

新世界
NEW WORLD



全国高职高专院校规划教材·商务英语专业

Business English Reading
(I) (Third Edition)

商务英语阅读

(上册) (第三版)

国晓立 周树玲 主编



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主 编 国晓立 周树玲
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研究生和本科层次的商务英语教材适用于全国各高等院校英语专业的商务英语方向或国际贸易、国际经济、国际工商管理等商科专业的学生。

高职高专层次的商务英语教材适用于全国高职高专院校英语专业的商务/应用/外贸英语方向以及国际贸易或财经类专业的学生。

根据国家教育指导思想，目前我国高职高专教育的培养目标是以能力培养和技术应用为本位，其基础理论教学以应用为目的、够用为尺度、就业为导向；教材强调应用性和适用性，符合高职高专教育的特点，既能满足学科教育又能满足职业资格教育的“双证书”（毕业证和技术等级证）教学的需要。本套教材编写始终贯彻商务英语教学的基本思路：将英语听说读写译技能与商务知识有机融合，使学生在提高英语语言技能的同时了解有关商务知识，造就学生“两条腿走路”的本领，培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

本套教材——“新世界全国高职高专院校规划教材·商务英语专业”——包括《商务英语综合教程（上册）》、《商务英语综合教程（下册）》、《商务英语阅读（上册）》、《商务英语阅读（下册）》、《商务英语听说》、《商务英语口语》、《商务英语写作》、《商务英语翻译》、《外贸英语函电》、《商务谈判》、《国际商务制单》等教材。作者主要来自天津对外经济贸易职业学院、山东外贸职业学院、安徽国际商务职业学院、安徽商贸职业技术学院、大连职业技术学院和广东科学技术职业学院等。他们都是本专业的“双师型”名师，不仅具有丰富的商务英语教学经验，而且具有本专业中级以上职称、企业第一线工作经历，主持或参与过多项应用技术研究，这是本套教材编写质量的重要保证。

此外，本套教材配有辅导用书或课件等立体化教学资源，供教师教学参考（下载网址：<http://www.uibep.com>）。

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前 言

学习语言的人都知道，语言的习得过程是由听、说、读、写组成的。听和说可以说只是机械的模仿阶段，而阅读可以帮助语言习得出现质的飞跃。它可以帮助学习者迅速扩大词汇量，将一门外语学活，并从思维方式得到训练从而加强语感。本书从世界著名经济报刊、论著、网站等资源精心选材，进行编排，目的是使读者提高英语阅读和理解能力，同时掌握一定的国际商务知识，了解经济领域的一些新动态；使从事国际商务的人士在较短时间内熟悉经贸领域专业词汇，提高语言技能，成为中国目前急需的复合型商务人才。

本书的特点是：第一，涉及领域广。本书分上、下两册，共 32 个单元，涉及了国际贸易、金融、营销、物流、人力资源管理、跨文化交际、知识产权等多个领域。每个单元包括三篇阅读。A 篇内容翔实，让读者对本单元话题做整体了解，并掌握本领域所涉及的专业词汇；另外两篇补充阅读材料选自新闻报道，短小精悍，从某一独特视角让读者体会此领域的新发展和新动态。第二，注释详细。针对文章中出现的专业术语以及相关的知识背景，本书提供了详细的注释，帮助读者更好地理解文章。第三，形式多样的练习。本书的练习题型包括回答问题、词义搭配、多项选择、正误判断、英译汉等，并附有答案，目的在于帮助读者巩固所学内容，并帮助读者提高语言实际运用能力。本书还配备有电子教案和教学参考书，方便读者自学和教师授课使用。

本次修订的第三版做了如下的调整：1. 进一步更新原来的阅读文章。将两篇快速阅读中一篇替换为最新发表的文章。2. 在每个单元后面增加了阅读知识讲解，方便教师使用。3. 修订了前两版中存在的各种错误。

本书适用于高职高专商务英语专业学生，也可作为国际贸易、工商管理等其他专业的学生和从事国际商务的人士及英语爱好者的英语自学用书。

本书的编写人员来自于山东外贸职业学院，他们在英语语言方面都有较深的造诣，而且都有多年的商务英语阅读教学经验。具体分工如下：

范文艳：上册 1~4 单元 国晓立：上册 5~8 单元
郭纪玲：上册 9~13 单元 陈彦：上册 13~16 单元

本书在编写过程中，得到了各方面的大力支持和帮助，我们在此表示由衷的感谢。我们还要特别感谢对外经济贸易大学出版社和山东外贸职业学院的周树玲院长给予我们的无私帮助。

由于水平有限，本书有很多疏漏和不当之处，敬请专家和读者批评指正。

编 者
2014 年 4 月

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Unit 1

International Trade

Pre-reading questions

1. Do you know anything about international trade?
2. What kind of trade is called international trade?

International trade, also known as world trade, foreign trade or overseas trade, is the fair and deliberate exchange of goods and services across national boundaries. It concerns trade operations of both import and export and includes the purchase and sale of both visible and invisible goods.

International trade has been carried on between countries and geographical regions for thousands of years. Over the centuries, international trade, although periodically interrupted by wars and natural disasters, has gradually expanded, usually at a faster pace than the expansion of world output. The impetus for the existence and expansion of international trade is the same as that for any commercial transaction: value creation. International trade creates value for both producers and consumers. International trade increases demand for exportable products, thereby raises prices and volumes. It increases the supply of importable products, thereby reducing prices and increasing product availability and variety for consumers. International trade increases the efficiency of resource allocation worldwide, reduces production costs through economies of scale, and lowers input costs.

International trade can also lead increased exposure for both firms and countries to the forces in the international economy: changes in prices and demand in export markets, changes in prices and supply of imported products, and changes in exchange rates. The increased openness to the international economic environment can increase the variability of a firm's profits and of a nation's GNP growth rate and hence increase the risks of a firm's operations and reduce the stability of a country's economy. International trade can also lead to disruption and restructuring as domestic firms are forced to compete with less expensive or higher quality

imported products. On the other hand, international trade can allow firms to diversify its economy through export.

When pursuing international business, private enterprises and governments have to decide how to carry out their business, such as what mode of operation to use. A company has a number of modes from which to choose.

Merchandise Exports and Imports. Companies may export or import either goods or services. More companies are involved in exporting and importing than in any other international mode. This is especially true of smaller companies, even though they are less likely than large companies to engage in exporting. Merchandise exports are tangible products (goods) sent out of a country; merchandise imports are goods brought in. Because these goods can be seen leaving and entering a country, they are sometimes called visible exports and imports. The terms exports and imports frequently apply to merchandise, not service.

Service Exports and Imports. Service exports and imports are non-product international earning. The company or individual receiving payment is making a service export, and the company or individual effecting payment is making a service import. Service exports and imports take many forms. These are the following sources of such earning: tourism and transportation, performance of service and use of assets.

Investments. Foreign investment means ownership of foreign property in exchange for financial return, such as interest and dividends. Foreign investment takes two forms: direct and portfolio.

A direct investment is one that gives the investor a controlling interest in a foreign company. Such a direct investment is also a foreign direct investment (FDI). Control need not be a 100-percent or even 50-percent interest. When two or more companies share ownership of an FDI, the operation is a joint venture. When a government joins accompany in an FDI, the operation is called a mixed venture, which is a type of joint venture.

Companies may choose FDI as a mode to access certain resources or reach a market. Today, about 60,000 companies worldwide have FDIs that encompass every type of business function—extracting raw materials from the earth, growing crops, manufacturing products or components, selling output, providing various services, and so on.

A portfolio investment is a non-controlling interest in company or ownership of a loan to another party. Usually a portfolio investment takes one of two forms: stock in a company or loans to a company or country in the form of bonds, bills, or notes that the investor purchases. Companies use portfolio investments primarily for short-term financial gain, that is, as a means for a company to earn more money on its money with relative safety.

International trade is inextricably linked with foreign direct investment, international technology transfer, and international finance. International trade often leads to foreign

direct investment, which in turn often changes trade flows and patterns. International trade also affects international finance flows and, in turn, trade is affected by foreign exchange availability and exchange rate movements. Technology transfer is often accomplished through international trade in capital goods and, in turn, technology transfer leads to trade in raw materials and semi-finished and final products.

Acknowledgement of international trade, the forces behind it and the means by which it is carried out—is essential to all business managers, not just to those directly engaged in international business operations. International trade, exporting and importing, is often the first form of international operations for firms in the manufacturing, natural resource, energy, and agricultural sectors.



Words and Expressions

disruption *n.* 分裂, 瓦解
 foreseeable *adj.* 可预见的
 geographical *adj.* 地理的, 地区的
 impetus *n.* 推动力, 促进
 inextricably *adv.* 不可分割地
 periodically *adv.* 周期性地
 restructure *v.* 改组
 semi-finished *adj.* 半成的, 完成一半的
 stability *n.* 稳定性
 transfer *n.* 转移, 转让
 variability *n.* 可变性
 tangible *adj.* 可触知的, 确切的, 有形的
 portfolio *n.* 资产组合; 投资搭配
 capital goods 资本商品
 direct investment 直接投资
 financial institution 金融机构
 foreign exchange market 外汇市场
 private enterprise 私人企业, 私有企业
 mode of operation 经营模式
 merchandise exports and imports 货物

进出口
 visible exports and imports 实物进出口
 service exports and imports 服务进出口
 non-product international earnings 非产品型国际收入
 take many forms 呈现多种形式
 performance of services 履行服务
 ownership of foreign property 外资所有权
 financial return 投资回报, 经济回报
 foreign direct investment (FDI) 外商直接投资
 joint venture 合资企业
 mixed venture 混合企业
 foreign exchange rate 外汇汇率
 GNP (gross national product) 国民生产总值
 input cost 投入费用
 raw material 原材料
 technology transfer 技术转让, 技术受援

Notes

1. **exchange rate** 外汇汇率, 是用一个国家的货币折算成另一个国家的货币的比率、比价或价格; 也可以说, 是以本国货币表示的外国货币的“价格”。由于国际间的贸易与非贸易往来, 各国之间需要办理国际结算, 所以一个国家的货币, 对其他国家的货币, 都规定有一个汇率, 但其中最重要的是对美元等少数国家货币的汇率。
2. **GNP (gross national product)** 国民生产总值, 是指一个国家 (地区) 所有常驻机构单位在一定时期内 (年或季) 收入初次分配的最终成果, 它等于国内生产总值加上来自国外的劳动报酬和财产收入减去支付给国外的劳动者报酬和财产收入。
国内生产总值 (简称 **GDP**), 是指一个国家或地区所有常驻单位在一定时期内 (通常为 1 年) 生产活动的最终成果, 即所有常驻机构单位或产业部门一定时期内生产的可供最终使用的产品和劳务的价值。
3. **visible exports and imports** 实物进出口, 是指买卖那些看得见、摸得着的物质性商品的活动, 也称为货物贸易或有形贸易, 是“无形贸易”的对称, 指商品的进出口贸易。
4. **service exports and imports** 服务进出口, 指服务或其他非实物商品的进出口。
5. **non-product international earnings** 非产品型国际收入
6. **portfolio** 有价证券组合, 指一个投资者拥有的或一家投资机构如银行、养老基金等持有的全部投资的组合。
7. **foreign direct investment (FDI)** 外商直接投资或称境外直接投资, 是指一国的投资者 (自然人或法人) 跨国境投入资本或其他生产要素, 以获取或控制相应的企业经营管理权为核心, 以获得利润或稀缺生产要素为目的的投资活动。
8. **joint venture** 合资企业, 即两个或两个以上的企业一起成立的风险共担, 按照出资比例分享利润的公司。
9. **international technology transfer** 国际技术转让, 它包括两种类型: 非商业性的技术转让和商业性的技术转让。前者为无偿技术转让, 包括政府及民间机构之间的技术援助、技术交流等方式; 后者为有偿技术转让, 指政府机构或企业间以盈利为目的的技术转让, 主要通过经济合作途径和贸易途径两种方式进行。
10. **international finance** 国际金融, 是国家和地区之间由于经济、政治、文化等联系而产生的货币资金的周转和运动。

Post-reading Activities

I. Answer the following questions based on the text.

1. What functions does international trade have?
2. How does international trade affect major firms?
3. What has a close relation with international trade?

4. What do you think of the function of technology transfer in international trade?
5. What benefits can a portfolio investment bring about?

II. Read the following terms and match each with its proper definition.

- | | |
|------------------|---|
| 1. investment | a. money risked or invested on the result of sth. |
| 2. tangible | b. driving force |
| 3. private | c. that can be seen or form an idea about in advance; expecting |
| 4. transfer | d. of or about money |
| 5. financial | e. clear and certain; not imaginary |
| 6. impetus | f. a company that is owned by two or more firms of different nationality |
| 7. foreseeable | g. concerning one or a few people only; not public |
| 8. joint venture | h. the giving and receiving of the money of one country for that of another |
| 9. exchange | i. putting money to a particular use to make a profit |
| 10. stake | j. move or shift from one place or person to another |

III. Translate the following paragraph into Chinese.

Acknowledge of international trade, the forces behind it and the means by which it is carried out—is essential to all business managers, not just to those directly engaged in international business operations. International trade, exporting and importing, is often the first form of international operations for firms in the manufacturing, natural resource, energy, and agricultural sectors.

IV. Translate the following sentences into English.

1. 国际贸易有助于所有的国家促进经济的发展。
2. 对大多数国家来说，国际贸易或对外贸易是它们国际活动中最重要的部分。
3. 外商直接投资稳步扩大。
4. 在复杂的经济世界中，没有一个国家可以完全自给自足。
5. 第二次世界大战结束以来，国际服务贸易获得长足发展。

Fast Reading I

US Presses Japan on Farm Imports and India on World Trade Talks

Number of words: 402

Suggested reading time: 5 minutes

The United States has put new pressure on Japan to import more farm goods from American companies. The American ambassador to Japan said if Japan does not open its markets, then “we will just put our resources in other places.”

Ambassador Thomas Schieffer gave that warning in a speech Wednesday to business leaders in Tokyo.

He also urged the Japanese to permit more foreign investment. Among the most developed countries, Japan still has the lowest level of foreign direct investment in relation to the size of its economy.

Food prices in Japan are among the highest in the world as a result of efforts to protect Japanese farmers. Japan imports more than half of its food. But it places high customs and other restrictions on many products, especially rice, fruit and beef.

Ambassador Schieffer said he recognizes the emotions involved in the debate over widening the market for agricultural imports. He noted that many Japanese still remember when Japan did not produce a lot of food after World War II.

But he also noted that the average age of a Japanese farmer is seventy. He said Japan will someday have no choice but to accept more imports.

The American ambassador said the dispute over agricultural trade is blocking greater economic cooperation with Japan. But international farm trade was also the main issue that led to the suspension of World Trade Organization talks last year.

This week, American Commerce Secretary Carlos Gutierrez was in New Delhi to urge Indian officials to do more to help restart those talks. The United States is India's largest trading partner. But India's governing coalition depends on support from two communist parties that oppose trade liberalization.

Also, developing nations want the United States, the European Union and countries such as Japan to make more cuts in farm protections. They say these give farmers in rich nations an unfair position. The commerce secretary said the United States is willing to compromise. But in return, he said, developing nations must do the same on trade in manufactured goods and services.

The Commerce Department reported Tuesday that the United States had another record trade deficit last year, for the fifth straight year. The deficit in goods and services was more than seven hundred sixty billion dollars. Exports rose faster than imports, but high oil prices added to the deficit. And almost one-third of it was a record trade imbalance with China.



Exercises

I. Determine whether the following statements are True or False according to the text.

Write “T” for true and “F” for false in the brackets.

1. () The United States forces Japan to import more farm goods from American by refusing to offer resources to Japan in the future.
2. () Although Japan is one of the most developed countries, it still has the lowest level of foreign investment because the size of its economy is small.
3. () Developing nations will have to reduce their protection on trade in manufactured goods and service if the developed countries make more cuts in farm protections according to the passage.
4. () As the passage states, India is the largest trading partner of the United States.
5. () China had a record trade deficit with the United States last year.

II. Read the passage again and choose the best answer.

1. According to the passage, any of the following statements can be one of the reasons why food prices in Japan are among the highest in the world EXCEPT _____
 - A. Japan places high customs and other restrictions on many imported products.
 - B. Most of the food in Japan is imported from foreign countries.
 - C. As a developed country, Japan offers high salaries to the Japanese people.
 - D. Japanese government wanted to protect Japanese farmers by restricting the imported food.
2. What does Ambassador Schieffer mean by noting that “the average of a Japanese farmer is seventy”?
 - A. All the Japanese farmers are too old to work.
 - B. Japan will have to depend on food imports because it has not enough farmers in the future.
 - C. Japan will have no farmers in the future.
 - D. Japan protects its farmer only because they are too old.
3. What does “trade deficit” mean in the last paragraph?
 - A. Surplus.
 - B. Lower export than import.
 - C. Lower import than export.
 - D. Balance between export and import.
4. What caused the pause of WTO talks last year?

- A. Dispute over international agricultural trade.
 - B. Debate over international oil trade.
 - C. Dispute over trade in manufactured goods and services.
 - D. Debate over widening the market for goods and services.
5. What efforts does the United States make to change the situation of trade deficit?
- A. Urging Japan to widen the market for agricultural imports from American companies.
 - B. Urging Japan to permit more foreign investment.
 - C. Urging India officials to help restart the WTO talks about farm issue.
 - D. All of the above.

Fast Reading II

EU and US Edge Toward Trade Deal

Number of words: 508

Suggested reading time: 5 minutes

A week of trade talks in Brussels have taken the European Union and the United States a little closer to a deal to liberalise bilateral trade.

EU officials say the trade relationship with the US is already the biggest in the world, worth more than 2bn euros (£1.7bn) a day.

But barriers remain, and removing them could make it even bigger. If it happens, the agreement would be huge, capable of changing the shape of global trade.

Trade talks are never quick and easy. They can be fiendishly technical and contentious politically. They are also wide ranging—the great cliché of trade negotiations is: “Nothing is agreed until everything is agreed.” But there is clearly a political will on both sides of the Atlantic to make it work.

Both parties to the talks believe there are significant economic gains to be made from reducing trade barriers.

A study for the European Commission estimated the combined gains for Europe and the US at more than 300bn euros a year. A whole range of trade barriers are under the microscope in these talks.

Double regulation

Much of what they are discussing is regulation. Up to 80% of the gains could come from this area.

This is not just about unnecessary red tape that can simply be removed, though there may

be some of that.

The problem is that businesses often have to comply with two sets of regulation if they want to sell goods in both markets. That means all the associated costs have to be paid twice over.

The regulations often have the same objective—frequently safety. There are different rules, for example, on car lights and door locks and many other components.

If they mean the same level of safety then in principle each side could accept anything that has met the other's standards.

That idea—"mutual recognition" as it's called—is one of the key features of the EU's own internal market that eases trade between EU countries. There are some areas where mutual recognition will be a political minefield.

Genetically modified (GM) food is the obvious case, where Europe takes a very sceptical approach to allowing new examples to be sold. It is a very unwelcome barrier to exports as far as American farmers are concerned. GM wasn't even discussed this last week according to the negotiators. It will be tough when they do.

Environmental concerns

There are concerns that regulatory reform might lead to the lowest level protection becoming the standard—"harmonising down" as it has been called.

The environmental group Friends of the Earth has said the result of the negotiations could be "a dangerous deregulation of environmental and public health safeguards". The lead negotiators from both sides insisted that would not happen.

After the Brussels talks, the chief American negotiator Dan Mullaney said: "Nothing we do to reduce unnecessary regulatory barriers will undermine the high standards of public health and safety and environmental and consumer protection that citizens on both sides on the Atlantic expect and enjoy."



Exercises

I. Answer the following questions based on the text.

1. What is the trade volume between US and EU a day, according to the EU officials?
2. What does the author mean by saying "trade talks are never quick and easy"?
3. Both parties to the talks believe there are significant economic gains to be made from reducing trade barriers. Where will most of the gains come from?
4. What is one of the key features of the EU's own internal market?
5. What approach does Europe take to the new examples of GM food?

II. Determine whether the following statements are True or False according to the text.

Write "T" for true and "F" for false in the brackets.

1. () EU's trade relationship with the US is already the biggest in the world and it is