

Press release, March 15, 2011

The Languages & Business conference is moving to Berlin for 2011

Berlin. From October 26 to 28, the Languages & Business conference on languages and international business communication will take place in Berlin for the first time at the Radisson Blu Hotel. At the conference everything revolves around the interaction of foreign languages, intercultural communication and successful international operations. Languages & Business is directed at personnel officers in companies and institutions, professional trainers, coaches and HR managers who deal with language training and intercultural communication.

In its tenth year, the conference is moving to Berlin. The city combines huge economic and creative potential with a unique international setting and therefore provides the ideal environment for a Languages & Business with an international outlook.

How can companies get their employees fit for work in the global market? Which languages are currently in demand? Which intercultural skills are crucial to success in international business? These and further issues will be discussed at the conference. Specific themes for 2011 are international communication and intercultural training, language learning with new media, quality assurance and assessment, training programmes and initiatives, and new models for trainers and coaches. Interested parties can still put forward suggestions for workshops, presentations or working groups until April 28.

Around the same time as the conference, the EXPOLINGUA Berlin, the leading trade fair for languages and cultures in German-speaking countries, is taking place between October 28 and 30. Around 200 exhibitors from 30 countries will be presenting their services for language learning and teaching. Admission is free for participants of the Languages & Business conference.

Information on the themes and the call for papers can be found on the conference website at www.sprachen-beruf.com.

LANGUAGES & BUSINESS 2011

Conference on language training and international business communication

October 26 – 28, 2011

Radisson Blu Hotel Berlin

Participant costs: until April 30: 360 Euros, from May 1: 400 Euros, students: 190 Euros, group prices available on request

Organiser: ICWE GmbH, www.icwe.net

*Contact: Janina Knoche, Tel.: +49 (0)30 310 18 18-0,
info@sprachen-beruf.com, www.sprachen-beruf.com*