

Why Learn German?

Excerpts taken from the “Go Global...Select German!” brochure published by Goethe-Institut New York in 1999, and from <http://www.goethe.de> in April 2007. Some information may have changed since the original publishing date.

Go Global...Select German!

Learn German and get an edge on the job market

German is your ticket to career advancement, because...

- ✓ Germany is a key business language in the European Union and in the rapidly growing markets of Central and Eastern Europe
- ✓ Germany is America's largest European trading partner: more than 750 major American firms are doing business in Germany
- ✓ 1100 German companies do business in the U.S. and their presence continues to grow
- ✓ More than 25% of all foreign tourists visiting the U.S. come from German-speaking countries, spending more than \$37 billion annually around the world

Look towards the future, explore the past...

- ✓ The German speaking countries are among the most popular destinations for American travelers
- ✓ German is the language of Goethe, Kafka, Mozart, Bach, and Beethoven. Indulge in reading or listening to their works in their original language
- ✓ Foreign language study opens new worlds and fosters understanding among peoples and cultures. While becoming a citizen of the global village, you achieve a more profound understanding of your own culture

Connect with 200 million speakers of German worldwide!

- ✓ German is an official language in seven European countries: Germany, Austria, Liechtenstein, Switzerland, Luxembourg, Belgium, and Italy
- ✓ It is also the native language of a significant portion of the population in many other European countries (France, Poland, Czech Republic, Hungary, Romania, and Russia)
- ✓ German is widely used as a business and scientific language in Europe, Russia, and parts of Asia, and one in ten books is published in German
- ✓ 20 million people in the world are currently learning German as a foreign language

Did you know...?

- ❖ German companies in the U.S. pay German-speaking employees premium salaries
- ❖ Every year, hundreds of American students complete paid internships with German companies in the U.S. and abroad
- ❖ German culture has had a substantial impact on the United States. More Americans (25%) can trace their ancestry to Germany than to any other country. More than 60 million Americans are at least partly of German heritage
- ❖ American history has been shaped by Germans: General Friedrich Wilhelm von Steuben fought for American independence, politician Carl Schurz was an adviser to Abraham Lincoln, Heinrich E. Steinway built high quality pianos, architect Johann August Roebling designed the Brooklyn Bridge, and immigrant Levi Strauss created the ultimate American icon: blue jeans.

