

WHY LEARN JAPANESE?



JAPANESE IS SPOKEN BY MORE THAN 125 MILLION PEOPLE • MORE THAN 4 MILLION PEOPLE STUDY JAPANESE EACH YEAR • **JAPAN HAS FASCINATING CULTURAL HERITAGE** • JAPAN IS A BEAUTIFUL COUNTRY AND ATTRACTS MILLIONS OF VISITORS EACH YEAR • **JAPAN IS THE THIRD LARGEST ECONOMY IN THE WORLD** • NEW ZEALAND AND JAPAN HAVE SIGNIFICANT TRADE TIES • **JAPAN IS NEW ZEALAND'S FOURTH TOP BILATERAL TRADING PARTNER** • MORE THAN 100,000 JAPANESE TOURISTS VISITED NEW ZEALAND IN 2017 • **JAPAN IS THE WORLD'S THIRD LARGEST AUTOMOBILE MANUFACTURER** • JAPANESE WILL PREPARE YOU FOR A CAREER IN GLOBAL BUSINESS • **OUR LIVES ARE ENRICHED AND ENTERTAINED ON A DAILY BASIS BY JAPANESE PRODUCTS** • JAPANESE IS THE SIXTH MOST FREQUENTLY USED LANGUAGE ON THE INTERNET • **JAPAN IS AN IDEAL STUDY-ABROAD DESTINATION** • JAPAN AND NEW ZEALAND SHARE A BILATERAL WORKING HOLIDAY SCHEME FOR YOUNG PEOPLE AGED BETWEEN 18 AND 30 • **HUNDREDS OF NEW ZEALANDERS TRAVEL TO JAPAN EACH YEAR TO WORK ON THE JET AND JENESYS PROGRAMMES** • JAPANESE POP CULTURE SUCH AS ANIME, MANGA, AND OTHERS HAVE UNIVERSAL APPEAL • **JAPANESE PRONUNCIATION IS EASY FOR ENGLISH AND TE REO MĀORI SPEAKERS** • NEW ZEALAND HAS 42 SISTER CITIES IN JAPAN • **THE 2019 RUGBY WORLD CUP AND 2020 OLYMPIC GAMES WILL BE HELD IN TOKYO** • DATA SHOWS THAT LEARNING ANOTHER LANGUAGE RESULTS IN IMPROVED COGNITIVE SKILLS AND HIGHER TEST SCORES • **LEARNING JAPANESE WILL LEAD TO INCREASED UNDERSTANDING OF YOUR OWN LANGUAGE AND CULTURE** • KNOWING ABOUT ANOTHER LANGUAGE AND CULTURE DEVELOPS INTERNATIONAL CAPABILITIES •

GROWING LANGUAGE LEARNING IN NEW ZEALAND

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