



**LE RÉSEAU DE CRÉATION
ET D'ACCOMPAGNEMENT PÉDAGOGIQUES**

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Brevet de Technicien Supérieur

COMMERCE INTERNATIONAL à référentiel commun européen

Épreuve écrite E2

U21 - Langue vivante étrangère A **ANGLAIS**

Durée : 3 heures

Coefficient : 2

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Avant de composer, le candidat s'assurera que le sujet comporte bien
3 pages numérotées de 1/3 à 3/3.

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Alibaba's Jack Ma says fakes are better than originals

Many counterfeit goods are now of better quality than the genuine articles, Alibaba founder Jack Ma has said in comments set to infuriate luxury goods makers who accuse the Chinese ecommerce group of profiting from the sale of knock-offs.

5 "We have to protect intellectual property (IP), we have to do everything to stop the fake products, but Original Equipment Manufacturers (OEMs) are making better products at a better price," Mr Ma said, referring to OEMs that typically make products for branded sellers. "The problem is the fake products today are of better quality and better price than the real names," he said during a speech on Tuesday at Alibaba's headquarters in Hangzhou. "They are exactly the same factories, exactly the same raw materials but they do not use the names."

10 The remarks were an apparent riposte to longstanding criticism that Alibaba has tolerated the sale of counterfeit goods on platforms such as Taobao. Mr Ma called on brands to accept that the "way of doing business has [been] changed" by the internet, creating new opportunities for Chinese factories that have traditionally supplied the likes of Apple and Louis Vuitton.

15 LVMH, the luxury group controlled by Bernard Arnault, and Kering, the Paris-based luxury group that includes brands such as Gucci, Bottega Veneta and Saint Laurent, both declined to comment on Mr Ma's remarks. But the founder of one Italian luxury goods company said: "I am stunned by his comments." He declined to be named.

20 Last year Kering launched a lawsuit against the Chinese ecommerce group, alleging that it encouraged and profited from the sale of knock-offs on its platforms.

In May, Alibaba was suspended from the International Anticounterfeiting Coalition, a watchdog for the retail industry, over similar concerns about knock-offs.

25 Mr Ma also delivered another message to Western luxury brands that have suffered a fall off in demand in China: that Chinese manufacturers are growing impatient with a global division of labour in which they make high-quality goods only to see much of the money pocketed by brand owners.

Instead, Chinese producers were looking for ways to make their own products and sell them directly to consumers, using the internet for marketing, he said.

30 "The way of doing business has changed for the brands. It's not the fake products, it's not the IP that is destroying them. It's the new business model that's revolutionised the whole world," said Mr Ma.

Chinese regulators have periodically probed Alibaba's counterfeit problems but Mr Ma said he was confident the company's economic importance insulated it from severe treatment.

35 "You can't stop Alibaba for two hours otherwise it's going to be a disaster for China. You can stop Tencent for two days, you can stop Baidu for two weeks and everything will still be OK," he said referring to Alibaba's two closest competitors.

40 In April 2015, Alibaba launched a programme to help Chinese factories develop their own brands dubbed "Zhongguozhizao" or "Quality made in China" in an effort to discourage them from producing counterfeits.

Following Mr Ma's speech on Tuesday, Alibaba released a further statement by the company founder saying that his remarks were not intended as a defence of counterfeiters.

"This is simply my observation of the issues facing brands and OEMs. Counterfeiting is not a quality problem; counterfeiting is an intellectual property problem".

45 Mr Ma's comments came as his New York-listed group said it expected 2017 revenues to grow 48 per cent year on year, buoyed by recent acquisitions of video site Youku Tudou and Asian ecommerce business Lazada.

50 Alibaba added that it expected to nearly double transaction volumes to more than \$900bn by 2020. Mr Ma said he expected Alibaba to become the "fifth largest global economy" after Japan by 2020, measured in the company's total transaction volume.

CILVEA AGL

I - COMPRÉHENSION DE L'ÉCRIT (20 points)

Après une lecture attentive du texte, vous en ferez un compte rendu en français et ferez apparaître les idées essentielles en 220 mots (+/- 10%).

Indiquez précisément le nombre de mots.

II - EXPRESSION ÉCRITE (20 points)

Répondez en anglais à la question suivante. Indiquez précisément le nombre de mots. (300 mots, +/- 10%)

Counterfeiting: How has it developed? How can it be fought?

III - INTERACTION ÉCRITE (20 points)

Lettre commerciale à élaborer en anglais selon l'usage commercial courant.

Expéditeur : Anthony Adams, directeur des achats, JB Electronics, 58, Cambridge Road, London SW 10 4EG, Royaume-Uni

Destinataire : James O'Neill, directeur des ventes, Primelec, 62 Seaport Lane, Boston MA 02210, USA

Date : indiquer une date

Objet : Confirmation de commande

Corps de la lettre :

- Accuser réception de la proposition avec remise supplémentaire de 5% pour toute commande passée avant la fin du mois
- Confirmer commande de matériel électronique numéro 89785/D d'un montant de 8500 £
- Proposition de paiement par virement bancaire dans les 30 jours après réception de la facture
- Demander que les délais de livraison ne dépassent pas 15 jours
- Rappeler qu'il s'agit d'une commande à l'essai
- Si vous êtes satisfait vous passerez d'importantes commandes tous les 2 mois car vous êtes à la recherche de nouveaux fournisseurs en dehors de l'Union Européenne.

Présentation et formules d'usage.