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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

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。

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。

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。

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。

— Bloomberg: Amazon to Shut Down Part of its Chinese E-Commerce Business

重点词汇

e-commerce/iː-kaʊmɜːrs/

n. 电子商务

e.g.

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.

retreat/rɪ'tri:t/

n. 撤退；退却

e.g.

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.)

cross-border/'krɒs bɔ:rdə/

adj. 跨越边境的

e.g.

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

portal/'pɔ:tl/

n. 门户网站

e.g.

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

setback/'setbæk/

n. 挫折；阻碍

e.g.

例句：He suffered a setback in his business.

retail/'ri:teɪl/

n. 零售，零卖

e.g.

反义词：wholesale (n. 批发)

weather/'weðə/

v. 经受住，平安地渡过（困难）

e.g.

搭配短语：weather a difficult time

搭配短语：weather a difficult situation

contend with

（不得不）处理问题，对付困境

e.g.

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.

go public

上市；公之于众

e.g.

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

commitment/kə'mɪtmənt/

n. (为某种目的在金钱、时间、人力等方面的) 投入、花费

e.g.

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

cater to

迎合...的爱好；设法适应...的需要

e.g.

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