ま 日

UNIT	1	Branding	1
UNIT	2	Health and Safety	13
UNIT	3	Leadership	23
UNIT	4	E-commerce	35
UNIT	5	Corporate Culture	45
UNIT	6	Corporate Social Responsibility	55
UNIT	7	Business Etiquette	65
UNIT	8	Business Ethics	76
UNIT	9	Business Disputes	86
UNIT 1	0	Globalization	97
UNIT 1	1	International Organizations	10
UNIT 1	2	International Finance 1	20
Script	s		29

UNIT 11 International Organizations

Part A Preparatory Activities



Read the passage and discuss the following questions.

- 1. What are international organizations?
- 2. What do you learn about the formation of an international organization?
- 3. What does "IOs can consist of a closed system" mean?
- 4. What are the two major types of IOs? Can you give two examples respectively?
- 5. What kind of IOs can be regarded as an addition to the major types? Give an example.

International Organizations

In general, international organizations (IOs) are based on multilateral treaties between at least two sovereign nation states. The formation of an initially fairly loose bond among the participants is generally fortified by the development of more or less stringent institutional structures and organs to pursue certain common aims in the international arena. IOs can either have a global or a regional character. While many IOs are single issue organizations, others focus their attention on a multitude of issues. IOs can either be open to new members or consist of a closed system. On occasion, IOs are established for a certain duration as specified in their respective charters, but more often no time restriction is applied.

There are two major types: international governmental organizations (IGOs) like the United Nations, NATO, the IMF, and the World Bank, and international nongovernmental organizations (INGOs) like Amnesty International and the International Committee of the

Red Cross. Although estimates may differ, at the turn of the 21st century at least 500 IGOs and 11,000 INGOs were in existence. While INGOs help to clarify international rules and regulations that enable at least two societal actors (parties, issue groups, unions, associations, international businesses, and corporations) to cooperate in the coordination of certain specified transnational and cross-border issues, IGOs are based on the cooperation of nation states. An IGO is usually based on a multilateral treaty of two or more sovereign nation states for the pursuit of certain common aims in the international arena.

There are some institutionalized meetings and conferences that can easily be mistaken as IGOs. Among these are the G7/G8 meetings of developed nations and the meetings of the World Trade Organization as well as summit meetings between heads of states. In fact they are not IGOs. Instead, these loose organizational structures are only very temporary alliances of a hybrid nature. But they are increasingly important and, in addition to the IGOs and INGOs, must be characterized as a third—albeit no less ambiguous and still largely unexplored—actor in international diplomacy.

Part B In and Out

Clip One Ten Years on: China's Role in WTO

Words you need to know

briefing 情况介绍会;简报会 proactively 积极地 stage 筹划;发起 trade friction 贸易摩擦 unjustness 不公平性 anti-dumping 反倾销



Listen to the audio clip and complete the following table according to what you have heard.

Area of changes	Descriptions
Exports and imports	expanded nearly
Foreign investment	attracted over
Future plan	will continue to
Role in WTO	from, and
Tariffs	lowered the average tariff from to
Trade friction cases	mounted to in the ten years.
Number of countries who recognized China's market economy status	have recognized China's market economy status.

Clip Two China's WTO Experience: Past and Future

Exercise

1. Listen to the audio clip and note down China's achievements and challenges in its WTO experience.

Challenges

2. Discuss with your partner and present a short summary about the topic to the class orally.

3. Debate

In recent years, the debate on the establishment of an environmental protection organization—a "World Environment Organization"—has gained substantial momentum. Several countries, including France and Germany, as well as a number of leading experts have openly supported the creation of such a new international organization. However, a number of critics have also taken the floor and brought forward important objections. Work out a debate by stating your position and giving convincing argument about this issue.

Clip Three UNESCO: History and Mission



Words you need to know

unrestricted 不受限制的 constitution 章程,宪法 exercise 运用,行使

illiterate 不识字的,没受教育的 orchestrate 精心安排 arid 干旱的;贫瘠的



Listen to the audio clip and decide whether the following statements are true (T) or false (F).

- 1. UNESCO is trying to ensure by 2050 that "Education for All" becomes a reality. ()
- 2. Seven hundred and seventy-four million children don't know how to read or write. ()
- 3. UNESCO seeks to end continuing discrimination against girls who represent more than half the children without access to education. ()
- 4. The organization is developing innovative methods to encourage self-learning. ()
- 5. UNESCO also orchestrates action by the international community to improve the education about HIV/AIDS and how to prevent it. ()

- 6. UNESCO contributes to the United Nations' efforts to reduce by a third of the people in the world who lack the access to drinking water by 2015. ()
- 7. UNESCO set up the first tsunami warning system in the Pacific Ocean in 1968. ()

Clip Four APEC Meeting Report





Listen to the audio clip and answer the following questions.

- 1. What does APEC stand for?
- 2. How many members are there in APEC and who hosted the meeting in Hawaii?
- 3. What did President Obama say about bilateral relations with China, Russia, and Japan?
- 4. What are the focuses of the meeting?
- 5. What is Italy planning to do during this economic crisis?

Clip Five EU Welcomes Kofi Annan As a Joint UN-AL Envoy for Syria

	Words you need to know		
	envoy 使者 sanction 制裁	ceasefire 停火	
a	Sanction 向现		



- 1. Listen to the audio clip and decide whether the following statements are true (T) or false (F).
 - New sanctions have been imposed on the Syrian government.
 The EU has expressed the hope of solving the Syria issue peacefully.
 Recently former UN chief Kofi Annan has been appointed as UN special envoy for Syria.
 Kofi Annan was chosen for this mission because of his experience in UN.
 - 5) Freezing the assets of the Syrian Central Bank within the EU has not been employed.

)

(

2. Work in pairs and compare two major international organizations by referring to what you have learned from previous clips in this unit.

Part C Moving On

Task 1 Reading Expansion

Read the following statement by Ambassador Wang Min at the General Debate of the Second Committee of the 66th Session of the General Assembly and

summarize the main points. Then compare your answer with your partner.

Mr. Chairman,

I wish to begin by congratulating Your Excellency on your election as the chairman of the Second Committee for the current session of the GA. The Chinese delegation will cooperate closely with you and other members of the bureau for the successful and timely completion of the work assigned to this committee. China associates itself with the statement made by Argentina on behalf of the G77 and China.

Mr. Chairman,

Global development is at a new critical juncture. The world economic recovery remains fragile; the international financial market is plagued by turmoil; challenges such as climate change, natural disasters, and food and energy security are formidable; and the development imbalance between the North and the South continues to be acute. Under these circumstances, the comprehensive and on-time attainment of the MDGs are an urgent and arduous task, the issue of development becomes even more pressing and international cooperation for development is put under severe tests.

While recognizing difficulties and challenges, we should also see that the international financial crisis has served as a catalyst for the reform of international economic and financial systems and the structural adjustment of the world economy has brought about new opportunities for promoting development. Countries have tried to engage in innovative thinking in tackling problems in development and worked actively to explore green economy and other modes of sustainable development, thus creating new impetus and space for common development.

Mr. Chairman,

Comprehensive implementation and revitalization of the development agenda forms the basis for effective response to various complex challenges of the current times and is at the core of efforts to improve global governance in the post-crisis era. The United Nations should continue to act as the leader and rally the international community to strengthen unity, build confidence and forge consensus and take action in the following aspects.

First, promote world economic recovery and lay a solid foundation for development. Economic growth is the fundamental way to eradicate poverty, improve livelihood and address the problems of unemployment and debt. The rising risk associated with some countries' sovereign debt has exacerbated the uncertainty and instability of the world economic recovery. In their endeavor for development, the developing countries find their external environment worsening and internal challenges increasing. Countries should strengthen macro-economic policy coordination in order to promote the balanced, sustainable and inclusive growth of the world economy. The developed countries in particular should adopt responsible fiscal and monetary policies, properly address their debt problem, maintain the safe and stable operation of market investment and refrain from trade protectionism.

Secondly, transform the mode of growth and improve the quality of development. Today, 20 years after the adoption of Agenda 21, the challenge of realizing sustainable development is more daunting than ever. The international community is keenly aware that only through the integration of the economic, social and environmental pillars can development be comprehensive, coordinated and sustainable. The developed countries must take the lead in changing their unsustainable patterns of production and consumption, effectively fulfill their obligation in quantified emissions reduction, reduce trade and investment barriers and help the developing countries enhance the capacity for self-development and sustainable development. The developing countries should actively explore effective ways to eradicate poverty and promote sustainable development based on their national conditions. Rio+20 offers an important historical opportunity in this respect. The international community should uphold the spirit and principles of the Rio Conference, especially the principle of "common but differentiated responsibilities" in formulating a forward looking program of action for the comprehensive advancement of the agenda of sustainable development.

Thirdly, effectively honor commitments and increase input in development. In the current grave world economic situation, the basis of international development cooperation must remain solid, the relevant principles brook no contest and we must not waver in our will. Public finance remains the core of international development assistance. The developed countries should effectively honor their ODA commitments to provide the developing countries with financial assistance, technological transfer, market access and debt reduction and cancellation. They should particularly intensify assistance to Africa and the LDCs, focusing on issues of poverty, health care and education. The UN system should strengthen coordination and integration and reinforce the supervision of the implementation of development assistance commitments. While South-South cooperation has great potentials, it is not a substitute for, but rather a complement to, North-South cooperation.

Fourthly, increase political will and improve the development system. The structural impediments to development in the current international economic system remain; multilateral trade talks and climate change negotiations are at a standstill. We call on all sides, especially the developed countries, to demonstrate good faith and flexibility and work jointly to deepen the reform of the international economic and financial systems and further increase the voice and representation of the developing countries with a view to building a fair, just, inclusive and orderly international monetary and financial system. In the same vein, we call for early achievement in the Doha Round of the objectives of the development round with a view to building a fair and equitable international free trade system. We also call for comprehensive, balanced and pragmatic results of the Durban Conference on Climate Change in accordance with the mandate of dual-track negotiation given by the Bali Roadmap. We further call for substantive results of Rio+20 on

issues of concern to the developing countries such as finance, technology and capacity building.

Mr. Chairman,

As a member of the developing world, China has always made the advancement of common development an important part of its foreign policy. China has provided assistance to over 120 countries, cancelled 380 debts of 50 heavily indebted poor countries and least developed countries, and is on the way to granting zero-tariff treatment to 95% of exports from the LDCs in Africa that have diplomatic relations with China. To respond to the severe drought and famine afflicting the Horn of Africa, my government has decided to provide RMB 443.2 million (about US\$70 million) in emergency food relief. China will, within the framework of South-South cooperation, continue to provide assistance to other developing countries as its ability permits.

Mr. Chairman,

Despite remarkable achievements in China's economic and social development in recent years, my country still faces multiple difficulties and challenges and there is still serious imbalance and lack of coordination in our development. We have formulated our 12th Five-Year Plan for Economic and Social Development that is based on scientific development and geared towards transforming our mode of economic development. We are committed to carrying out economic structural adjustment, developing education in science and technology, conserving energy and other resources, intensifying efforts to protect and develop ecological environment, narrowing the development gap among different regions and between urban and rural areas, and securing and improving people's livelihood. China is confident of its ability to maintain a stable and relatively fast pace of economic development and to contribute to the recovery and development of the world economy.

Thank you, Mr. Chairman.

Task 2 Simulation of the United Nations

In this simulation, you will step into the shoes of ambassadors from UN member states to debate current issues on the organization's vast agenda. Follow the guidelines below.

- Before playing your ambassadorial roles in this simulation, you need to research global problems to be addressed. Learn how the international community acts on its concerns about topics including peace and security, human rights, the environment, food and hunger, economic development and globalization.
- 2. Navigate the rules of procedures and obey these rules.
- Look closely at the needs, aspirations, and foreign policy of the countries you will represent at the event.

- 4. Prepare draft resolutions, negotiate with supporters and adversaries and resolve conflicts in order to solve problems that affect almost every country on Earth.
- 5. You may choose any UN member states except China.
- 6. The sessions of the committees will be led by chairs and co-chairs.

Vocabulary Expansion

double veto 双重否决权 General Agreement on Tariffs and Trade 关税及贸易总协定 General Assembly 联合国大会 Group of Eight summit /\国集团首脑会议 International Chamber of Commerce 国际商会 multilateral treaty 多边条约 negotiation round 谈判回合 permanent member state 常任理事国 sovereign equality 主权平等 unanimity rule —致同意规则