

Report No. 7, May 2005

Welcome to the RLN South West Report for May 2005. This month we highlight two events, and have a round-up of news and updates to the website.

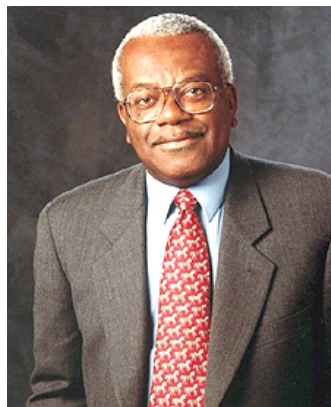
Languages for Competitive Advantage, 5th July, 2005

The National Centre for Languages and the Regional Language Network South West invite you to "Languages for Competitive Advantage", a day of lively debate and reflection on international communications in British business. How well equipped is British business to respond to the challenges? How do we shape up in comparison to our competitors in Europe? And what evidence is there that language skills really do contribute to doing better business?

The event is aimed at business organisations, senior decision-makers in Government and those supporting companies to trade internationally. It will take place at the Cable and Wireless Training and Conference Centre in Coventry from 9.30am to 4.00pm. The attendance fee is £60 including lunch and refreshments throughout the

day as well as full conference documentation.

To find out more, or to apply



Sir Trevor McDonald, who chaired the Nuffield Enquiry into Britain's language capability, will speak on the economic case for languages.

for a ticket, [click here to download the full brochure](#) or contact RLN SW for further details.

Keynote speakers

Sir Trevor McDonald, Patron of CILT, the National Centre for Languages.

His Excellency Herr Thomas Matussek, German Ambassador to the UK.

David Frost, Director General, British Chambers of Commerce

Isabella Moore CBE, Director, CILT, the National Centre for Languages

Free Japanese language taster and China business briefing, 10th June, 2005

The University of the West of England invites you to a free event to help you to bridge culture barriers and take advantage of trading opportunities with international customers. A breakfast with a Japanese flavour will be provided before a Japanese language taster session, followed by a business briefing on China and a discussion on developing a foreign language and cultural strategy for your business.



Try a Japanese-style breakfast before the language and culture briefing

Dr Peter Gold, who heads the local language hub of the Regional Language Network South West, explained the rationale behind the session: "The purpose of the event is to help local businesses appreciate the value to the bottom line of their company by being able to communicate effectively with

customers from other countries.

"The event promises to be lively and light hearted way of getting businesses to think about how they may want to adapt their approach and use other languages to match the needs of overseas clients. We welcome anyone interested in finding out about how to boost their overseas trade to come along to the event."

The Language taster session and cultural briefing will take place on Friday 10th June from 8.30am to 11.00pm at the Octagon at the University of the West of England's Frenchay Campus near Filton. Businesses interested in attending the free session should contact Dr Peter Gold on 0117 3283386 or by email: Peter.Gold@uwe.ac.uk, to register their interest.

Languages in the News

New tests of basic spoken languages launched

OCR, the Oxford and Cambridge examining board has developed tests for eight languages to help to measure ability in those who may have learnt how to communicate but have no formal qualifications in the subject. The move is part of the government's "languages ladder", which hopes to persuade working adults to build up skills needed by business, as well as encouraging those from immigrant or bilingual families to learn other languages by giving their

family advantages greater recognition.

Richard Wilson, head of business policy at the Institute of Directors, welcomed the tests.

"Without a doubt, employers regard foreign language qualifications in a positive light. Being able to speak a foreign language is a real advantage and can help to boost a person's career," he said.

You can read more at <http://news.ft.com/cms/s/31164c60-c66f-11d9-b69b-00000e2511c8.html>

CILT have recently reviewed the [National Language Standards](#), the scale of competence for languages in the work setting.

Website Updates



Case Study Resource

Since their inception, the (Regional) Language Networks across the UK have worked with hundreds of businesses trading internationally and one thing is clear: that developing a successful language and cultural strategy is key to maximising profit. RLN South West has gathered together case studies of successful businesses from all parts of the UK. The case

study resource, which can be accessed at www.rln-southwest.com/case_studies, highlights the successes of British companies in global markets, and provides examples of best practice to inspire others. There are already more than 50 case studies to read which can be searched by sector or region, and more are being added all the time.

Business Language Champions update

No space this month for more on the BLC project, but the partnerships have already been engaging in visits and other activities together. You can read more and see the photos at www.rln-southwest.com/blc/activities.aspx.

This edition and previous RLN Monthly Reports are available online at www.rln-southwest.com/publications

Staff contacts

Gwyneth Leonard:
gwyneth.leonard@rln-southwest.com

Emily George:
emily.george@rln-southwest.com

Catherine Dawson:
catherine.dawson@rln-southwest.com

Telephone: 01392 264374 / 264371

RLN South West
Innovation Centre
Rennes Drive
Exeter EX4 4RN

www.rln-southwest.com