

2 Students read in more detail to complete this task.

KEY:

Advantages

Exciting long-term market opportunities
People speak English
Fascinating country
One fifth of the world's population lives there

Disadvantages

Complex market
More closed than other fast growing economies
Tax barriers and delays
A lot of bureaucracy and paperwork
Deceptive cultural hurdles

Vocabulary

1 Check students' understanding and pronunciation.

KEY:

2 assembled

3 a shift

4 niche market

5 exploit

6 obstacles

7 bureaucracy

8 delays

2 This practises vocabulary from the unit so far, and gives another example of a company trying to break into the Indian market.

KEY:

2 assemble

3 niche market

4 delays

5 tariffs

6 obstacles

7 licences

**Vocabulary development:
compound adjectives 1**

Ask students to see how quickly they can find a compound adjective in the previous text.

1 Students may want to do the first part, forming the adjectives, before going on to match them to the nouns.

KEY:

b old-fashioned typewriter

c short-term opportunities

d low-budget advertising

e well-known personality

f high-level decision-making