



New Team Member

Heike Sprunk will be joining the RLNSW team in January as the Development Co-ordinator.

Heike has been working for Lloyds Register QA as a marketing communications officer and has had experience of working as a translator. We are looking forward to working with her.

Listening to the World

The Regional Language Network - Yorkshire and the Humber (RLN YH) recently commissioned the following poem from Yorkshire poet Ian McMillan.

*This world is a globe and an atlas
And dozens of points on a compass
So in reply to the Merchant Banker
Who said 'English is the lingua franca?'*

*I say 'Hold your cheveaux mate
And learn a language before it's too late!*

*Shakespeare said 'The isle is full of voices'
We're in a time of linguistic choices
So to the people who only speak English
I say 'Your firm is really gonna languish'*

*Say 'Buenos Dias' not 'Greetings'
At the appropriate time in meetings!*

*This world is a melange of different words
And different ways to say 'em
So have a go, you won't sound absurd;
Voila! You'll probably slay 'em!*

© Ian McMillan www.ian-mcmillan.co.uk



Season's Greetings!

We send our best wishes for Christmas and the New Year to you all.

The website of CILT, the National Centre for Languages is currently offering a wide range of resources for anyone interested in Christmas customs around the world... find out more at

www.cilt.org.uk/promoting/activities/christmas.htm

Spotlight on:

Devon & Cornwall Hub

The Devon & Cornwall hub is continuing to receive good positive feedback following their International Trade Day on exporting to China (a collaboration with Plymouth Chamber of Commerce).



(Above) Speaker Ben Papé, from the British-China Business Council, talking to Chinese business expert Dr Teng-Fei Wang from Plymouth Business School, & Valentina De Micheli from the Devon & Cornwall hub.

Delegates particularly appreciated the talks by small local companies who are successfully exporting to China, and who shared their experiences of dealing with business, language and cultural issues.



(Above) talk by Peter Sheppard of Camborne-based Drillserve, who export drilling equipment. The Company has been very appreciative of the practical language and cultural advice recently provided by the Devon & Cornwall hub.

Devon & Cornwall hub is based at the University of Plymouth Business School, and managed by Professor David Head and Dr Jacquie Hope.



Some Highlights of 2005

- **January** - RLN SW became a standing member of the SW International Business Forum.
- **February** - our new website came on line and since then, numbers of visits have grown from 1,700 to over 4,000 each month. The re-vamped BLIS website went live in **March**, and we are now adding applicant information locally.
- **May** - the three hubs completed their final reports and provided information about all the company visits that they had made during the first phase of the project.
- **June** - our Gala Dinner for the Business Language Champions was held in Exeter on a beautiful summer evening, (followed by a spectacular thunderstorm in the early hours!)
- **August** - 15 country briefings were added to the website and have proved very popular.
- **October** - RLN SW was mentioned as a partner in the Draft Delivery Plan for the Regional Economic Strategy. Meanwhile, James Piriou, from the Dorset hub, went on a trade mission to the Baltic.
- **November** - RLN SW started to attend *Passport to Export* workshops for new exporters.

Since June we have made 10 presentations to 188 people, and been contacted by 246 people. The hubs have attended over 30 events, been mentioned in the media - and the Plymouth hub has been interviewed by Westcountry TV.

Spreading the Word

Recently, Emily spoke to the Director of Admissions at Exeter University about jobs for language graduates and how we encourage young people to continue studying languages.

Catherine, alongside Centrax, one of our Business Language Champions, met final year MEng students, to explain the value of language skills.

Gwyneth spoke at the Education Business Partnership conference in Stratford on Avon, about the Business Language Champions project; how it could be replicated across the UK, and how it highlights the value of language skills to students and teachers, and widens horizons for business and education.

Forthcoming Events

Please get in touch with our Hub contacts for further details.

18th January 2006

Plymouth Hub - early evening presentation to the Kingsbridge Business Club in conjunction with Kingsbridge Chamber of Commerce (venue to be confirmed).

24th January 2006

Plymouth Hub at the South Devon International Trade Forum in Kingsteignton, with Business Link Devon & Cornwall.

25th January 2006

Plymouth Hub will be joining Business Link at *Passport2Export* in Launceston.

30th January 2006

Dorset & Wiltshire hub will be celebrating Chinese New Year with Salisbury Chamber of Commerce - (time/venue to be confirmed)

Early February 2006

West of England hub are lining up a series of events - details to be confirmed.

Contacting RLNSW:

Gwyneth Leonard:

gwyneth.leonard@rln-southwest.com

Emily George:

emily.george@rln-southwest.com

Telephone: 01392 264374/1

RLN South West

Innovation Centre, Rennes Drive, Exeter
EX4 4RN

Website: www.rln-southwest.com

Devon and Cornwall Hub

Contact:

Valentina De Micheli at: rlnhub@plymouth.ac.uk
Tel. 01752 232850

(Please note that this is the correct phone number. An incorrect number was shown in the November newsletter).

Dorset & Wiltshire Hub

Contact:

James Piriou:	or	Philada Rogers:
Tel. 07747 148594		Tel. 01305 264927
jamespiriou@yahoo.com		philada@icen.co.uk

West of England Hub

Contact:

Peter Gold: Tel. 0117 3283386
Peter.Gold@uwe.ac.uk