

Bromley High School GDST Careers Convention

26 APRIL 2006

Learn a modern language and open up all kinds of exciting opportunities for yourself!

- *More interesting jobs - maybe abroad*
 - *Better communication on holiday*
 - *Make friends in other countries*
 - *Enjoy the intellectual possibilities for self-expression in ways that English can't achieve.*
- Bromley High website**

1. Why bother with languages - they all speak English, don't they?

- only 6% of the world's population speak English as a first language
- 75% of the world's population don't speak any English at all
- Only 31% of Europeans speak English as a foreign language, whilst over 38% of Europeans speak German

2. Why are languages important for business?

- 60% of British trade is with non-English speaking countries
- 70% of companies have international contacts
- **ONE IN FIVE** exporting companies say they are losing trade because of language and cultural barriers

Language skills offer a distinct job and skills advantage.

3. So, Why learn German?

- Germany is the UK's largest non-English speaking market.
- Over 100 million people speak German in Europe.
- €100billion relationship: In 2004, exports to Germany represented €34billion, imports €61billion.
- There are over 1,700 German companies in England and many successful German brands: Adidas, Mercedes, BMW, VW, Audi, Puma, Hugo Boss, Siemens, Bayer etc.
- Germany is the largest market in Europe.

Useful Links

Goethe-Institut London: <http://www.goethe.de/ins/gb/enindex.htm>

German-British Youth Portal: <http://www.the-voyage.com/e/index.html>

The German National Tourist Office: <http://www.germany-tourism.co.uk/>

The German Embassy: <http://www.german-embassy.org.uk/>

For further information, please contact:

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