

# Why wouldn't you want to learn German?

 <p><b>Largest sportswear manufacturer in Europe and the second-biggest sportswear manufacturer in the world</b></p>	 <p><b>Founded by the brother of Adidas founder Adi Dassler. 9,500 employees and distributes its products in more than 120 countries.</b></p>	 <p><b>Traces its roots to Johann Adam Birkenstock.in 1774!</b></p>
 <p><b>World's oldest automotive brand. First car made by Karl Benz in 1886</b></p>	 <p><b>A division of Daimler-Benz. Original idea came from the makers of Swatch watches.</b></p>	 <p><b>Third largest automobile maker in the world and Europe's largest. The "People's Car" was designed by Dr. Porsche.</b></p>
 <p><b>Founded by VW designer Dr. Ferdinand Porsche. New headquarters planned in Atlanta.</b></p>	 <p><b>Cars and motorcycles. Owns Rolls-Royce and Mini. Leading researcher of alternative fuel cars.</b></p>	 <p><b>Owned by Volkswagen. Luxury and high-tech.</b></p>

 <p><b>150 million subscribers and world's twelfth-largest mobile-phone service provider</b></p>	 <p><b>World's third largest pharmaceutical company. Aspirin trademarked 1899</b></p>	 <p><b>9000 stores worldwide. Owner is the worlds' 12th richest man</b></p>
 <p><b>Europe's largest engineering conglomerate 420,000 employees in 190 countries</b></p>	 <p><b>Largest chemical company in the world. 100,000 employees worldwide.</b></p>	 <p><b>Beverage appliances, shaving and grooming products</b></p>
 <p><b>International Express Mail Services. Owned by Deutsche Post</b></p>	 <p><b>World's largest supplier of auto components. Also home appliances. 280,000 employees in 50 countries</b></p>	 <p><b>(EMD) Founded in 1668, the world's oldest chemical and pharmaceutical company</b></p>
 <p><b>International Container Shipping and Cruise line.</b></p>	 <p><b>Europe's largest passenger airline. World's 4th-largest airline in terms of overall passengers. "Luft-hansa" means "airline"</b></p>	 <p><b>Fashion. Over 6,000 points of sale in 110 countries</b></p>



**ZWILLING  
J.A.HENCKELS**

One of the largest and oldest (1773) makers of kitchen knives, scissors, cookware and flatware.

**ThyssenKrupp**



Over 200,000 employees. The corporation consists of 670 single companies worldwide. One of the world's largest steel producers.



Trucks, Engines, Machinery. One of the top 30 companies on the German stock exchange (DAX). 250th anniversary in 2008. Over 50,000 employees in 120 countries.

**Nestlé**

World's largest food and nutrition company. Switzerland is 2/3 German-speaking, Operates in 86 countries, over 280,000 employees.



Created in 1987 in Austria. Most popular energy drink in the world, with 3 billion cans sold each year.

**swatch**

Conceived as a "Second-WATCH" to be fun and disposable. Now a fashion statement. Sponsor of many sporting activities.



Possibly Germany's best everyday chocolate. Now owned by Kraft.



Lindt and Lindor. Fine chocolates. Spokesman is Swiss Tennis Champion Roger Federer. Since 1845.



World's largest manufacturer of gummy and jelly sweets in the world

 <p><b>Headquartered in Zurich, operations in more than 50 countries. Named 2009 "Bank of the Year"</b></p>	 <p><b>100,000 employees in 74 countries, the largest foreign exchange dealer in the world</b></p>	 <p><b>World's Second largest international insurance and financial services organization.</b></p>
 <p><b>Handmade high-quality pianos, founded 1853 in NY by Heinrich Steinweg (Henry Steinway). Second Factory in Hamburg.</b></p>	 <p><b>Over 100 hotels in 26 countries; 5 luxury cruise ships on the Nile and Lake Nasser. One of the fastest growing hotel chains in the Middle East. Swiss.</b></p>	 <p><b>Metro AG is a diversified retail and wholesale/cash and carry group. Fourth-largest retailer in the world by revenue (after Wal-Mart, Carrefour, Tesco).</b></p>
 <p><b>Swiss producer of knives and watches, now owned by former rival Victorinox.</b></p>	 <p><b>Produces about 35,000 Swiss Army knives, 38,000 multi-tools per workday. Exports to more than 100 countries.</b></p>	 <p><b>World's best selling brand of chain saws and the only chain saw manufacturer to make its own chains and guide bars. Also makes blowers and trimmers.</b></p>



One of world's largest makers of pens, pencils, office supplies and art supplies, as well as high-end writing instruments and luxury leather goods.



Fine writing instruments. Each model is different and each pen has a serial number.



One of Switzerland's largest enterprises, its largest supermarket chain & employer.



RANDOM HOUSE  
BERTELSMANN

Media and Publishing. Founded 1835. Operates in 63 countries, 100,000 employees make it the most international media corporation in the world.



Cleaning systems and equipment. 160 countries. Restorative cleaning projects of cultural monuments such as Berlin's Brandenburg Gate and Mount Rushmore.



World's fourth largest tire manufacturer, one of the top 5 automotive suppliers in the world.



Pens, markers, writing instruments. World's largest manufacturer of highlighter pens



With regional offices around the world, SAP is the market leader in enterprise application software.






Audio equipment company. 14th largest manufacturer of music products in 2007. Sales network in over 130 countries.

 <p>One of the world's leading manufacturers and suppliers of writing, artist, and engineering drawing instruments.</p>	 <p>Deutsche Telekom is the largest telecommunications company in Europe</p>	 <p>Second-largest bank in Germany (after Deutsche Bank) with representations and holdings in various commercial and financial centers in Asia and the Americas.</p>
  <p>Swiss luxury watchmakers Tag Heuer is known for its sports watches &amp; chronographs. Breitling designs for aviation use.</p>	 <p>Austrian company that produces Nordic skiing, Alpine skiing, Tennis and Hockey equipment. One of the largest manufacturers of equipment in the World Cup for both Nordic and Alpine skiing disciplines.</p>	 <p>Austrian weapons maker. Also produces field knives, tools and apparel. Glock handguns are used by armed forces and law enforcement organizations worldwide, including a majority of U.S. law enforcement agencies.</p>
 <p>Household cleaning products, Personal Care (Dial Soap and Right Guard), and Adhesives. In 125 countries on five continents</p>	 <p>Global skin- and body-care brand owned by the German company Beiersdorf.</p>	 <p>Products and services for dialysis, health care centers, hospitals as well as inpatient and outpatient medical care. Present in 100 countries on six continents, over 137,000 employees.</p>

German speakers with several years of work experience **earned a 4% wage premium**. compared to a 1.7- 2.7% wage premium for other commonly taught Foreign Languages in the US.

List of countries by exports, based on the *The World Factbook* of the CIA 2010

- 1  [People's Republic of China](#) \$1,506,000,000,000 2010 est. (pop. 1.3 billion)
- 2  [Germany](#) \$1,337,000,000,000 2010 est. (pop. 82 million)
- 3  [United States](#) \$1,270,000,000,000 2010 est. (pop 310 million)

**Compare the population sizes!**

**Germany is the world's 2nd largest exporter. The Federal Republic of Germany is America's largest trading partner in Europe and its third largest partner in the world. More than 1,100 companies from German-speaking countries have subsidiaries in the U.S. and more than 750 U.S. companies do business in Germany.**

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2. The EU language with the largest number of native speakers is German.
3. 18% of the world's books are published in German.
4. Germany is home to numerous international corporations.
5. German is the second-most commonly used scientific language.
6. Culture, history, heritage, arts and sciences
7. In many regions, Germans account for the largest percentage of tourists.
8. Several German-speaking cities always rank in the Top 10 of the best cities in the world



## Why Take German???

- German is the most widely spoken language in the Europe Union
- German is the 3<sup>rd</sup> most popular language taught worldwide.
- German is the 2<sup>nd</sup> most popular language taught in Europe and Japan, after English.
- The Japanese, who have one of the most powerful economies in the world, understand the business advantages that a knowledge of German will bring them: 68% of Japanese students study German.
- Germany has the 3<sup>rd</sup> strongest economy in the world.
- German is the # 2 exporting nation in the world.
- Germany is the major force behind the European Union.
- There are more than 1,100 companies in German-speaking countries that have subsidiaries in the United States. These companies account for 700,000 jobs in the USA.
- More than 750 American companies are doing business in German-speaking countries. These companies account for approximately 700,000 jobs in Germany.
- Germany is the #1 trading partner of all European countries and many non-European partners.
- 50% of polled US companies said that they would choose someone with German literacy over an equally qualified person because German proficiency enables the company to export goods to the European Union and Eastern European countries.
- Willy Brandt, the former Chancellor of Germany, said it best when he stated, "If I'm selling to you, *I speak your language*. If I'm buying, dann müssen Sie Deutsch sprechen."
- Germany ranks 3<sup>rd</sup> in the world for patent applications.
- Germany is the 2<sup>nd</sup> highest exporter of high-tech products.
- 2/3 of the world's leading international trade fairs take place in Germany, including CeBIT, the world's largest trade fair for information and communications technology.



- Germany is the #1 market in Europe and the 3<sup>rd</sup> largest market in the world for telecommunication products.
- Germans are major travelers and their first travel destination overseas is the USA (making it the #1 nationality of foreign tourists to the USA at 25%).
- Such a large number of Germans visit Florida that the state of Florida publishes at least 2 travel magazines in German: *Florida Journal* and *Florida Sun Magazin*.
- Germans are #2 with Internet presence.
- There are over 8 million Internet domains with .de, which is only second to the extension .com. German domain names are more popular than .net, .org, and .info extensions.
- Many colleges and universities recommend or require the study of German for students interested in: Anatomy, Architecture, Astronomy, Astrophysics, Art History, Biochemistry, Biology, Botany, Chemistry, Comparative Literature, Dramatic Art, Film Studies, Genetics, History, International Business, Linguistics, Logic & Methodology of Science, Mathematics, Music, Near Eastern Studies, Philosophy, Physical Science, Physics, Physiology, Political Science, Religious Studies, Telecommunications, and Zoology – to name a **few**.
- German is the 2<sup>nd</sup> most commonly used scientific language.
- Almost 1 out of every 5 books in the world are published in German.
- German is the 3<sup>rd</sup> largest language market for new published books.
- German is the 2<sup>nd</sup> most commonly used language for scholarly publications in the world.
- Over 2,000 scholarships and grants are awarded to US students each year to help them study abroad in Germany.
- Germany financially supports over 60,000 international exchanges each year.
- German immigrants are responsible for thousands of mainstay products and cultural characteristics in the USA. These include Levi's jeans, ketchup, the Christmas tree, kindergarten, hotdogs, hamburgers, Bratwurst, Hershey's chocolate, multiple breweries, and the "American" image of Santa Claus just to name a **few**.

- Foreign language learners, especially those enrolled in German, have stronger language arts skills. Vocabulary skills in English, a better understanding of the English language itself, improved literacy, higher reading achievement as well as enhanced listening skills and memory have been shown to correlate with German language study.

## Spanish

52.2%\*

The 823,000 college students studying Spanish will be dismayed to know that learning the most popular language will yield a very small earnings increase. A study published in 2005 by economists Albert Saiz and Elena Zoido found that bilingual Spanish speakers with several years of work experience earned **only a 1.7% wage premium** over their monolingual peers.

\*Percentage applies to the total number of U.S. undergraduates studying a foreign language.

## French

13.1%

Speaking the language of love may be good for romance, but it's not great for the pocketbook. Bilingual French speakers in the workforce for several years earned only a 2.7% wage premium.

## German

6.0%

There are about 94,260 college students enrolled in German classes, and they can expect their language skills to be worth more than their Spanish- and French-speaking peers. Bilingual German speakers with several years of work experience **earned a 4% wage premium.**