



FRENCH - A LANGUAGE OF OPPORTUNITIES



multilingual minds make

A MULTILINGUAL WORLD

About 40% of the world's population speaks **more than one language daily**. Multilingualism has been praised for its **cognitive benefits**: fluency, flexibility and originality are all qualities enhanced by practising another language (BBC Future).

Making a new language our daily companion is good for our mind and personal growth. It is also a constructive step towards **new career opportunities** and **professional development**.



LEARNING FRENCH:

Towards New and Unexpected Career Paths

The French-speaking World

French is the **5th** most widely spoken language in the world, with over **321 million speakers**, and 255 million using it daily. There will be 600 million French speakers by 2050 (ODSEF). French is the official language in **26 countries** like Canada, Switzerland, Belgium, Monaco, Luxembourg, Congo or Senegal and several international organisations, such as NATO, the United Nations, the European Union or the OECD, also use it on a daily basis as a working language.

The UK and the French-speaking World: an Intricate Relationship

11.3 million speakers



United Kingdom

£69 billion import from the UK



France, Belgium and Switzerland

UK privileged trading partner



Canada

132 million French speakers over 20 countries



The African continent

French: a Language of Opportunities

- 20% of British businesses consider French to be **instrumental to the success of their firm** in the next five years (2019-2024).
- In 2017, France was among Britain's **top six research partner countries** (British Council).
- Acquiring **proficiency in French** and showing intercultural awareness is an effective way for a candidate to **stand out**.
- Businesses with international ambitions are willing to hire staff who **speak the language of the country** they want to reach.
- Proving one's level can easily be done with a **DELFDALF** or **DFP** diploma.



Language skills [...] have become vital in a connected world in which more businesses than ever operate across borders. While research suggests fewer UK students are learning foreign languages, our data reveals the importance of learning new spoken skills."

- Pawel Adrjan, UK economist -

FRENCH, A LANGUAGE OF EXPERTISE:

As Endorsed by Professionals

Diplomacy and Defence

French is a key language for diplomacy and international relations and is used as a **primary language** in international organisations.



I use my French language skills daily, in addition to Russian, English and, of course, German. French is the lingua franca of diplomacy."

- Fabian Ortner, diplomat at the Austrian Embassy in Moscow -

Finance and Banking

Paris has an **established financial ecosystem** recognised internationally.

5 of 20 Europe's largest banks headquarters

€3.6TN funds industry

French business schools **were at the top of the FT's 2018** global ranking of MiF courses (Financial Times).



Creative Industries



"[...] creative business turn to migrant labour to access skills or talents not available in the UK workforce. This is particularly to target certain foreign languages [...]." (Creative Industries Policy & Evidence Centre)



French speakers **stand out** in such a fiercely competitive sector and multilingual UK citizens have a great opportunity to **close this industry's skill-gap**.

The French "big four" LVMH, Chanel, Kering and L'Oréal are on the **lookout for new plurilingual talents**. They have now hit a €800 billion market gap.



In 2020, the video game industry represented more than **€5.3bn in France**, an ever increasing figure **led by French companies**.



Healthcare

France's **expertise** in the healthcare industry places it at the forefront of the global market.



I realised that French was used very frequently in the medical and public health context. Once you use French at work, the number of professional opportunities available to you is multiplied, you stand out more easily when being recruited [...]."

- Heather Seeley, Associate in Chemonics' West Africa and Haiti Region -

2ND

European market for medical products

4TH

largest exporter of vaccines



Tourism & Hospitality



French is a key language for both inward and outward tourism; **3.5 million visitors from the UK visited France in 2019**.



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