

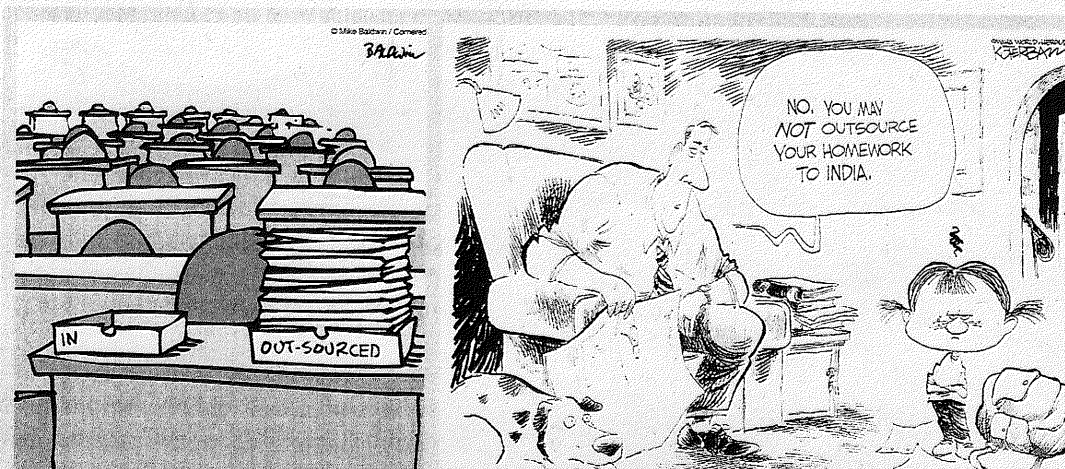
#### USEFUL PHRASES

##### Writing a suggestion

I think/believe/have learned • if more people did X, then they would Y • talent shortage • highly-skilled • ability to think creatively • attract and retain the best ... • to educate/train (too few) scientists/engineers/computer specialists

- 2 Create a world map of SAP's operations and use different sized circles to represent the proportionate number of employees in each place. Label each city with the type of work which is done there. Refer to the world map on page 64.
- 3 Outline how SAP makes use of outsourcing.
- 4 Creative writing: What could companies like SAP do to get more young people interested in engineering to satisfy the demand of high-tech industries in Europe? Do some research and write a suggestion as a letter to a company.

#### Cartooning outsourcing



- 1 Look at the cartoons and discuss the pros and cons of global outsourcing.