

Post-Exhibition Report

182 Exhibitors from 26 Countries
50 Languages • 100 Presentations



November 19 – 21, 2010

Russisches Haus der Wissenschaft und Kultur
Friedrichstrasse 176 – 179 • Berlin, Germany

www.expolingua.com

Organisers



Unter the Patronage of



Androulla Vassiliou
Member of the
European Commission

Sponsor



Media Partners



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ABOUT EXPOLINGUA BERLIN 2010



EXPOLINGUA Berlin 2010, the 23rd International Fair for Languages and Cultures, was held from November 19 – 21 at the *Russisches Haus der Wissenschaft und Kultur* in Berlin. During the three-day event, a total of **13,086 visitors** became acquainted with the subject of language learning and teaching. **One hundred and eighty-two exhibitors from twenty-six countries** showcased their products, programmes and services in the field of language learning and teaching. Parallel to the exhibition, the seminar programme offered a rich and varied series of lectures, workshops and mini language courses. Visitors were able to choose from one hundred presentations covering topics such as studying and working abroad, language tests and international educational programmes, and were able to take their first steps towards learning a foreign language.

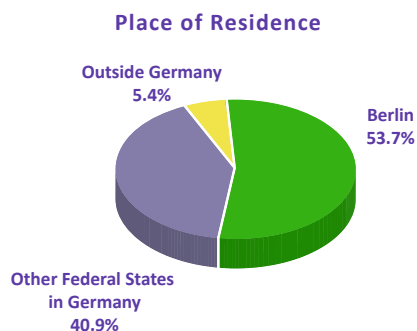
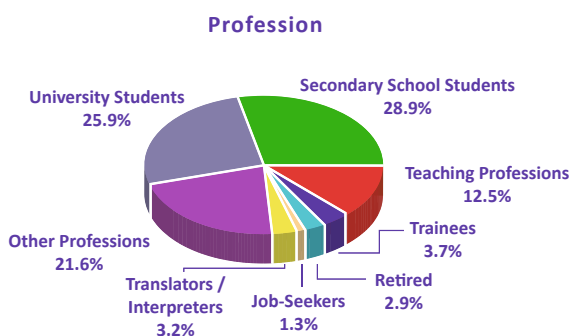
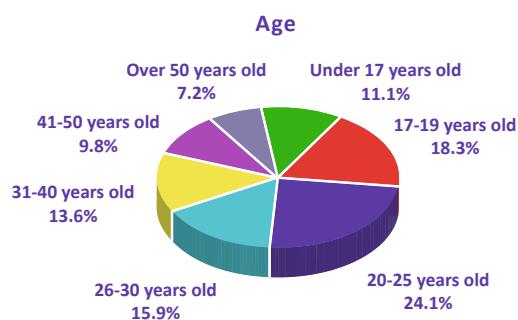
The annual EXPOLINGUA Berlin event is *the* international fair for languages and cultures in Europe's German-speaking region, encompassing all aspects of the language learning market. At EXPOLINGUA Berlin, visitors have exposure to different cultures and over fifty languages. Experts provide first-hand information and advice on foreign language learning and teaching.

The 23rd EXPOLINGUA Berlin took place under the patronage of Mrs Androulla Vassiliou, European Commissioner for Education, Culture, Multilingualism and Youth.

VISITOR PROFILE

EXPOLINGUA Berlin 2010 once again attracted a wide variety of visitors of all ages and from all backgrounds. Some 69% of attendees were aged less than thirty years, while 54% of visitors were high school students and university students and 37% were in employment.

With almost 40% of attendees coming from all over Germany, EXPOLINGUA underlined its unique position in the German market of language learning and training.



VISITOR PROFILE

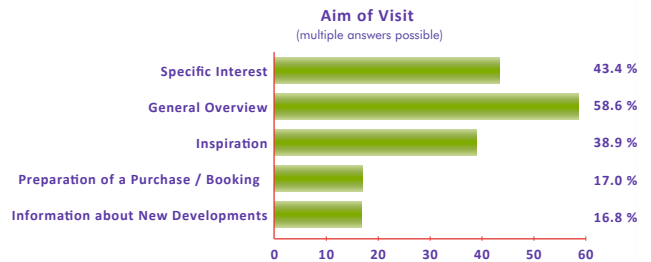
Motivation for Visit

Overall, the biggest motivators for visitors to attend the fair were mainly based on personal interest in language learning and teaching (75%). Almost one third of all attendees need foreign languages for their jobs and career plans, and 16% chose EXPOLINGUA to extend their business network and make contact with other language professionals.



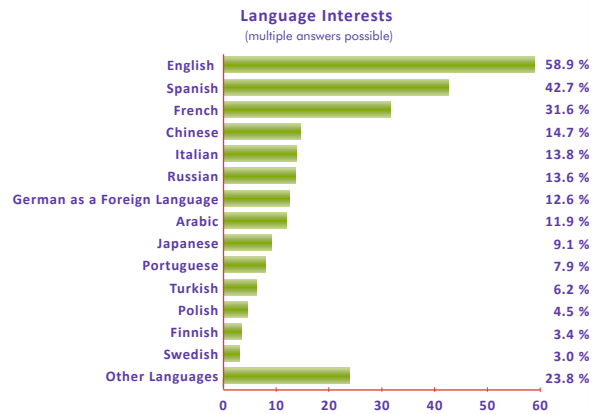
Aim of Visit

Most visitors attend EXPOLINGUA to obtain a general overview of the topic (59%), but a large number are also seeking specific information about language learning (43%) or are preparing to buy a product or service (17%). Furthermore, visitors were looking for inspiration (39%) and wanted to stay up-to-date on the latest developments (17%).



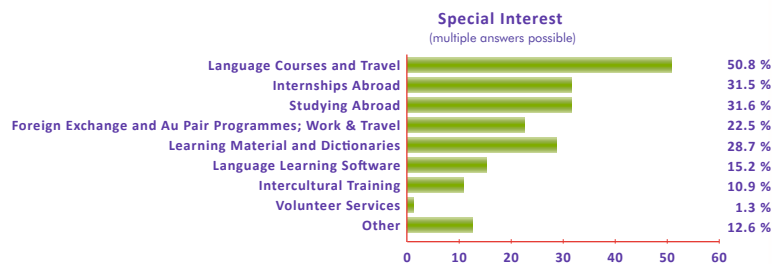
Language Interests

Learning English is still the top priority for most of the EXPOLINGUA visitors (59%), followed by Spanish (43%) and French (32%). Thanks to the fair's focus this year, Chinese ranks fourth in terms of visitors' interest (15%). In general, visitors wanted to learn more about multiple foreign languages, rather than just one.



Special Interests

Top of the list of EXPOLINGUA visitors were language courses and language travel offers at over 50%. Other important areas of interest were textbooks for language learning and foreign language literature (29%) as well as learning software (15%). Young visitors in particular wanted to explore options for internships abroad and au pair programmes (23%).



EXHIBITORS

EXPOLINGUA Berlin 2010 welcomed **one hundred and eighty-two exhibitors from twenty-six countries:** Argentina, Australia, Brazil, Bulgaria, Canada, Chile, China, Costa Rica, Czech Republic, Egypt, Finland, France, Germany, India, Italy, Japan, Korea, New Zealand, Poland, Portugal, Russia, Switzerland, Spain, The Netherlands, United Kingdom and the USA.



List of Exhibitors

- [know:bodies] gesellschaft für integrierte kommunikation und bildungsberatung mbh
- iNew Amicil - Vertriebsges. Californian Products mbH
- **A**CELE (Argentina Association of Spanish Language Schools)
- Academia Mester
- Accent School of Polish
- active abroad
- Addisco Education - Schule & Studium international
- Aerolíneas Argentinas
- AFS Interkulturelle Begegnungen e.V.
- Andalusischer Sprachschulverband 'Español en Andalucía'
- **A**RABTERM - Technisches Wörterbuch
- Argentina National Institute of Tourism Promotion
- Assimil Sprachverlag
- Audio Gil - Spanish Institute
- Aula Toledo
- au-pair-berlin GbR Rolle & Grau
- AVE Costa Rica ICIES Costa Rica
- **b**abelyou
- Basque Government
- Berlin Poche GbR
- Botschaft der Republik Bulgarien
- Botschaft von Japan
- Box Hill Institute
- Brasilianisches Kulturinstitut in Deutschland e.V.
- BundesForum Kinder- und Jugendreisen e.V.
- Bundesverband der Dolmetscher und Übersetzer e.V. (BDÜ)
- Bundesverwaltungsamt - Zentralstelle für das Auslandsschulwesen
- **C**AMPS International GmbH
- Casio Europe GmbH
- CEI Languages
- CELU - Certificado Español Lengua y Uso
- Centro Machiavelli
- Centro MundoLengua
- Chinesisches Kulturzentrum Berlin
- CIE Moscow State University
- CIES - Centro Informazione e Educazione allo Sviluppo
- Colegio Delibes
- com berlin languages sprachakademie
- Confucius Classroom Munich
- Confucius Institute at Frankfurt University
- Confucius Institute at the Free University of Berlin
- Confucius Institute at the University of Duesseldorf
- Confucius Institute at the University of Duisburg-Essen
- Confucius Institute at the University of Freiburg
- Confucius Institute at the University of Hamburg
- Confucius Institute at the University of Heidelberg
- Confucius Institute at the University of Leipzig
- Confucius Institute at Trier University
- Confucius Institute in Hannover
- Confucius Institute Nürnberg at Friedrich-Alexander- University Erlangen-Nürnberg
- **D**er Tagesspiegel
- Deutsche Ido-Gesellschaft
- Deutsche UNESCO-Kommission
- **D**EUTSCHE WELLE
- Deutscher Akademischer Austauschdienst (DAAD)
- Deutscher Esperanto-Bund
- Deutscher Russischlehrerverband
- Deutsches Youth For Understanding Komitee e.V. (YFU)
- Deutsch-Französisches Jugendwerk (DFJW)
- Deutsch-Polnisches Forum e.V.
- Deutsch-Russische Festtage
- Deutschsprachige Studienangebote weltweit
- Dexway Languages
- Die Berliner Volkshochschulen
- digital publishing AG
- DIREKT Sprachreisen
- DRadio Wissen
- **E**dia
- Edmonton Public Schools and Red Deer Public Schools
- EDULINGUA SRL
- EF Sprachreisen
- El Consorcio
- Enforex - Spanish in the spanish world
- English Encounters
- Escuela Fronteras
- Escuela Valentia-Lingua
- ESL Sprachreisen
- EsperantoLand e.V.
- Esperanto-Liga Berlin
- Experiment e.V.
- **F**innland-Institut in Deutschland
- Flying Classrooms - School of English
- Français Professionnel
- Franklin Electronic Publishers
- Frauencomputerzentrum Berlin: Projekt Transnational Empowerment
- **G**ebärdnenfabrik Berlin
- GLS Sprachenzentrum
- Gobierno de la Ciudad de Buenos Aires
- Government of Navarre
- Gubkin Russian State University of Oil and Gas
- Gütegemeinschaft Au pair e.V.
- **H**äfft-Verlag GmbH
- Hanban (Confucius Institute Headquarters)
- Hartnackschule Berlin
- Holmes Institute - Australia
- Humanitäres Pädagogisches Institut Moskau
- Hutt Valley High School, Wellington
- **I**CJA Freiwilligenaustausch weltweit e.V.
- IEC International Education Centre
- IELTS Berlin
- IESA
- Inhispania Madrid
- Institut für Auslandsbeziehungen (ifa)
- Institut Ramon Llull
- Instituto Camões
- Instituto Nacional de Promocion Turistica
- Instituto San Fernando
- Integration durch Austausch (IDA)
- International House Xi'an
- Internet Course Finders AG
- IPEX Castilla La Mancha
- ISONO Vertrieb Berlin / Werner Haas
- **J**ob Destination Airport
- Junta de Extremadura
- **K**aplan International Colleges
- Kati Kati College, Bay of Plenty
- kombi-consult: EU-Projekt Walz
- Korea Foundation
- **L**AL Sprachreisen GmbH
- Language Farm
- Lettera-Verlag, Plovdiv
- Lingua Globe
- lingua-arabica.com
- LSI Landesspracheninstitut in der Ruhr-Universität Bochum
- **M**acleans College, Auckland
- Magazin ParisBerlin
- MandarinHome
- MAPRYAL
- Ministerio de Turismo de la Nación
- Mortimer English Club
- Moscow Aviation Institute
- Moskauer Regierung
- **N**ational Trade Academy, Christchurch
- New Zealand Schools Direct
- **O**skar lernt Englisch GmbH
- Otago Girls High School, Dunedin
- Oxbridge Academic Programs
- Oxford House College
- **P**alabea e-Services GmbH
- Panke Sprachreisen GmbH
- Piccolingo - EU-Kampagne zum frühen Sprachenlernen
- planet-bpm.com
- Polish Language School GLOSSA
- PractiGo GmbH - Sprachen erleben
- Princess-Hotels
- Projekte für Russische Sprache und Kultur
- Provincia de Chubut
- Provincia de Cordoba
- Pushkin St. Russian Language Institute
- **R**OPRYAL
- Russisches Haus der Wissenschaft und Kultur in Berlin
- Russomobil
- **S**aaspel
- Santiago de Compostela University. International Courses.
- Savicom, business English
- SEA (Asociación de Centros de Idiomas)
- Segontiae
- Spanisch Academy: Academia dECODE
- Spotlight Verlag GmbH
- Sprachcenter Mouroum
- Sprachidentitäten Russisch
- **S**PRACHZEITUNGEN, Carl Ed. Schönemann KG
- St. Petersburg State University
- Steinke-Institut Berlin
- Stiftung für das sorbische Volk
- Stöger & Partner
- Subsecretaria de Turismo Gobierno de la ciudad de Santa Fe
- **T**auranga Girls College, Bay of Plenty
- Te Puke High School, Te Puke
- TeleTech UK
- The American University in Cairo
- The Language Training
- The Russian New University
- The State Museum-Estate of Leo Tolstoy «Yasnaya Polyana»
- Tint Linguistic Services e.K.
- Trivium
- Tschechische Republik
- Turismo Andaluz
- Turismo de Cádiz-Fremdenverkehrsamt Cádiz
- **U**clm-Universidad De Castilla La Mancha
- Universidad Nacional de Educación a Distancia UNED
- Universidad Rey Juan Carlos
- University of Sevilla
- University of West Bohemia
- **V**erein Deutsche Sprache e.V. (VDS)
- Verein für Deutsche Kulturbeziehungen im Ausland e.V.
- Vertretung der Europäischen Kommission in Deutschland
- **X**unta de Galicia

GUEST OF HONOUR: CHINESE LANGUAGE

This year, the fair's language of honour was Chinese. In a special area, visitors were able to discover how quick and easy it is to acquire a basic knowledge of the Chinese language, and what hides behind the mysterious characters.

Eleven Confucius institutes were at the event under the umbrella of the Chinese organisation Hanban. In addition, the Chinesische Kulturzentrum Berlin, the International House Xi'an, Mandarin Home and the LSI Landesspracheninstitut Bochum provided visitors with information about the Chinese language and culture.

At the Hanban booth, visitors were also able to enjoy several cultural performances, including a lion dance and traditional martial arts.

Prior to the fair, a dedicated weblog of EXPOLINGUA Berlin provided information about the Chinese language and the rich cultural heritage of the country, updated weekly with new articles and interviews (expolingua.blogspot.com).



SEMINAR AND CULTURAL PROGRAMME

The seminar programme is an integral part of EXPOLINGUA Berlin. Exhibitors are invited to contribute free of charge to the three-day programme, providing them with an additional opportunity to showcase their products and services and get in touch with their target group.

This year's seminar programme, which was free of charge for visitors, featured around a hundred contributions and attracted a great deal of interest. Experts provided information about subjects such as studying and learning languages in Germany and abroad, gaining international work experience as well as language tests, computer-assisted language learning (CALL) and careers involving foreign languages.

The numerous mini language courses were particular crowd-pullers, during which visitors could try out Arabic, Chinese, Finnish, Hindi, Korean and Spanish and various other languages. Additionally, there were seminars especially for teachers, focusing on new and effective ways of language teaching.

The fair's diverse cultural programme once again took place on Sunday, the final day of the event. Visitors were able to choose between a theatrical performance in English about communication, identity and life in cyberspace as well as the multilingual movie "Night on Earth" and a passionate tango performance with professional dancers.





SPECIAL EVENTS ON EARLY LANGUAGE LEARNING: THE PICCOLINGO CAMPAIGN

In 2010, the European Commission’s Piccolingo campaign was on tour through Europe with the aim of getting children, as well as adults, interested in early language learning. EXPOLINGUA Berlin supported the initiative by integrating “Piccolingo events” into this year’s fair. These events involved visitors in languages games, theatre performances and other fun activities, the idea being to raise their interest in learning languages from an early age.



Piccolingo was received extremely well at EXPOLINGUA Berlin, whose seminar programme included an “Early Language Learning” Saturday as well as Piccolingo events over the three days of the fair. Furthermore, exhibitors presented programmes designed to encourage kids and their parents to learn languages from an early age. Different methods, approaches and ideas were discussed and presented.

PRESS COVERAGE

EXPOLINGUA Berlin was covered extensively by local and national newspapers and magazines, trade and online media, as well as TV and radio stations. Der Tagesspiegel, a major daily newspaper, included a special feature about EXPOLINGUA Berlin and its highlights prior to the event. The fair was also supported by several other media partners, including DRadio Wissen, International Herald Tribune, Spotlight Verlag and tip Berlin.



A full press review of the fair is available upon request.

MARK YOUR CALENDAR: EXPOLINGUA BERLIN 2011

EXPOLINGUA Berlin 2011, the 24th International Fair for Languages and Cultures, will take place from **October 28 – 30, 2011** at Berlin’s Russisches Haus der Wissenschaft und Kultur.

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