

)RRG)DFWRUV 7KH 5RRQDHO R& O1DXUW UML\WLLQ (LQK D
+HDOWK 2XWFRPHV

;LDRMLDR; & Q F HQQJ /L

6LFKXDQ 8QLYHUDU\Q W\ (QJ LGFHLH QIFQJ 6LFKXDQ &KLQD
7KH &KLQHVH & Q IYJH URQLW\6 RHQJ]KHQ &KLQD

\$EVWU,DF W KH PLOLHX RI XPRSVMURQ I RSXGE Q BFO XKHUHQGV E \ LW KEIH O UH HY DOHQ F
SURFHVVHG IRRGV DQG D GHDUWIK IRW F OVH DUK Q WMDQUNH IGQWR B EDIKGH O X P DM
JOREDO KHDOWK MMLRXGH VQ WXRU WHK B OLBURGH LOSOEDH OELQW Z G H HWDU\ HGXF DW
SROLFLHV DQG FRVLRXQL WHPYLSOVDH USHGHZKVFLCH H DFKUH W H P B Q W W B V W H H U L
SXEOLF KHDOWK WRZDUG D PRUH QXUWU B W L P R X O W L X W \ X U F L S O K Q B X J K U B V
SUDJPDWLF FDVH VWXGLHV ZH GL W V R Q W O W W U D E W L S F E D W F W B F Q G S X S U R H S R W H
VXLWH RI DFWL R Q B I S O D H W F D M D O H J L B J D D R S X R I R H P W Q W Q H F H V V L W \ R I D U
DSSURDFK ZKHUH B S O H K H Q M L R Y P H G X E I R W W R Q H P S R G Z H U D N Q W F R Q Y H U J H
VXEVDQWLYH F K S R Q J L W V K L K D M W M L B I Q O V R O V O D E L F U I D O G H D Y R U L V Q R W P
EXW LPSHUDWLYH IRU HQJHQGHULWUJLQWRKUP W G G L H R W D X W E K R M L F R Q U P I O V
XOWLPDWHO\ VFXOSWLQJ D IUDPHZRYDQF H R W Q X V W X U Q I H G G S L X E J O L E O I O X P
SRWHQWLD O I R U F V L H I D O W K F D R X W B R E M O N G W K E V R K E Q I D O C F N X J J H V W W K D W
KHDOWKLHU VRFLHW\ LV SDYHG EDNHKUV F R G O I F F W R X Q M W I O C C W R F B W B R C
ZRUNLQJ LQ WDQGH P W R F R P E D W W K I R F G R H S O Y L U R V Q P I W Q R V W K H F R Q W H P

,QWURGXFWRQ

FRXUVH IRU D IXWRPHS ZKRIGFKR LFHV
WKH EHGURFN RI SXEOLF KHDOWK VV

7KH QH[XV EHWZHHQ GLHW DQG KHDOWK LV D O L E Q J W K H W L G H R I G L H
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QXWULWLRQDO YDULDEOHV SRVH V L I O L L F D Q W F K D O O H Q J H V D Q G
RSSRUWXQLWLHV LQ VWHHULQJ SXEOLF KHDOWK WRZDUG D SDWK RI
GLVHDVH SUHYHQWLRQ DQG KHDOWK SURPRWLRQ ,Q GLVVHFWLQJ WKH
QXDQFHG UHODWLRQVKLS EHWZHHQ D B B G W R R U Q V I X P S U L W L R Q C D D G , Q I R U P
QXWULWLRQDO KHDOWK WKLV DUWLFOH HPEDUNV RQ D FULWLFDO
HYDOXDWLRQ RI WKH UROH WKDW ZK W U D P S D Y H F I R U Q Q X W U L W L R Q D Q J
WKH HQIRUFPHQW RI SXEOLF KHDOWK J S B O C L H V D W H V W D P H Q
GLVVHPLQDWLRQ RI GLHWDU\ E H W Z H H Q D O G W K H V W K H
LPSOHPHQWDWLRQ RI FRPPXQLW EDVHS LG L W L D W L W S O S O X P H U
FXOWLYDWLQJ ZHO O L Q I R U P H G G L F H W M W B E L W D F O D U L D H F R O F O W K L Q
FXUUHQW O D Q R G D S K R Z K H H V H R I W H Q O L W F X U D L Q G D B O O H U J H Q Z D U Q L Q J V
LQIRUPDWLRQ Y D F X G P E I H M K H H U P D B N H W L V X H H H Q D E O H V L Q G L Y L G X D O V
XOWUD SURFHVVHG IRRGV DQG WKH W U N F K R Z F W H Y W K R W I R R G J Q Z L W K
ODEHOLQJ WKDW OHDYV FRQVXPXPHV S H U V B E D Q I A H H G V P D N K L O Y L K H B O W K W \ R I
FRQVFLRXV GHFLVLRQV % \ F D V W L R Q Q D V S R W O L K W F R E V W R H U S E X Y D D O V
RI QXWULWLRQ FRPPXQLFDWLRQ F K S R O L F H L Z W W K Y L H Q W W K H I D O G G I D E
HGXF DWLRQDO R X U W F R D F K W X H H X H S H B B Q L Y Q J W W K H J U R Z L Q X P S U H I H U H G
PDUVKDO WKHVH IRUFHV LQ D F R O T H O W K I G H I R S W R O V S P D R W E H X S H R P S
KHDOWK WRZDUGV PRUH VXVWDLQDEOH W K H H W S U R F X G L W W D K L
SUDFWLFHV 7KLV FRPSUHKHQVL P G G H G X U J D R K V R G B X P L D Q G W R Q K H D C
XQUDYHO WKH WKUHDGV RI SXEOLF KHDOWK X H F K D O Z O R O J H V R Z H Y H Q J U H G R
WKH IDEULF RI IRRG FRQVXPSWLRQ F E X W L D O V R V W O X W H V W L R F R D U W Q D R

HPSRZHU FRQVXPHUV ZLWK NQRZOHG, CHWDIOG DLDROBIO VMDWQGDVW IRU
 D VWDJH ZKHUH FDDU NMMX PXRQDFMM D KHDOWK LKHU
 SURGXFW ODQGVFDSH 7KLV GIDP LTV DQWLVKDP HFWLQW HUQDWL
 LQIRUPHG FRQVXPHU FKRLFH DQG UHTXLUHPHQW VDIHXSURRQJ SXEOLF
 UHIRUPXODWLRQ KDV WKH SRWHQWDO UNHW ZLROG ROUNDIRG +2 D
 LQGXVWU\ PDNLQJ KHDOWK D FRUQWURPRIDGRG SWRGXFRU LRQ
 DQG FRQVXPSWLRQ > @

(QYLURQPHQWDO DQG 6RFLDO

7KH SV\FKRORJ\ EHKLQG ODEHO JOREDO PDUNHW HISHFWDWLRQV DQ
 LQIOXHQLQJ FRQVXPHU EHKDYLRU HIRUPHQW DQG GLVWULPLWLRQ VDIHW
 ZHOO GHVLJQH IRRG ODEHO JR FRRU FRGHG WUDYLVN XUDU DQGLVW
 ZLWK UHJXODWRU\ UHTXLUHPHQW VDIHXSURRQJ SXEOLF
 FRQVXPHU DW WKH SRLQW RI GHVWUDU DQGLVWULPLWLRQ VDIHW
 VWHHULQJ FKRLFH WKH WUDYLVN XUDU DQGLVWULPLWLRQ VDIHW
 XWLQJ DWLRQ RI FRRU FRGHG WUDYLVN XUDU DQGLVWULPLWLRQ VDIHW
 SURYLGHV DQ DW D JODQFH QXWULWLRQV DSSUDJ ZRUV DOGRI GHVW
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 DJDLQVW KLJK OHYHOV RI VXJDU LQGLVWULPLWLRQ VDIHW
 FDQ GHP\ VWLI\ QXWULWLRQDO LQGLVWULPLWLRQ VDIHW
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 ORUHRYHU WKH SODFHPHQW RI NHW ZLROG ROUNDIRG +2 D
 OHJLELQW\ RI LQJUHGLHQW OLVWULPLWLRQ VDIHW
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 FDORULH ULFK EXW QXWULWLRQV DSSUDJ ZRUV DOGRI GHVW
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 KHDOWK FODLPWLRQ WKH WUDYLVN XUDU DQGLVWULPLWLRQ VDIHW
 QXWULWLRQDO TXDOLW\ RI WKH SURGXFW ERORZHUWKHU JXLGHOLQHV WKH
 FRQVXPHU WRZDUGV PDNLQJ D KHDOWK ERORZHUWKHU JXLGHOLQHV WKH
 HVVHQFH WKH LPSDFW RI ODEHO GHVLJQ RQ GLHWDU\ FKRLFHV LV
 SURIRXQG ZLWK WKH SRWHQWDO WR VXEWO\ \HW VLJQLILFDQWO\ DOW
 FRQVXPSWLRQ SDWWHUQV LQ IDYRU 3KEDLPDQG XWV DWHXV WRHW & R
 WKHUHE\ FRQWULEXWLQJ WR WKH ODUJHU JRDO RI LPSURYHQJ SXEOLF
 KHDOWK WKURXJK EHWWHU IRRG & RRODERUDWLRQ EHWZHHQ WKH SXEOLF
 RSHQV DYHQXHV IRU LQQRWDWLYH VDIHW

5HJXODWRU\ SROLFLHV
 KHDOWK

*RYHUQPHQWDO 5ROH LQ 1XW

*RYHUQPHQWDO LQWHUYHQWLRQ YHQWXHV LQ HGXFWDWLRQDO SURJUD
 JXLGHOLQHV VLJQLILFDQWO\ LQIOXHQLQJ DQG WKH HVWDEOLWKP HQW
 E\ VKDSLQJ GLHWDU\ EHKDYLRUV VDIHW SUDFWLYH WKH WUDYLVN XUDU DQGLVWULPLWLRQ VDIHW
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 EURDG DXGLHQFH GLVVHPLQDWLQJ LPSRUWDQW LQIRUPDWLRQ
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 W K H O R F D O H F R Q
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 HQYLURQPHQW WKHVH SURJUDPV FDQ HQFRXUDJH SDUWLFLSDQW

