

# “MADE IN CHINA, WHERE CONTENTS AND LABOR PRACTICES DON’T MATTER”

Howie Klein linked to this ad trying to pitch products made in China as being “Made in the World.” (Apparently, it has yet to supplant all the frigging diamond ads during football, so I haven’t seen it.)

Made in China with American sports technology

Made in China with European styling

Made in China with software from Silicon Valley

Made in China with French designers

Made in China with engineers from all over the world

**When it says “Made in China, it really means, Made in China, made with the world”**

Just in time for the Holiday shopping season, this ad comes out to convince you that it doesn’t matter if iPods and Boeing jets and Target pitchers are made in China, because they’re made in cooperation with creative and knowledge workers [though the ad doesn’t use the term] from all over the world.

It’s a lovely bit of obscurantism that speaks loudest for what it leaves out: the potentially dangerous contents, inconsistent quality control, and labor practices that go into a product.

Most interesting is what else is left unsaid: presumably if China Inc is paying for these ads, it perceives a backlash that must be countered.

Sounds like the perfect opportunity to highlight the safety and moral issues with buying from China.