

B

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

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| 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. |