

Unit 2 ➤

1 Match the phrases (1–6) with their definitions (a–f).

- | | |
|--------------------------------|--|
| 1 Global Competitiveness Index | a a place where there are lots of new businesses |
| 2 renewable energy | b a measure of how successfully a country can offer a good business and living environment |
| 3 logistics | c the practical arrangements to move goods from one place to another |
| 4 artificial intelligence | d the level of health, comfort and happiness of a person or group |
| 5 quality of life | e power from natural processes, such as solar power and wind power |
| 6 start-up location | f computer systems that do tasks that people normally do (and usually do them faster and better than people) |

2 Guess which location is number one in the world for phrases 1–6. Then read the article to find out if your guesses were correct.

- | | |
|---|--|
| 1 top of the Global Competitiveness Index | <i>Dubai / Switzerland / Canada</i> |
| 2 renewable energy | <i>Germany / India / China</i> |
| 3 logistics | <i>Hong Kong / Rotterdam / Seoul</i> |
| 4 artificial intelligence | <i>Japan / Singapore / USA</i> |
| 5 quality of life | <i>Vienna / New York / Sydney</i> |
| 6 start-up location | <i>California / London / Singapore</i> |

3 Read the article again and decide if these statements are **true (T)** or **false (F)**.

- The World Economic Forum produces a report every year about business sectors such as renewable energy and logistics.
- The Asia-Pacific region is good for start-ups because of its educated workforce and access to ports and shipping.
- Professor Wong believes that innovation is closely connected to the number of new businesses in a region.
- Professor Wong believes that Hong Kong will be less successful in the future. This is because in the old days manufacturing and trading were easy, but now innovation is more difficult.

4 Match the sentence halves.

- | | |
|---|---------------------------------|
| 1 The magazine produces a report about various | a pool of skilled young people. |
| 2 Artificial intelligence and robotics are key industries | b business sectors. |
| 3 Asia has a talent | c manufacturing and trading. |
| 4 The Asia-Pacific region also has a business- | d friendly culture. |
| 5 Start-ups are part of the | e of the future. |
| 6 Hong Kong has always been good at | f process of innovation. |

5 Put the words in the correct order to make sentences. Use correct punctuation.

- such as banking, logistics and retail / different areas of business / are called industry sectors

- compared to something else / a ranking is a position on a list / to show how good something is

- workers in a country or city / can be called a talent pool / a large group of skilled

- of business in a country or region, / when there is a positive view / we can say there is a business-friendly culture

6 Choose the correct answer, a, b or c, to complete the sentences. Then check your answers in the article.

- 1 The Asia-Pacific region has closed the gap on the USA and Europe in terms of business _____.
a markets **b** industries **c** opportunities
- 2 The Global Competitiveness Index _____ how successful a country is at doing business.
a measures **b** provides **c** leads
- 3 China, the USA and Brazil lead the world in _____ in renewable energy.
a reports **b** logistics **c** investments
- 4 The Asia-Pacific has access to major sea _____.
a manufacturers **b** routes **c** applications
- 5 Professor Wong said that start-ups are important in the _____ of innovation.
a trading **b** process **c** rankings

Asia-Pacific closes gap as best location to do business

A series of reports over recent months have shown that the Asia-Pacific region has closed the gap on the USA and Europe in terms of business opportunities.

Every year, the World Economic Forum produces the Global Competitiveness Index. This index measures how successful a country is at doing business and providing a good life for its people.
 5 The latest index shows Switzerland at number one, followed by the USA and Singapore.

Other reports highlight how Asia-Pacific now leads in many sectors. For example, *Business Facilities* magazine reports that China, the USA and Brazil lead the world in investments in renewable energy, and the world's top locations for logistics are Hong Kong, Memphis and Shanghai. Top of the table for artificial intelligence and robotics – key industries of the future –
 10 are Singapore, Shanghai and Dubai. Europe still dominates in the quality of life rankings, however, and Vienna, Zurich and Munich get the top three places.

Asia-Pacific benefits from a big talent pool of skilled graduates from top institutions such as the National University of Singapore and Tsinghua University in Beijing, among others. It also has a business-friendly culture and access to major sea routes, making it a great environment for
 15 new businesses. The consultancy Deloitte looked at the fastest growing start-ups in Asia. The top two were Devsisters, a South Korean mobile game developer, and Hi-Target Digital Cloud, a Chinese manufacturer specialising in 3D laser applications.

Compass, a San Francisco-based research firm, recently ranked the top four global start-up locations in the world as: Singapore, Bangalore, Hong Kong and Kuala Lumpur. In the Compass
 20 report, Professor Richard Wong from the University of Hong Kong said that start-ups are important in the process of innovation, and this process is moving from the USA and Europe to Asia-Pacific. He takes Hong Kong as an example. According to him, it has always been good at manufacturing, trading and services, but now it is starting to be good at innovation as well.