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这篇文章聚焦亚马逊关闭中国电商业务的消息，认为这是亚马逊在中国这个全球最大零售市场的一次受挫，而其实亚马逊只是把在中国发展的业务重心从线上零售转向跨境销售。

Amazon to shut down part of its Chinese e-commerce business

亚马逊将关闭中国境内部分电子商务业务

shut down: 关闭

e-commerce/iː-kɑːmɜːrs/: n. 电子商务

相关词汇：commerce (n. 交易，商业)

commerce 英文释义：the buying and selling of goods and services

词根词缀：e- (网络的, 电子的)

派生词：e-mail; e-shop

例句：Alibaba had figured out how to do e-commerce much better than just about anyone else out there. 阿里巴巴已经想出了如何比其他任何人更好地做电子商务。

In a **rare retreat** for **Amazon.com** Inc., the e-commerce **giant** plans to shut down its Chinese **marketplace** business in July as it shifts its focus to offering mainland consumers overseas products rather than goods from local sellers.

在亚马逊公司罕见的撤退行动中，这家电子商务巨头计划在今年 7 月关闭中国市场业务，与此同时，将侧重点转向为内地消费者提供海外产品，而非本土卖家的商品。

rare: adj. 罕见的

retreat/rɪ'tri:t/: n. 撤退；退却

英文释义：a movement away from a place or an enemy because of danger or defeat

例句：The army was in full retreat.

例句：When he's done something wrong, he retreats to his bedroom. (v.)

Inc: adj. 组成公司的

全称：incorporated

giant: n. 大公司

同义词：big firm

marketplace: n. 集市；市场

cross-border/'krɒ:s bɔ:rdər/: adj. 跨越边境的

相关词汇：cross (v.)

相关词汇：border (n.)

搭配短语：cross-border trade

搭配短语：cross-border attack

Amazon will **keep running** its other businesses in China, including Amazon Web Services, Kindle e-books, and cross-border **operations** that help **ship** goods from Chinese **merchants** to customers abroad. Starting on July 18, customers logging in to Amazon's Chinese web **portal**, **Amazon.cn**, will only see a **selection** of goods from its global store, rather than products from third-party sellers.

亚马逊将继续经营在中国的其他业务，包括亚马逊云计算服务、Kindle 电子书以及帮助中国国内商家运送商品给海外客户的亚马逊全球开店服务等。从今年 7 月 18 日起，登录亚马逊中国门户网站 **Amazon.cn** 的客户将只能看到其全球商店中可供选择的商品，而不是来自第三方卖家的产品。

keep doing sth. : 继续做某事

run : v. 经营

搭配短语 : run one's own company

operation : n. 业务 ; 经营 ; 手术

ship : v. 运输

搭配短语 : ship the books to New York

搭配短语 : ship from A to B

merchant : n. 商人 , 进出口批发商

搭配短语 : wine merchants

搭配短语 : tea merchants

log in to : 登陆

近义词 : log on to

反义词 : log out

portal /'pɔ:tl/: n. 门户网站

英文释义 : a page on the Internet that allows people to get useful information, such as news and weather, and to find other websites

selection : n. 可供挑选的东西

英文释义 : a choice or range of different types of something

Pulling out of Chinese e-commerce represents a **setback** for the company in the world's largest **retail** market and for Chief Executive Officer Jeff Bezos, known for his willingness to **weather** losses to achieve long-term gains. It's also the latest example of an American tech company in China struggling to contend with local leaders like Alibaba Group Holding Ltd and **JD.com** Inc., as well as group buying app Pinduoduo Inc., which went public in New York last year.

退出中国电子商务市场, 对身处全球最大零售市场的亚马逊公司和公司首席执行官杰夫·贝佐斯来说, 都是一个挫折。贝佐斯因为不计短期亏损, 放眼长期利益而为人熟知。这也是一个最新的例子, 证明了亚马逊这家美国科技公司在中国境内与阿里巴巴、京东等本土领军企业, 以及去年在纽约上市的团购应用拼多多竞争时处境艰难。

短语 pull out of sth 表示“从某个东西中退出来”, pulling out of Chinese e-commerce 是动名词作主语, “亚马逊退出中国的电商业务”这件事情 represents a setback, 意味着一个挫折, 对于谁而言是一个挫折呢? for the company in the world's largest retail market, the company, 特指亚马逊公司, in the world's largest retail market 作地点状语, 是身处全球最大零售市场的亚马逊公司。接着, and 连接的并列部分, and for Chief Executive Officer Jeff Bezos, 对于公司首席执行官杰夫·贝佐斯来说也是一个挫折。后面的定语从句对杰夫·贝索斯作

了解释，known for his willingness to weather losses to achieve long-term gains，杰夫·贝佐斯以不计短期亏损，放眼长远而为人所熟知。

pull out of sth：从某个东西中退出来

setback/'setbæk/：n. 挫折；阻碍

例句：He suffered a setback in his business.

retail/'ri:teɪl/：n. 零售，零卖

反义词：wholesale (n. 批发)

Chief Executive Officer：首席执行官

缩写：CEO

known for：以...著名

willingness：n. 情愿，乐意

搭配短语：sb's willingness to do sth.

weather/'weðər/：v. 经受住，平安地渡过（困难）

搭配短语：weather a difficult time

搭配短语：weather a difficult situation

long-term：adj. 长期的

struggle to do sth.：奋力地，挣扎着做某事

contend with：（不得不）处理问题，对付困境

英文释义：to have to deal with a difficult or unpleasant situation

例句：The rescue team had bad weather conditions to contend with.

contend：v. 斗争；竞争

group buying：团购

go public：上市；公之于众

例句：The company I worked for went public last year.

For now, Amazon's **commitment** to China remains strong and it will continue to **invest** in the country, according to a company **spokeswoman**. She said it has been shifting the focus of its online retail business in the country to cross-border sales, which cater both to Chinese merchants selling to consumers abroad and to Chinese customers looking for high-quality goods from around the world.

亚马逊的一位女发言人表示，目前，亚马逊对中国的投入力度依旧强劲，并将持续在中国投资。她表示，该公司已将其在中国的在线零售业务的重心转向跨境销售，其既满足了面向海外消费者的中国商户的需要，又迎合了寻求全球优质商品的中国客户。

commitment/kə'mɪtmənt/：n. （为某种目的在金钱、时间、人力等方面的）投入、花费

搭配短语：make a commitment

英文释义：the use of money, time, people etc. for a particular purpose

搭配短语：the commitment of time and energy

搭配短语：the commitment to education

invest: v. 投资

spokeswoman: n. 女性发言人

cater to: 迎合...的爱好；设法适应...的需要

例句：They only publish novels which cater to the mass-market.

原文：

In a rare retreat for [Amazon.com](#) Inc., the e-commerce giant plans to shut down its Chinese marketplace business in July as it shifts its focus to offering mainland consumers overseas products rather than goods from local sellers.

Amazon will keep running its other businesses in China, including Amazon Web Services, Kindle e-books, and cross-border operations that help ship goods from Chinese merchants to customers abroad. Starting on July 18, customers logging in to Amazon's Chinese web portal, [Amazon.cn](#), will only see a selection of goods from its global store, rather than products from third-party sellers.

Pulling out of Chinese e-commerce represents a setback for the company in the world's largest retail market and for Chief Executive Officer Jeff Bezos, known for his willingness to weather losses to achieve long-term gains. It's also the latest example of an American tech company in China struggling to contend with local leaders like Alibaba Group Holding Ltd and [JD.com](#) Inc., as well as group buying app Pinduoduo Inc., which went public in New York last year.

(Amazon entered China in 2004, when it bought a local online book seller for \$75 million. Since then, it's invested in warehouses, data centers, and programs to teach Chinese sellers how to get their goods to Amazon customers. It launched its Prime membership program in China in 2016 with hopes of luring customers with promises of high-quality Western goods and perks like free international deliveries. But extra perks like Prime Video, which has been used to woo customers in other markets, aren't available to users in China.

Alibaba, JD and other Chinese platforms also ramped up their offerings of everything from American cherries to Australian baby formula with steep discounts. Amazon still has less

than 1 percent market share in China, according to iResearch.

The pullback is the latest sign that Amazon is ceding China so it can focus on India, where it stands a better chance of becoming a dominant player. The company has plowed billions of dollars into the India business since opening its website there in 2013, building more than 50 warehouses to support the business.

But Amazon still has to contend with Chinese e-commerce players in India, where Alibaba and others are building up operations or investing in local startups such as Paytm E-commerce Pvt and BigBasket.)

For now, Amazon's commitment to China remains strong and it will continue to invest in the country, according to a company spokeswoman. She said it has been shifting the focus of its online retail business in the country to cross-border sales, which cater both to Chinese merchants selling to consumers abroad and to Chinese customers looking for high-quality goods from around the world.