

Brevet de Technicien Supérieur
COMMERCE INTERNATIONAL
à référentiel commun européen

Épreuve écrite E2
U22 - Langue vivante étrangère B
ANGLAIS

Durée : **3 heures**

Coefficient : **2**

L'usage d'un dictionnaire unilingue est autorisé.

Les dictionnaires numériques sont interdits.

Tout autre matériel est interdit.

Dès que le sujet vous est remis, assurez-vous qu'il est complet.
Le sujet se compose de 3 pages, numérotées de 1/3 à 3/3.

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COMING TO AMERICA

Europe's big aircraft-maker is to open a factory in Alabama.

On July 2nd Airbus said it would open its first jet assembly line in America in Mobile. The reaction of Boeing, the European aircraft-maker's biggest rival, suggests it fears a nasty sting from this foreign pest. And with good reason: Airbus says the factory, which will cost \$600m and start delivering aircraft in 2016, will help to boost its share of America's civil-aviation market to nearly 50%, up from 20% today.

Airbus's move seems well-timed. With the four biggest airlines in the world, America remains the largest market for civilian jets. Demand has been muted for years, usually accounting for less than 30% of orders worldwide, down from 50% in 2003. But this is likely to change. Jets flying in America are typically several years older than elsewhere. Perhaps 5,000 new aircraft may be needed in the next 20 years. The single-aisle 319s, 320s and 321s that Airbus will put together in Mobile – albeit initially at a modest rate of up to 50 a year – will challenge Boeing's popular 757.

Earlier plans by Airbus to make planes in America were thwarted when Boeing beat it to win a large order for mid-air refuelling tankers from the Pentagon. By selling aircraft that are "made in the USA", Airbus hopes to win over patriotic locals (just as Japanese carmakers won them over by opening factories in America in the 1980s and 1990s). American politicians have long supported Boeing against its European challenger, though it is unfair to classify Airbus as wholly European. Like Boeing, its supply chain is global. It claims, for example, to be the largest foreign customer of America's civil-aerospace industry.

Airbus says the new factory will bring it closer to its customers in America. It will also create a natural currency hedge, with more of its costs incurred in dollars rather than euros. Ironically, Airbus will also receive subsidies from Alabama reckoned to be worth almost \$160m.

Airbus's new factory is expected to create 1,000 jobs. Part of the appeal of Alabama is that it is a "right-to-work" state, where employees cannot be forced to join a union as a condition of employment. So far, despite high unemployment in the EU, Airbus's European workers seem to have bought their bosses' argument that the new factory will not take jobs from Europe, but may create some by boosting sales in America.

How Boeing will respond to this rocket-blast of competition in its own backyard remains to be seen. So far it has merely grumbled that the new factory will not change the fact that Airbus has benefited from huge subsidies at home. Perhaps Boeing should open a factory in Europe? That is easier said than done. Few places in the EU can match Alabama's sweet mix of flexible working practices and southern-fried tax breaks.

Adapted from *The Economist*, July 7th 2012

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. (200 mots, $\pm 10\%$)

II – EXPRESSION ÉCRITE (20 points)

Répondez **en anglais** aux questions suivantes :

- A-** Who do you think may benefit from the competition between Boeing and Airbus in the USA?
(150 mots, $\pm 10\%$)
- B-** Why is it an advantage for a firm to set up a manufacture in a foreign country?
(150 mots, $\pm 10\%$)

III- INTERACTION ÉCRITE (20 points)

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

Lettre en date du 18 avril 2013.

Expéditeur : William Patterson, directeur des ventes de Soni-Air Inc.
Adresse postale : 2345 Ottawa Avenue, Toronto, Canada.

Destinataire : Mark Anderson, directeur des achats de British Airways.
Adresse postale : 23 Manchester Avenue, Twickenham TW2 5PR, Royaume Uni.

Objet : commande n° 95922 de 5000 casques audio.

Corps de la lettre :

- Vous accusez réception de la lettre du 15 avril vous informant que 10 cartons sur 50 ne contenaient pas la marchandise commandée.
- L'erreur vient de votre transitaire qui a confondu 2 commandes à destination du Royaume Uni et les a mal numérotées.
- Vous présentez vos excuses à votre client et vous le rassurez.
- Vous le prévenez que vous avez envoyé la marchandise manquante et que votre représentant du Royaume Uni viendra récupérer dès que possible la marchandise qui ne vous était pas destinée.

Formules et présentation d'usage.