

Trade Fairs

Task 1: Complete the text with words from the box.

contact • exhibitors • location • opportunity • potential • products • space • services • trade fairs

Companies use trade fairs¹ as an opportunity to present their products² and services³. They must select a suitable fair for their business and their image. Arrangements must be made for staff to have accommodation near to the location⁴ of the fair. There are some processes to follow. First, you have to contact⁵ the exhibition organisers to discuss the conditions of the rental contract. You will have to state how much exhibition space⁶ you need, check costs, have your company included in the catalogue of exhibitors⁷ and a lot of other things.
Having said this, probably the most valuable part of the trade fair is the opportunity⁸ to make small talk with people and potential⁹ customers around your stand.

Task 2: Find words in the text that have a similar meaning to the words in *italics*.

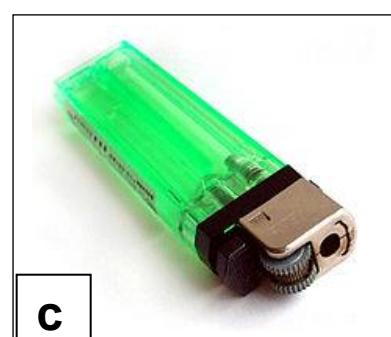
- | | |
|--|----------------------|
| 1 The price includes flight and <i>bed and breakfast</i> . | <u>accommodation</u> |
| 2 We are going to <i>choose</i> Berlin as the site for the computer fair. | <u>select</u> |
| 3 We booked accommodation near to the <i>site</i> of the fair. | <u>location</u> |
| 4 Companies <i>show</i> their products to visitors of the trade fair. | <u>present</u> |
| 5 Companies use trade fairs as an <i>occasion</i> to present their services. | <u>opportunity</u> |
| 6 Companies have to find the <i>right</i> fair for their business. | <u>correct</u> |

Task 3: Listen to several typical conversations at a trade fair.

Try to match the visitors' questions and comments with the given answers below.

- | | |
|---|---|
| d | 1. Excuse me, are these memory sticks to take away? |
| b | 2. Would it be possible to be put on your mailing list? |
| c | 3. I'd like to discuss this with my boss first. How can I reach you? |
| e | 4. Do you have some information I can take away? |
| a | 5. I'm just browsing. |
| | a. Well, just let me know if you need anything. |
| | b. Yes, certainly. If you just give me your card, I'll be happy to add your name. |
| | c. Here's my card. Feel free to call or email me. |
| | d. They are indeed. They've got our URL printed on them, so do have a look at our website when you get a chance. Or do you have any questions for me now? |
| | e. Yes, let me give you one of our brochures. It lists the points we've just discussed. |

Typical Trade Fair Giveaways



Task: Allocate the words given below to the pictures.

| | | | |
|------------------|-----------------------------|-----------------------|----------------------|
| <u>h</u> lanyard | <u>a</u> biro | <u>e</u> fountain pen | <u>f</u> carrier bag |
| <u>c</u> lighter | <u>g</u> business card case | <u>b</u> note pad | <u>d</u> umbrella |

a. Which giveaway would you like to receive? yes

b. What giveaways does your company have? no

c. What other items would be nice giveaways? anything



Listening Comprehension: Enquiry regarding the Booking of a Trade Fair Stand

Who is calling: _____ from _____

The caller needs an exhibition stand that _____ potential customers.

She is very interested in the _____ she has seen on the trade fair's homepage.

There are 3 packages available (fill in the missing information while listening):

| Basic Package | Business Package | Premium Package Plus |
|-----------------------------------|---|--|
| includes | contains all the features of the basic package plus | contains all the features of the basic and the business package plus |
| - | - | - |
| 3 office tables with 4 seats each | - - alarm system | - up to ___ extra tables/chairs - more _____ furniture |

The caller chooses package ___ without _____.

She will _____ and call back _____ to make a definite reservation.



Deutsch | Contact us | Print | Add to Favorites

Homepage > Reasons for Exhibiting > Good Reasons for Exhibiting

Good Reasons for Exhibiting – Get the Spirit of Tomorrow

As an exhibitor at CeBIT, your products will attract the keen interest of an international trade public. CeBIT is the only show featuring such an extensive display of IT products and services from every point of the globe.

The show is the worldwide attraction for the entire IT sector. At last year's show, CeBIT broke all previous visitor records, drawing more than 300,000 visitors from more than 100 countries.

At this year's CeBIT, the display area is being expanded further, and the exhibition programme has been streamlined and redefined for extra clarity.

Extending the show from four to five days means that the flow of visitors will be distributed more evenly, giving you more time to devote to your individual customers and others visiting your stand. We wish you success in presenting your company and its products and, of course, lots of new business!

The Exhibitor Service Center section of this website tells you all about taking part in the show and about the many services offered to exhibitors at the coming CeBIT show.

Working with words: Choose the best meaning (a-c) for each word (1-8).

The words are taken from the screenshot of the CeBIT web page above.

1. spirit

- a. courage
- b. vision
- c. feeling

5. previous

- a. expensive
- b. earlier
- c. regular

2. exhibitor

- a. company which attends a trade fair
- b. company which runs a trade fair
- c. visitor to a trade fair

6. streamlined

- a. made faster
- b. made more efficient
- c. made less complicated

3. display

- a. computer screen
- b. shop window
- c. show

7. evenly

- a. just
- b. equally
- c. flatly

4. entire

- a. whole
- b. successful
- c. modern

8. devote

- a. give
- b. like
- c. select

Group Work: Trade Fair Planning

1. Work in a small group. Choose a product (hardware, software or a service) that you want to present at the CeBIT.
2. Use the table below to plan your trade fair participation. Work to a budget of € 40,000.
3. Present your plans to the class.

| Stand | | |
|---|--|---|
| <u>Stand 1:</u> Basic version € 10,000 | <u>Stand 2:</u> Basic version + presentation facilities € 20,000 | <u>Stand 3:</u> Basic version + presentation facilities + information desk € 30,000 |
| Accommodation and travel | | |
| 2 employees € 2,000 | 6 employees € 5,000 | 10 employees € 8,000 |
| Presentation | | |
| Product presentations on stand - no extra charge - | Live TV show on stand € 8,000 | Product presentations in conference room € 9,000 per hour |
| Advertising | | |
| Leaflets handed out in exhibition hall € 2,000 | Colour ad in catalogue of exhibitors € 5,000 | Poster or banner at entrance to the fair € 8,000 each |
| Review | | |
| Counting business cards - no extra charge - | Questionnaires for visitors - no extra charge - | Counting sales enquiries - no extra charge - |

Useful expressions:

- Our product is ... / The name of our product is ... / We want to present ...
- The plan for our trade fair participation is as follows: ...
- We decided to book / choose / select...
- We would also choose / select ... because ...
- In our opinion it is better / best to ...
- That's ... Euros altogether.



Reading Comprehension: Finding the suitable Trade Fair

Task: Match the appropriate trade fair to the companies. Give reasons for your decision.

A
CeBIT
Venue: Hanover, Germany
Category: IT and telecommunications
Visitor's profile: industry, retailers, passionate users

B
GITEX
Venue: Riyadh, Saudi Arabia
Category: Computer networks, multimedia technology, internet products
Visitor's profile: Trade visitors only

C
Web 2.0 Expo
Venue: New York, USA
Category: Computer and IT, web design and web development
Visitor's profile: Business leaders, web designers and developers, advertising agencies

D
Convergence India
Venue: New Delhi, India
Category: ICT industry, focus on green IT
Visitor's profile: Vendors, operators, service providers, IT companies

E
PT/Expo COMM China
Venue: Beijing, China
Category: Internet, multimedia, telecommunications (telecom networking, mobile communications)
Visitor's profile: Professionals: Industry, traders

F
IEEE International Conference on Peer to Peer Computing
Venue: Delft, Netherlands
Category: computer science, web services, peer to peer computing
Visitor's profile: Professionals and passionate users

- 1 FutureWorld, a company focusing on environmentally-friendly IT products
- 2 EuroCom, a retailer for telecommunication solutions throughout Europe
- 3 InterMobil, an international and steadily expanding seller of mobile phones and telecommunication services who want to move into the Asian market
- 4 WorldTravel, a travel agency with innovative web presentations
- 5 Future Technologies, a company focusing on innovative technologies and specialized in peer-to-peer networking
- 6 Telefonikom, a network specialist wanting to explore the Middle Eastern market

(Source: Cornelsen (2011): IT Matters. Englisch für IT-Berufe, p. 67)



Reading Comprehension: Trade Fairs

Task: Read the excerpt from a website and try to answer the questions below in German.

officeexpo

[home](#) > [exhibitors](#) > [events](#) > [search](#) > [contact](#)

» EVENT PROFILE

Organized by Media Expos at New Delhi, India, the Office Expo in Mumbai is a pioneer show providing a platform for office equipment and supplies. It is an annual mega event offering enormous opportunities for exhibiting various products and trends in making office environments more efficient and effective.

» VISITORS' PROFILE

- architects and interior designers
- communication managers
- CEOs and presidents
- administrators
- secretaries
- purchasers from entertainment, healthcare, education and other industries
- importers and exporters of office equipment
- department stores

» EXHIBITORS' PROFILE

The exhibition is focused on the following segments of office improvement: office automation, equipment, office furniture, office security, office stationery, services, audio visual equipment and IT products.

Business timing:
10:00 am – 07:00 pm

Public timing:
12:00 am – 07:00 pm

(Source: (Klett): Office Milestones. Englisch für Büroberufe, p.155)

- a. Was ist die Office Expo?

- b. Wie oft und wo findet die Expo statt?

- c. Aus welchen Berufsgruppen stammen die Messebesucher?

- d. Zu welchen Produkt-Kategorien präsentieren die Aussteller Waren und Dienstleistungen?

- e. Wie sind die Öffnungszeiten für Geschäftsleute und die Öffentlichkeit?

Reading for Gist: Trade Fair Participation

Task: Read the text below and then draw a mind map that contains the main points.
Sum up the text in German.

A concise Guide to Trade Fair Participation

Especially for first-time exhibitors, careful planning is the key to a successful trade fair.

Taking part in a trade fair costs time, money and effort. Particularly for small companies, the cost can seem to be greater than the benefits. Yet with careful planning, trade fairs can be an effective way of maintaining business contacts and gaining new customers.

When deciding whether to exhibit at a fair, don't forget to set objectives. What do you hope to achieve by exhibiting? Objectives should be measurable – otherwise how will you know whether they have been achieved?

Decide which products or services to exhibit. If your company offers a wide range of products or services, it is a good idea to focus on one or more key products to avoid confusing the visitor.

It seems obvious, but choose the most appropriate trade fair or fairs to exhibit at. Information about trade fairs throughout the world can be found on the internet, including statistics such as visitor numbers and visitor profiles (e.g. information about the sectors of industry which visitors are involved in).

Realistic budgeting is essential. The expense of renting the stand is only part of the overall cost. Other expenses include travel and accommodation for stand personnel, preparing display materials and presentations and providing hospitality to visitors.

Your stand makes a strong statement about your company, so its design should match your corporate identity. The stand should be visually attractive and encourage visitors to come in and "browse" – stands which are open on two or more sides are good for this, but may cost more. You may also need a private area for detailed discussions with customers. Position is important: your stand should be in a prominent position, near to other companies offering similar products or services.

Effective public relations before and at the trade fair are vital. Although all trade fairs advertise, each exhibitor should inform potential and existing customers about its participation. Advertising should mention the stand number and the products that will be exhibited. At the fair, you will need well informed and highly motivated stand personnel if you want to turn visitors into new customers.

Finally, decide how you will review your trade fair participation. Counting visitors' business cards and sales enquiries resulting from the fair are two basic ways of evaluating the benefits of the fair to your company.

(Source: unknown)



Small talk in business

Small talk is often dismissed as a waste of time, or as the art of saying nothing with a lot of words. Some people say it has no place in the business world, since the subjects discussed are often ‘unimportant’ – i.e. the weather, sports, fashion or other trivial matters. However, if you don’t take part in small talk, your business partners might feel that you are being unfriendly or antisocial. When people just stand next to one another, without any signs of communication between them, it can lead to a feeling of uneasiness, and even tension. And this is certainly not good for future business or private relations. Small talk is in fact a very important and effective tool for avoiding an awkward silence between people who don’t know each other, especially business partners who may

want to form a relationship. Making small talk with strangers helps to break the ice; you discover what they like or dislike, so you can find a common ground of some sort. It helps, for example, if you support the same football team, like the same kind of car, or read the same kinds of books. However, it is also important to know who you are making small talk with. The rules of small talk are not international and different cultures have their own dos and don’ts. For example, you may have been told to always make eye contact when talking to your counterpart – but this may offend a material supplier in China. If you are going to have contact with someone from a different cultural background, it is a good idea to do a little research to avoid any embarrassing mistakes.

(Source: Klett (2013): Electricity Milestones. Englisch für Elektroberufe, p. 54)



Listening Comprehension: Trade Fair Small Talk

Task: Listen to a short conversation and answer the following questions.

- What topics are covered during the conversation?
- Which subject might be dangerous in this conversation?
- What happened at the end of the conversation?

Role Play: Small Talk at the Trade Fair Stand

At the InterMobil trade fair stand in China a visitor is talking to the company’s representative.

Act out the English conversation using the prompts below.

Mitarbeiter/in

Begrüßen Sie den Besucher und stellen Sie sich vor.

Antworten Sie, dass die Zentrale in München ist. Fragen Sie, ob der Besucher schon einmal in Deutschland war.

Fragen Sie, welchen Eindruck der Besucher von Deutschland bekommen hat.

Antworten Sie, dass Sie auf Handys und Telekommunikationsdienste spezialisiert sind.

Besucher/in

Begrüßen Sie den Mitarbeiter am Messestand und fragen Sie, wo die Firma in Deutschland ansässig ist.

Antworten Sie, dass Sie bereits in Deutschland auf einer Geschäftsreise waren.

Antworten Sie, dass Sie viele guten Erfahrungen gemacht haben. Fragen Sie, welche Schlüsselprodukte die Firma anbietet.

Sagen Sie, dass Sie diese Produkte interessieren. fragen Sie nach mehr Informationen

Intercultural Awareness – Meeting and Greeting

A. North America

Greetings may be quite casual and often only the first name is used in introductions. A firm handshake upon greeting and leaving is standard – an embrace is only custom among good friends. Usually smiling and small talk questions, e.g. "How was your flight?" are common ways of breaking the ice and establishing a promising relationship. Your business partners are said to be direct and to the point which may be seen as rude and aggressive. Speaking about problems directly ("That's not the right way!") is seen as an efficient way to get things done. Avoid jumping in queues, close body contact and if you get into a conversation, stay away from topics such as sex, war, or terrorism.

B. Asia

When it comes to meeting and greeting give a handshake accompanied with a nod or even a bow, but avoid touching. Also, you should be well dressed and arrive on time. Let your highest ranked representative make the presentation by mentioning name, position and title. The exchange of business cards should be acknowledged and treated with respect (never write on a card you have received!). During your communication use formal titles and be aware that your business partner has a reputation of being 'indirect'. This often means that wishes are expressed discreetly by respectful phrases. When talking to Asian partners, saying "No" is something to avoid as it can cause embarrassment and a loss of face. A "No" is often expressed by "Yes, probably". Taboos you should avoid are a prolonged eye contact, close body contact and talking about issues such as politics and human rights.

C. The Middle East

Customary meeting and greeting situations involve a handshake along with a hearty smile and eye contact. However, once a relationship has developed it is common to kiss on one cheek and then the other even between persons of the same sex. Also, during communication be aware that touching among members of the same sex is common and moving away is a sign of distance. When speaking you might encounter not only deep eye contact, but also a long-winded and flattering language which is expected to be returned as a sign of great respect. This all means that discussions can take a long time, so patience is necessary. Gift giving is a very common and effective way of establishing a good relationship. But be careful! Small gifts should respect religious conventions. When making conversation, avoid religious topics or comments on the situation in the Middle East.

(Source: Klett (2013): IT Milestones. Englisch für IT-Berufe, p.91)

Video Comprehension: Making Presentations at a Trade Fair

Task: Watch a presentation of Jane Tompson from Purple Fashion and answer the following questions:



- In what parts is the presentation divided?
- What impression do you get from the speaker (body language, speed, intonation, etc.)?
- What rules of the advice given below does she follow (Mark the particular bits in the text)?

How to make a presentation

- Do not write out your presentation in full. Use numbered prompt cards with key words. They are the best way to avoid forgetting important points.
- Your presentation should have an introduction, main body and conclusion.
- First give a brief overview of points to be covered.
- Divide up the main body according to the number of important points.
- Finish with a conclusion.

Use expressions like:

"Another important factor is ..."

"I should like to start/begin by ..."

"In conclusion ..."

"I should like to conclude by saying ..."

"First, I should like to..."

"Next, I'd like to tell you something about ..."

"This brings me to my third point ..."

in order to signal the different sections of your presentation.

Reinforce what you say by **visual aids**, such as powerpoint slides. Visual aids help you to explain complicated ideas more easily and arouse and hold the interest of your audience and make your presentation look more professional. If you print them out they may double as a handout.

Visual aids may take the form of overhead transparencies or computer files showing graphs, pictures, flowcharts, brief statements/cues (e.g. the key words from your prompt cards). Here are a few helpful hints:

- Limit the text to six lines.
- Use no more than six words per line.
- Print the text in large letters, using upper and lower case letters.
- Use dark colours, such as black, red, blue or green.

(Source: Klett (2011): Logistics Milestones. Englisch für Speditions- und Logistikkaufleute, p. 101)

The power of body language in presentations

What makes body language so important? Well, your appearance subconsciously affects your audience. In other words, they just look at you and go with their gut. However well supported and prepared the content of your speech is, it is your non-verbal delivery that establishes your credibility for an audience. Most importantly, however you hold yourself, however you move through space and however you gesture, your body sends messages back to your brain. So, if you are standing with your shoulders drooping and head bowed, your brain creates, and sends, negative chemicals into your bloodstream in less than a fortioth of a second – to make you feel the way you look.

How does a speaker become positively powerful then? Attributes like the full use and control of space, relaxed body language, an open posture and a strong, authentic presence. To begin feeling that power yourself, imagine a lion in the jungle. She establishes her space and territory; she's queen of the jungle. She's relaxed; she moves gracefully and carries her confidence and stability with her. Hold on to that image of the lion as you begin to become aware of your presentation body language. Walk around the room taking long purposeful strides and allowing your arms to swing freely.

But does body language make a great difference? It does. Research shows that 55% of communication is conveyed by body language, 38% by your voice and only 7% by the words we use. So to be a great presenter you have to start becoming aware of your body language and what it is saying. With the right body language, your presentations will be much more successful. Let's look at some of the most important factors:

Space and territory: Imagine yourself in a conference room or banquet hall. The whole room is yours so you should take control of it. Don't just get stuck standing behind the podium. Talk to the people at the back of the room. You want to connect with even the quiet group sitting on the back row.

Movement: How you move affects your audience. Move quickly and it stirs up the audience, move slowly and you keep them entranced. Use your space to create transitions in your speech: state your first point and pause. Move and then address your second point. Speak formally from far away. Silently come forward to get more intimate when giving your personal opinions. Make positive points from one side of the room and negative ones from the other.

Posture: When we are fearful or stressed, our shoulders tend to draw up towards our ears and our backs arch slightly. Instead of being powerful and open, we may hunch forward so our shoulders curve in, protecting the heart. If we continue to do this, the muscles across the chest will shorten and grow tight and it will become difficult to take full complete breaths. Deep breaths are crucial to relaxation.

Gestures: The answer to the FAQ 'What do I do with my hands?' is simple: 'Just do something!' Animated gestures help audiences understand and retain more information by creating visual images that appeal to the right side of the brain. Keep your hands in view rather than behind your back or in your pockets. When making points, use your fingers to count, hold your hand high so the audience will know that you are counting for them.

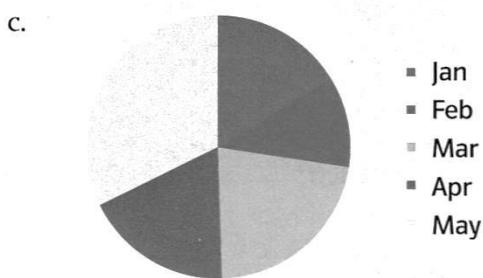
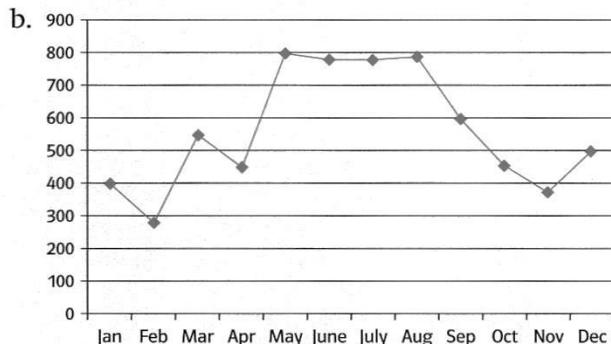
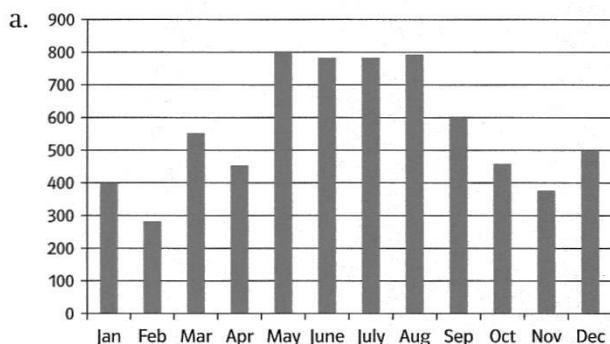
Eye contact: As speakers, it is vital to make eye contact with our audience. Maintaining eye contact with an audience is proven to make the speaker appear more skilled, experienced and powerful and the people we look at are more likely to remember what we've said. Since we take in 80% of information via the eyes, monitoring the audience throughout a presentation is critical. It allows us to be authentic. The primary function of eye contact is to establish relationships. Each person in the audience with whom eye contact is established will feel connected to you and that energy will give you even more confidence. Make sure to give the most contact to the people who need it, for example, someone who may be losing concentration or talking with a neighbour.

(Source: Cornelsen (2011): IT Matters. Englisch für IT-Berufe, p. 75)

Describing graphs and statistics

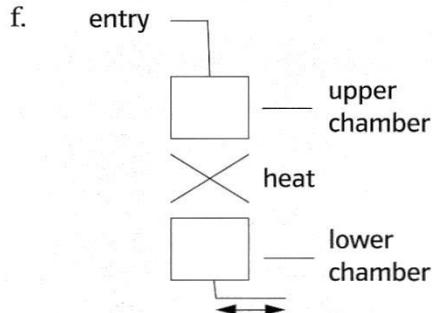
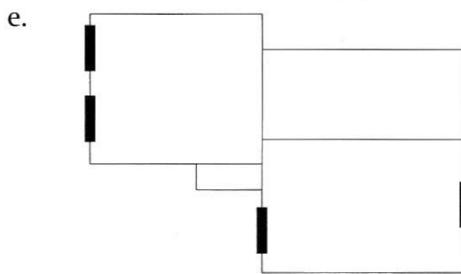
Task: Match the names of the charts/graphs with the pictures below!

1. flowchart / organigram 2. pie chart 3. line graph 4. bar chart 5. Table 6. diagram



d.

| 2012 | | |
|------|---------|-------|
| Jan | \$1,256 | - 6 % |
| Feb | \$1,477 | + 4 % |
| Mar | \$1,288 | - 5 % |
| Apr | \$1,543 | + 9 % |



Here are some useful words for describing graphs and statistics.

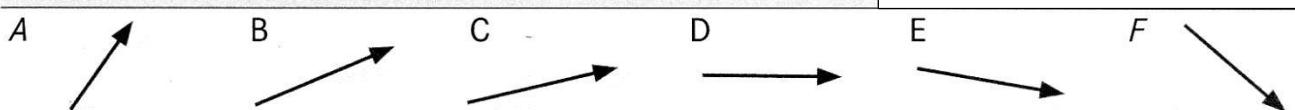
Use them to describe what is happening in A-F.

| verb + adverb |
|------------------|
| rise rapidly |
| increase sharply |
| grow steadily |
| fall gradually |
| decrease slowly |
| decline slightly |

| adjective + noun |
|------------------|
| rapid rise |
| sharp increase |
| steady growth |
| gradual fall |
| slow decrease |
| slight decline |

| verb + adjective |
|------------------------------------|
| be flat |
| remain steady |
| (to) stay unchanged/stable at ... |
| (to) level out at ... |
| (to) fluctuate between ... and ... |
| (to) oscillate between ... and ... |

Sales



(Source: Klett (2011): Trade Milestones. Englisch für Groß- und Außenhandelskaufleute, p.103ff)

Phrases: Rankings and comparisons

(to) be higher / lower / bigger / smaller / more expensive / more developed **than** ...

(to) be **as** high / low / big / small / expensive **as** ...

(to) be the biggest / smallest / most expensive ... **of** ...

(to) be / come first / second / last / next **with** ...

(to) be / follow **in** first / tenth / last place

(to) be (closely) followed **by** ...

(to) be **at** the top / bottom **of** the list / table / league

(to) bring up the rear

Phrases: To describe shares (percentages)

(to) make up ... / (to) account **for**

(to) have a share/percentage **of** ...

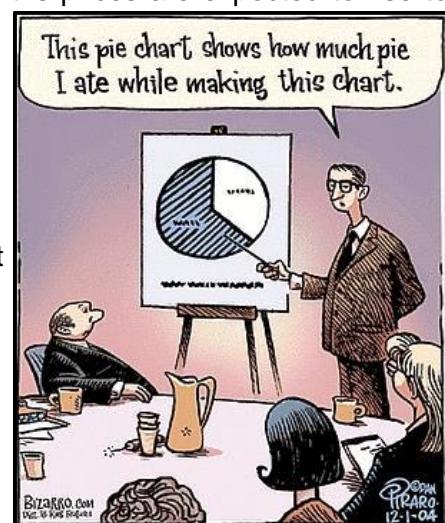
INFO: Graphs and Tenses

Past developments are described using the simple past (In January prices fell by 17%).

When the period of time described is not completed, the present perfect must be used (This year we have so far seen a marked increase in sales.).

What is going on at present should be described using the present continuous (Prices are fluctuating at the moment).

Whenever a graph becomes a projection into the future, the will-future or another appropriate verb form must be used for the description (During the next few months prices are expected to rise to last year's levels.).

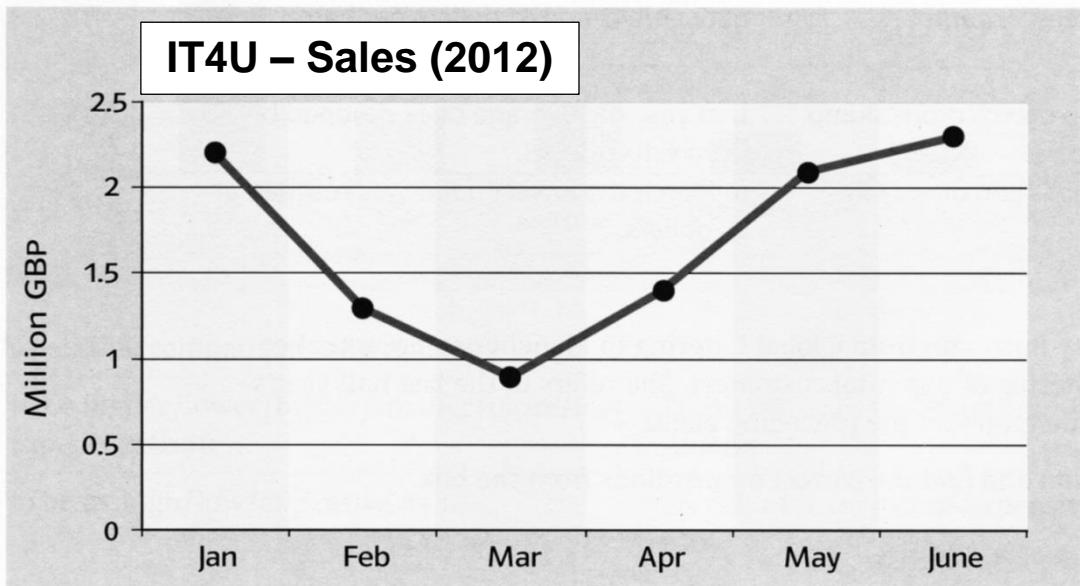
**How to choose the right type of graph:**

Simplicity is more important than precision → pie chart, bar chart

Precision is more important than simplicity → line graph

Comparing one item over time → line graph, bar chart

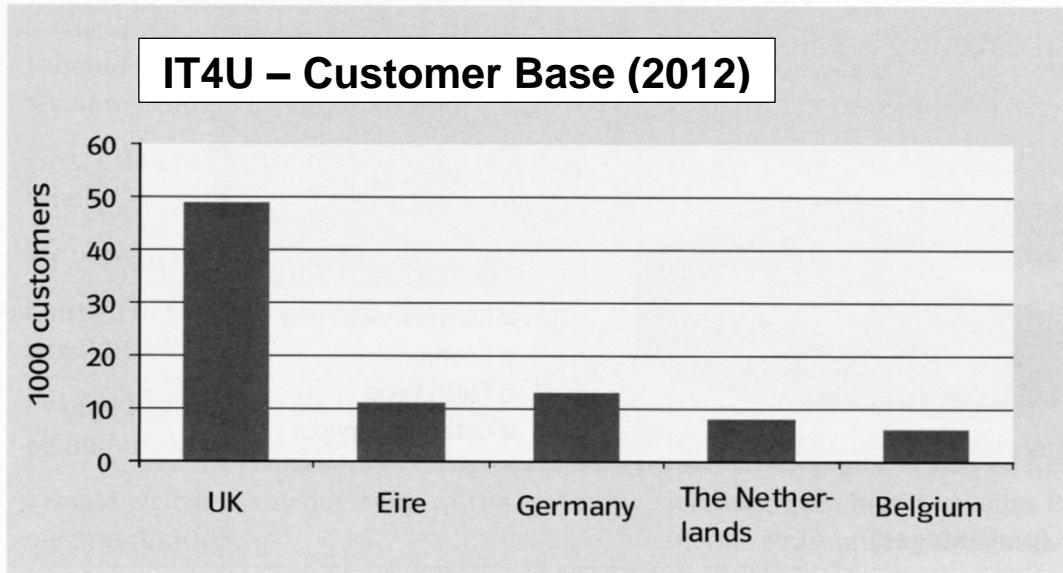
Several items to compare → pie chart, bar chart

Exercise: Describing Graphs

Task: Read the description of the chart and find the correct preposition from the box.

| | | | | | | | |
|----|----|------|----|----|----|----|----|
| at | by | from | of | of | to | to | to |
|----|----|------|----|----|----|----|----|

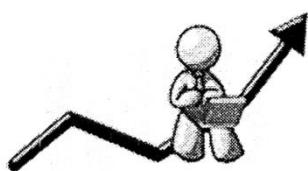
In January sales stood _____ 2.2 million pounds. Then there was a dramatic decline _____ GBP 1.3m in February. Sales continued to fall steadily and reached the minimum _____ 0.9 million in March. Between March and May, however, sales jumped _____ 0.9 million _____ 2.1million in June. In June sales had risen _____ around 9% _____ the peak _____ 2.3 million pounds.



Task: Study the bar chart and complete the description below as appropriate.

Naturally _____ of our customers are based in the _____, close to 50,000. Our _____ biggest market is Germany, where we have approximately 13,000 customers, closely _____ by The Irish Republic (Eire) with more _____ 10,000 customers. The Netherlands and Belgium are _____ fourth and fifth place _____ around 8,000 and 6,000 customers.

Business Charts



Student A

Task 1: Read out this description of a company's sales figures to your partner.

He or she will draw a graph of the figures as you speak.

Between 1990 and 1993 our sales increased slightly from €55,000 to €60,000.

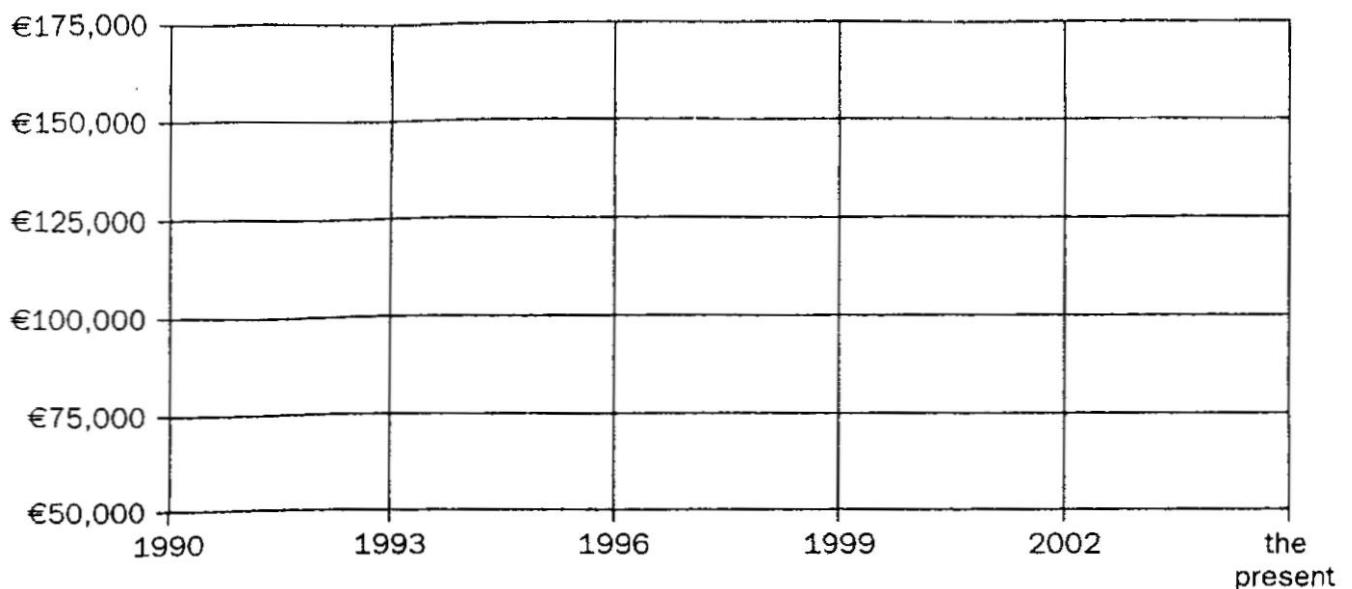
From 1993 until 1996 sales went up significantly to €85,000.

Between 1996 and 1999 our sales leveled out.

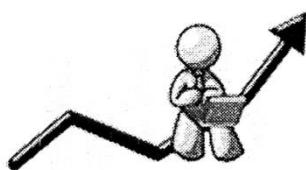
From 1999 to 2002 sales rose dramatically to €160,000.

Since 2002 up to the present our sales have fallen significantly to €100,000.

Task 2: Listen to your partner's description of a company's sales figures and draw a graph.

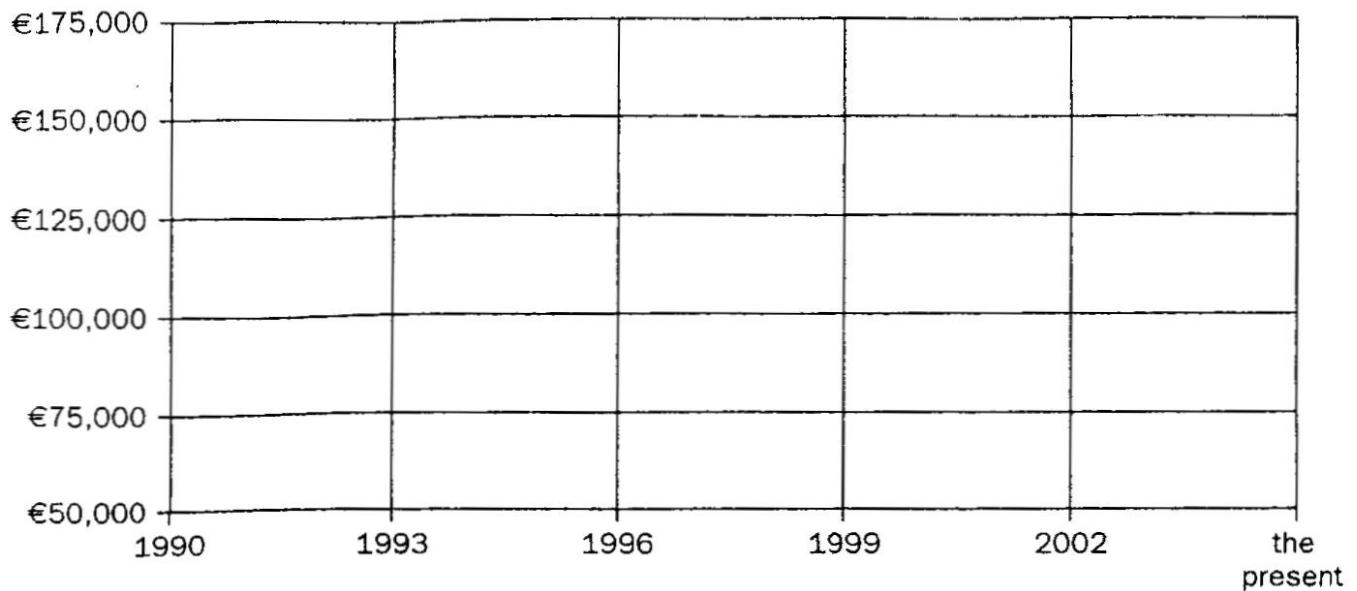


Business Charts



Student B

Task 1: Listen to your partner's description of a company's sales figures and draw a graph.



Task 2: Read out this description of a company's sales figures to your partner.

He or she will draw a graph of the figures as you speak.

Between 1990 and 1993 the company's sales went up from €125,000 to €150,000.

From 1993 to 1996 sales leveled out.

Between 1996 and 1999 our sales dropped dramatically from €150,000 to €75,000.

From 1999 to 2002 the company's sales rose again slightly to €85,000.

But between 2002 and the present sales have fallen again to €55,000.

Describing a chart: Have a look at the chart below and write a short description.

