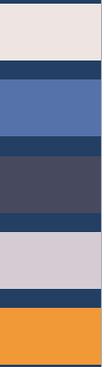




2015  
Forum

French for business in Africa  
Le français langue de l'emploi en Afrique





**basic education**

Department:  
Basic Education  
REPUBLIC OF SOUTH AFRICA



**international relations  
& cooperation**

Department:  
International Relations and Cooperation  
REPUBLIC OF SOUTH AFRICA





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## Her Excellency Mrs Elisabeth Barbier, Ambassador of France in South Africa

*Her Excellency Ms. Elisabeth Barbier, Ambassador of France in South Africa  
In Johannesburg and Cape Town*

*The Deputy Director-General of the Department of Basic Education in South Africa,*

*The French Consul in Johannesburg,*

*Mr Gallissot, Head of the department of French Language and Education of the Ministry of Foreign Affairs and International Development,*

*Ladies and Gentlemen, representatives of South African institutions and French and International French-speaking operators,*

*Ladies and Gentlemen, the representatives of the embassies of French-speaking countries,*

*Ladies and Gentlemen, the heads and representatives of enterprises,*

*Ladies and Gentlemen, the representatives of the research, education and training sector,*

I am very pleased to be able to welcome you here today to this important event organised by the French Embassy within the framework of its cooperation with South Africa for the French language. I would first of all like to thank the South African Departments which are represented here:

- the Department of International Relations and Cooperation, with which we have shared our French education partnership for the last 11 years and which is growing in strength every year.
- the Basic Education Department, with which we wish to reinforce our links for a stronger integration of the French language into schools, in particular public schools.

I would also like to thank our partners for the organisation of this event, the Business France Agency and the Franco-South African Chamber of Commerce and Industry, as well as the French and international operators for Francophony, who all responded favourably to our invitation: the French Language and Education mission of the Department of Foreign Affairs and International Development, the Chamber of Commerce and Industry of Paris / île de France, the French Institute, the International Centre of Educational Studies, the Alliance Française Foundation, the International Organisation of Francophony and the Francophone University Agency.

The aim of this forum, which will be laid out in the same manner tomorrow and the following day in Durban and in Cape Town, is to debate on the role of French as a working language - for professional use - in South Africa, in particular in its economic exchanges with the non French-speaking countries of Africa and the rest of the world. Without being too technical, allow me to indicate some data which illustrate the reality of these exchanges.

Between 2000 and 2014, the value of exchanges between South Africa and French-speaking Africa has multiplied by 6.4 the equivalent of nearly double the growth of South Africa's world trade during the same period. More precisely, its exports and its imports with the French-speaking area have multiplied respectively by 5.7 and 9.9. Even if the rank of French-speaking countries in the South African trade has not yet reached the same level as the one of the English-speaking African countries, these numbers are proof that South Africa is turning more and more towards this part of Africa, where many countries are growing steadily.

This forum will also put forward the importance of exchanges between France and South Africa. We refer to figures which show the vitality of these exchanges. In 2014, France was the 12th largest supplier for

South Africa, and South Africa was ranked 13 with regard to the French trade surpluses. Furthermore, more than 300 French businesses (of which almost all are part of the CAC 40) are represented in South Africa. Many are present here today and a number of them are developing relations with French-speaking African countries.

It is clear that these exchanges, with France as well as with French-speaking African countries, will continue to grow. Many experts are saying this, and the master of ceremonies of this forum, Mr. Kgomoeswana, who has travelled around Africa for over 15 years, will not contradict me, of that I am sure.

Mastering the language and the culture (or languages and cultures) of a country with which one develops economic exchanges represents an evident added value in the negotiation processes. The aim of this forum is nevertheless to go beyond all this evidence, and to show, through concrete and precise examples, the manner in which this expertise influences the exchanges.

However, in a world in crisis, where employment has become the main concern of politics worldwide; and the youth's choice of studies is becoming more and more pragmatic, learning a foreign language may seem to be of secondary importance. The language departments of many universities have, let it be clear, difficulties in maintaining their workforce and preserving their professors' positions. We hope that this forum will show that the choice of French allows not only an opening to the world and to a whole part of Africa located a few hours away by plane from South Africa, but that this choice is also a judicious choice from a professional point of view.

France (through different operators) and multilateral organisations such as the AUF and OIF have developed for a few years an offer, which is more and more sophisticated in terms of French for professional use. This forum will give us the opportunity to familiarise you with this offer and to respond to the businesses' concrete demands in terms of training, but also to allow universities, training establishments, even schools, to reflect on the creation or strengthening of curricula or modules of business French.

You have come in large numbers, which I take as a sign of great interest in the matter, and you can therefore be sure that this type of event will not be the only one, but rather that it will be repeated in the long-term and will allow the relationship established today to develop, for the benefit of the South African youth and for our agreement.

I wish you an excellent forum.

I thank you for your attention.



Her Excellency Mrs. Elisabeth Barbier, Ambassador of France and Mr. Mathanzima Mweli, Deputy Director-General of the Department of Basic Education in South Africa

## The commercial exchanges between French-speaking countries and South Africa: a report

Henri de VILLENEUVE, Representative of the MEDEF in Southern Africa

The rupture between English-speaking Africa and French-speaking Africa is a legacy of History. The Berlin Treaty separated Africa into two universes: the one centred on London and the other one on Paris and they have had difficulties communicating despite an "African Unity" front.

The colonial powers have slowly but surely disengaged from the development process of their previous colonies, and in particular following the fall of the Berlin Wall, and it is finally only after adjustment periods and the post-independence convulsions that growth has resumed in Africa. The progressive growth of intra-African trade as well as the arrival of new partners is therefore recent, and two powers have emerged today: Nigeria and South Africa.

Whereas Nigeria focuses on internal growth, South Africa follows a growth progressively centred towards the continent. This expansion has a tendency to turn towards the anglophone countries : Nigeria, Ghana, Kenya. Nevertheless it seems that the first limits have already been reached, considering the actual limited capacities of absorption of this area : infrastructure, energies, etc.

Francophone Africa now represents the "new border".

Francophone Africa now represents the "new border". As French investors are scarce, there are therefore opportunities to be seized, in different fields such as banks, telephones, mines, agro-business, Information Technology, infrastructure, energies, etc.

Nevertheless, there are certain restraints to this "unlocking" towards francophone African countries

owing to the negative perception that South Africans have regarding France's role in these countries (exercise of control, protection of a sphere of privileged interest, etc.).. Two other main problems are still encountered: Common Law in opposition to Civil Law and to a lesser extent language (as there are already francophone skills in South Africa).

In conclusion, there is therefore space for growth in terms of Franco-South-African economic cooperation. So long as cultural barriers are overcome.

*Speech delivered in Johannesburg*

The Value of Trade between South Africa, KZN, and Francophone Countries

Importing countries	Rand value
<b>Democratic Republic of Congo (DRC)</b>	12 335 328 131
<b>Ghana</b>	3 680 080 295
<b>Algérie</b>	3 584 532 496
<b>Mauritius</b>	2 709 772 461
<b>Madagascar</b>	1 536 741 186
<b>Congo</b>	918 061 291
<b>Mali</b>	896 646 189
<b>Ivory Coast</b>	885 977 882
<b>Senegal</b>	879 354 382
<b>Cameroon</b>	633 231 019

Exports from South Africa  
Top 10 Export Markets 2013  
(www.easydata.co.za)

Importing Countries	Rand value
<b>Algeria</b>	3 196 148 916
<b>Democratic Republic of Congo</b>	887 410 921
<b>Mauritius</b>	394 955 756
<b>Madagascar</b>	386 727 643
<b>Congo</b>	918 061 291
<b>Republic of Seychelles</b>	176 705 888
<b>Cameroon</b>	154 864 404
<b>Congo</b>	131 027 269
<b>Rwanda</b>	126 534 214
<b>Tunisia</b>	94 902 737

Exports from KZN  
Top 10 Export Markets  
(www.easydata.co.za)

Country importing from	Rand value
<b>Equatorial Guinea</b>	2 684 351 605
<b>Mauritius</b>	2 078 327 265
<b>Gabon</b>	1 283 190 275
<b>Madagascar</b>	1 018 179 915
<b>Tunisia</b>	255 617 905
<b>Marocco</b>	239 610 535
<b>Ivory Coast</b>	211 562 157
<b>Democratic republic of Congo</b>	100 161 822
<b>Algeria</b>	41 771 292
<b>Benin</b>	41 334 061

Imports into South Africa  
Top 10 Countries Imported  
From (www.easydata.co.za)

Country importing from	Rand value
<b>Madagascar</b>	281 483 154
<b>Mauritius</b>	244 823 425
<b>Tunisia</b>	147 106 994
<b>Ivory Coast</b>	19 071 962
<b>Democratic Republic of Congo</b>	10 279 257
<b>Cameroon</b>	5 162 985
<b>Benin</b>	4 174 429
<b>Comoros</b>	4 020 965
<b>Djibouti</b>	2 025 190
<b>Gabon</b>	1 848 136

Imports into KZN  
Top 10 Countries Imported From  
(www.easydata.co.za)

# The community of African and French economic stakeholders to foster mutual growth

Yves Justice DJIMI, Representative of AfricaFrance Foundation in South Africa

South Africa operates in a complex environment. Through its singular history, this country has been in quasi autarchy until a fairly recent period.

The learning of languages in this country is a sensitive political topic. Indeed, eleven languages are officially recognized since the end of Apartheid, and learning the local languages is promoted in order to guarantee their equality and tighten the ties of the South African ethnic communities. Therefore, a high school student will learn two of these languages before being able to choose a foreign language.

South Africa naturally turns towards countries that share English, and is geographically surrounded by English-speaking countries or countries that have made English their lingua franca. This partly explains why the South African education system is not oriented towards the French-speaking world. Added to this there is a rather negative perception of French-speaking sub-Saharan Africa: for South Africa, French-speaking Africa presents a number of challenges. Firstly, the French language, which is the main language of employment and also represents a certain way of doing business: the economic culture of French-speaking Africa is perceived as bureaucratic and not entrepreneurial enough. French-speaking markets are generally considered as not being mature enough, with a slow emergence of the middle class. The judicial system is also an obvious hindrance: it is a complex field, which can be a great source of misunderstandings, with the opposition of Civil law and Common law.

But this perception does not integrate the reality and progress made. These differences which are at first glance negative, rather unknown and arouse suspicion, are in fact the result of progress or otherwise opportunities which are offered to foreign markets. Thus, in French-speaking Africa there is a market integrated and unified by law (OHADA) and the currency (CFA) which clarifies transactions but needs to be understood before any business takes place. The market is less competitive as it is less developed, despite the strong potential for economic and demographic growth. To encourage foreign investors, a certain number of agencies have been created for the promotion of Investment, such as Apixau Senegal or Cepici in Ivory Coast. The World Bank report on Burkina is also a precious tool.

As stated above, the market that French-speaking Africa represents is a market with a strong growth in comparison with Europe, the United-States or BRICS. It is a market where South Africa has a comparative advantage, with a recognised industry and expertise. Furthermore there would be direct and indirect benefits: indeed, a more prosperous Africa is synonymous with the strengthening of the South African economy, and this will have an influence on the perception of Africa by the rest of the world. A few South African companies have already shown achievements (MTN, SAB Miller, Steinhoff Group, Groupe Minier, SLK).

A dynamic and enduring movement of trade between French-speaking sub-Saharan Africa and South Africa can be created. In order for this to happen, it is necessary to create the required conditions to initiate and maintain these exchanges. To ensure a greater opening up to the French-speaking world in Africa and elsewhere, the French and French-speaking companies in South Africa (luxury, agro, fashion, vehicles, etc.) must invest (French market shares in South Africa only amount to 2.8%).

French-speaking companies must defend French as the working language in partnership with the French Institute, following the example of Nissan in Japan, of Carrefour in the Czech Republic, or Air France in Romania), as this allows the business to maintain its culture and communicate more efficiently.

On the other hand, South Africa must open up to French-speaking education (bilingual nursery school, French education, academic exchanges with French-speaking institutions and professional exchanges in the field of research) and to the French-speaking culture through the use of French-speaking media.

It is also necessary to improve the business environment, strengthen integration in French-speaking Africa (OHADA/OAPI and CFA), and institutionalise the links between the stakeholders.

*Speech delivered in Cape Town*

# Economic dimension of Francophonie

**Laurent GALLISSOT**, Head of the French Language and Education Department at the French Ministry of Foreign Affairs and International Development

I am delighted to be with you this morning for the first event dedicated to French language of employment in Africa. I thank the South African authorities and the Ambassador of France in South Africa for allowing this unprecedented encounter between economic leaders and educational authorities, the common agenda being the growth of exchanges between South Africa and French-speaking countries, focusing on vocational French teaching.

The first interventions have shown that there is significant potential for an increase in exchanges between South Africa and the French-speaking world. The perspective of South African and French businesses is an interesting foretaste. It underlines the crucial - and non-substitutable role of human capital in economic policy. The training policy is the common denominator of this day.

This speech aims to explain the notion of French-speaking economics and to present the main areas of intervention of France in order to promote the economic aspect of Francophonie.

What are the assets of Francophonie with regard to the development of business space? Do the South African businesses and institutions have an interest, and if so what interest, in using French? Which strategies should be prioritised in a French-speaking economy?

## **The macro-economic weight of French**

The first area of analysis concerning the economic aspect of the Francophonie consists of evaluating the impact of French language on business life. The Ministry of Foreign Affairs, alongside the International Organisation of Francophonie, as well as associations such as "Actions to promote business French" (AFPA) wanted to use reliable data to facilitate the analysis and measurement of the role and importance of the proximity of francophone linguistics, and to estimate its economic weight in the global economy.

The Foundation for Studies and Research on International Development (FERDI) has in particular carried out work between 2011 and 2013 on the "economic weight of the French language in the world". The study shows that the Francophone space carries significant weight in the global economy, that to be part of it gives tangible benefits in terms of wealth and employment, that these

benefits will increase in future due to the growing potential of the francophone space, in particular in Africa.

To promote the Francophonie in a sustainable manner in the international economic world clearly implies that the different players dedicate to French a trade value and show an interest in it, an interest that can be measured in market shares, jobs gained, students trained, in committed economic sectors.

## **The use value of French**

For employees, on the one hand, the knowledge of a foreign language represents an added asset for the job seekers' employability, and implies a job which is more gratifying or with a better remuneration. If French is the second most studied language in the world, it is becoming increasingly so, for professional purposes.

For businesses, on the other hand, if French companies have long adopted an ambivalent position regarding the use of French in the non French-speaking countries, new business linguistic policies now promote language skills in order to foster competitiveness on increasingly competitive markets, and to promote a less discriminatory work environment.

Finally, for administrations, it is without a doubt the sector in which the demand for business French is developing the most rapidly. In the francophone space, mastering French comforts the common normative and legal framework. For the non French-speaking administrations, learning French determines the relations and partnerships that they may develop with their counterparts from French-speaking countries.

Therefore, the value of French "is assessed" according to the purposes assigned to it. In order to study in detail the economic aspect of the Francophonie, the weight of the French Foreign Language network (FLE) in national economies (direct and indirect employment, income generated, etc.), as well as its main drivers, should be studied. The Ministry of Foreign Affairs is currently working on the tourism theme, which is an integral part of the French strategy in terms of Francophonie.

### Strategic guidelines

Political priority, economic Francophony must not only be considered from the businesses' point of view alone, as the demand in business French emanating from the administrations is steadily increasing in Africa, and not solely from the perspective of education. It must not be approached as a Franco-French nor as, and this is the exact purpose of this forum, a Franco-francophone topic.

A progressive affirmation of French-speaking economics comes to light.

A progressive affirmation of French-speaking economics comes to light. The constitution of the Francophony policy did not define the guidelines within the economic field (nor lead to the creation of the "Commonwealth in a French manner" so wished for by Senghor). The Hanoi Francophony Summit in 1997 witnessed an increasingly rapid awareness of the importance of economics alongside language, culture and individual human rights. A number of international encounters (for instance: Quebec in 2008 and 2012) have marked the entry of the private francophone sector in the projects carried out to build an economically efficient francophone space, which in turn will generate wealth and employment opportunities, in particular for the youth.

The XV Summit of Francophony (Dakar, 29th-30th of November 2014) adopts an economic strategy consisting of 2 areas of intervention: to promote an economy centred on Mankind and his development, to reinforce the economic francophone space in order to turn it into a privileged space of trade and cooperation. This strategy aims to create new perspectives regarding business (vocational training, entrepreneurship, strengthening of regulations).

France plays a key role in affirming Francophony's economic policy. The French strategy emphasises the enhancement of potentialities induced by Francophony on the countries' growth, far beyond the borders of francophone countries.

### Four crucial guidelines of intervention

1/ to promote the learning process of economic French in the foreign educational systems, with the support of the network of the French Institutes and Alliances Françaises; to develop francophone networks within the foreign institutions of excellence and French courses in the vocational curricula.

2/ to strengthen trade and training in the francophone environment. and to offer linguistic/cultural careers to students following training in English;

3/ to encourage the major French groups worldwide to prioritise French in their training policy and to support their employees' vocational training.

4/ to ensure that the students trained in South Africa in the French Schools and within the curriculum encompassing an enhanced French education may pursue their studies in France and/or in French in a beneficial vocational context.

This strategy is applied depending on the sectors which contribute to the country's economy, and in terms of initiatives on which it seems possible to act (education, legal standards, industrial policies, networks).

### A number of approaches may be favoured:

Firstly, the adoption of a regional approach is necessary, considering the political role granted to French in Africa, official language and language of employment of the African Union and of the South African Development Community (SADC). This approach allows the member states of the same political and economical organisation to develop common approaches and strategies to enhance multilingualism within their institutions.

An approach by sectors and professions must also be adopted, in order to be able to adapt the teaching of French language to the different professional contexts, and to propose gateways with vocational, technological and university training in francophone countries.

A pragmatic approach, through encounters like this one, must also be developed. As economic Francophony is a relatively recent term, a fortiori in South Africa, where there is no "francophone reflex", any teaching strategy for vocational French must first raise awareness and support businesses, administrations and training structures in the formalisation of their linguistic needs.

An approach by sectors and professions must also be adopted, in order to be able to adapt the teaching of French language to the different professional contexts, and to propose gateways with vocational, technological and university training in francophone countries.

The development of a way of thinking and strategy common to the different players is crucial. Vocational French is without a doubt the sector of French foreign language which develops the most and continually, having to adapt to new needs, highly-sought-after skilled professions and new types of audience. If this reactivity represents a precious asset in the economic world, it must not be

carried out to the detriment of coherence: a French content on vocational purposes implies adequate training of the teacher and must result in a valid certification on the South African labour market. This purpose requires the adoption of a global approach, in cooperation with the recruiting enterprises, technical ministries, training centres and French operators.

[...] the adoption of a global approach, in cooperation with the recruiting enterprises, technical ministries, training centres and French operators.

I would like to emphasise here the central and simplified role played by the French Cultural Service of the French Embassy in South Africa in the field of vocational French. Main spokesperson for enterprises and other private or public bodies, capable of analysing the needs and responding with the network of Alliances Françaises and partners (CCIP, CIEP, language centres, universities), it is able to capitalise the training

experiences carried out over several years, for example, within the public service, and to propose enhancing partnerships supported by local training organisations.

To conclude, I wish to welcome the extremely pragmatic approaches implemented by the Ministry of Higher Education and of vocational training and the universities for integrating the linguistic aspect into national vocational training programmes, in order to better adapt the training offer to the needs of businesses at a reasonable cost and to strengthen the dynamics between South African and francophone players resulting from business and education.

As a representative of the Ministry of Foreign Affairs and International Development, I sincerely hope that our partnership remains rigorous - that it may be a pledge to quality and development for institutions wishing to develop French education - that it will ensure the long-term integration of French in South Africa's vocational education and that it favours the professional integration of young graduates on the African labour market.

*Speech delivered in Johannesburg and Durban*

# Language and cultural awareness for more effective business transactions

Amelia MULLER, Head Resourcing, Standard Bank

Willie Brandt, former Chancellor of West Germany, once said: *“If I am selling to you, I speak your language. When I am buying, dann müssen Sie Deutsch sprechen”*

This quote is a great example of how language influences the quality of all types of business relations. In an increasing global economy, cross border transactions, or even local transactions with multinational organisations highlight the need to understand the impact and importance of language and culture during exchanges. Work forces are becoming more diverse, and you may be concluding a deal in Kenya, with a key stakeholder who is French or South African – the first principle to take into account is to avoid stereotyping, and confining your counterpart to a pre-defined role during initial contact. Understanding fundamental local cultural nuances is important and today the most important skill to have is the ability to evaluate and observe the dynamics in the moment, and responding appropriately. It is essential to know how to combine a communication skill with more humane and cultural intuition.

Katie Allan, a journalist of the Guardian newspaper recently noted: “English is not the language of the successful British Exporter”. She added that the British Population's reluctance to learn other languages is not just arrogant, it is actually holding back the UK's economy. The British Council is looking at the top foreign languages that may be the most important to Britain's prosperity over the next 20 years – these languages include Spanish, Arabic, French, Mandarin and German. Mandarin and Arabic are spoken by about 1% of the local population. French is at least at 15%. In 2012 a survey carried out by the British Chamber of Commerce revealed that 61% of non-exporters that were contemplating international trade, considered language as a potential barrier.

African continent is one of the most diverse continents on the planet when it comes to language – not only the local African languages that are spoken, but also the French and Portuguese influences, add to the complexity of doing business in Africa. With our close ties in terms of Chinese Economic Trade, even Mandarin is becoming a key business requirement in multinational public sector transactions. Keeping in mind that language is

socially constructed and therefore embedded in culture, you cannot just use Google Translate, or only rely on a translator to truly form meaningful and productive partnerships – taking the time to understand the country's dynamics, but more importantly the key role players in your stakeholder map is key. This may require more time with the various partners and co-creating the path of negotiations and trade with your clients (how you will engage, what the agenda will be, who will be playing which role).

Let me bring this complex linguistic scenario closer to the African continent – there are more than 2000 languages or dialects with languages such as English, French, Arabic and Spanish featuring strongly. Swahili also plays a major role as the dominant language in some countries – so although English remains the common business language, the nuances of successful business require some sort of understanding of local dialects. Then again, Forbes Magazine's Pascal-Emmanuel Gobry tipped French to possibly be of greater influence in future – some analysts project that French will be spoken by 750 million people by 2050, with dominance in Africa. In his opinion Mandarin will also play a very important role over the next 40 years.

To illustrate my point, allow me to provide a few examples of our company's experience in some of the countries in which we have worked.

In Mozambique, most local companies operate in Portuguese. However, recently some companies accept English as the means of communication. Nevertheless, most of our workforce operates in Portuguese, thus all our training material, recruitment processes, policies, values, etc. must be translated into Portuguese. Machine translation does not work as you get different dialects of the language; the Portuguese spoken in Mozambique and Angola is not the same and cannot be translated in the same manner.

We have vast Chinese populations in many of our markets and need to provide them with banking solutions. If you do not have the right skill in your organisation to deal with Chinese businesses, the competitor who has will get the business. Chinese companies and culture are vastly different to the

way in which we operate and we find it is critical to appoint staff (Relationship Managers) who are mainland Chinese Mandarin speakers that give us the edge. The reason being that they know the culture and how these businesses operate (for example, their credit processes do not comply with the more Western acceptable norms). Since we made these appointments (even where they are not mainland Chinese, but for example born in Ghana), the fact that they can relate and talk to clients in their own language gives us the licence to do business and we see a massive increase in revenue.

West Africa is French speaking and I experienced the same challenge in Ivory Coast as in Mozambique. When we did our due diligence to open a Representative Office, it was clear that we needed an interpreter to support us with communications: schooling, law, etc. is in French, making it difficult to operate if you are not French speaking. At senior management levels, English is spoken but it became clear that we needed to have a French speaking team to manage the business as the social networks, formal and business culture were French dominated. It makes it life easier and in order to penetrate these social circles and networks effectively, you need the language.

The bottom line is that if you operate in Africa, you need staff that can learn more than one language. Clients require technical skills, but the real added value is when the competent banker can do it in its clients' home language.

Lastly, attitudes towards business, the way in which it is run, and views on management styles vary greatly in different cultures. Geert Hofstede, a Dutch anthropologist who specialises in assessing

Clients require technical skills, but the real added value is when the competent banker can do it in its clients' home language.

cultures, conducted a study of IBM employees in more than 70 countries in which he was able to identify key sources of cultural differences. One of the most important was "power distance" or "the extent to which individuals accept a hierarchy of power and what they expect of it."

Another factor is an individual's comfort with uncertainty or ambiguity, or the need to appear competent and save face. Only considering these two factors, could greatly influence how you assemble your sales or negotiations team in a difficult transaction. If we bring this closer to Africa, the diversity within our countries is a key feature, with South Africa as a real example for me, creating the magic but also the complexity of doing business in Africa – so once again, stereotyping a total country, would be a serious mistake as various culturally diverse groupings can all converge within one organisation.

The power of diversity in creating a world with a more agile economy, and offering greater, more sustainable solutions is well documented – which should be motivation enough, to truly immerse ourselves in understanding the cultures and languages of the countries, companies, and individuals we are dealing with.

*Speech delivered in Johannesburg*

# The role of the French language in infrastructure projects

Laetitia HABCHI, Head of the Africa Infrastructures desk, NEPAD Business Foundation

The report by the economist Jacques Attali, on "Francophony and Francophilia, engines of sustainable growth" submitted to the President of the Republic in 2014, underlines the fact that infrastructure on the African continent is underdeveloped in comparison with emerging countries of other continents (BRIC in particular). For illustrative purposes, Africa has a road density of 8 km on a ground surface of 1 000 km<sup>2</sup> compared to 38 km of roads on a ground surface of 1 000 km<sup>2</sup> in the BRICs. Moreover, the density in terms of railways is 3.2 km lines for 1 000 km<sup>2</sup>, compared to 7.4 km for 1 000 km<sup>2</sup> on average in the BRICs.

✦ According to a McKinsey study, the infrastructure investment requirements should reach 118 billion dollars per year in the coming years. If Francophony expands itself, it will be an incredible asset for the francophone businesses in this sector.

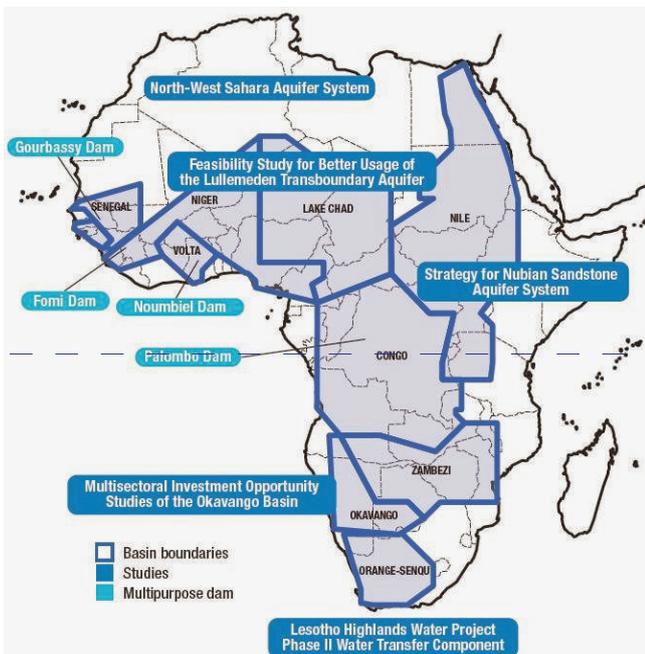
✦ African leaders launched in July 2010 a new Programme for Infrastructure Development in Africa

(PIDA) to meet the challenge presented by the lack of infrastructure as mentioned above. Led by the African Union, the New Partnership for Africa's Development (NEPAD) and the African Development Bank (ADB), the overall goal of PIDA is to promote socio-economic development and poverty reduction in Africa through a better access to regional and continental infrastructure networks.

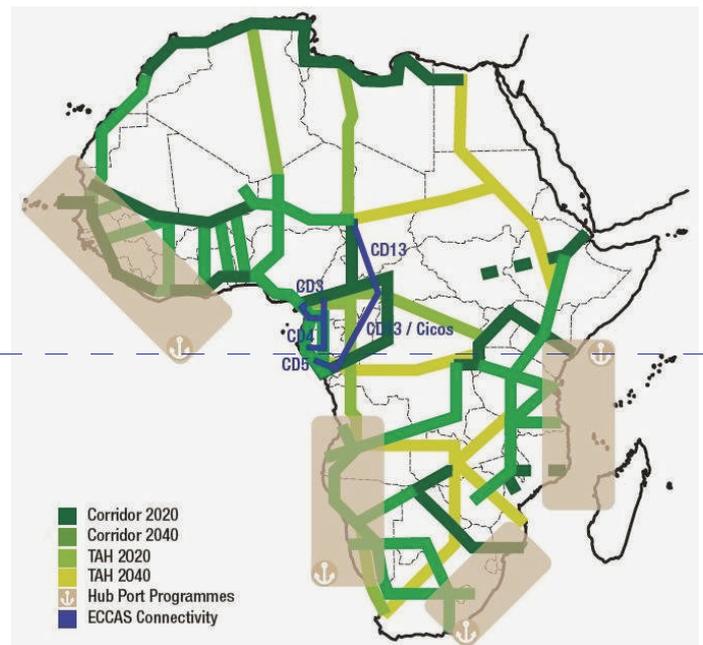
✦ PIDA represents a strategic framework for infrastructure development at a regional and continental level covering the 4 key sectors of transport, energy, trans-boundary waters and Information and Communication Technologies. It can be summarised in a single planning and scoping document from the African Union for the implementation of 51 key investment programmes in infrastructure for an amount averaging USD 68 billion for the period 2011-2030.

✦ ADB is responsible for the Programme's implementation through its department of regional integration and the launch of the new Africa50 fund.

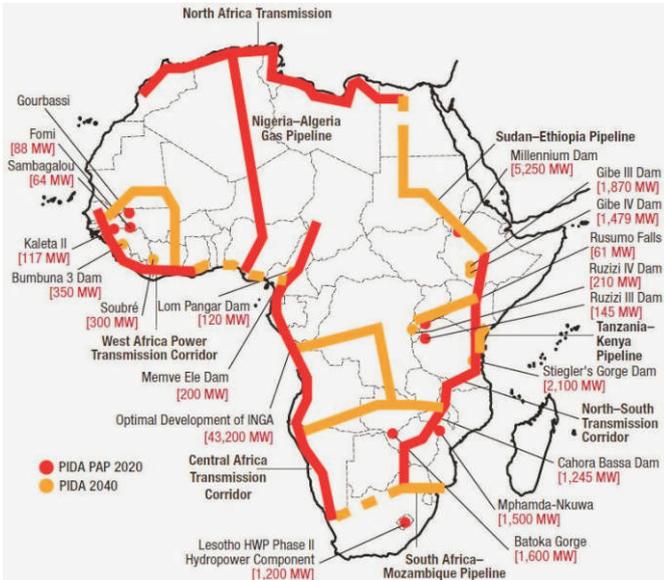
PIDA programme (Programme Infrastructure Development for Africa)



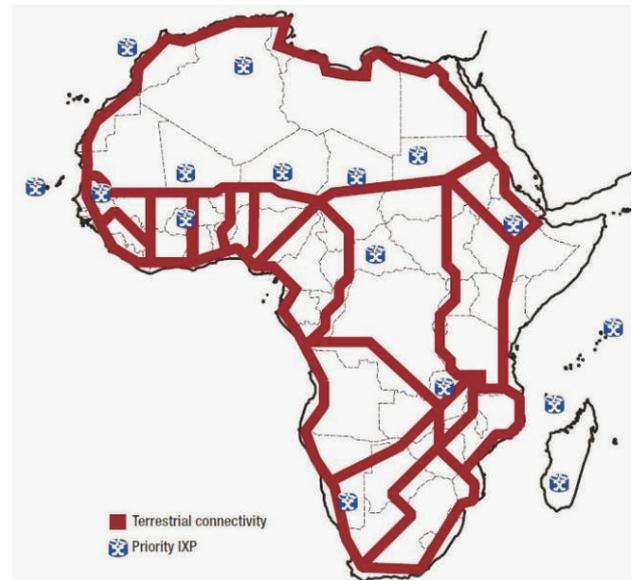
9 water programmes  
USD 1,7 bn



24 transport programmes  
USD 25,4 bn



15 Energy programmes  
USD 40,3 bn



3 ICT programmes  
USD 0,5 bn

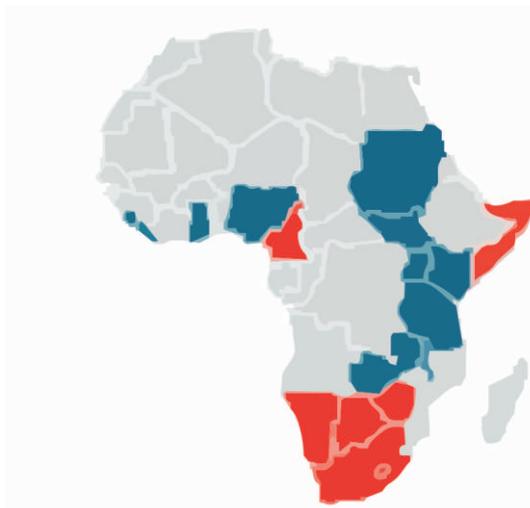
### Major infrastructure projects and French-speaking areas

The French-speaking areas are involved in about half of all the regional PIDA projects which are quite often developed in border areas where English and French are spoken. These projects are for the most part in preparatory phase (pre-feasibility, feasibility, structuring). They are the object of many negotiations and this phase is crucial to position the Francophony when these projects are located in mixed regional areas (English-French).

### French in infrastructure projects based in linguistic border areas

Linguistic proximity also presents advantages: the report by Jacques Attali indicates that “two countries sharing linguistic relations tend to share around 65 % more than if they had no linguistic ties”. Other reports highlight this advantage while being more moderate. This is the case of the report for the FERDI (Foundation for the Study and Research of International Development) on the economic weight of the French language in the world of 2012 which mentions that the common French-speaking Area allows an additional trade of 24% with a higher export diversification index which promotes innovation and new products.

### Juridical systems in Africa



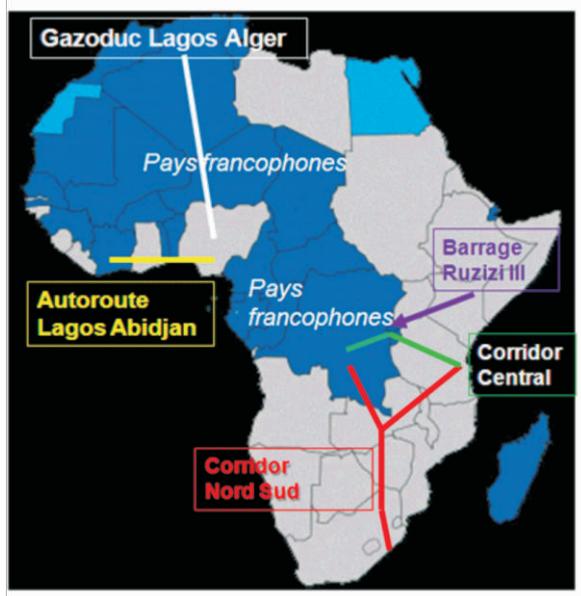
33 countries : Civil law  
12 countries : Common Law  
9 countries : Combinaison "Civil law et Common Law"

Linguistic proximity is therefore conducive to improved trading as it promotes understanding in complex situations and therefore lowers transaction costs. This statement is doubly true for the infrastructure sector, the projects of which require the establishment of complex legal documentation which also refers to a proper judicial language.

The linguistic border is therefore translated into business law (Common Law, Civil Law). This demarcation is also present in the case of donors: even if in principle they practice French and English law, linguistic preferences exist depending on the donor's origins. Therefore, IFC is more at ease in Anglo-Saxon Law (Common Law) and AFD in French Law (Civil Law).

The next challenge in negotiation is that it involves a “power balance” for which, in the case of structural infrastructure in border areas, the weight of the economies involved is considerable (in terms of

GDP, and indirectly in terms of water consumption, electricity, transport, etc.). And with regard to the GDP, the French-speaking countries often find themselves in a position of weakness in comparison with the neighbouring English-speaking countries. Confrontations between the French and English languages do at times occur during the development of infrastructure projects, like for instance the pipeline (Lagos, Algiers) or the North-South Corridor (South Africa, Zimbabwe, Zambia, DRC).



Examples of projects in which the French and English languages meet

**For the implementation of an industrial Francophone policy in the area of infrastructure**

The report by Jacques Attali suggests supporting the French-speaking countries in their major infrastructure projects by carrying out the following actions: to suggest a legal framework, to mobilise European and AFD funds, to mobilise international funds for electrical infrastructure, to support the ADB and its new Africa50 fund by creating

increasing awareness of its French technical offer, to participate in international work groups on innovative financing.

African French-speaking countries have surely acquired some experience in the area of Public-Private Partnerships (e.g. Azito thermal power plant, Ciprel PPI, Abidjan container terminal, AES Sonel in Cameroon). Unfortunately, these PPPs are outdated and these countries are currently developing few concrete policies to promote the PPPs in particular in the area of renewable energies, unlike Ghana, Kenya, Uganda and Rwanda.

Moreover, donors invest less in the planning phases of the project (the financing of feasibility studies and consultants in PPPs etc.) considering that these stages are subsidy intensive and the returns on investments are recorded as long and uncertain. The implementation of an industrial policy for francophony in the area of infrastructures through Project Planning and the enhancement of the technical francophone offer during these phases.

The legal framework of an infrastructure project with its own terminology is defined in the project preparation phase. Implication in this phase is essential in order to optimise the chances of being chosen for the project management position in the following stages of the project implementation. It is also a phase that requires a provision of services where French-speakers can enhance their know-how (Legal Counsel for the implementation of projects, consultancy services, Feasibility Studies, etc.).

Paradoxically the quality of the French technical offer is often better appreciated by the recipients of those services than by the French-speakers themselves. The first priority should be to better identify the strengths of the francophone services in order to commercialize and position them better on the international market.

*Speech delivered in Johannesburg*

# Business law in Francophone countries and in South Africa: a case study

**Philip BOTHA**, Attorney, President and founding director of Philip J. Botha Attorneys

After their independence, many African countries kept the former colonial language as their official language. French is still the official language in twenty-one countries, as well as the second language in five other African countries.

The Institutional framework of Francophone Africa is composed of the OHADA (Organization for the Harmonization of Business Law in Africa), UEMOA (West African Economic and Monetary Union), CEMAC (Economic and Monetary Community of Central Africa) and ADB (African Development Bank).

OHADA is an international organisation created by a Treaty, signed in Port-Louis (Mauritius) on October 17, 1993 by 14 African States. It now comprises 17 member states: Benin, Burkina Faso, Cameroon, Central Africa, the Comoros, Congo, Ivory Coast, Gabon, Guinea, Guinea-Bissau, Equatorial Guinea, Mali, Niger, Democratic Republic of Congo, Senegal, Chad and Togo. The official languages of the organisation are French, English, Spanish and Portuguese, and the total population of its member countries amounts to approximately 223.62 million. OHADA's main objectives are identified in its founding Treaty, as follows:

*“Article 1: The objective of this Treaty is the harmonization of business laws in the Contracting States by the establishment and adoption of simple modern common rules adapted to their economies, by setting up appropriate judicial procedures, and by encouraging arbitration for the settlement of contractual disputes.*

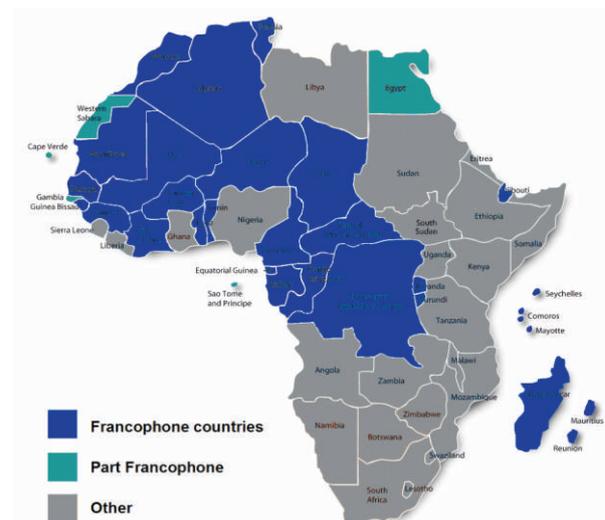
OHADA proposes a unified legislation in the form of Uniform Acts on particular areas of the law: business law and arbitration.

The Common Court of Justice and Arbitration (CCJA) is a permanent institution located in Abidjan, Ivory Coast. It comprises 9 judges appointed for 7 years (non-renewable), with at least 15 years of professional experience. Two of CCJA's main functions are advisory and contentious jurisdiction. It also has an arbitral function and delivers its opinion on legislation in preparation.

Before the OHADA treaty, the laws in the member states had become outdated, some having remained unchanged since the colonial period. The

published laws were no longer relevant and some areas of law were subject to uncertainty. Making investments was therefore hazardous and complicated

Under the treaty, the OHADA contributes to updating the Member States' legal system and to creating a secure legal environment for investors, by issuing Uniform Acts on various aspects of the law.



Nine Uniform Acts have now entered into force: general commercial law, commercial companies and economic interest groups, securities, simplified recovery procedures and enforcement measures, collective insolvency proceedings, arbitration, accounting law, carriage of goods by road and cooperative company law.

These member states form part of the CFA Franc zone grouped into two economic and monetary unions.

The West African Economic and Monetary Union (Union Économique et Monétaire Ouest Africaine, UEMOA) was created by a Treaty signed in Dakar in January 1994. It is a regional organisation of eight West African states (Benin, Burkina Faso, Ivory Coast, Guinea-Bissau, Mali, Niger, Senegal and Togo) that aims to promote regional economic integration and create a common market among countries that share the West African CFA franc as a common currency.

The Central African Economic and Monetary Community (Communauté Économique et Monétaire d'Afrique Centrale, CEMAC) superseded the Customs and Economic Union of Central Africa (Union Douanière et Économique de l'Afrique Centrale, UEDAC) in March 1994 and is the equivalent of the UEMOA in Central Africa. The CEMAC is made up of 6 states which have the Central African CFA Franc as a common currency: Cameroon, Central African Republic, Chad, Republic of Congo, Equatorial Guinea and Gabon.

There are linguistic challenges for South Africans in French-speaking African countries as well as legal challenges: South African law vs. Francophone African Law, [...]

The CFA franc is the name of two currencies used in Africa guaranteed by the French treasury: the West African CFA franc and the Central African CFA franc. Although separate, the two CFA franc currencies are interchangeable and both currently have a fixed exchange rate to the euro (100 CFA francs = 1 former French franc = 0.152449 euro or 1 euro = 655.957 CFA francs exactly). It is used in fourteen countries: twelve francophone countries, Guinea Bissau and Equatorial Guinea. These fourteen countries have a combined population of 147.5 million people (as of 2013).

There are linguistic challenges for South Africans in French-speaking African countries as well as legal challenges: South African law vs. Francophone African Law, local legal profession, courts and arbitration. Mining and Telecommunications are the industries which are the most likely to be concerned by these factors, due to their weight at the international level.

*Speech delivered in Johannesburg*

## Tshiamo MASEKO, International legal consultant

South African, born and raised in this country, I completed my higher education in France, at the University Paris Ouest Nanterre. What drove me to move to France at such a young age, is my lifelong love for Africa and my fascination for the people and the potential this country has. Keeping in mind that half of Africa is French-speaking, I then decided to pursue my studies in the French university system. I had understood that in order to work without obstacles in the region, I had to be able to understand all the Africans.

Today I am a lawyer, founder of Raisibe Contacts & Consulting, a legal and language consulting firm based in South Africa. We offer a regional contextual service for companies, enterprises and individuals doing business in Africa and more particularly in cases where there are judicial and

linguistic borders between the French-speaking and English-speaking countries. Our work area extends from Senegal to DRC, and from the region of Maghreb to Southern Africa. We offer an English/French linguistic service: trade facilitation, translation of legal and technical documents, etc.

Today, my work has placed me at the centre of the growing interests of investors in Africa which is considered the last frontier to do business. And it should be borne in mind that French-speaking Africa is the last frontier of this frontier.. This can be explained by the fact that multinationals, mainly English-speaking, have not started to invest yet due to linguistic and cultural differences.

And what I would like to talk to you about today is my role as facilitator in the establishment of these exchanges.

I have had as a client an investment group which was looking to settle in a French-speaking country of Central Africa. In order to do this, they had to translate all their documentation to enter the market: pamphlets, presentations and documents which would enable them to market themselves and enter into partnerships. One day, I asked my client what he meant by "speaking French". He answered: simply to attend a meeting and to be able to understand what is going on and to be able to participate. He is talking about what ensures a certain fluidity to the negotiation process and allows to save time and money simply because the parties involved have the feeling of working towards the same goal in good faith.

Another client required my services within the framework of an investment transaction involving an international investment fund, based in an English-speaking country on the continent, wanting to invest more than three million US dollars in a French-speaking agricultural company of West Africa. I ended up working on this case due to the fact that after two years spent negotiating no agreement had been reached whereas this agricultural corporation was trying to extend its operations. Indeed, the language barrier was not enabling them to communicate. There was mainly a lack of trust on the part of the entrepreneur who felt that the fund, which was negotiating in an aggressive manner, was going to steal his company which he had spent his life building.

The fund, for the sake of savings, had sent to my client an investment agreement of more than 80 pages long translated into French by Google translate or a similar type of programme. Of course half the document was incomprehensible and this had increased my client's unease as he thought it was fraud.

When I took charge of this file, it involved translating the contract in order for my client to understand the offer in the first place. Then, my client did not understand why this contract was so long, and felt that it was making the transaction unnecessarily complex.

In conventional terms, Common Law contracts have a tendency to be much longer than Civil Law contracts. In Common Law, the parties attempt to respond to the wide spectrum of possibilities presented by the operation and its context. Whereas a Civil Law contract will be much shorter due to the codification of the law.

Furthermore, Civil Law contracts have a tendency to require more formalities. For instance, in this case scenario, the fund had included an article which stipulated that it was not necessary to record the agreement whereas this is compulsory before a competent court in Civil Law. In other cases it can require the authentication by a notary etc. Another widespread custom is to initial all the pages of the agreement in Civil Law in order to certify that the pages of the contract will not be replaced.

In this file, I was able to explain to my client all these differences and to inform the other party about my client's concerns. Four months later the agreement was signed.

To conclude, I would like to emphasise that a language is not only words, it is a culture, a way of seeing the world and in our case a way of doing business. Consequently, to learn the French language, does not only entail learning a language, it also means opening up to a new world.

*Speech delivered in Durban and Cape Town.*



More than 130 delegates were welcomed at the Radisson Blu hotel in Cape Town

## Recruitment of French-speakers in the SADC region

Sylvestre JOBIC, Head of Sub-Saharan Africa, Bayer

Bayer is a global enterprise with core competencies in the fields of health care, nutrition and high-tech materials. Bayer (Pty) Limited is divided into three subgroups, supported by service departments: Bayer Crop Science, Bayer HealthCare and Bayer Material Science.

Bayer HealthCare researches, develops, manufactures and markets innovative products for the prevention, diagnosis and treatment of diseases. It is committed to the principles of sustainable development and makes concrete contributions to the United Nations' Millennium Development Goals.

The Millennium Development Goals (MDGs) are the most successful global anti-poverty strategies in history. MDG 6 aims at combating HIV/AIDS, Malaria and other diseases: 1.1 million Malaria deaths were prevented in the span of 10 years in Africa, where 80% of malaria deaths occur in just 14 countries.

Besides health issues, challenges in Africa comprise demographic resources and education. By 2035 Africa will have a larger working age population than India or China, and in 2050, 1/2 of Africa's population will be less than 24 years old. However, in 23 out of 30 sub-Saharan African countries, at least half of the 15-19 year olds lack basic skills, and do not meet the needs of the 21st century labour market.

Economies need qualified engineers, and even though engineers have better employment opportunities, sub-Saharan Africa has the lowest proportion of engineering graduates in the world. Also, despite contributing on average 25% of Africa's GDP, ranging from 5% to 70% across different countries on the continent, agriculture is studied by less than 2% of youth in Africa.

Bilingual and multilingual professionals are required to rise to the numerous challenges experienced by the health sector in Africa. From this point of view, South Africa is ideally positioned as 50% of the South African Airways routes provide the link between South Africa and francophone countries.

To date only a few countries have the human resources to do business in a multilingual context, which results in business managers, who have foreign language skills, to manage more than one country. Although French and English are the most spoken languages in Africa, English is not readily accepted in West Africa and Madagascar and there is a scarcity of skilled French-speakers in RSA.

It is therefore important that more South African students choose French as a second language from grade 6 or even before if possible. We also need more collaboration between companies based in France and South African universities, along with more internship programs for example.

*Speech delivered in Johannesburg*

# Recruitment, employment and French language

Marc SCHMITT, CEO Stratostaff

A certain number of South Africans and foreigners residing in South Africa speak French but most of them are refugees, academics or teachers. Consequently they are not really interested in working in business, which means that there is a significant gap between potential labour and the needs of government, South African business, French business, humanitarian institutions, education and tourism.

It is estimated that around 50 000 French speakers live in the greater Durban Area. In the seventies many French Mauritians moved to the east coast of South Africa and over the last 20 years, the influx of Congolese and Rwandan people has increased the amount of French speakers in KwaZulu Natal by another 5000 to 6000.. The problem is that most of these people are not necessarily looking for employment, or are not suitably trained for business purposes.

As far as South Africans are concerned, there is no real emphasis on French language tuition in the KZN schooling system.

Like any other language, French comes with a culture. Communicating efficiently in French speaking countries requires basic knowledge of both linguistic and cultural knowledge, especially in sales and negotiations. Whether it is for humanitarian, business, medical, financial or educational purposes, a great deal of efficiency is gained when speaking the same language. It instils trust, establishes general mutual understanding and facilitates the sharing of personal information. Of course it helps to limit the risk of offending other parties and speeds up the decision-making process.

South African legislation has made it a lot harder to employ foreigners in unskilled or soft skilled jobs. On the other hand, Stratostaff, as a recruitment agency, is receiving more and more requests from employers where French is essential (Indian Ocean). Caught between a rock and a hard place, we hardly ever find suitable candidates. We currently have about ten positions open for French speaking sales people.

It must be noted that the cost of an expatriate is nearly three times higher than a local resource and getting a work permit is difficult.

English is becoming the language of communication in many countries, including Europe. The use of interpreters is also impersonal

and does not allow for convivial and simple communication.

Learning a foreign language is not insurmountable, especially for South Africans, who already speak three languages. There are different options for learning French in South Africa, whether this is within the South African education system or French learning institutions (Alliances Françaises – French High Schools).

Integrating a foreign staff member – in this instance French - in a South African business is always complex and costly. The failure rate is about 50 %. It would be easier for South African companies to recruit South Africans who have a command of the French language . Companies would benefit from their recruitment for the development of business in Europe, North America or Asia, thus extending their activities outside of English speaking regions and attracting other types of investors to South Africa. It would also make it possible to attract, train and keep skills, whilst limiting the cost of expatriate recruitment.

France has traditionally focused on West Africa, whereas South Africa has turned towards East Africa. By having a pool of French speaking professionals, South Africa would be more attractive to French and francophone Investors. Most call centres are outsourced nowadays outside of Europe for cost reasons. Senegal and Morocco have become choice destinations, creating thousands of local jobs in these countries. On the African continent South Africa is one of the most attractive countries in terms of quality of infrastructure and services.

It is an ideal location for businesses worldwide, as well as for the whole of Africa.

*Speech delivered in Durban*

# French language : an asset

**Claude AYO**, Consultant / Investments Director at Liquid Africa

As a French-speaker who has been living in South Africa for a couple of years now, I have been asked to give you my perspective of the French language as an asset in terms of employability.

Have you ever imagined reading Dr Seuss, “the cat in the hat” or Jaco Jacobs, “Vis’ntjips” in Arabic, Chinese or Japanese? I tend to believe that even if you use the service of an exceptional translator, it is sometimes very difficult to convey and express the play on words, the emotions and the cultural background of others while thinking and writing in a different language.

When Madiba was in jail, one day he was asked: “How dare you learn to speak Afrikaans?”, which at that time was considered the language of the oppressor. He replied: “You have to stop thinking as a victim, as a prisoner and get prepared to lead the battle”. Mandela wanted to show that mastering a language is always an asset.

The French language is both a challenge and opportunity in South Africa. It is a challenge because of the relatively small number of French speakers in South Africa, the limited French teaching in South African schools and lastly the limited exposure to French culture. You don't have FM Radio France International in South Africa. I had to pretend to be resident in Rwanda to get some French channels on DSTV. But there is no shame in learning and speaking French in South Africa, even if you are strongly nationalist.

The first reason is that the French language and culture are not foreign in South Africa. We all know that a lot of early foreign immigrants in South Africa were of French origin, such as the Huguenots who fled the religious persecution of Protestants in the 17th century following the revocation of the Edict of Nantes. Those Huguenots settled in the Cape region and were absorbed in the Afrikaans population, but numerous monuments and towns such as Franschoek are testimony to this French heritage. I remember when I first came to South Africa and came across many South Africans with seemingly French names such as de Villiers, Joubert, Le Roux, Cronier, Fouche. Many of the farms in the Western Cape Province in South Africa still bear French names, such as Haute- Cabrière, La Provence, La Bourgogne, La Brie, La Chataigne and La Roche.

The second reason why French is an asset is that only a few people learn French at school in South

Africa. As you know the official language in most schools in South Africa is English or Afrikaans, followed by the 6 or so official local languages. Aside from English, Afrikaans and the local languages, in particular Zulu, other foreign languages (if any) come 4th or 5th in the pecking order. That means, very few South Africans learn French at school, despite the fact that some South African parents would actually like their children to learn French at school. They have a sympathetic bias towards the French language, French culture and France.

The third reason why French is an asset in South Africa is the relative scarcity of French speakers in the working environment in South Africa. Most French speaking workers tend to be francophone people who have immigrated for study or work purposes to South Africa. We have to remind ourselves that there are more French speaking countries than any other European language speaking countries in Africa. With the economic growth and the improvement of infrastructure in the rest of Africa, fewer French-speaking people immigrate to South Africa and there are many growing economic opportunities to export South African expertise and to invest in these countries. Today, we can reasonably assume that all large South African companies are looking for skilled French speaking workers who can assist them in addressing the challenges of serving the rest of Africa.

To sum it all up, French language is definitely an asset and makes it possible to discover and really enjoy another world (francophone Africa) not so far away and its different cultures (as each francophone country has its own). From a more pragmatic point of view, it is also a skill which is a benefit on the job market and thus increases the chances of a French speaker to work in large South African companies that are looking at investing on the rest of the continent.

*Speech delivered in Johannesburg*

# Alliance Française network strategies for the use of the French language

Marie GRANGEON-MAZAT, Delegate for Africa and South America at the Alliance Française Foundation

If the Alliance française, created in 1883, was at first mostly developed in America, it is currently present in 136 countries across 5 continents, and has a strong presence in the 5 BRICS: these being South Africa, China, India, Brazil and Russia.

In 2013, the richest region of learners (143 724) in the world was Latin America. In the same year the West Indies and the Caribbean saw a marked increase in demand and Europe experienced a growth of 3.4%. The other regions worldwide suffered a mild setback, of between 3% to 5%, of which 4% was for the 124 Alliances of Africa that attracted close to 71 000 learners.

Never in all its history has the Alliance reached such a large audience. The student enrolments have increased from 56% over the last 10 years, to exceed half a million students today. The 820 Alliances, which are all independent associations founded under local law and with the nationality of the host country, also organise close to 20 000 cultural events annually, which attract several million spectators.

The Alliance française Foundation in Paris pursues a supervisory, coordination, expertise and support policy, in close relationship with the Ministry of Foreign Affairs and International Development, the French Institute in Paris and the post office's cultural services. Its main goal is to adapt the international network to the changing needs, methods and images. This means meeting the public's new requirements, the new ways of consuming information, knowledge and culture, while preserving the values which give all its meaning to its historical purpose.

## French language from an economic and professional point of view

According to the OIF's 2014 report, *La Langue française dans le Monde* (The French language in the world), the French language is the 4th Internet language, the 3rd business language, 2nd language of international information in the media world, 2nd working language of most international organisations, 2nd language the most learnt worldwide and the 5th language the most spoken in the world with 274 million speakers on 5 continents. Out of the 2 languages the most broadcast

internationally, we resort to French by taste or professional need. French is one of the main languages, along with Portuguese and Spanish, and is the language that thanks to Africa, has the highest growing potential. The recent report completed by Jacques Attali forecasts 700 million speakers by 2050.

**The globalization of the economy and the labour market**, combined with the technology boom and professional mobility, has 2 consequences:

- ✦ a threat of economic domination but also of linguistic impoverishment,
- ✦ the trivialization of "education without frontiers": the number of students in the world will double by 2025. The learning of foreign languages, as a result, has already become, a very competitive market.

[...] European businesses lose many markets due to the lack of linguistic skills.

According to the study of the British National Centre for Languages dated 2006, European businesses lose many markets due to the lack of linguistic skills. On the basis of the sample which served for the ELAN study, we estimate that 11 % of the European SMEs (945 000 businesses) of the export sector undoubtedly experience a loss of earnings for this reason.

This study highlights the existence of a direct link between languages and good export performances. It suggests in that regard four measures of "linguistic management": the adoption of a multilingual communication strategy, recruiting native speakers, recruiting staff with specialised language skills and the use of translators and interpreters.

If English opens the door to export markets, French is the language of trade negotiations in Africa.

If English opens the door to export markets, the results of the study lead to believe that the widespread idea according to which English is the universal language is due to simplism and that the picture is of course more complex : Russian is extensively used in Eastern Europe (with German and Polish), French is the language of trade negotiations in Africa, and the same holds for Spanish in Latin America.

The position as regards the learning of foreign languages in general - and of French in particular - is different from one BRICS to the next, and is primarily attributable to the language situation of each country. The number of official and national languages implies (or not) the necessity of internal multilingualism for the citizen.

If we consider for instance India. The reasons that push the Indian public to choose French (close to 21 000 learners in the Alliances françaises in 2013) with respect to other non-Indian foreign languages in the context of French as language of employment, and that lead us to believe that French is in first position in terms of employability are manifold, more particularly :

- + the offer in the private secondary schools and universities where French remains the first foreign language and prepares the students in this perspective;
- + the family history: very high emigration from Punjab or from the Southern States of India to Canada;
- + the image of France which remains the most visible in India after the United States, the United Kingdom and Canada;
- + the presence of an Alliance française in the town of residence : 13 Alliances françaises set up in 27 cities which, in partnership with different French

services in India, have staked out the ground and provided information on the "language" asset for people's employability.

- + the presence of French tourists : they form the second largest tourist group following the British in the 3 touristic areas of India;
- + the presence of large French businesses in India lacking staff at different levels (Cap Gemini, Michelin, Renault, etc.);
- + the development of Indian investment in French-speaking Africa: the major Indian groups leave their Anglophone African backyard to set up in French-speaking Africa: Bharti Airtel has bought Zain Telecommunications to become a major player in the telecoms in 9 French-speaking African countries, Tata invests massively in Senegal, Ivory Coast and in Madagascar. According to the World Trade Organisation and the Confederation of the Indian Industry, economic trade between India and Africa should exceed 90 billion dollars in 2015, empowering the French-speaking countries. Not to mention the Pan African Network of tele education and tele medicine which encompasses 47 African countries, the majority of which are French-speaking.

Another example is Brazil, the top global network with more than 30 Alliances that welcomed 34 000 students in 2013. The offer of vocational French is adapted to the local demand : we will retain a developed offer in medical French (in particular for practitioners aiming to migrate to Quebec), in judicial French, the French language for diplomacy, and, for the purpose of the Olympic Games in 2015, in French for the sport tourism professionals and professions linked to the events (urban security, health, catering and hotel services, etc.).

*Speech delivered in Johannesburg, Durban and Cape Town*

## French and employability

**Cécile LEQUE**, Deputy Representative of OIF to the African Union Commission and United Nations Economic Commission for Africa

Francophony, Original International Organisation, was born following the independences, on the basis of an African idea. Today it has 80 member states and observers on 5 continents, “from French-speaking countries”, as stipulated by the Francophony Charter. There is great diversity between the States: G8 members, G20 members, LDCs, small island countries, etc. These States have an economic, linguistic, cultural, biological, and environmental diversity. The francophone project is defined by the respect for diversity and plurality.

The French language is at the heart of the Francophony action. Over time, Francophony has extended its areas of expertise: peace, democracy and human rights, economics, sustainable development, education and cultural diversity. “There is a cultural and moral dimension to Francophony and it is defined by a common movement towards a future citizen and equality”, said Senghor.

Today French is the 2nd most important international language of communication and is the 5th most spoken language in the world.

French is above all an African language. French speakers are increasing in numbers: 11 million additional French speakers in Africa between 2010 and 2014. In 50 years, 85 % of French speakers will be Africans.

In Africa, French and other languages function on a system of co-existence, complementarity, and perception. For instance, if we look at Senegal where Wolof remains the main language of business, French still plays an important role. In DRC, where Lingala is the language of culture and music, French is the vehicular and business language.

Africa is currently implementing large projects, which aim to transform the continent into a free-trade area, an area of integration and development. Today intra-African trade only represents 12% of flows, but two very important political decisions will change this state of affairs. They were adopted in January 2012 during the African Union Heads of State and Government Summit and consist of the creation of a free-trade zone and a plan to boost intra-African trade. Negotiations will take place from June 2015 to the end of 2017 in order to realise these political decisions.

In this new Africa which is being formed, languages will be the integration factors, tools in the service of exchanges, employment and development. Recent studies show that language evokes a feeling of belonging and that the sharing of a common language creates a feeling of added value to the relations between two individuals. For example, it has been observed that the flow of exchanges between 2 francophone countries are 22% greater than those which exist between countries which have comparable characteristics but which do not belong to the francophone area.

Multilingualism must be truly seen as a chance for Africa, for far from separating countries, it is the creator of bridges and prosperity and guarantees economic and commercial development on a more unified continent.

*Speech delivered in Johannesburg, Durban and Cape Town*

In this new Africa which is being formed, languages will be the integration factors, tools in the service of exchanges, employment and development.

# Francophonie and university cooperation

**Philippe BATAILLE**, Regional Director of AUF (Agence universitaire de la Francophonie) in the Indian Ocean

Academic Francophony is closely linked to economic aspects and in this case to French-speaking economics.

The Agence Universitaire de la Francophonie - Francophony University Agency (AUF) is the Francophony operator in the field of higher education and research, alongside four other institutions, the main one being the Organisation Internationale de la Francophonie - International Francophony Organisation (OIF).

The AUF is an association of French-speaking or partially French-speaking higher education institutions, involving 800 members in 100 countries. The forty or so institutions in the Indian Ocean region which are members, include four South African universities (Kwazulu Natal, Cape Town, Stellenbosch, and Johannesburg).

The AUF's mission can be summarised in one sentence: support the modernization and development of its member institutions. It acts within the quadrennial programming framework adopted at the general assembly. The current (2014/2017) programme is entitled: "the University, corporate development engine". This slogan fully integrates the idea of the "French language as a language of employment", which is the theme of this forum. Through calls for research projects as well as training projects, the AUF gives its support to projects favouring the partnership between institutions, in particular within the region of the Indian Ocean. For the AUF, this region includes ten countries: Madagascar, Mauritius, Reunion, the Comoros, Mozambique, Kenya, Tanzania, India and recently South Africa. For instance, the South-African institutions are involved in training/research programs designed to support young doctoral students in the field of the remote sensing (RAMI project: "environmental observations and Natural Risks in an Insular Environment") as well as in the field of multilingualism ("languages, multilingualism, growth" project).

In its goals, the AUF insists in particular on the graduates' professionalization, the link between economic research and development, entrepreneurial culture and entrepreneurship. For the latter, the agency created more than fifteen years ago, at the request of the Mauritian government, the French-speaking Institute for

Entrepreneurship (IFE). Its goals are based on two transversal fields which are the digital (in particular the educational digital) and the French language.

Based on the number of countries and French-speakers which it represents on five continents, Francophony, or otherwise referred to as the sharing of the French language, defines a rich horizon of current and future employment., As described in a recent report (J. Attali, 2014), based on figures, "spreading the use of a language is a factor of economic development", conditions that of course also apply to the French language.

Take as an example the African continent, which directly interests South Africa, there are thirty French-speaking countries which have French as their official language or as one of the official languages. Furthermore, there are the Maghreb countries where French is not the official language but where 20% of the population speaks the language.

On the other hand, within these non-French-speaking countries, like South Africa, practising French is of interest to French-speaking and francophone businesses that have set up there, in so far as they often use French in their internal trade, and possibly in their external trade when their interventions are carried out abroad in French-speaking countries. Indeed we know for a fact that the culture of a global business with French-speaking origins is easier to understand for the local staff if they master the French language. In this case, its performance increases like it increased for instance in the early years of 2000 for the Renault group when it joined Nissan.

Seen from this point of view, from a non French-speaking country's perspective, speaking French is therefore from all angles, both endogenous and exogenous, an economic opportunity for businesses and a source of employment for young graduates.

Such a horizon shows the existing potential, knowing that the driving sectors are the digital, building and public works (including roads and infrastructures), the mines, more extensively engineering (in particular renewable energies and the agro-food industry), but also hotels, business services and finance.

The prospects discussed here are based on a

premise and within a bilingual or possibly multilingual framework. Francophony is considered in this context and the Indian Ocean region offers the perfect example, indeed a region where the use of the French language takes place alongside the use of other languages, like in Mauritius where English is the official language but where French is used fluently on a daily basis. In Brazil in the 90s, the Brazilian Renault staff who were introduced to the French language “have changed the ideas they had of the French language: from a “sophisticated” language, French has also become the language of access to employment and the industry. » (J. Attali, 2014). But, in reverse, the French expatriates have learnt Portuguese.

Beyond the effective practices, this bilingualism or multilingualism can be encouraged at the grass roots of professional integration, which are the roles of AUF. In particular, it does so by supporting training programmes in French of the FLE (French as a Foreign Language) or FOS (French for Specific Purposes) type. It also does it in a different manner, such as in the academic exchange programme that the AUF's Indian Ocean Office (BOI) was able to implement by initiating a consortium of 11

establishments to bid an EU tender in June 2013. This consortium brings together African establishments, from West Africa to the Indian Ocean, including South Africa with Stellenbosch University. With an amount of €2M5, the programme implemented in September 2014 will enable 200 exchanges of students, teachers and administrative staff.

It serves as an example of what AUF can do and actually does in this field as development and expertise agency. We are well aware of the virtuous effects of these types of exchanges during training, in particular in terms of professional integration.

The language is obviously not only instrumental: it also represents cultural values and cultural dissemination whether it deals with music, the cinema or literature. With regard to francophone literature, which obviously does not limit itself to French literature, once again Africa and the Indian Ocean are perfect examples of this cultural wealth which is also a pillar of sustainable economic development.

*Speech delivered in Johannesburg, Durban and Cape Town*



Signature of a Memorandum of Understanding between the Coastal TUET College, the local center of CIEP in Reunion Island and the Board of Education in Reunion Island

## French, a language for business in South Africa

Jean BOURDIN, General Delegate of Alliances Françaises in Southern Africa

The South African network of Alliance française is present in 6 countries (Botswana, Lesotho, Namibia, South Africa, Swaziland and Zimbabwe). It comprises 20 branches present in all main urban centres: Bulawayo, Cape Town, Durban, Gaborone, Harare, Johannesburg, Maseru, Mbabane, Port Elizabeth, Pretoria,

### **The corporate network of activities of Alliance Française**

All our main branches have a corporate activity, which can vary according to the different cities. Not surprisingly Johannesburg comes first with 38 contracts signed in 2014. Amongst the different companies where we taught French: BNP-Paribas, Bombela, City of Johannesburg, DIRCO, High commission of Canada, IFC, Katanga Mining services, Morpho cards, Rand Water, Société générale, Total SA, Trafigura, Wiphold.

The different sectors seeking French courses are the following: banks and finance, oil and mining, engineering and infrastructures, government institutions ...

### **Corporate courses to meet specific demands**

Through the years we have had very little demand, if any, for FOS, Français sur Objectifs Spécifiques (specialised French). No medical French, no juridical French, no engineering French, no finance French....

Companies want professional French but with general communicative aims. They want their staff to be able to communicate in basic business situations such as meeting someone and introducing oneself, present the company for which they work, send a short and formal email with an attachment, set an appointment, book a hotel room or a table in a restaurant, order food, get lost in the Paris underground and survive it...

### **Corporate courses within a specific context**

The world of business is full of unforeseen events, following the markets, the production line, the traffic report, the load shedding schedule... learning

French in such a volatile and mobile world can be challenging:

- ✦ It is frequent to see a session cancelled 2 hours before it was supposed to start, for internal reasons;
- ✦ It can be difficult to study alongside one's supervisor or one's colleague;
- ✦ It is not easy to maintain one's efforts to learn a foreign language while being called on meetings all over Africa for sometimes entire weeks;
- ✦ It is a challenge to bring everyone together in one room, in spite of flexi-time, external meetings and personal leave and engagements ...
- ✦ It's sometimes hard to apply oneself to learning in between so many priorities
- ✦ It is complicated to join a lesson, knowing that you have 53 urgent emails to respond to and that you will have 67 more by the end of the lesson...

### **Our answers to the demands and the context**

In more than 15 years of training corporate groups, we gained a lot of experience and we offer solutions to the above mentioned problems:

- ✦ maximum flexibility. We offer courses from 07:00 to 20:00 during the week. We can have classes anywhere: at the company's premises, at t Alliance or even sometimes at home;
- ✦ our teachers are qualified and highly trained. As part of our quality assurance program, we organise every year a 10-day- training program, where our teachers take part in workshops to follow the latest in language training methodologies.

But there is more ...

- ✦ Having many students on site at Alliance, most of them young professionals, we know how difficult it is to attend 4 hours of French classes per week, in a challenging balance between work, family and personal life. So we launched the first French hybrid course in Southern Africa.

This course comprises 2 hours on site at the Alliance and 2 hours on line, which can be dealt with

anywhere anytime. The curriculum and the calendar is strictly the same as the regular course, hence offering the same learning structure and the same progresses. This course was tested and tried last year, launched in our South African network in January. The good news is that the corporate version is on its way...2 hours on site at the company's premises, 2 hours anywhere else, more flexibility, better tailored to individual learners' needs, quicker results, and better motivation for the staff ... the first French corporate hybrid course is tested this year and will be launched in January.

✦ With a strong support from the French Embassy, the Alliance Française started the accreditation process with SAQA and the relevant institutions. A working group has been launched under the guidance of Mr Joe Samuels, CEO of SAQA, and should deliver some results soon. For our corporate clients it means: the SAQA stamp which guaranties the recognised quality of our courses and access to

refund of the training costs through the skills development levy...

✦ In partnership with the French South African Chamber of Commerce the Alliance will soon launch a bursary program, allowing young South African graduates to train in our Alliance française network. This project will be funded mainly by French companies, through their Corporate Social Responsibility programs. It will allow young South Africans to access a new much needed skill, helping them to find a job, opening them the doors to a wide continental network and empowering them to become actors of the African growth.

Just as a final remark, according to the last figures, 54,7% of the African population speaks French on a daily basis.

I would like to conclude by adding that, according to the last surveys, 54,7% of the African population speak French on a daily bases.

*Speech delivered in Johannesburg, Durban and Cape Town*



The speakers at the Forum in Durban

# French, a language for all trades

**Franck DESROCHES**, Deputy Director of the Department of Language Training at the Paris Ile-de-France Chamber of Commerce and Industry

The Chamber of Commerce & Industry of Paris Ile-de-France is the leading CCI in France and in Europe with 844 000 traders, manufacturers and service providers. It is an economic fabric which generates 29% of France's GDP, has 5 200 employees and 24 Higher Education and Secondary Education Schools.

The CCI Paris Ile-de-France takes part in international Cooperation in Education with transfer of expertise and the development of vocational training offers. It is an operator of foreign educational institutions: ESA Alger, ESA Beyrouth, CFVG Hanoi/Ho Chi Minh and also the FSATI (Franco-South African Institute of Technology).

Since 1958, the Direction of the International Relations of the Education of the CCI Paris Ile-de-France promotes the use of the French language in the business world thanks to the Center for French language.

The Center for French language of the Chamber of Commerce and Industry of Paris Ile-de-France intervenes in the fields of assessment in French language, the training and the certification/assessment in professional French. It participates in the development of a linguistic environment favorable to the companies which look for an operational staff in French to increase their competitiveness within the French-speaking and international space.

17 diplomas in professional French are offered, in different sectors: business, law, health, diplomacy, sciences, tourism, fashion and luxury. Those diplomas require a certain level of French (based on the CECR [1]), which goes from A2 to C2 depending on the diploma.

1. *Common European Framework of Reference for Languages : Learning, Teaching, Assessment*  
ISBN Hardback 0521803136 Paperback: 0521005310.

## 17 diplomas in professional French

	ENTREPRISE	DROIT	SANTE	DIPLOMATIE	SCIENCE	TOURISME	MODE-DESIGN
<b>C2</b>	DFP Affaires						
<b>C1</b>	DFP Affaires						
<b>B2</b>	DFP Affaires DFP Secrétariat	DFP Juridique	DFP Soins infirmiers DFP Medical			DFP Tourisme et hôtellerie, option « guide »	
<b>B1</b>	DFP B1 DFP Secrétariat			DFP Diplomatie	DFP Scientifique et technique	DFP Tourisme et hôtellerie	
<b>A2</b>	DFP A2				DFP Scientifique et technique	DFP hôtellerie et restauration	DFP Mode

The diplomas in professional French mean recognition and represent an asset at many levels: for companies when recruiting prospective employees, for students when applying for a job, for universities and French teaching language centers, for French teachers, for the immigration of qualified workers and professionals to Canada or Québec, for French or Canadian citizenship, for registering in French universities, for companies (TEF/DFP/Bespoke tests).

The CCI offers courses for French professors & teachers in different fields of expertise: French for Business, Law, Tourism, Hospitality Business,

Medicine, Fashion, etc. But also in management such as in the case of the French teaching centers targeting directors.

A number of resources are available on line such as:

- ✦ teaching material for teachers - NumériFOS
- ✦ training material for French learners - Français 3.0App
- ✦ the publication of a Scientific journal – Point commun
- ✦ seminars with the Scientific Committee of the CCI.

*Speech delivered in Johannesburg, Durban and Cape Town*

## Training and resources to teach French

**Alexandre MINSKI**, University Cooperation Officer at the Institut français of Paris.

The French Institute is the operator of the external cultural action of France since 2011. Placed under the supervision of the Ministry of Foreign Affairs and International Development, it is in charge of contributing to raising the profile of France overseas through a strengthened dialogue with foreign cultures. Its mission is to promote the French language, its knowledge and ideas as well as to promote the training of the agents of the French cultural network. The French Institute is a tool of influence and cooperation, and a centre of expertise and advice.

By working closely with the French cultural network overseas, composed of the French Institutes and the Alliances Françaises, it ensures that the needs expressed by the cooperation with regard to the dissemination and the learning of French are met, in particular for bilingual and higher education, as well as French ICT education (Information and Communication Technologies).

As its priority geographical areas are Africa (as a French-speaking continent) and emerging countries, the program "100 000 teachers for Africa" aims to improve the quality of the teaching of French and in French on a continent, which in 2050 will account for 90 % of the French speakers in the world. It is therefore a considerable challenge to be addressed by ensuring that the French language is subject to quality teaching.

The French Institute develops different tools in the digital field which is one of its cross-cutting strategic priorities. Its ambition is to endow the French cultural network in the world with innovative digital technologies and to approach the digital like a cultural cooperation challenge, in particular in the field of promoting the French language.

### **IFOS**

Among these tools, a distance training platform for vocational French teachers (for the tourism industry, business, and in particular diplomacy) was launched in January 2015: iFos. It takes into account budgetary constraints for international training and it follows the "revolution MOOC" (Mass Open Online Course). This new innovative device in partnership with the Centre for French Language of the Chamber of Commerce and Industry of Paris, which is responsible for the implementation, is aimed at teachers wishing to train or improve their vocational French skills. The first module is free of charge but there is also a paid tutoring service for module 2 and 3 and access to a learning community on offer. This is a graduate education training course.

<http://www.ifos.institutfrancais.com>

### **NumériFOS**

NumériFOS is a new resource bank in French focusing on Specific Goals and is intended for French teachers wishing to teach or teaching French on specific goals. NumériFOS strives to

become the leading resource bank in French with regard to specific goals. Tourism, diplomacy, mass distribution, sale, peacekeeping are the first 5 themes put forward.

Placed under a very wide and free licensing regime, the resources may be used in the classroom, disseminated or adapted depending on the local context. The resource bank will be progressively enriched according to the contributions proposed by the teachers and submitted to the Scientific Committee for the validation of the Chamber.

NumériFOS is open to the French cultural network and its partners. The teachers interested are invited to contact their cultural service, their French Institute or their Alliance française in the country in which they are working.

<http://www.francais.cci-paris-idf.fr/numerifos/>

### **Dialogue of expertise**

This dialogue of expertise, which is carried out in partnership with the Agence universitaire de la Francophonie (AUF), is a scheme aimed at supporting a quality approach within the French university departments or language centres. It is founded on the conduct of visits by experts and a framework or common standard.

Implemented at the request of universities, the expertise focuses mainly on the curriculums and the suitability of the diploma in terms of the labour pool, but also on the research and digital inclusion. Specific expertise may focus on vocational training (translators/interpreters), or on a specific theme of the department (tourism training, preparation for studies in France, French in the world of fashion, etc.)

<http://www.dialoguedexpertise.org>

### **IFprofs**

IFprofs is the online community of professionals specialised in the field of francophone education. The following are invited to join this forum: French teachers, teachers in other disciplines (history, science, etc.) taught in French, the trainers, educational coordinators, school principals, as well as librarians and students aiming to dedicate themselves to the professions of French teaching and teaching in French.

The facilitators of the IFprofs community work within the cultural network (French Institute, Alliance française, Embassy) or local structures (association of French teachers, university, Department of Education, educational institutions ...). The contents are distributed among the entire global network.

### **Perspectives**

Francophony could represent a considerable economic challenge, as was highlighted during the fifteenth summit of the Organisation Internationale de la Francophonie - International Francophone Organisation (OIF) in Dakar. The French educational institutions are therefore an entry to dynamic markets and the role of the French Institute is to support them by providing them with a suitable offer and to improve teachers' training. Furthermore, these establishments can also provide their support in the management of francophone human resources of French companies established in the countries in which they are active.

French is a language of culture and a language of trade.

*Speech delivered in Johannesburg, Durban and Cape Town*

# Foreign language assessment and professional mobility

**Bruno MEGRE**, Head of Assessment and Certifications Department  
at the Centre international d'études pédagogiques (CIEP)

France, through its main operators, offers a complete range of certifying tests and diplomas in French as a foreign language. These certifications are designed and distributed by public establishments, associations or ministries.

Since 1985 the Centre international d'études pédagogiques - International Centre for Studies in Education (CIEP), offers the Studies Diploma in French Language (DELFL : from level A1 to level B2), the Advanced Diploma in French Language (DALF C1 and C2) and DELF Pro (from level A1 to level B2). It also offers the Test de connaissance du français (TCF) which tests the knowledge of the French language. Each year, the CIEP issues close to 550 000 diplomas and tests.

These certifications allow the candidates to certify their level of competence in French and to have it recognized by the administrations which require these attestations within the framework of specific life plans. The DELF-DALF and the TCF examinations are the sole certifications that are issued by the Ministry of National Education and in this context, facilitate recognition by the French administrative authorities and often by foreign authorities (obtaining of study visas for France or work visas for Canada, access to the French nationality, the renewal of residence permits...). For this purpose and due to particular distribution terms and conditions set within the framework of the French cultural network's institutions abroad and the national universities, the DELF and DALF represent more than 90% of the FLE diplomas issued worldwide each year. The TCF, on the other hand, is the most widely used French test in the world in terms of number of candidates.

Nevertheless, these tools do not meet with the forecasting needs of the candidates and businesses for a fast and flexible integration and/or development in the professional world. Therefore a new tool will soon be offered for learners/candidates in search of employment, in terms of professional advancement or placement/orientation in a training course.

The CIEP has therefore developed a non-certifying, flexible, online, multilingual positioning test, (3 to 6 foreign languages), which is cost effective and of a short duration.

This new test will be offered in 6 languages : French, English, Spanish, Chinese, Arabic and German.

This new placement testing will be in line with the 6 competence levels as set by the European Council [3]. It will allow to form groups based on levels and to orientate the decision-making of human resources managers. It will lead to the immediate issue (at the end of the session) of an accurate result, ranging from beginners' to advanced levels.

3. *The Common European Framework of Reference for Languages: Learning, Teaching, Assessment, abbreviated as CEFR or CEF, is a guideline used to describe achievements of learners of foreign languages across Europe*

Beginner's levels	Intermediate's levels	Advance's levels
A 1	B 1-	C 1
A 1+	B 1	C 2
A 2	B 1+	
A 2+	B 2	
	B 2	
	B 2+	

This test will automatically adapt to the candidates' levels of language proficiency. The degree of difficulty will increase depending on the number of right answers given by the candidates. This test will therefore have a variable duration depending on the candidates' skill levels but it will not exceed 35 minutes. The language activities assessed will be spread out as follows :

Language activity assessed	Duration
Oral comprehension	14 minutes
Written comprehension	14 minutes
Proficiency in language structures	7 minutes
	Maximum total duration : 35 min

Collective examination QCM	Collective examination Open subject	Individual examination
3 modules	1 module	1 module
Oral comprehension	Written outcome	Oral outcome
Written comprehension		
Langugae structure		

The use of a tool of the "Full Web" type will allow a greater flexibility of use and the issue of results within immediate timeframes, while ensuring inferior costs in comparison to more traditional

evaluations.

This test will be distributed in the form of user licenses. It will be made available to language schools, universities, training centres or businesses themselves.

The evaluation and certification department of the CIEP works in close partnership with the French language department (DLF) which can intervene prior to or after the assessment phases, both with

regard to the language skill specifications as well as the pedagogical engineering, in particular for French for Specific Purposes.

Moreover, the professional branch of the Educational and Cooperation department (DCE) is combined with both the reforms as well as the design of professional training course.

*Speech delivered in Johannesburg, Durban and Cape Town*



# A regional role-player, the CIEP of Reunion Island

Christian BELLEJEUVE, Director of CIEP's local branch in Reunion Island

Created by Ministerial Decree on the 12 October 2000, the local Centre of the CIEP in La Réunion (CL CIEP) is the operational relay of the CIEP in the Indian Ocean, Eastern and Southern Africa. Since its inception, it intervenes by providing support to the French State in the region (Prefecture, Rector, University) and to the local communities of La Réunion (Regional Council, General Council) with regard to their actions in terms of regional cooperation.

The CIEP acts, through its local centre, for the regional integration of La Réunion by the use of education, training and languages.

It encourages and supports projects linked to education, training, integration, the exchange of experience and expertise amongst trainers and executives in the public, private and associative sectors, as well as amongst teachers, specialized educators and diplomacy professionals and technical and vocational training.

It implements in its intervention area sovereign missions which are entrusted to the CIEP by the Ministry of National Education and of Higher Education in the field of French certifications.

It also works on the positioning of the public institution on the education market, in the southwest area of the Indian Ocean but also in Southern and Eastern Africa.

The partnership developed by the CIEP for more than ten years with the territorial authorities and the decentralised State Services of the French State in La Réunion render it a stakeholder of territorial significance in the development of skill centres and centres of excellence in La Réunion, the Indian Ocean, Southern and Eastern Africa.

In order to fulfil its various tasks and goals it mobilizes the means of intervention in the interest of the concerted strategy between the French State in the region and the territorial authorities, in particular the European Structural Funds under the 2014-2020 European operational programme. La Réunion is, indeed, not only a French region of the Indian Ocean but also a European region.

The training of the French language for employment and professional communication is one of the main goals of the CIEP in La Réunion for

the period 2015-2017 for various reasons.

Firstly due to the fact that the policy of the public institution on a national level aims to extend the relations between businesses set up abroad to propose a service offer in the field of languages, certifications, in particular the recognition of diplomas, and to offer support for the setting up of vocational training centres abroad. In all these areas, CIEP is internationally recognised for its know-how, especially as it is backed by a long-standing and solid teaching and vocational training system.

Secondly because the region of La Réunion, the political authority of economic governance of La Réunion, wants to maintain and further enhance the economic dimension of its bilateral cooperation, with South Africa in particular, and multilateral cooperation with the partnership of riparian countries of the Indian Ocean (IORA) and in particular the Common Market for Eastern and Southern Africa (COMESA). The purpose of this cooperation is to develop partnerships in the form of projects directly or indirectly giving rise to international prospects for Réunion businesses and clusters in the field of research and development.

In order to serve these goals the local centre of the CIEP in La Réunion acts in three complementary directions:

- the first one concerns the consolidation of professional university programmes in the tourism, hotel and catering (THR) sector. It is a main priority for the University Agency of Francophony (AUF), as well as for the CIEP

- the second one relates to the development of French as a training and employment language in the vocational training programmes, within initial qualifying training institutions in countries, or within multilateral regional organisations (COI, COMESA, SADC, IORA). A few projects are already underway or are expected to be created on this topic:

- ✦ firstly with the COI, COMESA, SADC, IORA and the member states of these organisations: through the "The French of diplomacy" programme of the International Organisation of Francophony (OIF), the CIEP gives the opportunity to high-level executives, belonging to these organisations and the member states, to complete the extensive learning process of the French language which

they benefit from in their country of residence, through short immersion visits to La Réunion, during which they can improve their French;

+ the CIEP also has a project, linked to the French embassy in South Africa, to develop a partnership with DIRCO in South Africa to contribute to the diplomats' professionalism in the Ministry of Foreign Affairs and the high-level executives of other ministries of the South African Republic, and to promote the destination of Réunion, participating in this manner to the consolidation of the relations and bilateral and multilateral exchanges (South Africa being part of IORA, COMESA and SADC);

+ finally, the CIEP will be backed by the international network of French engineering schools, to develop, over and above short-term programmes organised by the n+i network in Metropolitan France (Brest, Montpellier and Rouen), a short programme that takes place in La Réunion entitled "Sustainable Development and remote territories". This programme is intended for engineering students, decision-makers and professors of engineering institutions of the Indian Ocean area, Southern and Eastern Africa, and focuses on the discovery of La Réunion through a programme emphasising the French language and technological solutions existing in La Réunion in terms of sustainable development.

- the third focuses of course on consolidating French and the education taught in French in technical and vocational establishments. Thus the "Memorandum of Understanding (MOU)", which will be signed in Durban during the course of this forum between CIEP, the education authority of La Réunion, the French Embassy in South Africa and the Coastal TVET College of KZN, South African education establishment, in the KwaZulu-Natal province, will facilitate exchanges between students of the technical and vocational educational institutions in La Réunion and South Africa and will aim to achieve professional integration on an international level, of both youth from La Réunion

and South Africans in South Africa. It will also enable the implementation of structural partnerships between the institutions in La Réunion and their counterparts in South Africa.

To conclude the CIEP, Francophony dissemination tool of the French Ministry of National Education, Higher Education and Research, has therefore perfectly understood that Francophony is a tool of economic growth and is ready to seize the opportunities presented by the development of economic exchanges, in particular between Anglophone Africa and Francophone Africa.

This is why the institution clearly focuses on French technical and vocational training, and on francophone quality and certifications. French plays an important role in the global economy: beyond the act of faith, the few initiatives adopted by the CIEP, added to the ones of other institutions working in the vast francophone space, can testify to this. There is not, and there should not be a gap between the cultural-linguistic substratum of Francophony and the growth of economic and trade exchanges. Working with Francophone clients and suppliers, recruited in the francophone world basically implies the strong and driven development of the French language within economic, commercial, financial, scientific, technical and judicial relations. If the francophone economic realities are clearly located in Africa, then one must understand that francophone Africa does not only attract francophone economic actors. In this sense, we face a new challenge that is very concrete for the development of French. This directly affects South Africa, as well as Kenya or Tanzania. Indeed to fulfil their ambitions, set up and trade, everyone needs to be in close contact with the African francophone world.

"Speaking French, is not only easy, as we declare at the CIEP, but it also implies participating in the future development of a whole continent."

*Speech delivered in Johannesburg, Durban and Cape Town*



## SOUTH AFRICA

Johannesburg - 15 April

Durban - 16 April

Cape Town - 17 April

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