



UNIVERSITY of CAMBRIDGE
ESOL Examinations

Cambridge English

The Role of English Language in International Markets

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Presentation

The role today

First hand experience – Cambridge ESOL's involvement

Economic and educational global backdrop

English within the vocational sector

Shift in future role



The Role of English Language in International Markets

Critical lingua franca – world of international business

Some facts and figures

Growing significance in services industry

What skills are required?



About a **quarter** (1.2-1.5bn) of the world's population can speak English

Over **5 billion** people globally do not speak English as L1 or L2

1.9 billion of these are aged **6-24**, a figure which will rise to **2+ billion** by 2030

20 million: the number of new users of English China produces each year

30 million: the number of people worldwide studying Mandarin



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Cambridge ESOL's involvement – the importance of proving English Language ability

Increasing need to benchmark language skills
against international norms

Case studies: for recruitment

for career progression and checking on current skills

for clarification of skills needed for future jobs





Regional Political and Economic Backdrop: English language as preparation for work

The Arab world: Doha Declaration
2010 & Education for employment
project 2011 (e4e)

Global educational reform projects
and the role of English





Latin America: Inter American Bank policy re transition from School to Work

"... a good command of English as a second language is a must in order to have better opportunities. English is the most useful language when communicating internationally, inter-regionally and multilaterally and is the lingua franca in such areas as marketing, international trade and tourism"





Critical Importance of the modernisation of vocational training programmes



English as a **key skill** for employability
– where appropriate

India – the government's skills gap initiative – including English language

Med neighbourhood countries – need for English as part of standardisation of qualifications

Central Asia – EU funding for modernisation of TVET



Shifting role of English

The **massive increase** in those learning English – a peak in 10-15 years' time

English will by then have become a **basic skill** acquired at an early age

“Asia holds the key to the **long-term future** of English as a global language” - *David Graddol – English Next (2006)*

The time to work together on the opportunities out there is **NOW!**



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