

German is a Career Enhancer



Knowledge of German improves your chances of employment. German companies abroad and foreign companies in Germany seek experts with a knowledge of German. Staff in international companies also enjoy an advantage if they know German. In the European Union there are interesting training, study and employment opportunities for specialists with this knowledge.

The enlargement of the EU continues to open up markets in Central and Eastern Europe for personnel who know German. Anyone who speaks German has much better prospects for a great career.

Professionals who know other languages are called on to travel and exchange information with people in other countries throughout their careers. Knowing more than one language enhances employment opportunities in government, business, law, medicine and health care, teaching, technology, the military, communications, social service, and marketing.

An employer will see you as a bridge to customers if you know a second language. You are also more likely to win the trust and friendship of people whose languages you know even if you don't speak it fluently.

In the arts



German is essential for you if you choose a career in the visual arts, performing arts or architecture. With the knowledge of German, you can access a world of sources for your studies in art history, photography, graphic arts, design, theater, film, dance, music or architecture. Higher education institutions provide a number of exchange programs with German schools which allow you to study or research in Germany. A proficiency in German is a prerequisite to be considered for any of these programs. York University in Toronto, for example, offers an exchange program at the prestigious Bauhaus University in Weimar for design and visual arts students.

Universities offer a number of study abroad and exchange programs in Germany: A Year in Freiburg Program provides a chance for arts students to study for 11 months at the Albert-Ludwigs-Universität Freiburg, Art history students can study at the renowned Humboldt-Universität zu Berlin and students of the Faculty of Music have the possibility of studying in Bonn, birthplace of Ludwig van Beethoven.

Most universities have a number of exchange or study abroad programs in Germany which allow you to study in your chosen field and at the same time giving you a possibility to become fluent in German and get to know the cultural heritage of Germany.

Germany's cultural landscape can be defined by the number of cultural events, institutions and internationally recognized artists:

- Germany is home to more than 3,000 museums, each with a different area of focus. Berlin alone is home to 167 museums. More than 100 million people visit Germany's museums each year.
- \$2 billion US are spent on theaters, opera houses and orchestras in Germany each year, sustaining as many as 150 publicly funded theaters and 280 private houses.
- The German theaters and opera houses engage 250 ballet companies and nearly 1,600 dancers. World-famous John Neumeier, director of the Hamburg Ballet, Pina Bausch of Wuppertal, Johann Kresnik and Sasha Waltz of Berlin are just a few names of renown dance choreographers in Germany.
- 60 theatre festivals - most famously, the Bayreuther Festspiele (a festival for interpretations of the operas of Richard Wagner) or Theater Meeting in Berlin (with awards for the best plays of the year)- are held in Germany every year.
- Roughly 300 international and German-language theatre premieres are staged each year.
- There are some 300 classical music festivals in Germany every year. Prime examples: Bayreuther Festspiele, the traditional Beethoven Festival in Bonn and the Bach Festival in Leipzig.
- Germany boasts 141 professional orchestras; the country's leading ensembles are the Berlin and Munich Philharmonic orchestras, the Gewandhaus Orchestra in Leipzig, the Dresden Staatskapelle – just to name a few. The Gewandhaus Orchestra was led by Kurt Masur for many years, before he left for the New York Philharmonic. The Berlin Philharmonic has been directed by such prominent conductors as Wilhelm Furtwängler, Herbert von Karajan, Claudio Abado and Sir Simon Rattle.
- The numerous film festivals are particularly important for the cultural image of cinema in Germany and its reputation abroad. The most important forum for film is the Berlin International Film Festival (the "Berlinale") – established in 1951, together with the festivals in Cannes and Venice, it is one of the major film festivals in Europe. The film festivals in Mannheim, Oberhausen, Leipzig, Hof, Munich, Lübeck and Hamburg also enjoy international status.
- The Bauhaus is probably the most influential school of design and architecture of the 20th century – founded in 1919, it revolutionized the world of architecture and design with its basic principle: Form follows function. The names of the Bauhaus teachers are world famous: Ludwig Mies van der Rohe, Walter Gropius, Le Corbusier, Bruno Taut and Erich Mendelsohn – all had a major influence on international modern architecture.

In business and trade



The knowledge of German gives you a significant advantage in business as many companies nowadays would choose a

competent German speaker over an equally qualified candidate for a job. A proficiency in German prepares you to function productively on behalf of a multinational employer who wants to capitalize on business within the European Union and Eastern European countries.

Germany has a large export market – with the volume of EUR 2.409 billion and ranks very high as an importer to the US. Germany is home to numerous international corporations and most multinational German companies are represented with 600 subsidiaries, including such well-known names as Bayer, BASF, Siemens, Mercedes - Benz, Volkswagen, BMW, Miele, Mannesmann and Thyssen-Krupp.

Germany has the largest economy in the European Union and the third largest in the world. It is the world's largest exporter and importer. Due to their high quality, German products are sold all over the world, and have established themselves as a "trade-mark": German makes of cars, such as BMW, Mercedes-Benz and Volkswagen, are not the only examples of German craftsmanship ("Made in Germany").

Germany's economic strength is also demonstrated by companies active in international markets, such as BASF, Bayer, Siemens, SAP, Deutsche Bank and many others. Germany leads the world in new environmental technologies and in the use of alternative energies. It hosts leading international trade fairs, such as IFA, CeBIT or IAA – the World Fair 2000 was held in Hannover, Germany. With the enlargement of the European Union, Germany has assumed a central position at the very heart of Europe.

Internationality and intercultural competence are key qualifications for successful business today. Language proficiency helps you to open up new markets over the globe, and it gives you the edge in competition. German is THE language which opens up major markets. German is in demand for German-speaking firms abroad, for foreign firms in Germany, and for companies enjoying close economic ties to German-speaking countries.

In the Travel Industry



The knowledge of German can land you an exciting career in the travel or hospitality industry. If you consider a career as a pilot or flight attendant, for example, you can definitely step up your career with German. As a flight attendant, your chances in bidding for overseas flights increase tremendously if you have a fair knowledge of German and are able to pass the language proficiency tests offered by the airlines. And choosing a career in the travel industry provides a great opportunity to meet new people and see the world.

Hundreds of executive international jobs are available at hotels or convention centers . The numerous hotels, travel agencies and convention centers provide excellent job

opportunities and knowledge of languages other than English or Spanish is always a big asset.

Germans have an average of 6 weeks of vacation a year and ample disposable income which allows them to travel. If you are a world traveler yourself, you are certain to encounter Germans wherever you go since nearly 3 out of 4 vacations by Germans are spent in other countries. Over 396,000 German tourists visited the US in 2004 – travel agencies, tour companies, hotels, airlines and car rental agencies that provide service in German certainly win their business. According to the Globus Service, Germans spent 58.5 billions Euros travelling abroad in 2005. Florida is also a popular destination for tourists from German speaking countries,

In International Affairs



In our global world, things are changing just as rapidly as they are in high-tech industries. If your goal is to have an exciting career in international affairs, you need to develop skills in cross-cultural communication and research, possess knowledge of economics, politics, world history and geography – and, of course, foreign language competency.

A number of universities (ex. USF) offer programs in International Relations which can make your dream of a career in International Affairs come true.

One of the best known and most prestigious careers in international affairs is a career in diplomacy – the selection process is extremely rigorous and very competitive. Should you not opt for the diplomatic career, there are many other challenging opportunities in business, government, international organizations, non-governmental organizations or the academia.

Whether you set yourself a goal to become a foreign affairs analyst, foreign exchange trader, intelligence analyst, international lawyer, political risk analyst or political scientist, studying towards achieving your goal will include learning a language other than English or Spanish. In order to graduate from any International Relations program, you have to fulfill the language requirement which means achieving a language competence in a major international language. German ranks among the top 10 most frequently spoken languages in the world – therefore, learning German for a career in the international affairs will take you a huge step ahead of the competition.

In Media and Information



With television and internet giving us instant access to remote areas of the world, we are

increasingly required to be multilingual. German happens to be among the top 10 most commonly spoken languages in the world and has the highest number of native speakers in the European Union (18% out of 455 million citizens). 20 million people worldwide learn German as a foreign language.

If your idea of a dream career is in journalism or broadcasting, German will be a prerequisite to your success. Whether it is newspaper, broadcast or magazine journalism, German will definitely let you go international – giving you an advantage to expand your reporting, researching or interviewing. Consider the fact that Germany is the third largest publisher -18% of all books published worldwide come from Germany- and German is the second most frequently used language on the internet. That opens unlimited opportunities for your research in journalism. Knowledge of German will enable you to participate in exciting exchange programs offered by universities. For example, you may have a chance to go on an exchange program to Stuttgart Media University which is the only educational institute in Europe to cover every media field and regards itself as a full-service university for the media industry.

Germany has one of the vastest and most prolific media industries in the world. German – based print, radio and television deliver high-quality journalism that is widely respected by both the German public and international media experts. Approximately 370 newspapers are published in Germany, 780 general interest magazines and nearly 3,400 specialized periodicals are currently on the market. The German audiovisual media are based on a dual system of public and private broadcasting. By law, German public broadcasters' mission is to entertain, inform and educate the public. It's the private companies that revolutionized the audiovisual sector, today there are some 30 stations competing for audience ratings. The biggest among them are the RTL Group and Pro7 SAT1. Special interest stations that attract large viewer numbers include Viva, the German equivalent to MTV, and nTV, an all-news channel.

Understanding German gives you an access to all of these exceptional sources of information and entertainment.

In Research and Development



There is a long tradition of outstanding research in Germany. Johannes Gutenberg invented the printing press, Heinrich Hertz proved the existence of electromagnetic waves, and a young man named Karlheinz Brandenburg came up with “the hottest thing in cyberspace”, the MP3 digital music format.

Having a knowledge of German gives you a tremendous advantage and a chance to be part of exciting research programs in Germany or collaborative research programs between the US and Germany. With more than 250,000 scientists working in Germany, it

is the world's third largest "country of researchers".

In 2003, EUR 54,53 billion were invested into research and development in Germany – the same year, Canada invested \$ 23,99 billion into research and development.

German is important in the scientific and cultural world, as shown by the numbers of German-speaking holders of the Nobel Prize: 27 Nobel Prizes in Chemistry, 25 in Medicine, 22 in Physics, 7 in Literature and 4 Nobel Peace Prizes and 1 in Economic Sciences.

Whatever area of science or research you may be considering for your future, include German. There are untold opportunities for you to learn and participate in leading-edge research and development projects. The Agreement on Scientific and Technological Cooperation (signed in 1971) for example, has led to scientific and technological cooperation at a high level between Germany and the US.

German-US research cooperation has focused on the following areas:

- materials research and physical technology, with a focus on laser applications and new materials;
- aquatic sciences;
- environmental research and environmental technology, with a focus on the "Ecosystem Health Network" and the reclaiming of contaminated soil;
- marine research, with a focus on integrated coastal zone management;
- geosciences;
- health research;
- photonics;
- space research and space applications;
- agriculture and forestry

There could certainly be an opportunity for you to contribute to the scientific and technological exchange between the US and Germany – provided you have learned the language to be able to communicate with your German colleagues.

At College and University



If you have a reading knowledge of German, you can access a world of findings in chemistry, physics, biology, engineering, psychology and archeology. A reading proficiency in German will also be extremely beneficial for you in studies of philosophy, music, literature, history, the arts, theology and international law.

The German education system has a long tradition and a good international reputation.

Foreigners like coming to Germany to study. In the ranking of the most attractive countries for foreign students, Germany lies in third place. A total of 224,000 foreigners are studying and conducting research at 350 research institutes and institutions of higher education in Germany.

Did you know that studying a second language can improve your skills and grades in math and English and can improve your exam scores? Research has shown that math and verbal English scores climb higher with each additional year of foreign language study, which means that the longer you study a foreign language, the stronger your skills become to succeed in school. Studying a foreign language can improve your analytic and interpretive capacities. A few years of language study on your record will catch the eye of anyone reading your job or college application. Moreover, when you study a language, you understand how to learn a language, so that learning the next one will be easier for you.

If you would like one day to study in Germany, there are a number of student exchange programs in place offered by Canadian and German universities and a number of scholarships you could apply for, for example scholarships available through the German Academic Exchange Service.

An adventure of a lifetime could be for you SWAP working holidays in Germany or Austria organized by ZAV (Zentrale für Arbeitsvermittlung) and DAAD (German Academic Exchange Service). By joining these programs, you get a unique opportunity to work and live anywhere in Germany during the summer months. To qualify, you have to be a full-time post-secondary student and have a working knowledge of German.

If you are a student and you'd like to improve your German and have the opportunity to meet new people, you might want to consider exchange opportunities offered by many colleges.

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