

FOR MORE INFORMATION, PLEASE CONTACT:

The **GOETHE-INSTITUT** is the cultural institute of the Federal Republic of Germany, promotes the knowledge of the German language abroad, and fosters international cultural cooperation. We convey a comprehensive picture of Germany by providing information on Germany's cultural, social and political life.

www.goethe.de/usa

The **GERMAN ACADEMIC EXCHANGE SERVICE (DAAD)** is the German national agency for the support of international academic cooperation. It offers information and funding for students, faculty and researchers in higher education, providing financial support to over 50,000 individuals per year. www.daad.org

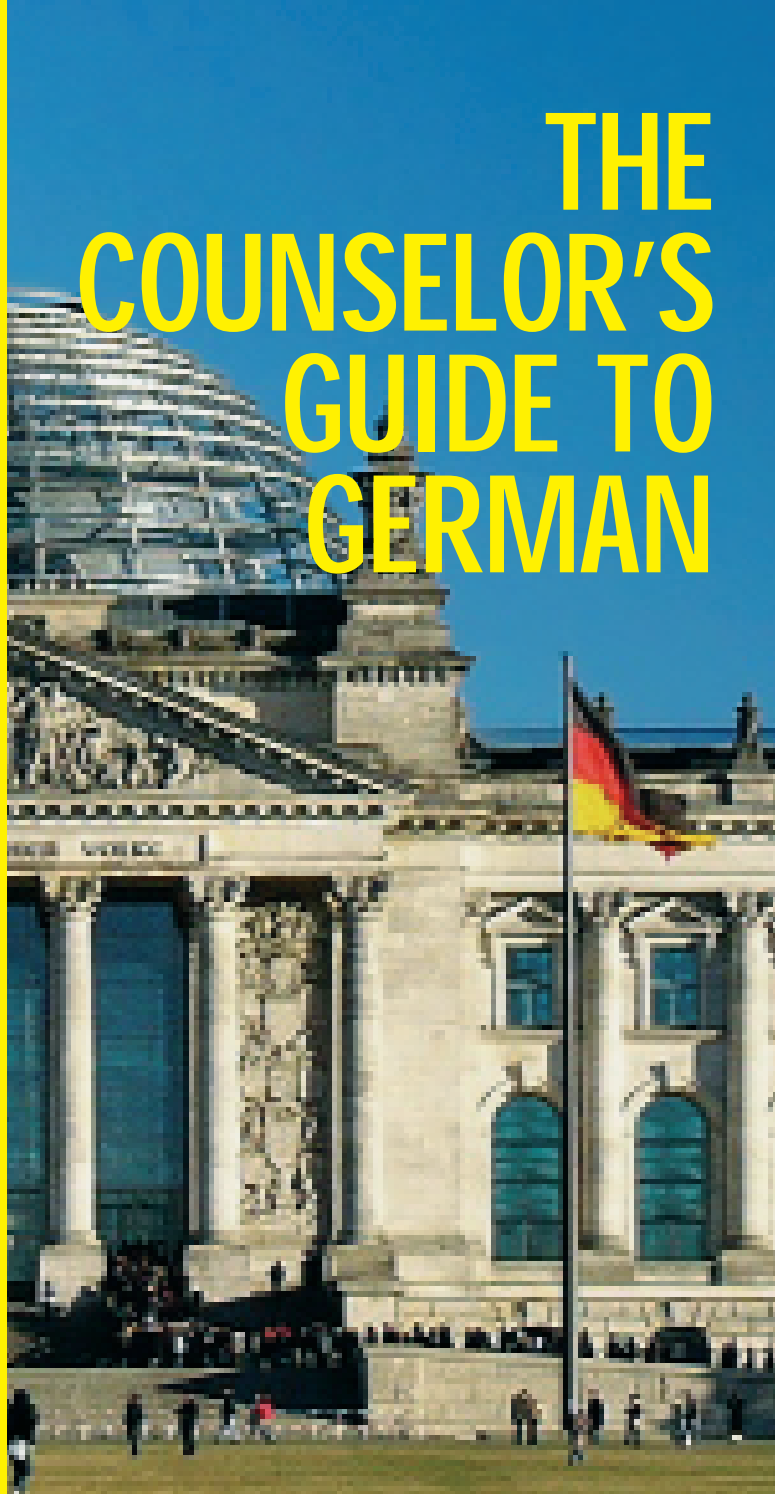
The **AMERICAN ASSOCIATION OF TEACHERS OF GERMAN (AATG)** is the only national individual membership organization dedicated to the advancement and improvement of the language, literature and culture of the German-speaking countries. www.aatg.org

The **CENTRAL ADMINISTRATION FOR GERMAN SCHOOLS ABROAD (ZfA)** is the German federal agency focusing on the support of German language programs in schools, providing financial support for qualifying schools, supervising the Federal German language examinations, offering teacher training and comprehensive information about the teaching of German. U.S. contact: Pinkertsaeltzer@msn.com or Heinzkohlmeier@sbcglobal.net

The **GERMAN INFORMATION CENTER (GIC)** is dedicated to fulfilling the public diplomacy mission of the German Embassy by offering Americans a window on modern Germany. It provides information on German politics, business and cultural affairs. www.germany-info.org

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THE COUNSELOR'S GUIDE TO GERMAN



DISCOVER WHY GERMAN IS A TOP FOREIGN LANGUAGE CHOICE FOR STUDENTS WHO AIM FOR THE TOP



DAAD

AATG



DEAR COUNSELOR, WHY RECOMMEND LEARNING GERMAN TO YOUR STUDENTS?

In today's competitive job market, it is extremely important for your students to stand out. Regardless of their interests, they will benefit from learning German. Proficiency will not only give students access to a rich academic tradition in the arts, humanities, and natural sciences but will also open up research and job opportunities in these fields both in the United States and Europe. In short, learning German will enable them to achieve the excellence that sets them apart.

Having been an exchange student in the United States myself, I know firsthand that learning a foreign language is the first step toward building an international career. Your students should consider the following points when making their foreign language decision:

■ Germany is located at the heart of Europe. German-American relations for the past 60 years have been, and will continue to be, the bedrock of transatlantic relations - economically, politically, and culturally.

■ Germany's central role in the European Union ensures that it will continue to be a key player in both a European and global context.

■ Germany is the world's biggest exporter, and one of the most important trading partners of the United States.

I hope you will find this brochure useful when advising students about the important role of the German language.



Sincerely,

A stylized, handwritten signature in black ink, appearing to read 'Wolfgang Ischinger'.

Wolfgang Ischinger
German Ambassador to the United States
February 2006

GERMAN IN NUMBERS

24% OF THE RESIDENTS OF THE EUROPEAN UNION SPEAK GERMAN AS THEIR NATIVE LANGUAGE AND **31%** OF ALL EUROPEANS CAN SPEAK GERMAN AS A SECOND LANGUAGE.

2,000 GRANTS ARE AWARDED TO U.S. STUDENTS AND PROFESSORS TO STUDY AND RESEARCH IN GERMANY, WHICH IS ALSO THE **3RD MOST POPULAR** COUNTRY IN THE WORLD FOR STUDYING ABROAD.

200,000 FOREIGN STUDENTS ARE CURRENTLY ENROLLED IN GERMAN UNIVERSITIES, OR **10%** OF THE ENTIRE STUDENT POPULATION.

800 U.S. HIGH SCHOOLS HAVE EXCHANGE PROGRAMS WITH GERMAN SCHOOLS. OVER **4,000** U.S. STUDENTS WENT TO GERMANY IN 2005.



GERMAN FOR SCIENCE FANS

**GERMAN TODAY IS FOR
SCIENTISTS TOMORROW.
STUDENTS WHO LOVE
SCIENCE SHOULD KNOW:**

■ In colleges and universities, a **READING KNOWLEDGE OF GERMAN IS VALUABLE** in chemistry, biology, engineering, medicine, finance and economics.

■ Germany is the **LARGEST CHEMICAL MARKET PLAYER** in the European Union.

■ Germany is one of the **TOP THREE NATIONS IN RESEARCH AND DEVELOPMENT OF HIGH-TECH PRODUCTS**, and the world leader in both wind and solar power production, and biotechnology firms.

■ Germany is one of the **TOP FIVE NATIONS** in **GLOBAL PATENTING**.



GERMAN FOR TECHNOLOGY AND BUSINESS FANS

GERMAN TODAY IS FOR
THE BUSINESS LEADERS
OF TOMORROW.
STUDENTS WHO ARE
INTO TECHNOLOGY
SHOULD KNOW:

- Germany is the largest **TELECOMMUNICATIONS MARKET IN EUROPE**, and the third largest worldwide.
- Germany is at the forefront of **ARCHITECTURAL, INDUSTRIAL AND AUTOMOTIVE DESIGN**, not to mention Germany is second in the world in **AUTOMOBILE PRODUCTION**.
- German is the **SECOND MOST FREQUENTLY USED LANGUAGE ON THE INTERNET** after English, and Germany has the world's most websites per capita.
- In banking and finance, Germany is one of the **TOP FIVE SOURCES OF FOREIGN DIRECT INVESTMENT** in the US.



GERMAN FOR ARTISTS

GERMAN TODAY IS FOR ARTISTS, THINKERS, JOURNALISTS, TRAVELERS AND WRITERS.

■ Germany ranks **THIRD IN THE WORLD IN BOOK PRODUCTION**, German company Bertelsmann is the world's largest publisher and the Frankfurt Book Fair is the world's largest book exposition.

■ Germany not only has a **RICH TRADITION** in classical music, producing composers as Beethoven, Bach, and Wagner, and is home to some of the **WORLD'S FINEST ORCHESTRAS**, but also hosts the **WORLD'S LARGEST POP MUSIC FESTIVAL**, popkomm as well as **ONE OF THE THREE LARGEST MUSIC MARKETS IN THE WORLD** in terms of both retail music sales and royalty collections.

■ Germany is second in the world in feature full-length film supply and distribution and third in the world in **FILM PRODUCTION**. The Berlinale is one of the world's **MOST IMPORTANT INTERNATIONAL FILM FESTIVALS**.



GERMAN FOR FUTURE BACHELORS AND MASTERS

IF YOUR COLLEGE-BOUND STUDENTS ARE
PLANNING TO STUDY

- BIOLOGY
- CHEMISTRY
- ENGINEERING
- FINE ARTS
- HISTORY
- INTERNATIONAL RELATIONS
- LITERATURE
- MUSIC
- PHILOSOPHY
- PHYSICS

OR HAVE ASPIRATIONS OF A FUTURE
WITH A GERMAN COMPANY LIKE

- ADIDAS
- BASF
- BAYER
- BMG MUSIC
- LUFTHANSA
- SAP
- SIEMENS
- T-MOBILE
- VOLKSWAGEN

OR SOME OF THE TOP 20 AMERICAN
COMPANIES IN GERMANY, SUCH AS

- FORD
- GENERAL ELECTRIC
- EXXON
- GOODYEAR
- HEWLETT-PACKARD
- MOTOROLA

THEN THEY CAN BECOME TOP CANDIDATES
IF THEY HAVE GERMAN SKILLS. GERMANY
ALSO HAS EXCELLENT UNIVERSITIES AND IS
THE THIRD MOST POPULAR DESTINATION
FOR INTERNATIONAL STUDENTS WORLDWIDE.