

Businesses and schools tackle the languages challenge together

CILT Cymru, the National Centre for Languages in Wales, and Routes into Languages Cymru are bringing businesses and schools together on October 20 2010 for the launch of the Business Language Champions Awards at the Pierhead Building, Cardiff Bay.

Business Language Champions (BLC) is a national programme managed by CILT Cymru which facilitates schools / business links to inspire young people to see the relevance of language skills in the global economy and to equip students with the international communication and employability skills that they will need for their future careers.

The event will be a celebration of the success of the BLC scheme since its launch in 2009; 15 partnerships have already been created and have involved 314 pupils visiting local businesses to see first-hand the benefits that language skills can bring to their future job prospects. These business partners and schools will be taking part on the day to showcase the good practice that has already emerged from the scheme. The event will also be an opportunity for potential business partners to learn



more about the scheme, the award categories for 2011 and how they can get involved in the future.

Graham Morgan, Director of the South Wales Chamber of Commerce will be the guest speaker at the event, which starts with a buffet reception at 12.30pm followed by the awards ceremony 1.30pm.

Claire Parry, who manages the BLC scheme for CILT Cymru, said: “The growth of the global economy is creating new market opportunities for Wales but we are currently facing a shortage of people who can combine language skills with other specialisms, such as engineering, law and marketing.

“Without the language and intercultural skills needed to compete successfully with the rapidly developing economies of Brazil, Russia, China and India, businesses in Wales will face increasing challenges in adapting to this competition.

“With the British Chambers of Commerce stating that export businesses that are proactive in their use of language and cultural skills achieve on average 45% more sales than companies who conduct their business solely in English, it is important to



the future economic success of Wales that schools are producing competent linguists and that businesses in Wales are continuing to recruit these young people.”

For more information about the Business Language Champions Awards 2010, please contact Claire on 029 2048 0137 or claire.parry@ciltcymru.org.uk.

Ends

Notes for editors

CILT Cymru is the National Centre for Languages in Wales and promotes the value of languages across all phases of education and the world of work. The organisation is funded by the Welsh Assembly Government and has a specialist team of advisers who provide advice, guidance and training to anyone involved in language teaching and learning emphasising the role that languages play in developing positive intercultural relationships.

The Business Language Champions initiative is managed by CILT Cymru and helps schools and businesses to work together through languages to equip young



people with the international communication and employability skills that they will need for their future careers.

The Routes into Languages programme was developed by three organisations working in partnership: the University Council of Modern Languages (UCML), the HE Academy Subject Centre for Languages, Linguistics and Area Studies (LLAS) and CILT, the National Centre for Languages.

The Routes into Languages Cymru programme is funded by the Higher Education Funding Council for Wales (HEFCW).

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