

Business Sectors

> *'The rate of change is not going to slow down anytime soon. If anything, competition in most industries will probably speed up even more.'*

Dr John P. Kotter,
Kotter International
- Boston, Seattle, London



Look at the photos from Japan. What can you see? What other iconic images represent the country?

- 1 In what ways do you think Japan is very traditional and in what ways is it very modern?
- 2 How has Japanese popular culture had an impact on the world? Give examples.
- 3 How has Japanese industry had an impact on the world? Give examples.
- 4 What do these Japanese companies make or do?

Canon Mitsubishi Nikon Nintendo SoftBank Sony Toyota

3A Look at the list of industries. Tick (✓) the ones you predict will appear in a video about the development of Japan's economy.

agriculture cars energy electronics finance fishing

B  2.1.1 Watch the video and check your predictions.

4 Decide if these sentences are *true* (T) or *false* (F). Watch the video again and check. Then correct the incorrect sentences.

- 1 We think of the USA leading in the internet technology sector.
- 2 Japan is the second largest industrialised economy in the world.
- 3 The country's banks and financial market are an important part of the economy.
- 4 Japan was slow to use robots in car manufacturing.
- 5 Japanese cars were not popular in other countries in the 1970s.
- 6 Japan's car manufacturers continue to invent new vehicles in the twenty-first century.
- 7 The Sony Walkman was a revolutionary product because it was very cheap.
- 8 Both Nintendo and Sony sell popular video game consoles.

What do you think represents your country? Think of food, language, clothing, art, manufacturing, and so on.



6 Complete the extracts from the video using the words and phrases in the box.

automotive manufacturing retail service sector transportation

Japan's ¹ _____, which includes finance, trade, entertainment, tourism, ² _____ and ³ _____, accounts for a massive three-quarters of Japan's total economic output.

But it has been Japan's ⁴ _____ industries that have made the most global impact. The ⁵ _____ industry has been particularly successful.

7 Match the three economic sectors (A-C) with the descriptions and the examples (1-3).

Economic sectors

A Primary → **B** Secondary → **C** Tertiary

Description and examples

- 1 This involves using raw materials to develop and build products. Examples include the manufacturing and construction industries.
- 2 Also called the service sector, this includes all the commercial services that connect products and services with consumers. Examples are financial services, retail, the tourism industry as well as transportation. It also includes other public and private services such as education and health care.
- 3 This involves working with basic materials. For example, extraction of raw materials, agriculture and fishing.

8 Write the correct industry and sector next to each group (1-8).

- 1 bank, credit card company, insurance agent _____
- 2 campsite, cruise ship, hotel chain _____
- 3 furniture maker, steel factory, textile manufacturing _____
- 4 coal mining, gas extraction, oil drilling _____
- 5 animal farming, crop growing, wine producing _____
- 6 airline, courier service, port _____
- 7 chemical plant, pharmaceutical company, robotics factory _____
- 8 clothes shop, restaurant, supermarket _____

9 Look at the types of businesses in Exercise 8 and discuss the questions.

- 1 Which of the sectors and industries were important in the past in your country or region?
- 2 If any of these industries declined, do you know why?

The agricultural industry in Spain

One of the most important activities in the primary sector in Spain is agriculture, particularly olive, cereal and grape crops in central and southern Spain. In addition, citrus fruits (oranges and lemons) and vegetables are grown on the Mediterranean coast and in Andalusia.



Spain is the world's largest producer and exporter of olive oil, the European Union's second-largest producer of fruit and the world's third-largest wine producer.

According to the Spanish government, today agriculture accounts for about 3 percent of the country's annual economic output (GDP) and 7 percent of all jobs in Spain.



10. Research the main industries of one country. Find out some of the following information:

- a description of the industry.
- the number of employees.
- the size of the industry.
- its economic impact on the country.



Listen to the news report about a new trend in Chinese companies and answer the following questions.

1. Why are Chinese businesses investing in virtual influencers and performers?
2. How has the cost of creating virtual individuals changed in the past year?
3. What is the expected annual growth rate of the virtual human industry through 2025?

Listen to the news report again and decide if the following statements are true (T) or false (F).

1. Tech company, Baidu has seen a significant increase in the number of projects involving virtual influencers and performers in the past year. _____
2. The cost of creating virtual individuals has increased in the past year. _____
3. Li Shiyan, head of Baidu's virtual people and robotics division, expects the virtual human industry to decline in the coming years. _____
4. At least 36% of consumers in China watched a digital celebrity or influencer perform in the past year. _____
5. The rise of virtual influencers and performers poses a threat to real people's jobs in the entertainment industry. _____
6. It's important for businesses to ensure the use of virtual talent is transparent and accountable. _____



HW Choose an industry and present it as a special news report.