

B**Before you read, match these questions (1–6) to the answers (a–f).**

1 Why is Adidas expanding in China?	a) 550
2 How many stores does Adidas have in China at the time of writing?	b) It is planning to focus on low prices.
3 Who is Christophe Bezu?	c) Adidas
4 How did Li Ning get its name?	d) He is the Chief Executive of Adidas.
5 What is Li Ning hoping to do?	e) It comes from the President of the Beijing Olympics Committee.
6 Who is the market leader for sports goods in China?	f) Because it wants to become the market leader in China.