

英汉对照·外国人看中国丛书



外商看中国

FOREIGN BUSINESSMEN'S

PERSPECTIVE ON CHINA

盖兆泉 贺海龙 编译

外语教学与研究出版社

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前 言

改革开放 20 年以来,我国在创造良好的外商投资环境方面取得了长足的进步,中国这一广阔的市场引起了世界各大跨国公司的一致重视。他们纷纷在世界各地的讲坛上发表谈话,阐明自己对中国的认识和看法,分析中国的现状,展望本公司与中国共同发展的未来。他们的发言内容广泛、观点精辟、语言标准,是中国读者了解世界及中国经济、了解著名跨国公司、了解外国企业界对中国的看法的一个特殊的渠道,也是学习商业英语的良好范文。本书精选了近几年来著名跨国公司总裁的发言,共 16 篇。内容涉及石油、汽车、化工、电器、金融、信息产业、电视等领域。选录时主要着眼于文字特色和代表性,不表明是否赞同其内容和观点。为方便读者阅读比较,我们采用英汉对照的形式编排。希望本书的出版能对读者提高英语水平,了解世界经济知识有所裨益。

编者 1999 年 7 月

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**1. Speech by Arthur L. Kobler,
President of AT & T China Inc.
at Workshop on Foreign Direct
Investment in China ***

Beijing, August 21, 1998

I am honored to address this distinguished audience today.

The American Chamber of Commerce has been among the most consistent and ardent supporters of a strong bilateral relationship between the US and China. Our annual lobbying campaigns in Washington have not only informed US government leaders on the realities of China today, but also insured the annual renewal of MFN status for China.

* The original title of the speech is "Trade, Investment and the Information Age".



北京美国商会委员、AT&T(中国)公司总裁高伯乐先生

1. AT&T 公司(中国)公司 总裁,北京美国商会委 员高伯乐先生在国外直接 投资专题研讨会上的讲话*

1998年8月21日,北京

我非常荣幸能有此机会发言!

美国商会一直是建立稳固的中美双边关系的最热心支持者之一。每年我们在华盛顿进行的年度游说活动不仅让美国政府的领导者了解中国的现状,而且为保证中国的最优惠国地位做出了努力。

* 高伯乐先生发言的原标题为《贸易、投资和信息时代》。

In the spirit of open and constructive dialogue that President Jiang Zemin fostered during his historic visit to the US last year and during President Clinton's visit to China last month, I would like to address a few concerns of the American community regarding the business climate in China. My remarks will focus briefly on three topics: the WTO accession talks, the emerging Knowledge Economy, and the treatment of foreign enterprises in China.

WTO

Despite the overall success of the Clinton-Jiang summit in Beijing, the failure of our two governments to make any substantial progress on the terms of China's accession to the WTO was a serious disappointment to the American business community.

There is no single policy objective more important for American business than to see China join WTO on commercially viable terms. For us, WTO accession represents a major litmus test of China's commitment to evolve a true market-driven economy.

In the current economic recession confronting the Asia Pacific region, it is critically important for the US and China to demonstrate a collective vision to lead the region out of crisis into a new era of sustained growth. China's steadfastness in defending the *renminbi* exchange rate is a good example of such leadership. But more action is needed. Our two governments should urgently find common ground on a comprehensive framework for China's integration into the world trading system.

In order to break the current deadlock, it may be necessary for both governments to reassess some of the assumptions and attitudes that have guided negotiations to date. I will mention a few here.

1. On the US side, there is a need to appreciate more fully that China is passing through the most challenging stage in the past two

借江泽民主席去年访美和克林顿总统上月访华之际,中美双方进行了开诚布公、富有建设性的谈话。在这种合作精神的推动下,我想谈一谈美国公司对中国商业环境的一些看法。我将主要谈以下三个方面:中国加入世界贸易组织(WTO)、发展迅速的知识经济及外国企业在中国的待遇问题。

世界贸易组织

毫无疑问,江泽民主席和克林顿总统在北京的会晤取得了极大的成功,但是两国政府并未在中国加入世界贸易组织这一点上取得重大突破,这一结果令美国公司非常失望。

对美国公司而言,没有任何一项政策比中国加入世界贸易组织更为重要。美国公司把中国能否加入世界贸易组织看作中国是否致力于发展完全的市场经济的试金石。

目前亚太地区面临着严重的经济衰退,在这种情况下,尤为重要的是美国和中国双方达成共识,以帮助该地区走出危机,步入一个持续发展的新时代。中国保证人民币汇率稳定就是起领导作用的一个很好的例子。但还要采取更多的措施。双方政府应该赶快行动起来,求同存异,使得中国能融入世界贸易体系。

为打破现有僵局,双方政府很有必要重新考虑一些长期以来左右双方谈判的想法和态度。在此仅提几点:

1. 美国方面有必要充分意识到中国正在面临二十年来经济体制改革和重建最严重的挑战。

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decades of its economic reform and restructuring. Furthermore, the simultaneous reform of the banking system, state enterprises, government bureaucracy and social welfare system is taking place in the midst of unfavorable conditions elsewhere in the region. Therefore, any agreement on WTO accession must be seen by the Chinese people as aiding, not retarding, this massive adjustment process.

2. On the Chinese side, it is important to recognize that the US negotiating position is being driven by economic and commercial factors, not by political motives. As China emerges as a leader in the global economy, it is essential for China to reach a shared understanding with all of its major trading partners on the rules that govern international trade and investment.

3. Let us move away from the tedious discussion of bilateral trade balances. The issue is not whether China's trade surplus this year will be US \$ 30 billion or US \$ 60 billion. The really crucial issue is market access. In 1988, China's exports to the US amounted to US \$ 8.5 billion, or 18% of China's total exports to the world. By 1997, China's exports to the US had risen to \$ 62.5 billion, or 34% of China's total exports to the world. This is good news for the Chinese economy; it is also good news for the American economy, especially American consumers. These numbers reflect the openness of the US economy.

However, the trend of US exports to China during the past decade is markedly different. In dollar terms, US exports rose from US \$ 5 billion to US \$ 12.8 billion. Yet as a proportion of total exports to the world, US shipments to China remained stagnant—less than 2%. This lackluster performance by US exports occurred during a decade when China was the fastest growing economy in the world, when US products and services had regained global competi-

即使中国受到周边不利因素的影响,但中国的银行系统、国有企业、政府机构及社会福利体系等方面的改革仍在同时进行着。因此,中国人民一定会把加入世界贸易组织方面达成的任何办议视为对这一巨大调整过程的支持,而不是阻碍。

2. 中国方面应该认识到美国的谈判立场取决于经济和商业的因素,而不是出于政治动机。随着中国成为世界经济的主导之一,中国非常有必要与世界上主要的贸易伙伴就共同遵守国际贸易和投资方面的管理规定达成共识。

3. 让我们先姑且不谈双边贸易平衡这一单调的话题。关键问题不是中国今年的贸易顺差是300亿美元或600亿美元,而是市场准入。1988年,中国向美国的出口累计为85亿美元,占中国出口总额的18%。而1997年,中国对美国的出口额则增长到625亿美元,是中国出口总额的34%。这对中国经济而言是个好消息。对美国经济,尤其对美国消费者来说也不啻是个福音。这些数字反映了美国经济的开放程度。

然而相比之下,过去十年间美国对中国的出口趋势则大大不同。以美元计,美国对中国的出口额从50亿美元增加到128亿美元。但就其在出口总额所占比例而言,美国对中国的出口保持停滞,不到2%。美国对华出口的这种缓慢增长发生在过去的十年,而在这十年中中国是世界上经济发展最快的国家。在这十年中,美国产品和服

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tiveness, and when the US government had eliminated many restrictions on high technology exports. The inescapable conclusion is that US exports still face formidable barriers in entering the Chinese market.

4. WTO accession is often portrayed in the Chinese media as a threat to the Chinese economy, imposing great sacrifices and costs. In reality, the principles of WTO are entirely consistent with the objectives of China's own economic reform program—transparency, rule of law, open markets, competition, trade expansion. Furthermore, WTO membership would shift Chinese trade disputes from a bilateral to a multilateral arena, in effect de-politicizing trade disputes. Finally, as a WTO member, China would be able to play a key role in shaping global trade policies of the 21st century. Thus, WTO membership would present China with a glass that is half full, not half empty. Changing popular perceptions toward WTO in China should be a high priority, just as it was important last month for the US Congress to finally change the term “Most Favored Nation” (MFN) treatment to “Normal Trade Status” (NTS), in order to clarify public understanding of what that annual vote is all about.

CHINA IN THE INFORMATION AGE

The most controversial aspect of the WTO negotiations concerns trade and investment in the services sector. Yet, ironically, it is precisely in this area that the benefits to China of WTO membership are most apparent.

Services—ranging from trading, retail and distribution to financial, telecom and professional—are the most undeveloped part of the Chinese economy. The potential for stimulating productive growth and massive job creation is virtually unlimited, given the fact that services account for only about 30% of China's GDP, compared to

务在全球重新取得竞争力,而且美国政府还取消了对高技术出口的限制。由此,我们得出一个无法回避的结论,即美国的产品在进入中国市场时还面临着难以克服的壁垒。

4. 加入世界贸易组织经常被中国媒体形容为对中国经济的威胁,并将使中国付出巨大的代价。事实上,世界贸易组织的原则完全与中国自己的经济改革目标一致——透明、法制、开放的市场、竞争及扩展贸易。此外,加入世界贸易组织后,中国将能够把双边贸易争端转到多边的论坛来解决,从而在实际上把贸易争端非政治化。最后,作为世界贸易组织成员,中国将在规划 21 世纪全球贸易政策方面扮演重要角色。因此,世界贸易组织给中国的是一个半满,而不是半空的杯子。中国的当务之急是改变公众对世界贸易组织的看法。这一行动的重要性不亚于美国国会上个月为了澄清公众的理解最终把“最惠国待遇”这一说法改为“正常贸易国待遇”。

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信息时代的中国

中国加入世界贸易组织谈判中最具争议性的方面就是服务领域的贸易和投资。具有讽刺意味的是,如果中国加入世界贸易组织,中国在该领域的获益将最为明显。

服务业,无论是贸易、零售、批发,还是金融、电信和专业人员,都是中国经济发展中最不完善的领域。服务业占美国国内生产总值的 70%,而它只占中国国内生产总值的 30% 左右。就此而言,服务业在促进生产力提高和创造大量就业方