



Hubs can Help!

To raise awareness of language and cultural issues for business the RLNSW has three contractors working across the region in Dorset and Wiltshire, West of England and Devon and Cornwall.

Phase 1

Initially the hubs met 56 businesses for an in-depth visit to discuss language needs, ran and attended 21 events, got to know business support staff in their area and had a number of media successes including a slot on ITV Westcountry news for the Plymouth hub.

Outcomes

Companies welcomed an individual free visit and tailored advice from local people. Many companies don't know how to find a language specialist and sometimes they have had a bad experience in the past. Getting their website translated is the most popular request.

On our website we have a number of Case Studies about how companies in different sectors deal with language issues and these can suggest a number of ideas for exporters.

Phase 2

Since September the hubs have added to their outreach, having a slot at the Passport to Export (P2E) workshops run for UKT&I across our region and Dorset has started to also work in Wiltshire. Businesses visited in the first phase have been contacted again, invited to events and asked what action they have taken.



Visit the Solvit website for international communications information, advice and solutions.

<http://www.solvit.org.uk/>

Dorset & Wiltshire Hub

Philada Rogers and **James Piriou** run this hub.

James recently went with a UKT&I delegation from Wessex to Latvia and Lithuania. Before leaving James wrote a guide to cultural do's and don'ts in the Baltic states.

As one delegate commented: "I never thought about cultural etiquette until I read your guide."

Contact:

James at:
Tel. 07747 148594
jamespiriou@yahoo.com

or

Philada at
philada@icen.co.uk
Tel. 01305 264927

Devon & Cornwall Hub

Valentina de Micheli, the main contact, is an Italian national.

On November 10th, working with the Plymouth Chamber of Commerce, the hub ran an event, "China - Developing New Markets".

Being based at the University, they were able to bring along a number of native Chinese speakers and expert specialists to speak to people on a one-to-one basis.

Contact:

Valentina at
rlnhub@plymouth.ac.uk
Tel. 07901 985822

West of England Hub



Peter Gold from our West of England hub enjoying a flavour of Japan

Peter Gold runs this hub and has already interviewed three businesses in his area.

On Friday 25th November the West of England hub is hosting a breakfast event.

After a Japanese style breakfast (!) there will be a taster course in Japanese. People are often surprised at how much you can learn in less than an hour.

The session will finish with a briefing on Doing Business in China.

Contact:

Peter at
Peter.Gold@uwe.ac.uk

Tel. 0117 3283386

New Chair for the Steering Group

Brian Kemp (*right*) has agreed to serve as the new chair of the RLNSW Steering Group, following the decision of Martin Truman to stand down. We'd like to take this opportunity to thank Martin for all his work and support over the past two years.



Brian Kemp is a Board member of the South West Regional Development Agency (SWRDA) and Chair of the Learning and Skills Council for Gloucestershire. He is an international businessman - an engineer by training, with an MBA from the USA - with extensive experience of markets in Europe, North America, and Asia Pacific. Brian is also Chair of the Regional Employment Forum, Chair of the South West International Business Forum, and a member of the National LSC Network Liaison Committee.

Forthcoming Events:

25th November

at the University of the West of England, Bristol

Business Breakfast event

Contact: Peter.Gold@uwe.ac.uk

12 December

Cranfield Centre, Bedford

Languages for Competitive Advantage

Contact CILT Conferences (BS)

Tel. 020 7379 5101

What's New on the



Website?

New careers information via the Individuals section:
<http://www.rln-southwest.com/Individuals/careers.aspx>

Information about employing migrant workers and non-native English speakers via the Employers section:
<http://www.rln-southwest.com/Employers/workplace.aspx>

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October was the best-ever month for our website, with over 4,000 visits recorded!