

# Market steady as attacks rock Spain

## Currency

1xUS\$ =currency\*

Argentinean	Pesos	2.863
Australian	Dollar	1.329
Brazilian	Real	2.918
British	Pound	0.540
Bulgarian	Leva	1.575
Canadian	Dollar	1.331
Chilean	Pesos	611.30
Chinese (PR)	Yuan	8.277
Czech	Koruny	26.77
Danish	Kroner	6.047
Egyptian	Pound	6.189
EU	Euro	0.812
Hong Kong	Dollar	7.794
Hungarian	Forint	203.99
Icelandic	Kronur	71.889
Indonesian	Rupiah	8,583.0
Israeli	New Shekels	4.498
Japanese	Yen	106.58
Maltese	Lira	0.345
Mexican	Peso	10.970
New Zealand	Dollar	1.512
Norwegian	Kroner	6.851
Polish	Zloty	3.817
Russian	Rubles	28.490
Singaporean	Dollar	1.686
Slovakian	Koruny	32.559
South African	Rand	6.548
South Korean	Won	1,159.5
Swedish	Kroner	7.489
Swiss	Franc	1.259
Taiwanese	NT Dollar	33.223
Thai	Baht	39.494
Turkish	Lira	1,318,911.0
Venezuelan	Bolivar	1,918.0

\*Rates are subject to change and should be used as indications only. 23/03/04

## Yes Education Centre bought by Ardmore

THE ARDMORE Group in the UK, which comprises Ardmore Language Schools, See Europe and Passport Language Schools, has purchased another school to add to its group.

The acquisition of the Yes Education Centre in Eastbourne takes the business into the adult teaching domain, and the previous owners of the British Council-accredited school, Bob and Sandra Lewis, will now act as consultants to the Ardmore Group.

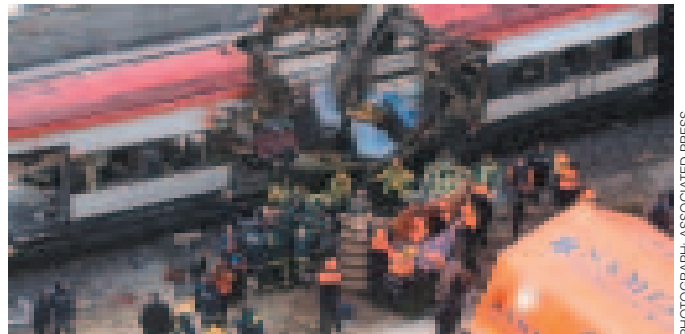
David Walker, Chief Executive of the company, said, "We have worked to create a significant language travel group with good profits, which we plan to grow by acquiring businesses that are in need of investment." □

Two hundred and two people were killed in Madrid after the terrorist attacks brought the city to a standstill in March this year when explosives were placed on trains during the morning rush hour. More than 1,400 people were also injured. The world was shocked at the catastrophe, which was thought to be the work of a splinter group linked to al-Qa'ida.

Almost immediately, nationwide peace rallies were organised to show a united front against terrorism, and two million people attended the rally in Madrid alone. Colleagues in the Spanish language industry said that language students quickly became involved in the rebuilding process.

At Estudio Internacional Sampere, Juan Manuel Sampere said language students wanted to help in whatever way they could. "No student, teacher or member of staff was hurt, thank God," he said. "[Students and teachers] reacted positively, asking 'Where can we give blood? Where can we apply for volunteering? What can we do to help?'"

Speaking after the surprise win by Spain's socialist party in the ensuing national election, Robin Gravina, from OISE Madrid, added, "The desire for peace and unity in Spain is now so



The Madrid bomb blasts have not affected travel patterns, say sources

strong that visitors will feel part of a whole new era. "

Agents reported that immediate travel plans did not seem affected by the events in Spain. Peter Cassalette, Managing Director of the LAL Group, based in Germany, said, "There was a little decline [in travel to Spain] just after the incident, however, we do not think that this was representative for the situation. There were no rebookings or cancellations."

In the USA, Kay Rafool of Language Link added, "We have had no cancellations whatsoever of existing reservations. We have had questions regarding transportation through Madrid, but everyone is still travelling."

UK schools reported that bookings out of Spain seemed

largely unaffected, although Andrew Pritchard, Sales Director of EJO, pointed out that "the Spanish market for summer programmes is traditionally late so one can only speculate". He said one optimistic sign was "we have not seen any decrease in our European homestay groups so far", and added that the adult market was also unaffected.

David Anthonisz at SGV in the UK was in Madrid at the time of the attacks. "When I got back to the UK, there was a short flurry of phone calls from agents asking about cancellation conditions but nothing more," he said. "Bookings have remained steady and agents that I have spoken to inform me that enquiries are at a normal level for the time of year." □

## UK innovation honoured again at "Elton" awards

THE ANNUAL British Council Innovation in English Language Teaching awards, popularly known as the "Eltons", took place earlier this year in London, UK, and honoured a number of organisations that were judged to have produced innovative and groundbreaking products and services in terms of English language teaching (ELT).

The event has grown in size and prestige in its second year, and many faces from the British ELT industry were in attendance to see the awards go to The Macmillan dictionary and multimedia package, based on real English usage; Natural Grammar, by Scott Thornbury – a book tackling grammar based around words



rather than verb forms; and Speechinaction, by Richard Cauldwell – a CD-Rom using up-to-date technology and practical activities to help pronunciation.

Also on the shortlist for an Elton was English [Out There!], a London-based school that uses a concept of teaching English out and about on the streets to make ELT as relevant as possible. Jason West, Managing Director of English [Out There!], said, "Winning

would have been great, but we did really well to get short-listed and get to stand next to the likes of Macmillan, Oxford University Press, The London Institute et al."

Cherry Gough, Deputy Director of English Language Teaching at the British Council, pointed out that "millions of people around the world want to learn English because of the personal and professional opportunities speaking English brings".

She added, "A lot of these people use UK products and services because of their deservedly high reputation for innovation, practicality and quality. Through the Eltons, the British Council celebrates the UK's success in English language teaching." □

### Shane Global Village to separate

LANGUAGE school chain Shane Global Village (SGV) is to separate and re-group as the two entities that it was before the merger two years ago. Shane English Schools and Global Village cited an inability to come to terms for taking the company beyond a marketing alliance as the reason for the decision.

Although the SGV brand name will stand until the end of the year, from April 1, the marketing for SGV schools will be split. Shane retains the London central, London Bromley, Hastings, Cape Town and Auckland centres, while the Global Village chain includes the Vancouver, Toronto, Calgary, Victoria, Hawaii, Sydney and Brisbane schools. Both companies will retain informal ties.

Cam Harvey, President of SGV, said, "A large degree of success was undoubtedly achieved in developing the SGV brand, however the two groups had arrived at a point where further benefits in the relationship could not, unfortunately, be realised." Harvey is in charge of marketing for Global Village, while David Anthonisz is Global Marketing Director for Shane English Schools. □

### UC Berkeley closes down

FROM THIS month, the University of California Berkeley Extension's English Language Program will no longer operate. The 31-year old programme, which was well known among agents because of its established reputation, has been disbanded.

Extension Dean, James Sherwood, said that one reason for the decision was the fact that the programme had ceased to be unique in a world where "such programmes are ubiquitous".

He added, "Twenty years ago, the US was the destination of choice for most international students... Today, we see more and more students choosing other nations, such as the UK, Australia and Canada." □

### Mandarin to be language of future, says report

WHILE English will remain an important global language in the future, its dominance is far from assured, as languages such as Mandarin, Urdu and Spanish will gain importance globally, according to a report by British language expert, David Graddol.

Writing for the journal, *Science*, Graddol has painted a picture of a multilingual world in the future, where native English language speakers will take language learning as seriously as other nations in the world.

"English is likely to remain one of the world's most important languages for the foreseeable future, but its future is more problematic – and complex – than most people appreciate," he said, suggesting that English will be "first among equals" in the future rather than the only key player in terms of global language.

He suggests that Mandarin, for example, is likely to become the "must-learn" language of the next decade.

As of 1995, the Chinese language has been the most widely spoken in the world, and Graddol predicts that by 2050, there will also be more speakers of Hindi/Urdu and Arabic among 15-to-24 year olds than native English speakers of this age. Spanish was almost as significant, he added, explaining that he focused on this age group to give an indication of the future.

English will remain an important second language for many, and fuel generations of multilingual and bilingual speakers, but Graddol warned, "Monolingual speakers of any variety of English – American or British – will experience increasing difficulty in employment and political life, and are likely to become bewildered by many aspects of society and culture around them."

Meanwhile, a Canadian government census has revealed that Mandarin is now the third most used language in Canada, after English and French, according to China's *People's Daily*. □

## Calendar

### Ialc Agents' Workshop

Date: 30 April - 2 May  
Venue: St Petersburg, Russia  
Contact: Jan Capper, Ialc,  
Lombard House  
12/17 Upper Bridge Street  
Canterbury, CT1 2NF, UK  
Tel: +44 1227 769007  
Fax: +44 1227 769014  
Email: info@ialc.org

### The London Education Exchange

Date: 7-8 May  
Venue: London, UK  
Contact: Andreas Marks, ICEF  
Am Hofgarten 9  
Bonn, 53113, Germany  
Tel: +49 228201190  
Fax: +49 2282011944  
Email: a.marks@icef.com

### ICC/ISS Workshop

Date: 13-16 May  
Venue: Nagoya, Osaka, Tokyo, Fukuoka - Japan  
Contact: Tetsuo Otsuka, ICC,  
Sankei BLDG 3F, 1-28-10, Takadanobaba, Shinjuku-ku, Tokyo, 169-0075, Japan  
Tel: +81 3 5272 2330  
Fax: +81 3 5272 2447  
Email: otsuka@iss-ryugaku.co.jp

### The Alpe USA Workshop

Date: 20-22 May  
Venue: Miami, USA  
Contact: Matthew Northover  
Hothouse Media  
11-15 Emerald Street  
London, WC1N 3QL, UK  
Tel: +44 20 7440 4027  
Fax: +44 20 7440 4033  
Email: matthew@hothousemedia.com

### 55th Annual Nafsa Conference

Date: 23-28 May  
Contact: Kathleen Post, Nafsa  
1370 New York Avenue NW,  
Eighth Floor, Washington DC 20005, USA  
Tel: +1 202 737 3699  
Fax: +1 202 737 3657  
Email: kathleenp@nafsa.org

### Asian Student Fair

Date: 25-30 May  
Venue: Karachi/Lahore, Pakistan  
Contact: M S Mirza, IES, Post Box 10503, Saddar, Karachi, Pakistan  
Tel: +92 303 7326602  
Fax: +92 218 131919  
Email: infoedu@cyber.net.pk

### The 13th New Zealand Int. Education Conference

Date: 19-20 August  
Venue: Auckland, New Zealand  
Contact: Education New Zealand  
Level 4, Dalmeir House  
114 The Terrace  
Wellington, New Zealand  
Tel: +64 44720788  
Fax: +64 44712828  
Email: enquiry@educationnz.org.nz

### The Alpe UK Workshop

Date: 27-29 August  
Venue: London, UK  
Contact: Hothouse Media (as above)

### International Languages & Education UK Fair

Date: 31 August - 2 September  
Venue: Brighton, UK  
Contact: Annie Wright, Arels  
56 Buckingham Gate  
London, SW1E 6AG, UK  
Tel: +44 20 78029200

Fax: +44 20 78029201  
Email: annie@arels.org.uk

### Language Parade

Date: 3-5 September  
Venue: Budapest, Hungary  
Contact: LingVisit, PO Box 435,  
Budapest 62, 1395, Hungary  
Tel: +36 12695489  
Fax: +36 13022863  
Email: lingvisit@lingvisit.hu

### 16th Annual Conference of the EAIE

Date: 15-18 September  
Venue: Torino, Italy  
Contact: Janny Van Wijk, EAIE  
PO Box 11189  
Amsterdam GD, 1001  
The Netherlands  
Tel: +31 205 254999  
Fax: +31 205 254998  
Email: eaie@eaie.nl

### International Educational Fair

Date: 21 September  
Venue: Busan, Korea  
Contact: Mansuk Bae, KAMC  
422-30 Jangjeon 3 - Dong  
Geumjeong-Gu, Pusan  
609-840, Korea  
Tel: +82 51517 7340  
Fax: +82 51517 7341  
Email: kamc@korea.com

### VI Fedele Annual Meeting

Date: 30 September - 3 October  
Venue: La Coruña, Spain  
Contact: Astrid Verlot, Fedele, c/o  
CN 340, Km 189,6, Marbella (Málaga), 29600, Spain  
Tel: +34 952 834 782  
Email: info@fedelespain.com

### Expo Estudiante

Date: 23 -30 September  
Venue: Monterrey, Guadalajara, Merida, Mexico City – Mexico  
Date: 2-3 October  
Venue: Panama City, Panama  
Date: 6-7 October  
Venue: Lima, Peru  
Date: 9-12 October  
Venue: Bogota, Cali – Colombia  
Contact: Rupert Merrick, C&S Assoc.  
Alameda Santos, 1470  
Sao Paulo, Brazil  
Tel: +55 112896599  
Fax: +55 112510251  
Email: rupertmerrick@csassociadas.com.br

### Scope on the Globe

Date: 13-16 October  
Venue: Utrecht, Netherlands  
Contact: Janine Bekker, Aromedia  
Postbus 58202  
Amsterdam, 1040, Netherlands  
Tel: +31 206 646127  
Fax: +31 206 646168  
Email: scope@aromedia.nl

### International Education Fairs of Turkey

Date: 20-24 October  
Venue: Ankara, Izmir, Istanbul – Turkey  
Contact: Global Visions Education  
Recepca Cad., Imren Apt  
No:15/6, Kat:1, Istanbul  
34437, Turkey  
Tel: +90 212 361 6825  
Fax: +90 212 361 0538  
Email: info@eft.net

### The Alpe China Workshop

Date: 21-23 October  
Venue: Shanghai, China  
Contact: Hothouse Media (as above)

### The Alpe Asia Workshop

Date: 25-27 October  
Venue: Phuket, Thailand  
Contact: Hothouse Media (as above)