

Describing companies from different countries

Choose one of the companies below that you know quite well and describe it until your partner guesses which one you are talking about. Then discuss if they agree with what your description.

Amazon.com	Ajinomoto	AXA	Adidas
Avon	Asahi Shimbun	Alcatel	Allianz
Boeing	Bridgestone	BNP Paribas	BASF
Caterpillar	Canon	BNP Paribas	Bayer
Citigroup	Citizen	Bic	BMW
Coca Cola	Dentsu	Canal +	Continental
Costco	Fast Retailing	Carrefour	DHL
Dell	(Uniqlo etc)	Cartier	Grundig
DuPont	Fujitsu	Chanel	Hugo Boss
Estee Lauder	Hitachi	Christian Dior	Leica
ExxonMobil	JAL	Danone	Lufthansa
FedEx	Kao	Lafarge	Mercedes Benz
Gap	Kenwood	LVMH (Louis	Nivea
GE	Kikkoman	Vuitton Moey	Porsche
Gillette	Kirin	Hennesey)	SAP
GM	Komatsu	L'Oreal	Siemans
Goodyear	Muji	Michelin	Stabilo
Google	NEC	Paul	T-Mobile
Hallmark	Nintendo	Printemps	Triumph
Harley-Davidson	Nissan	Renault	VW/ Audi
Hershey's	Nissin	Total	Wella
Hertz	Nomura	Vivendi	Zeiss
HJ Heinz	NTT		
IBM	Pentax		
Intel	Pentel		
Kellogg's	Ricoh		
Kodak	Roland		
MAN	Sekisui		
Mattel	Sharp		
Microsoft	Shimano		
Motorola	Shiseido		
Nike	Softbank		
Northwest	Sony		
Pfizer	Subaru		
Procter and Gamble	Suzuki		
Samsonite	Tomy		
Starbucks	Toray		
Subway	Toshiba		
Tiffany	Wacoal		
Wal-Mart	YKK		
Xerox	Yamaha		



BAE Systems BP Burberry Dunlop Dyson Foster and Partners GlaxoSmithKline Harrods JCB Land Rover Parker Pearson Raleigh Reuters Tesco Virgin Atlantic Vodafone Wedgewood	Diadora Caritas Olivetti Beretta Pirelli Fiat/ Ferrari Gucci Bulgari Pirelli Vespa Iveco Benetton	Adecco Bally Credit Suisse Logitech Nestle Novartis Roche Schindler Swarovski Swatch Vitorinox	Astra Zeneca Electrolux Ericsson H&M Husqvarna IKEA Saab Securitas Skanska Tetra Pak Volvo
Daewoo Hite Hyundai Kia Kumho- Asiana LG Lotte NHN Orion Samsung	DAF Heineken ING KLM Phillips Royal Dutch Shell Shell TNT Unilever	Hutchinson -Whampoa Hang Seng Golden Harvest HSBC South China- Morning Post Cathy Pacific Amoy	Four Seasons IMAX Labatts Sun Life Research in Motion Thomson-Reuters
Andersen Carlsberg Bang and Olufsen LEGO Maersk	Camper Zara Seat Telefonica Banco Santander	Wipro Hindustan Times Infosys Kingfisher Tata	BHP Billiton Macquarie Quantas Foster's Group
Gazprom Tupolev Rosneft Aeroflot	Efes Arcelik Cumhuriyet	Guinness AIB Ryan Air	Lenovo Tsingtao Cosco
Mr Minit Godiva Agfa	Singha Jim Thompson	Acer Eva Airways	Varig Petrobras
Petronas Proton	Finnair Nokia	De Beers SAB Miller	Manila Times San Miguel

Do the same, but using the phrases on the next page to help you.



Useful phrases to talk about companies

Its HQ/ headquarters/ head office is in...

It has an office/ a branch/ a factory/ a plant in...

It produces/ manufactures/ makes...

It a/ an ... company (but it is owned by a/ an company)

It sells/ distributes...

It provides/ offers...

In this country, it...

It's a multinational company

It does most/ a lot of business in...

Its main business is...

It has a subsidiary which...

Its (main) competitors (in this country) are...

It's a market leader

It was in the news (recently) because...

It's the largest/ second largest company in...

It was set up/ founded...

It operates in...

It has ... employees (in...)

It has ... subsidiaries (which...)

It is owned by...

It's a privately-owned company (= limited company)/ publically-owned company (= PLC/ public corporation)/ government-owned company/ partnership

It exports/ imports/ distributes...

It's a wholesaler/ retailer/ manufacturer/ miner/ distributor/ technology company/

telecommunications company/ conglomerate

Its most famous product (in this country) is...

The CEO/ Managing Director/ Chairman/ founder/ owner is...

Vocabulary question and discussion questions

- What countries do the firms above come from? (Each box is one country)/ What are the nationality adjectives for those countries (so that you can say "It is a/ an _____ company")?
- Are there any companies which are too unimportant to be included on the list?
- Are there any other companies which should be included, e.g. from your sector or country?
- Were you surprised by the number of companies or lack of companies from some of the countries?
- Use the phrases above to describe companies which are not on the list. Can your partner guess which you are talking about?
- Use the phrases above to describe your own company.