

2022 CE TV
FL RP CUP

Vocational English Challenge

“中国教育电视台·外研社杯”
职场英语挑战赛

大赛智慧资源

指导单位

中国职业技术教育学会

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中国教育电视台
外语教学与研究出版社

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主题演讲

题型介绍与真题资源

主题演讲

选手以大赛组委会公布的主题演讲题目 “The Power of Thinking Big” 进行 3 分钟英语演讲。

赛 题

Watch the video, and make a 3-minute speech in English based on the task displayed at the end of the video.



扫描二维码
观看完整视频

题目全文

The Power of Thinking Big

This was a big night.

The world witnessed the night of February 4, 2022 when a huge snowflake lit up the sky over the Bird's Nest in Beijing, signaling the official start of the Winter Olympic Games and the beginning of a big success story.

This grand event was hailed as a great success not only because of its magnificence and welcoming atmosphere, but because we have thought big enough to present the charm of sports, the splendor of a confident nation, and the brilliance of humanity.

We Chinese people believe in the power of thinking big and taking action. We mean what we promise, and the solemn promise we made to the world was kept to the word.

We Chinese people always believe that “the whole world is one family”. As we had translated this big thought into reality, the Games won universal praise for the impressive opening ceremony, the first-rate venues and facilities, the professional organization, and the thoughtful services provided. We showcased an image of China as a dynamic, confident, and trustworthy country.

Chinese athletes dreamed the boldest dreams. Perspiration, persistence and years of dedicated training were transformed into their outstanding performances at the Game. They brought hope and pride to the Chinese people's long-cherished Olympic dreams.

Builders, engineers, technicians, medical personnel and practitioners from many industries were all big thinkers. They worked tirelessly and with diligence at their posts, manifesting a great spirit of craftsmanship in every detail and creating the extraordinary out of the ordinary.

The young students and volunteers shared big thoughts. They offered their warmest services with youthful vigor and commitment. They succeeded in showing a vibrant and energetic image of Chinese youth to the world.

Together, we thought big to make an impact. Together, we wrote a success story with the commitment of action takers.

In the new era, we have stood at a new historical starting point and embarked on a new journey in achieving the rejuvenation of the Chinese nation.

In this new era, building a modern vocational education is a big thought for our country, a big endeavor towards national rejuvenation, and a big opportunity for our Chinese youth to live up to the expectation of the times.

In the new era where our future lies, we hope to be a potential and promising force.

---We cherish a global vision, creativity, and open-mindedness.

---We uphold professionalism, craftsmanship, and a pioneering spirit.

---We embrace responsibility, collaboration, and mutual respect.

Now, set our goals high! Let our goals be our driving force towards a big future — the realization of our national

rejuvenation and the common well-being for mankind. Leading youth action with big thoughts, shining youth dream into a big future — it is our turn to make a difference.

As a young student, how do you think big to prepare yourself as an action-taker to realize the immense goal of national rejuvenation, and shoulder the responsibility of the times?

TASK: Make a speech on “The power of thinking big”. Please give your own specific subtitle.



选手上场前从 10 个关键词中抽取 1 个关键词，结合专业背景、职业规划和行业发展进行 3 分钟英语演讲。

赛 题

Make a 3-minute speech in English around the keyword based on your professional background, your career planning and your understanding towards the future development of the industry.



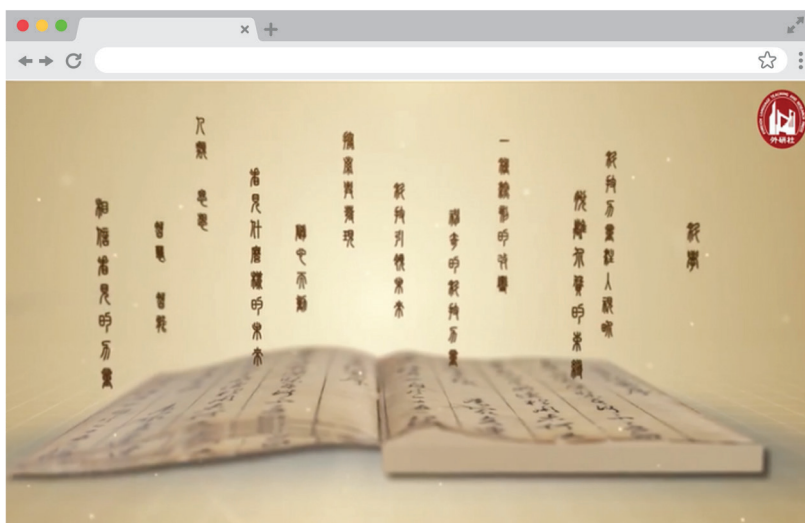


选手上场前从 6 道视频题目中抽取 1 道，观看视频后进行 3 分钟英语演讲。

赛 题

Watch the video, and make a 3-minute speech in English based on the task displayed at the end of the video.

1 Amazing Chinese Characters



扫描二维码
观看完整视频

题目全文

Amazing Chinese Characters

Chinese characters, also known as Hanzi, are one of the earliest forms of written language in the world. Chinese characters have evolved over five thousand years and have witnessed many changes throughout Chinese history. Chinese characters are recognized as important elements of Chinese culture.

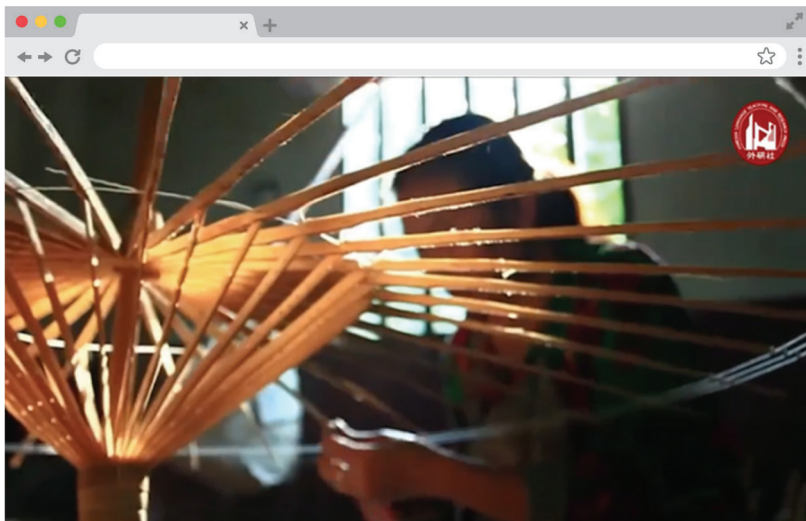
Chinese characters are used to illustrate meaning rather than sound. For example, the character 日 (Ri) is a pictograph depicting the sun. This modern character has evolved from its earliest form which was a circle with a dot in the center and four rays extending from the circle. Another interesting character is 春 (Chun). In its ancient form, it was drawn with two parts. The upper part shows growing grass while the lower part depicts the sun. It illustrates a flourishing field in the sun and denotes the time of year, the Spring, when growth starts. Some Chinese characters embody the relationship between people and the world. For instance, the character 天 (Tian) depicts a

person with a straight line above, representing the sky above one’s head. It reflects the ancient Chinese concept of the unity of heaven and humankind as well as their eternal relationship.

By the end of 2020, more than 180 countries and regions in the world had conducted Chinese language education. With the growing popularity of the Chinese language in the world, Chinese characters are playing an increasingly significant role in promoting cross-cultural communication.

Task: Please introduce one of your favorite Chinese characters, and share the reason with us.

2 Craftsman Spirit



扫描二维码
观看完整视频

题目全文

Craftsman Spirit

Real craftsmanship, regardless of the skill involved, reflects real caring, and real caring reflects our attitude about ourselves, our fellowmen and about life in general. Since ancient times, Chinese people have advocated the spirit of “studying things to acquire knowledge”, and “being sincere in thought to cultivate one’s mind”. Nowadays, a number of craftsmen are still practicing this spirit in their dedicated work.

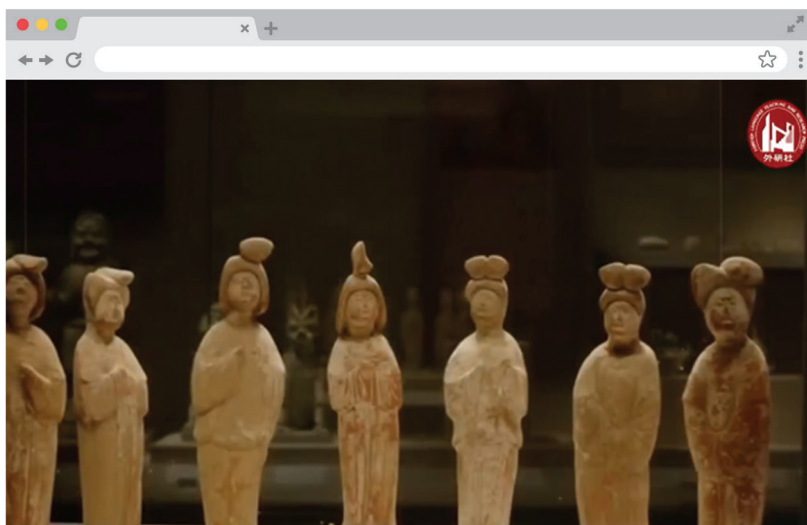
Qu Feng, a relic restorer in the Forbidden City, confessed that: “The objects themselves naturally carry their makers’ appreciation of beauty and discernment, thus can be seen as living creations.” He believed that craftsmen are not merely to shape, change or create entities with their hands and skills, rather that “We get inspiration from objects and then work to refine them, and during these crafting processes, we obtain precious opportunities to reflect upon ourselves, and to cultivate our minds.”

Cheng Li, one of the inheritors of the Chinese intangible cultural heritage of bamboo weaving, suggested:

“Craftsmanship comes from a peaceful, attentive, devoted mind. When you really become immersed in the process, you engage in it wholeheartedly, and only then can you create something new.”

TASK: Each craftsman has unique understanding of the craftsman spirit. How do you interpret craftsman spirit in your professional life?

3 Inheritance and Innovation of Traditional Culture



扫描二维码
观看完整视频

题目全文

Inheritance and Innovation of Traditional Culture

The classical and popular dance program, titled Tang Gong Ye Yan, or Night Banquet in a Tang Dynasty Palace, went viral on Chinese social media platforms after its debut at the 2021 Spring Festival Gala of Henan Satellite TV.

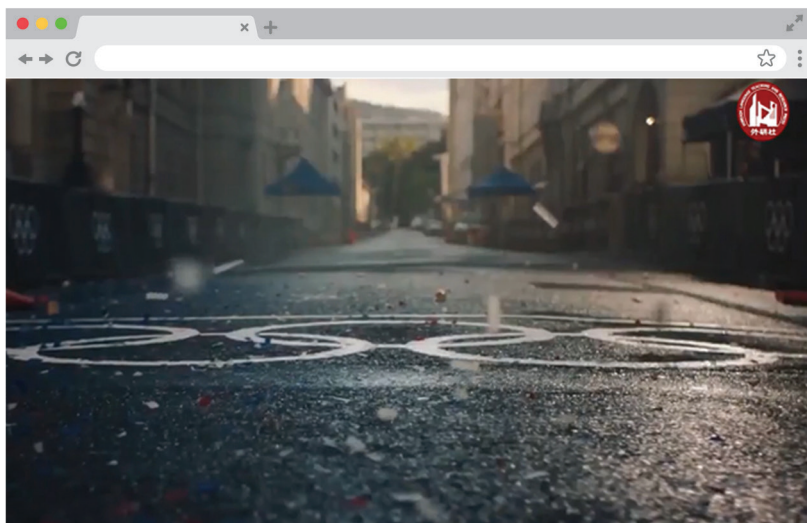
The main body of the show is a team of 14 young and comely palace maidens attending a night banquet during the Tang Dynasty. They wear delicate dresses with cotton padding in their mouths recreating the plump figures of Tang Dynasty females. They sometimes laugh and play, sometimes dress themselves up and pose with charming expressions. In addition to the reproduction of the images of Tang ladies, the show employs 3D, 5G and AR technologies to recreate scenes of the Tang Dynasty. These include exteriors and interiors of buildings, furniture, clothes and food, depicting the cultural life and aesthetic taste of the times.

By the end of February 2021, the dance program had been watched more than 2 billion times, and had become a trending topic on Weibo. Audiences from home and abroad are amazed that watching the program feels pretty much like walking into an ancient picture scroll. They comment that the traditional and prosperous culture of the Tang Dynasty is well depicted and brought to life.

In our digital age, the use of technology has become a popular way to bring new vitality to traditional culture, and is welcomed by the public, especially the younger generation. We look forward to more attempts like Tang Gong Ye Yan to promote our unique traditional Chinese culture.

TASK: Introduce your favorite art form of traditional Chinese culture, and talk about how to promote it today by using new media and technology.

4 The Evolving Olympics



扫描二维码
观看完整视频

题目全文

The Evolving Olympics

“The goal of Olympism is to place sport at the service of the harmonious development of humankind.” By promoting peace, friendship, respect and the joy found in effort, the Olympic Games provide an opportunity for countries to compete in athletic skills, as well as realize cross-cultural exchange. With the development and modernization of societies and the trend of professionalization in sport, the Olympic Games is also changing, introducing many new events.

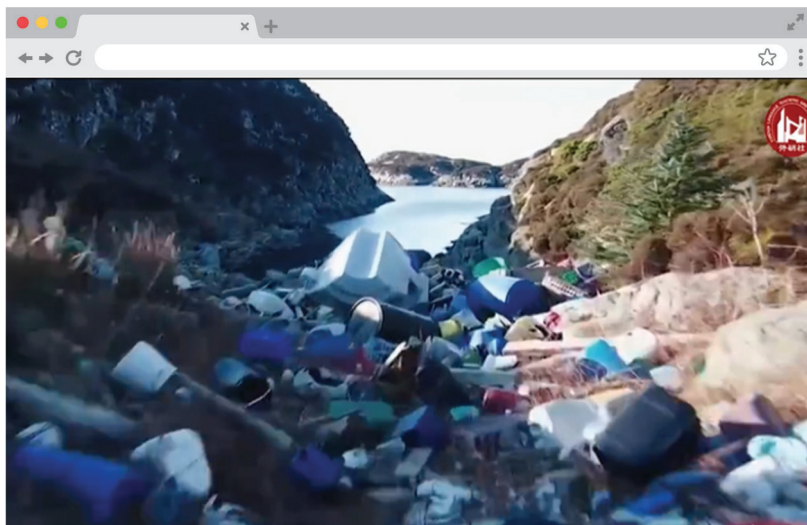
In the Seoul 1988 Olympic Games, table tennis was officially added to the competition, and tennis was reintroduced to the Olympics after an absence of 64 years. Professional athletes were gradually permitted to compete from 1988 at what had originally been amateur competitions. In the Tokyo 2020 Olympic Games, sport climbing, skateboarding and surfing made their debuts, bringing a new sense of youth and inclusiveness to the Olympics. The addition of breaking to the Paris 2024 Olympic Games also reflects the IOC’s care for the interests of young people. A total of 32 sports are on the Olympic programme for Paris 2024, while at the first Olympic

Games the number is only 9. Any new entry usually attracts huge attention in the host country and beyond, which helps to promote the sport and foster inter-regional sporting and cultural exchanges.

The Olympics has come a long way since 776 BC. The ancient event has been embracing innovation and appears to have thrived with new competitive events. We're sure that the future will continue to surprise us.

Task: Imagine a sport is to be added to the Olympics, which sport would you recommend? Please explain the reason.

The Trash Isles



扫描二维码
观看完整视频

题目全文

The Trash Isles

There is an unusual “island” drifting in the Pacific Ocean which was not discovered until 1997. Unlike real islands that consist of rock, soil, and vegetation, this “island” is made of plastic waste. It is estimated that 8 million tons of plastic trash are pumped into the oceans each year to be carried by currents around the world, and combined to form massive islands where the currents meet. The “island” in the Pacific is called “the Great Pacific Garbage Patch”. It has already covered an estimated surface area of 1.6 million square kilometers.

On World Oceans Day in 2017, the world's environmentalists gave the “island” a new name— The Trash Isles. They campaigned to engage governments, the general public and industries to take action to protect the oceans under the UN's environmental principle: “States shall co-operate in a spirit of global partnership to conserve, protect, and restore the health and integrity of the Earth's ecosystem.”

Nowadays, the world's people are increasingly aware of the problem of plastic pollution. Numerous substitutes

for plastics and more biodegradable and recyclable materials have been created to help protect our ecosystem. However, along with our comings and goings out of fast food outlets and disposal of domestic rubbish, we are still contributing to the expansion of these trash isles.

We may never “sail the ocean blue”, but our plastic trash almost surely will.

Task: Do you know other examples of marine pollution? What do you think we can do in our daily lives to help protect the oceans ?

6 Youth in the New Era



题目全文

Youth in the New Era

In the spring of 1916, Li Dazhao published an article entitled “Youth” in a magazine called La Jeunesse, which enlightened and inspired a huge number of young people to devote themselves to the revolutionary cause of China. Mr. Li appealed to young people to dedicate their youth to advancing civilization, and to promoting the well-being and lasting youthfulness of humanity.

Nowadays, great importance is still attached to young people’s mission in life. On April 22nd, 2022, a white paper entitled “Youth of China in the New Era” was officially published. It sketched a vibrant and energetic image of Chinese youth:

“In the new era, China’s youth have shown no fear of difficulties and hardships in times of crisis, displaying their grit at critical moments. They rise to the occasion whenever the country and the people need them; they shoulder their responsibilities, make selfless contributions, and press ahead with the intrepidity typical of their generation.”

Drawing on Mr. Li's vision for the youth in 1916, the white paper expressed expectations for the new generation:

"In the future, the young Chinese generation will 'with their youthfulness, create a vibrant family, country, nation, human community, Earth and the universe.' They will make their youthful dreams come true."

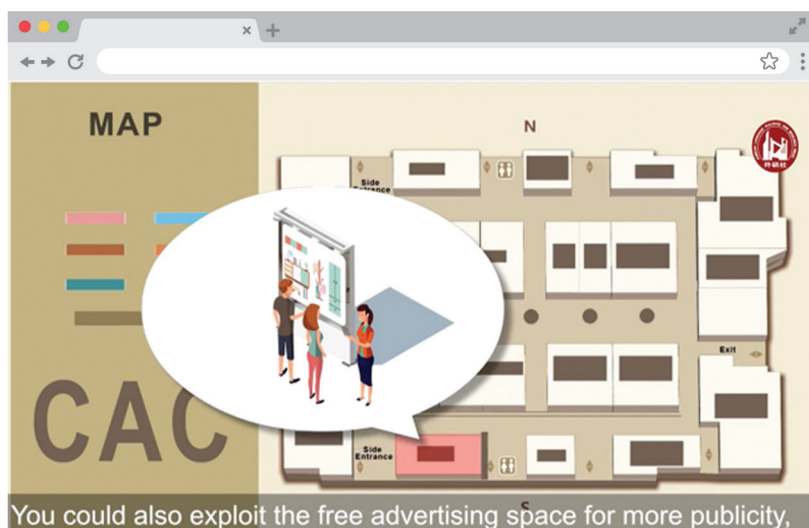
TASK: If there were a chance to send a letter to Mr. Li in response to his appeal in "Youth", what would you say? Please make a speech starting with "Dear Mr. Li".

选手上场前从 5 个职业场景中抽取 1 个，根据题目要求给出相应的职场解决方案。选手陈述时间为 3 分钟。

赛题

Watch a short video, and describe the issue in the video and offer your strategies regarding the problem in a 3-minute speech.

1 Attending an Exhibition



扫描二维码
观看完整视频

题目全文

Attending an Exhibition

(JWL, a home decoration manufacturer, is expanding its overseas market. They plan to attend a leading industrial exhibition in Asia: the CAC Fair. Anita, the marketing director at JWL, is calling the organizer to inquire about a booth.)

★ 职场方案

Customer Service: Hello, CAC Fair. How may I help you?

Anita: Hello, this is Anita from JWL. I would like to inquire about a booth reservation.

Customer Service: I see... So what kind of booth are you interested in?

Anita: Well, to be honest, we are attending the CAC Fair for the first time. We specialize in home decorations and are trying to expand into the Asian market. What kind of booth would you recommend?

Customer Service: You have come to the right place. CAC is one of the most famous home decoration exhibitors in Asia. But unfortunately, most of the booths are already booked. Only two booths are left right now. One is in a corner, and the other near a pillar.

Anita: Oh, we should have booked earlier! Well, could you tell me the size and fee for each booth please?

Customer Service: Sure. The booth in the corner is 24 square meters with two open sides. The other is 18 square meters with one open side and is relatively near the main aisles but has a pillar in front of it. They are both the same price, which is US\$7,000. We also include an additional service package for every booth, which includes free advertising space in the back of our CAC Newsletter and a poster site near the main entrance.

Anita: Well, based on the map provided on the CAC website, it seems that the two side entrances are open to anyone going through into the neighbouring hall. Right?

Customer Service: Yes, that's right. The booth in the corner is near the side entrance.

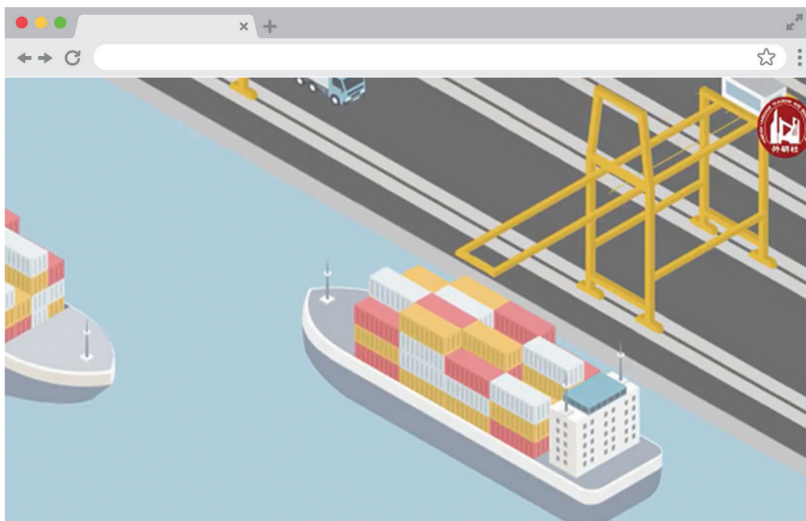
Anita: I see. We would like to book the booth in the corner then. It's larger and near the side entrance, so is likely to be seen by more customers.

Customer Service: That's right. You could also exploit the free advertising space for more publicity, and prepare some on-site promotional activities as well.

Anita: That's a good idea, thank you. We need to develop a plan to promote our unique designs and patterns for the exhibition. Thank you so much.

Task: Please describe the business challenge in the video and offer your strategies regarding the promotion plan for the exhibition.

2 Dispute about Packaging



扫描二维码
观看完整视频

题目全文

Dispute about Packaging

(C. J. Trading Co. Ltd. bought a batch of porcelain tableware from its overseas supplier Sunnyware. Fred, the purchasing manager at C. J., is discussing the packaging with Janet, the sales representative at Sunnyware.)

Fred: Hi Janet, this is Fred speaking. I'm calling to confirm the packaging of our latest order.

Janet: Hello Fred. We use our standard packaging: cardboard boxes with plastic foam stuffing inside, stapling and steel straps on the outside.

Fred: These goods are high-end porcelain tableware. We want to make sure they are in perfect condition on arrival. Are you sure cardboard boxes will withstand squeezing and collisions during sea transportation? How about using wooden crates instead?

Janet: Well, our standard packaging has proved to be safe. Cardboard boxes are comparatively light so they would be an economical and practical choice.

Fred: OK, but please make sure that there are no more than 5 sets in each carton.

Janet: No problem, you'll receive 80 cartons in total.

Some weeks later

Fred: Hello Janet, this is Fred. I have received our order but I must tell you that 10% is damaged.

Janet: Oh no, I'm very sorry to hear that. We're sure your order was delivered in perfect condition from our

warehouse.

Fred: I can only say that all goods were unloaded carefully on our side. However, we found that 8 boxes were packed with paper instead of plastic foam, and 5 boxes weren't fastened with steel straps. Moreover, in 16 cartons, 6 sets were packed in each box! There is damage to 40 sets of cups and dishes. This is very disappointing especially because our specific requirements about the packaging weren't met.

Janet: We gave our forwarder clear instructions about the packaging just as we had discussed earlier. Maybe the total quantity was too large and they could not meet all the requirements at such a tight schedule.

Fred: Well, I think it's your responsibility to supervise the forwarder. The cost of the damaged goods is \$5,000. What is worse, our customers may turn to other suppliers. Considering we won't make any profit from this contract, we need to file a claim for the losses.

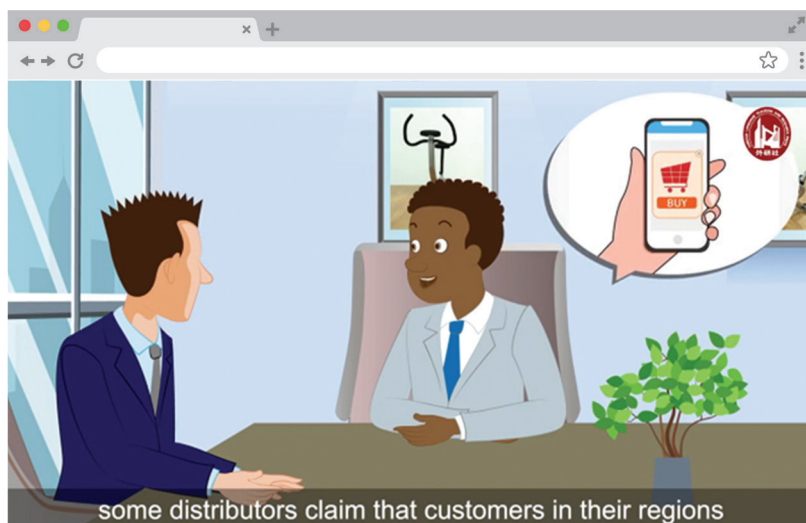
Janet: Yes, of course, and we are so sorry. We'll contact our international insurer based in your city to confirm the losses and we will do what we can to rectify the situation and minimize your losses.

Fred: Thank you. I hope you will offer a compensation plan, including solutions to avoid such problems in the future.

Janet: Yes, of course. We'll provide a compensation plan as soon as possible. The plan will cover additional solutions to avoid substandard packaging and handling.

Task: Please describe the business challenge in the video and offer your strategies regarding the compensation plan.

3 How to Encourage Distributors



扫描二维码
观看完整视频

题目全文

How to Encourage Distributors

(Wilson's is a company manufacturing home fitness equipment. Simon is the marketing director, and he is talking to two channel managers, Elsa and Thomas, about how to help their distributors increase sales.)

Simon: Elsa, Thomas, as you know, we are going to hold a distributor conference next month. It will be a good opportunity to enhance cooperation. Have you had any feedback from our distributors?

Elsa: To date, we have 46 regional distributors in 20 cities. There is a large sales performance gap between them. Some distributors are exceeding their sales quotas, while some are finding it hard to achieve their minimum targets.

Simon: What are the main reasons for the gap? Did you investigate?

Elsa: Yes. I think one of the main reasons is the promotional strategies they are using.

Simon: Didn't we evaluate their capacities before signing contracts with them?

Elsa: We did. But the market has changed a lot so the traditional ways to attract consumers by publishing ads in magazines and putting up posters in shops don't work well with Generation Z consumers.

Thomas: That's true. Consumers nowadays spend more time on social media, so some distributors are using live streaming to increase sales.

Simon: I see. We could give them some guidance and support concerning new ways of promotion at the upcoming conference.

Thomas: Sure. Also, some distributors claim that customers in their regions order directly from us, which affects their sales.

Simon: We should take this seriously. We have to find a way to solve it, otherwise it may destroy the foundation of cooperation between us and our distributors. Can you tell from the data which regions are involved?

Elsa: Yes, we can see the addresses from the orders and locate which region the customer is in.

Simon: I see, we can find a way to solve this problem then. Any feedback on our current incentive policy?

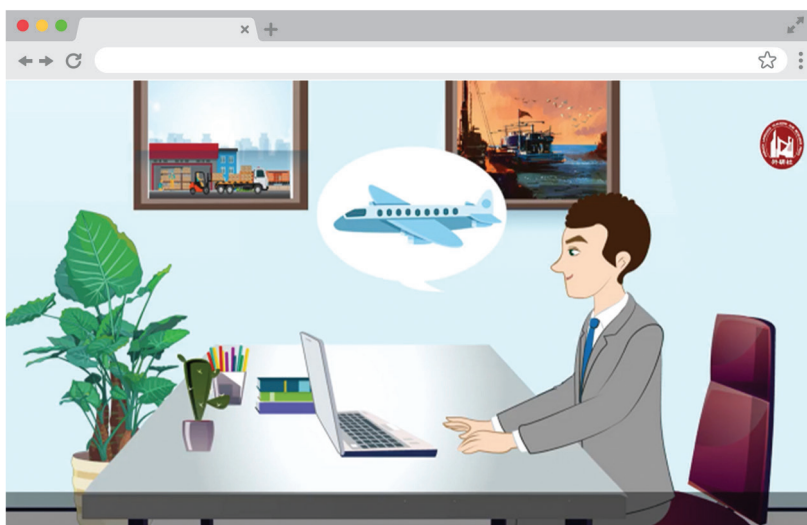
Elsa: Yes. The distributors who overachieved their sales quotas last year complained about our current incentive policy. They thought it was not flexible and encouraging enough. They want preferential terms on pricing and after-sales support added to future contracts.

Simon: Well, I need you to take all the feedback from our distributors into consideration and come up with a plan to support their work. We will announce it at the conference.

Thomas & Elsa: OK. No problem.

Task: Please describe the business challenge in the video and offer your strategies regarding how to encourage distributors.

4 How to Ship the Goods



扫描二维码
观看完整视频

题目全文

How to Ship the Goods

(Herman Co. Ltd. ordered a batch of New Year decorations from the Hongxing Decoration Company. Thomas, Herman's buyer, is talking with Xiaofeng, the sales representative at Hongxing, about the mode and the time of the shipment before signing the sales confirmation document.)

Thomas: Hi, Xiaofeng, I hope all is well with you. Before I sign the confirmation, I wonder if you could tell me how you are going to ship our goods?

Xiaofeng: Hello, Thomas. We arrange shipments according to the quantity, so for your order, we will send it in two parts.

Thomas: I'm afraid part shipments is not good for seasonal goods. We really need them shipped all together.

Xiaofeng: We understand your concern. Unfortunately, there's not enough space on the same vessel.

Thomas: But we may miss the New Year season if it takes too long for both parts to arrive. That would amount to a huge loss for us. Could you deliver them by air?

Xiaofeng: Sure, we can do that, but I'm afraid it will cost quite a lot more. Would you accept transshipment? Malaysia has high-capacity freighters to your destination port, and we could ship all your order together. So, they won't miss the arrival date.

Thomas: That sounds good!

Xiaofeng: We'll contact our shipping company and arrange for transshipment via Malaysia.

Thomas: Thank you. I'd appreciate that.

A few days after signing the sales confirmation

Thomas: Hi, Xiaofeng. I'm calling to tell you that we'd like to increase our order as we've had several advance orders recently from our bigger customers.

Xiaofeng: Hi, Thomas. I'm glad to hear that. How much more do you need?

Thomas: We would like a further 20,000 pieces of the hanging decorations. And could you deliver them three weeks earlier than our current date? That would be by 30th November?

Xiaofeng: Well, we only have around 5,000 pieces in stock. However, you've been a good customer for a long time so we could prioritize your needs and add another production line. But I hope you understand that delivery of the whole order together will be delayed by around 5-10 days.

Thomas: Thank you, Xiaofeng, but a 5-10 day delay will affect our seasonal sales. Do you have any solutions?

Xiaofeng: Well, maybe we could shift to a faster means of transportation. If you want to receive the whole order together on time, I'm afraid you'll have to raise your shipping budget. It'll definitely squeeze your profit margin. Once you've made a decision, could you send us a confirmation e-mail please?

Thomas: Okay, I'll discuss it with my manager and reply later today.

Task: Please describe the business challenge in the video and offer your strategies regarding the advance orders.

5 Planning a Donation Campaign



扫描二维码
观看完整视频

题目全文

Planning a Donation Campaign

(Ecool is a garment and degradable fabric manufacturer. The company is going to hold a public donation campaign. Jennifer, the marketing manager, is discussing what to include with Allen, the promotion project manager.)

Jennifer: Hello, Allen, I'm thinking of organising a charitable activity next month. It could be part of the 10th anniversary series of campaigns. Do you have any ideas?

Allen: Well, maybe we could degrade all the unsaleable and defective clothes in our inventory into raw materials and sell them to factories, and then donate the money to the Environmental Protection Association.

Jennifer: Good idea! That fits really well with our brand values. But I'm afraid there might not be much public participation. Do you have any idea about how to increase public participation and expand the social influence of the campaign? Perhaps take advantage of social media?

Allen: Well, maybe we can engage our customers. Let's say, we promote our campaign on social media and buy back their old clothes so they can contribute to the donation.

Jennifer: That's a good suggestion, but the customers may not be willing to bring us their clothes if they don't get much money in return.

Allen: I think our customers share the same environmental protection values as us, and they will recognise this

campaign as being worthy. We can also offer participants a certificate, so that they will feel included and appreciated.

Jennifer: That makes sense. We could make the entire donation process traceable to increase credibility.

Allen: Sure, our big data technology can support the tracking of the donation process from recycling clothes to material degradation. Also, we could do a live streaming of our processing line on social media platforms to increase donors' sense of involvement.

Jennifer: Good thinking, but not all fabrics can be degraded. We need to think about how to inform donors.

Allen: Yes, but besides our products, several natural fabrics are degradable, such as linen. We can add a notice on the campaign forecast.

Jennifer: Great. It should reach more people. Could you make a plan of the campaign for social media? Remember to focus on our brand value of environmental protection. If you have any other ideas for donor rewards, like coupons, please add this as well.

Allen: I see. No problem.

Task: Please describe the business challenge in the video and offer your strategies regarding the social media donation campaign.



职场共赢

选手通过抽签分为两人一组，合作完成 1 个职场情境沟通任务并各自总结汇报。每组选手职场情境沟通时间为 5 分钟，每位选手总结汇报时间为 2 分钟。

Contestants work in pairs to complete a business communication task in 5 minutes, and then give a 2-minute task report separately.

Topic 1

Scenario The Evergreen Tea Group is a famous tea supplier in Fujian Province. MuchTea Co., Ltd. is one of the top tea brands in Malaysia.

The Evergreen Tea Group is planning to expand its overseas market in ASEAN countries. MuchTea wants to expand and innovate its business and is looking for a reliable tea supplier in China. A meeting is set up to explore the business opportunity.

Wilson Chen, the Project Manager from the Evergreen Tea Group, is going to meet with Alya Lee, the Project Manager from MuchTea Co., Ltd., to negotiate the business opportunity.

Section 1 Please make a 5-minute role-play based on the two posters. Contestants should take account of the following key points regarding the intended goals.

Contestant 1: Wilson Chen, the Project Manager from the Evergreen Tea Group

Key points of the negotiation: -Introduce the Evergreen Tea Group.

-Explain how your products and services will meet the needs of MuchTea and make sure that the cooperation will be beneficial to the company.

-Negotiate in order to establish a long-term partnership.

Contestant 2: Alya Lee, the Project Manager from MuchTea Co., Ltd.

Key points of the negotiation: -Introduce MuchTea Co., Ltd.

-Assess how well the products and services provided by the Evergreen Tea Group will meet your needs in terms of potential business development and product innovation.

-Negotiate in order to establish a long-term partnership.

Intended Goals: The two sides should reach an agreement on the potential business opportunity and initiate a long-term partnership.

Section 2 Each contestant presents a 2-minute task report to his/her boss respectively. The report should cover the following two aspects:

(1) A brief review of the negotiation and its results;

(2) The prospect of future cooperation and follow-up work.

Poster 1



EVERGREEN: ALL ABOUT TEA

WHO WE ARE

The Evergreen Tea Group was established in 1980 with an area of 30,000 hectares under cultivation. We are now one of the leading tea suppliers based in Fujian Province. We grow high-quality tea and supply many customers around the world. Currently, we plan to increase the number of our international customers.

HOW WE ENSURE HIGH QUALITY AND CUSTOMER SATISFACTION

Trustworthy: a leading enterprise with 40+ years of experience in tea production and trading.
Authentic: quality tea from the best plants grown in the cool mountain air in Fujian Province, China.
Exquisite: flavors produced by traditional Chinese tea-making techniques as well as advanced tea processing lines.
Reliable: strict inspection of standards at all steps of the manufacturing process.
Flexible: flavors can be customized and specific packaging/labeling/co-branding accommodated.

WHAT WE PRODUCE

We offer everything of tea, from wholesale bulk tea to branded packaged tea and private-label tea products.

POPULAR PRODUCTS



Loose Leaf/Tea Bags
(Black Tea, Green Tea, White Tea, Oolong Tea, Herbal Tea)

- Herbal Series including Ginger Tea, Mint Tea and many other flavors
- Scented Series including Rose Tea, Jasmine Tea and many other flavors



Pure Tea Extract
(Original Series, Herbal Series, Scented Series, Iced Tea Series)



Trendy Instant Tea
(Original Series, Scented Series, Fruit Tea Series)

We offer TEA but MORE THAN TEA:

Pick your own tea leaves during a Dreaming Tour to the Tea Gardens: Pick fresh and green tea leaves in the fragrant and refreshing air. Experience a close encounter with the home of tea.

Visit the Modern Tea Industrial Park: A one-stop tour to learn about new cutting-edge tea processing technologies at the frontiers of the tea industry and market.

Enjoy Chinese tea culture in the Tea Art Gallery: Tea experts here teach you the step-by-step process to make a perfect cup of tea. Also, take the chance to experience an authentic traditional Chinese tea ceremony.

Join open courses on our CLASS TEA Platform: We offer free courses about the history and culture of tea around the world. Learn more facts about tea and become a tea expert.



WHO ARE OUR CUSTOMERS

Types of Customers

- Tea wholesalers
- World-renowned retailers
- Branded tea stores
- Tea Houses/Cafes/Restaurants/Hotels
- High-end new tea companies

Top-selling Countries

- Malaysia
- Morocco
- Vietnam
- The USA
- Japan

Poster 2



MuchTea,

much better tea for you

The MuchTea Co., Ltd. is a vigorous local tea brand which was founded in Southern Malaysia in 1997 and is now a household name throughout Malaysia.



- ✦ We deliver premium tea and ready-made tea beverages to customers by working closely with our trusted partners worldwide (China, Indonesia, Japan, South Korea, Malaysia, Thailand, and Vietnam).
- ✦ 100% natural and healthy raw materials from the best sources around the world.
- ✦ Our local subsidiaries include tea houses, modern concept tea bars, and tea stores.
- ✦ We strive to provide new tea experiences, injecting vitality and new possibilities into the long-existing and prevailing tea culture in Malaysia.

WHERE WE ARE HEADED

MuchTea, much better tea for you

Business Items		Status Quo	Outlook
Local Stores	Premium Tea Houses	<p>The Number of Tea Houses: 8 tea houses in Southeast Asia</p> <p>Main Offerings:</p> <ul style="list-style-type: none"> » Food & Beverages: <ul style="list-style-type: none"> -Black tea -Green tea -Herbal tea -Pastries and snacks » Tea Theme Activities (Exquisite Afternoon Tea Receptions) 	<p>Stores</p> <p>» Offline Stores: We plan to open more tea houses and bars in ASEAN countries next year (2~3 new premium tea houses; 3~5 new modern concept tea bars).</p> <p>» Online Stores: Develop more international e-commerce channels.</p>
	Modern Concept Tea Bars	<p>The Number of Tea Bars: 24 Malay theme tea bars</p> <p>Main Offerings: <i>Teh tarik</i> (Malaysian pulled tea) and original Chinese tea drinks</p>	<p>Production</p> <ul style="list-style-type: none"> » Increase the variety of tea and tea products in stores. » Develop a new infusion of tea drinks to meet the demands of young consumers. » Develop more MuchTea-labeled products.
	Tea Stores	<p>The Number of Tea Stores: 15 tea shops in shopping malls and airports</p> <p>Main Offerings:</p> <ul style="list-style-type: none"> » Tea Products: loose leaf and bagged tea » Tea Services: free in-store tea tasting 	<p>Services</p> <ul style="list-style-type: none"> » Build 2 new customer experience centers providing tea brewing and tasting services in stores. » Launch online courses about tea and tea culture on the official website to attract potential customers. » Launch an AI tour of tea gardens and factories on the official website to create an immersive tea culture experience.
E-Commerce		<p>Website and Online Sales Channels</p> <p>Official Website (www.muchtea.com.my):</p> <ul style="list-style-type: none"> » Information about MuchTea » Online shopping <p>E-Shops (registered on 2 popular native Malaysian e-commerce platforms):</p> <ul style="list-style-type: none"> » Loose leaf and teabag sales 	

Topic 2

Scenario

S&F Railway Group is one of the biggest railway companies in North China. Triumph Training Co. is a well-known training course provider based in England specializing in railways.

S&F Railway Group is planning to develop an online training program on “Big Data Analytics for Railways.” Triumph Training Co. is looking for an opportunity to expand its global market. The two companies set up a meeting to explore the business opportunity.

Julia Wang, the Human Resource Supervisor at the S&F Railway Group, and Martin Jones, the Marketing Supervisor at Triumph Training Co., meet to discuss the business opportunity.

Section 1 Please make a 5-minute role-play based on the two posters. Contestants should take account of the following key points regarding the intended goals.

Contestant 1: Julia Wang, the Human Resource Supervisor at S&F Railway.

Key points of the negotiation: -Introduce the S&F Railway Group and explain your present staff training needs.

-Discuss and decide on four courses provided by Triumph Training for the training package based on your needs.

-Discuss and confirm the training cycle, time schedule, and service.

Contestant 2: Martin Jones, the Marketing Supervisor at Triumph Training

Key points of the negotiation: -Introduce Triumph Training Co. and explain its advantages.

-Recommend corresponding courses to S&F from a professional standpoint (you can negotiate a customized package).

-Discuss and confirm the training cycle, time schedule, and service.

Intended Goals: The two sides should reach an agreement about the staff training program and initiate a long-term partnership.

Section 2 Each contestant presents a 2-minute task report to his/her boss respectively. The report should cover the following two aspects:

- (1) A brief review of the negotiation and its results;
- (2) The prospect of future cooperation based on the mutual interests of the two sides.

Poster 1



Why do WE need BIG DATA?

S&F's outlook tells.



S&F Railway Group's new focus:
new tools, new processes, new ways of working



Change to a modern railway system supported by Big Data Analytics



Performance monitoring and evaluation



Rail safety management & maintenance strategies



Development and implementation of operational rules and standards



Improve passenger experience supported by modern technology




Digitizing rail crew management

S&F's PRE-TRAINING SURVEY INDICATES WHY WE NEED BIG DATA

A pre-training survey was conducted among 120 employees from core departments.
These employees have been selected for the training program.


Question	Answer(s)
1. Have you attended any training related to Big Data Analytics?	YES. (28, 23.3%) NO. (92, 76.7%)
2. Do you think Big Data Analytics training is necessary in the railway industry?	YES. (115, 95.8%) NO. (5, 4.2%)
3. Which TWO of the following topics would best meet your needs? A. Rail Operation Data Analysis and Management B. Big Data Integrated Monitoring System C. Information Technology and Intelligent Transportation Construction D. Big Data Management for Railway Personnel Effectiveness E. Passenger Service Improvement Strategy and Big Data Analytics	A. (55, 45.8%) B. (49, 40.8%) C. (57, 47.5%) D. (45, 37.5%) E. (34, 28.4%)
4. When would you like the training to be held? A. On weekends B. After work on weekdays C. Specially scheduled training days	A. (55, 45.8%) B. (38, 31.7%) C. (27, 22.5%)
5. How long do you think the training cycle should take? A. 3-5 days B. 1-2 weeks C. 20 days-1 month	A. (30, 25%) B. (64, 53.3%) C. (26, 21.7%)
6. Which of the following training assessment methods do you prefer? A. Written task (report, reflective paper, written examination, etc.) B. Oral presentation C. Project D. Simulated practice	A. (23, 19.2%) B. (31, 25.8%) C. (32, 26.7%) D. (34, 28.3%)
7. Which TWO of the following aspects do you care the most about the training? A. Courses with both theory and hands-on practice B. Reasonable length of training period C. Timely and effective feedback D. Follow-up guidance after training E. A certificate on completion	A. (68, 56.7%) B. (48, 40%) C. (41, 34.1%) D. (35, 29.2%) E. (48, 40%)




Triumph Training Co.

"Upskill your entire workforce."


11.6K+
enterprise customers worldwide


16K+
curated courses in the railway industry with more to come


300+
quality instructors with an average experience of 8+ years

Training Package:
We can create customized course packages (including specific requirements of selected topics, number of participants, time and venues based on your needs).

Training Language:
English, Spanish, Mandarin, French, German, and Japanese.
Bilingual courses are also available.

Training Service:

- ★ learner assistance and support
- ★ Certificate on completion
- ★ Specialized training report for your organization
- ★ 1-year free access

List of Basic Online Courses	The Course Includes	Service & Support
Big Data, Data Science and Artificial Intelligence <ul style="list-style-type: none"> ◆ Knowledge of Big Data Technology & Tools ◆ Big Data and Data Science in Transportation Practice ◆ Data Science and Skill Set required for working with Big Data 	<ul style="list-style-type: none"> ◇ 3 live lectures (6 hours) and 8-hour recorded lecture ◇ 8 downloadable hand-outs and an e-book ◇ 2-hour online Q&A session 	<ul style="list-style-type: none"> ◇ Selection of course level (elementary / intermediate / advanced) ◇ Final assessment and learner feedback ◇ Customizable timing for the live lectures
Big Data Analytics of IoT-based Railway Monitoring System <ul style="list-style-type: none"> ◆ Practical introduction to Internet of Things (IoT) ◆ Application of Big Data Analytics to monitoring system ◆ Rail network capacity monitoring and decision-making: Learning by doing (hands-on simulation) 	<ul style="list-style-type: none"> ◇ 4 live lectures (4 hours) on weekdays and 8-hour recorded lecture ◇ 10 downloadable hand-outs ◇ 2 case studies (20 micro course videos) 	<ul style="list-style-type: none"> ◇ Selection of course level (elementary / intermediate / advanced) ◇ Virtual simulation training platform ◇ AI-generated learner analysis report ◇ Live lectures only on weekdays
Railway Safety and Security Management <ul style="list-style-type: none"> ◆ Rail equipment safety management based on Big Data ◆ Risk identification, evaluation, and reduction ◆ Development and implementation of safety rules and standards 	<ul style="list-style-type: none"> ◇ 3 live lectures (6 hours) and 4-hour recorded lecture ◇ 5 downloadable hand-outs and 2 reading materials ◇ 1 case study (15 micro course videos) ◇ 2-hour online Q&A session 	<ul style="list-style-type: none"> ◇ Virtual simulation training platform ◇ AI-generated learner analysis report ◇ 2 individual tasks ◇ Customizable timing for the live lectures
Locomotive Management System <ul style="list-style-type: none"> ◆ Optimization of locomotive performance standards ◆ Improving locomotive allocation plans with Big Data Analytics ◆ Loco maintenance advisory: Learning by doing (hands-on simulation) 	<ul style="list-style-type: none"> ◇ 2 live lectures (5 hours) on weekends and 6-hour recorded lecture ◇ 4 downloadable hand-outs ◇ 3 case studies (18 micro course videos) 	<ul style="list-style-type: none"> ◇ Virtual simulation training platform ◇ AI-generated learner analysis report ◇ 1 group project ◇ Online group study led by learner assistant ◇ Live lectures only on weekends
Freight Railway Crew Management <ul style="list-style-type: none"> ◆ Railway crew scheduling model, method, and application ◆ Workforce management system optimization 	<ul style="list-style-type: none"> ◇ 4 live lectures (8 hours) on weekends and 3-hour recorded lecture ◇ 4 downloadable hand-outs 	<ul style="list-style-type: none"> ◇ Selection of course level (elementary / intermediate / advanced) ◇ Virtual simulation training platform

评分标准

主题演讲

Scoring Criteria

Phase 1: Prepared Speech

Dimension	Speech (60%)	Q&A (40%)
Content	30%	20%
Language	20%	10%
Delivery	10%	10%

职业风采

Scoring Criteria

Phase 2: Vocational Speech

Dimension	Speech (60%)	Q&A (40%)
Content	30%	20%
Language	20%	10%
Delivery	10%	10%

青年之声

Scoring Criteria

Phase 3-1: Voice of Youth

Dimension	Speech (60%)	Q&A (40%)
Content	30%	20%
Language	20%	10%
Delivery	10%	10%



Scoring criteria

Phase 3-2: Business Strategies

Dimension	Problem Description (30%)	Solution Presentation (50%)	Q&A (20%)
Content	15%	30%	10%
Language	10%	15%	5%
Delivery	5%	5%	5%



Scoring Criteria

Phase 4: Cooperative Communication

Dimension	Assigned Business Communication (50%)	Task Report (30%)	Q & A (20%)
Content	30%	20%	10%
Language	5%	5%	5%
Communication Strategy	5%	*	*
Group Work	5%	*	*
Delivery	5%	5%	5%

大赛精彩回顾

各阶段比赛精彩集锦

第一阶段：主题演讲

精彩选手集锦



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第二阶段：职业风采

精彩选手集锦



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第三阶段第1环节：青年之声

精彩选手集锦



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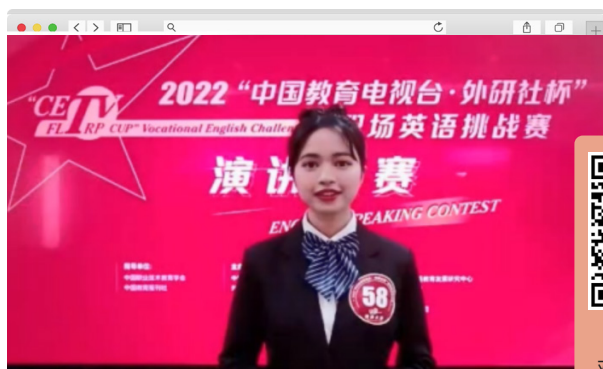
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优秀选手精彩表现回顾



冠军

孔嘉欣

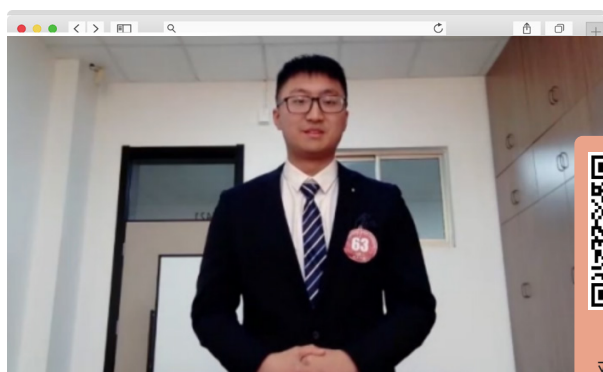


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亚军

李鹏飞



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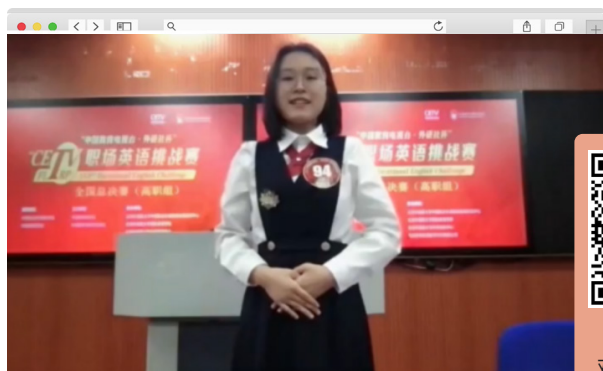
亚军

王嘉铭



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季军 陈薪如



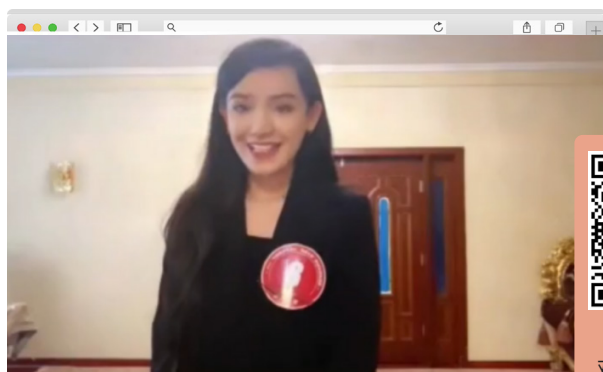
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季军 满昱汝



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季军 苏买尔亚·吐送买买提

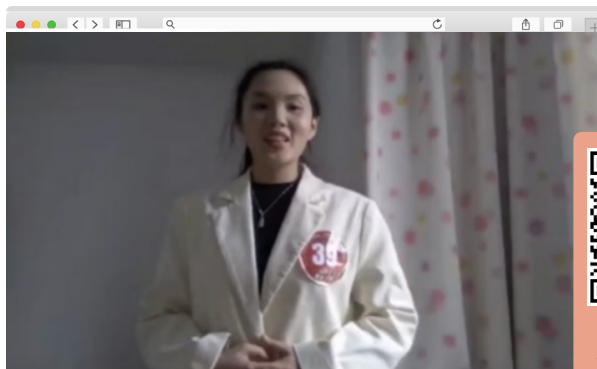


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季军

翁姿伊



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季军

张阮籍



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写作大赛

题型介绍与真题资源

题 型	字数要求 (Words)	分 值 (Score)
Part I 看文字信息写作	100	25
Part II 看图表信息写作	200	40
Part III 看短文信息写作	250	35

赛 题

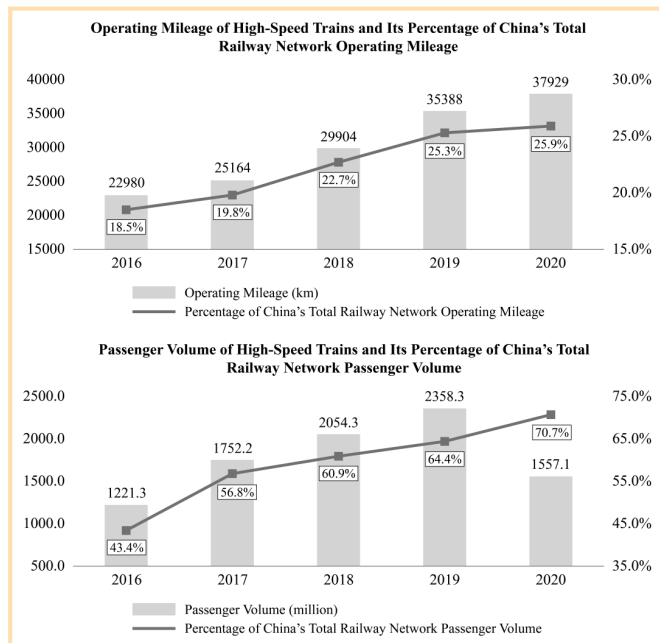
Part I (25 points)

Directions: Suppose you are Elizabeth Wang, the sales manager of Sunoon Tech. You want to meet Mr Charles Truss, the purchasing manager of your client Moontar Tech, to present one of your company's new products. You decide to write an email (of at least 100 words) to make an appointment with him. You should not include any real information about yourself in your writing. Your email should contain the salutation, the body, and the complimentary close. The body of your email should include the following points:

- Request a meeting and explain the reason.
- Suggest the time and place of the appointment.
- Express thanks and ask for a reply as soon as possible.

Part II (40 points)

Directions: The charts below show the operating mileage and passenger volume of high-speed trains and their percentages of China's total railway network operating mileage and passenger volume for the years 2016 through 2020. Write a report (of at least 200 words) to describe the charts, analyze the data, and make some comments/predictions/suggestions.



Part III (35 points)

Directions: Read the story below and write an essay (of at least 250 words) based on your understanding. You need to give your essay an appropriate title and your essay should contain three parts:

- a statement of your viewpoint;
- the body which presents your argument;
- a conclusion which restates your viewpoint.

Story: There was once a lazy man living in a house with spider webs on the walls and mice running around. People avoided visiting him and the man was unhappy every day.

One day, the man dropped in on a wise old man and asked for advice about changing his life. The old man gave him a beautiful pot and said, “This pot will bring you happiness.” “Why do I need a pot?” the man thought. Although surprised, he took it home.

“It’s not proper for something so beautiful to be empty,” later he realized. So, he put some wild flowers into it, making it even more beautiful. “It’s not good for such a beautiful thing to stand next to spider webs.” So, he started to do some cleaning, and his house immediately turned into a comfortable place. The man cheered up. From then on, he worked hard and his life has been improved.

评分标准

Scoring Rubrics	
Ideas (35%)	<ul style="list-style-type: none"> The writer should focus on the main topic and does not digress from it. All necessary points should be presented.
Grammar, usage and mechanics (30%)	<ul style="list-style-type: none"> Good sentence variety. Precise word choice. Few spelling and grammar errors.
Organization (25%)	<ul style="list-style-type: none"> Clear and logical sequencing of key points. Proper use of cohesive devices.
Format and word count (10%)	<ul style="list-style-type: none"> Standard writing format (e.g. necessary parts of a business letter) should be followed. Minimum word count should be met.

优秀作品评析



以下作品为 2022 “中国教育电视台·外研社杯” 职场英语挑战赛写作大赛全国决赛文字信息题的作答。（为保持作品原貌，未对其中的失误处进行修改，请注意鉴别。）

作品一

Dear Mr. Truss,

I am writing in a hope to make an appointment with you to present one of our company's newly-launched products A-123 Phone.

With the aspiration to design the best phone possible, we have put immense efforts to upgrade the function of this new series. The most noteworthy feature of our new phone is that it is water-proof, which is able to function appropriately even under the water. We believe that this can generate huge interests among the public, leading to considerable sales.

As exciting as it may be, I would be most grateful if it is possible to meet with you and discuss more details about our product. Would it be convenient to meet you at your office at 2 p.m. on December 20, 2022? If you will not be available at that moment, please inform me to arrange another time at your earliest convenience.

Please reply as soon as possible. Thank you!

Yours Sincerely,

Elizabeth Wang

Sales Manager of Sunoon Tech

作品二

Dear Mr. Charles Truss,

I am writing to cordially make an appointment concerning our new products on half of our company Sunoon Tech.

It's our great honor to realize that you have shown the interest to cooperate with our company on Tokyo Technology Fair last month, during which some of our new products were still under study. Now we are delighted to inform you that new products are all available for you to have a look. Therefore we want to have a meeting with your company.

Regards to the time and place, we suggest that the meeting be held at the conference room in our company at 3p.m., December 20. Enclosed please find the specific location of our company, together with the most convenient way to arrive here. The schedule is also changable in case of your inconvenience. Your early request of that would be highly appreciated.

Please accept my deepest gratitude to your interest in our products. We hope that our companies would reach further and build a solid relationship with each other. Looking forward to your reply.

Yours sincerely,

Elizabeth Wang, Sales Manager of Sunoon



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评析专家：北京语言大学 许宏晨教授



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作 品

Report on the Operating Mileage and Passenger Volume of China's High-Speed Trains

Introduction

The objectives of this report are to depict the given bar charts concerning the operating mileage and passenger volume of high-speed trains, in conjunction with their percentages of China's total railway networking operating mileage and passenger volume over a five-year period from 2016 to 2020, to analyze the underlying reasons and make some recommendations.

Findings

According to the first chart, it is apparent that the operating mileage of high-speed trains and its percentage of the total railway networking operating mileage delineate a general uprising tendency. Starting from approximately 23,000 km in 2016, the operating mileage increased mildly before shooting up to almost 30,000 in 2018, and continued its upward trend to its peak at a staggering 37,929, which experienced an increase of nearly 1.5 times comparing to the figure for 2016. Meanwhile, the proportion of China's total operating mileage climbed at a moderate rate from 18.5% in 2016 to 25.3% in 2019 before reaching a plateau in the final year to 25.9%.

From the second chart, we can discern a similar growing pattern. The passenger volume increased steadily and doubled from around 1,200 million in 2016 to 2,400 million in 2019, before a notable plunge to merely 1,557 million was witnessed in 2020, similar to its initial figure. By the same token, the passenger

volume accounted for the lowest point of 43.4% of China’s total railway network passenger volume in the beginning, with a consistent growth to its highest point at a stunning 70.7%, despite a decrease in the number of passengers in 2020.

Analysis

In light of the above findings, several factors should be taken into consideration to explain the increasing trend. To begin with, the booming development of high-speed trains as well as the construction of road enable high-speed trains to reach almost every corner of China, leading to the ever-growing operating mileage. Furthermore, the improvement has made high-speed trains more convenient and comfortable for passengers to travel by this means, contributing to a larger number of passengers. Last but not least, it is worth noting that due to the unprecedented outbreak of Covid-19 in 2020, the number of passengers witnessed a decline.

Conclusion & Recommendation

In a nutshell, the elevating trend in operating mileage and passenger volume indicates a positive development of China’s high-speed trains. Further investigation and discussion are still needed to analyze the scenario, yet it is highly suggested that high-speed trains continuously be upgraded and ameliorated to further development.



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评析专家：北京语言大学 许宏晨教授

教学资源

备赛指导讲座

为帮助广大师生更高效地进行备赛，同时助力职业院校英语教、学实践，外研社以赛为端，策划系列备赛指导讲座，邀请英语教学领域权威专家，围绕英语演讲、英语写作两项能力，融入行业岗位素养，与院校携手，推动资源共享。随着新一届大赛的启动，外研社将自主策划更多精品讲座资源，赋能以赛促教、以赛促学、以赛育人实践。

★ 演讲大赛

主题演讲破题讲座



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主讲专家 中国职业外语教育发展研究中心 徐建中
复旦大学 万江波
浙江工商职业技术学院 钱律伟

演讲大赛备赛指导讲座



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主讲专家 南京师范大学 杨玲

决赛样题分析及思路点拨



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主讲专家 复旦大学 万江波

决赛样题分析及备赛建议



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主讲专家 广东省外语艺术职业学院 袁洪

★ 写作大赛

写作大赛备赛指导讲座



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主讲专家 深圳职业技术学院 马俊波

双语学习资源

依托“外研职教”微信公众号、视频号平台，以及外研社职业教育英语精品教材，外研社面向院校师生持续推出双语学习资源，为学生创设有趣、高效的立体化学习情境，为教师提供可视、可听的数字化教学资源，落实“立德树人”根本任务，助力外语课程思政建设。

智慧中国视频号专栏



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双语素材公众号专栏



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精品图书资源

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《理解当代中国 英语演讲教程》



《理解当代中国 英语读写教程》



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