Keynotes

In modern business, company employees often have business contacts in different countries. When we meet someone for the first time, we greet the person. We introduce ourselves by saying our first name and surname. Sometimes we give the person a business card with details about our job title and company.
1 What information is on most business cards? Label the business card with the words in the box.

- qualifications
- address
- first name
- surname
- company name
- job title

2 Read about business cards in different countries. Complete the information with the countries in the box.

- Switzerland
- Mexico
- China
- the UK

- People often exchange business cards at the end of a meeting in the UK.

- Titles (for example, Dr, MBA, PhD) are important in the UK. Write professional titles and qualifications on your business card.

- Businesspeople give and receive business cards with both hands in the UK. Read the card immediately and then give your card to your business contact.

- It is a good idea to print business cards in Spanish and English in the UK.

Speaking

How do people greet business contacts in your country? How do people greet business contacts in other countries around the world?
Today, more and more people travel in their job. Carlos Ghosn is a Brazilian businessman and he travels to different countries for his work. He is the head of the French car company Renault, and he spends 40 per cent of his time in Paris. He is also the head of Nissan, and he spends 35 per cent of his time in Asia, in Tokyo. He spends 25 per cent of his time in other countries, such as the USA.

Some employees travel to different countries to work on projects. They are in a country until a project ends and then they return home. For example, many IT engineers live in India but work on projects in the UK and the USA. Other people live in a country but go to work every day in a different country. In Europe, workers regularly commute between Brussels, London and Paris. Plane tickets are not expensive and travel between the cities is easy with a European passport.

But is the increase in business travel a good thing? It is interesting for employees to meet different nationalities. It is also good for business to have contacts in different countries around the world. But there are also problems. Some employees spend a lot of time away from their home country and it is not easy for governments to decide exactly where workers should pay tax.

Do you like the idea of working in different countries as part of your job? What countries do you think are interesting to work in?
Vocabulary 1 Countries and nationalities

1 Complete the table with a country or nationality. 1–5 are from the article on page 9. Use a dictionary to help you with 6–12.

<table>
<thead>
<tr>
<th>Country</th>
<th>nationality</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>French</td>
</tr>
<tr>
<td>Brazil</td>
<td>American</td>
</tr>
<tr>
<td>Britain</td>
<td>British</td>
</tr>
<tr>
<td>Indian</td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>nationality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td></td>
</tr>
<tr>
<td>China</td>
<td></td>
</tr>
<tr>
<td>Polish</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td></td>
</tr>
<tr>
<td>Russia</td>
<td></td>
</tr>
<tr>
<td>Kuwait</td>
<td></td>
</tr>
</tbody>
</table>

* There are four countries in the UK: England, Scotland, Wales and Northern Ireland.

2 Look at the article again and complete the information about continents. What other continents, and people from them, can you name?

<table>
<thead>
<tr>
<th>Continent</th>
<th>A person from this continent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>Asian</td>
</tr>
<tr>
<td>Asia</td>
<td></td>
</tr>
</tbody>
</table>

3 Choose the correct word in italics.

1 We're Britain / British but we live in China / Chinese.
2 There are a lot of USA / American workers in Hong Kong.
3 I'm from Poland / Polish and I live in Warsaw.
4 Three of our employees are in Spain / Spanish on a project.
5 The head of the company is Russia / Russian.
6 Is this your first visit to Kuwait / Kuwaiti?

Working English

We can talk about nationality in different ways.

I'm from Britain. I'm British. It's a British company.
I'm from Asia. I'm Asian. It's an Asian company.

3 Choose the correct word in italics.

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2 There are a lot of USA / American workers in Hong Kong.
3 I'm from Poland / Polish and I live in Warsaw.
4 Three of our employees are in Spain / Spanish on a project.
5 The head of the company is Russia / Russian.
6 Is this your first visit to Kuwait / Kuwaiti?

Speaking

1 Talk about the nationalities of these companies. Talk about other companies that you know.

Shanghai Tang Michelin General Motors Aeroflot Marks & Spencer Banco de Bilbao Sanyo

Shanghai Tang is a Chinese company.

2 Work with a partner. Take turns to ask and answer questions about you and your company or college. Change partners and practise again.

Where are you from? I'm from Germany.
Where is your university? It's in Japan.
Language check 1  
**to be**

Study the examples from the article on page 9 and complete the sentences in the table.

<table>
<thead>
<tr>
<th>Positive</th>
<th>Negative</th>
<th>Question</th>
<th>Short answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am (I’m) You are (You’re) He/She/It ¹ (He’s/She’s/It’s) We are (We’re) They ² (They’re)</td>
<td>I am not (I’m not) You are not (aren’t) He/She/It ³ (isn’t) We ⁴ (aren’t) They are not (aren’t)</td>
<td>Am I? Are you? ⁵ he/she/it? Are we? Are they?</td>
<td>Yes, I am. / No, I’m not. Yes, you are. / No, you aren’t. Yes, he/she/it is. / No, he/she/it isn’t. Yes, we are. / No, we aren’t. Yes, they are. / No, they aren’t.</td>
</tr>
</tbody>
</table>

For more information, see page 158.

**Practice**

Complete the sentences with the correct form of to be.

1. **Are** you a student?
2. Ali **is** a student. He’s an accountant.
3. Leo and Elena **are** from Russia.
4. I **am** Chinese.
5. **Is** Mr Amery the head of the company?
6. We **are** from the USA. We’re British.
7. Dominique **is** an engineer.
8. SMGP **are** an Indian bank?

**Listening 1**

1. John Devlin and Rob Shaw meet at a conference. Complete the conversation with the correct form of to be. Use contractions where possible.

   John: **Are** you Rob Shaw?
   Rob: Yes, I **²**.
   John: Hi, I **³** John Devlin. I’m with Karlsco.
   Rob: Hi, John. **⁴** Karlsco an American company?
   John: No, it **⁵** a German company. You **⁶** with Retcorp, aren’t you?
   Rob: Yes, I **⁷**. **⁸** you an engineer?
   John: No, I **⁹**. I **¹⁰** a sales manager.

2. Listen and check. Practise the conversation with a partner.
Language check 2  

*a/an*

We often use *a/an* with singular nouns. Study the examples and complete the rules below.

a  I'm an engineer.  
b  It's an office.  
c  Jules is a sales manager.  
d  Are you a student?

1  We use *a* before words that start with a consonant sound (b, c, d, f, g, h, j, k, l, m, n, p, q, r, s, t, v, w, x, y, z).
2  We use *an* before words that start with a vowel sound (a, e, i, o, u).

For more information, see page 158.

Vocabulary 2  

Jobs

1  Do you use *a* or *an* with the jobs in the box? Think of more jobs. Do you use *a* or *an* with them?

<table>
<thead>
<tr>
<th>accountant</th>
<th>designer</th>
<th>architect</th>
<th>lawyer</th>
<th>receptionist</th>
</tr>
</thead>
<tbody>
<tr>
<td>teacher</td>
<td>mechanic</td>
<td>salesperson</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2  Complete the sentences with jobs from the box above. Use *a/an* where necessary.

1  Laura is *a lawyer* – she helps people with legal problems.
2  Marco is *__________* – he builds offices.
3  Stella is *__________* – she's good with cars.
4  I'm *__________* – I work with money.
5  Gregor and Sam are *__________* – they give lessons at the college.
6  Philo is *__________* – she's good at art.
7  Ronaldo and I work at Walmart – we're *__________*.
8  Helen is *__________* – she welcomes visitors to the company.

Listening 2  

1  Listen to three conversations. Are these statements true or false?

Conversation 1  
1  Petr is an engineer.  
2  Hiroaki is from Saudi Arabia.

Conversation 2  
3  Francesca isn't Brazilian.
4  She's an engineer.

Conversation 3  
5  They're teachers.
6  They're from Russia.

2  Correct the false statements. Listen again and check.

Speaking

1  Work with a partner. Ask and answer questions about different people. Student A turn to page 137. Student B turn to page 141.

What's his/her name?  He/She's ...

Is he/she from Japan / Japanese?  No, he/she isn't.
Is he/she a lawyer?  Yes, he/she is.

2  Make true and false statements about people in your class. Respond to your partner's statements.

Wei is from China.  Yes, he is.
He's an engineer.  No, he isn't. He's an accountant!
When we meet business contacts for the first time, we usually give information about ourselves, for example, name, nationality, job title and company. We may also need to ask people for information about themselves. Look at the following examples. Match the questions 1–4 with the responses a–d.

1. What's your name?  
   a. I'm [an IT manager].

2. Where are you from?  
   b. I'm [Tom Allen].

3. What do you do?  
   c. I'm [from the UK]/I'm [British].

4. What company are you with?  
   d. I'm [with Alcoa].

### Introducing yourself

**Career skills**

**Speaking**

Work with a partner. Use the information on the business cards to introduce yourself to your partner and ask questions. Student A turn to page 147. Student B turn to page 149.
Dilemma: Who to interview?

Brief
You work for Business Focus, an international magazine. The magazine has an interview with a different businessperson every month. There are two possible businesspeople to interview for this month’s issue. Your job is to choose the best person.

Task 1
Work in two groups. Group A turn to page 137. Group B turn to page 141.

Task 2
Work in small groups (some from Group A, some from Group B). Ask and answer questions to complete the information about the businesspeople.

Task 3
Look at the information about interviews in the last three issues of Business Focus. Which businessperson from Task 1 is the best person to interview for this month’s issue?

Useful phrases
I think … is the best person to interview. Issues 1, 2 and 3 have interviews with … I like Amita / Philip because … Amita / Philip is interesting because …

Write it up
Send an email to Frank Black, the editor of Business Focus magazine. Say who you want to interview and give some information about the person’s job and company.

Hi Frank
I think the best person to interview is …
He/She is …