

บทที่ 8 ข่าวธุรกิจและเศรษฐกิจ (Business and Economic News)

ในหนังสือพิมพ์ภาษาอังกฤษ ข่าวธุรกิจและข่าวเศรษฐกิจมีความสำคัญมาก โดยเฉพาะต่อนักธุรกิจ เพราะข่าวประเภทนี้จะรายงานความเคลื่อนไหวของการเงิน (Finance) และธุรกิจ (Business) ในวงการต่างๆ ซึ่งเป็นข้อมูลสำคัญในการลงทุน (Investment) และการวิเคราะห์สภาพเศรษฐกิจของประเทศและของโลก (Local and world economic situations) ดังนั้น ข่าวธุรกิจและข่าวเศรษฐกิจในหนังสือพิมพ์ภาษาอังกฤษจึงนับว่ามีความสำคัญต่อผู้อ่านไม่น้อยไปกว่าข่าวในหน้าหนึ่งในแง่ที่ "แจ้ง" (inform) ข่าวสารและข้อมูลที่นำเชื่อและแม่นยำเกี่ยวกับธุรกิจและการเงิน

ในบทเรียนนี้จะได้รวบรวมตัวอย่างหัวข้อข่าว (Headlines) บทนำข่าว (Leads) และตัวอย่างข่าวธุรกิจและข่าวเศรษฐกิจชนิดต่างๆ เพื่อเป็นประโยชน์ในการศึกษา การอ่านและการเขียนข่าวประเภทนี้ให้ได้ผลยิ่งขึ้น

1. ตัวอย่างหัวข้อข่าวธุรกิจและเศรษฐกิจ

PTT (Petroleum Authority of Thailand) **will invest** in refinery if Shell quits

The rich **asked** to open up markets

Suthee **advises** Hopewell: Take up Govt's offer

Sales of electrical goods stalled on price **cut** rumours

Fishermen **held** in VN **freed** prior to "visit"

Indian Finance Minister **here**

US-Singapore pact **to expand** trade ties

PTT **may** become lone Aromatics shareholder

Berli **asks** for six months to stir up share trading

Bush's economic policies **come under** heavy fire

Eastern Europe loan **needs to** drop in 1992

New Zealand airline **faces** Thai suspension

Durable goods orders **decline** sharply in Sept

US manufacturers **oppose** tax reduction

Higher inflation, slower growth **seen** in Malaysia

Industries **call for** more time on Boi (Board of Investment) rule change
Success of Dubai trade fair **opens door** for exports
Exhibition **gets** support
Exporters **establish** new rose association
Coke **plans** a Vietnam plant
Jobless rate in U S falls to 5.6 %

2. ตัวอย่างข่าวธุรกิจและเศรษฐกิจในสาขาต่าง ๆ

1) ข่าวการเงิน (Finance) การธนาคาร (Banking) และงบประมาณ (Budget)

ตัวอย่างที่ 1

The government **has allocated** a budget of 500 million baht for agricultural development in the north.

ตัวอย่างที่ 2

There **is no restriction** on the amount of Thailand's currency that may be taken out of Thailand.

A person travelling to Thailand's bordering countries and to other countries may take out local currency up to Bt 100,000 and Bt 50,000 respectively without authorization.

ตัวอย่างที่ 3

The Bank of Thailand **has been entrusted** by the Ministry of Finance with responsibility of administration of foreign exchange. All foreign exchange transactions are to be conducted through through authorized banks or authorized persons.

ตัวอย่างที่ 4

2 banks to cut rates on Monday

BANGKOK Bank and Krung Thai Bank yesterday announced they would cut their lending and deposit rates on Monday.

Both banks announced their prime rates would be cut by 0.75% and fixed deposit rates by 1%

Their minimum lending and overdraft rates would be 14.5% and the minimum rate for general loans would be 17.5%

Krung Thai Bank's fixed deposit rates for three, six and 12 months would be 11% per annum while the rates offered by Bangkok Bank would be 10.5% for three months and 11% for six and 12 months.

The savings deposit rate at both banks remained unchanged at 9%.

Three other major banks---Thai Farmers Bank, Siam Commercial Bank and the Bank of Ayudhya---had earlier agreed to make the same rate reductions on Monday. Smaller banks were expected to follow suit shortly.

2) ข่าวการลงทุน (Investment)

Foreign investors are allowed to invest through the setting up of business or equity participation and invest in the Securities Exchange of Thailand.

There is no restriction on capital investment and foreign borrowing.

Securities, promissory notes and bills of exchange may be sent abroad without restriction.

3) ข่าวหุ้น (Stock exchange news)

India's Stock Market Is Showing Signs Of a Correction After Record Bull Run

By Raphael Pura

Staff Reporter

BOMBAY---The Indian stock market, Asia's hottest in 1991, is cooling off. And some securities analysts predict it could get chillier before the year is out.

The market is ripe for a correction, in which the Bombay Stock Exchange's Sensitive Index of 30 leading companies could slide by 10%-20% from its current level of around 1800 local and foreign analysts say.

"The downside is quite serious," says David Robinson, a director at Barings Research Ltd. in Bangkok, who suggests the Bombay index could slip to 1500. "I think a lot of people could be losing their shirts."

Mark Mobius, president of Templeton Emerging Markets Fund Ind., suggests that the market "could fall back even farther (Than 1500). The valuations we're seeing are pretty rich."

4) ข่าวการนำเข้า-ส่งออก (Import and Export News)

Exporters establish new rose association

Rose Exporters have established the Rose Exporters' Association of Thailand to promote their exports.

Agriculture and Cooperatives Permanent Secretary Yukti Sarikaphuti said yesterday.

He said the exporters had chosen him as the association's first president.

He said they wanted to promote the export of roses because Thailand had strong rose growing potential.

With the establishment of the association, the future of Thai roses is expected to be bright because of increasing demand overseas, he said.

He said roses were used as raw materials to produce perfume.

For the promotion of roses in the country, he said, the association would encourage the planting of good-quality seedlings to substitute imports.

5) ข่าวเกี่ยวกับสินค้าอุปโภค-บริโภค (Consumer News)

Firm boosts sales by 113 in '91

SIEW National Sales & Services Co. reported that sales of its audio visual products in the first half of year exceeded 3,300 million baht, an increase of 113% over the same period last year.

The firm distributes Nation, Panasonic and Technics products.

Managing-director H.Nakai said his firm was aiming to achieve a sales target of 6,700 million baht this year.

He said the firm was successful because consumers were confident that the quality of products and sales service would meet their demands.

"The company can definitely achieve the sales target as it is regularly introducing quality products into the market," Nakai said.

6) ข่าวเกี่ยวกับธุรกิจอสังหาริมทรัพย์ (Real-estate news)

Realty developer to invest B12,000m in two projects THE Country Group, one of Thailand's biggest real estate developers, plans to invest more than 12,000 million baht in two major development projects in Bang Pakong, Chachoengsao.

Group president Sadavuth Techaubol told Bangkok Post the construction of the real estate projects would start early next year and was scheduled to be completed by 1997.

The two projects are on the gateway to the Eastern Seacoast project.

7) ข่าวเศรษฐกิจและการเกษตร (Agricultural news)

Pigs arrive from KL

THE first consignment of 300 live pigs from Malaysia arrived in Thailand via the Thai-Malaysian border yesterday.

About 10,000 live pigs are to be imported from Malaysia by three Thai firms, Narong Paisan Ltd, Pramote Asavadejkamjorn and Vichai Chompootawat, in a bid to resolve the shortage in Thailand.

Provincial commercial officer Nikorn Ariyong said yesterday the imported pigs would be slaughtered and sold to consumers at controlled prices.

The prices would be lower than local pork by four baht a kilogramme.

To ensure that all of the imported pigs were free of foot and mouth disease, the Malaysian Government would provide guarantees.

8) ข่าวเกี่ยวกับธุรกิจการโรงแรม (Hotel business news)

Oriental world's top hotel yet again

THE Oriental Hotel, Bangkok, has once again been named the best hotel in the world by the British magazine Business Traveller.

The announcement was made at a dinner during the week at the Dorchester Hotel in London, presided over by UK Secretary of State for Transport Malcolm Rifkind.

The Oriental's top place in the poll was remarkable considering the number of people travelling to Bangkok had fallen, the magazine's October edition said.

"The hotel is, of course, legendary for its service and is practically a Far Eastern institution," the Magazine said.

The Shangri-La Singapore, the Mandarin Oriental Hong Kong, the Regent Hong Kong and the Shangri-La Bangkok were voted second, third, fourth and fifth respectively.

9) ข่าวเกี่ยวกับธุรกิจการบิน (Airlines business news)

New Zealand airline faces Thai suspension

Wellington (AFP)— Air New Zealand is likely to have its landing rights in Bangkok suspended next week because of a row between Thai and New Zealand civil aviation authorities, the National Business Review (NBR) weekly reported yesterday.

The feud appeared to be a tit-for-tat scrap after Wellington declined to give Thai Airways International (THAI) full service rights between Australia and New Zealand.

An Air New Zealand spokesman said yesterday the airline could not comment on the story as the issue had become a government-to-government one.

NBR said Air New Zealand, which flew twice weekly into Bangkok as an extension to its daily Auckland-Singapore service, would lose its landing.

10) ข่าวเกี่ยวกับธุรกิจรถยนต์ (Automobil Business)

Nissan to Meet Targets For Revival a Year Early

Reuters

TOKYO — Nissan Motor Co. Ltd. said Friday that it would achieve its current revival-plan targets to bolster profit and reduce debt by next month, one year ahead of schedule.

The No. 3 Japanese automaker said the accelerated target on the revival plan paved the way for it to bring forward by one year its second three-year business plan, which aims for global sales growth of an additional 1 million vehicles by March 2005.

The company also set a new three-year target for cutting procurement costs by 15 percent, on top of a 20 percent reduction already achieved under the original program. That plan had been aimed at bringing the automaker back from the brink of bankruptcy.

"Much of what has been done in reducing purchasing costs under the Nissan revival plan has been accomplished with already existing vehicles," Carlos Ghosn, chief executive, said.

After years of losses, Nissan, in which Renault SA of France holds a 36.8 percent stake, announced a drastic restructuring program in October 1999 that called for 21,000 job cuts and the closure of five plants.

Key targets included a group net profit in the business year that ended in March, which the company achieved.

The plan also called for a 4.5 percent operating profit margin and a reduction in group net automotive debt to ¥700 billion (\$5.24 billion) by March 2003.

Nissan's new three-year plan sets out a sales target for sales of around 3.5 million vehicles in the year to March 2005. The company is also aiming for an operating margin of 8 percent and zero net automotive debt over the same period.

International Herald Tribune, February 9-10, 2002

3. คำศัพท์ที่ปรากฏในข่าวธุรกิจและและเศรษฐกิจ

ก. คำกริยา

announce	ประกาศ
approve	ยินยอม เห็นด้วย อนุมัติ
boom	ก้าวหน้า เจริญรุ่งเรือง
boost	ส่งเสริม กระตุ้น
budget	งบประมาณ
confirm	ย้ำ ทำให้แน่ใจ
cancel	ยกเลิก
direct	นำ จัดการ ชี้
escort	กำกับ (ตาม) ไปด้วย ดูแล
estimate	ประมาณ
establish	สถาปนา ตั้ง จัดตั้ง
endorse	แนะนำ เห็นด้วย
finance	อุดหนุนด้านการเงิน ให้เงิน
freeze	หยุด แช่แข็ง หยุดนิ่งอยู่แค่นั้น
fund	ให้เงิน อุดหนุนเงิน
gain	ได้ ได้กำไร
hire	ว่าจ้าง
hit	เป็นที่นิยม
implement	ทำให้สัมฤทธิ์ผล ความสัมฤทธิ์ผล
improve	ปรับปรุง
invest	ลงทุน
join	ร่วม
launch	ปล่อย แนะนำ (สินค้าหรือโครงการ) เป็นครั้งแรกถูกใจ
lose	สูญเสีย
manage	จัดการ
minimize	ทำให้เล็กลง ทำให้น้อยลง
maximize	ทำให้ใหญ่ขึ้น ทำให้มากขึ้น
open	เปิด
represent	เป็นตัวแทน
rise	เกิดขึ้น ลุกขึ้น ทำให้สูงขึ้น
raise	ยกขึ้น ทำให้สูงหรือมากขึ้น

shy sway หลบ หลีกเลี่ยง ไม่ต้องการ (ประชุม)
soar ขึ้น มากขึ้น สูงขึ้น

ข. คำนาม

base ฐาน
budget งบประมาณ
capital เงินลงทุน
consumer ผู้บริโภค
consumption การบริโภค
demand อุปสงค์
dealer คณขาย
economist นักเศรษฐศาสตร์
enterprise องค์กร บริษัท
exposition การแสดง
foreign aid ความช่วยเหลือจากต่างประเทศ
impact ผลกระทบ
import export การส่งเข้า และการส่งออก
investment การลงทุน
joint venture การลงทุนรวม
managing director กรรมการผู้จัดการ
negotiator ผู้ประนีประนอม
plant โรงงาน
supply อุปทาน
stock broker ตัวแทนขายหุ้น
slowdown การชะลอตัว
trader ผู้ค้า ผู้แลกเปลี่ยน (สินค้า)
Transaction การติดต่อธุรกิจ

ค. ส่วนวน

according to ตามที่ จาก
because of เนื่องจาก เพราะว่า
despite ทั้งๆ ที่
in excess เป็นจำนวนมาก

in reaction to	เป็นปฏิกิริยา
into operation	เปิดดำเนินการ กำลังอยู่ในระหว่างการดำเนินการ
in operation	กำลังดำเนินการ
in cooperation	ร่วมมือ
jointly	ร่วม
on the ground that	ในฐาน.....
with an attempt to	ด้วยความพยายาม

4. แบบฝึกหัด

ก. แบบฝึกหัดที่ 1 จงอ่านข่าวต่อไปนี้และตอบคำถาม

- 1) What will be built? And who will build it?
- 2) Find the words in the category of "business"
- 3) When a private company wants to carry out a public project, how does it

have to do?

- 4) Study the format of this news. And try to write one similar to this.

ข. แบบฝึกหัดที่ 2

- 1) What do Vietnam Airlines want to do?
- 2) Why do the Vietnam Airlines expand their flying routes? And where?
- 3) Look for the new words in the field of airline business.

Coke plans a Vietnam Plant

Agence-France Presse

HANOI - Coca-Cola Indochina Pte (CCI) Ltd has signed a preliminary contract to build a US\$32.8-million bottling plant in the central Vietnamese city of Danang, company executives and local officials said Saturday.

A memorandum of understanding was signed last week with the Danang March 29 Textile and Garment Co (Hachia), which is named after the day the central city fell to communist forces in 1975.

The joint venture, which has not yet been submitted - to the State Committee for Cooperation and Investment (SCCI) for licensing, will be known as Non Nuoc Cocn Cola and is expected to have a life span of 30 years, with Coca-Cola putting up 70 percent of the capital. Local officials said they expected the bottling plant to have a capacity of around 40 million litres a year.

Vietnam Airlines expands network, plans to buy jets

Hanoi, AP

STATE-run Vietnam Airlines has expanded its international network by starting flights on two new Asian air routes, industry officials said yesterday.

The airline plans to buy its first Western-built jet planes soon, but it is waiting for US manufacturers to offer more competitive financing, a Vietnamese aviation executive said.

A rented Vietnam Airlines Airbus Industrie A-320 flew Sunday for the first time from Hanoi directly to Seoul, South Korea. The airline will fly the route twice each week.

Vietnam Airlines began yesterday to fly a second new route, from Hanoi directly to Singapore. The twice-weekly connection will save about 90 minutes of flying time compared to the old route, which stopped over in Ho Chi Minh City, said Steven See, office manager in Hanoi for Singapore Airlines.

The new link with Seoul aims to satisfy the growing demand for flights by Koreans keen to do business in Vietnam's backward but fast-growing economy. South Korea ranks as Vietnam's fifth largest source of foreign investment, with commitments worth more than \$1.1 billion.

Demand has surged also for flights to and from Singapore, currently Vietnam's third largest in-

vestor with projects worth a planned \$1.5 billion. Singapore Airlines expects to add a third flight of its own to Hanoi on July 10, See said.

Vietnam Airlines now flies 25 international routes, mostly to destinations in Asia. The carrier recently signed one agreement to start flying to Slovakia and initiated another to begin flights to Bahrain. US and Vietnamese officials started talks last September aimed at an accord for the first regular commercial flights between the United States and Vietnam.

Vietnam Airlines won the right to fly between Singapore and Hanoi three years ago, but it didn't have enough aircraft to do so until this summer, See said.

Vietnam Airlines has modernised its fleet in the past few years by replacing its vintage Russian-built planes with rented Western aircraft. It now operates eight European Airbus A-320s and three American Boeing 767s.

In another development, Japan's Honda Motor Company has agreed to set up a \$140 million motorcycle plant in northern Vietnam, where its imported bikes are already market leaders, the *Saigon Giai Phong* daily reported yesterday.

The plant, in which Honda will have a 70% share, will be in Vinh Phu province and is expected to start producing vehicles in 1997.

Coffee prices decline further

- 1) State the words indicating the drop of prices from this news story.
- 2) Find out the words used in business from this news story.
- 3) According to the news, which country is the biggest producer of coffee in the world?
And which country is the second producer?
- 4) According to the news which measure is used to raise the coffee's price?
- 5) Which country ignores Brazil's plan?

Coffee prices decline further

London, AFP

COFFEE prices continued their slide yesterday after the world's biggest producer, Brazil, decided not to join four other Latin American states in temporarily suspending exports to keep up prices.

On the London futures market, coffee hit a year's low on Thursday and shed another 4% yesterday morning following Brazil's decision.

The September contract was down \$85 to \$2,120 per ton by late morning yesterday. At the opening, the contract had briefly plunged by \$120 from the previous day's close.

Prices are now at their lowest level since June 1994, while as recently as last September they breached the 4,000-dollar barrier for the first time in eight years because of frost followed by drought in Brazil.

On Monday, the world number two producer Colombia, along with Costa Rica, Honduras and Salvador, agreed to suspend coffee exports within 30 days in an attempt to force up prices.

Brazil's participation is crucial to the success of any unilateral price support action, analysts say. Indonesia and Ivory Coast, two other major producers, have both said they will not take part in the action.

A Brazilian delegation including representatives from the private sector and headed by Luiz Milton Veloso Lucas, the trade policy chief at the ministry of industry, commerce and tourism, is due to go to Bogota to meet other regional producing nations to discuss the situation.

5. เพิ่มเติมคำศัพท์ธุรกิจและเศรษฐกิจแบ่งเป็น 6 กลุ่ม ดังนี้

5.1 คำนามที่หมายถึงบุคคล

Manager, managing director, chairman, president, vice president, sales manager, personnel manager, plant manager, client, customer, salesperson, salesman, teller, investor, stock holder, share holder, share holder, broker, importer, exporter, entrepreneur, consumer, trader, Board of Investment (BOI), developer, operator, employer, employee, manufacturer, supplier, wholesaler, retailer, distributor, agent, middleman, dealer, businessman, businesswoman, owner, trainer, trainee, management team, administrative team, the government sector, the private sector, supervisor, creditor, debtor, executive board, merger, banker, tycoon, executive, etc.

5.2 คำนามที่หมายถึงสถานที่

Company, firm, corporation, depot, emporium, mart, mini mart, store, convenience store, enterprise, state enterprise, stock market (Stock Exchange of Thailand, SET), headquarters, complex, arcade, plaza, mall, bazaar, cash-and-carry store, domestic market, joint venture, plant, joint venture partner, financial institution, competitor, rival, sponsor, patron, prime location.

5.3 คำนามที่หมายถึงการทำธุรกรรม

Distribution, retailing, wholesaling, marketing, targeting, promotion, campaigning, economy, recession, slowdown, slump, meltdown, downturn, stagnant economy, decline, economic halt, economic crisis, economic setback, plunge, reduction, devaluation, foreign equities, incentive, inflation, boom period, family-run business, business potential, exposition, exhibition, fair, budget, partnership, trade mark, brand name, growth, profit, the decline of profit, transaction, competition, competitiveness, strategy, goods, merchandise, product, announcement, short term, long term, merging, business expanding.

5.4 คำคุณศัพท์

Central, bilateral, cooperative, local, tax-free, sharp, competitive, strategic, clear-cut, prime, commercial, minimal, maximal

5.5 คำวิเศษณ์

Bilaterally, cooperatively, locally, excessively, competitively, strategically,

mutually, profitably, slightly, slowly, rapidly, markedly, favorably, sharply, gradually, nationally, internationally, globally, overwhelmingly, relatively.

5.6 คำกริยา

to celebrate the first anniversary		
to preside over the opening ceremony		to budget
to invest	to launch a product or a project	
to unveil a new product	to endorse	to approve
to make a campaign for a new product		to exceed
to set a sales target	to merge	to order
to trim	to shore up the price	to hold a stake
to afford	to shoulder the burden	to bid
to boost income	to boost profitability	
to register	to announce	to freeze
to demand	to supply	to invest
to join	to operate	to manage
to minimize	to maximize	to raise
to manufacture	to appoint	to monitor
to make profit	to increase sales	to revamp
to promote competitiveness		to be due
in excess	in reaction to	into operation
in cooperation	jointly	according to
to compete	to capture the market	
to economize	to standardize	to organize
to strong competition	fierce competition	
tough competition	to patronise	to support
to sink into red	to cut rates	to consign