

Partners

The project aims to bring together the expertise and resources of 4 organisations on either side of the Channel for the mutual support of the regions' business communities. Partners in the project have a knowledge of the companies they support and are experienced language & culture trainers. The project is led by RLN East, partnered in Brittany with ADIT, the Agence de Développement Industriel du Trégor and UCO, the Université Catholique de Ouest-Bretagne and with Dialogue Language Services in Norfolk.

Mieux se connaître
et mieux se comprendre



Dialogue Language Services



CONTACT US

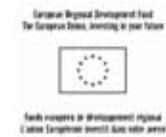
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THE MISCO² PROJECT

www.misco-project.eu



INTRODUCTION

The Misco² project is a pilot project which helps companies in England & France gain an improved understanding of each other's language & culture. It is funded by the European Union's Territorial Cooperation Interreg programme, with main activity running from Sept 2009 to June 2010.



BENEFITS



A knowledge of a customer's language shows commitment to a business relationship, enables companies to reach a wider customer base, and builds more effective communications with existing or potential customers. A knowledge of a customer's culture helps both with understanding behaviour and adapting marketing material.

The project will conduct a brief survey of the French language & culture needs of selected businesses in the East of England and West Brittany in France. It shall initially target the sectors which are common to both regions, namely life sciences, agrifood production, ICT and electronics.

WORKSHOPS



Companies will be offered the opportunity to take part in a series of half-day workshops focused on aspects of French business culture and shall have the opportunity to improve their English or French language skills through one of 4 planned groups (2 in England and 2 in France) of language training. Each group shall have up to 36hrs of language training and shall be tailored where possible to the needs of the businesses involved.

Companies wishing to participate in the project are welcome to contact their local project manager (see 'Contact us').

RESOURCES



A range of language & culture training material is provided by the project. These are available for download free of charge from the project website. These can be used in language or culture training courses across Brittany and the East of England.