

Paper Reference 9EB0/02
Pearson Edexcel
Level 3 GCE

Economics B
Advanced
Paper 2: Competing in the global economy

Tuesday 13 June 2017 – Afternoon

Data Book

In the boxes below, write your name, centre number and candidate number.

Surname					
Other names					
Centre Number					
Candidate Number					

INSTRUCTIONS

There may be spare copies of some data sheets in case you need them.

**THIS DATA BOOK *MUST* BE RETURNED WITH THE
QUESTION PAPER AT THE END OF THE EXAMINATION.**

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SECTION A

Extract A

The UK balance of trade in 2013

Component	£m
Export of goods	306 810
Import of goods	417 006
Export of services	204 465
Import of services	126 369

(Source: © Office for National Statistics / Crown Copyright)

Extract B

Frozen yogurt firm takes on the world

The Bristol based firm **AngelBerry** was founded in September **2011**. The frozen yogurt retailer has only two UK stores, both in Bristol. There are currently six international franchised stores across the UAE, Mauritius and South Africa.

- 5 Its franchising model has helped the firm expand into warmer climates where frozen products sell well all year round. The firm now has deals in place for **80** stores across the Gulf States by **2018**, with further expansion planned in South Africa and the UAE. There are a number of other potential deals, including one with a cinema chain to roll out a kiosk version and further expansion into Europe and Asia.
- 10 The firm's founders explained: "We both took a trip to the US to research every aspect of the frozen yogurt business. This trip gave us invaluable insight into how the US market is growing and operating. It's essential to carry out thorough research before you start exporting. It will help prevent costly mistakes, boost your chances of choosing the right market and show you how to sell
- 15 your products and services in that market."

(Source: adapted from Frozen yogurt company takes on the world

© exportbritain.org.uk)

Extract C

Teesside docks largest cargo vessel in history

In December **2015**, the largest cargo vessel in history to ever pass under Teesside's Transporter Bridge set sail for overseas markets, demonstrating the continued strength of exports from the region. The cargo vessel, which is **172 metres long and 28 metres wide**, docked at the deep-water quay of the firm **AV Dawson** before loading **21,000 tonnes** of cargo. The cargo vessel was fully loaded within just six days. It then set off for export markets in Europe. The huge size of the ship allows exporters to benefit from economies of scale.

The Managing Director (MD) at **AV Dawson** said: "The work that we've done over the last three years to dredge the river and develop our quayside is part of a multi-million pound plan. It is now enabling us to attract multinational customers, and to transport more raw materials and finished products through Teesside and out to global markets. The investment programme included the purpose-built **£3.4 million** deep-water quay, providing us with greater capacity to support larger and more economical vessels, effectively opening up Teesside to more export opportunities."

The MD continued to explain that, "Nowhere is the phrase 'time is money' more apt than when referring to shipping, so we employed two **100-tonne** cranes simultaneously to speed up the loading process, reducing time in port and creating substantial savings for our customers, whilst enabling the vessel to be on its way as quickly as possible."

(Source: adapted from Teesside exports largest cargo vessel in history, Jamie Hardesty © bdaily.co.uk 2016)

SECTION B

Extract D

Selection of Economic Development Indicators 2013

	GDP per capita (US\$ current)	HDI	Income GINI coefficient
UK	41 776	0·89 Rank 14	0·36
Brazil	11 711	0·74 Rank 79	0·54
Russian Federation	14 487	0·77 Rank 57	0·40
India	1 455	0·58 Rank 135	0·33
China	6 991	0·71 Rank 91	0·42

(Sources: <http://hdr.undp.org/en/content/human-development-index-hdi-table>, <http://hdr.undp.org/en/content/income-gini-coefficient> and <http://data.worldbank.org/indicator/NY.GDP.PCAP.CD>)

SECTION C

Extract E

Norway running short of options as it tries to improve ties with China

Norway has paid a high price since Chinese dissident Liu Xiaobo was awarded the Nobel Peace Prize in 2010. In September 2014, China announced a ban on salmon infected with ILA, a virus that is harmless to humans but prevalent in European waters. While the Chinese body
5 that regulates food safety claims that the new ban was in response to its discovery of a batch of contaminated Norwegian salmon, experts suspect it has more to do with politics.

- Norwegian salmon has been at the centre of Chinese trade restrictions since 2010. Norway has made ongoing efforts to placate the Chinese
10 Government – most notably its having recommended China as a permanent observer on the Arctic Council – an intergovernmental forum in which northern states discuss shipping and security issues. But Norwegian exporters continue to meet unforeseen obstacles and diplomatic contact between the two countries remains limited.
- 15 Norway is not a member of the European Union but is an oil-rich country, with large gas reserves and a large budget surplus. It can exist economically independent of China. However, it is missing out on a potentially large market. Norway's share of the Chinese salmon market, for example, has dropped from 90% to 30%

(Source: adapted from Norway running short of options as it tries to improve ties with China, Sarah Karacs © 2016 South China Morning Post)

Extract F

Marine Harvest pursues net gains in Scotland

Marine Harvest, a Norwegian registered firm which operates **38** fish farms in Scotland supporting around **460** jobs, is the world's largest producer of farmed salmon, operating in **22** countries. Its Scottish business unit was highlighted as the firm's best-performing in **2011**,
5 with high production, good price achievement and good operational performance. Scotland is currently the largest producer of farmed Atlantic salmon in the European Union and third largest globally, accounting for more than one-third, by value, of Scotland's food exports.

Exports are now reaching emerging markets such as China, where there
10 was an agreement with the Government in Beijing to enable direct exports to the country. While mean annual nominal incomes in China rose from **¥29 229** in **2008** to **¥56 339** in **2014**, total farmed salmon sales increased nearly **900%** to a record **6,779** tonnes, demonstrating the growing demand from new marketplaces for Scottish seafood.

(Source: adapted from Marine Harvest pursues net gains in Scotland © hie.co.uk)