

Unit 6 Opening and closing ceremonies

Lesson Three

Translation for the text

(All those on the rostrum and those present took their seats.)

Good afternoon, representatives, distinguished guests, ladies and gentlemen!

The 1999 global celebration ceremony of World Habitat Day formally opens. Please rise for the National Anthem. Sit down, please.

Now, allow me to introduce the distinguished leaders and guests present on the rostrum: Acting Executive Director of UNCHS (United Nations Centre for Human Settlement), Mr. xx; Minister of China Construction Department, Mr. xx; Mayor of Dalian, Mr. xx; Chairman of England Construction and Social Housing Fund Committee, Mr. xx; Coordinator of UNCHS, Mr.xx

Let ' s welcome the mayor of Dalian, Mr. xx to give the welcome speech. (The mayor gives the welcome speech.)

Thank you, Mr. Mayor.

The UN Secretary General, Mr. Annan has sent his greeting speech to the Habitat Day. Please project his speech. (Secretary General Annan ' s speech is projected.)

Welcome the Minister of Construction Department, Mr. xx to give his speech. (The minister makes his speech.)

Welcome the Acting Executive Director of UNCHS to give his World Habitat Day address.(The Director addresses.)

It is time for the Award Ceremony of the 1999 UN Habitat Prize which is set by UN as the highest honor prize for the governments, organizations, individuals all over the world that have made remarkable contributions in habitat field. Let ' s welcome the coordinator of UNCHS to announce and introduce the list of prize winners. (The list is announced.)

Let ' s invite the Acting Executive Director of UNCHS to present the award.(Music is played.)

Welcome the Egyptian prize winners to come to the rostrum to receive your prize;

Welcome Dalian Mayor , to come to the rostrum to receive your prize;

Welcome the Indian representative to come to the rostrum to receive your prize;

Welcome Colombian representative to come to the rostrum to receive your prize;

Welcome Slovakian representative to come to the rostrum to receive your prize;

Welcome American representative to come to the rostrum to receive your prize;

Welcome Ghanaian representative to come to the rostrum to receive your prize;

Welcome Kenyan representative to come to the rostrum to receive your prize (The music comes and ends

Let ' s welcome the Chairman of England Construction and Social Housing Fund Committee to announce and introduce the 1999 Habitat Prizes for individuals. (The list is introduced and announced.)

Welcome Mr. xx and Mr. xx from Britain to come to the rostrum to receive your prizes. Let ' s invite the Minister of China Construction Department to present the award. (Music is played.)

Today, we observe the grand global celebration ceremony of 1999 World Habitat Day in Dalian, which has achieved complete success under the instruction of UNCHS and with the help

of friends in all fields. The celebration, with Cities for All as its theme, has great historic and realistic significance. It has uplifted the activity and objective of World Habitat Day to a new height and has greatly promoted the urban construction, the habitat environment and housing construction in China.

Now it is my pleasure to declare the 1999 global celebration ceremony of World Habitat Day closed.

Thank you!

Unit 6 Opening and closing ceremonies

Lesson Four

Closing Speech of the Manager of Dalian Port Bureau on the 9th Pan-Pacific Ports Seminar

Distinguished Guests, Ladies and Gentlemen:

The 9th Pan-Pacific Ports Seminar has completely accomplished its goals as scheduled. Today is the closing day. First, please allow me to express our gratitude to every gentlemen addressed on the seminar for their witty remarks and brilliant views impressing us strongly. We also feel grateful to every lady and gentleman who took advantage of various forms to communicate for their special styles and ways to enrich the content of the conference. What's more, we'd like to thank Chinese government for their full support and assistance to the conference, which is essential for the conference's success.

Of course, we should not forget our friends from all walks of life who served the conference. Thanks to them, the seminar could run smoothly. With the concerted efforts, we have achieved the desired result--- exchanging information and promoting understanding, cooperation and friendship between us.

In closing, we are relieved to believe without doubt that the conference will play an active role in promoting the communication, understanding and cooperation between the ports of the pacific region, ports and shipping company, ports and other fields.

Despite getting along with each other for a short time, the conference has enhanced our understanding and friendship, leaving us a golden memory.

Today, when we say goodbye, I wish us blooming career and lasting friendship. We're eagerly waiting to see each other in Melbourne when the new millennium comes.

Now, I declare the closing of the 9th Pan-Pacific Ports Seminar.

Unit 7 Welcome Speeches

Lesson Three The Vice-mayor of Dalian's Welcome Speech on the International Urban Water Conservation Workshop

Delegates, ladies, gentlemen and friends:

firstly, I will extend our sincere congratulations on the opening of International Urban Water Conservation Workshop on behalf of the government and the people of Dalian. Let us express our warmly welcome to all the friends home and abroad to be present at the meeting.

Dalian is one of the cities with a severe water shortage problem. Since 1954, Dalian has made great contribution to the ensurance of the safe water supply to the city. For twice Dalian has been conferred honorable awards on modal city of water conservation by the state. But compared with the advanced cities home and abroad, we still have a long way to go. This workshop provides us with an excellent opportunity to modestly learn their advanced experiences, carefully compare and

find our weak points and thus promote our work. The People's Government of Dalian has listed the water problem as one of the priorities Of urban development outline/sketch and we have been taking effective measures to further improve the city's water conservation. While building water conservancy projects, the city government proposed to stick to the policy of "broaden sources of income and reduce expenditure." we'll not in the slightest degree, neglect the work of water conservation in the mitigatory situation of water supply for the city, and strive for building Dalian into a city of water conservation.

This international workshop has great significance to promote our city's water conservation work. I hope the organizing department and the units concerned will do the service work well and enthusiastically and the seminar will attain the result as expected.

Finally, I wish the International Urban Water Conservation Workshop a complete success.

Lesson Four

Welcome Speech of
the Vice-mayor of Dalian
on the Reception of the 9th
Pan-Pacific Ports Seminar

Distinguished guests, Ladies and Gentlemen:

It's my great pleasure to have this opportunity to merrily gather with all the friends from the port-shipping field of the Pacific region. All of you get together in the beautiful coastal city of China--- Dalian from afar to attend the 9th Port Seminar of the Pacific region and explore together the mutually concerned issues of the port field of the Pacific region. This is really the grand occasion of the field.

Please allow me, on behalf of the People's Government of Dalian, to extend our warmest welcome to all of the friends.

Ladies and gentlemen:

In the vigorous economic region of China, Dalian plays an important role. In 1997, the National Gross Products of Dalian were ¥ 82.9 billion, the general import and export values of the self-managing products was \$5.1 billion and the actually invested foreign capital was \$1.42 billion.

The economy of Dalian is developed economy and has solid foundation, which supplies a vigorous support to the port's development. Now Dalian port has become the largest comprehensive commercial seaport, the largest import and export seaport of grain, the largest transfer seaport of petroleum and fluid chemical products and one of the most important seaports for foreign trade in the northeast part of China.

Dalian is the widest open city in the north of China. The people of Dalian are reputed for hospitality. Now spring is changing into summer in Dalian, where spring is very much in the air and fresh flowers are bright and beautiful. It is full of life, vitality and hope. I wish wholeheartedly a complete success to the 9th Port Seminar of the Pacific Region! Wish all of you a pleasant stay in Dalian and may you a pleasant impression on it! Thank you!

Unit Eight Toast Speeches

Lesson Two

Liaoning Vice
Governor ' s Toast Speech at
the “ Sino-US Environmental Protection and Economic Development
Symposium ”

Distinguished Minister Counselor, Mr. ,

Ladies, gentlemen, friends and comrades:

The “ Sino- US Environmental Protection and Economic Development Symposium ” is held/convened smoothly today. On this delightful occasion, Liaoning Provincial Government holds a grand welcome banquet. On behalf of the Government and the people, let me give warmest welcome to Mr. Minister Counselor, , the American friends coming from far, all the ladies, gentlemen, friends and comrades present at the conference, and express our sincere congratulations on the successful opening of the symposium.

Liaoning province is the heavy industrial base of our country, and also a major province of energy. Because of various reasons, the pollution problem of Liaoning is very serious. Therefore, it ' s of great significance to convene the symposium in Liaoning. It helps Liaoning to keep abreast of the world, and also helps America to understand Liaoning. Liaoning FAO and the United States Consulate General in Shenyang have done a lot of work for the successful opening of the conference.

The America Embassy in China and the administrative units concerned in Liaoning province have given their great support to this symposium, on which we set a high value. For this I ' d like to extend our sincere gratitude to them.

This symposium will last only two days. It has a full and accurate content and a tight schedule. By the two days short Conference I sincerely hope that the big companies and representatives of America and China present here enhance each other ' s understanding and build the bridge for long cooperation in the future so as to make greater contributions to harnessing environmental pollution of Liaoning, to transforming the old industrial base in Our province, to expanding the exchange of economy and trade in Liaoning and all over America, to promoting the growth of Sino-US relationship and to beautifying the only-one earth.

I sincerely wish this conference will achieve complete success.

Thank you!

Unit Nine Conference Statements

Lesson Two

The Dalian Statement
at the “ Pan-Pacific Ports Seminar ”

The 9th Pan-Pacific Ports Seminar sponsored by Dalian port was held on June 21-24, 1998 in Fulihua Hotel, Dalian. At this workshop, about 200 representatives from the major ports of the pan-pacific area, shipping companies, freight transport agencies, governments and academic institutions discussed and exchanged extensively around the theme of Regional Economic

Development and Diversification in Port Operations. Thereby, bilateral understanding and friendly intercourse were promoted, and then trade increase and common development were pushed forward.

Since the first workshop held 1982 in Auckland, US, the Pan-Pacific Ports Seminar expanded its own scale constantly with participation and support of the initiating ports and other port and shipping industry in the area. This workshop has already become a well-known regional event of the industry and has contributed a lot to the promotion of friendly relationship, trade intercourse and flourish between the pan-pacific personnel of the port and shipping industry. The six initiating ports of the workshop---Dalian, Melbourne, Auckland, Shanghai, Vancouver and Yokohama expressed their heartfelt gratitude to the colleagues of the industry for their participation and support of the workshop. As initiating ports, we solemnly promise that we will perform our duties and fulfill our obligations seriously as before. We will assist each sponsor in organizing and propagating with all our strength, ensure the success of each workshop, and work hard for achieving the workshop's set objective. Meanwhile, the initiating ports are expecting numerous personnel of the port and shipping industry continue participating And supporting Pan-Pacific Ports Seminar and sincerely welcome those who want to accede becoming a member of the initiating ports.

By mutual consent of the representatives of initiating ports, the 10th Pan-Pacific Ports Seminar sponsored by Melbourne port will be held in 2000 in Melbourne, Australia. The exact date will be decided by Melbourne port.

Unit Ten Habitation and Environment

Lesson Two

Liaoning Province's Vice Governor's Speech at the "Sino-US Environmental Protection Symposium"

Distinguished guests, ladies, gentlemen and comrades:

Today, it's my great pleasure to be invited to attend the Seminar of Sino-US Environmental Protection and Economic Development and solicit the experts, scholars, government officials and entrepreneur about the important problem of the world's environmental protection and the economy development. Here please allow me on behalf of the People's Government of Liaoning Province to extend our warmest welcome to the America friends from afar, all the representatives, friends and comrades. At the same time, we extend our cordial greetings to the smooth opening of this seminar. We are grateful to the great support and help of the American Embassy in China, the American General Consulate in Shengyang.

The development of modern civilization makes the earth on which the human beings depend for existence change a lot. The fantastic advance of science and technology and the great increase of social productive forces make the world's economic scale unprecedentedly inflate. The rapid growth of population, the excessive exploiting and consumption of natural resources, large amount of discharge of the polluted material result in the worldwide deficiency of resources, pollution of the environment and ecological deterioration. Like all the nations in the world, Liaoning is also facing severe challenges of the ecological deterioration: the atmosphere pollution is higher than the required standard; the crisis of water resource is serious; regional environment is worsened; some parts of the sea waters are heavily polluted.

Liaoning Province is rich in natural resources. It ' s the heavy industrial base of our country and plays an important role in the development of the national economy in China. In geography, Liaoning is a key link between the Northeast Economic zone and the Bohai Sea Rim Economic Zone. It faces Bohai sea, Huanghai sea, and links up with Korea by Yalu River. To the southeast, it faces Japan across the sea and borders on the east, north and west with Jilin, Inner-Mongolia and Hebei Province and is close to Russia. It is the forefront of the Eurasian Rail Bridge, and an important passageway for the foreign trade and international communication in the northeast of China. There is only one earth. Whether Liaoning can control the pollution of the environment or not, not only concerns the living conditions of the people of Liaoning, but also has an important influence on the countries and districts around it.

According to the conditions of our province, the People ' s Government of Liaoning chooses a road of vitalizing the province by science and technology and sustainable development on the problem of economic development and environmental protection. Since the Third Session of the Eleventh Congress of the Communist Party Central Committee, we ' ve handled properly the relation between economic development and the environmental protection, population and the resources. We ' ve made notable success in working for the coordinating development of economy and society. We ' ve realized in Liaoning province self-supply of grains, curbed the trend of steep rise of population, established and improved legislative and legal system, increased scientific investment on the environmental Protection, strengthened the public ' s awareness of environmental protection and improved the environment that we live on.

But we should be acutely aware that in Liaoning, a lot of new problems have arisen, and many severe challenges must be faced while remarkable successes have been made in the environmental protection. Because of the long-term bounding of planning economy, the big-and-medium-sized state enterprises in our province are slow in the transition of mechanism, the industrial equipment is backward, the competitive awareness for market economy is weak, economic benefit is lower, the economic development is not suited to the sustaining force of the environmental resource. And tackling of pollution and the comprehensive use of energy and resources lag behind. All this requires us to draw lessons from the past, increase the investment, make more effort to study intensively, make research and try our best to solve the problems. We have to strengthen the exchange and cooperation with the advanced foreign countries, make use of the advanced experience to do well in the environmental protection by a variety of forms and ways. Not long ago, at the Beijing Sino-US Seminar of Environment and Development, Premier of the State Council, Li Peng raised four principles to strengthen the Sino-America cooperation in the environmental protection. They are: " respect each other and seek the common ground while putting aside difference; enjoy equality and mutual benefits and complement each other ' s advantages; learn each other ' s experiences and expand the cooperation; stand from the present and look forward to the future. " Accordingly, we ' ll take the opportunity of this seminar, strengthen the exchange and cooperation with America in the environmental development, keep closer contact with each other and solve every urgent problem in this field.

Both China and America are great powers of environment and energy resources; and have responsibility for the survival and development of human beings. So strengthening our communication and cooperation in environmental development is not only in keeping with the basic benefit of our two countries, but also contributes to the sustainable development of the world.

I hope wholeheartedly every representative, every guest can have two peoples, promote the

communication with America, achieve the desired aim of the seminar and achieve greater success in the cooperation of our environmental development.

Lastly, I wish complete success to the Seminar of the Sino-US Environmental Protection and Economic Development in 1997.

Unit Eleven Habitation and Sustainability

Lesson Two

A Speech by the Executive

Mayor of the Dalian Municipal Government at the Celebration Ceremony of the UN World Habitat Day

Honorable guests, Ladies and gentlemen:

Today is the World Habitat Day established by the United Nations. The theme of this year's World Habitat Day is "Cities for All". We are very happy to be the host city for the celebration activities of this year's Habitat Day, and we warmly welcome you here. We noticed that, within less than four years since the Istanbul Conference, the UNCHS has made urbanization issues the theme of World Habitat Day three times. This is not only because urbanization issues are affecting and obstructing the economic development of various regions, but also because they are producing common problems that must be solved in order to achieve the sustainability that mankind is seeking for. After 2000, half of the population is now living in cities, the other half will also live on cities.

Lots of problems pertaining to the sustainable development of the cities will be increasingly serious, such as residence and employment, energy and transportation, poverty and crime, etc. At this time, all cities in the world are studying and seeking new approaches to optimizing the environment.

At one hundred years old, Dalian is a young city. In the early 1990's, with the rapid development of the urban economy, Dalian faced a series of problems that cities in developing countries usually encounter, such as the immense pressure of the growing population, many in-debt projects for basic facilities, acute housing shortages, the low quality of the environment and so on. In view of the above, the municipal government, after studying and proving in many ways, worked out a developmental plan that concurs with the actual situation of Dalian. From 1993 to 1998, a high tide of urban construction emerged in Dalian and the appearance of Dalian changed. During these six years, Dalian was conferred the titles of National Sanitary City, one of the Ten Best Cities Comprehensively Improving the Urban Environment, National Outstanding Tourist City, etc.. Frankly speaking, these achievements are owed to the great opportunities offered by the reform and open-door policy and the municipal government's urban construction principles established on the basis of actual situations and their strategy of sustainable development.

1. The Elaboration of the design and planning, provided scientific basis and blueprints for urban construction.

Urban planning is the basis and key for urban construction and development. In this respect, Dalian grasped the following five points and therefore it achieved success.

(1) The formulation of the guiding principle "seeking the best instead of the largest". At the beginning of 1992, looking forward to the future development of Dalian, the municipal

government made an all-round analysis and study of Dalian's history, present situation, strong points for development, obstructing conditions and the experiences and lessons in the process of urban development both at home and abroad. We realized that Dalian, ringed on three sides by water, had limited room for development. Therefore, the urban development would not large, and the expansion of the urban scale was impractical. We worked out the principle, "seeking the best instead of the largest", and made it our guiding principle for urban planning, construction and administration. To ensure the implementation of this principle, the municipal government adopted three measures: the control of the urban population size and upgrading of the population quality; The control of the infrastructure scale and improvement of the architectural standard; and the adjustment of the industrial structure and the raising of the enterprising revenue.

(2) The adjustment of urban planning and distribution, demolition and removal of old buildings and renovation of the industrial enterprises in the center of the city. Historically, the planning of the centre district of Dalian was very irrational. The residential areas and the industrial districts were mixed together. The pollution is also serious in Dalian. Beginning in 1994, the government took advantage of the high tide of real estate development by attracting foreign capital and utilizing differences in land values. This capital was used to remove and renovate medium and small sized enterprises and to greatly reduce the pollutants which were located in the city center. The vacated lands were used for developing finance, tourism and new residential quarters, and for increasing the number of the public lawns in order to create more spaces for the recreation and leisure of the residents. This made urban planning and distribution more scientific and rational, the allocation of land resource was also optimized. In adjusting our planning and distribution, we also adhered to a principle of unified design for the construction of small rural towns and the urban center district. Therefore, the urbanization level of the small towns has apparently improved.

(3) Special attention to the design of unique urban features and the formation of a distinguishing urban style. In recent years, we have paid special attention to the exploration and practice of Dalian's unique features and style. We insist on the combination of architectural and natural beauty. The buildings are required to be multistoried, different in height and well-arranged. The appearances of the building are mainly European in style with various shapes. By planning and designing on the basis of advanced landscape art both at home and abroad, we established modern and Western-style lawns which are broad and bright. This unique garden style took shape by combining green lawns, azure sky and blue ocean. At the same time, we made great efforts to protect the ancient buildings and maintained all the important ones. The buildings with modern styles and features were completed one after another and the green lawns were also upgraded.

(4) Establishment of a consciousness for the best and constant improvements of standards in design and construction. For many years, we have been insisting on the opening of the design and planning markets and on the introduction of advanced ideas of design and planning both from home and abroad. The architectural designs of dozens of large-sale construction projects were landed through international bidding, such as the planning of the central part of the Dalian Development Zone, the Lehua New Residential Quarter, the Xinghai Convention Centre and so on. At the same time, strict approval procedures were set up for the planning and unit construction designs. Every building was constructed elaborately.

(5) The adoption of harsh measures for management and regulation to ensure the fulfillment of general urban ideas in the planning and designs. For the projects under construction, we strictly stipulated that the projects and environmental protection facilities must be designed, constructed,

and delivered for use at the same time. The short-term goal of going for immediate benefits which sacrificed long-term environmental benefits, was therefore resolutely rectified.

2. Strengthening the construction of projects for basic facilities in accordance with the idea of thinking ahead moderately.

In order to build the framework quickly for the modern city, the Dalian municipal government made greater efforts to construct the projects for basic facilities. In recent years, we expanded and rebuilt the international airport and the seaport. The Dayaowan Container Wharf, jointly invested with Singapore Harbor Bureau, has been Completed and put to use. The project for rebuilding the Dalian Railway Station is under construction. The train ferry from Dalian to Yantai has been listed as the key national project. With these projects, the construction of the municipal infrastructure found a historic breakthrough.

Public utilities are important to the national economy and the people's livelihood. They are the all important support system of the city. In 1993, we initiated the project of channeling water into the city for the purpose of satisfying the needs of production and daily life; we built a new gas plant; we replaced 2078 old buses and we now have 18.8 buses for every ten thousand people. The heat-supplying area of the city reached 98%, with 80% being central heating. All telephones in the city were program controlled.

The public welfare projects have also had a historic breakthrough. We successively set up nearly 100 cultural, sports and health facilities including a forest zoo, museums, post office mansions, hospitals, etc.. Many shopping centers and luxurious hotels were completed and have been put to use. These projects further perfected the urban functioning of Dalian and improved the urban standards.

3. Persisting in the human centered principle and comprehensively administering the urban environment. In the evaluation of urban quality in the world, it has become a common standard to improve the environment and to establish safe, beautiful and healthy residential quarters. We have made great efforts in this area.

First, we have been trying hard to improve citizens' housing conditions. The area of dwelling structures in the city proper completed from 1993 to 1998 equals 15 million square meters, among which the area of the "Habitat Project" dwelling houses equals 2.25 million square meters. Twenty-two pieces of low-lying land and twenty-four shanty towns have been renovated. From 1993 to 1998, half of the 2 million residents of the city moved into new houses. The per capita area of dwelling houses in the city increased from 9.6 square meters in 1992 to 12.7 square meters in 1998. we developed the "Model Human Settlements" activity in two successive years. A batch of residential quarters emerged from this and they are better in design and quality. Up to the present, half of the 175 residential quarters of the whole city were listed as the national, provincial or municipal best demonstration residential quarters.

Second, we have been trying our best to raise the level of urban afforestation and beautification. In 1993, the Dalian municipal government put out a call to "work out for three years to afforest the majority of Dalian". A great upsurge of afforesting and beautifying Dalian was set off. Within only six years, all parks in the city proper were reformed, the Sight-proof solid walls were removed, and the public lawns were expanded. We also built and renovated 180 parks central lawns. The area of newly-built public lawns account for 8.56 million square meters. At present, the per capita area of public lawns has reached 7.8 square meters, and green coverage accounts for more than 40% of the total urban area. In recent years, we also finished the renovation of all squares in

Dalian and built twenty-four new squares. In the construction and renovation of the squares, we integrated lawns, sculptures, music and fountains to upgrade the urban culture. Every day, more than one hundred thousand people are attracted to the squares for recreation and leisure. In addition, we also renovated and upgraded the street lamps and lamp-box advertisements and built decorative lights to make the city's night scene more beautiful.

Third, we brought environmental pollution under control. The Dalian municipal government takes pollution control and environmental protection as a strategic task. We made great efforts to carry out the "Winning Support Project". We radically controlled the pollution of two stinking rivers --- the Malan River and the Ziyu River which run across the city and 41 pen channels. This made the pollution, from which hundreds of thousand residents on the sides of the rivers suffered come to an end. Now, over 70% of the polluted water can be treated, the residents' refuse can be packed and collected in bags, the automobile tail-gas pollution and noise in the city can be under strict control, and the environment of the industrial and university districts can be treated.

These changes made the universities and enterprises take on a new look. At the same time, more attention was paid to environmental protection legislation and law enforcement supervision. Through the comprehensive treatment of environmental pollution, the environmental quality of Dalian, an old industrial city, has apparently been improved.

In its construction and development, Dalian has always focused its attention on the cultivation and improvement of the residents' quality of civilization. The municipal government gave specific instructions every time to the residents, cultivating the awareness of modernization, civilization and internationalization. In order to make the residents feel responsible as masters of the city, the municipal government solicited opinions on the design of some key projects. Through a series of large-scale cultural and commercial activities, such as the International Fashion Festival, the Locust Appreciation Festival, the Trade Fair, etc., the whole city's working efficiency and the overall residents' participating ability were increased. Through activities such as civil bus riding, respecting and taking care of the old, helping and supporting the poor, and showing love to the Hope Project, the residents' level of public morality was increased.

Although Dalian has made some achievements in its urban construction and development, there is still a long way to go for us to achieve the goal of an international modern city. We are using the fair, responsible and transparent urban regulatory regimes, which reduce exclusiveness, expand the fields of cooperation, centralize wisdom and strength of all the residents, including the learning and using of advanced experience in international communities in order to build Dalian into a city full of hope and happiness and a real homeland for all its residents and friends. We sincerely welcome every guest to walk around Dalian during your stay here. We hope you will care about, support and participate in Dalian's habitat development. Let's meet the challenge of urbanization and habitat development hand in hand and strive for the building of "Cities for all" into more beautiful, hopeful and joyful homelands.

Unit 12 Gem Industry (1)

Lesson Two

China Diamond Festival, Speech by President of Shandong Diamond Management Company (1)
Honorable representatives of De Beers:

Honorable colleagues and friends of China diamond industry:

It is a great honor to have the opportunity of exploring the polishing and running of China diamond and also the cultivating and developing of diamond jewelry market with both internal and external colleagues. Let me greet and welcome friends in the name of Shandong Handicraft works Import and Export Group Limited Company and Qingdao Jinghua Jewelry Limited Company.

As one of the earliest specialized corporations that works on polishing and running diamond in China, Jinghua Jewelry Limited Company has been established for 12 years. During these years, we have experienced several big ups and downs. In order to correctly and rapidly develop China, the biggest potential market of diamond jewelry in the world, it is really necessary to review and reflect on China diamond polishing industry and the way of running. That is our common responsibility.

Early in the middle of 1980s, led along by China Handicraft Works Import and Export Corporation, diamond polishing plants were set up in all big entry ports and main provinces. Until 1987-1988, like the blossom period of world diamond industry, a large number of diamond polishing plants were set up in such provinces as Guangdong, Fujian, Shanghai, Shandong, Beijing, Henan, Hebei, Jiangxi, Hubei, Shanxi, and so on. Among them, there are more than a dozen, almost twenty plants in Guangdong, Shandong and Henan respectively at the same time. Imported technology can be divided into two kinds, one is polishing technology of high-grade diamond taught by experts from Europe and Hongkong, the other is rough grinding technology of Australian diamond and low-grade diamond taught by technicians from India and Sri Lanka. Shop employees of China diamond industry were almost 5 or 6 thousand. We should say that the period should be an excellent opportunity to develop China diamond industry, because the price of rough diamond was lower and polishing cost of small diamond was about 12 to 20 percent of the whole one, polishing diamond is profitable. But because of inefficient organization of central governments, uncertain understanding and position of running of diamond and other reasons, the vigorous situation just maintained for less than 3 years. Until 1992, many diamond polishing plants in the most provinces were shut down. Almost all Plants in Henan and Guangdong were at a standstill. At that time plants in Shandong were close to production collapse, most of them has only tens of workers left. After recalling a painful experience, people of China diamond polishing and running industry readjusted management principle and orientation, that is, to polish high-grade middle or small diamond of exquisite workmanship to avoid competing with hundreds thousands of Indian polishing workers, and do a good job of inside management and rebuilding the image and high reputation of China diamond industry. To secure more and more difficultly secured polishing business benefits by means of strict effective management, each plant has experienced reform of enduring present hard kips to revive.

It is worth happy that China diamond polishing industry has recovered its historical magnificence now. Taking Shanghai, Shandong and Guangdong as the dominant, there are over 70 diamond plants with certain scale and level all over the country. As for smaller scale plants, the number might be more. There are 14 invested plants under the Shandong Handicraft Works Group, the number polishing technicians is over 2300, annual polishing capacity is above 150 thousand carats. The number of Shanghai shop employees is more than this.

Now diamond polishing plants of China can be divided into 3 types: (1) larger scale enterprises owned by the whole people or collective enterprises, like most of plants in Shandong and

Shanghai; (2) enterprises of real or covert sole venture of foreign investment, like the several larger scale plants in Guangdong; (3) middle or small scale privately-owned enterprises, which distributed in Guangdong, Shanghai, Shandong and other provinces. All of them are continuing to explore the ways of expanding China polishing market. Everyone involved in diamond industry agreed that deft Chinese with high comprehending ability are specially fitted to work on fine diamond polishing. When manual labor costs are going up continually and the polishing industry cannot be maintained for a long time in Thailand and Malaysia, China is like relatively ideal polishing area of small-scale diamond. In addition, the level of Chinese mechanical treatment is higher, most of diamond polishing tools can be manufactured by oneself completely, the investment cost of the industry is depleted and the period of investment return is shortened, and diamond merchants all over the world are attracted to invest or polish diamond in China. But because of slow business of a few years ago, and some big ports are still in the situation of business loss even now, so everywhere investors' hearts are still fluttering with fear in investing diamond business and dare not invest more. This is why only Shanghai in the whole country gained the CSO title but was forced abandoning just in less than one year. In addition, because the starting point of diamond plants of sole venture of foreign investment in investing to build the plant is high and almost regardless of costs, and the polishing cost is low (foreign merchants take diamond sale business as a regulate means of whole business), this brings great pressure on China's own polishing industry. As a result, business benefits of China diamond polishing plants in its entirety are about up to the average, besides small diamond market operation is effected by Russia, Australia and other factors, at present period these has caused considerable difficulties and pressures for China diamond polishing industry (plants at most of provinces are operating under capacity.)

Unit 13 Gem Industry (2)

Lesson Two

China Diamond Festival, Speech

by President of Shandong Diamond Management Company (2)

According to our experiences of polishing and running diamond for several decades, if we want to build up a new marketplace, we must first of all make it suitable for subsistence, development and expansion of pioneers, and so as to form model and promotion effect. Even if there's no obvious mistake in any link of purchase, processing and sale, the profit is still rather low, only about 3% to 8%. There will be no profits at all if it happened to meet with market fluctuation. We have the lowest profits rate in all industries. Shanghai and Shandong ports that have the ability to purchase rough diamond rarely purchase any rough diamonds because of their having no choice, and transfer to diamond polishing that is safer. It is estimated that over 95% of the plants in the whole country are processing materials supplied by others. This kind of situation is not favorable for the exploiting of Chinese diamond jewelry market, not favorable to guide development of the industry so as to attract the country's attention and further more give us support on policies of taxation and so on. There exists the same problem in processing of materials supplied by others. Although gross processing profits can be over 30%-35% if the management is proper, the so called profits would be totally consumed if there is a lack of raw materials for one or two months. The ability of Chinese diamond industry to resist market fluctuation is still rather weak due to a lack of whole

administration and guidance of the industry and supports from De Beers. Potential crisis is also existed due to chaos of the polishing plants. In the past, polishing plants in Guangdong and other provinces had a disorderly administration. Diamonds were replaced in the process of polishing, and this directly led to the loss of credit.

diamond industry of China should pay more attention and take warnings from examples of some Indian regions. Otherwise, the loss of personal and national dignity in one region or one part will severely sully the whole image of Chinese diamond polishing industry, and will forfeit the achievements of China diamond industry that were developed for tens of year in a period of time. Chinese diamond and diamond jewelry market, due to current tax rate influence of the country, is very hard to develop itself in a high speed and a large scale. Tariff is 3%, VAT is 17%, consumption tax is 10% and the accounting tax is even as high as 32.6%, together with loss in the exchange of currencies and occupied interests of capital, it is impossible to gain a profit of over 33%. The consumers will not accept such a high additional expenses even if diamond jewelry has got a higher profit. No matter in Europe, Hong Kong or Asia, other countries and regions has already adopted favorable taxes policies for the import and export of diamond. Nevertheless, due to the limited total business revenue of China diamond industry, only several hundred million USD every year, so the government did not pay much more attention. Especially that the Chinese diamond circles has no unified voice and no unified and effective channel to response our opinions to the government, so the unreasonable tax policies are still maintained. This severely hindered the Chinese diamond jewelry market from developing. On the contrary, improper and smuggled diamond occupied most of the market in China. This kind of situation is unfavorable for the country, the diamond industry and the normal diamond trade. It must be settled urgently.

In view of the above-mentioned facts, Shandong Craft Co. Limited and Shanghai Craft Co. Limited, Zhongbao Cooperation of Chinese Geology Ministry, and other major diamond polishing and running units of China have gathered in Shanghai in March 1997 to consult and prepare for the establishment of China Diamond Manufacturers Association. We also drew up the association charter and agreement. We hope that people of the industry of China are organized to strive for policy support together, to coordinate international cooperation together, to learn and absorb internal and external advanced technology, craft together and to train technicians together. We are particularly looking forward to the supports and regards of De Beers for our suggestions and proposals, to help to bring about this matter. The rest can be done in the same manner, to form trade association like China Diamond Jewelry and Gems Association to speak in a unified and strong voice. We will make every effort to make it known to the relative departments of the government the characteristics of the industry and management model of the world diamond industry. So that the government can improve and perfect the relevant polices and support the sound and rapid development of China diamond industry.

Finally, we want to express our sincere thanks to the VIPs from De Beers for giving us this important exchanging and learning opportunity.

Unit 14 Graduates and Hospitality

Lesson Two

Reflections on China

Tourism and Hospitality Education

China tourism and hospitality education was accompanied by the development of China's tourism industry. Its development process, on one hand, reflected different characteristics of requirements on the talents in different stages of development of China's tourism industry; on the other hand, reflected the process of cognition of this academic area of education circles. Since the reform and opening to outside, the development of China tourism and hospitality education generally experienced the following stages:

1. The stage of the beginning

The initial stage of China tourism education was at the end of 1970s.

In 1978, China began to carry out the policy of reform and opening to the outside world. With the opening of our nation's door, China's tourism industry developed at fast speed. A large number of overseas tourists crowded into China. They were eager to reveal the mysterious veil of the eastern kingdom and find out the living and working, reforming and constructing situation in China who has one billion people, a quarter of the world population, and also to appreciate Chinese history and culture, customs and habits. At the same time, the international communication and trade and economic cooperation constantly expanded. Due to the overseas tourists, it appeared that tourist interpreters were extremely needed.

Confronted with the requirements of the tourism market, China tourism education, which focused on the tourist interpreters training, came into existence as the situation required. The tourism education department, as the base of talents training and supplying, took a step to develop the tourism education to meet the needs of the tourism development. Meanwhile, the education circles, which train the tourism and hospitality talents, revealed its importance for the first time. Under the influence of the market at that time, the main task of the tourism education was to train the tourist interpreters and guide talents. The matured and normal tourism and hospitality education hadn't been formed.

2. The stage of the development

With the development of the tourism, the education of the tourism and hospitality developed and flourished at the end of 1980s and the beginning of 1990s. The direct driving force of its development was that tourism, as an industry, needed more and more tourism and hospitality talents. Tourism and hospitality education, as a relatively independent teaching and researching area, attracted widespread attention. The range of the education was much wider; the professional emphasis and the curriculum design also developed a lot. In the meantime, China tourism education, from the level of school-running to the quantity of the trained talents, had developed into a relatively large scale. By the end of 1989, there were 354 advanced and intermediate tourism colleges; the number of the students had come up to 53042. The forms of the education were more colorful. Higher education, adult education, vocational education had come into existence. In the aspect of textbook compilation, not only some advanced and intermediate tourism major textbooks had been published, but also many other textbooks for tourism training. Some foreign textbooks were also translated and published.

Further more, the operation and the management had achieved satisfactory results. But there still existed some deficiencies with the curriculum design, teaching staff and textbook compilation, such as, the curriculum design was comparatively confusing, the targets of a major were not so clear, and the training objectives were still vague.

A lot of colleges and departments that were not qualified to offer the business or management

majors also offered the management professional emphasis, esp. the tourism and hospitality major. This caused the students of the major inadequacy in the grasp of the theory and the complete system of the knowledge of this major, hence lose the advantages of the further development in future. Secondly, because of the fierce competition for offering the major, although the teaching staff was growing steadily, the teaching quality was negatively affected. Since the structure of the teacher sources was complicated, and what they taught now wasn't what they learned before, esp. quite a lot of teachers of the major were weak in the theory foundation and lacked practical experience. In a certain degree, the strong and capable teaching staff who could combine theory with practice hadn't formed at this stage. The whole development level of the tourism and hospitality education was not high, and the development between the colleges was rather imbalanced in China.

3. The stage of the adjustment

China's tourism industry underwent three stages from the super development, high development to present normal development. The tourism market transformed from the seller's market to the buyer's market. The tourists course. The number of the master programs on the major increased. Some doctor programs on Geography, Management and Chinese Linguistics and Literature began to open the tourism major course. In view of this, the structural adjustment of the system of China tourism colleges was taking place, the level of the school-running were becoming higher and higher. A nation wide tourism education system with more complete range of subjects and more perfect level of the school-running was taking the shape.

2) The curriculum design tended to be more reasonable, and the characteristics were more distinctive. After a period of development and adjustment, all kinds of the universities began to consider offering and developing tourism major according to their own advantages, and training the tourism talents. The curriculum design of the major was no longer comprehensive and detail oriented, but wider and deeper. 3) Promoted by the developing tide of the modern hospitality industry, the part-time training of the modern hospitality management reached to climax. During this period, tourism education attached great importance to the part-time training which provided all-round training in skills, knowledge, quality and management for the tourism and hospitality enterprises in the forms of duty training and regular training, qualification test and certificate test. Besides, the continuing education, self-study examination of higher education also developed.

4) Many universities tried carrying out the educational system of cooperating between schools and enterprises, and setting up the educational mechanism of combining learning with research and production in order to suit the reform in the higher education management system. This system was more successful school-running experience in developed countries. While China tourism education was still fumbling on the way of pursuing the cooperation between schools and enterprises. In spite of many difficulties existing in the process of cooperation, the universities were no longer like ivory towers which traditionally isolated from the society or seemed to be superior to the society. It was commonly recognized by the enterprises and the academic circles that the cooperation between schools and enterprises would have positive effect.