

# Welcome to Today's Class!

Today's Topic: Trendy Asian consumer products are a big hit in the U.S.

Despite high tariffs new companies from Asia are finding huge success in the U.S. Have you tired coffee from **luckin** or tea from **HEYTEA**? Have you shopped at **PopMart**?

Agenda:

1. Review the video and vocabulary
2. Breakout room discussions
3. Large group wrap-up



# Watch & Learn



NEWS EXPLAINED IN 10 MINUTES

Trendy Asian consumer products are a big hit in the U.S.

## Key Vocabulary:

1. "setting up shop"
2. "back and forth"
3. courting
4. overtook
5. unboxing
6. craze
7. hype
8. elusive



<https://www.youtube.com/watch?v=9zIAsce70NU>

# Let's Talk: Discussion Questions

1. What trendy Asian brands have you tried? Luckin Coffee, Hey Tea, Pop Mart, Boba, Uniqlo, Dr. Jart?
2. The U.S. and China have a trade war, yet these companies are succeeding. Why do you think consumers ignore politics when it comes to shopping?
3. How does the success of these companies change the image Americans may have of Asian culture?
4. Do you think the popularity of these Asian brands is just a temporary fad, or will they become long-term competitors in the U.S. market?
5. Can international businesses help improve relationships between countries, even when governments are in conflict?