

*Brevet de Technicien Supérieur*  
**COMMERCE INTERNATIONAL**  
**à référentiel commun européen**

Épreuve écrite E2  
**Langue vivante étrangère A**  
**ANGLAIS**

*Durée : 3 heures*

*Coefficient : 2*

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**Les dictionnaires numériques sont interdits.**

**Tout autre matériel est interdit.**

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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BTS Commerce International à Référentiel Commun Européen		Session 2011
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## THE SPREAD OF COUNTERFEITING

Imitation is supposed to be the sincerest form of flattery, but that is not how most brands see it. On March 1<sup>st</sup> Philip Morris, a tobacco giant, sued eight American retailers for selling counterfeit versions of its Marlboro cigarettes. Thanks to the rise of the Internet and of extended international supply chains, and more recently, to the global economic downturn, counterfeit goods are everywhere.

Counterfeiting "used to be a luxury goods problem", says Therese Randazzo, who is in charge of protecting intellectual property at America's customs service. Now people are trying to traffic counterfeit items that have a "wider effect on the economy", she says, such as pharmaceuticals and computer parts.

Several factors have contributed to the growth of counterfeiting in recent years. The shift of much of the world's manufacturing to countries with poor protection of intellectual property has provided both the technology and the opportunity to make knock-offs. The Internet in general, and e-commerce sites like eBay in particular, have made it easier to distribute counterfeit goods.

The recession in the rich world may also have given a boost to counterfeit goods as consumers short of money trade down from the real thing. Cost-cutting measures may also have made firms' supply chains more vulnerable to counterfeit parts.

Businesses, which feel the revenues lost to counterfeiters all the more acutely in a downturn, are making an even greater effort to root out impostors. Lawsuits brought by companies against manufacturers and distributors of counterfeits are at an all-time high.

The technology used to counter pirates is also becoming more sophisticated. Holograms are a cheap way to distinguish real items from fakes, although counterfeiters are getting better at copying them. Special inks and other "covert" technologies (meaning those invisible to the naked eye) are becoming more popular as a result. The most foolproof technique for identifying genuine goods involves incorporating materials with special genetic markers into the packaging or product itself. Firms or officials can then literally check an item's DNA to ensure that it is real. This is more expensive than other anti-counterfeiting measures, but companies with very valuable wares, such as the grandest wineries, are splurging on it.

Online brand-protection services, which track counterfeiters on the web for their clients, are also thriving. America's biggest firms spend \$2m-4m a year to combat counterfeiting on average – a figure that is growing along with Internet shopping.

Governments are also boosting their efforts to crack down on counterfeiting, which deprives them of tax revenue in addition to harming legitimate businesses. Counterfeiting and piracy cost G20 economies \$85 billion a year in lost taxes and higher spending on unemployment benefits. In recent years France and Italy have enacted laws that threaten consumers who buy fake goods with steep fines and even imprisonment. The EU, America and Japan, among others, are discussing a new treaty, called the Anti-Counterfeiting Trade Agreement, that would strengthen international controls on counterfeits and piracy. But in China, where 80% of the world's fake goods are thought to be produced, officials are loath to crack down on a thriving local business. China is not expected to sign ACTA – undermining it before it has even been unveiled. Perhaps China could make a just-as-good fake treaty instead.

From *The Economist*, March 6, 2010

**I - COMPRÉHENSION DE L'ÉCRIT (20 points)**

Après lecture attentive du texte, vous en ferez un compte rendu en français et ferez apparaître les idées essentielles.

(Minimum 220 mots ; maximum 250 mots. Indiquez précisément le nombre de mots)

**II - EXPRESSION ÉCRITE (20 points)**

Répondez en anglais à la question suivante en 300 mots,  $\pm$  10%. Indiquez précisément le nombre de mots.

**To what extent has counterfeiting become a global issue?**

**III - INTERACTION ÉCRITE (20 points)**

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

Lettre en date du 9 mai 2011.

**Expéditeur :** Marc Durand, directeur des ventes de la société Beach Air Land ;  
adresse postale : 9 rue de la Jetée, 33000 Bordeaux, France.

**Destinataire :** Paul Blair, directeur des achats de l'entreprise Johnson Ltd ;  
adresse postale : 145 Winston Square, Brighton BRI 784,  
Grande Bretagne.

Corps de la lettre :

- **Objet :** Vous annoncez un retard dans l'exécution de la commande PB/275 du 29 avril 2011
- **Raison :** grève qui a touché les usines fabriquant les jouets au cours des deux dernières semaines
- **Conséquence :** production réduite et nécessité d'allonger les délais de livraison d'environ 15 jours
- **Donc :** impossibilité d'expédier la marchandise dans les délais prévus
- Vous vous excusez pour les problèmes que ce retard pourrait occasionner
- Insister sur le fait que cette situation est exceptionnelle et tout à fait indépendante de votre volonté
- Rappeler que toutes vos livraisons précédentes n'ont jamais fait l'objet d'aucun retard et que la ponctualité et la précision dans l'exécution des commandes sont des éléments très importants de la politique de votre société
- Renouveler les excuses et assurer votre interlocuteur que vous ferez tout ce qui est en votre pouvoir pour que la marchandise soit livrée le plus rapidement possible

Formules et présentation d'usage.