

Report No. 5 March 2005

Welcome to the Regional Language Network South West's March report. We continue to be extremely busy, and are pleased to have Emily George back from maternity leave. Emily has taken over coordination of the Business Language Champions project, and is in the office for two days and working from home for three days per week. Jonathan Parry-Jones has finished his GBP placement with us but has promised to keep in touch!

New publication



Prof Stephen Hagen's book about Language and Culture in British business is now available to order at £18 (inc. p&p). This book investigates and measures the impact of language and cultural barriers on British trade and industry and how successful companies are developing strategies and succeeding abroad.

The book presents the findings of the regional studies of language use in business

carried out since 2001. The data and information are supported by examples of companies implementing successful solutions to particular issues raised.

It is easy to read and gives clear advice about what a good international communication strategy should look like!

Order by phone on 0845 458 9910 or email mo@centralbooks.com

Hubs in Dorset, Devon & Cornwall and West of England

Our regional partners have been making contact with both local businesses and local agencies like Business Links, FSBs and Chambers of Trade. They have been attending local events to promote the work of the RLN and they will also be running their own or sharing a joint event. For further information see the **Events** listing at the end of this report.

New guide to university foreign language and cultural services published

A new brochure, developed by RLN SW and published by the Higher Education Regional Development Agency (HERDA) SW, gives an overview of University Foreign Language and Cultural Services available in South West England.

Not everyone is aware that universities offer services to business, as well as being education providers. The



brochure introduces the services on offer, which include training in language and culture, translation and interpreting and access to language students for short-term placements and projects. Many universities in the South West can offer training and other services specifically tailored to individual businesses in addition to open-access courses.

More information
For advice on working with universities in South West England, contact Steve Schofield at HERDA SW, Sterling House, Dix's Field, Exeter EX1 1QA, or telephone 01392 229579, email info@herda-sw.ac.uk.

Copies of the brochure are available from RLN SW. Contact Catherine to order hard copies, or download a pdf version from the RLN SW website.

www.rln-southwest.com

Put knowledge to work in your business with short-term graduate and student placements

Universities in the region offer the opportunity to use both graduates and undergraduates for short term projects. The RLN SW has been very happy with both of our placements via Exeter.

STEP

A nationally run scheme using undergraduates, mainly during their holiday periods, to carry out project based placements within SME. Undergraduates come from all disciplines and can be employed across a wide range of business activities eg Marketing, Research, Analysis, Product Development.

Costs

The students are paid £180 per week but are exempt from PAYE or NIC. There is also a £150 administration fee.

Graduate Business Partnership

This scheme places recent graduates with local companies to undertake project based activities for a minimum of 20 weeks. Throughout the placement the graduate receives management training from the University and on completion of the placement writes a report and makes a presentation.

Placements start at various times throughout the year.

Costs

The graduate is paid £250 per week and must be put on the companies payroll system. There is also a £500 fee towards administration and training.

More information

Contact the University of Exeter on 01392 263844 or

email studentprojects@ex.ac.uk for more information. Alternatively you can visit the University of Exeter projects website at www.ex.ac.uk/businessprojects for information on all the schemes and adverts of current vacancies.

For information and contacts at other South West universities, contact HERDA SW (address above)



Emily George and businesses in Cornwall show the importance of trading in your customers' language

Events

Please visit the RLN SW website for the most up-to-date listings.

13th April SW International Trade Day in Bristol

organised by Business West. The RLNSW will have a stand at this event and members of the hubs will be present to speak to business.

In addition to attending events organised by other agencies the local RLN hubs are organising the following events.

Plymouth

To be held at Plymouth Business School in conjunction with Plymouth Chamber of Commerce

24th May International Trade Day.

A variety of presentations, plus time for companies to speak to providers.

They will also be at Chamber Connect Networking lunches

and events organised by the Centre for Entrepreneurship during April.

Dorset

4th April on Portland at Southwell Business Park Cross cultural communications seminar from 5pm-7.30pm

28th April In Bournemouth Business communications seminar with a variety of speakers (Venue and time tbc)

Contact James Piriou on 01305 771920

Bristol

To be held at the University of the West of England (UWE)

6th May 12-2.30pm

Language taster session in Spanish and business briefing on Turkey

10 June 8.30-11am

Language taster session in Japanese and business briefing on Japan and China

Future monthly reports

Comments on this report and suggestions for content of future reports would be very welcome from all members. Please send them to Catherine.

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