



OBE for RLN SW Chairman

Brian Kemp, Chairman of the RLN SW, has been awarded an OBE in the New Year's Honours list for "services to International Trade in the South West."

Brian was formerly a member of the Board of the SWRDA and the Chair of its International Trade committee and he is currently a member of the regional board of the LSC and of various other organisations.

He commented, "I am absolutely delighted to be given this award particularly as international trade is very dear to my heart. It is a great, though totally unexpected, honour and I am thrilled to receive it."



Language & cultural skills bring success

RLN SW has helped many businesses over the past year and 6 new / updated case studies have been added to the RLN SW website.

One example is "Cuddledry", the award-winning Somerset firm that found national acclaim for its unique, quality, organic baby bath towel through an appearance on TV's Dragon's Den, and now exports to 20 countries.

Cuddledry turnover has grown within two years of set up to £125,000 in 2007 with £400,000 projected for 2008. The company aims to increase overseas sales to 50% of total by 2010.

The fast growth of export sales in one year - to 25% of Cuddledry sales today - is largely down to the partners' understanding of the need to cater for the differences in language and culture in overseas markets.

With early advice from UKTI and the RLN SW, Cuddledry has been able to make export decisions sooner rather than later. Key action areas were translations of European packaging into French, German, Dutch and Italian.

Company co-founder Polly Marsh says, "RLN SW advised us to use a multilingual student at the major Kind und Jugend trade show at Cologne in Germany to which buyers came from all over the world. This proved enormously helping in dealing with distributor enquiries and appointments.

"The advice from the RLN SW has been fantastic with business advisor Susan Roe assessing our

marketing material and offering advice on sourcing translators and attending exhibition events overseas.

"Our advice to other businesses is to ask for help. We have learnt so much and appreciate that getting language and culture right has been critical to our success and in our understanding of the varying market needs of different countries. For example, our best selling oatmeal coloured baby towel in the UK comes second to pink and blue in Italy, whilst in Holland the colour of choice would be likely to be bright orange or lime green!"

Other case studies include:

Calder Originals - who make hand crafted carrying cases for musical instruments and laptops in Devon.

Exmoor Trim - a third generation family business in Somerset and the UK's leading specialists in hood, seat and interior trim for a range of vehicles and military products.

Fish n Fritz - Weymouth's award winning fish and chip licensed restaurant and take away.

Jurassic Coast - England's first natural World Heritage Site on the Dorset and East Devon coast.

Portland Port - one of the largest man made harbours in the world seeking to increase cruise ship trade.

[Click here](#) to read more about Cuddledry and all these businesses, in the "Case Studies" section of our website.



European Award for Languages

The deadline for nominations for this year's European Award for Languages is the **30th January**. Businesses, schools, colleges, universities, community groups or other institutions who are doing something really innovative and creative with language learning are encouraged to put themselves forward.

There is more information on the Award, including details of last year's winners and how to apply, at www.cilt.org.uk/eal

Challenge to attract more overseas visitors to the region



South West Tourism, in conjunction with Kwintessential, have announced winners in a competition aimed to encourage businesses to improve their marketing advantage and global reach. Using

the web allows potential overseas customers to research holiday and business information on the South West in their own language. Winners included Allium, a Cotswold restaurant, which won a multi-lingual website design package worth £500 to help it attract more Japanese visitors. [Click to read more](#) on our website news page.

New Diploma in Languages website

The Diploma Development Partnership for Languages has launched a new website providing information and advice on the innovative new qualification for students aged 14 to 16: www.diploma-in-languages.co.uk

The Diploma in Languages is due to be launched in schools from 2011, and will blend theory and practice, showing how languages can be applied at work and at leisure.

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Languages in the SW

A new report setting out the business need for languages and the current position in the region with regard to language learning has been produced by the RLN SW. This looks at exporting and tourism and also at the situation in all tiers of education.



It quotes from various reports including one commissioned by the EU as well as national and regional data. Generally it finds the situation in the UK to be much poorer than across Europe with many British marketing directors unable to converse in any other language. [Click here](#) to view the report on the publications page of our website.

Forthcoming Events

Sat 24 Jan 2009, 9.30 am - 2.40 pm
CILTA Level Show

London. The National Centre for Languages hosts this conference looking at the latest issues for language teachers and learners in the 16-19 sector.

Thurs 5 Feb 2009, 12.15pm
Chinese Business Luncheon

Melksham, Wiltshire. Advice for businesses hoping to or already trading with China. Organised by The Wessex Association of Chambers of Commerce.

Wed 11 Feb 2009, 8.00am
Latin America - New Opportunities

Breakfast Briefing, Central London. Top tips to ensure business success from Latin American experts.

Wed 18 Feb 2009, 8.00am
Working with the Arab World

Breakfast Briefing, Central London. How to develop successful working partnerships and avoid expensive cultural clashes.

Sat 21 - Wed 25 Feb 2009
Education & Skills sector mission to Oman

Organised by the Middle East Association and Technical and Vocational Education and Training UK with support from DIUS and UKTI.

Sat 28 Feb - Fri 6 Mar 2009
Market visit to Dubai, Abu Dhabi & other Middle East Markets

Group visits, plus introductions to suitable business contacts. Led by Nick Field, UKTI SW.

For full details of these and other events, visit the Events page on our website:
www.rlnsw.com/Events/