BUSINESS MEETINGS: DEBATING AND REACHING CONCLUSIONS

1. Brush up your Vocabulary

Révisez ces quelques mots ou expressions mais surtout, écoutez-les et prononcez-les à votre tour en veillant à bien marquer la syllabe accentuée :

A/ Talking business!

1. Listen and repeat:
actively participate in idea generation and discussion.
take something into consideration
the first item on the agenda
evaluate sales targets. (n’oubliez pas= ordre du jour et non agenda= diary)
improve a company’s positions
add-on sales
offer sales incentives.
put a decision to a vote
have a show of hands
reach a consensus
Is there Any Other Business (AOB)?
adjourn a meeting

2. Practise!

A/ De quoi s’agit-il exactement? Faites correspondre à chacun des termes anglais de la colonne de gauche son équivalent français:

<table>
<thead>
<tr>
<th>1. Ms Brown’s agenda</th>
<th>a. déclarer une réunion terminée</th>
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<tbody>
<tr>
<td>2. adjourn a meeting</td>
<td>b. améliorer les objectifs de vente</td>
</tr>
<tr>
<td>3. Ms Brown’s diary</td>
<td>c. l’emploi du temps de Ms Brown</td>
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<tr>
<td>4. postpone a meeting</td>
<td>d. atteindre les objectifs de vente</td>
</tr>
<tr>
<td>5. improve sales targets</td>
<td>e. l’agenda de Ms Brown</td>
</tr>
<tr>
<td>6. the point of purchase</td>
<td>f. le point de vente</td>
</tr>
</tbody>
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Worksheet

1. achieve sales targets  g. remettre une réunion à plus tard
2. the point of such a purchase  h. éléments en option
3. add-on items  i. l’interêt d’une telle acquisition

2. Pronunciation

1. Trouvez l’intrus (prononciation différente de la voyelle en bleu) dans chacune des séries. Puis écoutez la série prononcée et répétez !

1. redundant – interrupt – refuse
2. proposal – open – objection
3. generation – strategy – value
4. item – innovate – idea
5. active – assign – agenda

3. Train and Test your Listening Comprehension

Vous allez entendre 3 propositions de réponse, appelées a, b et c, aux 10 questions ci-dessous, une seule étant correcte. Écoutez attentivement et cliquez sur a, b ou c au fil de l’écoute.

1. Will tomorrow’s meeting be a formal one?
   a. Yes, quite informal indeed
   b. You sure will get a lot of information out of it
   c. Yes, big shots from our head office are joining in.

2. Will the boss be attending?
   a. He cannot wait any longer.
   b. He tends to take himself quite seriously!.
   c. He might well be.

3. How long did the meeting last?
   a. It should last the whole morning.
   b. Too long, if you ask me..
   c. It’s been scheduled* on next Monday from 4 to 6 p.m.
4. Could you speak up, please?
   a. Yes, we’re expecting a pick up in sales.
   b. Is it better now?
   c. I’d rather remain seated, if you don’t mind.

5. Is the microphone out of order?
   a. I don’t think so
   b. No, Mike never gives orders
   c. Our assistant ordered it one week ago.

6. Do you intend to hire more skilled seamstresses?
   a. No, our staff don’t seem stressed.
   b. There are 20 skilled seamstresses and 3 maintenance technicians
   c. No, we can’t, the workshop is already overstaffed.

7. Will creating a new line notably improve business?
   a. Postage rates will amount to £30,000.
   b. A 32% increase is expected within the next three years.
   c. Yes. Short-term predictions indicate a 20% drop.

8. Do you intend to relocate the production unit in Poland?
   a. Yes, rents in Amsterdam are cheaper.
   b. As far as I know, this is not on the company’s agenda.
   c. No, we are developing a Maternity line.

9. Can you clarify this point?
   a. It points to the bottom line figures
   b. Well, to put it another way......
   c. There’s no point in this.

10. Are there any final questions?
    a. Coffee is ready in the Blue Lounge.
    b. You finally made it!
    c. Everything is quite clear, thank you, Ms Hanson
The global textile industry, particularly the apparel (habillement) industry has seen remarkable changes in the past few years. The garment (vêtement) manufacturing industry and companies in developed countries are now always on a lookout for cheap sources of garment production. The days are gone when the textile garment industry was concentrated in the consumption centres of the US, EU and other developed countries of the world. The clothing wholesale supply is increasing worldwide in all the sectors of the industry and shifting towards low cost countries having a strong and established Clothing Industry especially the Asian countries.

Developing countries in Asia are expanding their textile garment industry due to their very-low-cost production. China continues to develop its textile and clothing exports with the strategy to divert its clothing wholesale destinations from US and EU to other Asian countries. And apart from China, the true gainers are India, Bangladesh, Cambodia and Vietnam (where sales went up by over 30% since 2008).

India is the second most preferred country after China for textile and apparel sourcing. The rise of exports in India is due to several factors like vast sources of raw materials, low labour costs, entrepreneurship and design skills of Indian traders, changes in the policies to open up Indian economy to the outside world.

Bangladesh has emerged as a key player in the RMG sector (Ready Made Garment Industry). 76% of its total textile export earnings come from the apparel industry. The chief factor behind this is the abundant and cheap labour force available there.

Cambodia's garment industry is continuing to attract new investors and increase its garment exports. This is due to its positive 'sweat-shop free' reputation on labour standards. It is the ninth largest supplier to the American market. Its garments exports to the EU are also rising.

Turkey and Brazil are the emerging markets for investment by apparel manufacturers and traders.
In the near future, the factors that will affect the rise or fall of sourcing countries include labour standards, tariff preferences, access to materials and supplies, political and economic stability among others.

1. Which term does not belong to the series?
   apparel, garment, clothing, cloths
   [ désigne les torchons et non l’habillement]

2. Why are manufacturers turning to Asian countries?
   a. because these countries are ancient consumption centres
   b. because manufactures in the US and EU are gone
   c. because they have a long-established textile industry and produce cheaper

3. What is China’s strategy?
   a. produce very cheap apparel for the home market
   b. produce fancy clothes for the US and the EU markets
   c. export towards other Asian countries

4. Which of these assets specifically refer to Indian craftsmanship?
   a. the abundance of raw material
   b. design skills
   c. entrepreneurial views

5. The textile industry in Bangladesh is growing fast...
   a. because it represents 74 % of the country’s export earnings
   b. because the ready-made garment sector is booming
   c. because there are good managers behind a cheap and abundant labour force

6. Cambodia is attracting investors......?
   a. because it is not far from China
   b. because of better labour standards and the ‘sweat-shop- free’ policy prevailing in the country
   c. because it is the 9th largest supplier to the US market

7. Turkey and Brazil....?
   a. are the new consumer markets traders are turning to
   b. are now investing on garment imports
   c. are the new production sources manufacturers are investing on
8. Political and economic stability is......?
   a. the most important factor manufacturers will take into account
   b. more important than labour standards in manufacturers’ views
   c. one of the multiple factors manufacturers will consider

Check your Answers!

1. Brush up your Vocabulary!
2. A/
   1= c, 2.=a, 3= c, 4=g, 5=b, 6=f, 7=d, 8=I, 9=h

2. Pronunciation

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*US pronunciation: / skedzUld /

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