

《多家美企看好中国市场继续扩大在华业务》

随着中国优化疫情防控措施，中国消费市场释放出巨大活力，经济复苏势头强劲。《华尔街日报》近日报道称，由于看好中国经济长期增长前景和消费市场潜力，多家美国企业纷纷加大对中国市场的布局，扩大在华业务。

多家美企看好中国市场继续扩大在华业务



Consumers try wireless mobile phone charging by riding spin bikes to generate electricity at the McDonald's zero carbon restaurant in the Shougang Park in Beijing on Sept 10.

PROVIDED TO CHINA DAILY

Many large US companies are increasing their bets on China's consumers in anticipation of a post-pandemic rebound and a promising long-term prospect for the world's second-biggest economy, the Wall Street Journal reported.

据《华尔街日报》报道，多家美国大型企业认为，疫情后中国经济复苏势头强劲，看好中国经济长期增长前景，纷纷加大对中国市场的布局。

McDonald's Corp and Starbucks Corp are opening hundreds of new restaurants; retailers

Ralph Lauren Corp and Tapestry Inc, the owner of the Coach and Kate Spade brands, are launching new stores; and Tyson Foods Inc and Hormel Foods Corp are opening new facilities, the journal said.

麦当劳和星巴克将在中国新开设数百家餐厅;零售商拉夫劳伦和泰佩思琦集团(蔻驰、凯特·丝蓓品牌母公司)将在中国增开门店;《华尔街日报》称,泰森食品公司和荷美尔食品公司正将在中国开设新工厂。

"I remain more confident than ever that we are still only in the early chapters of our growth story in China," said Howard Schultz, Starbucks's interim chief executive and longtime leader, in early February. The company plans to open 3,000 new stores by 2025.

星巴克临时首席执行官霍华德·舒尔茨在2月初表示:“我比以往任何时候都更有信心,我们在中国的成长故事才刚开始。”该公司计划2025年之前在中国新开3000家门店。

In late January, McDonald's said it had opened 700 new stores in China last year and was planning to open an additional 900 this year—more than any other country and more than twice as many as it plans to open in the US.

1月下旬,麦当劳表示,去年在中国新开了700家门店,而且今年计划再开900家,这是该企业在美国本土计划新增门店数量的两倍以上。

For retailer Tapestry, about half of the \$325 million set aside by the company for capital expenditures and cloud computing is going to new store openings and renovations in China. "We're confident in the long-term opportunities for China as a growth vehicle," CEO Joanne Crevoiserat said early February.

泰佩思琦集团计划将其3.25亿美元资本支出和云计算投资中的约一半用于扩大在华业务。集团首席执行官乔安妮·克雷沃伊斯拉特表示,“对在中国的长期发展机会充满信心”。

In November, packaged-meat company Tyson Foods told investors that of the six new plants the company expects to come online this year, half will be in China.

去年11月,包装肉类公司泰森食品表示,该公司预计6家新工厂将于今年上线,其中一半将位于中国。

Economists forecast a pickup in growth in China. In January, Goldman Sachs upgraded its growth forecast for the country this year to 5.5 percent from an earlier target of 5.2 percent. Key gauges of consumer activity in January showed significant improvement.

经济学家们预计中国经济增长将提速。上个月,美国高盛公司将其对2023年中国经济

增长预期从此前的5.2%上调至5.5%。1月份消费者活动的关键指标也显示出显著改善。

重点词汇

increasing 增长，增多；增加；增加的；increase的现在分词

bets 下赌注；用...打赌；敢说；八成儿；bet的第三人称单数

consumers 消费者；顾客；用户；consumer的复数

in anticipation of 期待着；预计到

rebound 弹回；反弹；报应；反作用于；回升；反弹球；回弹球；抢断篮板球；复兴；振作

promising 有希望的；有前途的；有出息的；许诺；承诺；答应；保证；使很可能；预示；promise的现在分词

long-term 长期的；长远的；长期有效的；近期不大可能改变的；不大可能很快解决的

reported 汇报；报告；通报；报道；公布；发表；宣布；据说，传闻；report的过去式

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