

DO YOU SPEAK THE SAME LANGUAGE AS YOUR CUSTOMERS?

Entrepreneurial success is based on trust. And trust is engendered when everyone speaks the same language.

This is true both in a proverbial and literal sense: Multilingual teams work efficiently, move confidently on the international scene and understand how foreign people and markets tick.

The Goethe Institute will teach your employees how to speak the same language as their German-speaking customers, partners and colleagues – the perfect basis for successful business relationships.



GOETHE-INSTITUT MADE IN GERMANY

- // with more than 60 years of experience in the fields of culture and language
- // a presence in over 90 countries
- // more than 150 locations
- // a guarantee through its quality management that offers at all institutes comply with the highest standards
- // provides international corporate clients with everything from once source

Further information and a tailored offer available from: www.goethe.de/b2b

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B2B GERMAN COURSES

AN INVESTMENT WITH GOOD RETURNS

**GOETHE
INSTITUT**

Sprache. Kultur. Deutschland.

GERMAN: AWAKENS ENTREPRENEURIAL POTENTIAL

Companies that want to survive in the global competition for the best manpower and the most attractive markets must systematically invest in the education of their staff.

When doing so, foreign languages are of the utmost importance, for they ensure clear and smooth communication.

Solid knowledge of German

- // will make your entry into the German-speaking market easier;
- // facilitates recruitment, teamwork and exchange of ideas in your multinational teams;
- // increases intercultural skills and understanding of the German culture in your company;
- // opens up new business contacts based on respect and equality.



EVERYTHING FROM ONE SOURCE

B2B German courses are a building block of our integrated range of offers for internationally active companies:

Our computer-based Goethe-Test PRO rapidly and reliably assesses listening skills and establishes a valid basis for human resources recruitment and development. More information at www.goethe.de/gtpro

With intercultural training, you will increase the productivity of your global team, understand your international business partners better and act with confidence on the international markets. More information at www.goethe.de/interkulturelletrainings

THE GOETHE INSTITUTE: THE GLOBAL LEADER IN ALL THINGS GERMAN

60 years of experience have made the Goethe-Institute the leading partner for the professional teaching of German as a foreign language worldwide. The Goethe-Institute stands for sound knowledge, practical learning content and the most up-to-date teaching methods.

Thanks to our range of courses, we are always there where you need us: with one of our 159 institutes in 98 countries, custom training at your company or our flexible online courses.

OUR LANGUAGE COURSES: TYPICALLY GERMAN

Actually we do not hold strictly to clichés, but courses offered by the Goethe Institute are somehow “typically German” – in the best sense of the word. Our courses are

- // Fit for everyday working life: We train using topics drawn from typical work situations in your company.
- // Efficient: Through active speaking, listening, reading and writing, your teams will rapidly be able to communicate in German and apply what they have learned to their work environment.
- // Comprehensive: Apart from language skills, we also impart some basic knowledge of the German culture.
- // Tailor-made: We measure ourselves by the degree of your learning progress and satisfaction. That is why we tailor each course exactly to your employees' cultural backgrounds and previous language skills.
- // Flexible: During, before or after working hours, at your offices, in our institutes or online, individually or in small or large groups – the format of our courses depends on your particular needs.

FOR MORE INFORMATION VISIT:
WWW.GOETHE.DE/B2B