

《多家知名外企发声：投资中国是跨国企业的上佳之选》



2024 “投资中国”系列活动德国专场4月5日在巴登-符滕堡州首府斯图加特市举行，活动吸引德国工商界代表超300人参加。（图片来源：新华社）

As a leading destination for international capital, China saw a 20.7 percent increase in newly established foreign-funded firms in the first quarter of the year, and foreign direct investment (FDI) in the country remained at a high level, coming in at 301.67 billion yuan (42.46 billion U.S. dollars).

作为国际资本的主要目的地，今年一季度，中国新设外资企业同比增长20.7%，实际使用外资金额3016.7亿元，仍然处于历史较高水平。

But what is motivating global investors to opt for the Chinese market, particularly in the context of the current slowdown in global FDI?

在当前全球跨国投资低迷的背景下，是什么促使全球投资者选择了中国市场？

For US food giant Kraft Heinz, the answer is an insatiable appetite for premium products. "China has a large population and vast market space, and the demand for diversified and high-end consumption is increasing day by day," said Frederico Freire Jardim, the company's Asia president.

对美国食品巨头卡夫亨氏公司而言，答案是对优质产品的强烈需求。卡夫亨氏公司亚洲区总裁福瑞德说：“中国拥有庞大的人口规模和广阔的市场空间，对多样化和高端消费的需求与日俱增。”

Global demand is currently insufficient, making consumers the scarcest and most sought-after resource for every company. In China, the world's second-largest consumer market, there is always a ready supply of buyers for high-quality goods and services.

当前全球市场需求疲弱，消费者群体是各家公司争相追逐的稀缺资源。作为世界第二大消费市场，中国永远不缺购买高质量产品和服务的消费者群体。

For US chemical corporation Albemarle, the answer to the same question is China's world-class industrial and supply chains. "We have more than 100 partner companies in China and the majority of our equipment is sourced from domestic suppliers," according to an executive of Albemarle's new plant in southwest China that opened this week.

对美国化工行业巨头雅保公司而言，答案则是中国领先全球的产业链和供应链。雅保本周在中国西南部(四川眉山)新开了一家工厂，该工厂的一名高管表示：“我们在中国有100多家合作企业，我们的大部分设备都是向本土供应商采购的。”

The world's leading and most comprehensive industrial system, and its efficient logistics, combine to make China an ideal supplier. From simple components to complex machinery, and from raw materials to high-tech products, foreign investors can find and obtain anything they need with ease.

中国拥有领先全球的最完整的产业体系和高效的物流体系，这使中国成为了理想的供应国。从简单的零部件到复杂的机器，从原材料到高科技产品，外国投资者可以毫不费力地找到并购买到他们需要的任何东西。

For British biopharmaceutical company AstraZeneca, the answer is China's focus on innovation and its deep talent pool. "China possesses a wealth of innovative talent and enormous market potential, all of which helps support the growth of our research and development efforts in the country," CEO Pascal Soriot said.

对英国制药公司阿斯利康而言，答案是中国对创新的专注以及中国丰富的人才储备。阿斯利康首席执行官苏博科说：“中国拥有众多创新人才和巨大的市场潜力，所有这些都有助于支撑我们在中国的科研进展。”

Following a strategy of innovation-driven development, China is now taking proactive steps to boost innovation across the board. It has already significantly improved its position in the Global Innovation Index published by the World Intellectual Property Organization, climbing from 34th place in 2012 to 12th last year.

在提出创新驱动发展战略后，中国现在正采取积极措施推动全面创新。中国在世界知识产权组织发布的全球创新指数排名大幅上升，从2012年的第34位上升到去年的第12位。

For German wire springs provider Kern-Liebers, the answer is China's supportive government. "We have always felt strong support from the local government, and the difficulties and challenges we encountered were solved through our close cooperation," said Udo von Reinersdorff, the company's chief financial officer.

对德国钢丝弹簧供应商克恩-里伯斯公司而言，答案是中国政府的大力支持。克恩-里伯斯公司的首席财务官乌多·冯·赖纳斯多夫表示：“我们一直感受到当地政府的大力支持，我们遇到的困难和挑战通过密切合作得到了解决。”

Chinese governments at all levels are taking action to improve their services, address the concerns of firms, create a business environment that is market-oriented, law-based and internationalized, and safeguard the legitimate rights and interests of all enterprises.

中国各级政府都在采取行动提升服务水平，回应企业关切，营造市场化、法治化、国际化营商环境，保护所有企业的合法权益。

These answers illustrate just some of China's many strengths as an attractive destination for foreign investment. Companies attempting to decouple from China risk losing all of the country's advantageous conditions, which are difficult to replicate in other countries.

这些回答仅展示了中国作为外国投资热土的众多优势的其中一部分。试图与中国脱钩的公司要冒着失去中国一切有利条件的风险，而这些条件在其他国家是很难复制的。

Such advantages have helped drive financial success. Official data shows that the return rate of FDI in China has been 9.1 percent in recent years -- among the highest rates in the world.

这些优势帮助外商获得了丰厚的投资回报。官方数据显示，近年来，中国外商直接投资收益率一直保持在9.1%，在国际上处于较高水平。

And this profitability is not a passing fad but a long-term trend. China's pursuit of high-quality development and its cultivation of new, quality productive forces will open up numerous business opportunities for multinationals. "Investing in China is investing in the future," said L'Oreal CEO Nicolas Hieronimus.

而且这种高收益率并非昙花一现，而是一个长期趋势。中国对高质量发展的追求以及对新质生产力的培育将为跨国公司带来众多商机。欧莱雅集团首席执行官叶鸿慕说：“投资中国就是投资未来。”

In a fertile environment, multinational corporations are more likely to grow and bloom. To retain and strengthen competitiveness in the global market, investing in China appears to be a superior option and a necessity.

在投资的沃土中，跨国公司更有可能繁荣发展。为了保持和加强在全球市场的竞争力，投资中国是一个更优的选择，也是必要的选择。

重点词汇

answer to 回答;答复;回复;答案;解决办法;相适应,符合

more than 超过,超出,超出……的;比……更;非常,极其;比……更重要;超出需要,超乎寻常

according to 根据;按照;按;依照;据

this week 本周

industrial system 工业系统;工业体系

raw materials 原材料

high-tech products 高科技产品;高技术产品

foreign investors 外国投资者;外商;外资;外国投资人;外国的投资者

with ease 轻松地;容易地;不费力地

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