

# Why Learn German?



**Enhance your career prospects!** Germany has the largest economy in Europe and the fourth largest in the world. More than 55,000 foreign companies provide EUR 600 billion of direct investment. 700,000 Americans work for German companies in the United States. Knowing German could jumpstart your career with one of the German giants from Allianz Worldwide to Deutsche Telekom and from BMW to SAP.



**Join the world leader in technology, engineering and innovation!** From physics and chemistry to cars and consumer products, Germany is a world leader in innovation, boasting leading universities and research institutes alongside major engineering, IT and manufacturing industries. German is the second most commonly used scientific language in the world. Want to improve your STEM skills? German is your natural choice.



**Strengthen ties!** Germany is one of the United States' closest and strongest allies in Europe, which depends on our shared political, economic and security relationships. German-American exchange programs are among the most vibrant. Knowing German can help you become part of these extensive people-to-people ties and close coordination that takes place across all levels of our government, our economies and our societies.



**Study abroad (for free)!** German universities in most federal states have traditionally been free for German citizens as well as American, Chinese and British students. Learn German, study at a world-class German university and launch your career in the country with one of the world's strongest economies.



**Make more money!** Americans who speak German earn, on average, 4% more than those who don't. That's \$128,000 over the course of a career—big bucks!



**Learn a "relatively easy" new language!** English and German have the same linguistic roots and share many common words, such as "gesundheit" and "frankfurter."



**Converse across Europe!** A lot of people speak German: It is one of the ten most commonly spoken languages in the world, the lingua franca of Central and Eastern Europe, and the most widely-spoken native language in the European Union. Having a basic understanding of German will enable you to speak with people across Germany, Austria, Switzerland, South Tyrol/Italy, Belgium and Liechtenstein.



**Surf a bigger web!** Germany has the second highest number of websites—domains ending in .de—in the world, after those ending in .com. Knowing German opens up an additional 15 million websites and another 100 million people around the world.



**Tap into the tourism industry!** Up until just a few years ago, German tourists spent the most money on globetrotting adventures of all nationalities. Those who speak German can find jobs in the travel, tourism and hospitality industry around the world as they meet, work and guide the millions of German tourists who explore the world annually.



#LivetheLanguage

CONTACT US: (800) 222-4750 | [CLV@cord.edu](mailto:CLV@cord.edu) | [www.ConcordiaLanguageVillages.org](http://www.ConcordiaLanguageVillages.org)