

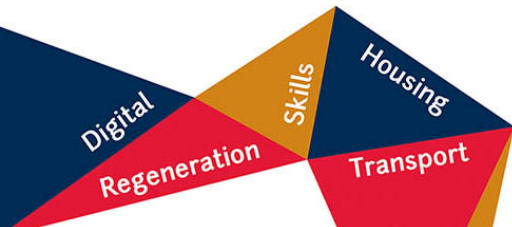
# Languages: Carte Blanche for an exciting career



**Rita Stephen**

**Economic and Business Development  
Manager**

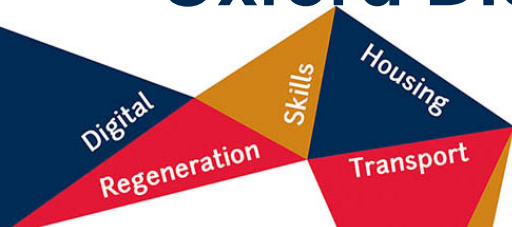
**Aberdeen City Council**



# Definition of 'Language'

- The method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way.
- A system of communication used by a particular country or community

## Oxford Dictionaries

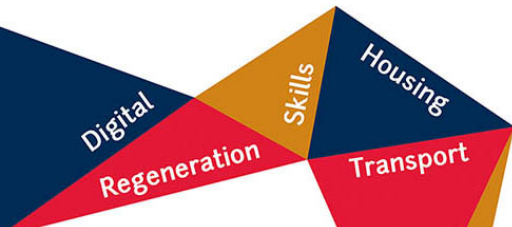


# Definition of 'Communication'



- The imparting or exchanging of information by speaking, writing, or using some other medium
- Means of sending or receiving information, such as telephone lines or computers

## Oxford Dictionaries



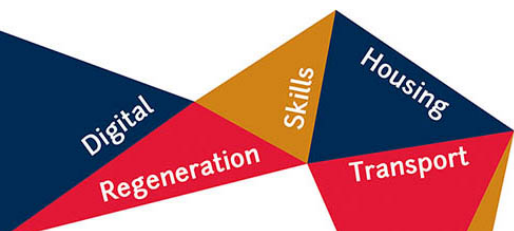


# How do I use languages in my everyday job?



**Shaping  
Aberdeen**

- **Communicating – By phone, email, in person**
- **Travelling to different countries for trade missions, conferences and exhibitions**
- **Reading documents**
- **Interpreting for visitors to Aberdeen**
- **Twin Cities and strategic economic links**



## Aberdeen has a number of other strategic economic links with cities around the world

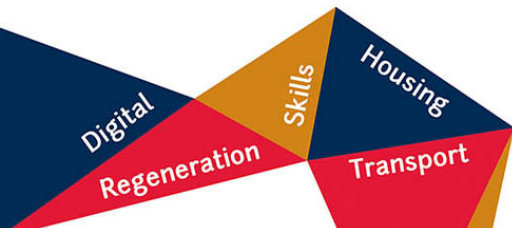


# The benefits of languages for me: -



**Shaping  
Aberdeen**

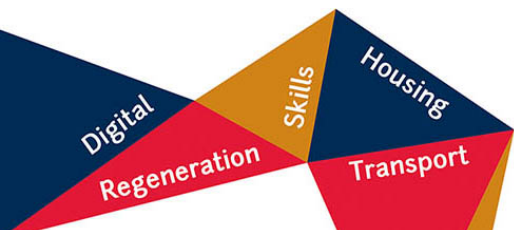
- **Seeing the world**
- **Lifelong friends**
- **Sorting out problems, translating for family and friends**
- **Expanding career opportunities**



# What can languages do for you?



- Can you only be a languages teacher?
- Event organiser – Offshore Europe
- Retail buyer – Paris Fashion Week
- Tour manager
- Journalist
- Exporter/Business Development

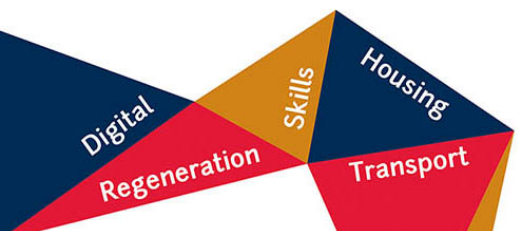




# ACC International Trade team



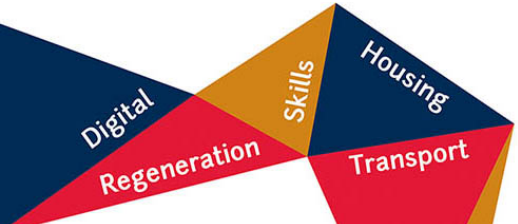
- 4 people, 3 nationalities, 6 languages
- 9 target markets: USA, Canada, Brazil, Mexico, Norway, Japan, China, Korea, Mozambique
- Hosting visiting delegations, trade missions, connecting businesses.







# Dongying, China



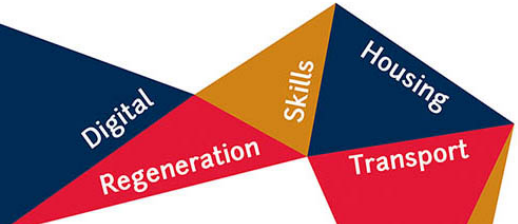


# Aberdeen Stavanger Friendship Sail



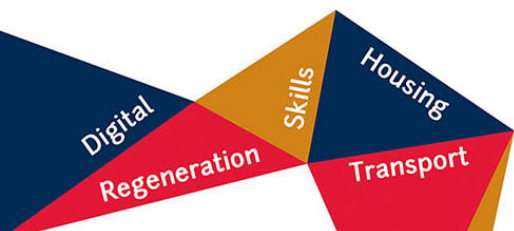


# Civic and diplomatic connections





# Japan Study Tour



- **Sometimes, even with the best language skills, you can still feel a bit bemused...!**



But....

- **Language Facts - studies show that speaking several languages is one of the best exercises your brain can get, even up to postponing the onset of Alzheimer's by 4 to 5 years.**

