



## Overseas business opportunities close to home



*Speakers at the event, including Embassy representatives*

RLN SW, in partnership with Bristol International Airport, recently organised a very successful event looking at doing business in Spain, Portugal and France.

Those taking part had the chance to learn a little of each language in taster sessions - it's surprising how much you can pick up in a targeted 30 minutes! Delegates then heard speakers from the Spanish and Portuguese embassies talk about investment opportunities and the particular business sectors that they are keen to encourage including renewable energy and biotechnology. Embassy staff also mentioned the value of using their expertise when looking to build business / work in South America.

Those listening were able to ask them about local business culture, including: how often should you

contact a potential client; what to wear to a meeting; attitudes to timekeeping; using their native language, and the importance of making personal contact over communicating by email.

Did you know that more people speak Spanish in the USA than in Spain? Or the number of Spanish companies that are investing in the UK... and it's not just Zara or Mango. Or that Portugal is England's oldest ally - they signed the Treaty of Windsor in 1386.

At RLN SW events you can learn a lot of things that you didn't know - even about countries you thought you knew well!

There are now new opportunities for businesses in the region with 21 scheduled flights to these



*Delegates enjoy a language taster session*

countries from Bristol airport as well as to a number of destinations in the Middle and Far East using their business partners in Schipol and Paris. There is also a daily service to the USA.

Our next event on 5th June, co-hosted with UKTI, looks at Malaysia & Singapore and will be held at the University of the West of England. See the events page on our website for more details.

[www.rln-southwest.com/Events](http://www.rln-southwest.com/Events)

## Make the most of your trip - learn a bit before you set off



If you're planning a holiday or business trip overseas, it makes sense to learn something about the language and culture of your destination before you leave.

The RLN SW website offers you a range of resources to help you get the best out of your overseas visit.

There is access to a range of podcasts, which you can listen to on your PC, laptop, iPod or MP3 player. These cover a range of topics including basic language phrases and cultural background

for many different countries - find them at [www.rln-southwest.co.uk/Publications/podcasts](http://www.rln-southwest.co.uk/Publications/podcasts)

In addition, our website offers the chance to read or download printed country guides and business culture reports for over 22 different destinations - avoid an embarrassing *faux pas* and find them at [www.rln-southwest.co.uk/Publications/cultural\\_briefings](http://www.rln-southwest.co.uk/Publications/cultural_briefings)

Another excellent source of language help - from basic phrases to more in-depth learning - can be found on the BBC website at: [www.bbc.co.uk/languages/](http://www.bbc.co.uk/languages/)

Finally, don't forget that your local library will also be able to help you with CD-based language learning courses.

*Buon viaggio!*

## New Business Culture Guides

Two new Business Culture Guides are now available on the RLN SW website - covering Germany and Spain. These detailed briefings provide background and cultural information for each country, together with tips on how to conduct business.

Following these latest additions, nine reports are now available for download in PDF format. Other countries covered are: Denmark, France, India,

Japan, Russia, Saudi Arabia and South Korea.

Visit the publications page of the RLN SW website:

[www.rln-southwest.co.uk/Publications/cultural\\_briefings](http://www.rln-southwest.co.uk/Publications/cultural_briefings)



## Life's regret

Research by the Department of Children, Schools and Families (DCSF) shows that failing to learn a foreign language is the biggest regret from British people's school days. French topped the list of subjects for regret (66%), with Spanish (63%) and German (49%) also favourites. 27% regret dropping a language at school, far ahead of other subjects.



According to the survey of over 1,500 adults, the biggest reason for regretting a lack of languages is their usefulness whilst abroad. 39% also believe that having a language would boost their career prospects, while 5% say they missed out on a job due to poor language skills.

The research aims to raise awareness amongst young people of the opportunities offered by language learning. More information and advice on how languages can boost future careers prospects can be found on CILT's Languages Work website: [www.languageswork.org.uk](http://www.languageswork.org.uk).

## Languages Diploma Chair

Last month, we reported on the plans for a new Diploma system from September this year. Education secretary Ed Balls has now announced that the Chair of the Diploma Development Partnership for Languages will be Dr Terry Lamb, (right), Director of Initial Teacher Education at Sheffield University and a governor of CILT. GoSkills will be the lead sector skills council.



Terry said, "Language learning and cultural awareness are absolutely vital for success in our increasingly globalized lives".

For an overview of languages in the Diploma and practical advice on vocational qualifications in the language classroom, visit CILT's new 14-19 microsite: [www.cilt.org.uk/14to19](http://www.cilt.org.uk/14to19)

## Forthcoming Events

**Tues 6 - Wed 7 May 2008**

**Expanding UK Competitiveness in a Globally Integrated Economy**

The British Museum, London  
UK Trade & Investment conference, in conjunction with IBM UK.

**Wed 7 May, 9.30am 5.00pm**

**India - business, values and culture**

Victoria, London  
One-day interactive workshop for those working directly or indirectly with India and Indian colleagues.

**Thurs 8 May, 8.30am 1.00pm**

**Tunisia Finance & Investment Conference**

London.  
Middle East Association event, in partnership with the Tunisian Embassy.

**Thurs 5 June 2008 (New date!),**

**8.30 am - 2.00 pm**

**Doing business in Singapore and Malaysia**

University of the West of England, Bristol  
A free event focussing on these high growth markets. Organised in partnership with UKTI.

**For full details of these and other events, visit the Events page on our website:**

[www.rln-southwest.com/Events/](http://www.rln-southwest.com/Events/)

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