

Introduction:

EMPORT is a project financed by European Commission and focused on improving the employability of European citizens and enhancing competitiveness of companies, by means of language and cultural competences acquisition in Portuguese language and Culture.

The course will include the expressions and pronunciation used not only in Portugal, but also in Brazil and other Portuguese speaking countries.

A totally interactive approach will be used, including the most up to day multimedia resources (animations, games, video, drawings...) in order to facilitate the learning process, being built with an interactive approach.



www.learningportuguese.eu

EMPORT target group are:

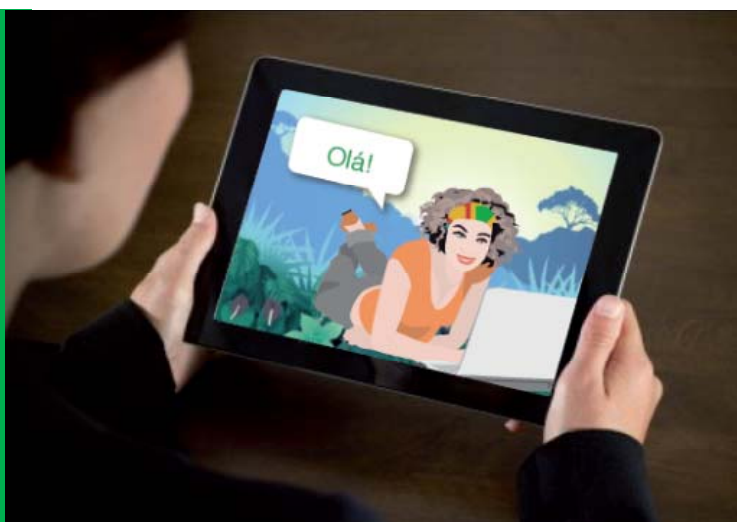
Companies' staff interested in learning Portuguese for better performance in their work.

Adults following courses in different type of organisations, willing to improve their language skills for personal or professional improvement.

University and VET students, mainly those following courses in business related professional areas.

Summary:

1. Key conclusion of the research
2. Latest news
3. Next activities
4. Events
5. Consortium



Key findings from the Needs Analysis

The first phase of the project was to identify, collect and analyse the **available multimedia courses and other language opportunities for Portuguese languages**. The selection was made in accordance with the aims and interest of the project. For this purpose, interactive English courses were also selected in order to analyze the approach to learning a new language. The report of the results is based on four highlighted courses from more than 90 different resources.

The main **key conclusions** are described below:

- The course has to be based on real-life situations or dialogues that presented different aspects of the business traveller's life and that were specifically oriented to the Portuguese-speaking world.
- It should be based on the following matters: interactivity, interoperability, not creating closed options, users can collaborate, inclusion of cultural information in each unit, non-verbal language, inclusion of videos/flashcards/animations, communicative approach in business Portuguese.
- Regarding the tool's appearance, it will be based on the following issues: web gateway and app; downloadable contents to work offline and individual profile with choices from the beginning.

A second study was made to identify the **needs regarding language and cultural competence of staff from companies dealing with Brazil or other Portuguese speaking countries**.

The **key conclusions** are described below:

- Relations with Portuguese speaking countries: **Portugal, Brazil** and **Angola** are the main countries where the companies sampled have relation.
- Type of organizations: most of the companies deal with **all type of stakeholders**, mainly clients, suppliers and partners.
- Frequency of contact. In **Spain** and **Portugal** the companies contact with these countries mainly **one or more times per month**. However, in **Germany** the contacts are **less than once per quarter**.
- Current knowledge of Portuguese language. The level of Portuguese language skills is higher in Spain than in Germany, and it is **particularly high in the Commercial department**.
- Learning Portuguese language and/or Portuguese Brazilian culture. For all the countries **speaking and understanding Portuguese is considered important in general**, but it is particularly important for the Commercial department, and next for the Administration department.
- Methods and materials for the learning of Portuguese language: **On-line training** is the more popular learning method.

A complete report about the results is available in www.learningportuguese.eu

LATEST NEWS

- **Economic potential of the Portuguese language worths 17% of GDP.**
A new research measures the weight of the language of Camões in the GDP and highlight its economic potential. Portuguese speakers now represent 3.66% of world population.
Source: http://www.jn.pt/PaginalNicial/Sociedade/Interior.aspx?content_id=2470633
- **New Center for Portuguese Camões IP opens in Georgia**
The Camões Institute for Cooperation and Language IP opened last March, a new Portuguese Language Centre (CLP). The new institute is Ivane Javakhishvili State University of Tbilisi, Georgia.
Source: <https://www.instituto-camoes.pt/comunicacao/notas-de-imprensa/centro-de-lingua-portuguesa-abre-na-georgia>

Project Events – Meet us!

Meet us face-to-face in the following events:

EDEN Annual Conference – From Education to Employment and Meaningful Work with ICTs
10-13 June 2014, Zagreb
http://www.eden-online.org/2014_zagreb.html

EDEN Research Workshop - Challenges for research into Open & Distance Learning: Doing Things Better: Doing Better Things
27-28 October 2014, Oxford
http://www.eden-online.org/2014_oxford.html

EUROROC workshop - Workforce and Portuguese: Emport presentation
21 April 2014, Berlin
More info: Office@euroroc.net

SICRE Piedra Fair – Euroroc Stand
7-9 May 2014, Madrid
http://www.ifema.es/sicre_01/



Next activities

Our activities in the following period (April 2014 – October 2014) will include:

- Launching of the EMPORT multimedia language course.
- Piloting the first five units of the course. The implementation will be done among the different target groups (companies, university students and VET students).
- International Seminar and other face-to-face events to promote the Multimedia Language Portuguese Course.

Note: In case you are interested in joining the piloting (starting from April 2014), or in other EMPORT activities, please contact us at: info@learningportuguese.eu

EMPORT CONSORTIUM:

Promoter



Galician Regional Government
Ministry of Education – Spain
www.edu.xunta.es

Management Coordinator



Asesoramiento, Tecnología e Investigación, SL - Spain
www.atinservices.com

Partners



European Distance and E-Learning Network - UK
www.eden-online.org



Universita Degli Studi di Roma "Tor Vergata" - IT
<http://web.uniroma2.it/home-en.php>



Universidade Lusófona de Humanidades e Tecnologias - PT
www.ulusofona.pt



Magensinus, Empresa Promotora de Serviços de Ensino – PT
www.magestil.pt



European&International Federation of Natural Stone Industries – DE
www.euroroc.net



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