

CURRENT AFFAIRS

## CANNABUSINESS

30' (GER, ENG subs)

**Green is becoming the color of our time. The color is used as a term in both the political atmosphere and the economy.**

In the USA, the phrase “green rush” is becoming popular regarding the current state of affairs. The primary reason for this is thriving business of cannabis. Most U.S states have legalized its consumption, and the cultivation and sale of cannabis products in America has become a booming hit. Thousands of new companies have sprung up out of nowhere, establishing themselves in this new, lucrative market. As a result, tens of thousands of new jobs have been created, making the cannabis industry a sector of the economy with enormous growth. This raises the question – how long until this shocking business gains traction in Europe?

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