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Press Release

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“Think German” - Germany, Austria and Switzerland promote German as a foreign language

Throughout 2010 Germany, Austria and Switzerland are running a major campaign to encourage young Britons to learn German. Under the motto Think German, the aim is to underline the value of German language skills through a number of high-profile events in 2010.

According to the National Centre for Languages (CILT), the need for young people in the UK to learn languages has never been greater, with language skills becoming increasingly important when competing for jobs in the global marketplace.

Knowledge of German opens doors to business, science and academia as well as a rich and colourful cultural heritage - art, literature, music, creative industries, design, fashion, architecture and much more.

Think German is an initiative by the German Embassy, the Goethe Institute, the DAAD and UK-German Connection. It is supported by the Austrian Cultural Forum, the European Commission, the Federal Department of Foreign Affairs of the Swiss Confederation and CILT.

To find out more, please go to www.thinkgerman.org.uk

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