



Press release

Asia Fuels Demand for Business English

10 May 2010:

Cambridge ESOL, part of the University of Cambridge, announced today that over the last 12 months more than 1000 new business and educational authorities across the world recognised its certificates and qualifications for business, education and immigration purposes.

Half of the new organisations accepting Cambridge's BULATS – an assessment of real-life communications skills for business - were key businesses and educational authorities based in Asia. This growth which was particularly strong in China and Taiwan shows the importance the region is placing on English language ability for success in the workplace.

Dr Michael Milanovic, Chief Executive of Cambridge ESOL says: "Businesses across the world today operate in an extremely competitive globalised market. English is the language of international trade and a growing number of organisations are ensuring that their workforces are proficient in the language. It is an indication of how seriously businesses are taking cross border trade and it is English that links everyone.

"The fact is that if you do not have a high level of English language competence you are at a disadvantage when doing business almost anywhere in the world. The economic turbulence has served as a reminder that language skills could provide an edge over the competition".

Each year over three million people sit Cambridge ESOL tests in over 130 countries. Over 10,000 organisations now accept Cambridge ESOL language qualifications as proof of English to enter higher education institutions, for immigration purposes and to enhance business prospects.

ENDS

Notes to Editors:

About Cambridge ESOL

University of Cambridge ESOL examinations is the world's leading language assessment provider. It provides [exams in English language](#) for over 3 million people every year, in more than 130 countries as well as a range of [qualifications for language teachers](#). Around the world, thousands of universities, employers and government ministries rely on Cambridge ESOL certificates as proof of English language ability. A Cambridge ESOL certificate can determine whether the career is progressed or a university place offered, while the broader examination results can help to determine a nation's education and investment policy.

It is a not-for-profit department of the [University of Cambridge](#) and is part of the [Cambridge Assessment group](#), Europe's largest assessment agency which provides exams and tests covering a huge range of subjects and levels; more than eight

million are taken every year. University of Cambridge ESOL Examinations is a founding member of [the Association of Language Testers in Europe \(ALTE\)](#) and works closely with testing organisations, schools and academics throughout the world to support the development of language testing in theory and practice.

Contact the press office: <http://www.cambridgeesol.org/what-we-do/newsroom/press-room.html>