

THE JOURNEY

Where to start depends on where you are now.

In May 2004, the British Chamber of Commerce published a survey of 1,000 internationally trading companies from across England. This survey has successfully confirmed that there are four segments by which exporters can be grouped in terms of the value they place on language skills.

Which one of the following descriptions best matches your company?

Opportunists

Simply respond to approaches from overseas customers rather than instigate business development initiatives. Most often do nothing to adapt and localise their product or service to their overseas markets and communicate only in English.

Opportunists account for 37 per cent of the respondent UK exporters.

Developers

Are more prepared to adapt their products and services to overseas markets but remain reactive towards export development rather than proactive and continue to communicate in English.

Developers account for 17 per cent of the respondent UK exporters.

Adaptors

Make an effort to adjust their product or service to their overseas markets, have sales literature in foreign languages and have penetrated a wide range of markets.

Adaptors account for 26 per cent of the respondent UK exporters.

Enablers

Are proactive in their export approach, consciously choosing markets and adapting their products, services and literature to meet those market needs. They place a great deal of importance on staff within their business having international language skills.

Enablers account for 20 per cent of the respondent UK exporters.

FACTS

- **Adaptors and Enablers report an increase in their exports.**
- **Enablers' (the segment placing the highest value on language skills) exports are increasing by an average of £290,000 per year per exporter.**
- **Opportunists' (the segment that least values language skills) export sales are declining by an average of £50,000 per year per exporter.**

Source: British Chambers of Commerce Language Survey – Impact of Foreign Languages on British Business, Part 2 (May 2004)

TAKE THE JOURNEY...

...towards becoming an Enabler. You will increase export sales and become a more profitable, proactive exporter.

Communication is an essential part of doing business.

“Globalisation is a huge opportunity for the UK, but we need a step-change in our efforts if we are to keep ahead of the competition”

Trade and Industry Secretary Alistair Darling

Where do languages fit in?

- Management processes
- Finance
- People
- Information Communication Technologies
- Sales and marketing
- Products and services
- Everywhere!

Your company can use this toolkit as a reference guide to help implement practical solutions that will add value to the way you do business.

Internet users are 4 times more likely to buy online when addressed in their mother tongue

This toolkit contains several case studies of businesses demonstrating how simple changes and modest investment can reap real financial benefits for exporters.

There is useful advice on creating an international communication plan, embedding international communication skills into workforce development programmes and where in North East England you can locate a range of quality checked professionals who can support internationally trading businesses.

Regional Language Network wants to see more companies in North East England prosper and develop in a changing world. The toolkit will guide your business on the journey to developing the skills necessary to be more competitive in a global marketplace.

Embedding world-class communication skills into day-to-day business practices will help bring international success to your business and North East England.

In the words of Margaret Fay, Chair of One North East:

“It is only by exploring the opportunities and overcoming the challenges that we will reap the rewards of playing our full role in Europe and rest of the world as a competitive, outward-looking and inclusive region.”

IF YOUR DESTINATION IS INTERNATIONAL SUCCESS, TAKE THE JOURNEY.

祝您旅途愉快!