UNIT 13: THE MODERN WORLD

PART 1: Introduction & Interview (4–5 minutes)

Do you know any global brands from the western countries?

familiar to people	global brands	strong marketing	worldwide

Yes, definitely. There are many (1)_____ from Western countries that are extremely well known (2)_____. For example, **Nike, Coca-Cola, and Apple** come from the United States, while **Adidas** is from Germany and **Gucci** and **Versace** are from Italy. These brands are popular because of their (3)_____, high quality, and long history, so they've become (4)_____ in almost every country.

globally famous	global marketing	luxury brands	strong branding

Absolutely. Many Western brands are (5)_____, such as **Apple and Coca-Cola** from the United States, **Adidas** from Germany, and (6)_____ like **Gucci** from Italy. They've expanded worldwide thanks to (7)_____, consistent quality, and effective (8)_____.

consistent quality	For example	global reputation	world-renowned

Yes, definitely. There are many global brands from Western countries that are (9)_____. (10)_____, **Nike, Coca-Cola, and Apple** come from the United States, while **Adidas** is from Germany, and **Gucci and Versace** are from Italy. These brands are popular because of their strong marketing, (11)_____, and long-standing (12)_____.

Can you name a product or brand from your country that is well-known in other countries?

associated with	exported to	manufactured	production hubs

Yes, in Vietnam, although Nike and Adidas are not Vietnamese brands, many of their products are actually (13)_____ **in Vietnam**. Vietnam is one of the world's major (14)_____ for sportswear and footwear, so shoes and clothing made here are (15)_____ many countries. Because of this, Vietnam is often (16)_____ high-quality manufacturing rather than just local brands.

exported worldwide	global supply chain	international brands	production centre

In Vietnam, although Nike and Adidas are (17)_____, many of their products are actually manufactured here. Vietnam is a major (18)_____ for sportswear, and these products are (19)_____, so Vietnam plays an important role in the (20)_____.

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Can you name a product or brand famous in Vietnam which you want to recommend to foreign tourists?

beautifully packaged	brewing style	drip coffee	home country
local brand	something practical	strong flavour	widely available

Yes, definitely. One product I'd recommend to foreign tourists visiting Vietnam is **Vietnamese coffee**, especially brands like **Trung Nguyên**.

Vietnam is one of the world's largest coffee producers, and Vietnamese coffee is well known for its (21)_____ **and unique** (22)_____, such as (23)_____ with condensed milk. Trung Nguyên is a popular (24)_____ that offers high-quality coffee and (25)_____ products, which are easy to buy and take home as gifts.

I'd recommend it to tourists because it's affordable, (26)_____, and gives them a real taste of Vietnamese culture. It's (27)_____ that people can enjoy even after they return to their (28)_____.

brewing style	genuine taste	recommend to	rich flavour	well-known brands

One product I would **highly** (29)_____ foreign tourists in Vietnam is **Vietnamese coffee**, particularly from (30)_____ like **Trung Nguyên**. Vietnamese coffee is famous for its (31)_____ and distinctive (32)_____, such as drip coffee with condensed milk. It's affordable, easy to find, and makes an excellent souvenir, as it allows visitors to take a (33)_____ of Vietnamese culture back home.

craftsmanship	cultural heritage	fine quality	traditional brands

Another product I'd recommend to foreign tourists is **Vietnamese silk**, especially from (34)_____ and workshops in places like Hội An. Vietnamese silk is known for its (35)_____, elegant designs, and (36)_____. It makes a meaningful souvenir because it reflects Vietnam's (37)_____ and is both beautiful and practical to use or wear.

artistic value	bamboo products	lacquerware	lightweight	unique souvenirs

Another product I would recommend to foreign tourists is **Vietnamese handicrafts**, such as (38)_____ or handmade (39)_____. These items are well known for their craftsmanship and (40)_____, and they reflect traditional Vietnamese culture. They're also (41)_____ and durable, which makes them easy for tourists to take home as (42)_____.

affordable price	contemporary side	footwear brand	local creativity

Another product I'd recommend to foreign tourists is **Biti's Hunter sneakers**, a well-known Vietnamese (43)_____. They're popular for their comfortable design, good quality, and (44)_____. What makes them especially interesting for tourists is that they combine modern style with (45)_____, so they represent a (46)_____ of Vietnam rather than just traditional culture.

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