

# BTS COMMERCE INTERNATIONAL

Session 2001

Communication en langues étrangères

ANGLAIS

*Durée de l'épreuve : 3 heures – Coefficient : 1,5*

L'usage d'un dictionnaire bilingue est autorisé.

Les calculatrices sont interdites.

## Exporters must look beyond Europe to boost their sales

**British firms squander up to £10 billion a year in missed opportunities, a report shows.  
Identifying new markets can help them.**

The management team at Images and Editions, a photographic greetings-card firm in Stamford, Lincolnshire, has developed a successful export strategy. Although it is a small firm, with 45 workers and annual sales of less than £5m, exports account for 30% of turnover and they are growing.

5 Images and Editions is unusual. Most small exporters, especially those trading on the Continent, are hit by a combination of the strong pound and the weak euro. Many also feel the effect of cheap imports coming into Britain.

But the company has developed an overseas trading strategy that spreads far beyond Europe and takes in Australia, New Zealand and America.

10 Ms Jo Forrow, head of business development, says: "Our products are not specific to a certain area. We have continued to grow the business because we are working with customers to meet their needs. The strong pound has had an effect, but we found it has made us more focused on what the market needs."

15 There is already a trend among exporters to trade outside the European Union, especially as the pound remains strong relative to the euro but stable compared with the dollar. From the last quarter of 1999 to the first quarter of 2000 exports to the EU grew 1.5% and to non-EU countries by 8%.

20 Ian Peters, deputy director-general of the British Chambers of Commerce (BCC), says identifying new markets is one way in which small firms can ensure their survival. So far small firms such as Images and Editions have avoided failure by looking to America rather than relying solely on Europe.

But a report last week reveals that Britain is squandering up to £10 billion a year in export opportunities because of a lack of focus and poor organisation.

25 "The problem hits exporters to Europe more than elsewhere," says Peters. "It hits small firms more because Europe is a springboard to the rest of the world and is seen as a good market to drive export capability. We would encourage exporters to spread their risk and to look at a range of markets that are low risk. America is a key area for development but there are amazing stories of small firms exploiting other niches."

30 Forrow says: "We share information with other small firms, within reason, to learn more about markets."

A second poll last week reveals that Britain has become a preferred base for continental firms keen to escape trading in the euro zone. The number of firms that chose Britain has jumped by almost 25% in the past two years.

- 35 The BCC has launched a web-site aimed at helping small firms break into export markets or grow if they already export. It also provides contacts and financial advice. The trick is for small firms to think more creatively about where they can go next. Forrow says: "There is certainly an opportunity as far as America is concerned and a big push on growth in that market." She says her company's enthusiasm for exports encourages other firms to try new markets. "Our excitement is something that can generate more interest in other overseas markets," she says.

Adapted from *The Sunday Times*, August 20, 2000

### **I - COMPTE RENDU EN FRANÇAIS (20 points)**

Après lecture attentive, vous ferez un compte rendu **en français** et ferez apparaître les idées essentielles (210 mots + ou - 10 %).

### **II - ÉLABORATION D'UNE LETTRE COMMERCIALE EN ANGLAIS (20 points)**

Lettre à élaborer et à rédiger **en anglais** selon l'usage commercial courant.

Lettre en date du 1<sup>er</sup> avril 2001.

**Expéditeur** : William Butler, directeur des achats de Australian Wine Imports Ltd, 236 Canberra Avenue, SYDNEY, New South Wales, Australie.

**Destinataire** : Marcel Delavigne, responsable des exportations, Les Chais du Roy, 32, boulevard du Médoc, 33000 BORDEAUX, France.

**Objet** : retard de livraison.

#### **Corps de la lettre :**

- Commande de 500 bouteilles de Saint-Émilion 1996 passée le 12 février 2001 non reçue ce jour.
- Date limite de livraison 15 mars 2001 conformément au bon de commande n°165/LCR/01 (copie ci-jointe).
- Transport des marchandises Bordeaux-Sydney à bord de "La Garonne" (départ le 22 février -- arrivée le 10 mars).
- Australian Wine Imports non avisé des causes du retard (grève des dockers ? mauvaises conditions météo ? ...).
- Annulation de la commande si livraison postérieure au 15 avril prochain.
- En cas de nouvel incident, rupture des relations commerciales.
- Réponse rapide attendue.

### **III - RÉDACTION EN ANGLAIS (20 points)**

Répondre **en anglais** aux deux questions suivantes.

1. What kind of "information" can Images and Editions "share with other small firms"? (cf. lines 29-30). Draw your arguments from the text. (150 mots + ou - 10 %) **(10 points)**
2. What advantages do exporting companies get from belonging to the euro zone? Support your arguments with concrete examples. (150 mots + ou - 10 %) **(10 points)**