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Freitag, 25. August 2023 14:18

ANC

Adler Network Components – a global player

Adler Network Components is a German producer of device connection technology. Its head office is in Duisburg in North Rhine-Westphalia. The company was founded in July 1948 by Hans-Joachim Adler and his wife, Luise. Today, Adler Network Components is still a family business. It is run by Wolfgang and Suzanne Adler and their two children, René Adler and Mareike Adler-Schmidt.



The structure of the company looks like this: Wolfgang Adler – Chairman of the Board, General Partner Mareike Adler-Schmidt – General Partner, Senior Vice President Finance and Purchasing René Adler – General Partner, Senior Vice President New Technologies Suzanne Adler – Partner, Senior Vice President Sales and Marketing

Pc

Although it is a family business, Adler is also a global player. There are 11 factories, located in Germany, the Netherlands, France, Great Britain, Romania, the USA and China. Forty-seven sales companies look after Adler's customers worldwide. The company employs around 4,000 people, including over 500 engineers and IT specialists.

D

Adler Network Components develops, manufactures and sells electrical and electronic cables and connectors. Our products are used in mechanical engineering, factory automation, data processing and networks, industrial electronics and telecommunication.

9 E

Vocational training and apprenticeships
 for young people play a central role in the company.

A Match the headlines 1–6 to the paragraphs A–E. There is one headline more than you need.

1 Company structure

- 3 About Adler
- 5 Introduction to Duisburg

- 2 Interesting information for trainees
- 4 Adler's customers
- 6 Adler worldwide

B Say if the following statements are true or false according to the text. Correct the false statements.

- 1 Adler Network Components is a multinational company.
 False: Adler Network Components is a family business and is well known abroad, but it is not a multinational.
- 2 Adler's head office is in Germany.
- 3 The company was founded over 70 years ago.
- 4 No one from the original family works for the company any longer.
- 5 All production is done in Germany.
- 6 Adler has an international sales team.
- 7 The company sells to customers in many different sectors.

8 There are no training possibilities at Adler.

B)

- 4: The kids of the founder Hans-Joachim Adler are running the company
- 5: Production is done in 11 factories all over the globe
- 6: sales company (ungleich = sales team)
- 8: text E

2

Introducing a company

Some young people are introducing themselves and the companies they work for.

2))) Copy the grid below into your exercise book. Then listen and complete the grid.

Name of company	Sector	Head office	Size
BCC Electronics	341 hou	2 moloh	medium-sized
International Solutions	107	Bot Lin	start-up
Nilsson Construction	building	S.5 Chom	7×6
Han Gao	me that	(EXP hybory	Plobal
Jahn Services	in onon	e shirten	■0 ²
Aikon	13	A 4	575



A Making notes about your company



OneNote

Make notes that you can use to give a short description of your company. Cover the points below:

- name of the company
- what the company does

- sector

target group/customers

- location

- some competitors
- number of employees

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OneNote

What is the name of your company? Where is the company located? How many employees does your company have?

> Grammar: Questions and short answers, page 162

Talk with a partner. Your partner will ask you questions about your company. Use the notes above.

You have three minutes to answer. > Useful phrases: Describing companies, page 150