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Dept. of Foreign Affairs  
Min. des Affaires étrangères

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# Savoir

*-faire*

CFSI NEWSLETTER VOLUME 2 ISSUE 1  
ON THE INTRANET: [HTTP://INTRANET.LBP/CFSI/SAVOIR-FAIRE/SF-T-O-C-E.HTM](http://intranet.lbp/cfsi/savoir-faire/sf-t-o-c-e.htm)

## The Language Advantage

*"Numerous studies have shown that a high proportion of businesses lose significant market share because they literally do not speak their customer's language. That is why knowledge of a range of languages wider than the three traditionally used in economic and trade relations (English, French and German) is essential."*

*European Commission*

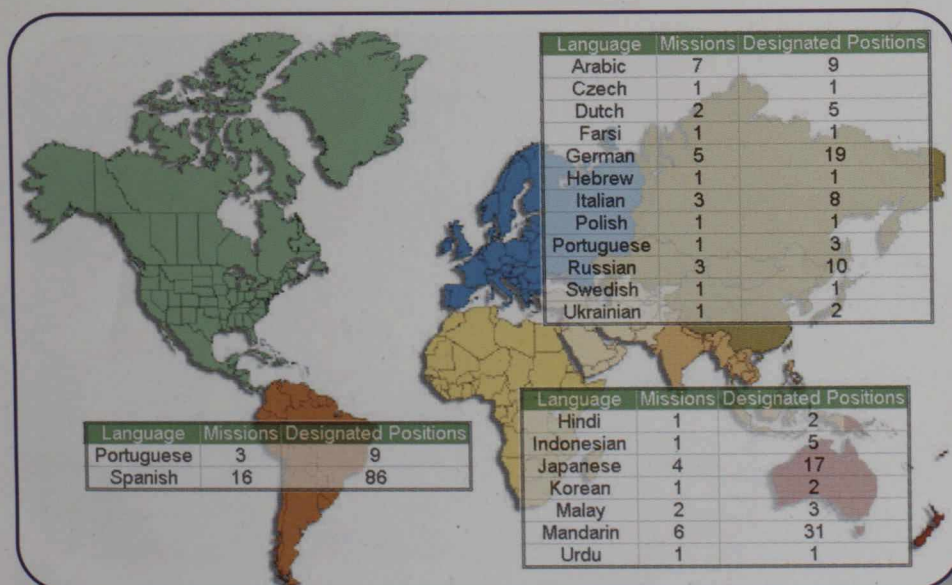
Language gives you an opportunity to participate in a foreign culture and benefit from the access it affords. Your ability to speak the local language adds enormous value to all transactions and wins respect for yourself, your organization and the people you represent. Knowledge of the local language is the fundamental coping tool for newcomers, both staff and family.

### Speaking the local language lets you:

- know what is going on around you to acquire a much deeper understanding of contexts (cultural, economic, political and personal)
- become a more authoritative source of information
- be seen as a more competent adviser on local ways of doing things
- quickly establish credibility when presenting interests/messages to a wider audience
- encourage more openness and frankness on the part of interlocutors

### SPEAK ... AND YE SHALL FIND

Did you know that there are 222 DFAIT positions abroad designated as requiring foreign language proficiency? The Foreign Language Board, under the chairmanship of Joseph Caron, last year reviewed the designation of foreign language positions. It asked missions abroad to examine positions to determine the importance and frequency of tasks to be accomplished only in the host language. The impact of this has been stepped up efforts and dedicated funds for training and/or maintaining foreign language proficient personnel to fill these positions. There will be a steady increase in the number of employees arriving at posts with the necessary language proficiency. Designation reviews will be conducted every three years. The next one will be in 2002.



### Going on Posting in 2001?

If you are going overseas in the 2001 posting season, now is the time to plan your foreign language training (FLT). The Centre for Language Training (CFSL) wants to ensure everyone has access to FLT and offers a range of options that include full-time training just prior to departure, or part-time training starting in February involving one or two days per week. Even weekend programs could be organized for easier access for families. French and English training will continue to be offered as part of the Social Integration program. A minimum of five people at the same level is required to start a course.