

African Business Successes

1 New words for this article

Nouveaux mots pour cet article

- | | | |
|---|--------------|---|
| 1 | brewery | company making beer |
| 2 | to broadcast | to send TV and radio programmes through the air to people's homes |
| 3 | agricultural | working with farmers and the land |
| 4 | cattle | cows |
| 5 | gum arabic | it comes from inside special trees. It makes food and medicine |

2 Reading comprehension questions

Questions de compréhension en lecture

- What does Africable do?
- What does Solibra do?
- Who is the owner of Malitel?
- What is Youki?
- What languages does ORTM use in its programmes?

3 Speaking activities - Activités orales

Pratiquez vos compétences orales - répétez ces phrases.

- Produits du Sud** is a new and special company in Mali.
- It started in 2007. It is organised by two Malian businessmen, Amidou Sissako and Charles Ndoye
- It is an agricultural business, and works in the villages.
- They had a good idea to help poor people in the villages of Mali.

4 Speaking activities - Activités orales

Exercez-vous à parler - répondez à ces questions en anglais:

- What did the villages in Mali cut down?
- What did they make space for?
- How many villages did the company help?
- What did they take from the trees?

5 Match the sentences (A-D) and (E-H) –

Faire correspondre les phrases (A-D) et (E-H).

- | | |
|---|--|
| A | Solibra is a big company in Abidjan |
| B | The company started in 1955 |
| C | It makes beer and soft drinks like |
| D | It sells bottles of water |
| E | Youki, Sprite, Coca Cola |
| F | with the names Cristaline and Awa, and energy drinks like XXL |
| G | Its longer name is the Societe de Limonarderies et Brasseries d'Afrique. |
| H | and many people work for Solibra. |

6 True or False? - Vrai ou Faux?

- RTI** is the TV and radio station in Senegal
- Its long name is Radiodiffusion-Télévision ivoirienne.
- It started a long time ago in the 1990s.
- It is growing now – it has 43 broadcasting stations around the country

7 Fill in the gap - Remplir le vide

Malitel is a mobile ...1... company which is very successful. There are 7 million ...2... using the Malitel phone service, with special ...3... for paying people using your phone. It is part of a ...4... company, SOTELMA, which is the biggest phone, internet and communications ...5... in Mali.

Answers –

2 Reading comprehension questions

Questions de compréhension en lecture

- 1 It runs a TV company
- 2 It makes beer and soft drinks like Youki
- 3 SOTELMA is the owner of Malitel
- 4 A soft drink
- 5 It has programmes in French but also in Bambara

4 Speaking activities - Activités orales

- 1 they cut down the trees
- 2 they made space for cattle
- 3 the company helped 300 villages
- 4 they took gum Arabic

5 Match the sentences (A-D) and (E-H) –

Faire correspondre les phrases (A-D) et (E-H).

A=G
B=H
C=E
D=F

6 True or False? - Vrai ou Faux?

- 1 False
- 2 True
- 3 False
- 4 False

7 Fill in the gap – Remplir le vide

- 1 phone
- 2 people
- 3 services
- 4 bigger
- 5 company