



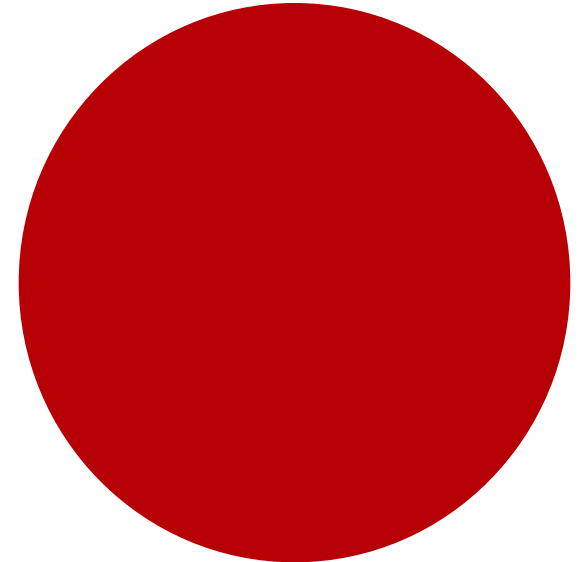
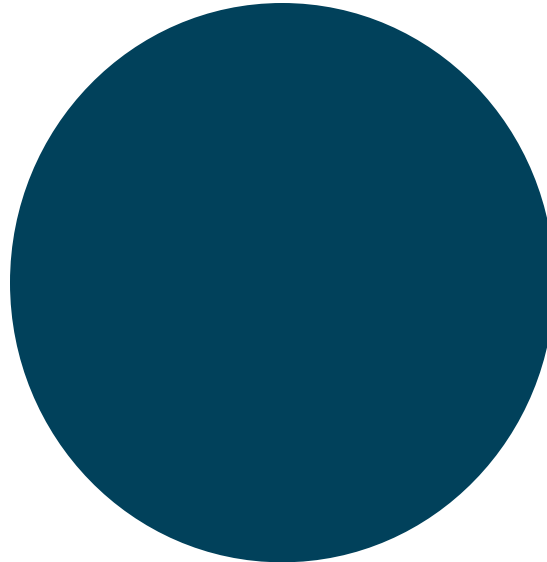
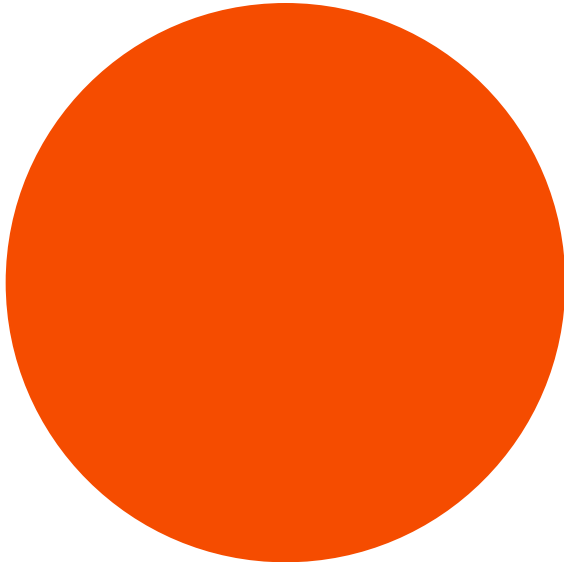
Global Trade

Lesson 1: How did trade get global?

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Do you recognise these company logos?

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Andrew © Flickr



Jim Peake © Flickr

How about these?

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Makipapa © Flickr



Mike Mozart © Flickr



Hayley Bouchard © Flickr



Christian Jensen © Flickr

Where are these goods sold?

- **Goods** such as clothing, computers, drinks, food, toys and notebooks are made by these companies.
- They sell these goods to people living in countries in all seven continents of the world.
- They are sold on a **global scale**.
- A class of children in Australia, India, Sweden, North America, or China are as likely to recognise these logos as you are.



Starbucks in Shanghai, China

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Starbucks
Coffee
Company
started in
Seattle, USA.

You can now
buy Starbucks
coffee in
countries all
over the world.

Starbucks © Jasmin, Flickr

IKEA in Saudi Arabia, Middle East

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IKEA
started in
Sweden,
Europe.

You can
now buy
IKEA
furniture all
over the
world.

Ikea in Saudi Arabia © Paul Pehrson, Flickr

Learning Objective

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- To understand what trade is.
- To discover how and why trade has become 'global'.



Dirk's Lego Globe © dirkb86, Flickr



What is trade?

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Trade is the **buying and selling** of goods and services we want and need.

Trade involves the **exchange** of goods or services in return for other goods or services or money.

The famous economist, who lived over 200 years ago, Adam Smith once said

“Every man lives by exchanging” - Do you agree?



The scale of trade

- When we think about trade as geographers we consider the **scale** of trade and think about how trade links places and people.



The scale of trade

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Local

Swapping a football card that you need with a friend so you complete your collection.

National

Buying a British Cox apple in the supermarket.

Selling your old bicycle to a friend who lives in another town.

GLOBAL

Buying a T-shirt made in Turkey from a shop on the High Street.

A company based in Japan sells you a TV online.



Trade in the past

- Trade has occurred between people since the beginning of civilisation when people exchanged goods and skills within their community on a local scale.
- Even in the Stone Ages people exchanged goods such as tools, clothing and food.
- Trade only occurred on a local scale at this time. People had no contact with people from distant places.

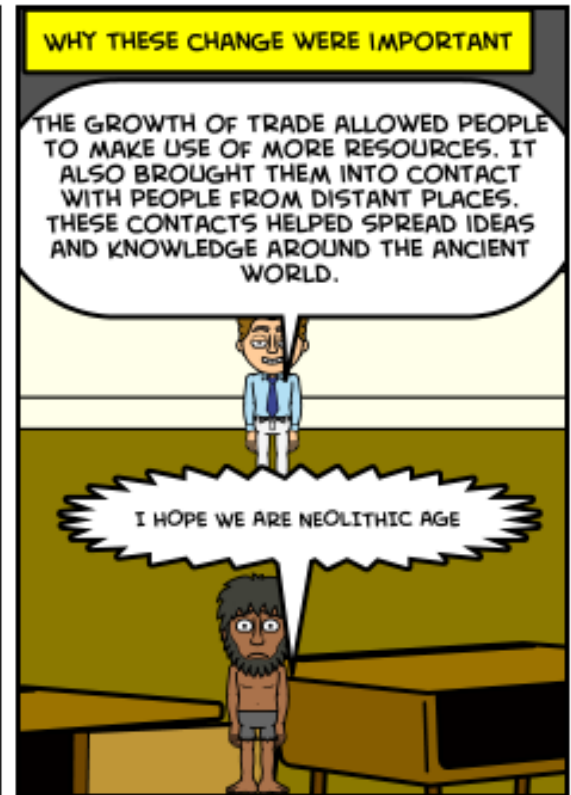
Beginning to trade

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BEGINNING TO TRADE



WWW.BITSTRIPS.COM

Source: http://bitstrips.com/read.php?comic_id=4S0XP&sc=1

How trade got 'global'

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The scale of trade has increased through time and exchanges can now happen on a **global scale**.

The development of communication, technology and transport have enabled trade to be carried out on this scale.



MD11 Martinair © Bernal Saborio, Flickr





Globalisation

- A process called ‘**globalisation**’ has occurred.
- *Globalisation: process of the world’s countries becoming more connected as a result of international trade and cultural exchange.*
- Trade now happens on a larger scale (global) and at a faster pace than ever before. This means we can sell and have more access to larger range of products.



Value of Global Trade exports in 2012

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18.3
trillion US
dollars

Global trade exports generate a huge amount of money each year.



Main Activity

L.O: To explore how and why trade has changed through time to become 'global'.

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- Three different time periods in the history of trade:



The
Stone
Ages

The 17th
Century

The 21st
Century

- 1) Read the information sheets and examine the images.
- 2) Discuss and jot down the key features of trade during this time and consider what conditions caused this.
- 3) Create a 'Trade Timeline' with clear bullet points summarising the key points and illustrate.

What are the current top ten most traded items in the world?

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1. Crude oil
2. Coffee
3. Natural gas
4. Gold
5. Brent oil
6. Silver
7. Sugar
8. Corn
9. Wheat
10. Cotton



Volvo FI.250 Ford Fuel Oils Tanker © lee bristol, Flickr



Coffee Beans © Amanda, Flickr



Gold (small) © Backdoor Survival, Flickr



Wheat_field_rows © Rae Allen, Flickr



Top commodities

- **Crude oil:** supplies the modern world with our energy needs.
- **Coffee:** the world consumes 2.25 billion cups of coffee a day!
- **Natural gas:** used for everything, from cooking, to heating, to lighting our homes.
- **Gold:** used for currency and by investors.
- **Sugar:** traded in every country in the world, by 2030, the annual consumption of sugar will exceed 257 million tons!