

# More needs to be done to promote language learning

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## RECRUITER CALLS FOR MORE TO BE DONE TO PROMOTE LANGUAGE LEARNING

UK Risks falling behind in global economy

Euro London Appointments, the specialist multi lingual recruiter has called for more to be done to promote language learning in the UK.

The recruiter, which has partnered with CILT (The National Centre for Languages) sponsors the Business Language Prize in the annual CILT European Award for Languages, and has been a staunch advocate of the added employment opportunities a multilingual capability can offer.

“We live in a shrinking world, where businesses of all sizes can operate in international markets – markets where languages and intercultural skills are key”, said Managing Director David Shacklock. “The more we can do, therefore, to encourage language learning in the UK, the better prepared our business leaders of tomorrow will be. And modern European languages are only part of the picture as there is also a real shortage of Asian and emerging market language skills such as those associated with the booming economies of China and India – and without them UK workers are running a real risk of falling behind in the global economy.”

“We recruit multi lingual personnel into several sectors including banking & finance, marketing, customer service, IT and office support, and there are nowhere near enough UK nationals with the necessary linguistic abilities to fill the roles available, British candidates who speak a foreign language ‘fluently’ are rarely as fluent as foreign nationals are in English – mainly because British nationals tend to speak another language only if they have studied it or lived abroad. If you take a landlocked country like Luxembourg, you will find candidates who will speak three or four languages – including English - as a matter of course – it’s just part of their culture.”

Euro London awarded the 2008 Business Language Prize, a cheque for £1000, to Hayle Community School for a project that really did highlight the link between business needs and language learning.

The project: Passport to Export , highlighted the importance of exports to the economy. The project focused not only on language skills but also the importance of researching a country’s market, culture and socio-economics. Students were challenged to devise a product suitable for export to Spain and then pitch their ideas to a UK Trade & Investment Team in Madrid via video conference using both English and Spanish. The beauty of this project is that it is a replicable model and has already has been adopted by another school which ran its own version recently working with the UK Trade & investment Team in Germany.

Euro London Appointments has recently worked with CILT and the London Regional Language Network in the Business Language Champions project. They offered mentoring activities to a group of Year 10 students studying the Certificate of Business Language Competence in German. Activities included career

presentations, CV advice and work experience in the Euro London Appointments office.

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