



TOBAGO STUDENTS START YOUR DEGREE TODAY!

Attend a FREE Info Session at Scarborough Library

Sat. Jan 23rd, 2016 - 10 am

Over \$200,000 in Scholarships to be awarded



Make MoneyGram a part of your Carnival



Home

Foreign language competence needed for competitiveness—CLL director



Tweet Log In

UK University Degrees

Study a distance learning course with RDI. Apply online today.

Wesley Gibbings

Published: Monday, December 7, 2015

Director of the UWI-based Centre for Language Learning (CLL), Dr Beverly-Anne Carter is of the view that stronger foreign language competence has the potential to significantly boost competitiveness in the business world.

Speaking with T&T Guardian as planning for January's website Optimisation for International Trade workshop picked up pace, Dr Carter said what was needed in the face of an expanding global business environment was "an all-hands-on deck strategy to boost Trinidad and Tobago's competitiveness."



Director of the Centre for Language Learning (CLL), Dr Beverly-Anne Carter.

"We know of a strategy that has worked and it is

worthwhile adding it to the basket of largely economic strategies which we traditionally apply," she said. She cited the experience of local cosmetics giant, Sacha Cosmetics, as an example of "best practice" in reaching previously untouched markets for T&T products.

"They have totally embraced an outward-looking, not confined to the English-speaking world, approach to doing business," the CLL head said.

January's series of workshops is being run by UK-based Grow Global in collaboration with the CLL. Grow Global managing director, Sarah Carroll, will be flying in to facilitate the event. Carroll is a leading UK expert on the use of Web sites for international business communication.

She is credited with developing UK Trade and Investment's best practice methodology for the international Web site review and international Web optimisation master classes.

CLL will host three workshops on the UWI St Augustine campus on January 13 to 14, in South Trinidad on January 12, and in Tobago on January 15.

• Email lang.comp@sta.uwi.edu for more information.

Business



Previous Article

Ambev wins takeover battle for BHL

Next Article

Magic faces winding-up

IN CASE YOU MISSED IT.

Six officers get collective bail of \$4.5 million



After spending four nights and three days in jail, six police officers were granted a total of \$4.5 million bail

today after appearing before the Chief Magistrate Marcia Ayers-Caesar.

Another night in prison



Even though they were granted bail totalling \$4.5 million yesterday, six police officers attached to the North Eastern

Division Task Force (NEDTF) spent another night at the Maximum Security...

PowerGen celebrates 20 years with SSCL



The Power Generation Company of T&T has downsized but they have decided to keep their commitment with the Secondary

Schools cricket league and this year marks the 20th anniversary of their...

2016: Opportunity to chart a New Course



Kevin Ramnarine

Tuesday 19th January, 2016



The fault is we own...



Ryan Hadeed

So 2016 finds us wondering how we doing?

Will this year bring us one step closer to ruin?

The price of oil may continue to fall.



Powered by Google

Veera quit office afte

Rambach doctrate failed Unf