

SESSION 2007

**BREVET DE TECHNICIEN
SUPÉRIEUR**

COMMERCE INTERNATIONAL

Communication en langues étrangères

ANGLAIS

Durée de l'épreuve : 3 heures

Coefficient : 1,5

**Le sujet comporte 3 pages, numérotées de 1 à 3.
Dès que le sujet vous est remis, assurez-vous qu'il soit complet.**

**L'usage d'un dictionnaire bilingue est autorisé.
Les dictionnaires numériques sont interdits.
Les calculatrices sont interdites.**

SUZHOU WANTS YOUR BUSINESS

Not so long ago, Suzhou was known as a sleepy city of gardens, temples and canals. But over the past decade Nokia, Samsung, Philips, Bosch, have poured billions of dollars into Suzhou, making it one of China's most popular investment destinations and an emerging competitor to Shanghai, Shenzhen and Beijing.

A confluence of geography - it's close to Shanghai, but land and labor are cheaper by 20 to 30 % - well-developed infrastructure, pleasant location and climate, plus an extremely pro-business local government, have all conspired to make Suzhou a raging success.

Suzhou has become one of the world's most important electronic bases and is emerging as a rival to Shanghai for semiconductor manufacturing. It is one of China's biggest exporters and in 2003 became the second-largest city by industrial production on the mainland. Last year, while foreign investment in China fell 0.5%, in Suzhou it grew 19.4%, reaching \$5.03 billion. And while mainland GDP grew 9.9%, the Suzhou economy reached 15%.

Officials use their influence to ensure that foreign investors face few problems in everything from winning rapid approval for large-scale investments and domestic sales to big state enterprises, to getting exports and imports past customs. "They see growth as good. This is probably the best place in China to do business" says an American company's CEO.

Much of that credit goes to the managers of Suzhou Industrial Park, whose landscaped grounds resemble a college in California more than a factory cluster. Started in 1994 as a joint venture with the Singapore government, it is now home to manufacturing and research and development operations for the likes of Siemens, Alcatel and Panasonic. The expansive park's facilities include a Wal-Mart and Carrefour for shopping convenience, a golf course and an international school. Over 8,000 expatriates live there.

It's not just location. To help lure more business, the park has set up a one-stop service center that allows tax processing, customs clearance and online registration for new projects.

One growing challenge for the city is finding enough talented managers and laborers. Foreign factories report turnover rates as high as 40% and 8% annual wage inflation. To deal with that problem, the local government holds regular job recruitment fairs, has set up a human resources index to monitor supply and demand, and to ensure adequate talent, has even set up a university city.

Adapted from *Business Week*, August 21, 2006.

I – COMPTE RENDU EN FRANÇAIS (20 points)

Après avoir lu ce texte attentivement, vous en ferez un compte rendu, en français, en faisant apparaître les idées essentielles (220 mots + ou – 10%).

II - REDACTION EN ANGLAIS (20 points)

Répondre en anglais aux deux questions suivantes :

1. How has a small city managed to attract so many foreign investors ?
(150 – 200 words)
2. Why can investing in some countries turn out to be risky ?
(150 – 200 words)

III – ELABORATION D’UNE LETTRE COMMERCIALE EN ANGLAIS (20 points)

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

- **Expéditeur** : Steve Brown, SE Electronics, Douglas Road, Southampton CW125
- **Destinataire** : Claude Legrand, Kitelec, Avenue Lamartine, 13012 Marseille.
- **Objet** : Confirmation de commande
- **Date** : 10 mai 2007

Corps de la lettre :

- Rappel de la lettre reçue le 5 mai proposant remise supplémentaire de 5% pour toute commande passée avant le 30 mai.
- Confirmer commande de matériel électronique numéro 74940/R d’un montant de 5700 £.
- Proposition de paiement par traite à 60 jours sur la Barclays Bank de Londres.
- Facture établie CIF Southampton.
- Demander que les délais de livraison ne dépassent pas 15 jours.
- Rappeler qu’il s’agit d’une commande à l’essai.
- Si vous êtes satisfait vous passerez d’importantes commandes tous les deux mois car vous êtes à la recherche de nouveaux fournisseurs avant l’ouverture d’un nouveau magasin.
- Formules de politesse.