



China – Industry: problems and solutions

Problem 1: Product reputation and safety – watch the following two short videos from the BBC online news. Identify the problems which are discussed and how the Chinese government are dealing with the problems.

http://news.bbc.co.uk/media/avdb/news/world/video/107000/bb/107737_16x9_bb.asx

China takes action on food industry safety

http://news.bbc.co.uk/media/avdb/news/world/video/97000/bb/97086_16x9_bb.asx

China executes man in charge of food and drugs safety for taking bribes

Problem 2: In the past, China has concentrated on making cheap copies of products but now it is looking to spend money on research and development. Look at the short BBC news clip and explain why it is making this change and how it is going to be possible to achieve it.

http://news.bbc.co.uk/media/avdb/news/world/video/108000/bb/108436_16x9_bb.asx

China changes emphasis from just manufacturing to R&D and manufacturing

Problem 3: China has many large companies that are well known in China but now it wants to get its brand names known overseas. Look at the short BBC online news clip and use the example of Lenovo to explain why the Chinese want people to recognise their brands and how they are trying to achieve this aim.

http://news.bbc.co.uk/media/avdb/news/business/video/96000/bb/96184_16x9_bb.asx

Chinese computer manufacturer Lenovo fights to get its brand better known