



直面關稅挑戰 外貿企業拓內銷渠道

原文

摘錄自 4 月 27 日香港《文匯報》：直面關稅挑戰，外貿企業積極開拓國內市場、拓寬內銷渠道。在上海多個線下展銷現場，不少外貿企業不僅帶來外貿優品積極實現產品推介，更與國內消費者面對面，了解國內消費偏好，開拓未來發展空間。

多個外貿企業負責人表示已迅速調整策略，加大內銷力度，並將借助展銷、展會以及線上平台等多渠道，擴大品牌知名度，為國內消費者帶來優質產品。

「我們的市場版圖覆蓋了美國、俄羅斯、法國、德國等八十多個國家。美國市場大約在我們的外銷市場中佔比50%左右，近期美國關稅政策導致我們的外銷業務受到限制，所以我們立即更新了策略，馬上對接多個平台，例如這次參加的大潤發『外貿優品中華行』上海場試銷活動，我們帶來了五十多個品類的產品，在第二天就已有三十個品類產品售罄，效果極佳，後續我們還會繼續補貨並積極與國內消費者溝通，拓展內地市場。」一位外貿企業負責人這樣說道。

鑒於國際關係變化可能給企業帶來影響，未來將進一步調整業務布局，「我們旗下有多個炊具品牌，以往在歐美國家銷售情況都非常不錯，但因為美國關稅政策的影響，近一半的外貿業務已經暫停，所以接下來，我們會加大國內市場的布局，將外貿產品與品牌帶到國內市

場來，同時考慮拓展歐洲、東南亞等其他國際市場。」

此次線下展銷會，該企業帶來的眾多產品直接售罄，不得不向倉庫補貨供應，「線下展銷會出乎意料地好，國內消費者對於我們帶來的外貿商品的接受度很高，因為我們企業旗下有多個品牌，原本以為國內消費者未必了解，但通過與他們的接觸溝通，我們知道了他們的喜好偏好，一些鐵鍋、電飯煲產品甚至供不應求，所以接下來我們會繼續通過類似的展會拓展外貿品牌知名度，拓展國內市場。」

而在上海環球港出口商品展銷會現場，首批入駐展銷會的十餘家外貿企業及商場合作品牌企業憑借「同源同價」的出口品質商品，吸引大批市民駐足選購。

上海一家日用製品公司的副總經理表示，此次特意帶來了受到年輕人喜愛的可愛造型保溫杯產品，「我們擁有自有工廠與研發團隊，通過此次展銷活動，我們將更接近國內消費者，拓展更符合內銷市場年輕人喜好的產品，以滿足不同消費群體的需求。」

據透露，公司外貿銷售額佔總訂單量約五成，其中美國市場佔比約20%，在當前嚴峻複雜的國際貿易形勢之下，目前企業發往美國的訂單已全部暫停。由於企業此前主要承接外銷大訂單，銷售模式與內銷存在差異，企業也需要通過線下展銷會進一步適應國內市場偏好，



●上海環球港出口商品展銷會吸引大量消費者。

資料圖片

「以前我們有布局過國內的線上市場，但線下市場相對較少涉及，所以此次特意參展了線下展銷會，希望能夠近距離觀察國內消費者的喜好，目前我們國內倉庫內還有待發貨或被迫取消訂單的40,000個美國訂單保溫杯，面對高額關稅實在難以負擔，『出口轉內銷』正在成為我們企業的發力點。」

來自青島市的一家公司在展銷會上同樣帶來了拳頭產品「裕鮮舫」野游大黃魚。受到關稅影響，該企業下定決心擺脫單一外貿市場依賴。「我們已陸續將黃魚賣到中國台灣省高端

商超和東南亞市場，此外，「裕鮮舫」也計劃盡快入駐外賣平台。」該品牌上海區域銷售負責人表示，這是品牌今年首次參與展銷會賣貨，希望通過參與線下的對接會，進一步拓展內地ToB與ToC市場。

「上海環球港出口商品展銷會」主辦方月星集團副總裁表示，此次展銷會計劃持續舉辦至五一假期之後，「如果當前區域外貿企業飽和後，我們還將繼續拓展區域支持外貿企業在場內擺櫃檯、設攤位，且這些場地均免費，集團還將安排專人專班對接更多企業報名。」

Foreign Trade Enterprises Expand Domestic Sales Channels

譯文

Facing the challenge of tariffs, foreign trade enterprises actively explore the domestic market and broaden domestic sales channels. In many offline exhibitions and sales sites in Shanghai, foreign trade enterprises not only brought foreign trade products to promote their products actively but also met with domestic consumers to understand domestic consumption preferences and open up room for future development. The persons in charge of several foreign trade enterprises said that they have quickly adjusted their strategies to increase domestic sales and will use multiple channels such as exhibitions, fairs and online platforms to expand brand awareness and bring quality products to domestic consumers.

"Our market covers over 80 countries, including the United States, Russia, France and Germany. The U.S. market accounts for about 50% of our export market. Recently, the U.S. tariff policy has caused restrictions on our export business, so we immediately updated our strategy by connecting to several platforms. For example, in the Shanghai test marketing event of RT-Mart's "Foreign Trade and Excellence in China Tour," we brought more than 50 categories of products. On the second day, we sold out of 30 categories, which was a great result. We will continue to replenish our stock and actively communicate with domestic consumers to expand the mainland market," said a person in charge of a foreign trade enterprise.

Given the impact that changes in international relations may have on the enterprise, the business layout will be further adjusted in the future. "We have several cookware brands under our umbrella, and in the past, sales in Europe and the U.S. were outstanding, but because of the impact of the U.S. tariff policy, nearly half of the foreign trade business has been suspended, so in the future we will increase the layout of the domestic market, bring foreign trade products and brands to the domestic market, and at the same time consider the expansion of other international markets, such as Europe and Southeast Asia."

At the offline fair, the enterprise brought many products directly sold out and had to replenish supplies to the warehouse, "the offline fair was unexpectedly good; domestic consumers for us to bring the acceptance of foreign trade commodities is very high because we have several brands under the enterprise, originally thought that the domestic consumers may not be aware of, but through the contact and communication with them, we know their preferences, and some iron pots, rice cookers and even the supply of products is not enough to meet the demand. So we will continue to expand our foreign trade brand awareness and domestic market through similar exhibitions."

At the Shanghai Globalport Export Commodities Fair, the first batch of more than 10 foreign trade enterprises and cooperative

brands of the shopping mall stationed at the fair attracted many people to stop and shop with their export-quality commodities of the same source and the same price. The vice general manager of a daily-use product company in Shanghai said that he had specially brought the lovely shaped thermos bottles that are popular among young people this time, "We have our own factories and R&D team, through this exhibition and sales activity, we will be closer to domestic consumers and expand products that are more in line with the preferences of young people in the domestic market to meet the needs of different consumer groups."

It was revealed that the company's foreign trade sales accounted for about 50% of the total orders, of which the U.S. market accounted for about 20%; under the current severe and complicated international trade situation, the enterprise's orders to the U.S. have all been suspended.

As the enterprise previously mainly undertook large orders for export, the sales model is different from the domestic market; the enterprise also needs to further adapt to the domestic market preferences through the offline trade show, "Previously, we have laid out the domestic online market, but the offline market is relatively less involved, so this time we deliberately participated in the offline trade show in the hope of being able to observe the preferences of the domestic consumers closely At present, we still have 40,000 thermos bottles in our do-

mestic warehouse that have yet to be shipped or have been forced to cancel orders from the U.S. The high tariffs are difficult to bear, and 'exporting to domestic sales' is becoming a point of strength for our company."

A company from Qingdao City also brought its flagship product, "Yu Xian Fang" wild yellow croaker, to the fair. The enterprise is affected by tariffs and is determined to eliminate its reliance on the single foreign trade market. "We have been selling our yellow croaker to high-end supermarkets in Taiwan Province of China and Southeast Asian markets, and we also plan to enter the takeaway platform as soon as possible," said the Shanghai regional sales manager of the brand, who also noted this is the first time the brand has participated in the fair to sell goods this year, and they hoped to further expand the ToB and ToC markets in the mainland by participating in the offline meeting.

The organizer of the Shanghai Global Port Export Commodities Fair said that the fair is planned to continue to be held until after the May 1 holiday," If the current region is saturated with foreign trade enterprises, we will continue to expand the area to support foreign trade enterprises to set up counters and booths in the venue. These venues are free of charge, and the organizers will also arrange for a special person dedicated to more enterprises to sign up."

●琬琰

「服務學習+文學散步」 讓文學走入社區

上期專欄談到，「香港文學散步」活動使傳統文學教育與體驗式學習結合，讓學生更能體會文學作品的內蘊。與此同時，有本地院校嘗試在此基礎之上，將「服務學習」的理念融入其中，希望為這個已累積數十年經驗的文學活動，賦予嶄新元素。

所謂「服務學習」（Service-Learning），是在上世紀八十年代興起的教學法。它強調課堂除了教授學生專業知識外，同時兼顧培育學生的同理心、溝通技巧與公民責任感。

值得注意的是，「服務學習」與一般課餘的社區服務不同，它是希望學生能將課堂所學的知識與技能，直接應用於解決社區問題。

因此，「服務學習」的教學內容需與服務項目相互結合，學生透過社區服務，實踐所學，應對社區需要，從而使大學與社區建立合作關係，為社會帶來積極影響。

近年主題旅遊越趨流行，社會對本地深度旅遊的行程需求日殷。但在現有的本地旅遊中，以香港文學為主題的行程不大常見。

事實上，香港文學有着豐富的地區特色，也見證着香港的變遷及不同年代的世態人情。因此，有院校近年嘗試與香港地區文化團體合作，構思公眾導賞團，讓文學走入社區，令大眾也能了解香港文學的

特色與傳統。在服務教學過程中，老師須就服務內容為學生提供相應培訓。學生則需自主策劃導賞團的行程、主題、講解、交通方式，以及所需時間等。在完成各項準備工作後，學生需實踐其方案，並以影片記錄活動過程，以作日後檢討。

在完成服務後，學生須填寫大學專為「服務學習」設計的成果測量量表，以評估學習成效。從過往的量表結果得知，「服務學習」對於學生的「知識應用」「創意解難能力」「對社區理解」以及「對別人關懷與尊重」等多方面均有顯著提升。不少教育研究也指出，「服務學習」對學生的知識掌握、個人成長均有相當增益，有助學生全人發展。

近年香港不少大學均着力發展「服務學習」，其中教學成效雖然顯著，但也面對不少困難與挑戰。例如，大學課時有限，學生如何在正規課時以外調撥時間及資源參與服務？

此外，「服務學習」涉及不少行政程序、文書作業，此也為教師帶來額外的工作負擔。「服務學習」在香港不少院校仍屬起步階段，但對比傳統教學，「服務學習」能帶給學生獨特的體驗，並得到更全面、實用的培訓。在可見將來，它將成為本地教育的一大趨勢。

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活用矛盾修辭法 寫作更富張力

貼地英文

有時候形容詞可為名詞帶來更多資訊性的描述，例如 painfully true 是「難以接受的事實」，本文將介紹類似的 Oxymorons（矛盾修辭法，逆喻）。

Clearly confused，清楚地迷亂了，究竟是清楚還是不清楚？來看例子：Timmy has been clearly confused in his first class meeting. Soon, he found out that he went to the wrong classroom.進錯課室，一句也聽不明，迷惑已經到了顯而易見的程度。

「公開秘密」默契保守

Open secret，被公開了的秘密。若然公開了，又怎能是秘密？Jay asks, "Do you know the intern is a daughter of the owner?" Amy replied, "That's an open secret. Keep your shut." 有一件廣為人知的事情，只有你不知情，聽到後才知道這個所謂的「秘密」早已「公開」。

Living dead，活的死者。人只能是生，不然便是死，一如只有開或關的燈。而 Living dead 是形容無活力或目標的人，過着行屍走肉的日子。After losing his legs, the professional athlete turns into a living dead.那個失去雙腿的職業運動員變成一個「活死人」。

As the CEO announced his pragmatic management philosophy, the research department will be a living death.隨着總裁宣布他的務實管理理念，研究部的運作將會失去靈魂。對於一個部門來說，成為 living dead 就是指它雖然仍在運作，但已經不能再作出貢獻。

Original copy，原始副本。如若是原本，怎會同時又是副本？可以發現，兩個詞中間沒有動詞，所以不是指用正本去影一份副本。英式表達有時令人迷惑，美國人或可意會到 copy 就是 sheet 或 page 的同義詞。以前的影印技術不發達，想要得到與原文一模一樣的文件，就要

在書寫或用打字機的正本之下另多放一張碳紙及白紙，原文那一張叫 original copy，副本的那張叫 carbon copy。如今的文件和電郵中的 cc 其實是 carbon copy 的簡寫。

互不往來 一同孤單

Alone together，單獨一起。一個人就是單獨，一群人才能叫在一起，能同時滿足兩個條件，莫非是懂得分身的法術？在郵輪的中途站泊了岸，史密斯先生和太太因為留了太久，眼睜睜看着郵輪離開碼頭。當一個地方只有兩人，他倆便是 alone together。所以可以說 Mr. and Mrs. Smith are alone together.

另一個情景，Billy 和 Cindy 坐在沙發上，Cindy was watching TV in the couch. Sat next to Cindy, Billy was playing mobile game. They were alone together.這裏是說兩人坐在一起，但相互間沒有往來。

Awfully good，糟糕地好。美國口語上愛用 awful 來替代很好 (great) 或好 (good)，awfully 可理解為 extremely 或 very，awfully good 就相當於 extremely good 或 very good。雖然字面上來看 awfully 是糟糕的，但日常對話卻時常用在讚揚方面。

Definite maybe，肯定有可能。想像一下：有一個人本想表達肯定，當他剛說出 definitely 的前三個音，心裏又突然不確定，說出口的就變成了 definite maybe。雖然有 definite，但表達的仍然是不確定。

Friendly fire。這裏 fire 是動詞，相當於戰場上的開火。向着一個人開火，何來友善？原來是說開火時誤中了自己人。

學素描時，要區分畫的明暗關係，區分時除了黑與白，也可能充滿多重灰階，即是存在 Darkest light and lightest dark。人生也是如此，並不是只有非黑即白的二元標準，做判斷時不可太衝動。

●康源 專業英語導師

恒大清思