

# Post-Exhibition Report

132 Exhibitors from 26 Countries

50 Languages • 80 Presentations



**October 28 – 30, 2011**

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

[www.expolingua.com](http://www.expolingua.com)

Partners

Organisers

### ABOUT EXPOLINGUA BERLIN 2011



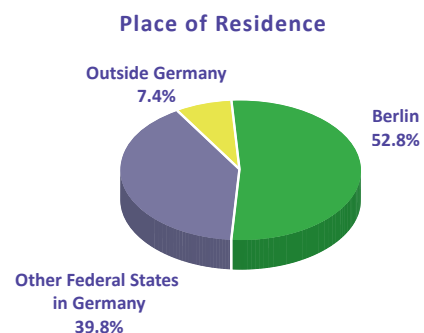
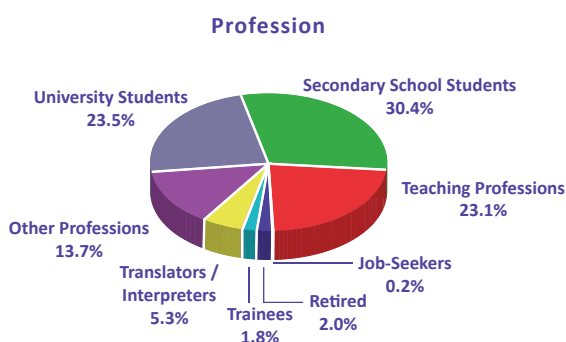
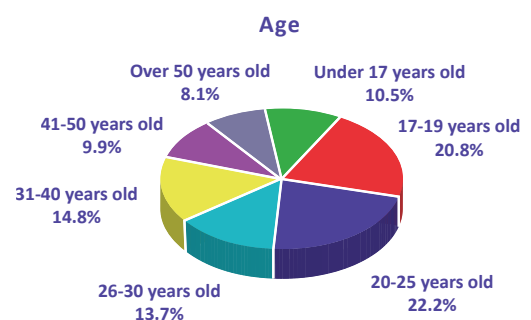
**EXPOLINGUA Berlin 2011**, the 24th International Fair for Languages and Cultures, took place from **October 28 - 30, 2011**, at the Russisches Haus der Wissenschaft und Kultur in Berlin. During the three-day event, a total of **13,247 visitors** were introduced to the subject of language learning and teaching. Visitor numbers were up compared with the previous year. **One hundred and thirty-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 wide range of presentations, workshops and mini language courses. Visitors were able to choose from eighty presentations covering topics such as language learning abroad, language tests and international exchange programmes, and were able to take their first steps towards learning a foreign language.

The annual **EXPOLINGUA Berlin** event is the international exhibition 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 more than **fifty languages**. Experts provide first-hand information and advice on foreign language learning and teaching.

### VISITOR PROFILE

EXPOLINGUA Berlin 2011 once again attracted a wide variety of visitors of all ages and from all backgrounds. Some 67% of attendees were aged less than thirty years, while nearly 54% of visitors were high school and university students and 42% in employment. This demonstrates the increasing importance of language needs in terms of job and career plans.

With almost 40% of attendees coming from all over Germany, EXPOLINGUA underlined its unique position in the German market for language learning and training. Furthermore, the number of visitors from outside Germany increased slightly to 7.4%.



**VISITOR PROFILE**

**Motivation for Visit**

Overall, the biggest motivation for visitors to attend the fair was a personal interest in language learning and teaching (nearly 75%).

Almost one third of all attendees need foreign languages for their jobs and career plans, and nearly 18% decided to attend EXPOLINGUA to extend their business network and make contact with other language professionals. The aforementioned figure increased slightly in comparison to 2010 and shows that the number of EXPOLINGUA's professional visitors is increasing.

**Aim of Visit**

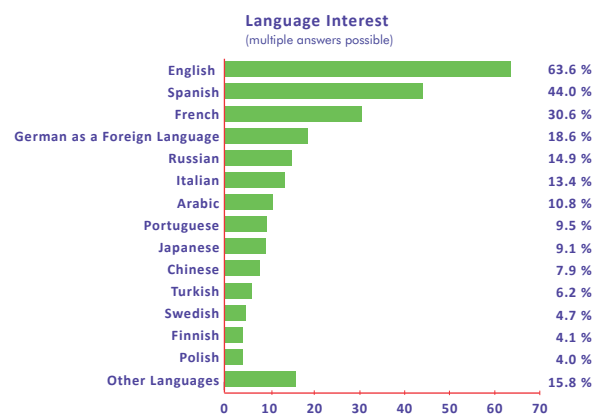
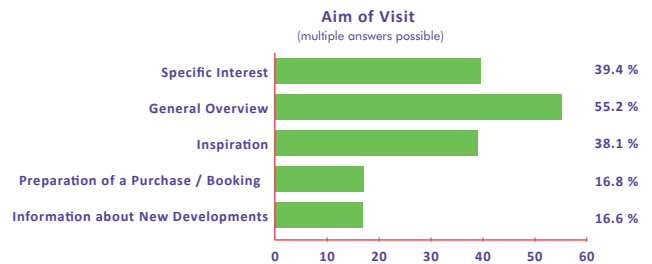
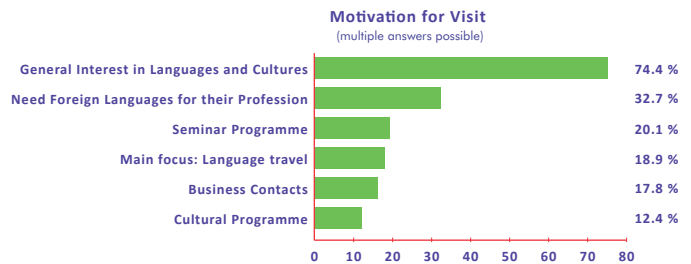
Most visitors attend EXPOLINGUA to obtain a general overview of the topic (55%), a large number are also seeking specific information about language learning (39%) or are preparing to buy a product or service (17%). Furthermore, visitors were looking for inspiration (38%) and wanted to keep up-to-date with the latest developments (17%).

**Language Interests**

Learning English is still the top priority for most of the EXPOLINGUA visitors (64%), followed by Spanish (44%) and French (31%). Furthermore, interest in German as a foreign language increased; nearly 19% of the visitors were interested in learning German. In general, visitors wanted to learn more about multiple foreign languages, rather than just one.

**Special Interests**

Thanks to this year's focus, top of the list of EXPOLINGUA visitors were language courses and language travel offers at nearly 50%. Young visitors in particular wanted to explore options for internships abroad (29%) and exchange programmes (22%). Other important areas of interest were textbooks for language learning and foreign language literature (24%) as well as learning software (15%). Professionals in particular were interested in language training and courses for intercultural training (20%).



### EXHIBITORS

**EXPOLINGUA Berlin 2011** welcomed **one hundred and thirty-two exhibitors from twenty-six countries:**

Argentina, Austria, Australia, Bulgaria, Canada, China, Czech Republic, Ecuador, Finland, France, Germany, Ireland, Italy, Japan, Malta, Mexico, New Zealand, Poland, Portugal, Romania, Russia, Slovakia, Spain, UK, Ukraine, USA



### List of Exhibitors

- A**
- Academia Mester, Spain
  - Accademia Europea di Firenze, Italy
  - Active Abroad, Germany
  - AFS Interkulturelle Begegnungen e.V., Germany
  - Amerika Woche, USA
  - Argentina National Institute of Tourism Promotion, Argentina
  - Assimil GmbH, Germany
  - au-pair-berlin, Germany
- B**
- Berliner Volkshochschulen, Germany
  - Berliner Zeitung, Germany
  - Botschaft der Republik Bulgarien, Germany / Bulgaria
  - Bundessprachenamt; Germany
  - Bundesverband der Dolmetscher und Übersetzer e.V., Germany
  - Bundesverwaltungsamt - Zentrale für das Auslandsschulwesen, Germany
- C**
- Cámara de Comercio, Industria y Navegación de Málaga, Spain
  - Casio Europe GmbH, Germany
  - Castelar, Centro de Estudios Internacionales, Spain
  - Colegio Delibes, Spain
  - Colegio Unamuno, Spain
- D**
- DAAD (German Academic Exchange Service), Germany
  - Deutsche IDO-Gesellschaft, Germany
  - Deutscher Esperanto-Bund, Germany
  - Deutsche UNESCO-Kommission "kulturweit", Germany
  - Deutsche Welle, Germany
  - Deutsches Youth for Understanding Komitee e.V. (YFU), Germany
  - Deutsche-Ukrainischer Kulturverein "Ukrainische Welt e.V.", Germany / Ukraine
  - DFJW Deutsch-Französisches Jugendwerk, France
  - Die Eine Welt e.V. Verein für kulturelle Verständigung, Germany
  - digital publishing AG, Germany
  - Don Quijote, Spain
- E**
- Edmonton Public Schools, Canada
  - Education@Internet (E@I), Slovakia
  - Edulingua Srl, Italy
  - EF Education (Deutschland) GmbH, Germany
- F**
- FDSV - Fachverband Deutscher Sprachreise-Veranstalter, Germany
  - Finnland-Institut in Deutschland, Germany / Finland
  - Florida English Language Institute, USA
  - Franklin Electronic Publishers (Deutschland) GmbH, Germany
- G**
- Gebärdensprachschule Gebärdensfabrik Berlin, Germany
  - Giardino di Sicilia Sprachschule und Feriendomizil, Italy
  - GLOSSA, Poland
  - GLS Sprachenzentrum, Germany
  - Gubkin Russian State University of Oil and Gas, Russia
- H**
- Hartnackschule Berlin, Germany
  - Hermannstädter Zeitung, Romania
  - Hutong School, China
- I**
- IBL SRL, Argentina
  - ICJA Freiwilligenaustausch weltweit, Germany
  - Ido-Amiki Berlin, Germany
  - IELTS Berlin, Germany
  - Instituto Camões, Portugal
  - Instituto San Fernando, Spain
  - Internationale Medienhilfe (IMH), Germany
- J**
- Japanese Cultural Institute, Germany / Japan
- K**
- Karriere- und Finanzcoaching, Germany
  - Klemmer International Versicherungsmakler GmbH, Germany
  - Korea Foundation, Germany
- L**
- LAL Sprachreisen GmbH, Germany
  - Language Farm, Germany
  - LATEINAMERIKA-ZEITUNG, Mexico
  - L'Atelier 9, France
  - Learn Spanish in Valladolid, Spain
  - Lettera-Verlag GmbH, Czech Republic
  - Lidel Edições Técnicas, Portugal
  - lingua-arabica.com, Germany
  - Lingu@net World Wide
  - Lingua & Praktika, Mexico
  - Lingua Globe, Spain
  - Lomonosov Moscow State University, Russia
  - Ludolangue, Germany / France
- M**
- Magazin ParisBerlin, Germany
  - Malta University Language School, Malta
  - Multilingualvacancies.com, United Kingdom
- O**
- Open Door International e.V., Germany
  - Oskar lernt Englisch, Germany
  - Österreichisches Sprachdiplom Deutsch, ÖSD, Austria
  - Oxbridge Academic Programs, USA
- P**
- www.planet-bpm.com, Spain
  - PRACTIGO GmbH, Germany
- R**
- Redaktion Ido-Saluto!, Germany
  - Red Deer Public Schools, Canada
- S**
- Russisches Haus der Wissenschaft und Kultur, Germany / Russia
  - Russische Staatliche Pädagogische Universität "A.I. Herzen", Russia
  - Savicom, Germany
  - SAYSPEL, Germany
  - Scholastic Resource Group, USA
  - Solidarität International e.V., Germany
  - Spanisch Lernen in Castilla y León, Spain
  - Spanish School "Atahualpa" Ecuador, Ecuador
  - Sprachenzeitungen, Carl Ed. Schünemann KG, Germany
  - State Museum - Estate of Leo Tolstoy "Yasnaya Polyana", Russia
  - Stepin GmbH, Germany
  - Stiftung für das sorbische Volk, Germany
  - Stiftung Warentest, Germany
  - Studio GAUS, Germany
  - Surrey Schools, Canada
- T**
- TANDEM - Koordinierungszentrum Deutsch-Tschechischer Jugendaustausch, Germany / Czech Republic
  - TestDaF-Institut, Germany
  - Toptranslation, Germany
  - Tschechisches Zentrum Berlin, Germany / Czech Republic
- U**
- University of St. Andrews, Extension Language Programmes, United Kingdom
  - University of Stirling, CELT, United Kingdom
  - University of West Bohemia - International Summer Language School, Czech Republic
- V**
- Verein Deutsche Sprache e.V., Germany
  - Verein für Deutsche Kulturbeziehungen im Ausland e.V., Germany
  - Viva College, Australia
- W**
- Westwind Learning Center, Canada
  - Windsor - Essex Catholic District School Board, Canada
- X**
- XUK English, United Kingdom

**FOCUS: LANGUAGE LEARNING ABROAD**

This year, the theme of the fair was language learning abroad. Learning a language abroad brings the traveller closer to the country, its inhabitants, their mentality and culture. And there is no better place to learn a foreign language than in the country where it is spoken. This year, the Fachverband Deutscher Sprachreise-Veranstalter (FDSV – the association of German language travel agents) partnered EXPOLINGUA Berlin. At the FDSV stand, the association advised visitors about what to look out for when choosing a language study trip and also provided information about general quality guidelines. A number of other exhibitors also provided information on all the options available for learning a language abroad. In the parallel seminar programme, experts presented the advantages of language learning abroad.



**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 make contact with their target group.

This year’s seminar programme featured around eighty 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 their hand at Arabic, Indonesian, Japanese, Russian, Spanish and various other languages. Additionally, there were seminars especially for teachers, focusing on new and effective ways of language teaching.

The exhibition’s diverse cultural programme once again took place on Sunday, the final day of the event. Visitors were able to choose between passionate dances such as the Argentine Tango as well as Salsa from Mexico. Furthermore, visitors had the opportunity to attend the “Hip-Hop & language” workshop. In the late afternoon, the film “L’auberge espagnole” was shown.





**SPECIAL EVENTS YOUTH MOBILITY: THE YOUTH ON THE MOVE CAMPAIGN**

'Youth on the Move' is a flagship initiative of the European Commission and aims to improve the job prospects of young people, make education and training more relevant to their needs and raise awareness for EU mobility grants for studying or training in another country. From October 28 - 30, 2011, 'Youth on the Move' was present at EXPOLINGUA Berlin with an interactive stand. Hip-Hop, workshops and interactive performances were presented at the stand and in the conference programme.



**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. The Berliner Zeitung, 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 Jazz Radio, International Herald Tribune and tip Berlin.



**SAVE THE DATE FOR THE 25TH ANNIVERSARY!**

The **25th International Fair for Languages and Cultures** will take place from **October 26 - 28, 2012**, at Berlin's Russisches Haus der Wissenschaft und Kultur. **EXPOLINGUA Berlin** is unique in Europe's German-speaking region. Present your products, programmes and services to potential customers: Secondary school students, graduate and undergraduate students, teachers and adults highly motivated by learning a language abroad.

For further information, please contact:

ICWE GmbH  
Silke Lieber  
Leibnizstrasse 32  
10625 Berlin, Germany

Tel.: +49 (0)30 310 18 18-0  
Fax: +49 (0)30 324 98 33

info@expolingua.com  
www.expolingua.com  
www.icwe.net

