

Press information, March 1, 2010

## **Languages & Business 2010: More Business with Foreign Languages**

*This year's conference focuses on the latest digital technology for language learners, as well as on trends in language and intercultural training. The case studies and examples come from Europe, the Arabian Peninsula, China and Latin America*

Berlin/Duesseldorf. What is the best way for employees of big businesses to learn languages, and is it the same as for employees of small businesses? How efficient are business English lessons by video or in a digital community of language learners? What are the trends in the education of language trainers? Finding answers to questions like these is the aim of the ninth edition of Languages & Business. The Conference on Languages & International Business Communication is being held in Duesseldorf from May 3rd – 5th, 2010. International experts will present strategies, projects and current studies concerning everything to do with the teaching of foreign languages and intercultural competence – with a practical orientation and addressing all types of businesses in a wide range of industries.

### **Multilingualism for International Business Success**

Studies have shown that language skills and sensitivity to the customs and practices of other countries and cultures are essential for successful business relations abroad. In this respect, English is no longer the only language with a crucial role to play, and this is why the Conference on Languages & Business also presents examples of best practice for communication with people from Italy, Spain, Poland as well as the Middle East, China and Latin America.

### **Language Learning Using Only Digital Media?**

Another of the Conference's central themes is language learning using digital media, such as online language courses, communities of language learners, learning platforms or digital videos. Virtual space also seems to be a way of bringing international teams together across national borders. Several sessions will be devoted to this subject, as will as a panel discussion entitled "Totally Digital? The future of language training – are new technologies a curse or a blessing".

Attended by international experts, the Conference on Languages & Business provides numerous opportunities for people from different countries to exchange experiences. Furthermore, the accompanying exhibition facilitates a dialogue between suppliers and users. The Conference is intended for personnel managers in companies and institutions, further education providers, trainers and HR managers involved in foreign language training and intercultural communication.

## **LANGUAGES & BUSINESS 2010**

*International Conference on Languages & International Business Communication*

*May 3 – 5, 2010*

*Lindner Congress Hotel Duesseldorf, Germany*

*Participation: 400 Euro, Students 190 Euro*

*Organiser: ICWE GmbH, [www.icwe.net](http://www.icwe.net)*

*Contact: Sebastian Schattenmann, Tel.: +49 (0)30 310 18 18-0,*

*[sprachen-beruf@icwe.net](mailto:sprachen-beruf@icwe.net),*

*[www.sprachen-beruf.com](http://www.sprachen-beruf.com)*