

## 工作經驗

### 翻譯經歷：2008年迄今 (英中翻譯)

- **全球知名精品品牌** – 珠寶、服飾、高級鐘錶等內部培訓資料  
(因保密協議，恕無法提供作品參考)
- **書籍翻譯** – 時尚類(人物傳記); 保健類 (運動營養學)
- **企業管理課程供應商** - 套裝管理課程
- **新加坡投顧公司** – 投資產品、產業分析文章 (加上繁體中文化校潤)
- **知名江浙餐飲集團** - 菜單、公司簡介、特殊菜色與產品介紹
- **奧地利飲料公司**台灣分處 - 員工手冊
- **動畫公司/遊戲代理** - 人物對白
- **日系化工公司/國內儀器進口商** - 操作使用手冊
- 其他類別 英中 / 中英翻譯；繁中校潤  
(簡介、商用文件、期刊文章、認證文件、系統文件、操作手冊、字幕等)

## 其他工作經歷：2003-2017

- 國內貿易公司/代理商公司 – 執行秘書
- 法商酒商集團 – 總經理室秘書

## 學歷

- 1995-1999 天主教輔仁大學 法國語文學系
- 2000-2003 義大利國立巴維亞大學 文化資產保存學系

## 語言能力

- 英文 聽/流利; 說/流利; 讀/流利; 寫/流利
- 義大利文 聽/中等; 說/中等; 讀/中等; 寫/中等
- 法文 聽 /中等; 說/普通; 讀/中等; 寫/中等

## 專業證照

- TOIEC 金色證照 (940分) / 義大利語CILS 中級認證

# 作品介紹 1 – 保健類書籍 英翻中 (約3.6萬字)

## // Hydration

Exercise is thirsty work.

Whenever you exercise you lose fluid, not only through sweating but also as water vapour in the air that you breathe out. During high intensity exercise in hot, humid conditions, your body's fluid losses can be very high and, if the fluid is not replaced quickly, dehydration will follow. This will have an adverse effect on your physical and mental performance, yet it can be avoided, or at least minimised, by appropriate drinking strategies.

This chapter explains the effects of dehydration on performance, how to reduce the risk of both dehydration and overhydration (hyponatraemia), when is the best time to drink, and how much to drink. It deals with the timing of fluid intake, before, during and after exercise, and considers the science behind the formulation of sports drinks. Do they offer an advantage over plain water and can they improve performance? Finally, this chapter looks at the effects of alcohol on performance and health, and gives a practical, sensible guide to drinking.

### WHY DO I SWEAT?

First, let us consider what happens to your body when you exercise. When your muscles start exercising, they produce extra heat. In fact,

about 75% of the energy you put into exercise is converted into heat, which is then lost. This is why exercise makes you feel warmer. Extra heat has to be dissipated to keep your inner body temperature within safe limits – around 37–38°C. If your temperature rises too high, normal body functions are upset and eventually heat stroke can result.

The main method of heat dispersal during exercise is sweating. Water from your body is carried to your skin via your blood capillaries and as it evaporates you lose heat. For every litre of sweat that evaporates, you will lose around 600 kcal of heat energy from your body. (You can lose some heat through convection and radiation, but it is not very much compared with sweating.)

### HOW MUCH FLUID DO I LOSE?

The amount of sweat that you produce and, therefore, the amount of fluid that you lose, depends on:

- how hard you are exercising;
- how long you are exercising for;
- the temperature and humidity of your surroundings;
- individual body chemistry.

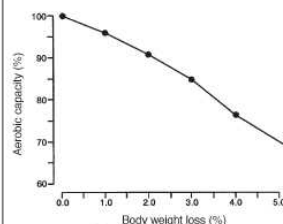


Figure 7.1 Fluid loss reduces exercise capacity

### A CONTROVERSY: DEHYDRATION AND PERFORMANCE

For elite athletes, mild dehydration (<2% BW loss) may not impair performance. For example, an analysis of previous studies suggests that, contrary to popular dogma, exercise-induced dehydration up to 3 or 4% body weight loss can be well tolerated and does not affect performance in elite cyclists in outdoor (as opposed to lab) conditions (Goulet, 2011). In fact, researchers suggest that mild dehydration may actually be an advantage in elite runners as a lower body weight will lower the energy cost of running.

A study of elite Ethiopian distance runners found that they consumed comparatively little fluid (1.75 litres per day) and did not drink anything before or during training (Bets *et al.*, 2011). A 2006 study of Ironman triathletes in Australia found that quite large fluid losses of up to 3% of body mass had no adverse effect on performance (Laursen *et al.*, 2006). There was little change in core temperature and other

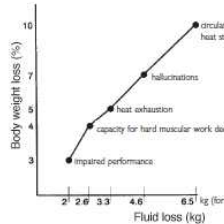


Figure 7.2 The dangers of dehydration

measures of dehydration stayed within ranges. Another study by researchers in South Africa weighed 643 marathons before and after a marathon and found dehydration equivalent to a 3% body weight loss had no adverse effect on performance (Zouhal *et al.*, 2011). In fact, those completing the marathon in the fastest times had the greatest body weight loss and there was a clear inverse relationship between body weight loss and performance time.

The link between mild dehydration and decreased performance is based mainly on lab studies on US military research preparing soldiers for desert or jungle combat in the Second World War, which is not applicable to most real-life sporting situations. Also, these studies did not distinguish between thirst and dehydration, so it is possible that the unpleasant sensation of thirst slowed volunteers down, rather than a shortage of fluid in the body. Newer double-blind studies using intravenous drips to hydrate cyclists while they cycled, and where neither the cyclists

英

## // 補充水分

運動是一件令人口渴的活動。

當你運動時，不僅以流汗的方式流失水分，亦經由你呼出、於空氣中蒸發的水分。在炎熱、潮濕的環境中從事高強度的運動時，體內液體可能會散失，體內水分若未能迅速補充，將導致脫水。這將對你的身心帶來不利的影響，然而，這是可以透過適當的飲水策略而避免的，或將不利影響降到最低。本章說脫水對表現帶來的影響，如何降低脫水與水分攝取過多（低血鈉症）、何時是最佳飲水的時間，以及應該飲用多少量。這與運動前、運動期間和運動後攝取水分時機有關，並考量運動飲料配方的科學，這些運動飲料是否能提供比純水更多的好處，並改善運動表現？最後，本章將著重於酒精對表現與健康帶來的影響，並給予實用且明智的飲水指導。

### 我為什麼流汗？

首先，讓我們想想當你在運動時，身體會發生什麼情況，當你的肌肉開始運動，他們會產生顯外的熱量，事實上

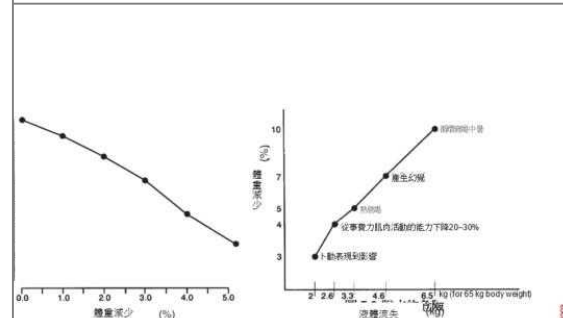
大約 75% 的運動能量會轉化為熱量，然後消失。這是運動讓你感到更溫暖的原因，額外的熱量必須消散，以將你的體溫維持在攝氏 37–38°C 的安全範圍內，你的體溫升得太高，正常的生理機能將被打亂，最終可能導致中暑。

運動過程中主要的散熱方法就是流汗，身體透過毛細血管將水分帶到你的皮膚，並於散失熱量時蒸發。每蒸發 1 公升的汗水，你的身體就會失去約 600 大卡的熱能（你可透過對流與輻射流失一些熱量，但相較於流汗並不是非常多）。

### 我會流失多少液體？

你所產生的排汗量，以及所流失的液體量取決於：

- 運動的努力程度；
- 運動的時間長短；
- 所處環境的溫度與濕度；
- 個人的人體化學。



水分流失減少運動的能力

### 脫水與運動表現

運動員而言，輕度脫水（小於體重 2% 的液體量）不利於運動表現。舉例來說，過去研究的一份分析，與流行教條恰恰相反，該分析表示因運動脫水可承受高達 3 或 4% 體重減輕，而且不會影響精英運動員於戶外（相對於實驗室內）條件（Goulet, 2011）下的表現，事實上，研究人員認為，輕度脫水實際上對精英跑者而言是一項優勢，因為較輕的體重會降低跑步時的能量消耗。

一份針對衣索比亞長跑運動員的研究發現，他們消耗的液體相對較少（每天 1.75 公升），在訓練前或訓練期間不飲用任何飲品（Bets *et al.*, 2011）。一份二零零六年對澳洲鐵人三項的研究發現，高達 3% 體重的大量液體流失不會對運動表現帶來不利的影響（Laursen *et al.*, 2006），核心溫度幾乎沒有變化。

其他的缺水測量值仍維持在正常範圍，另一份由法國及南非研究員進行的研究，在馬拉松前使 643 名馬拉松運動員量體重，他們發現相當於 3% 體重減輕的脫水對運動表現並沒有產生不利的影響（Zouhal *et al.*, 2011）。事實上，那些以最快速度完成馬拉松的運動員，體重減輕最多，體重減輕與運動表現時間之間存在明顯的對比關係。輕度脫水與運動表現降低之間的聯繫，主要根據第二次世界大戰中為沙漠或叢林作戰士兵準備的美軍研究，但對於真實生活中的運動狀態並不適用。此外，這些研究並未區分口渴與脫水，因此口渴這種不愉快的感覺可能降低自願者的速度，而非缺乏體內液體，較新的雙盲研究採用靜態點滴注射，為自行車手在騎乘時補充水分，自行車手與研究人員皆不知

# 作品介紹 2 - 醫學類文章 英翻中



## Care Should Be Monitored and Recorded for Quality

A few blocks from Cleveland Clinic's main campus, a vast white-walled space that formerly housed the Cleveland Museum of Contemporary Art is home to a company called Explorys. The employees are young and driven. They gather around one another's laptops and zip between meetings on Razor scooters. In a space that once showcased the most avant-garde painters and sculptors, these information engineers are forging a new kind of cutting edge—a revolution in the use of knowledge that will shape the future of healthcare.

The seed for Explorys was planted when a young physician and self-described "health IT nut" named Dr. Anil Jain came to Cleveland Clinic from Chicago for training in internal medicine. He arrived at a pivotal time in the 1990s, as Cleveland Clinic was in the initial stages of completely digitizing our patient records system—in retrospect, an enormous commitment. At the time, some small groups and hospitals were making forays into digital records, but

data elements, 40 million 00,000 providers.<sup>29</sup>

rs that initially subscribed secure device behind their ld access the records of p-penedge of electronic at hospitals (there are doc-electronic medical records abulary of each. It trans-gle vocabulary that could

be accessed from a single source, activating billions of bits of information that might have been lying dormant in hospital silos and putting them to use for better patient care. Explorys also enables healthcare providers to mine data on costs, supplies, payers, and other operational factors.

Explorys represents a trend that will have an increasing impact on healthcare over the next few decades: the gradual global convergence of digital health information. For the first time, it's technically possible to plug every doctor, every patient, and every hospital, university, and laboratory in the world into a single healthcare data system. The power of such a unified system to improve health and fight disease is almost beyond imagining. It would equal or surpass any breakthrough in medical history.

What could a digital resource on this scale do for doctors and researchers? They would be able to tell at a glance which treatments work and which don't for any specific disease. It would eliminate accidental deaths from drug interactions, overdoses, or lost records. Links between genetic characteristics and specific diseases would be easy to spot. Research could be performed on virtual populations numbering in the millions, going back as many years as there are existing records. A doctor's office would be connected to the whole world, and any patient's health history and medical records could be confidentially accessed at any time from any location.

### Care Should Be Monitored and Recorded for Quality

At the most fundamental level, data and information technology promise to transform medicine from what it has long been—an art—into much more of a rigorous, objective science. Of course, medicine will always continue to be an art, at least in part; each doctor has a unique set of perceptions, personality, skill, experience, and humanity, and many physical processes don't lend themselves to easy measurement or present obvious points of numeric reference.

Data points can be developed for almost anything. Any process can be benchmarked and have goals set and improvement measured. Doctors can figure out what works best in most cases and put that into practice. They can know considerably more about individual patients, diseases, and medical interventions than even the most experienced doctors of days past. This is data-driven medicine, and it's taking the lead in the race for better patient care.

### Electronic Medical Records Offer Significant Advantages

Data have long been revered at Cleveland Clinic, which has built one of the nation's most comprehensive electronic medical record (EMR) systems and, as of 2013, had invested about \$1 billion in information technology—\$400 million in the EMR system alone. The EMR system links Cleveland Clinic doctors, community healthcare affiliates, nurses, and other caregivers at 75 sites across northeastern Ohio, Florida, Nevada, Canada, and Abu Dhabi. Any authorized Cleveland Clinic caregiver can instantly access any patient's record at any of these locations. Caregivers are automatically alerted to dangerous drug interactions and other safety issues, handwritten orders have been replaced by legible text, and the transition from caregiver to caregiver is seamless.

As of 2012, the EMR system contained more than 6 million patient records, and physicians had used the system to give orders more than 240 million times.<sup>3</sup> About 1.5 million patients were able

### 醫療品質應受到監控與記錄

前身是克利夫蘭當代藝術博物館，由白牆構成的寬敞空間，距離克利夫蘭醫學中心的主校區僅數個街區，是一家名為 Explorys 的公司的所在地。該公司的員工年輕，他們常圍繞著其中一人討論，隨著彼此專注地參加會議。在曾經展示過畫家和雕刻家的空間中，這些資訊工程師正在打造一項全新的尖端科技。此項科技使用的革命將改變醫療保健的未來。

一位由芝加哥來到克利夫蘭醫學中心接受內科培訓的年輕醫生阿尼爾賈因 (Anil Jain) 博士，他自稱是「健康的 IT 狂熱者」，為 Explorys 填下了種子。他在 1990 年代的轉機時來到此地。當時克利夫蘭正處於將病歷系統完全數位化的初期階段。現在回望起來，這是一項巨大的貢獻。當時，某些小團體和醫院正初步嘗試數位化病歷，但任何規模較大的學術醫學中心都不願意，甚至準備在數位化方面「真正宣戰」。

對於此項貢獻重要的認知，需要了解目前結構化病歷記錄所需的大量文件，因為相當於一個足球場的巨大地下室，充滿著不到應用的書架，每層架上都堆滿文件夾，其中包含自 1921 年以來於克利夫蘭醫學中心就診之每位病患的紙本病歷。

當賈因博士來到克利夫蘭醫學中心時，病歷管理人員仍使用有輪子的儲物櫃堆疊檔案。所有檔案數位化將淘汰這種傳統的運輸方式，以及擴充醫療以協助無數檔案的需求。電子病歷系統將包括每個檢驗室配置一台電腦，以讓醫生直接檢視檢驗結果表，並於病歷中新增患者記錄。很大量庫中的所有資訊都可儲存於與家用同樣一樣大的伺服器上。

賈因博士了解電子病歷記錄的資訊不僅有助於即時的健康照護，並可為醫學研究人員提供寶貴的知識。年齡介於 50 至 60 歲患有高血壓、具有糖尿病病史的男性患者，對於特定條件下以特定方式給予藥物治療有什麼反應？進行特定手術的病患術後住院治療多久時間？在電子病歷出現之前，實際上並無法回答這些問題，因為資料都散落了；而現在則可將它們統整出來，為協助採取適當資訊。賈因博士開發了類似於 Google (谷歌) 的網路搜尋工具，讓克利夫蘭醫學中心的醫生和科學家能夠在數秒之內瀏覽數千上萬的病歷紀錄，查找他們工作所需求的特定資訊。

病歷數位化與記錄則進行分析，變化為何數字，並與可變分析的巨大的組合資訊，直到它們成為有用的大量數位化元元。這些「大數據」資訊並非公共資產，它們是病患與醫生、醫院或其他醫療機構、資訊，因此以嚴格的方式限制只有有權的即時醫療團隊成員方可直接存取使用病歷紀錄予以解讀。克利夫蘭醫學中心經高層醫務長的權批准，聯邦政府的《健康資訊流通與責任法案》(Health Information Privacy Act, 簡稱「HIPAA」) 所制定的規則，更加強了醫療保健服務者對本國病患的醫療紀錄安全的印務。

在賈因博士開發 eResearch 的期間，他遇見數位化企業家史蒂芬·麥克海爾 (Stephen McHale)，後者已創立並營運著關於醫療和其他產業中使用大規模數據的公司，與他的合作夥伴查理·洛德 (Charlie Longhead) 正在尋求新的創業機會。他們與賈因博士很快結為好友，並開始尋求 Explorys 的成立。「我們一直在討論將大數據應用於醫療保健的領域，同時構思好。當我們組成這家公司時，醫學界已經無法支撐的成長。電子病歷的大量激增，以及消費者對付款人對藥品品質與成本提高的要求，我們所面臨，這是一個巨大的契機，能真正為世界做點好事。」

克利夫蘭醫學中心為 Explorys 提供辦公室與種子資金。安東尼和克萊特許投資賈因博士的應用程式，並將規模擴大，採用可處理來自更多來源更多數據的新架構。最後，Explorys 成為賈因博士為 eResearch 開發之搜尋引擎的互型版本。賈因博士的原始型測試版克利夫蘭醫學中心的電子病歷。而 Explorys 則搜尋該公司文字版病歷的內容，即「包含逾 100 萬資料元件、4000 萬基因組之生命、200 家醫院院所，以及 100,000 多家醫療保健供應商的 14 個主要醫療保健系統」。

最初可與 Explorys 的醫院系統和供應商已連接至電腦的電腦化高度安全的設備。他們由此此設備存取自己儲備中的病患紀錄。對於熟悉卻不同醫院 (數十家) 所使用電子病歷系統或混亂的人，則無法管理下大會發生什麼事。Explorys 採用了所有主要的電子病歷系統地盤，並了解每個系統獨特的困難。將這些不同的系統數據統一與集，可由其第一次來源進行存取。並能夠可能一直於醫院系統處於外現的狀態。數位化元資料，將這些資料用於更好的病患照護。Explorys 亦讓醫療保健服務者能從病歷與成本、供應、付款人與其他醫療保健相關的數據資料。

Explorys 代表一種趨勢，將於未來數十年內為醫療保健帶來日益巨大的影響：數位化醫療保健全球普及，就技術上來說，這意味著將世界每位醫生、每位病患、每位醫院、大學和實驗室串連至單一醫療資料系統。這種聯合系統將使醫療團隊對抗疾病的力量幾乎令人難以想像，將等於或超越醫學史上的任何一項突破。

此等規模的數位化資源可為醫生和研究人员做什麼呢？他們將能夠一目了然地看到何種治療方式有效、何種方式不適用於任何特定的疾病。它能消除藥物相互作用、用藥過度或記錄失而造成的意外死亡，讓藥物與特定疾病之間的關係也更容易發現，並可對數百萬的遺傳人口進行研究。這將已存在多年的既有紀錄、醫生辦公室與全世界連接，可隨時隨地，由任何位置無縫地存取病患的醫療史與病歷資料。

在最高的層面上，資料與資訊科技將將醫學由一門古老的藝術，轉變為一門數據且客觀的科學。當然，醫學在某種程度上仍持續是一門藝術。每位醫生都有獨特的見解、個性、技術、經驗與人性，而且許多治療過程本身並不適合測量或提供標準的數字參照。

幾乎在任何事物都能以開發數據點，可對任何過程進行基準測試，設定目標並測量該過程的成效。醫生可對大部分的病歷做出有效的方案。並持續嘗試。他們對個人患者、病歷與醫療保健的人的了解遠超過過去具有經驗的醫生。這是以數據與科學為基礎的醫學，在提供與病患與醫療方面處於領先的地位。

### 電子病歷的重大優勢

克利夫蘭醫學中心長期以來一直對數據資料中心投資。他們已打造全美最全面的電子病歷(EMR)系統之一。至 2013 年已於資訊科技投資的 10 億美元。此是電子病歷(EMR)系統就投資了 4 億美元。電子病歷(EMR)系統將提供與美國北卡、佛羅里達州、內華達州、加拿大及阿不達比約的 75 個地點、與克利夫蘭醫學中心的醫生、護士、社區醫療機構及其他健康人員連通。克利夫蘭醫學中心在何種有經驗的護理人員可在任何地點立即查看任何病患的紀錄。護理人員會自動收到關於治療藥物相互作用，以及其他安全問題的警示。手術單據已為清晰可讀的文字所取代。護理人員的調轉也能無縫無礙。



# 作品介紹 3 – 投資類產業分析 英翻中

## Tobacco Manufacturing

- Smoking rates have been falling across the world but tobacco companies are finding new ways to keep growing profits
- Consolidation within the industry is ongoing as only the biggest companies that have scale can survive
- E-cigarettes and heat-not-burn (HNB) products are the future of the industry as governments clamp down further on traditional cigarettes

### Q1 INTRO

Two out of every five cigarettes smoked globally is in China. Even though there are more than 300 million smokers in the country, smoking's clear negative health effects have taken on a toll on its popularity globally (mainly in the West) over the past two decades. The consequences of tobacco consumption are sizeable. In a 2015 report by the World Health Organization (WHO), it was estimated that smoking kills six million people worldwide every year and costs the world over US\$1 trillion in healthcare expenses and lost productivity.

Yet a new narrative has been crafted. The rise of e-cigarettes (also known as "vaping") and heat-not-burn (HNB) products (where the tobacco is heated at a certain lower temperature but, crucially, not burned) have been presented by tobacco firms as less harmful alternatives that still provide the much-needed nicotine kick that cigarette smokers desire.

### Q2 DEVELOPMENT OF CURRENT INDUSTRY

So how did tobacco companies ever make money to begin with? Tobacco use has been in existence, in some form, since 4000 BC when it was smoked or chewed in South America as part of shamanistic rituals. Cigarettes as we know them did not experience mass global adoption until the rise of the biggest tobacco companies in the late 19<sup>th</sup> century and early 20<sup>th</sup> century names such as Imperial Brands (ISE: IMB), Philip Morris International (NYSE: PM) and Japan Tobacco (TSE: 2914) with some of these, as well as many more, having altered their official names over the years.

### Health concerns impact development

Until the modern-day restrictions on tobacco advertising, cigarettes were marketed using glamorous/suave imagery (think of Marlboro's eponymous "Marlboro man" as seen in Figure 1). For a large part of the 20<sup>th</sup> century these were used as key marketing tools to entice new smokers and keep smokers coming back to particular brands for more. However, in 1964 a report from the US Surgeon General (the head of public health matters in the US) concluded that "cigarette smoking is a health hazard of sufficient importance in the United States to warrant appropriate remedial action".

This founding shocked the world for the health drawbacks were never fully accepted. Global tobacco companies reacted by expanding into the food and beverage business in the 1980s. A merger in 1985 between RJ Reynolds, a sizeable tobacco firm, and Nabisco, a foods firm known for its cookies and snacks, was a prime example of this as tobacco companies attempted to spruce up their negative image with the public.

The decreasing popularity of smoking has meant that the global consumption of traditional cigarettes has recently plateaued and is now falling (see Figure 2). And it's all happened even as volume continues to rise in China and key emerging markets. Many countries though, including the US and Japan (see Figure 3), are experiencing this shift firsthand as consumption drops off.

### Coming together

Avoid this and other threats, many of the big tobacco companies have looked to reposition themselves through mergers and acquisitions (M&A). Namely, this has involved buying smaller firms and, in some cases, buying up companies in attempt to expand into overseas markets (where hopefully regulation and taxes are less stringent than in their home markets) while also diversifying revenue streams.

For example, in 2006 Japan Tobacco purchased British cigarette maker Gallaher Group for US\$18.8 billion in a bid to expand outside of its home market. Incidentally, RJR Nabisco (the result of the RJ Reynolds and Nabisco

merger) ended up selling its tobacco operations to Japan Tobacco for US\$7.8 billion. What this also achieved for the larger firms was the ability to access certain popular tobacco brands which they could bring in to their own portfolio – taking brand-loyal customers with them. Take British tobacco giant Imperial Brands. It bought Spain's Altadis back in 2007 for US\$21.5 billion with the latter owning popular cigar brands Montecristo and Romeo y Julieta as well as B&W tobacco rolling papers among other tobacco-related brands.

UK-based British American Tobacco (BAT) (LSE: BATS) pulled off one of the biggest acquisitions in recent times. It purchased one of the remaining big two American tobacco companies after it paid US\$49.4 billion for Reynolds American in July 2017. That left Altria Group (NYSE: MO) as the only large American firm. With that acquisition, BAT became the world's second-largest publicly-traded tobacco company by sales (behind Imperial Brands). The largest in the world by sales remains China's monopoly producer, China National Tobacco Corporation, but it is state-owned and unlisted.

Figure 1: Global cigarette consumption from 1880-2016 (in billion sticks)  
Global cigarette consumption from 1880 to 2016 (in billion cigarettes)

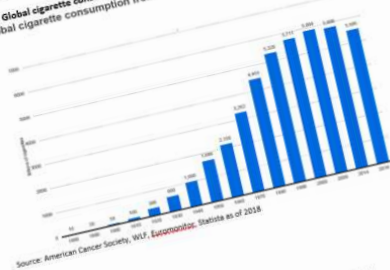


Figure 2: Sales volume of cigarettes in Japan from 2007-2016 (in billion sticks)  
Sales volume of cigarettes in Japan from 2007-2016 (in billion sticks)



## 煙草的製造

- 雖然全球吸菸率普遍下降，但煙草公司正透過其他途徑來提高收益
- 煙草業已現整合趨向，唯有強者才能立足
- 由於各國政府加強對傳統香菸的管制，因此電子菸和加熱不燃燒煙草製品將成為煙草業未來的發展趨勢

### Q1 簡介

根據調查資料顯示，中國的香菸消費量約占全球的 40%。儘管中國的吸菸人數已超過 3 億，但隨著發達國家人民的健康意識抬頭，全球吸菸率在過去十年呈下降趨勢。吸菸對身體的危害甚巨，根據 2015 年世界衛生組織發佈的一份報告顯示，吸菸每年在全球造成約 600 萬人死亡，並導致每年超過 1 萬億美元的醫療支出與生產力的下降。

然而，煙草市場如今卻呈現另一番景象。煙草公司標榜為健康風險比傳統香菸低的電子菸（也稱為「蒸氣菸」）及加熱不燃燒煙草製品（heat-not-burn，簡稱 HNB，即以低溫加熱，無需點燃煙草）的興起，為無法戒除煙癮的吸菸者提供了另一種選擇。

### Q2 煙草業的發展現狀

煙草公司是如何運作的？煙草的歷史可追溯至四萬年前 4000 年，考古發現，南美洲的印第安人在薩滿教的儀式上吸食或咀嚼煙草。然而，直到 19 世紀末和 20 世紀初，大型煙草公司紛紛成立，這才開始大規模以工業化方式生產香菸。全球著名的煙草公司包括：帝國煙草公司 (Imperial Brands; LSE: IMB)、菲力浦莫里斯國際集團 (Philip Morris International; NYSE: PM) 及日本煙草公司 (Japan Tobacco; TSE: 2914)。這些年來，許多煙草公司亦因各種原因而更名。

### 吸菸的危害影響了煙草業的發展

直到現在，各國政府明確禁止播放煙草廣告之前，煙草公司的市場行銷策略都是以極富魅力、或文雅優雅的形象來宣傳菸品品牌（例如：與萬寶龍 (Marlboro) 齊名的「萬寶龍型男」經典形象）。在 20 世紀的大部分時間裡，煙草公司均以此類形象作為主要的行銷工具，以吸引新顧客並維繫老顧客。然而，1964 年美國健康與人類服務部醫務局長（即美國衛生及公共服務部的主管）發佈的一份報告指出，「吸菸危害健康，在美國應引起人們足夠的重視，並有必要採取適當的補救措施」。

此項發現震驚全球，因為當時人們對吸菸危害健康的認識不足。為了改變大眾對煙草公司的負面印象，許多煙草公司於上世紀 80 年代開始進軍餐飲業。1985 年美國大型煙草公司雷諾 (RJ Reynolds) 與世界知名的餅乾和休閒食品品牌納貝斯克公司 (Nabisco) 的併購案即為一例。

隨著全球吸菸率普遍下降，傳統香菸的消費量在近年趨於平穩並開始下跌（參見圖 1）。儘管中國及主要新興市場的香菸消費量繼續上升，但美國和日本（參見圖 2）等多個國家正在經歷這種轉變。

### 攜手合作

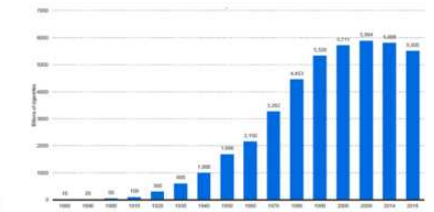
有鑑於此，許多大型煙草公司透過收購重新定位並佈局市場，所採用的方式包括：收購規模較小的企業，並透過收購進軍海外市場（同時帶至其他市場的法規及稅務條例較本國寬鬆），讓公司的營收來源更為多元。

舉例而言，2006 年日本煙草公司以 188 億美元收購英國煙草製造商加拉哈爾集團 (Gallaher Group)，以開拓本國以外的市場。同時，雷諾二納貝斯克公司 (RJR Nabisco，即雷諾與納貝斯克合併後的新公司) 亦以 78 億美元將旗下的煙草業務賣給日本煙草公司。對於大型煙草公司而言，併購活動有助於將公司一些知名煙草品牌納入旗下，並擁有這些品牌的忠實客戶。以英國煙草巨頭帝國煙草為例，該公司於 2007 年斥資 215 億美元收購了西班牙的阿達迪斯集團 (Altadis)，後者擁有蒙特亞歷斯 (Montecristo) 和羅密歐與朱麗葉 (Romeo y Julieta) 等暢銷菸草品牌，以及瑞拉 (Rialta) 捲煙紙等煙草相關品牌。

總部設在英國的英美煙草公司 (British American Tobacco; LSE: BATS) 最近完成了史上最大的併購案。該公司於 2017 年 7 月斥資 494 億美元收購雷諾煙草集團 (Reynolds American)，兼馳亞集團 (Altria Group; NYSE: MO) 因此成為僅存的英國大型煙草公司。若以銷量計算，英美煙草在收購雷諾煙草集團之後，躍升為全球第二大上市煙草公司（帝國煙草位居首位）。中國煙草總公司仍是全球銷量最大的煙草公司，但該公司屬於國營企業，且未公開上市。

圖 1：1880 年至 2016 年全球的香菸消費量（單位：十億支）

Global cigarette consumption from 1880 to 2016 (in billion cigarettes)



資料來源：美國癌症協會，世界菸草基金會，歐睿國際 (Euromonitor)，Statista (至 2018 年止)

Billions of cigarettes 單位：十億支香菸

圖 2：2007 年至 2016 年日本的香菸銷量（單位：十億支）

資料來源：日本煙草協會，Statista (至 2018 年止)





# 作品介紹 5 – 精密儀器操作手冊 英翻中

SAFETY PRECAUTIONS 1

### SAFETY PRECAUTIONS

Read this instruction manual with care before use.  
If the unit is operated without following descriptions in this manual, safety can not be assured.  
Keep the manual at hand when operating the unit. If any questions, errors, or omissions are found, contact local distributor.  
Keep the manual at hand when operating the unit.

### WARNING

Information under this sign explains critical operations which contain risk of death or serious casualties.

### CAUTION

Information under this sign explains critical operations which contain risk of human casualties or damages to surrounding objects.

### POINT

Information under this sign explains important and useful information for utilizing the unit.

TOX-300

SAFETY PRECAUTIONS 2

### Warnings and Cautions

#### Labels

The following labels are attached to this unit. Always follow the instructions on the labels.

| Warning or Caution labels | Attached places                              |
|---------------------------|--|
|                           | At TOX-300 electric furnace.                 |
|                           | At TOX-300 right side and cell.              |
|                           | At TOX-300 cell.                             |
|                           | At TOX-300 rear.                             |
|                           | At the gas connection part of safety device. |

TOX-300

SAFETY PRECAUTIONS 3

### Cautions

Read the following cautions carefully to use the unit correctly and safely.

#### Installation

When installing the unit, observe the following precautions.

### CAUTION

Install the unit in a place where temperature is 15 to 35 degrees Celsius. Failure to do so can lead to a fire or unstable operation.

### CAUTION

Install the unit in a place free from direct sunlight. Failure to do so can lead to a fire.

### CAUTION

Install the unit in a place free from strong vibration or continuous weak vibration. Failure to do so can lead to unstable operation.

### CAUTION

Install the unit in a place free from strong vibration or continuous weak vibration. Failure to do so can lead to unstable operation.

TOX-300

TOX-300

TOX-300

### 英

#### 安全措施

使用前請詳細閱讀此使用說明。  
若沒沒依本使用手冊中的敘述操作，無法確保您的安全。  
操作裝置時請把使用手冊放在手邊，若有發現任何問題、錯誤或疏漏，請與當地經銷商聯絡。  
操作裝置時請把使用手冊放在手邊。

#### 警告

這個符號下方的資訊說明包含生命危險或嚴重傷亡的重要操作步驟。

#### 小心

這個符號下方的資訊說明包含人員傷亡或對周圍環境造成傷害的重要操作步驟。

#### 重點

這個符號下方的資訊說明包含使用本裝置重要且有用的訊息。

在操作過程中

TOX-300

SAFETY PRECAUTIONS 2

### 警告與注意

#### 符號標籤

下列符號標籤貼在此裝置上，請務必遵守標籤上的指示。

| 警告或注意標籤                             | 黏貼的位置            |
|-------------------------------------|------------------|
| <p>為了避免引發火警，請勿在分析儀前方放置易燃物質。</p>     | TOX-300 電爐       |
| <p>為了避免燙傷，在加熱時或立即關閉後請勿觸摸加熱爐。</p>    | TOX-300 正面與電池    |
| <p>處理化學物質時，請務必穿戴護目鏡與手套。</p>         | At TOX-300 電池    |
| <p>為了避免電擊，請勿拆開後蓋的蓋子。</p>            | At TOX-300 背面    |
| <p>為防止造成破壞，請將壓力維持在300+100kPa以內。</p> | TOX-300 背面氣體連結組件 |
| <p>為了避免造成破壞，若氧氣流過內管時，請勿注入樣品。</p>    | ABC 安全防護蓋        |
| <p>為避免凝結，在關閉電爐後請將ABC冷却器關閉。</p>      | ABC 背面上方         |

TOX-300

TOX-300

### 安全提醒

請詳閱下列注意事項，以正確且安全地使用本裝置。

### 警告

請將本裝置安裝在室溫為15-35°C之場所，若沒有依照指示可能會導致火災或不穩定的操作。

### 注意

請將此裝置安裝在遠離陽光直射的地方，若沒有依照指示可能會導致火災。

### 注意

請將本裝置安裝在遠離強烈震動或持續震動的地方，若沒有依照指示可能會導致不穩定的操作。

### 注意

請將本裝置安裝在遠離強烈電磁的區域，若沒有依照指示可能會導致不穩定的操作。

### 注意

請將本裝置安裝在濕度為80%或更低的地方，以免導致觸電。

### 注意

請將本裝置安裝在遠離強鹼性氣體的地方，以免導致裝置老化。

TOX-300

# 作品介紹 6 – 產品介紹文宣 中翻義



## TT-245 防霧型護目罩 ANTIFOG MASK

台灣製造 · 雙面防霧 · 無毒材質

**設計特點** ▶ 鏡片大尺寸及增加活動範圍，給您保護最大面積，設計一次高透度、防刮、無邊框、防霧、防飛沫傳染，並透過特殊尺寸設計，可自由調整，調整類型特殊四角鎖設計，旋轉及鬆緊都可以隨人操作自如且無損鏡片，前口密封條，方便使用。

**使用說明** ▶ 請勿擦拭表面，會破壞防霧效果。

**組裝步驟**



1 請將鏡片、透明膠片撕開後，取出即可。



2 調整鬆緊。



3 鬆開頭帶向外，調整鬆緊度，以適合您的頭圍。



4 將鏡片下一角，方便使用調整。



5 在透明膠片內側折疊。



6 調整鬆緊度，調整鬆緊度。

品名：TT-245防霧型護目罩(未滅菌)

內 容：PET片、透氣、鼻扣帶

尺寸規格：245\*245\*0.35mm

液體材料：

地 址：

廠 牌：

產 地：台灣

備 註：放置於乾爽處，請勿置於潮濕、油膩、腐蝕性液體等處。

保存期限：

## 245 Anti-appannamento Maschera.

Prodotto di Taiwan

Antiappannamento su Entrambi i Lati

Materiale Atossico

**Caratteristiche del designo**

Considerando le dimensioni e la gamma di movimento della testa e l'area massima della protezione del viso, abbiamo disegnato una maschera altamente trasparente, resistente e non steilizzata con proprietà anti-muffa. Prevenire l'infezione da goccioline e spruzzi di spray. Se la dimensione dello schermo è troppo grande si può tagliare come vuole. Lo speciale designo dell'inclinazione facciale è conforme alla forma del viso, sia oscillare che abbassare la testa, si può far movement liberamente.

**Istruzioni per l'uso**

Non pulire la superficie che distruggerà l'effetto antiappannamento.

**Fasi di montaggio**

(1) Si prega di strappare la pellicola biadesiva in un luogo morbido e pulito.

(2) Strappare la chiusura a velcro. Non graffiarla.

(3) Mette il lato del gancio della chiusura a velcro verso l'esterno e passa attraverso il foro della maschera trasparente. Premere 5 cm, l'altro lato uguale.

(4) Premere un angolo della spugna per strappare facilmente il nastro biadesivo.

(5) Attacare la spugna alla posizione sporgente della maschera trasparente.

(6) Regolare la lunghezza della chiusura a velcro per un adeguato grado di tenuta e distanza.

Nome di prodotto: TT-245 Anti-appannamento Maschera (non steilizzata)

Contenuto del prodotto: PET pellicola si plastica, spugna, chiusura a Velcro

Dimensione: 245\*245\*0.35mm

Produttore: CREATIVE PRODUCTS DEVELOPMENT CO., LTD

Uffici di Collegamento: BE SMARTER INTERNATIONAL CO., LTD

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L'origine: Taiwan

Nota: conservarla in un luogo asciutto e ventilato. Non applicare una forte pressione sulla maschera. Se la spugna presenta condizioni anomale durante l'uso, sostituirla.

Date di scadenza: