

'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

astonish	hämmästyttää
cash register	kassa
compel	pakottaa johonkin
competitiveness	kilpailukyky
conscience	omatunto
consequence	seuraus
controversy	kiistely
convince	vakuuttaa
CSR (corporate social responsibility)	yrittäjien yhteiskunnallinen vastuu
discreet	hienovarainen, hillitty
disposable income	käytettävissä olevat tulot
enormous	valtava
escalate	laajetaa
forecast	ennuste
offshore outsourcing	toimintojen siirtäminen ulkomaisille alihankkijoille
offshoring	toimintojen siirtäminen ulkomaille tytäryhtiölle tai sivutoimistolle
pay through the nose	maksaa järjetön hinta jostakin
penny loafer	loaferi, mokkasiini
populous	runsasväestöinen
quintessential	olennainen, perus-
reasonable	kohtuullinen
spark	panna alulle, saada aikaan