的美国人预计目前的经济疲软将持续数年。在上个月的调查中，消费者信心指数已经较2007年1月份的峰值下降了38%；有57%的受访者表示他们的财务状况恶化，为1946年开始调查以来的最糟情况。

美国几乎每个收入群都在改变购物习惯，决定调整原有爱好。消费者更多地采用“一站式”购物，每次的购买量很大，购物频率降低到每周一次或是每月两次，以便节约汽油。他们购物的时候，也更倾向于按照购物单购买，还不忘使用优惠券。

IRI的研究显示，美国人也不再去休闲餐厅，而是更多地在家用餐；购买多功能药品，而不是单一功能药品；全家选用同一品牌的洗发水，而不是每人一种。

Chinese-English Interpretation

Chinese Trade Surplus Shrinks

China's trade surplus fell by 20 per cent in June over the same month last year in a sign that the weaker global economy is having a serious impact on the country's export sector.

The new trade figures, which show export growth slowing sharply, could strengthen the hand of officials in China who are arguing for a slowdown in the rate of appreciation of the Chinese currency to protect exporters.

The deputy head of the Communist Party's policy research office, Zheng Xinli, was quoted in state media yesterday calling for slower RMB rises. "We need time to upgrade the structure and to handle the pressure."

Government officials maintain they are still committed to a tight monetary policy. The currency has appreciated by more than 6 per cent against the US dollar so far this year, helping to ease some of the international pressure over China's foreign exchange policy.

The trade surplus for June of \$21.35 billion, against \$26.9 billion in the same month last year, was well below forecasts, while the rate of growth in exports fell from 28.1 per cent in May to 17.6 per cent last month. Ken Peng, economist at Citigroup in Shanghai, said the trade figures were a sign that "external demand weakness was becoming more widespread".

Although the Chinese economy continues to show robust growth, policymakers in China face the same

delicate balancing act as counterparts in US and Europe, trying to control a surge in inflation without causing too much damage to economic activity.

In a sign of growing official concern about the impact of higher costs on companies in the export sector, Premier Wen Jiabao and Li Keqiang, a vice-premier, have both made publicised visits over the last week to export centres.

State media reported this week that the government was likely to increase tax rebates for certain export industries such as textiles, only a few months after the rebates were cut. Over the last two months, the off-shore forward market for the Chinese currency has shown a much slower rate of appreciation.

According to figures leaked to Reuters, consumer price inflation continued to slow last month, falling from 7.7 per cent in May to 7.1 per cent, which could provide further encouragement to relax tightening measures. Moreover, sales and production figures to be released next week are also expected to show some slowdown in growth.

Practice of Interpreting Skill

Sentence Interpretation

English-Chinese Interpretation

1. 欧洲最大石油公司壳牌公司发出了自2006年以来的首笔收购报价，提出以59亿加元收购一家加拿大天然气公司。
2. 这一举动证明了非常规资源日益增长的重要性。非常规资源的获取需要投入更多资金和更为精湛的技术。
3. 这项计划旨在缓解沙特阿拉伯面临的严重的人口结构、经济和社会压力。沙特现有的年轻人人口在持续增长。
4. 开发商和私人部门承受的建筑成本已至少上升了15%，原因是整个区域的建筑热潮引发了价格飙升。
5. 一家总部设在首尔的私人股本公司已表示有意竞购香港商业大亨李泽楷控股的旗舰电讯资产的股权。
6. 安博凯可能介入的消息，很可能会使一些交易撮合人士感到惊讶，他们认为这家公司缺乏财力来完成这项竞购。
7. 人们正在为获得能源而展开激烈的竞争。
8. 随着油价远远超出甚至6个月前看似可能的水平，寻找解释的努力已经变得越来越急迫。
9. 不断增长的需求已经达到一定程度，给本已在疲于维持供应的各个行业带来了巨大压力。
10. 如果石油价格高涨的原因与产能限制和政治因素有关，那么能源周期就会再次转向，一如以往的所有周期。

Chinese-English Interpretation

1. Wal-Mart cut inventories and renewed its founders' focus on reducing prices, just as the economy swooned.
2. An advertising slowdown has already been predicted for 2009, which lacks this year's boost to budgets from the Olympics, Euro 2008 football and the US presidential elections.
3. Marketing budgets over the next 18 months are facing their sharpest falls since the terrorist attacks of September 11, 2001.

4. The Federal Reserve chairman Ben Bernanke told Congress that strains in financial markets, declining house prices, a weaker labor market and higher oil prices were all putting pressure on the outlook.
5. The inflation risk had intensified lately with continued increases in oil and other commodity prices that would push overall inflation higher in the short term.
6. Australia's booming economy and surging currency are the primary drivers of the parking costs.
7. The price of natural gas in continental Europe is to double in the space of a year as a result of the rise in oil prices, according to a leading consultancy.
8. The data suggested manufacturing companies in the main continental European economies, especially Germany, have been hit badly by the effects of soaring oil prices on global economic prospects.
9. Although, April had seen a 1 per cent rise in euro-zone industrial production, the underlying trend in the data has been flat or declining since the start of this year.
10. The warning by the experts came as oil prices hit a fresh record high above \$122 a barrel, boosted by supply disruptions in Nigeria and lower output in Russia.

Paragraph Interpretation

English-Chinese Interpretation

在发达国家有一个问题：那里的资源都是由商业企业开发的，它们丝毫不会考虑后代的利益，而会追求利润最大化，因此会对价格信号做出反应。

在很多此类国家，资源已达到物理极限，正在枯竭。例如，北海的产量正在急剧下降。英国石油主要供应商英国石油公司最近特别指出，挪威是去年石油产量降幅最大的国家之一。

Chinese-English Interpretation

While companies are having a tough time making money in the US and western Europe, doing business in emerging markets has been getting easier. Whereas inflation is rising faster than wages in western markets, in emerging markets it's the other way around. In most emerging markets consumers are seeing increases in their real purchasing power, despite higher rates of inflation.

P&G, like other multinational western consumer goods companies, has been able over the past year to use strong demand in emerging markets to offset slowing sales in the US and Europe. In 2007, P&G's emerging market sales were some \$8 billion annually. Today, they are \$25 billion, and are the fastest-growing part of the company's business.