Innovation English Integrated Course Book 4

**Unit Six**

**Made in China**

**Objectives**

Students will be able to:

1. Grasp the main idea and structure of the text

2. Acquire the key language points and grammatical structures in the text;

3. Participate in a series of reading, listening, speaking and writing activities related to the theme of the unit.

**Suggested Teaching Steps**

Lead-in

Text A

* Word Study
* Sentence Study
* Structure Study

After-reading

Additional Materials

**Lead-in**

**Directions: Please watch the video clip and answer the questions.**

l. What examples are given in the video as “Made-in-China”?

**Tips:** shovel, Huawei cell phone, high-speed railway, super computer, shared bikes, etc.

2. According to the video, what did “Made in China” used to mean? And what does it represent nowadays?

**Tips:** “Made in China” used to be used in a pejorative sense to denote low-end, handmade products, produced at meager cost and sold equally cheaply. However, today, “Made in China” is a symbol of high-quality products at reasonable prices, demonstrating the comprehensive and powerful capacity of China’s manufacturing industry.

**Text A: Going Global: Chinese Firms Abroad**

Amid the torrent of clothes, electronics and toys surging out of China comes a little noticed export: international companies.

For centuries, individual Chinese have sought their fortunes abroad, creating Chinatowns around their restaurants and shops. Now, Chinese firms are going global, pushed by government economic policies, pulled by untapped markets and armed with bundles of money from a thriving economy back home.

Auto plants are popping up in Latin America. A sprawling commodity bazaar promises a provincial Swedish city new life. A car parts distributor is snapping up ailing companies in the U.S. Rust Belt, a TV factory hums in South Africa and a high-tech firm is contracts to revamp the Persian Gulfs networks.

Just as the earlier arrival of Japanese companies changed U.S. manufacturing, over time Chinese companies could affect how their western rivals approach innovation, competition and business itself.

“We not only consider ourselves pioneers,” says Sean Chen, who at 26 is overseeing the construction of a $ l00 million electrical parts plant and industrial park in the American south. “We also consider ourselves explorers.”

Chen and his fiancée, Joy Chen moved from shanghai to Atlanta to set up shop for General Protecht Group Inc., a company controlled by his father. While the goal is profit, Sean Chen and his father view the venture almost as a social experiment — its aim, he said through an interpreter, is to marry the best Chinese and American work practices.

“I want to have the efficiency and execution normally shown by the American employees and the brotherhood that a Chinese company normally shows,” Sean Chen says.

The Chinese corporate presence is still small overseas, but its growing fast: According to Milward Brown’s BrandZ China Top l00 ranking in 20l9, the Chinese consumer and commercial drone producer had around 80 percent of business presence outside of China. The top five Chinese brands based on overseas presence were all from technology industry, indicating the rising awareness of the Chinese technology brands worldwide.

In the United states and Canada, Chinese firms now have about 3,500 investment projects, compared to l,500 five years ago, according to an estimate by Maryville University professor Deng Ping. Large stateowned companies jumped ahead; medium and small private firms are catching up. Total investment in the U.S. is between $ 4 billion and $ 7 billion, Ping estimates. In Europe, Chinese acquisitions a certain year alone totaled $ 563.3 million, according to research company Dealogic.

One way of measuring the growth of Chinese companies is through the Fortune Global 500, an annual ranking of the worlds top 500 companies by revenue. In 2008, only 29 Chinese companies made it onto the list. These companies had a combined revenue of $ l.l trillion, which accounted for just five percent of the revenue generated by the worlds 500 largest companies. By comparison, l24 Chinese companies with a combined revenue of $ 8.3 trillion appeared on the list in 2020 — representing nearly a quarter of the $ 33.3 trillion in revenue generated by all 500 companies.

The emergence of more Chinese firms on the Global 500 has pushed other companies off the list. Japan was home to 64 of the world’s top 500 companies in 2008, but this number dropped to 53 in 2020. For years, the U.S. consistently produced the most companies on the Global 500. In 2020, however, the U.S. fell behind China for the first time, with 121 U.S. companies appearing on the list compared to China’s 124 .

Chinese businesses are not just establishing offices and factories overseas. They are also developing and selling products under their own brands, rather than simply supplying western firms in search of cheap manufacturing.

The competition may make it harder for American and European firms to milk early profits from products before reducing prices and releasing them to the mass market. Vulnerable sectors include high-definition TVs, portable DVD players, medical technology, and perhaps even cars, according to Peter Williamson, a professor of international management at the University of Cambridge with extensive China experience.

At the Detroit Auto show in January, one mid-sized SUV from China with goodies including a leather interior was priced at just $ 14,000 — less than half what many comparable cars cost.

Chinese firms can use their low-cost manufacturing advantage to pile on additional features. And they can do that by learning from experience in western firms, circumventing the unwanted expense of product development. If the quality is high enough, the strategy can be devastating.

“It will pull to pieces the profit models of their competitors,” Williamson says. “Its a classic case of attacking your competitor where you know they’re reluctant to respond, because its very costly.”

The dynamic recalls how Japanese auto makers forced their U.S. competitors to make options such as power windows and air conditioning standard.

Unlike the Japanese, whose l980s arrival in the U.S. was at first greeted as a threat, Chinese businesses are being by states including Michigan, California, Illinois and Georgia.

**Word Study**

**amid *prep.*** among or surrounded by things 在……中间，处于……之中

e.g. Amid warm applause, the honored guests mounted the rostrum.

We lost our companion amid the storm and the darkness.

**torrent *n.***

(l) a large amount of sth. that comes suddenly and violently 洪流，狂潮

e.g. As he started to talk seriously, he exploded in a torrent of words.

When I asked him to move, he unleashed a torrent of abuse.

1. a large amount of water moving very quickly and strongly in a particular direction 激流

e.g. After five days of heavy rain the Telle River was a raging torrent.

The dam broke and an impetuous torrent of water swept away the town.

**Surge**

***v.*** to suddenly move very quickly in a particular direction 涌出，汹涌

e.g. At seven in the morning, large numbers of workers surge into the factory.

Their faces, lit by the dancing flames, would surge up in my imagination.

***n.*** ( ~ of) sudden occurrence or increase 突然发生，激增

e.g. The stone hit his head and he felt a surge of pain.

Under the big tree was sitting an old farmer.

**untapped *adj.*** available: but as yet not used 未使用的，未开发的

e.g. There is much untapped potential in the domestic market.

Untapped reserves of oil and minerals are thought to lie beneath the desert.

**bundles of:** collections of things tied or fastened together 成捆的，大量的

e.g. There are some bundles of old magazines here that I want to throw out.

**bundle *n.*** a collection of things tied or fastened together 捆，束，包

e.g. I saw a bundle of firewood on the floor.

**bundle *v.*** ( ~ up/together) to make into a bundle; to tie or fasten together 捆扎

e.g. Could you bundle up these flowers for me?

**pop up**

(1) to appear suddenly or unexpectedly 突然出现

e.g. I predict that this summer a friend will pop up into your life.

He seems to pop up in the most unlikely places.

(2) (a menu or window on the computer) to appear suddenly on a computer screen while you are using it (电脑中菜单或窗口)弹出

e.g. Click“Join game”, and another window will pop up.

**distributor *n.*** a company or person that supplies shops and companies with goods 经销商

e.g. The meeting with the German distributor has been advanced from 11:00 to 9:30.

**distribute *v.*** it. ( ~ sth. to/among sb.) to share things among a group of people, especially in a planned way 分发，分配

**snap up:** to buy sth. quickly, especially because it is very cheap 抢购

e.g. If there are any bargains going, shell snap them up.

I snapped up the coat at that cheap price.

**snap *v.***

1. to break with a sudden sharp noise: or to make sth. break with a sudden sharp noise (喀嚓)折断

e.g. Suddenly the branch that he was standing on snapped off.

(2) to open or close sth. with a sudden sharp noise (啪地)关上(或打开)

e.g. He snapped down the lid of the box.

**ailing *adj.***

(1) (company,organization, or economy) having a lot of problems and not being successful (公司、组织或经济)境况不佳的

e.g. The government’s 2 million is the kiss of life for the ailing cotton industry.

In the present economic downturn, there are many ailing companies.

(2) ill and not likely to get better 生病的

e.g. John rose gloomily as the train stopped: for he was thinking of his ailing mother.

The ailing old woman says noise always puts her out.

**hum *v.***

(1) be in a state of busy activity 活跃

e.g. The streets were humming with life.

The new coach made things hum when he took charge of the team.

1. to make a low continuous sound 作嗡嗡声，哼唱

e.g. The bees were humming in the garden.

***n.*** a low continuous sound 嗡嗡声

e.g. He can hear the hum of the bees in the garden.

The hum of conversation died away as the curtain rose.

**revamp *v.*** to change sth. in order to improve it and make it seem more modern 修改，翻新

e.g. ABC plans to revamp the show before next season.

Many older companies are revamping their image.

**manufacturing *n.*** the process or business of producing goods in factories 制造业

e.g. The British manufacturing industry has been ailing for years.

The manufacturing industry was affected by the fuel shortage.

**manufacture**

***n.*** the process of making goods or materials using machines, usually in large numbers or amounts (大量) 制造

e.g. During world war II, steel supplies were mainly used in the manufacture of weapons.

***v.*** to use machines to make goods or materials, usually in large numbers or amounts (用机器)制造

e.g. The car was designed, developed, and manufactured in collaboration with Honda.

**over time** (sth. happens) gradually during a long period 久而久之，随着时间的流逝

e.g. Students are encouraged to study the way language changes over time.

The color of the carpet will not fade over time.

**rival *n.*** a person, group, or organization that you compete with in sport, business, a fight, etc. 竞争者，对手

e.g. The party leader has been replaced by his rival.

He didn’t yield himself to his rival.

***v.*** to be as good or important as sb. or sth. else 与……竞争，与……匹敌

e.g. She has lived in many places, but she says nothing can rival the beauty of the Rocky Mountains.

**execute *v.*** to carry out, perform 执(实、履)行，完成

e.g. Never once did I doubt that I would be able to execute my plan.

The corporation executed a series of financial deals.

**execution *n.*** the carrying out or performance of a piece of work, design, etc. (工作、计划等的)执行，实现，完成

e.g. We have decided to put the plan into execution.

His original idea was good, but his execution of the scheme was disastrous.

**milk *v.*** to get as much money or as many advantages as you can from a situation, in a very determined and sometimes dishonest way 榨取，勒索

e.g. Their landlord regularly milks them for extra money by claiming for damage to his property.

His illegal deal is steadily milking the profit from the business.

**cutting edge *adj.*** at the latest or most advanced stage of development 尖端的，前沿的

e.g. We should develop cutting edge technology in national defense.

Cloning is considered as cutting edge scientific technology.

**vulnerable *adj.***(~ to sb./sth.) weak and easily hurt physically or emotionally 易受伤的，脆弱的

e.g. We work mainly with the elderly and other vulnerable groups.

People who exercise less seem more vulnerable to illness.

**sector *n.*** part or branch of a particular area of activity, especially of a country’s economy (国民经济)部门

e.g. All sectors of the economy suffer from a fall in the exchange rate.

The development of the financial sector will face both opportunities and severe challenges after China’s entry into the WTO.

**pile on:**

(1) to increase in quantity or amount 堆积，增加

e.g. She piled on more coal before the fire went out.

Giving up smoking can help pile on the pounds.

She will pile on the agony when she describes her visit to the dentist.

(2) to get into or onto a vehicle quickly or in a disorganized way 涌进

e.g. The bus stopped and the waiting crowd piled on.

**circumvent *vt.***to avoid or get round a problem or rule that restricts you, especially in a clever or dishonest way 设法避免，规避

e.g. The company opened an account abroad, in order to circumvent the tax laws.

I had no intention of violating or circumventing senate rules.

**dynamic *n.***

1. an interactive system or process, especially one involving competing or conflicting forces 对抗性态势

e.g. The interchange of ideas aids an understanding of family dynamics.

(2) force that produces change, action, or effects 产生变化、行动或影响的力量，动力

e.g. Feminism is seen as a dynamic of social change.

She regards class conflict as a central dynamic of historical change.

**dynamic *adj.***

(1) full of energy and new ideas 有活力的

e.g. The Asia-Pacific Region, in the long run, will remain economically the most dynamic part of the world.

She is clearly a dynamic young woman with big ambitions.

(2) continuously moving or changing 动态的，不断变化的

e.g. Markets are dynamic and a company must learn to adapt.

In essence, competitive forces are dynamic and changing all the time.

**court *v.***

(1) to try hard to please sb., especially because you want sth. from them 极力讨好

e.g. Politicians are courting voters before the election.

Western politicians courted the leaders of the newly independent states.

1. to try to win the affection of 向……求爱，追求

e.g. He has been courting Jane for six months.

***n.*** the place where a trial is held 法庭

e.g. In the end, the matter was settled out of court.

**Sentence Study**

**1) (Para. 1) Amid the torrent of clothes, electronics and toys surging out of China comes a little noticed export: international companies:** Among the large amounts of clothes, electronics and toys being exported, there are also many Chinese companies reaching overseas, which is not known by many people.

【译文】随服装、玩具和电子产品洪流一起涌出中国的，有一不起眼的输出：跨国公司。

1. **(Para. 2) For centuries, individual Chinese have sought their fortunes abroad…**

【译文】几个世纪以来，一个个中国人出国闯荡……

**3) (Para. 2) Now, Chinese firms are going global, pushed by government economic policies, pulled by untapped markets and armed with bundles of money from a thriving economy back home:** Pushed by government economic policies, pulled by as-yet-unexploited markets and provided with large amounts of money from a prosperous economy, Chinese firms are now going global.

【译文】如今，在政府经济政策的推动和潜力市场的拉动下，在国内繁荣经济的大力资助下，中国企业正走向世界。

**4) (Para. 3) Auto plants are popping up in Latin America:** Car factories are suddenly being set up in Latin America.

【译文】汽车工厂在拉丁美洲层出不穷。

1. **(Para. 3) A car parts distributor is snapping up ailing companies in the U.S. Rust Belt:** A business that sells and delivers car parts is making quick purchases of struggling companies in the U.S. Rust Belt.

【译文】汽车零件经销商在美国“锈带”抢购不景气的企业。

**6) (Para. 3) …a TV factory hums in South Africa, and a high-tech firm is signing contracts to revamp the Persian Gulf’s networks:** …a TV factory is busily active in south Africa: and a high-tech firm is getting contracts to upgrade the Persian Gulf’s telecommunications networks.

【译文】电视机厂家在南非奔忙；高科技公司在签署合同更新波斯湾的电信网络。

**7) (Papa. 4) Just as the earlier arrival of Japanese companies changed U.S. manufacturing, over time Chinese companies could affect how their Western rivals approach innovation, competition and business itself:** Similarly to how U.S. manufacturing has been changed by the arrival of Japanese companies some time ago, Chinese companies could influence their western rivals in introducing new ideas, competition and business as time goes by.

【译文】正如日本企业的较早出现变革了美国的制造业，随时间推移，西方竞争者对待创新、竞争及业务本身，也会受中国企业影响。

**8) (Para. 7) I want to have the efficiency and execution normally shown by the American employees and the brotherhood that a Chinese company normally shows:** I want to combine the efficiency and implementation abilities which are usually shown by American employees with the kinship which is typically shown by Chinese employees.

【译文】我想拥有美国员工常见的工作效率和执行力，及常见于中国企业的手足情谊。

**9) (Para. 13) The competition may make it harder for American and European firms to milk early profits from cutting edge products before reducing prices and releasing them to the mass market:** The competition may make it harder for American and Europe firms to take advantage of the large profits available from new highly sophisticated products before reducing prices and promoting these products to the mass market.

【译文】在尖端产品价格降低、面向大众市场前，美国和欧洲的公司可能因竞争而难以获取早期利润。

**10) (Para. 13) Vulnerable sectors include high-definition TVs, portable DVD players, medical technology, and perhaps even cars:** The sections that are liable to be influenced include high definition TVs, portable DVD players, medical technology, and perhaps even cars.

【译文】这些易受影响的产品包括高清电视、便携式DVD播放机、医疗技术、甚至汽车。

**11) (Para. 15) Chinese firms can use their low cost manufacturing advantage to pile on additional features:** Chinese firms can use their advantage of low production costs to add extra features and still be competitive on price.

【译文】中国企业可用其低成本制造优势来提升其他特色。

**12) (Para. 15) And they can do that by learning from experience in western firms, circumventing the unwanted expense of product development:** And they can do that by learning from the experience gained working in western firms, trying to avoid the unwanted expense of product development.

【译文】他们可以通过借鉴西方公司的经验，规避产品开发的多余成本来做到这一点。

**13) (Para. 17) The dynamic recalls how Japanese auto makers forced their U.S. competitors to make options such as power windows and air conditioning standard:** The rivalry reminds us how Japanese car makers decisions influenced their U.S. competitors to include power windows and air conditioning as standard.

【译文】这种对抗使我们想起日本汽车制造商如何迫使美国竞争对手就电动车窗和空调标准等作出选择。

**14) (Para. 18) Un1ike the Japanese, whose 1980s arrival in the U.S. was at first greeted as a threat, Chinese businesses are being courted by states including Michigan, California, Illinois and Georgia:** The arrival of Japanese businesses in the l980s was initially regarded as a threat, but Chinese businesses are being sought by American states such as Michigan, California, Illinois and Georgia.

【译文】日本企业最初在20世纪80年代抵达美国时，被视为威胁。和它们不同，中国企业受到密歇根、加利福尼亚、伊利诺伊和佐治亚等美国诸州的青睐。

“Unlike”as a proposition can be placed at the beginning of a sentence to convey a sense of comparison or contrast.

e.g. Unlike me, my husband likes to stay in bed.

Unlike the winter in Beijing, which is quite cold, the winter in Kunming is warm and comfortable.

**Structure Study**

**Directions: The text can be divided into four parts. Fill in the blanks with appropriate words from the text complete the main idea of each part.**

|  |  |  |
| --- | --- | --- |
| Parts | Paragraphs | Main Ideas |
| Part One | Paras. 1 — 3 | For centuries, individual Chinese have sought their fortunes l) **abroad**, and  now, Chinese firms are going 2) **global**. |
| Part Two | Paras. 4 — 7 | Over time, Chinese companies could affect their western 3) **rivals**; and the company managed by Sean Chen and his 4) **fiancée** Joy Chen is a typical  case. |
| Part Three | Paras. 8 — 11 | The top five Chinese 5) **brands** based on overseas 6) **presence** were indicating the rising of the Chinese technology brands worldwide. |
| Part Four | Paras. 12 — 18 | The 7) **competition** from Chinese firms poses a challenge to American and  European firms; yet, Chinese businesses are being 8) **courted** by some states. |

**Directions: Choose the best answer for each question.**

l) Which of the following is NOT a Chinese exports?

**A) Torrents.**

B) Electronics.

C) Toys.

D) International companies.

2) What are Chinese firms that are going abroad stimulated by?

A) As yet unexploited markets.

B) The prosperous economy in China.

C) Government economic policies.

**D) All of the above.**

3) What percentage of business presence outside of China did the Chinese consumer and commercial drone producer have in 20l9?

A) 8% .  **B) 80%.**

C) 18% . D)70% .

4) Which of the following is not included in the manufactured goods that are vulnerable to competition from Chinese international companies, according to Peter Williamson?

A) High definition TVs.

B) Portable DVD players.

**C) Computer technology.**

D) Cars.

5) How do American states, such as Michigan, California, Illinois and Georgia react to Chinese businesses?

A) They consider Chinese businesses as a threat.

**B) They warmly welcome Chinese businesses.**

C) They firmly resist Chinese businesses.

D) They are indifferent.

**After-reading**

**Key to Exercises—Vocabulary**

1. 1) overseas

2) execution

3) surged

4) post

5) Amid

6) dynamic

7) released

8) vulnerable

9) interior

l0) executive

1. 1) He set his sights on swimming across a channel.

2) In early youth he went to seek his fortune in a foreign country.

3) Familiar faces popped up among the reporters.

4) As soon as they lower the price we intend to snap up the house.

5) She set up shop as a bookseller in the high street.

6) At first, he fell behind, but then he managed to catch up and finally jumped ahead.

7) The color of the carpet will fade over time.

8) Some tribes migrate with their cattle in search of fresh grass.

**Key to Exercises—Structure**

**1.**

1) Unlike the winter in Beijing, which is quite cold, the winter in Kunming is warm and comfortable.

2) Unlike many youngsters, he doesn’t like to chat online.

3) Unlike other cell phones that vibrate instead of ringing, the new phone has five tiny speakers.

4) Unlike most of the world’s volcanoes, there are some that are not found at the boundaries of the great drifting plates.

5) Unlike TV and film, drama doesn’t allow you to make any mistakes.

**2.**

1. It rained heavily, causing flood in that area.

2) The famous player won championship of the men’s singles in the World Table Tennis Championship, being more skillful in backhand smash.

3) His father died, leaving him a lot of money.

4) The glass doors have taken the place of the wooden ones at the entrance, letting in the natural light during the day.

5) I slipped and fell down on the glassy ground, breaking my arms.

**Key to Exercises—Cloze**

1. L 2) M 3) D 4) N 5) E 6) G 7) A 8) H 9) K 10) J

**Key to Exercises—Translation**

最近，中国政府决定将其工业升级。中国现在涉足建造高速列车、远洋船舶、机器人，甚至飞机。中国造产品越来越受欢迎。这不仅有助于消除贫困，同时还为世界各地的人们提供就业机会。这是一件值得称赞的好事。下次你商店时，看一看你所购商品的出产国，很有可能是中国。

**After-reading Activities**

**Activity One: Talking about Pictures**

Directions: Thanks to international business, consumers can have a wide selection of goods in the market place. Do you think your life has been somewhat changed by international business? Are the following brands familiar to you? Talk about them and how they influence your life.

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**Activity Two: Group Work**

Directions: International business refers to all commercial transactions that take place between nations. Without doubt, the increased competition because of the international trade will put domestic brands at a disadvantage. Discuss with your group members the advantages and disadvantages brought by international business to domestic brands, and present your ideas in class.

|  |  |
| --- | --- |
| Advantages and Disadvantages Brought by International Business to Domestic Brands | |
| Advantages |  |
| Disadvantages |  |

**Activity Three: Talking about Pictures**

Directions: Read the following passage entitled “Chinese Brands under Globalization” and voice your opinion on the future of Chinese brands in international markets. Take one specific brand as an example and fill in the table below to make a global branding strategy for it.

**Chinese Brands under Globalization**

Despite the challenges posed by the pandemic resurgence, Chinese tech heavyweight Alibaba Group Holding Ltd.delivered better-than-expected financial results in the April-June period, saying it is determined to continuously invest in technology, customer service and logistics operations for sustainable and long-term growth.

The company's total revenue stood at 205.56 billion yuan (30.4 billion dollars) for the quarter ending June

30,down 1 percent year-on-year compared with 205.74 billion yuan a year ago, beating analysts' expectations. Its adjusted net income fell 30 percent on a yearly basis to 30.25 billion yuan.

“During the past quarter, we actively adapted to changes in the macro environment and remained focused on our long-term strategy by continuing to strengthen our capabilities for customer value creation," said Daniel Zhang, chairman and CEO of Alibaba Group.

Following a relatively slow April and May, the company saw signs of recovery in June along with there sumption of supply chains, logistics and delivery capacities, and registered positive growth during the June 18online shopping carnival, Zhang said in an earnings call with investors on Thursday night, adding the trend of consumption recovery continued in July.

"What we have seen in China's retail marketplace is an overall strong and positive sentiment from merchantsto take full advantage of our marketplaces and available digital tools to drive their business growth, especially during difficult times," Zhang noted.

Zhang highlighted that the company is confident in its growth opportunities in the long term given its high-quality consumer base and the resilience of its diversified business model.

Toby Xu, chief financial officer of Alibaba, said the company will continue to focus on"cost optimization and cost control" in the coming quarters. Xu said Alibaba is trying to find a balance between controlling costs and continuing to make "important investments" in technology and other core areas to build its capacities for long-term growth.

During the June quarter, gross merchandise volume — a measure of the transactions of goods — from Alibaba's core e-commerce business, which refers to its Taobao and Tmall platforms, experienced a mid-single-digit percentage decline year-on-year mainly due to the pandemic resurgence that resulted in supply chain and logistics disruptions in April and most of May.

Pan Helin, co-director of the Digital Economy and Financial Innovation Research Center at Zhejiang University's International Business School, said Alibaba should further diversify its business layout by providing differentiated services targeting existing varied consumer groups, and utilize cutting-edge digital technologies to bolster the digital transformation of traditional industries amid mounting competition from domestic rivals.

Cloud computing revenue, its main growth driver besides e-commerce, rose 10 percent to 17.69 billion yuan,reflecting a recovery in overall non-intemet industries driven by financial services, public services and telecommunications industries.

“In the long run, Alibaba has shown strong resilience to challenge and pressure in leveraging underlying internet technologies to upgrade its own business scenarios,” said Chen Duan, director of the Digital Economy Integration Innovation Development Center at the Central University of Finance and Economics, while emphasizing the company's cloud business is expected to be a key growth engine and pivot apart from its core e-commerce unit.

Noting that cloud computing has been increasingly applied in the e-commerce segment to help enterprises enhance operational efficiency, Chen said more efforts should be made to make full use of the advantages of Alibaba Cloud in technology and products to empower the digitalization of more micro, small and medium-sized enterprises and drive the industrial upgrade.

|  |  |
| --- | --- |
| **Brand Name** | **Global Branding Strategy** |
|  | 1. |
|  | 2. |
|  | 3. |
|  | 4. |
|  | 5. |

**Additional Materials**

**Activity One**

Directions: "Made in China" is a label that can be found on many products that fill the shelves of the stores around the world. Take the United States for example. Goods produced in China have gradually become an integral part of their marketplace. The following statements give a description of this situation. Read them and guess whether they are true or false.

**Reference answers:**

**T** 1) Experts believe that it is almost impossible to have a diet with foods that were not produced in China.

**T** 2) Underwear, T-shirt and slips are among the items exported from China to consumers around the world.

**F** 3) Stuffed toys and piggy banks are mostly produced in China, but not remote control cars.

**F** 4) The Chinese manufacture radios, clocks,pedometers and GPS systems. Farm machinery such as tractors, egg incubators and harvesters, which are too heavy to transport, are manufactured in America.

**Activity Two**

Directions: China is quite evidently one of the most powerful economies in the world. These days, it not only boasts the fastest growth rates in manufacturing industry, but also has the ambition to rock the world tech marker in the near future. Choose one you believe to be the most impressive tech company from China and share your reasons in class.

**Tips:**

Tencent has a mission to improve the quality of human life through its Internet services. It offers a variety of services which include social networking,multiplayer online games, web portals, mobile & telecom services, online services and value added Internet. Tencent covers a lot of areas like c-commerce, entertainment, information and communication through QQ — it's extremely popular instant messenger, QQ Games, Qzone, QQ.com, Tenpay and WeChat.

The amazing journey of Lenovo from an underdog to industry leader is a surprisingly poetic one. Over the years, Lenovo has developed from a small government funded venture based in China to a powerhouse known all the world over for excellent personal computers. Lenovo, which was founded in 1984 by Liu Chuanzhi, started with a group of 10 engineers with a limited budget of 200,000 yuan. The company had a very humble origin,starting out in a small bungalow in Beijing. Its initial business mainly consisted of distributing foreign computers to Chinese households and installing them.

Huawei Technologies Co., Ltd. is a multinational networking and telecommunications equipment company based out of China. The company is headquartered in Shenzhen, Guangdong. Huawei is the largest telecommunications equipment manufacturer in the world.

An c-commerce company from China, the Alibaba Group had the world's highest Initial Public Offering(IPO)in history. The group provides business to customer and customer to customer sales and services through its web portals. Alibaba's other services include electronic payments, cloud computing services that are data centric and search engines for shopping.

**Background Information**

**l. U.S. Rust Belt**

The Rust Belt, sometimes called the Manufacturing Belt, is an area in parts of the Northeastern United states. Mid-Atlantic states, and portions of the Upper Midwest. Because the areas economy was defined by the steel industry and other heavy manufacturing. Minnesota — with its massive iron mining operations integral to steel — is often considered to be “where the Rust Belt begins”. Economic activity in the Rust Belt forms a significant part of the heavy industry and manufacturing sectors of the American economy. The term Rust Belt signified the collapse of the steel industry and the restructuring of industry, with the loss of hundreds of thousands of jobs in the region. Emerging technologies in this region — including hydrogen fuel cell development, nanotechnology, biotechnology, information technology, and wind power — may help revitalize the economy of affected communities.

**2. Persian Gulf**

The Persian Gulf, in the southwest Asian region, is an extension of the Indian ocean located between Iran and the Arabian Peninsula. Historically and commonly known as the Persian Gulf, this body of water is sometimes controversially referred to as the Arabian Gulf by certain Arab countries or simply The Gulf, although neither of the latter two terms are recognized internationally.

The Persian Gulf is rich with good fishing grounds, extensive coral reefs, and abundant pearl oysters, but its ecology has come under pressure from industrialization, and in particular, repeated petroleum spillages during recent wars.

**3. American South**

The southern United states — commonly referred to as the American south, Dixie, or simply the South — constitutes a large distinctive region in the southeastern and south-central United states. The region has a unique cultural and historic heritage. including Native Americans., early European settlements of Spanish, English and French heritage, importation of tens of thousands of enslaved Africans, growth of a large proportion of African Americans in the population. reliance on slave labor, and the legacy of the Confederacy after the American Civil war. This has led to it developing its own customs, literature, musical styles, and varied cuisines. In the last few decades, the south has become more industrialized and urban, attracting internal and international migrants. As parts of the south are among the fastest-growing areas in the nation, they are developing new cultures.

**4. General Protecht Group Inc.**

General Protecht Group Inc, is a large export enterprise which has many items protected by intellectual property rights, and has many newly patented techniques. It is located in Zhejiang Yueqing Economic Development Zone —“the Electrical Capital of China”, with the national scenic spot, the Yandang Mountains, to its north, and the Oujiang River to its south.

**5. Lenovo Group**

Lenovo produces desktops, laptops, servers, handheld computers, imaging equipment, and mobile phone handsets. Lenovo also provides information technology integration and support services, and its Legend Quantum Design International Corporation (ODI) unit offers contract manufacturing. Its executive headquarters are located in Beijing, China and in Morrisville, North Carolina, USA.

**6. 1BM**

International Business Machines Corporation, abbreviated to IBM and nicknamed “Big Blue” (for its official corporate color), is a multinational computer technology and consulting corporation headquartered in Armonk. New York, United states. The company is one of the few information technology companies with a continuous history dating back to the l9th century. IBM manufactures and sells computer hardware and software, and offers infrastructure services, hosting services, and consulting services in areas ranging from mainframe computers to nanotechnology.

Known for its highly talented workforce, the company has scientists, engineers, consultants, and sales professionals in over l70 countries. IBM employees have earned three Nobel Prizes, four Turing Awards, National Medals of Technology, and five National Medals of Science. As a chip maker, IBM has been among the worldwide Top 20 Semiconductor Sales Leaders, and in 2007 IBM ranked second in the list of largest software companies in the world.

**7. Dealogic**

Dealogic is the pre-eminent provider of global investment banking analysis and systems. With offices throughout the world, Dealogic offers the most comprehensive coverage of global capital markets, credit markets, and mergers & acquisitions activity available.

Dealogic was established in the UK in l983 by Simon Hessel, Peter Ogden and Philip Hulme. In l99l, the group acquired the assets of a U.S. capital markets communications business headed up by Tom Fleming which provided the group with an established customer base in the U.S. securities industry. This platform is used across a wide range of activities, from origination to completion of capital market transactions including marketing: book building, pricing and regulatory compliance.

**8. SUV**

A sport utility vehicle (SUV) is a generic marketing description for a vehicle similar to a station wagon but built on a light truck chassis. Usually equipped with four-wheel drive for on- or off-road ability, some SUVs include the towing capacity of a pickup truck with the passenger carrying space of a minivan. SUVs are considered light trucks and often share the same platforms as pickups and thus are regulated less stringently than passenger cars. Initially extremely popular in the late l990s and early 2000s, the SUV’s popularity has since declined, due to criticism regarding excessive gasoline consumption, pollution, cost, and poor safety.