



Wallonia.be

EXPORT
INVESTMENT

www.awex.in

the wallonia patrika

News and updates from the Wallonia region of Belgium

December 2014

**FISCAL: BENEFIT FROM TAX DEDUCTIONS
ON RESEARCH & DEVELOPMENT**

**BUSINESS: BIOLOG EUROPE, YOUR PARTNER
IN THE LIFE SCIENCES SUPPLY CHAIN**



**AMBASSADOR JAN LUYKX ON INCREASING
TIES BETWEEN INDIA AND BELGIUM**



CERAN's learning facility is based in Spa, in the East of Belgium, in lush green surroundings.

Easier integration through a rapid command of languages

Life in a foreign country is always easier when you know one of the languages of the host country. Facilitating the integration of foreigners is exactly what CERAN aims to achieve. Its Total Immersion course enables students to rapidly acquire a good command of French or 10 other languages. Akhilesh Gupta, Director Manufacturing & Engineering at Heidelberg Cement in Brussels, talks about his learning experience at CERAN.

Why did you come to CERAN?

"I am responsible for cement-related projects and operations

in Northern Europe, the Benelux, the UK, Mediterranean countries and Africa. As we are doing business in many French-speaking countries, it was necessary for me to get a quick knowledge

of the language, having had no prior taste of French. CERAN offers intensive courses, which was a good fit for my needs. Several of my colleagues had earlier taken CERAN's Total Immersion

course. My company's HR Department had a good reference of CERAN from the past. Moreover, I learnt about CERAN through some external business associates as well. They all spoke positively about their course."

How was your experience of the course itself?

"I was totally lost on the first day and I was about to give up! But then, while revising in the evening and starting again the next day, I realized that it was actually working. In the beginning, I thought French was the most difficult language in the world! But then I corrected myself and I learned the lessons at home. My two small daughters, who speak English and Hindi, picked up French so well (and fast) that I said to myself: 'the problem is within my own self, nothing to do with the language, you just have to be determined to take up the challenge and give it a shot'." "CERAN provides an excellent platform to learn the language, from a business perspective as well as from a social point of view. We have formal classes in the daytime and then a 'social event' in the evening. It doesn't stop even on the dining tables – from breakfast till supper! For a newcomer, to communicate and express your thoughts completely in a different language from day one can be difficult. At many instances, you will feel helpless because you are

"We have formal classes in the daytime and then a social event in the evening. It doesn't stop even on the dining tables – from breakfast till supper!"

not able to follow but I guess this is part of the exercise. When you find all the participants are on a similar level



you feel a bit relaxed that you are not the only one who's lost..."

How did this course positively affect your daily life?

"I work in an international environment and globalization is

of course this increases my interest in the language too."

What would you recommend to fellow Indians?

"The Total Immersion course at CERAN has helped me to know French better but I would strongly recommend others to take at least a two-week course at once (one week is just not enough). Availability of time definitely is a problem in my position but as they say: 'nothing comes for free in this world'. We just have to make priorities clear! The other recommendation would be to learn the basics of the language before going to CERAN, to avoid going there completely raw. And I would suggest to repeat the course

on a yearly basis. This definitely helps to strengthen the knowledge and level of the language. In the end, I would only say that 'C'est difficile mais c'est certainement possible !' (it's difficult but certainly possible!)."

ABOUT CERAN

CERAN offers intensive residential language courses in complete immersion. These courses are for learners of any level, from total beginners to those at ease in the target language. CERAN's practically-oriented immersion course considerably speeds up students' command of the language. CERAN designs the course material in a user-friendly manner. It includes one-to-one lessons, workshops, acoustic and linguistic labs, as well as social events to give you a touch of various aspects of the language.

www.ceran.com/en

becoming more and more a reality for professionals today. The world is getting smaller by the day. I strongly feel that knowledge of the local language helps you integrate faster in a new environment. Your acceptability increases several folds if you show affinity towards the local language. I still remember the first time I landed in China and I greeted my counterpart 'Nǐ hǎo' (i.e. 'Hello' in Chinese) and I could see a big smile on his face. Even though this was the only phrase I knew in Chinese, it made a difference!" "Knowledge of French has definitely increased my participation and understanding during business meetings in Belgium and French-speaking Africa. And it has made my life easier on the social side. The more I learn, the better I feel confident and



Akhilesh Gupta

Graduated as a Mechanical Engineer from Nagpur University.