

## CELAN – Language Strategies for Competitiveness and Employability

### FINAL WORKSHOP

Thursday, 15 November 2012

**NEW VENUE: Hotel Leopold, rue du Luxembourg 35, 1050 Brussels, Belgium**

[Location map](#)

#### The importance of languages in business:

There exists a number of European small and medium-sized companies (SMEs) which are highly innovative and successful internationally, which have systematically introduced a series of language strategy measures, resulting in exceptional growth in their international business. A recent study by The Economist "Competing across borders: how cultural and communication barriers affect business" reveals the importance of languages for businesses. Two-thirds of respondents say that differences in language and culture make it difficult to gain a foothold in unfamiliar markets. This confirms the findings of the European Commission's study *ELAN: The Effects on the European Economy of Shortages of Foreign Language Skills in Enterprise* that showed that nearly half the 2000 SMEs surveyed across 29 countries expected to enter new export markets within the next few years but few are equipped for the kinds of communication barriers they might meet.

#### Why should you attend?

The language challenge is two-fold: the enterprise must be aware that language skills are important for its growth – and it needs the skilled personnel or use other means to overcome the linguistic (and often also cultural) barrier. CELAN looked into companies' needs, available tools and services and suggests to all stakeholders (**companies, HE institutions and LI representatives**) tools for self-assessment and first steps towards a language strategy.

13.00	Registration	
13.15	Welcome Address	Sonia Peressini, European Commission, DG EAC
13.30	CELAN goals and achievements	Wolfgang Mackiewicz, CEL/ELC
14.00	Language Strategies for Business	
14.00	Analysis of company needs	Gustavo Gonzalez-Quijano, COTANCE
14.20	The language industry – tools and services for growth and expansion	Christian Galinski, Infoterm
14.50	Language needs analysis tool: presentation and demonstration	Mike Hammersley, FEV
15.10	Vademecum for companies – first steps towards corporate language capacity building	Margaretha Mazura, EMF
15.30	Coffee Break	
15.45	<b>The view of practitioners :</b> Interventions by: Gerald Lobermeier, Weidmueller (DE) Angel Guirola-Frank, Frank Publishing (DE) Franz Huber, Huber Kartographie, (DE) Angele Giuliano, Director, Acrosslimits (MT) Followed by a <b>Panel Discussion</b>	Representatives from companies and other stakeholders
16.45	Wrap-up and Looking ahead	Wolfgang Mackiewicz, CEL/ELC
17.00	Networking Cocktail	