

It takes more than English to be successful in the global market

- Increasing gap revealed between needs of international business and skillsets of school leavers -

A recent study commissioned by Rosetta Stone® reveals a significant appetite amongst employers for language-learning tools to support employee learning and development in an increasingly global marketplace. This high level of interest in language skills amongst businesses contrasts significantly with current trends shown in recent exam results in the UK.

Last month's exam results indicate that the overall number of students taking foreign languages for their A levels has dropped by more than half in the last 20 years. Also, last week's GCSE results suggest a further decline in the number of pupils taking French and other foreign languages including German, down to below 70,000 and Spanish, which has dipped to around 66,000.

With interest in languages within the education system continuing to wane year on year, a growing divide is emerging between availability of candidates with language skills and the need for organisations to employ and retain a linguistically skilled workforce.

While English is common around the world, the growth of globalisation and the rise of emerging economies has rapidly increased the economic value of languages other than English, transforming the competitive landscape globally.

Sylke Riestler, Managing Director Europe, Rosetta Stone, said: "This increasing gap between the needs of evolving international business and the skill sets of school leavers and graduates gives cause for some concern. With more organizations thinking globally, and an ever-decreasing number of graduates with strong language skills, we could soon see ourselves finding a real skills gap that could hamper competitive advantage."

According to Bloomberg rankings (30th August 2011) Mandarin is the top language worldwide for business other than English. French, the official language of 27 countries and spoken by 68 million people worldwide, was ranked second, followed by Arabic, spoken by 221 million people and is official in 23 nations.

In recognition of the current situation Duane Sider, Director of Learning, Rosetta Stone commented: "Given recent trends, mono-linguists will struggle to remain competitive in an increasingly multilingual world; only the ability to communicate across languages will help to reduce barriers to success in a globally competitive marketplace."

-ENDS-

Notes to Editor:

About Rosetta Stone:

Rosetta Stone is changing the way the world learns languages. Rosetta Stone provides interactive solutions that are acclaimed for the power to unlock the natural language-learning ability in everyone. Available in more than 30 languages, Rosetta Stone language-learning solutions are used by schools, organisations and millions of individuals in over 150 countries throughout the world. The company was founded in 1992 on the core beliefs that learning a language should be natural and instinctive and that interactive technology can replicate and activate the immersion method powerfully for learners of any age.

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