3 Read about the LEGO Group. Where does it operate?



CHILD'S PLAY

LEGO® produces play materials for children. LEGO bricks and toys are popular all over the world and the company sells them in more than 140 countries. LEGO is a Danish company and its name is from the Danish phrase 'leg godt' (play well). It operates on six continents and has about 14,000 employees. There are also LEGOLAND® parks in Asia, Europe and North America.

4 Look at the map of LEGO's locations around the world. Match the continents below to the numbers from the map 1–6.



Africa ___ Australia ___ North America ___
Asia ___ Europe ___ South America ___

5 ▶3.1 Listen to a presentation about the LEGO group. How many sales offices are there in each continent? Write the numbers in the table.

Number of sales offices			
Europe		South America	
Asia		Australia	
North America		Africa	

6 ▶3.1 Listen to the presentation again. Tick (✓) the workplaces that are in each country in the table.

	Head office	R&D centre	Factory	Distribution centre
China				
Czech Republic				
Denmark				
Hungary				
Mexico				
USA				

LIVEWORKSHEETS

Tip | *about/around*

about/around = approximately:
The company has 847 employees.
*= The company has **about** 850 employees.*
It sells products in 102 countries.
*= It sells products in **around** 100 countries.*

Tip | *headquarters/HQ*

Headquarters, HQ = head office:
*Samsung's **headquarters** is in Seoul.*

The script:

3.1

Good afternoon. I'd like to tell you about the LEGO group. They are a family company with their head office in Billund, in Denmark, but they operate in many countries. In Billund, they also have their research and development centre and a factory. They have two more factories in Europe: in the Czech Republic and Hungary. In Asia, they have one factory in China, and in North America, they have one factory in Mexico. They have sales offices worldwide: around 20 in Europe, around ten in Asia, four in North America, one in South America, two in Australia and one in Africa. They have two large distribution centres in the Czech Republic and in the USA. Of course, there are LEGO shops all over the world. And online, their website, LEGO.com, has 21 local sites for LEGO fans in different countries.

LIVEWORKSHEETS