

The new kids on the block

Anyone who's read the newspapers lately can tell you one thing: The **emerging markets**, once thought of as investment piranhas, have **come of age**. While western populations are growing older, with fewer people **entering the workforce**, what we see in many parts of Asia and Latin America are **youthful populations** with money in their pockets to spend.

Some people even go so far as to **claim** that by 2015, China will **surpass** the United States to become the **world's economic powerhouse**. 2015! That's just a **mere** four years away.

While investors mostly look to the east for **growth potential**, Latin America is also a region that is **demanding attention**. Many see this as an area that serves as a **commodity play** to China – and, indeed, the **thirst for** copper and silver from Chile, and steel from Brazil has been **profound**. But the region is witnessing a **broadening of the market** that is helping to increase **domestic** consumption.

Latin American companies have also learned how to attract multinational investment. Many have worked to re-structure their **balance sheets**, **improve corporate governance** and focus on **core skills**. The banking system in the region, too, is working better than ever. Most Latin American banks simply take **deposits** and make loans – and nothing else. Remember those good old days?

The rise of the emerging markets **in the face of** relative **decline** in the West is truly impressive. The emerging markets, it seems, have **emerged**.

Glossary

| | |
|------------------------------------|---|
| balance sheet | balansräkning |
| broadening of the market | diversifiering av marknaden |
| claim | påstå, hävda |
| come of age | bli myndig, börja stå på egna ben |
| commodity play | "handelsvaruspel" |
| core skill | nyckelkunnande |
| corporate governance | bolagsstyrning |
| decline | nedgång |
| demand attention | pocka på uppmärksamhet, kräva uppmärksamhet |
| deposit | insättning |
| domestic | inhemsk |
| emerge | utvecklas, träda in på scenen |
| emerging markets | framtidsmarknader (för investerare), utvecklingsmarknader |
| enter the workforce | träda in på arbetsmarknaden |
| growth potential | tillväxtpotential |
| improve | förbättra |
| in the face of | här: trots |
| mere | ynka |
| profound | här: väldig |
| surpass | gå om, slå någon |
| thirst for | här: suget efter |
| world's economic powerhouse | här: motorn i världsekonomin |
| youthful population | ung befolkning |

AAC Global is the leading provider of globalization services in the Nordic markets. Our comprehensive portfolio of globalization services includes translation, localization, terminology management, documentation services as well as training in languages, communication and international management skills. AAC Global is part of the Sanoma Group, a strong European media group operating in diverse fields of media in 20 countries.