

Press Information

24 August 2007

HCMC Managers Learn to Improve English in the Workplace

Cambridge ESOL to host seminar

Some of the leading Human Resource Managers in Ho Chi Minh City will have the opportunity to learn about assessing and improving their employees' English language skills, at a seminar organised by University of Cambridge ESOL Examinations next week.

The seminar, being held **Friday 31st August** at the **Kimdo-Royal City Hotel** will provide advice on getting the best from your staff by identifying their training needs and discuss how to use training budgets effectively. It is increasingly important for companies in Vietnam to take advantage of the opportunities available in a growing global marketplace. English is the global language of business and more and more companies realise that English language levels can be a key factor in their success. It is essential therefore that a company understand employees language ability and training needs. Cambridge ESOL will show managers how benchmarking can help a company ensure their staffs English language levels are sufficient.

Benchmarking allows a company to accurately assess the English language training requirements of their staff and provide tailored, focused training. Cambridge ESOL has a corporate benchmarking system which allows employers to compare the actual English language standards of individual employees with the level which their job requires. It uses the Cambridge ESOL Business Language Testing Service (BULATS), a language assessment service specifically for the use of companies and organisations. It is used by businesses in over 30 countries for recruitment, training, benchmarking and staff development and is available in English, Spanish, French and German.

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Notes to Editors:**About Cambridge ESOL**

University of Cambridge ESOL Examinations is part of the Cambridge Assessment Group, a not-for-profit organisation and a department of the University of Cambridge. It is part of the Cambridge Assessment group, which is Europe's largest assessment agency. We provide examinations in English language for over 2 million people every year, in more than 130 countries, as well as a range of qualifications for language teachers.

Our examinations are developed on the basis of a long-term process of academic and practical research, to ensure that they are accurate, fair, reliable and relevant, and that they encourage learners to develop the skills they need to use English effectively in the real world.

University of Cambridge ESOL Examinations is a founder member of the Association of Language Testers in Europe and works closely with testing organisations, schools and academics throughout the world to support the development of language testing in theory and practice

Media Enquiries:**Jenny Stopher**

Stopher.j@cambridgeesol.org

Media Relations Officer

Cambridge ESOL Examinations

Tel: +44 1223 552665

www.cambridgeesol.org