

# WHY LEARN GERMAN?



**GERMAN IS SPOKEN BY 120 MILLION PEOPLE** • **24% OF EUROPEAN UNION RESIDENTS SPEAK GERMAN AS THEIR NATIVE LANGUAGE** • **31% OF ALL EUROPEANS CAN SPEAK GERMAN AS A SECOND LANGUAGE** • **GERMANY IS THE WORLD'S THIRD LARGEST ECONOMY** • **GERMANY IS ONE OF THE WORLD'S LEADING EXPORT NATIONS** • **GERMANY RANKS SECOND IN THE WORLD IN AUTOMOBILE PRODUCTION** • **GERMANY IS AT THE FOREFRONT OF ARCHITECTURAL, INDUSTRIAL AND AUTOMOTIVE DESIGN** • **GERMANY AND NEW ZEALAND HAVE STRONG BUSINESS TIES** • **MORE THAN 74,000 GERMAN TOURISTS VISITED NEW ZEALAND IN THE LAST YEAR** • **GERMANY IS THE THIRD MOST POPULAR STUDY-ABROAD DESTINATION** • **GERMAN UNIVERSITIES PRIDE THEMSELVES ON EXCELLENCE IN RESEARCH AND TEACHING** • **GERMAN IS AN IMPORTANT LANGUAGE FOR SCIENTISTS AND STUDENTS** • **GERMANY OFFERS A NUMBER OF SCHOLARSHIPS FOR STUDENTS, UNIVERSITY STUDENTS AND TEACHERS** • **GERMAN IS THE KEY TO EXPERIENCING A RICH CULTURE** • **GERMANY AND NEW ZEALAND SHARE A BILATERAL WORKING HOLIDAY SCHEME FOR YOUNG PEOPLE AGED BETWEEN 18 AND 30** • **THERE ARE COMMUNITIES OF GERMAN SPEAKERS ALL OVER THE WORLD** • **KNOWING GERMAN WILL ENHANCE INTERNATIONAL TRAVEL EXPERIENCES** • **GERMAN IS THE FIFTH MOST FREQUENTLY USED LANGUAGE ON THE INTERNET** • **GERMAN RANKS THIRD IN THE WORLD IN BOOK PRODUCTION** • **A WORKING KNOWLEDGE OF GERMAN INCREASES EMPLOYMENT OPPORTUNITIES** • **DATA SHOWS THAT LEARNING ANOTHER LANGUAGE RESULTS IN IMPROVED COGNITIVE SKILLS AND HIGHER TEST SCORES** • **GERMAN WILL HELP TO INCREASE UNDERSTANDING OF YOUR OWN LANGUAGE AND CULTURE** • **LANGUAGE AND CULTURAL KNOWLEDGE DEVELOPS INTERNATIONAL CAPABILITIES** •

**GROWING LANGUAGE LEARNING IN NEW ZEALAND**

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