

Why is German language proficiency important for Canadians?

- The world is a different place where English is no longer enough. 75% of the world does not speak English
- People who know more languages simply have more opportunities
- People with more languages stand out - they are hired faster, earn 20 to 25% higher salaries and receive quicker promotions
- Germany's economy is among the strongest in the world and Germany is the world's leading exporter with the world's largest and most important trade fairs
- Germany is Canada's number one source of imports in the EU and number two source of exports, with exports continuing to grow considerably
- Germany is the fastest growing foreign language being learned right now in the EU whereas in North America we don't have as good a sense of the importance of the German economy and therefore also the importance of knowledge of the German language
- Proficiency in German is a highly transferable skill into many areas such as science, technology, engineering, mathematics, law, international research and media as well as post-secondary education and training and post-graduate work where both technical skills and language skills are needed
- Most multi-national German companies are represented here in Canada
- Job opportunities with German companies both here and abroad continue to increase
- Germany is a great source of scholarships for study and educational exchanges
- German tourism is an important Canadian industry and German tourists are the biggest spenders
- Forbes magazine recently published that for North Americans, German is one of the top 3 languages for international business:

“The general consensus among career experts is that the most universally-useful languages are Mandarin-Chinese, German and Spanish.”

“...German is especially helpful to know if you work in the manufacturing or the financial sphere. Thanks to our global economy, those industries depend heavily on employees who can effectively communicate with foreign partners.”

Why Learning a Language Could Save Your Career (Forbes-10/23/2014)

<http://www.forbes.com/sites/nextavenue/2014/10/23/why-learning-a-language-could-save-your-career/>