

## Globalisation & International Trade

### SITUATION

You are taking part in an international business seminar. The organisers have asked you to give a short presentation explaining the **concept of globalisation**.

### MONOLOGUE

Give a short presentation on **What Globalisation Means**.

1. **Explain** the concept of globalisation and describe its main characteristics according to **Text 1**.
2. **Describe** how globalisation influences economic and cultural connections between countries.

### DIALOGUE

1. Do you think globalisation has improved international cooperation?
2. **Discuss** whether globalisation affects everyday life in your country.

### Text 1

“Globalisation refers to the increasing connection and interaction between countries in areas such as trade, communication, technology, and culture. Over the past few decades, developments in transport systems and digital communication have made it easier for people, goods, and information to move across national borders. As a result, businesses can now operate on an international level and reach customers in different parts of the world.

One of the main characteristics of globalisation is the growth of international trade. Companies are no longer limited to local markets but can sell products and services globally. In addition, communication technologies such as the internet and mobile devices allow people from different countries to interact quickly and efficiently. This has strengthened both economic and cultural connections between nations.

Globalisation also influences cultural exchange. People are exposed to different lifestyles, traditions, and ideas through media, travel, and international cooperation. This can lead to greater understanding between cultures, but it may also result in changes to local traditions.

While globalisation creates new economic opportunities and supports international relationships, it also presents challenges. Increased competition can affect local businesses, and differences in wealth between countries may become more noticeable. Overall, globalisation is a complex process that continues to shape modern societies in both positive and challenging ways.”

- Read the text and underline or **highlight** the important words you need to use in your presentation
- Spend 1-2 minutes thinking about the answers, creating full sentences in your mind
- Choose key words & write down notes with your keywords, not full sentences

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## Globalisation & International Trade

### SITUATION

You are speaking at an economic discussion about **international trade**.

### MONOLOGUE

Give a short presentation on **How International Trade Works**.

1. **Explain** why countries trade goods and services according to **Text 1**.
2. **Describe** the advantages of international trade for economies.

### DIALOGUE

1. Do you think international trade benefits all countries equally?
2. **Compare** buying local products with buying imported goods.

### Text 1

“International trade is the exchange of goods and services between countries and plays a central role in the global economy. Countries often specialise in producing products that they can manufacture efficiently, based on factors such as natural resources, labour skills, or technological development. They then trade these products with other countries in order to access goods that they cannot produce easily themselves.

One of the main advantages of international trade is that it allows consumers to benefit from a wider range of products. Imported goods often increase choice and may also be available at lower prices due to differences in production costs between countries. In addition, international trade encourages economic growth by creating business opportunities and supporting employment in various industries.

Trade between countries also promotes cooperation and strengthens international relationships. By working together economically, countries may develop stronger political and social connections. However, international trade can also create challenges. Global competition can make it difficult for local industries to compete with larger or more efficient international companies. This may lead to job losses or economic pressure in certain sectors.

Overall, international trade offers significant benefits but requires careful management to ensure that its advantages are shared more equally across different economies.”

### Exam tips:

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## Globalisation & International Trade

### SITUATION

You are presenting at a student conference about **global markets**.

### MONOLOGUE

Give a short presentation on **Global Markets and Businesses**.

1. **Explain** how companies operate in global markets according to **Text 1**.
2. **Describe** the opportunities global markets create for businesses.

### DIALOGUE

1. Do you think global companies have too much influence in modern economies?
2. **Discuss** whether small local businesses can compete with international companies.

### Text 1

“Global markets allow companies to operate beyond their national borders and offer products and services to customers in many different countries. Large international companies often develop global strategies by establishing offices, factories, and distribution networks in multiple regions. This structure enables them to reach wider audiences and increase their market presence.

One of the main opportunities created by global markets is business expansion. Companies can access new customer groups, increase sales, and reduce dependence on a single market. In addition, global operations may allow businesses to benefit from lower production costs or specialised resources in different countries.

However, operating in global markets also presents several challenges. Companies must understand cultural differences, consumer preferences, and local regulations in each region where they operate. What is successful in one country may not be effective in another, so businesses need to adapt their products and marketing strategies accordingly.

Global competition is another important factor. Companies must compete not only with local businesses but also with international organisations that may have greater resources. Despite these challenges, global markets offer significant potential for growth and innovation. Businesses that can adapt successfully to different environments are often able to achieve long-term success in an increasingly interconnected world.”

### Exam tips:

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