

03.01-Industrial clusters

Industrial clusters

Bleak times in bra town

Vocab

1. **bleak** adj. (情形) 没有希望的, 前景暗淡的 If a situation is **bleak**, it is bad, and seems unlikely to improve.

e.g. Many predicted a **bleak** future. 很多人都预测前景暗淡。

One-product towns **fueled** China's export boom. Many are now in trouble

Vocab

1. **fuel** v. To **fuel** a situation means to make it become worse or more intense. 刺激, 使加剧

e.g. The economic boom was **fueled** by easy credit. 宽松的信贷政策刺激了经济繁荣。

Apr 16th 2016 | GURAO | From the print edition

A **PYRAMID** of bras stands beside each worker at the Honji Underwear factory in Gurao, a town in the southern province of Guangdong. The workshop **resounds** with the clack-clack of sewing machines as employees repeat their single, assigned task before passing the **garment** on to the next person on the production line. Most of the 22,000 thickly **padded** bras made here each day are **destined for** shops in China. In this "Town of Underwear", as the local government likes to call it, there are thousands of similar factories. Gurao produces 350m bras and 430m **vests** and pairs of **knickers** a year for sale at home and abroad. Undies account for 80% of its industrial output.

Vocab

1. **pyramid** n. an object or a pile of things that has the shape of a pyramid 金字塔形的物体 (或一堆东西)

e.g. a pyramid of cans in a shop window

2. **resound with** v. 充满, 回荡着 (声音) If a place **resounds with** or **to** particular noises, it is filled with them.

e.g. •The whole place **resounded** with music...整个场地回荡着音乐。

3. **garment** n. (一件) 衣服 (尤用于谈及服装的制作和销售时) A **garment** is a piece of clothing; used especially in contexts where you are talking about the manufacture or sale of clothes.

garment同义词

这些名词均有“衣服、服装”之意。

clothes → 普通用词, 多指包括上衣、内衣或裤子等具体的一件件衣服。

clothing → 常用词，集合名词，是衣服的总称。

coat → 指上衣、外衣、大衣、外套及女式上装。

dress → 多指正式场合或为某些特定用途而穿的服装，也指童装或女性穿的连衣裙。

garment → 语气庄重，正式用词，复数形式可与clothes换用，指身上全部穿著。单数形式指单件衣服，尤指长袍、外套等外面的衣服。

robe → 指长袍，也指浴衣、晨衣。

gown → 指女人穿的长服，尤指教士、法官、教授等的礼服或妇女的睡衣等，也指长袍。

uniform → 指某团体或组织统一做的制服，如军服、校服等。

costume → 指流行某一地区或某一时代的服装，也指演员的戏装。

suit → 指一套服装，一般有几件配成一套的套装。

4. **padded** *adj.* (服装)有衬里的; 带衬垫的

5. **destined for ~ for on the way to or intended for a place** 开往; 运往; 前往 **bound for**

6. **vest** *n.* a piece of underwear worn under a shirt, etc. next to the skin (衬衣等里面贴身穿的) 背心, 汗衫

7. **knickers** a piece of women's underwear that covers the body from the waist to the tops of the legs 女式短衬裤

Across Gurao, billboards show **big-breasted**—usually foreign—women **sporting** the **lingerie** that underwires the town's prosperity (see picture). But many people in Gurao and other underwear-factory clusters around Shantou, a **coastal** city, worry about the future. Costs are rising, but customers are unwilling to pay more, says June Liu of Pengsheng Underwear, which makes lingerie and swimwear. Last year several factory-owners fled from Gurao, leaving debts and unpaid wages. Some also shut up shop in Chendian, another underwear town nearby.

Vocab

1. **big-breasted** 大胸

2. **sport** *v.* to have or wear sth in a proud way 得意地穿戴; 夸示; 故意显示
e.g. She was sporting a T-shirt with the company's logo on it.

3. **lingerie** *n.* women's underwear 女内衣

4. **coastal** *adj.* of or near a coast 沿海的; 靠近海岸的

Sentence

Last year several factory-owners fled from Gurao, leaving debts and unpaid wages
现在分词做结果状语，相当于非限定性定语从句

During the past three decades of rapid economic growth, one-industry towns like Gurao and Chendian **sprang up** along China's eastern seaboard, often in what were once paddyfields. With investment from Hong Kong and Taiwan, and a huge **influx of** migrant labour from China's interior, they fuelled the country's export boom. There are now more than 500 such towns, making products such as buttons, ties, plastic shoes, car tyres, toys, Christmas decorations and toilets (see map).

Vocab

1. **spring up** v. 突然出现;突然产生 If something **springs up**, it suddenly appears or begins to exist.

2. **influx of** n. 流入;涌进 An **influx of** people or things into a place is their arrival there in large numbers.

e. g. the influx of wealth into the region 财富在这个地区的大量汇集

Knickerbocker glories

Gurao is one of several underwear **hubs** that have made China the world's largest lingerie producer. The country made 2.9 billion bras in 2014, 60% of the world's total, according to Frost & Sullivan, a consultancy. In several industries, the clustering of similar firms in the same place creates a critical mass of good suppliers and workers with relevant skills. Niche towns in China produce 63% of the world's shoes, 70% of its spectacles and 90% of its energy-saving lamps.

Vocab

1. **hub** n. a place or thing which forms the effective centre of an activity, region, or network 活动, 地区或网络的) 中心

Sentence

workers with relevant skills

with 做定语, 修饰workers。表示 workers 带有...的特征, 这里指带有相关技能的工人

All this growth has had an environmental cost. In 2010 Greenpeace, an NGO, reported that fabric-dyeing plants in Gurao had severely polluted the water, making it unfit to drink. But the bra-makers of Gurao are far more worried about foreign competition than foreign **eco-warriors**.

Vocab

1. **eco-warrior** n. 环保斗士; 生态战士 An **eco-warrior** is someone who spends a lot of time working actively for environmental causes.

China's consumer goods **grabbed** a huge share of global markets thanks to their low prices. That advantage is **fading**. Since 2001 wages have risen by 12% a year. Thailand and Vietnam, where labour is cheaper and taxes lower, now make lingerie for global brands such as Victoria's Secret and La Senza. China's biggest underwear firm, Regina Miracle, will open two factories in Vietnam this year, its first outside China. It plans another two there by 2018. Cambodia and Myanmar are joining the **fray**. Wacoal, a Japanese underwear-maker, opened factories in both countries in 2013 and another in Myanmar last year.

Vocab

1. **grab** v. 抓住 (机会等) If you **grab** something such as a chance or opportunity, or **grab at** it, you take advantage of it eagerly.

e.g. •She **grabbed the chance of a job interview**...她抓住了一次求职面试的机会。

2. **fade** v. to disappear gradually 逐渐消逝; 逐渐消失

3. **fray** n. a fight, a competition or an argument, especially one that is exciting or seen as a test of your ability 打斗, 竞争, 争辩 (尤指激烈或视为检验能力的)

4. b

5. b

Sentence

Thailand and Vietnam, where labour is cheaper and taxes lower, now make lingerie for global brands such as Victoria's Secret and La Senza.

句子主干为 Thailand and Vietnam **make** lingerie

where labour is cheaper and taxes lower 作 Thailand and Vietnam 的**同位语**，解释作用

Gurao still has advantages, such as excellent **supply chains**. Several factories there make components for **undergarments**: dyed textiles, lace and the tough foam used to upholster push-up bras. Every form of **elastic** waistband used for boxer shorts is produced locally. The town also appears to enjoy loose regulation of **trademarks**. Some of the waistbands use misspellings such as "Calven Klain" and "Oalvin Klein" in an attempt to **cash in** on famous brand names.

Vocab

1. **supply chain** n. the series of processes involved in the production and supply of goods, from when they are first made, grown, etc. until they are bought or used 供应链
2. **undergarment** n. a piece of underwear 内衣
3. **elastic** n. 松紧带;橡皮筋
4. **trademark** n. a name, symbol or design that a company uses for its products and that cannot be used by anyone else 商标
5. **cash** v. to gain an advantage for yourself from a situation, especially in a way that other people think is wrong or immoral 从中牟利;捞到好处

Officials in Gurao insist that the town can overcome its difficulties by upgrading its technology and using machines instead of people. But attracting the capital and skill to transform Gurao may be more difficult than the **daring** step taken by a local **entrepreneur** in 1982 when he opened its first bra factory, at a time when private enterprise **was** still **frowned on** in China.

Vocab

1. **daring** adj. brave; willing to do dangerous or unusual things; involving danger or taking risks 勇敢的;敢于冒险的
2. **entrepreneur** n. a person who makes money by starting or running businesses, especially when this involves taking financial risks 创业者,企业家(尤指涉及财务风险的)
3. **is frowned on/upon** v. to disapprove of sb/ sth 不赞成;不同意;不许可

Even China's largest underwear manufacturers have always found it hard to get long-term **commitments** from buyers. That has made them **reluctant to** spend on research or technology. Some factories in Gurao are upgrading, for example by making **seamless** laser-cut underwear and using new, more comfortable, materials to underwire bras. But most remain low-tech and labour-intensive.

Vocab

1. **commitment** n. 信奉;忠诚 **Commitment** is a strong belief in an idea or system.
e.g. •...**commitment** to the ideals of Bolshevism.对布尔什维克主义理想的信奉
2. **reluctant to** adj. 勉强的;不情愿的 If you are **reluctant to** do something, you are unwilling to do it and hesitate before doing it, or do it slowly and without enthusiasm.
e.g. •Mr Spero was **reluctant** to ask for help...斯佩罗先生不愿意寻求帮助。
3. **seamless** adj. 无缝的;无停顿的;衔接完美的 You use **seamless** to describe something that has no breaks or gaps in it or which continues without stopping.

Because they are dominated by **private enterprises**, towns such as Gurao may be **nimbler** at adapting to changing market conditions than China's steel and coal cities, where 1.8m layoffs are planned in the next few years. In 2013 migrant workers made up nearly half of Gurao's 161,000 people. **Many are low-skilled, moving from one job to another, sewing the same part of the bra as they did in the previous factory.** Most did not complete high school and are **ill-equipped to** retrain for jobs in service industries, which the Chinese government hopes will replace manufacturing ones. But luckily most of them have houses and farmland to go back to in their villages if they lose their jobs.

Vocab

1. **dominate** v. to control or have a lot of influence over sb/ sth, especially in an unpleasant way 支配;控制;左右;影响
2. **private enterprise** n. 私人企业, 民营企业 **Private enterprise** is industry and business which is owned by individual people or commercial companies, and not by the government or an official organization. **free enterprise** 自由企业
3. **nimble** adj. = **agile** able to move quickly and easily 灵活的;敏捷的
e.g. You need nimble fingers for that job. 干这活需要手指灵巧。
4. **ill-equipped to** adj. not having the necessary equipment or skills 装备不完善的;技术不够的
e.g. •Universities were **ill-equipped** to meet the massive intake of students...各大学设备不足,难以满足招入的大量学生的要求。

Sentence

1. Because they are dominated by private enterprises, towns such as Gurao may be nimbler at adapting to changing market conditions than China's steel and coal cities, where 1.8m layoffs are planned in the next few years.

句子主干: **towns** such as Gurao **may be** nimbler at adapting to changing market conditions... 主语 towns 谓语: may be 宾语: market conditions

Because 引导原因状语从句, 解释 **towns**,

where 1.8m where 引导的非限定性定语从句, 修饰主句的 China's steel and coal cities

2. Many are low-skilled, **moving** from one job to another, **sewing** the same part of the bra as they did in the previous factory.

现在分词 **moving** 和 **sewing**, 原句可以还原为 **who move** from one job to another, **who sew** the same part of the bra as they did in the previous factory.

Some of the one-product **boomtowns** could fade away, leaving little behind but the

concrete shells of empty factories and polluted soil. Gurao and other such places have generated extraordinary wealth in once **dirt-poor** parts of the country. But to **thrive** in the future, they will need to look beyond the **bare necessities**.

Vocab

1. **boom town** n. a town that has become rich and successful because trade and industry has developed there (由于发展贸易和工业而) 发达的城市
2. **dirt-poor** adj. extremely poor 极贫困的；极贫穷的
e.g. •...a young boy growing up in dirt poor Louisiana. 在赤贫的路易斯安那州长大的一个少年
3. **thrive** v. = flourish to become, and continue to be, successful, strong, healthy, etc. 兴旺发达；繁荣；蓬勃发展；旺盛；茁壮成长
4. **bare necessities** n. 基本生活必需品

Sentence

the concrete shells of empty factories and polluted soil 空空荡荡的工厂混凝土外壳和被污染的土壤

From the print edition: China

Industrial clusters

Bleak times in bra town

产业群：文胸之城的黯淡时光

One-product towns fuelled China's export boom. Many are now in trouble
生产单一产品的城镇曾经刺激了中国出口的繁荣。但他们中很多现在正处于困境。
Apr 16th 2016 | GURAO | From the print edition

A PYRAMID of bras stands beside each worker at the Honji Underwear factory in Gurao, a town in the southern province of Guangdong. The workshop resounds with the clack-clack of sewing machines as employees repeat their single, assigned task before passing the garment on to the next person on the production line. Most of the 22,000 thickly padded bras made here each day are destined for shops in China. In this "Town of Underwear", as the local government likes to call it, there are thousands of similar factories. Gurao produces 350m bras and 430m vests and pairs of knickers a year for sale at home and abroad. Undies account for 80% of its industrial output.

在位于广东省南部谷饶镇的广东鸿基内衣公司，每个工人身边都有着成堆的文胸。工厂车间回荡着缝纫机咔哒咔哒的声音，工人们在重复着他们单一的、分配好的工作，然后把正在制作的衣物传给生产流水线上的下一个人。这里每天生产的2.2万个垫得厚厚的文胸，其中的大部分会被送到中国各地的店铺。在这个被当地政府誉为“内衣之都”的地方，有数以千计类似的内衣生产工厂。谷饶每年生产3.5亿只文胸和4.3亿件背心以及女式内裤销往国内外。其中内裤占据了80%的工业产值。

Across Gurao, billboards show big-breasted—usually foreign—women sporting the

lingerie that underwires the town's prosperity (see picture). But many people in Gurao and other underwear-factory clusters around Shantou, a coastal city, worry about the future. Costs are rising, but customers are unwilling to pay more, says June Liu of Pengsheng Underwear, which makes lingerie and swimwear. Last year several factory-owners fled from Gurao, leaving debts and unpaid wages. Some also shut up shop in Chendian, another underwear town nearby.

遍布谷饶的广告牌展示着胸部丰满的女性—通常是外国女性—炫耀地穿着托起这个城镇繁荣的内衣。但是谷饶的许多人以及其他聚集于沿海城市汕头的内衣公司们正在担忧未来。生产女性内衣和游泳衣的鹏升内衣公司的June Liu解释说，行业的生产成本日益上升，但是消费者们却不愿意支付更高的价格。去年，数家工厂的老板逃离谷饶，留下债务和未付清的工资。在附近的另一个内衣镇陈店，一些人也关闭了他们的工厂。

During the past three decades of rapid economic growth, one-industry towns like Gurao and Chendian sprang up along China's eastern seaboard, often in what were once paddyfields. With investment from Hong Kong and Taiwan, and a huge influx of migrant labour from China's interior, they fuelled the country's export boom. There are now more than 500 such towns, making products such as buttons, ties, plastic shoes, car tyres, toys, Christmas decorations and toilets (see map).

在过去30年经济飞速增长的过程中，像谷饶和陈店这些曾经只是稻田的地方，依靠单一产业的城镇在中国东部的沿海地区迅速崛起。伴随着来自香港和台湾的投资，以及来自中国内陆地区的劳工的涌入，它们推动了国家出口的蓬勃发展。现在，全国有超过500个这样的城镇，它们生产的产品有：纽扣、领带、塑料鞋、汽车轮胎、玩具、圣诞装饰和坐便器。

Knickerbocker glories

冰激淋圣代

Gurao is one of several underwear hubs that have made China the world's largest lingerie producer. The country made 2.9 billion bras in 2014, 60% of the world's total, according to Frost & Sullivan, a consultancy. In several industries, the clustering of similar firms in the same place creates a critical mass of good suppliers and workers with relevant skills. Niche towns in China produce 63% of the world's shoes, 70% of its spectacles and 90% of its energy-saving lamps.

谷饶是几个使中国成为世界上最大的女式内衣生产商的内衣生产地的其中一个。根据弗若斯特沙利文咨询公司的报告，中国2014年就生产了29亿只文胸，占世界总产量的60%。在一些产业中，类型相似的公司在一个地方的集聚能够创造大量优质供应商和具备相关技能的工人。中国的这些属于产品细分行业的城镇生产了世界上63%的鞋子，70%的眼镜，以及90%的节能灯。

All this growth has had an environmental cost. In 2010 Greenpeace, an NGO, reported that fabric-dyeing plants in Gurao had severely polluted the water, making it unfit to drink.

But the bra-makers of Gurao are far more worried about foreign competition than foreign eco-warriors.

所有这些（产量的）增长已经产生了环境成本。在2010年，非政府组织“绿色和平”报告说，谷饶镇的织物印染工厂已经严重地污染了当地水源，使其不宜饮用。但是，相较于国外的生态卫士，谷饶的文胸制造者更担心的是来自外来的竞争者。

China's consumer goods grabbed a huge share of global markets thanks to their low prices. That advantage is fading. Since 2001 wages have risen by 12% a year. Thailand and Vietnam, where labour is cheaper and taxes lower, now make lingerie for global brands such as Victoria's Secret and La Senza. China's biggest underwear firm, Regina Miracle, will open two factories in Vietnam this year, its first outside China. It plans another two there by 2018. Cambodia and Myanmar are joining the fray. Wacoal, a Japanese underwear-maker, opened factories in both countries in 2013 and another in Myanmar last year.

得益于其低廉的价格，中国的消费品曾经抢占了全球市场中的庞大份额。这种优势正在消退。自2001年起，中国工人的工资正以每年12%的速度上涨。劳动力更便宜和税负更轻的泰国和越南正在为维多利亚的秘密和娜圣莎等世界名牌制造女士内衣。中国最大的内衣公司，维珍妮国际，今年将在越南开设两家工厂，这是它第一次把工厂设在中国以外的地方。它还计划在2018年前在那里开设另外两家工厂。柬埔寨和缅甸也加入了这场竞争。日本内衣制造商华歌尔于2013年在这两个国家设立了工厂，并且去年又在缅甸增设了一家工厂。

Gurao still has advantages, such as excellent supply chains. Several factories there make components for undergarments: dyed textiles, lace and the tough foam used to upholster push-up bras. Every form of elastic waistband used for boxer shorts is produced locally. The town also appears to enjoy loose regulation of trademarks. Some of the waistbands use misspellings such as "Calven Klain" and "Oalvin Klein" in an attempt to cash in on famous brand names.

谷饶依然具有一些优势，例如其优秀的供应链。那里有几家工厂生产内衣的部件：印染织物、蕾丝、以及上托式胸罩软垫用的硬性泡沫。每种生产四角裤用的松紧腰带都是当地制造。该镇似乎也享受着较为宽松的商标管制，一些松紧腰带的名称使用了诸如"Calven Klain"和"Oalvin Klein"这样的错误拼写，以图从那些知名品牌的名称中获利。

Officials in Gurao insist that the town can overcome its difficulties by upgrading its technology and using machines instead of people. But attracting the capital and skill to transform Gurao may be more difficult than the daring step taken by a local entrepreneur in 1982 when he opened its first bra factory, at a time when private enterprise was still frowned on in China.

谷饶的管理者坚称该镇可以通过升级技术和用机器代替人力来度过难关。但是吸引资本和技术来改造谷饶要比当地企业家在1982年时勇敢迈出开办第一家文胸工厂的一步时更困难，即使在那个年代，私人企业在中国还不被认可。

Even China's largest underwear manufacturers have always found it hard to get long-term commitments from buyers. That has made them reluctant to spend on research or technology. Some factories in Gurao are upgrading, for example by making seamless laser-cut underwear and using new, more comfortable, materials to underwire bras. But most remain low-tech and labour-intensive.

连中国最大的内衣制造商也已经发现，他们难以获得买家的长期忠诚，这使他们不愿意投钱到研发和技术上。谷饶的一部分工厂正在转型升级，例如制作无缝激光切割的内衣以及在钢圈文胸上使用更新颖、更舒适的材料。但是大多数公司依旧是低技术和劳动密集型企业。

Because they are dominated by private enterprises, towns such as Gurao may be nimbler at adapting to changing market conditions than China's steel and coal cities, where 1.8m layoffs are planned in the next few years. In 2013 migrant workers made up nearly half of Gurao's 161,000 people. Many are low-skilled, moving from one job to another, sewing the same part of the bra as they did in the previous factory. Most did not complete high school and are ill-equipped to retrain for jobs in service industries, which the Chinese government hopes will replace manufacturing ones. But luckily most of them have houses and farmland to go back to in their villages if they lose their jobs.

不同于接下来的几年里将有180万人下岗的中国的钢铁和煤炭城市，像谷饶这样的城镇是由私企主导，所以他们可以更迅速地适应市场条件的变化。在2013年，外来打工者占据了谷饶16.1万人口中的一半。许多人只具备较低的技能，他们从一个工作换到另一个工作，新工作是缝制他们在上一家工厂缝制的文胸上的同一个部位。他们中大多数没有读完高中，并且缺乏必要的知识技能，以至于无法通过再培训在中国政府希望能够取代制造业的服务业中找到工作。不过幸运的是，他们中的大部分在自己的村庄有房子和耕地，如果失业，他们还可以回去。

Some of the one-product boomtowns could fade away, leaving little behind but the concrete shells of empty factories and polluted soil. Gurao and other such places have generated extraordinary wealth in once dirt-poor parts of the country. But to thrive in the future, they will need to look beyond the bare necessities.

那些生产单一产品的新兴城镇可能会逐渐消失，只留下空空荡荡的工厂混凝土外壳和被污染的土壤。谷饶和其他类似的地方已经在这个国家曾经赤贫的地方创造了非凡的财富。但是想要在未来兴旺发达，它们的眼光需要超越那些基本生活必需品。

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