

'Made In Mania'

"I was just in the States for a week on a business. I hadn't been there for some ten years and was astonished to find that almost nothing is 'Made in the USA' anymore. Everything had been produced either in India, China, Ecuador, Mexico... even the **quintessential** American penny loafers carried a foreign label."

Truth is it's difficult to find a product at a reasonable price that isn't made in China or an **underdeveloped** country today. If you want to buy cosmetics that are made in France or an authentic Swiss army knife, you're going to **pay through the nose**. The question is, how much do consumers really care about where the stuff they buy is made these days?

Populous countries with **disposable income** to match seek to feed their enormous consumer appetites with products that are available 24/7...but not at any price!

Competitiveness is off the Richter scale, **compelling** companies to set up camp in the current manufacturing hotspots abroad. And not only production is shipped off shore: more and more North Americans get their call-center service not only with a smile but with a discreet Indian accent. Regardless of how you feel about it outsourcing, **offshoring** and **offshore outsourcing** are the here and now of business. The forecast? Most claim the trend will not only continue but escalate.

But have the true costs been lost in the race to the cash register, ask concerned consumer groups? Is the price more important than the environment and the working conditions of people thousands of kilometers away?

Corporations with a conscience have responded with CSR reporting in an effort to convince interest groups that their decisions are based not only on financial factors, but also on the social and environmental consequences of their activities.

Who'd have ever thought those 'Made In' labels would spark such controversy...

Glossary

compelling	tvingar
disposable income	disponibel inkomst
offshore outsourcing	förflyttning av verksamhet till utländska underleverantörer
offshoring	förflyttning av verksamhet utomlands
pay through the nose	betala sanslöst dyra pengar
populous	folkrik
quintessential	väsentlig
underdeveloped	underutvecklad