

# The Benefits of the English Language for Individuals and Societies: Quantitative Indicators from Cameroon, Nigeria, Rwanda, Bangladesh and Pakistan

A custom report compiled by Euromonitor International for the British Council



# English Language Quantitative Indicators: Cameroon, Nigeria, Rwanda, Bangladesh and Pakistan



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# 1. EXECUTIVE SUMMARY

## 1.1 KEY FINDINGS

### Developing economies require access to English

There are a number of clear unifying factors between the countries selected for this research despite their diverse geographical location. All are developing nations, attempting to set in place growth strategies and reposition themselves in the new global economy.

An important element of these growth strategies is recognition of the importance of English, in order to communicate in the international business world. A focus on improved language skills has helped to attract more foreign investment, further increasing the need for English speakers in these countries. This underpins the growth of national and individual wealth, and helps drive economic development. Workers with solid English language skills are therefore in the best position to take the fullest advantage of new opportunities in these rapidly developing economies.

Demand for English language education is driven by a number of factors. These include inward investment (with international companies typically using English for internal communication), ambitious individuals looking to sharpen their competitive edge in the labour market, as well as government efforts to encourage business investment by allocating greater budgets to the teaching of English.

The level of Foreign Direct Investment (FDI) is significant. FDI increased by an average of 6% over 2005-2008. Although dynamic economic performance is a key attraction for FDI, there is also a link between language and investment. FDI inflows from English-speaking countries such as the USA and the UK are typically highest in those countries where English is the *lingua franca*; in Bangladesh, Nigeria and Pakistan the share of FDI originating from English-speaking countries is 41%, 35% and 33%. By contrast, largely French-speaking Cameroon and Rwanda lose out, with only 2% and 1% of their total FDI inflows coming from English-speaking countries. However, those other markets investing in Cameroon and Rwanda, such as the UAE investing into Cameroon, will communicate in English as well, necessitating a strong grasp of the language within the countries.

Four of these five countries have strong links with the UK thanks to their colonial histories. Nigeria, Pakistan and Bangladesh are all ex-British colonies, and the north and southwest of Cameroon were also once British colonies. Rwanda was a Belgian colony and part of La Francophonie. However, since the 1994 genocide the country has turned its back on the French language and is realigning itself with the English-speaking world. Of the five countries, Cameroon, Pakistan, Nigeria and Rwanda have adopted English as an official language. French is meanwhile the main rival language to English in Cameroon, Nigeria and Rwanda, thanks to the colonial legacy of these countries. This demand for the language generally encourages individuals to focus their educational requirements primarily on the learning of English.

Nigeria, Pakistan, Bangladesh and Cameroon all have a wide variety of indigenous languages and are seeking to develop a degree of linguistic unity through the use of English. Rwanda's native language, Kinyarwanda, is spoken by 98% of the population. Furthermore, its government is looking to achieve greater harmony with English-speaking East African countries, while turning away from French-speaking West African nations. These trends reflect the growing awareness that strong English skills are a requirement to develop a competitive economic advantage in the global economy.

In order to benchmark the overall performance of English language skills in all five countries and identify what quantitative indicators best demonstrate the speaking of the English language, Euromonitor has created an overall scoring system for the economy and education (or in simple terms, countries and individuals). The scoring is, therefore, based on two key sectors in which English is most required for individual and economic growth.

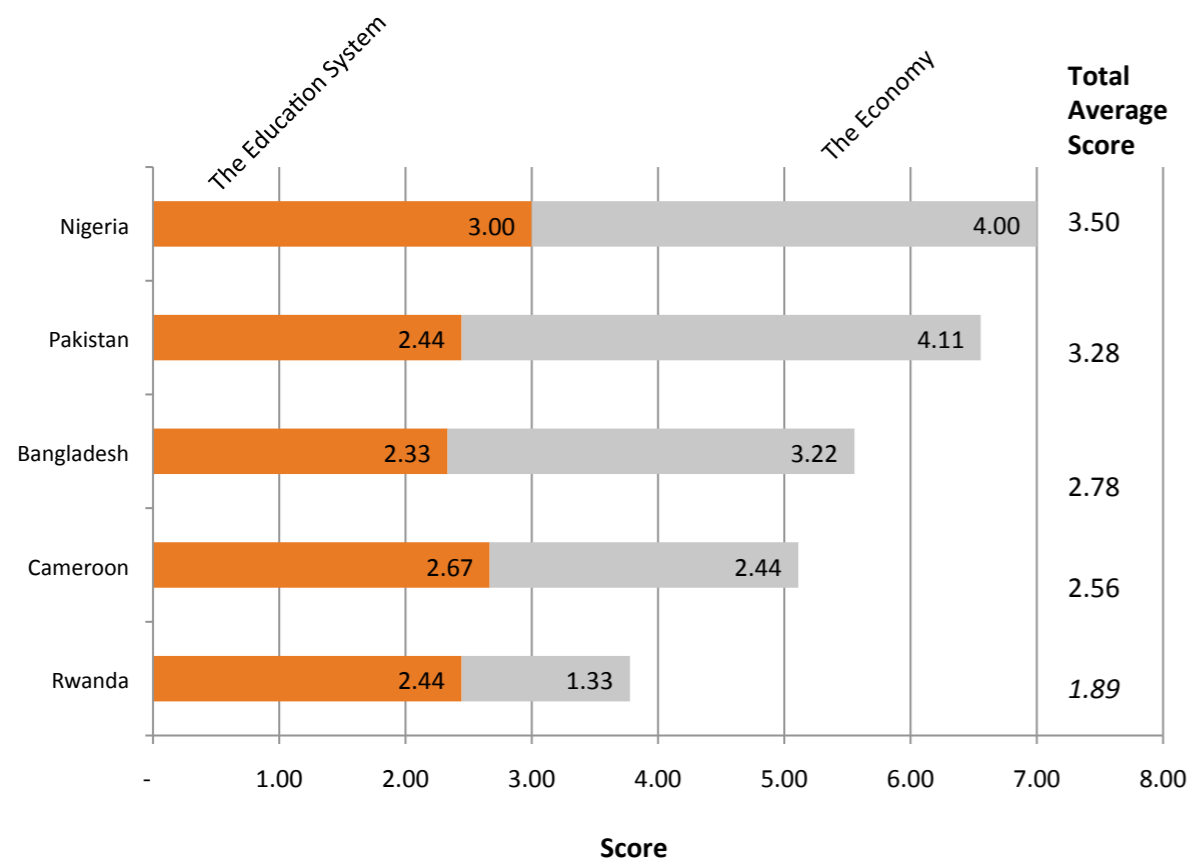


For the education system, the quantitative indicators considered were as follows: the number of English speakers; adequately educated workforce; growth in the number of English speakers; government expenditure on education (percentage of total public expenditure); consumer expenditure on education; quality of the educational system; tertiary education enrolment rate; Internet and mobile users. These were felt to be the best means in understanding the strength of the impact of English on individuals in the five researched countries, because it combines a spectrum of factors that most strongly impact an individual's ability to learn English.

For the economy, the quantitative indicators were as follows: ease of doing business; total FDI inflow (AERC); percentage of FDI from English-speaking countries; total employed population; proportion of salaried professionals of total workforce; gross income per capita (salaried professional); annual gross income per capita (all jobs); salary gap (proportion of gross salary received for total workforce compared with salaried professionals); percentage unemployment rate of economically active population. These were chosen to be the indicators that best demonstrate the importance of English for the countries as a whole, and reflect factors that most clearly show the value of the English language.

In simple terms, the higher the score attributed to each country and sector, the greater the impact of English on those areas within each country.

### The Education System and The Economy - Comparative Performance



Source: Euromonitor International (combined scoring for overall performance of English language skills for the education and economy sectors in 2010)

### Demand driven by the workplace

Euromonitor interviewed 30 companies in Bangladesh, Cameroon, Nigeria and Pakistan, and 12 companies in Rwanda. On average, over half of interviewees in the researched countries commented that their workforce was required to speak English to at least intermediate level. The main requirement for this is from business, both domestically and internationally, to communicate in English.

According to interview respondents from companies, as well as recruitment agencies, individuals with strong English language skills typically earn as much as 30% more in terms of gross annual salary than non-English speakers, with their English skills one of the leading factors behind this.

For each of the five researched countries, approximately two thirds of companies interviewed stated that employees with a good command of English advance more quickly within the company, and therefore most of the higher-educated graduates with the strongest levels of English are attaining the most senior positions. This highlights the value of English within all five researched markets. Private companies have the highest demand for English speakers: more than 82% of interviewed companies required a good level of English as a prerequisite for their salaried professionals.

### Overhauling educational systems

The English language is used as a teaching medium in an increasing number of schools, particularly in Nigeria. In Pakistan, Cameroon and Bangladesh English as a teaching medium is mainly limited to urban areas and private schools. In Rwanda the government is in the early stages of converting the entire educational system to English. These developments will increase the pool of citizens with at least a rudimentary level of English in coming years.

The private education system remains better equipped to provide students with stronger levels of English – a fact recognised by employers. For all the researched markets around half of the interviewees stated that they prefer privately educated workers, as they perceive the standard of private education to be better than state education. This view applies particularly to the teaching of English.

The increasing popularity and affordability of private tuition is a minor contributing factor to the improved levels of English across each country. Nevertheless, the number of people in this type of education, and who can afford this education, remains very low.

Accessibility to schools and private tuition services that teach English, as well as the fact that 68% of multinational or large domestic companies in these countries are located in urban areas, will increase the gap between urban and rural areas further.

### Degrees from English-speaking countries carry status

According to interviews with educational institutions across the five countries, 30% of students in higher education aim to continue their studies abroad, specifically in English-speaking countries such as the UK, the US, Australia and Canada. This can be attributed in part to historical relationships. Nigeria, Pakistan, Bangladesh and parts of Cameroon are all former British colonies and still have strong links with the UK. A further contributing factor is the status of English as the international language of business and technology. This was stated as a factor during interviews with international organisations such as the African Development Bank.

Educational establishments in the five researched countries stated that a large proportion of students would like to study in an English-speaking country thanks to the affinity they felt with the culture, along with greater prospects of career and personal economic prosperity. There is also the social status that a degree from an English-speaking country brings. A degree obtained in a developed English-speaking country is generally well-regarded and considered an advantage for students when returning to their home country.

### Global changes underpin growth of English

Throughout the research respondents from private companies stated that English is now the common global language of communication. Levels of English use in Nigeria and Pakistan, for example, are high. This is underpinned by strong historical and cultural relationships with the UK, and driven by a desire for linguistic unity, resulting in a competitive advantage globally.

Asia is increasingly doing business in Africa, particularly China, where there is great demand for the continent's raw materials. English is used commonly among these developing countries as a means of bridging the frequently massive linguistic differences. Companies such as MTN Communications and Microsoft have found that both Nigeria and Pakistan offer a more attractive business environment than many other countries as a result of these countries' higher levels of English proficiency, among other factors.

### English considered important to economic growth

English levels are less developed in Bangladesh, Cameroon and Rwanda. However, these countries recognise that a standard language of communication is essential for doing business. In the case of Cameroon and Rwanda, French remains a dominant presence throughout society, from education to business; however, these countries are taking active steps to improve English communication by providing more education in English, and in the case of Rwanda, by shifting the government and education system entirely from French to English.

However, both governments believe that English will help increase economic growth, allowing businesses to trade with more countries. Rwandan President Paul Kagame has been promoting the virtues of doing business with Rwanda in the US, Europe and China, by specifically referring to the growing use of English.

Most companies interviewed said that staff with English language skills had a strong advantage over other employees. For each of the five researched countries, around two-thirds of interviewees stated that employees with English language skills progress more quickly within the company and that English is beneficial for company growth.

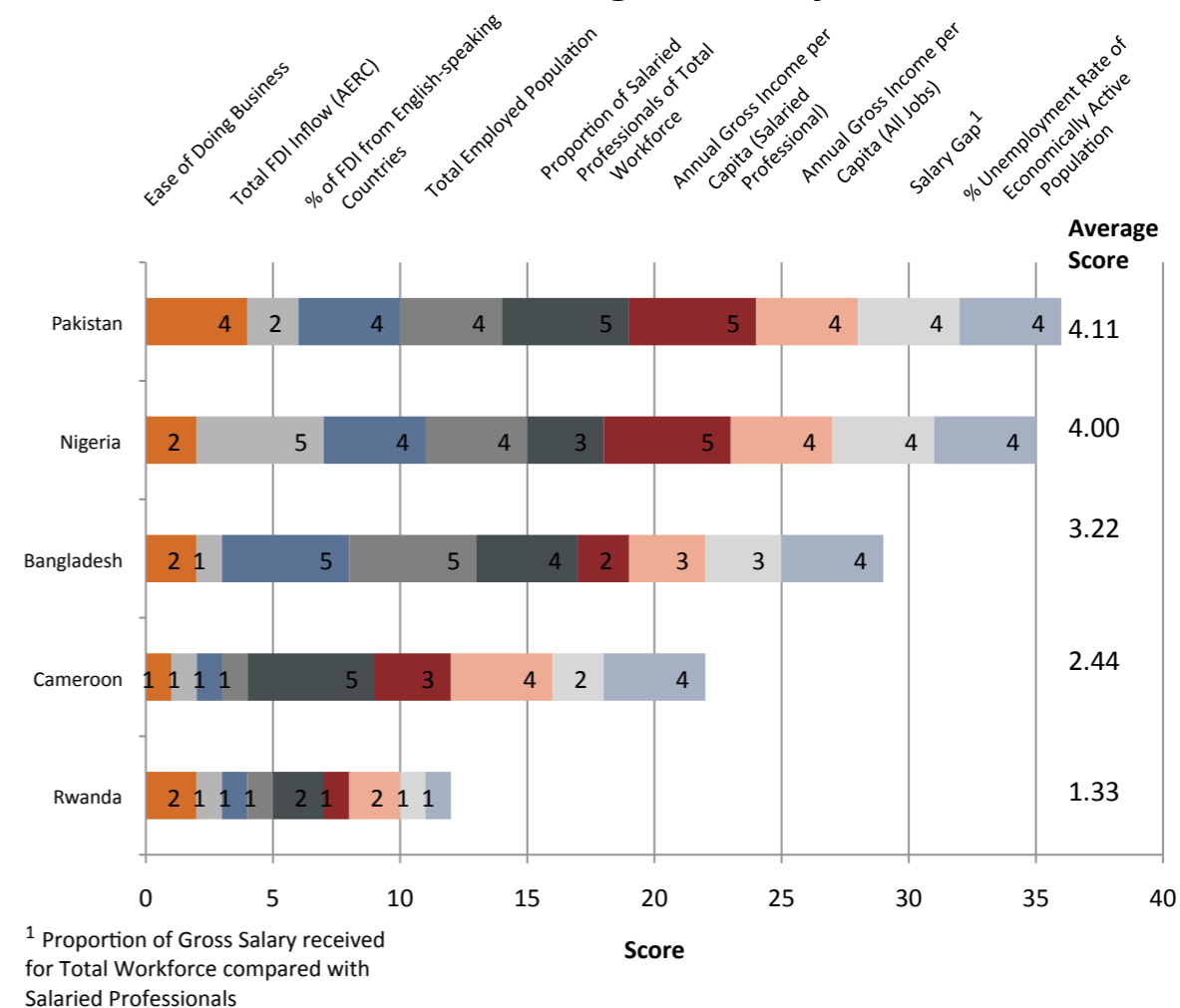
## 1.1.1 The Economy and English

### Overview

Each country was analysed using a range of indicators that demonstrates the value of English to a country. These included: ease of doing business; total FDI inflow; percentage of FDI coming from English-speaking countries; total employed population; annual gross income per capita; annual gross income per capita for a salaried professional job. Extensive interviews were also conducted with large multinational companies, recruitment agencies, universities and government bodies in order to establish the correlation between English language skills and key economic growth indicators, such as the standard of living and the salary gap between English and non-English speakers.

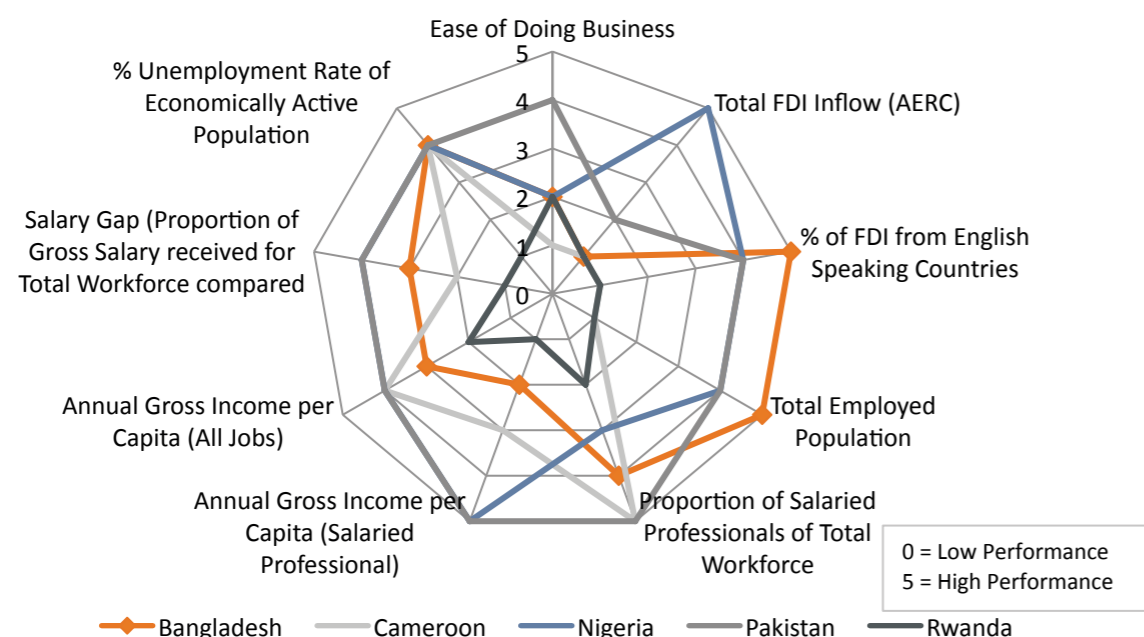
Economic performance within the researched countries varied. Pakistan and Nigeria are the largest economies, with some solid indicators of future success already evident. Bangladesh, Cameroon and Rwanda are less developed. Although all three are actively developing new economic strategies, they face more challenges.

### The Economy and English - 5 Researched Countries Scoring Summary



Source: Euromonitor International - 2010

## The Economy and English - 5 Researched Countries



Source: Euromonitor International - 2010

Pakistan and Nigeria have the highest levels of English skills and usage of the five researched countries. Both have high levels of FDI originating from English-speaking countries, and as such are better positioned to communicate with the English-speaking world. This places countries such as Rwanda and Cameroon, with alternative primary languages, at a comparative disadvantage.

Pakistan and Nigeria have large populations and wide salary gaps between salaried professionals and the remainder of the workforce. This creates strong motivation for citizens to learn English to improve their own economic situation, and join the growing ranks of salaried professionals.

### Ease of doing business

Of the five countries, Rwanda showed the strongest increase in the World Bank's Ease of Doing Business scale, leaping from 143rd to 67th over 2009 to 2010. This was due to the government's success in rooting out corruption, and its adoption of new technologies. A business licence can be obtained in the country online in half an hour, for example, compared with up to two years in Nigeria. The government is determined to create the best possible atmosphere for new business to thrive.

All five countries are pushing hard at business development strategies, and there is widespread recognition that the adoption of English is key to export-led economic growth.

### FDI originating from English-speaking countries

Nigeria and Pakistan received the largest amount of FDI in 2009, at US\$5,851 million and US\$2,387 million respectively. This is thanks to a number of factors, including these countries' longstanding business and cultural ties with the UK, as well as the early adoption of English as an educational medium. It is also due to these countries' large immigrant communities in the US and UK, as well as the widespread use of English at senior levels in the work environment.

On average, 24 of the 30 companies interviewed in each country (7 of 12 companies in Rwanda), required English-speaking skills to at least intermediate level. In several cases English is virtually compulsory within companies whose main source of business is with foreign organisations, such as Pakistan State Oil Company.

Even though the economies of Cameroon and Rwanda are far smaller, research indicates great potential for growth in English. In 2008, Rwanda switched from the use of French to English in its educational system. In the long term these countries hope to attract more FDI from English-speaking countries by increasing the use of English among their citizens. FDI inflow from English-speaking countries to Cameroon and Rwanda remained low at the end of the review period, at 5-10% of the total per annum.

### Business growth

Approximately 21 of 30 companies interviewed in Nigeria and Pakistan said that English is crucial for company growth, as it helps them trade more widely on an international scale. In line with this, an average of 22 of 30 companies said that English was important when hiring a new employee. This underlines the fact that English language skills enhance business and trade, while also improving an individual's economic condition.

Businesses in Bangladesh, Cameroon and Rwanda place a similar importance on English language skills. Approximately 22 of 30 companies in Bangladesh and Cameroon and 8 of 12 companies in Rwanda believe that English is important for company growth. Nineteen of 30 stated that English language skills are required when hiring new employees.

### Individual economic growth

According to the respondents, a wide range of business categories, including banking, technology, the pharmaceutical industry, and even vocational workers such as carpenters and electricians, are seeing increased demand for English language skills. Individual economic development is closely linked with good command of English. Nigeria saw a notably strong performance in terms of individual economic growth over the review period, followed by Pakistan. A salaried professional with good English language skills can earn on average 30% more than someone with no English language skills in Nigeria, and 25% more in Pakistan.

The average salary gap between professionals with and without English language skills in Bangladesh, Cameroon and Rwanda is 20%; however, demand for English-speaking professionals in these countries is lower, as their industrial and technological bases are typically less well-developed.

Nevertheless, English use is growing. The governments of Bangladesh and Cameroon have already recognised that English is a key element of business communication, and is essential for attracting new investment. With governments and companies pushing for far more English-speaking workers, it can be expected that more individuals will view English, among other skills, as a step towards career advancement and higher pay.

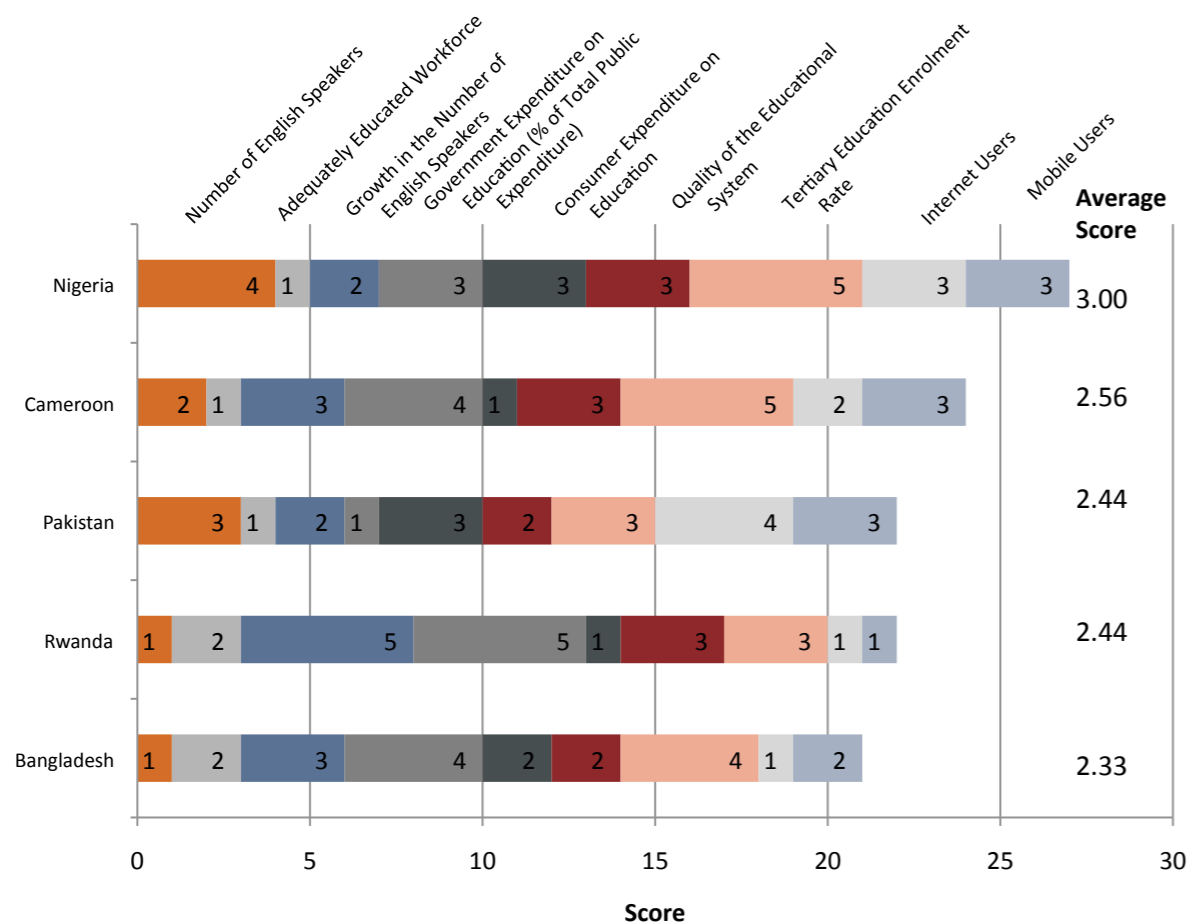
### 1.1.2 The Education System & English

#### Overview

Each of the five researched countries approaches the challenge of improving English skills in different ways. During the course of this research each country was assessed on nine qualitative indicators focussed on the education system to understand how the English language benefits individuals. These included: the proportion of English speakers; how adequately educated the workforce is; government expenditure on education; the usage of Internet and mobile phones. For the purposes of this study several interviews were also conducted with government bodies, universities and other educational institutions.

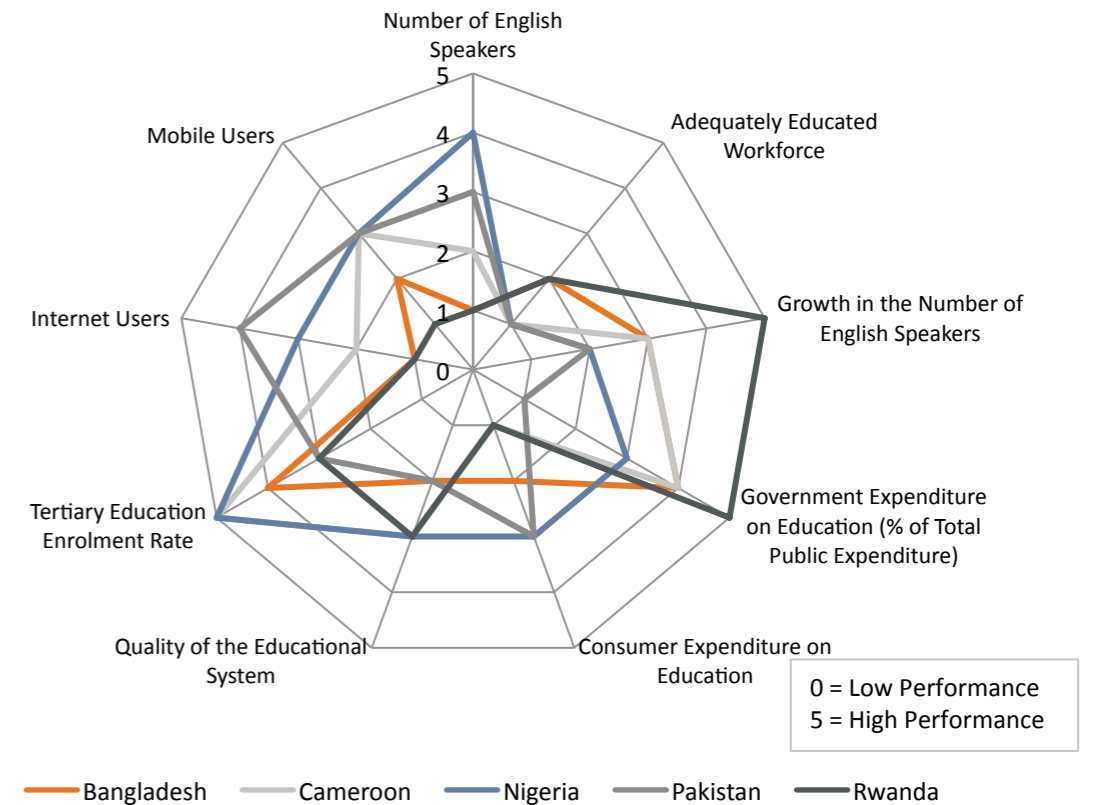
The five researched countries all had until recently a comparatively underdeveloped educational system, and an unequal concentration of educational resources in urban areas. During the course of research it was found that children in rural areas spend an average of three hours every day travelling to their nearest school. Individuals with the desire to learn English and gain other forms of further education will need to move to major urban centres to acquire the education and the job opportunities that will allow them to achieve their personal ambitions.

### The Education System and English - 5 Researched Countries Scoring Summary



Source: Euromonitor International - 2010

### The Education System and English - 5 Researched Countries



Source: Euromonitor International - 2010

#### Governments understand need for increased investment in education

To buttress a strong basic level of English among the population, government expenditure on education as a proportion of overall expenditure is growing. Enrolment in tertiary education is high in Nigeria and Cameroon. Higher education in both is increasingly conducted in English, suggesting that graduates from these countries are better equipped for the international work environment.

Rwanda, Bangladesh and Pakistan are currently less prepared, mainly due to lower funding, although this is changing as government expenditure on education increases. The primary motivating factor for improving English skills is the desire to improve employment opportunities.

The governments of the five researched countries recognise that there is a clear requirement to invest more in their education systems. Rwanda was most dynamic in this area, with 21% of total government expenditure spent on education. Bangladesh and Cameroon spent some 8% and 17%, respectively. In Nigeria and Pakistan education accounted for 13% and 2% of government expenditure. To put this into perspective, a developed country such as the UK spends 10-12% of total annual expenditure on education.

#### Education seen as poverty escape route

Each of the researched countries saw economic growth slow in 2009. However, the fact that English is regarded as offering a key competitive advantage in a difficult employment environment means that demand for English education throughout these countries remained high.



Education is a long-term investment for each government, but a citizen's individual ambition is the prime motivator. Interviews with companies indicate that individuals regard education as the best way to escape poverty, and believe that learning English in particular offers great opportunities for career advancement.

This research also showed that, on average for all the studied countries, salaries for English speakers versus non-English speakers were around 25% higher. This is a major incentive for individuals to improve their English, and it is broadly accepted in each country that a good degree and strong language skills lead to economic prosperity and individual wealth.

### 1.1.3 Scoring Definitions

Segment	Dimension	What it Means	Range of Scoring
The Education System	Number of English speakers	The percentage of the population who could speak English to intermediate level in 2009	Low: Rwanda (15%) High: Nigeria (53%)
	Adequately educated workforce	Taken from the World Economic Forum Global Competitiveness Report, showing whether the workforce is adequately educated to invest in the country in 2009	Scale: 0-30 Low: Cameroon (1.0) High: Rwanda (9.6)
	Growth in the number of English speakers	The absolute growth in the number of English speakers from 2009-2015 in percentage terms	Low: Nigeria (25%) High: Rwanda (96%)
	Government expenditure on education (% of total public expenditure)	The percentage of total government spending allocated to education in 2009	Low: Pakistan (2%) High: Rwanda (21%)
	Consumer expenditure on education	Total consumer expenditure on education for the country in 2009 (US\$ billion)	Low: Rwanda (0.5) High: Nigeria (3.9)
	Quality of the educational system	Taken from the World Economic Forum Global Competitiveness Report, showing the quality of the educational system in 2009	Scale: 139-1 Low: Bangladesh (94) High: Nigeria (63)
	Tertiary education enrolment rate	The percentage enrolment rates to further education institutions in 2009	Low: Rwanda (4%) High: Nigeria (10%)
	Internet users	The percentage of the population with access to the worldwide web via home or work Internet-enabled computers or Internet cafés in 2009	Low: Bangladesh (1%) High: Pakistan (12%)
	Mobile users	The percentage of the population with access to a mobile telephone in 2009	Low: Rwanda (8%) High: Pakistan (59%)
The Economy	Ease of doing business	Taken from the World Bank, showing how easy it is to do business in a given country according to a variety of indicators in 2009	Scale: 183-1 Low: Cameroon (167) High: Pakistan (85)
	Total FDI inflow (AERC)	Taken from AERC, showing the total amount of Foreign Direct Investment to a country in 2009 (US\$ million)	Low: Rwanda (21) High: Nigeria (6,276)
	% of FDI from English-speaking countries	The percentage of Foreign Direct Investment originating from English-speaking countries in 2009	Low: Rwanda (1%) High: Nigeria (41%)

<b>Total employed population</b>	<b>The total number of people employed in the country (million) in 2009</b>	<b>Low: Rwanda (5) High: Bangladesh (64)</b>
<b>Salaried professionals as proportion of total workforce</b>	<b>The percentage of the total workforce employed in professional (typically white collar) positions in 2009</b>	<b>Low: Rwanda (4%) High: Pakistan (13%)</b>
<b>Annual gross income per capita (salaried professional)</b>	<b>The annual gross income per capita of people employed in professional (typically white collar) positions in 2009 (US\$)</b>	<b>Low: Rwanda (1,716) High: Nigeria (11,700)</b>
<b>Annual gross income per capita (all jobs)</b>	<b>The annual gross income per capita of the entire employed population in 2009 (US\$)</b>	<b>Low: Rwanda (395) High: Pakistan (850)</b>
<b>Salary gap</b>	<b>The proportion of gross salary received for the total workforce compared with the salaried professionals in 2009. The higher the percentage, means the English speaker feels the greater benefit in salary</b>	<b>Low: Nigeria (6%) High: Rwanda (23%)</b>
<b>% unemployment rate of economically active population</b>	<b>The percentage of people who are economically active unemployed in 2009</b>	<b>Low: Rwanda (20%) High: Bangladesh (5%)</b>

Source: Euromonitor International, trade interviews, secondary sources in 2010

Note: Scoring built using a 1-5 rating for each variable, where 1 = low performance and 5 = high performance; score allocated by splitting the highest result in the range of data for the five countries and splitting the data above into five equal segments

## 2. CAMEROON

### 2.1 MANAGEMENT SUMMARY CAMEROON

#### French dominant, but English increasingly important

Cameroon has over 230 indigenous languages, and has historically used French as a *lingua franca* in order to develop national linguistic unity. Although French is the dominant official second language of Cameroon, English – also an official language – is widely recognised as important to the success of both the national economy and the individual.

The minimum wage indicated by the state was US\$56.80 per month in 2009, while the average starting salary for an English-speaking professional in the same year was US\$450 per month. Job seekers who are bilingual in French and English have greater employment opportunities, and English is growing in importance.

According to our estimates, made after analysing the available national statistics and engaging in interviews with government bodies, up to 38% of the population currently speaks English, compared with 80% who speak French. However, the percentage of English speakers is expected to increase to 48% by 2015. Despite the official status of French and English as official languages, not all Cameroonians can speak both.

The status of French as the *lingua franca* in Cameroon reflects the country's colonial past. However, strong English language skills are regarded as vital to any individual looking to attain a better-paid and/or more prestigious position. According to interviews, the majority of foreign companies operating in Cameroon regard English as essential for internal as well as international communication.

#### Economic reforms underpin steady GDP growth

Underpinned by recovering oil and cocoa prices, Cameroon's GDP reached US\$21 billion in 2009 (US\$1,058 per capita) and is expected to see a CAGR of 3% over 2010-2015. The country has undertaken a series of cautious IMF-led economic reforms since the 1980s, which have helped stabilise the economy. However, domestic investment is limited, and the government's strategy of diversification of production and exports has proceeded more slowly than policymakers initially hoped.

According to published figures from the OECD, FDI inflow from English-speaking countries stood at US\$4 million in 2008. This is a small proportion of overall investment into Cameroon (a mere 1.5%) over the course of interviews the consensus view was that the UK and South Africa are increasing their investments in the country in sectors such as technology and mining.

France is the main source of foreign investment in Cameroon, followed by the UK, South Africa, Germany, Belgium and China, with the gas and oil industry attracting the largest share of FDI. Improved English language skills in Cameroon could encourage greater FDI spend from non-French-speaking foreign countries seeking to establish themselves.

#### World Bank reduces Cameroon's Ease of Doing Business ranking

Further evidence of the problems the country faces in attracting FDI can be seen from the fact that Cameroon saw its ranking on the World Bank's Ease of Doing Business scale fall to 167 in 2009 from 147 in 2005. Excessive corruption, top-heavy bureaucracy, unregulated trade, recurrent energy blackouts and a weak civic infrastructure continue to be significant impediments for the business environment.

#### English important despite dominance of French

In common with regional trends, urbanisation is on the increase in Cameroon. This represents another factor boosting demand for English as the urban working environment is more likely to require language skills. The proportion of the population living in urban areas is expected to rise to 63% by

2015, up from 58% in 2009 according with the UN and Cameroon Statistical office. Urbanisation is expected to increase further, and in the latest report from the US Agency of International Development poverty is expected to remain widespread, as approximately two million urban residents lived in poverty in 2010. Urban dwellers have greater exposure to international companies than their rural counterparts, and have better access to schools.

The status of French as the country's dominant language means that the government cannot focus solely on pushing the need for English language skills. For example, only one of the seven state universities uses English as the teaching medium. French is predominantly used as a *lingua franca* in the business community, with English being a widely-adopted secondary language at management level. Up to 80% of salaried professionals and all senior positions require English skills, based on Euromonitor trade interviews.

### Public schools considered strong English language institutions

The government does not have programmes dedicated specifically to the promotion of English in education. However, English is a compulsory subject in both the French- and English-speaking education systems. Private schools, renowned for the good quality of English teaching, remain the largest recruiter of English-speaking teachers in the country. Increasing demand for English speakers reflects the growing internationalisation in the country, and the dependence of business and technology on the language.

These English-speaking territories have become increasingly alienated from the government, and politicians from these regions have called for greater de-centralisation and even the secession of the former British-governed territories. The Southern Cameroon National Council (SCNC) – a political party founded in 1990 which represents the interests of the English-speaking population – has been declared illegal several times by the state government.

## 2.2 CAMEROON – KEY FACTS AND PROFILE

### Key Facts

Country Name:	Cameroon
Official language(s):	French; English
Population:	19,740,000 (2009)
Capital:	Yaoundé
Key Industries:	Agriculture; mining and quarrying; manufacturing and wholesale, oil and gas; retail trade

### English Profile

English speakers in 2009	38% of the population
Salary gap between someone who can speak English and someone who cannot	10-30%
Ranking of benefits of English in the workforce (1= not beneficial at all and 4=very beneficial)	2.56
Level of English required	14% (1/7) No English required 29% (2/7) Basic level 57% (4/7) Intermediate level
Rival of English in the work environment	French (up to 80% of the population speaks French)

### Research Methodology

Multinational	10 companies were contacted
Industries	10 leading industries: agriculture; wholesale and retail trade; manufacturing; mining and quarrying, oil extraction.
Jobs advertised in newspaper or online	Conducted a snapshot of the printed and online job advertisements requiring English
Education	Universities, private and public; Ministry of Education and Cameroon GCE Board
Recruitment agencies	Six recruitment agencies contacted

Source: Euromonitor International (based on interviews with companies, recruitment agencies, educational sector, and government bodies in 2010)

## 2.3 THE IMPACT OF ENGLISH ON THE COUNTRY

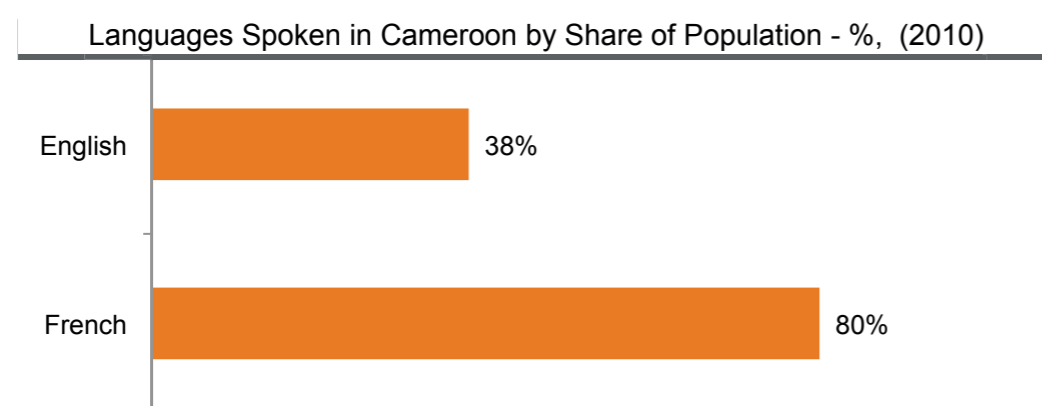
### Government reform assists economic growth

Four years of solid economic growth has seen Cameroon bounce back from difficult conditions of the past. The economy has grown from US\$8,749 billion in 2005 to US\$10,474 billion in 2009 according to the UN and African Development Bank. The reason behind this is the 3-year structural economic and infrastructure adjustment programs commenced in 2005 that aimed to continue privatization of state enterprises and improve public services management. Also in 2005, the government began to revise the country's tax laws to encourage foreign investment, while several infrastructure projects will help to support the growth in the energy/mining and technology sectors.

### English has historical relevance

English is also an official language at institutional level, and two (north-west and south-west, which include the administrative departments of Fako, Koupe-Manengouba, Lebialem, Manyu, Meme and Ndian) of 10 regions in Cameroon are predominantly English-speaking. These regions are densely populated. The legacy of English is a result of colonisation between 1920 and 1961.

Many Cameroonians speak Pidgin English rather than formal English. In addition, it is incorrect to assume that everyone from the English-speaking territories in the north-west and south-west can speak English. Nonetheless, 38% of the total population can converse in English to some degree.



Source: Euromonitor International (government bodies, African Development Bank, National Bureau of Statistics)

Note: The share of English speakers to at least intermediate

### Government encourages education, including English

Demand for English skills comes chiefly from multinational companies that use English as their business language, whereas domestic companies use French for internal and external communication. Despite the predominance of French, the importance of English in private industry is significant and the number of English speakers in Cameroon is growing.

Cameroon's government does not specifically promote the teaching of English. However, it is undertaking new strategies to promote education in general across the country, which includes French and English tuition. According to the IMF's Poverty Reduction Strategy Paper of August 2010, for those students taught entirely in English, the failure rate at school was lower than that of their French-taught peers. This strategy paper has also been adopted by the government, which plans to promote education at all levels, including English education.

At the same time the government recognises the growing importance of the English language. It is taking steps to promote its use through harmonisation of the legal framework via the Organisation pour l'Harmonisation en Afrique du Droit des Affaires (OHADA) Law (Organisation for the Harmonisation of Business Law in Africa). This law is expected to harmonise all legal structures and procedures across its member countries, most of which are predominantly French-speaking.



### 2.3.1 Investment and English in Cameroon

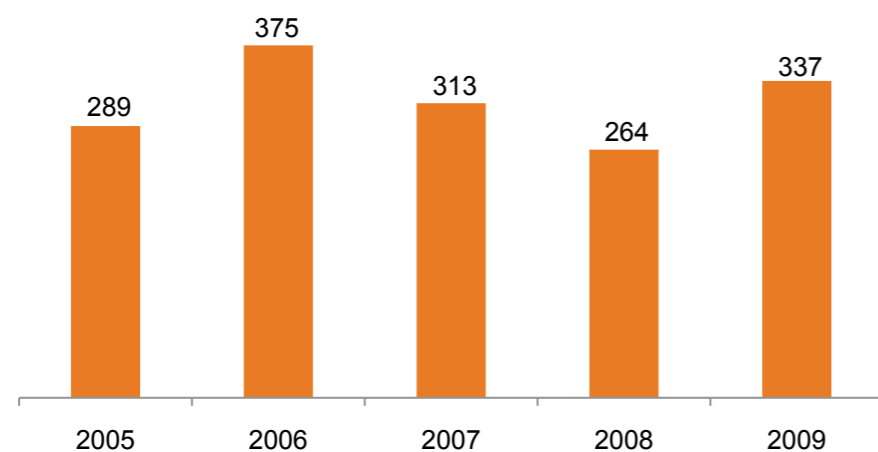
#### Dominance of French in business not considered disadvantage

The government's goal is to realise annual growth in GDP of 10% per year within a decade. However, the business environment is particularly challenging for foreign companies in terms of corruption, political instability, internal conflict and poor governance. Furthermore, the government does not consider the dominance of French as the language of business as a deterrent to foreign investment.

The generation of FDI is instead dependent on other factors. According to the UN World Investment Directory 2008, FDI inflows to the region are primarily influenced by commodity prices, a positive climate for investments in the region for FDI, and the possibility of natural resource exploitation.

As a consequence of its relative political stability and infrastructure strength Cameroon has a greater FDI flow than some of region's largest natural resource producers, such as Angola and Mozambique.

Foreign Direct Investment (FDI) Inflow (2005-2009) - US\$ Million



Source: Euromonitor International (OECD: Organisation for Economic Co-operation and Development)

#### Reduced FDI from France over 2006-2008, English-speaking countries hold low share

France is the main single source of foreign investment in Cameroon. However, FDI inflow from France declined to only US\$53 million in 2008, down from just over US\$113 million in 2006. FDI from the US also fell from US\$33 million in 2005 to just US\$4 million in 2008 in fixed exchange rate terms, according to the OECD. The main reason behind the decline in overall FDI from 2006 onwards is high commodity prices on items such as coffee and palm oil as well as the global economic downturn. Other leading investors in Cameroon include Germany, Belgium and China, with the gas and oil industry attracting the most investment.

The FDI of English-speaking countries represented less than 2% of total FDI in Cameroon in 2008. This has a dampening effect on the development of English in Cameroon, particularly when compared with high levels of French FDI. Nevertheless, this has not diminished the importance placed on the English language by ambitious individuals or the government.

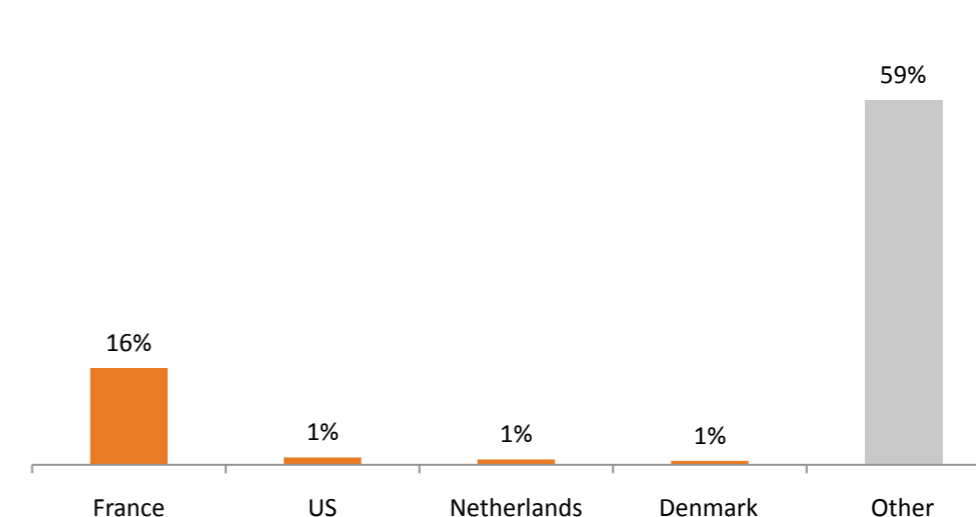
#### Majority of companies say English has improved international business

More active promotion of the use of English in the business environment to the same extent as French may allow Cameroon to attract new international investors. This is broadly understood within the business community – however, rising tensions between French- and English-speaking territories in Cameroon may hinder this.

Research shows that Cameroon is continuing its investment in education, as this is seen as fundamental to FDI. According to company interviews, the banking, services, technology, mining and quarrying industries are the leading industries that are in need for English speakers.

Euromonitor's research also indicates a correlation between industry productivity and the percentage of English speakers. Twenty-four out of thirty companies believe that English has improved their business with other countries such as the US, the UK and South Africa.

Foreign Direct Investment Inflows by Country - %, (2008)



Source: Euromonitor International (OECD: Organisation for Economic Co-operation and Development)

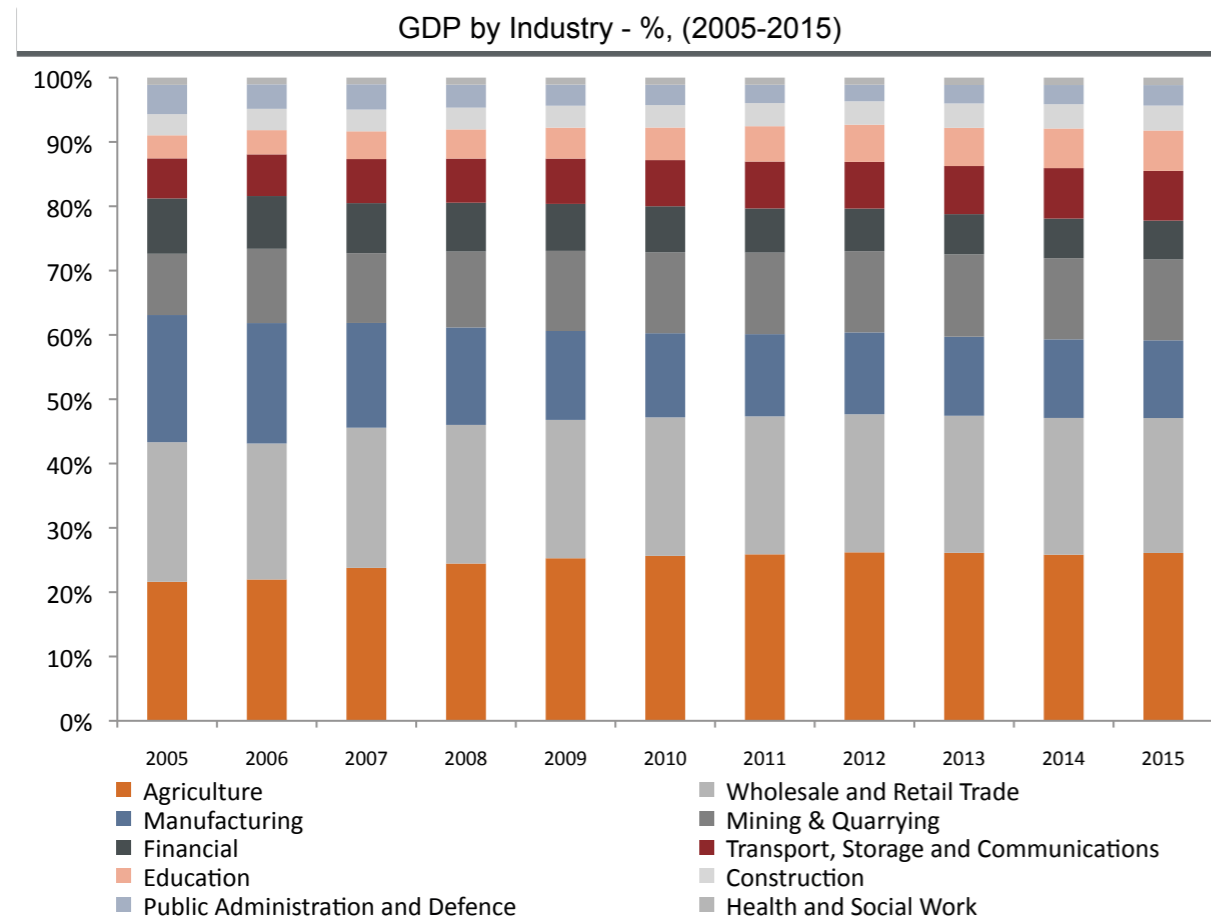
Note: "Other" is the combined share of all other countries that have any sort of investment in Cameroon

**Increased focus on English needed to boost tech industry**

Agriculture is the main source of income for the country and accounted for 24% of GDP in 2009. Agriculture was followed by wholesale and retail trade at 21% and manufacturing at 13%.

Technology will play a major role in the growth of Cameroon's economy from 2009 to 2015, however. Cameroon saw a staggering 252% increase in the number of mobile phone users over 2005-2010, from 2.3 million to 8.1 million according to Euromonitor International. If Cameroon wants to fully exploit new technology to further improve its economy, there needs to be greater commitment to the use of English.

Technology has already created many jobs in Cameroon by enhancing research and communication, encouraging the creation of new companies and creating new jobs in existing companies.



Source: Euromonitor International

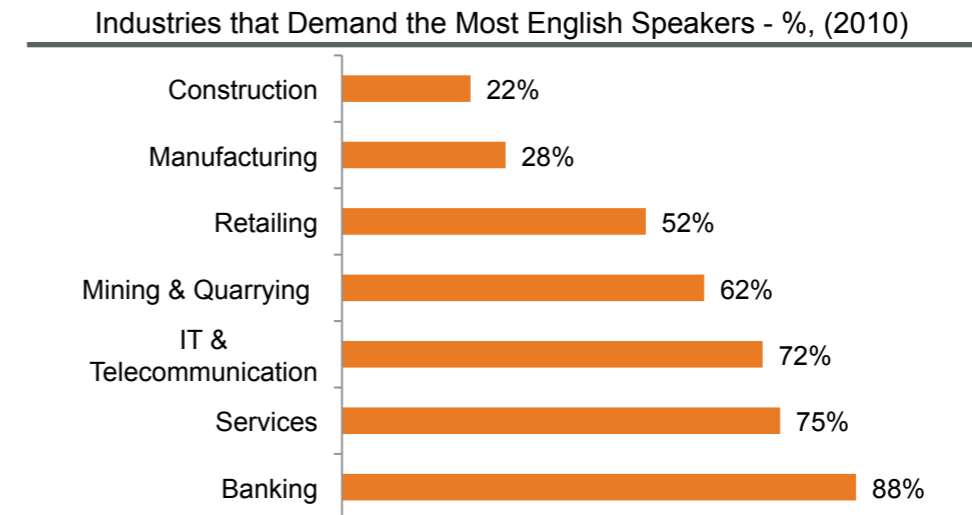
**High demand for English speakers in burgeoning mobile telecoms industry**

The major foreign companies in the mobile telecoms industry are from South Africa (MTN), France (Orange) and CAMTEL (state-owned). MTN uses English as its business language for in-house communication and French for external communication, while Orange uses French as its business language both internally and externally in Cameroon. All three companies employ English speakers in their local offices.

This demonstrates clear demand for English speakers in one of the most dynamically growing industries, and is a motivating factor for individuals to learn English in order to obtain a well-paid job within one of the most dynamic industries in Cameroon.

Other industries that have benefited from the technological inflow are oil, mining and quarrying, industrial processes including electronics, machinery and garments, and companies involved in infrastructure and real estate development.

English and French are used within all of these industries, with French being most commonly employed when dealing with clients.



Source: Euromonitor International (company interviews)

## 2.3.2 The Influence of English

### Business Location

Most industries, with the exception of food and agriculture, are located in urban areas, where most local and international businesses are settled. Food production and the agricultural industry are concentrated in the west, north-west and south-west regions of Cameroon.

Indicator	North	South/South-east	West
<b>Main cities and their population</b>	Garoua: 185,000	Yaoundé: 1.1 million	Douala: 1.2 million, Bafoussam: 151,000 and Bamenda: 149,000
<b>Main industries</b>	Agriculture	Telecommunications, real estate and mining and mineral production	Drilling and oilfields, telecommunications, agriculture, real estate and mining and mineral production
<b>Largest MNCs</b>	Société de Développement du Coton du Cameroun (SODECOTON)	Hilton Hotel, Espaces Landmark, Mahima Supermarché, UPS and Afriland First Bank	MTN Cameroon, Orange Cameroon, Nestlé, ExxonMobil, Euroil, Michelin Tyres, DHL, SGBC, Ecobank Standard Chartered Bank, SCB, World Bank Group, AXA Assurances, Schneider Electric, Moulins d'Afrique and PWC
<b>Main local language</b>	French and Hausa	English, French and Pidgin English	English and French
<b>Usage of English</b>	Lowest number of English speakers	English dominant in large cities	Largest numbers of English speakers

Source: Euromonitor International - 2010

Industry	Location	Main Companies
<b>Banking and finance</b>	Douala and Yaoundé	SGBC, Ecobank, Standard Chartered Bank, SCB, Afriland First Bank, CITIGROUP and World Bank Group
<b>Energy and oil</b>	Douala	TotalFinaElf, Shell/Pecten Cameroon Company, ExxonMobil, Texaco, Addax and Euroil
<b>Maritime and ports</b>	Douala	Maersk, GETMA, Transimex and SDV-Delmas
<b>IT and technology</b>	Douala	MTN Cameroon and Orange Cameroon
<b>Services</b>	Douala and Yaoundé	Transocean, Halliburton, Schlumberger, Tidewater, DHL, UPS, TNT, G4S (Wackenhutt Group), AXA Assurances and Chanas Assurances
<b>Food and agriculture</b>	Douala and Bamenda	Nestlé, Heifer International, GNLD and Moulins d'Afrique

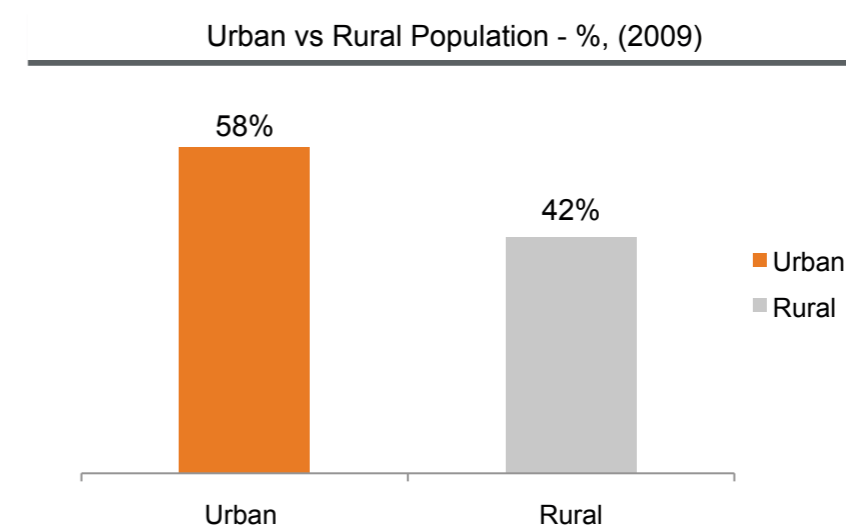
Source: Euromonitor International (from interviews with companies in 2010)

### Job seekers move to urban areas

The most populated regions of Cameroon are in the centre, the Littoral region in the south-west (with Douala as its capital), and in the far north. The largest cities are Yaoundé and Douala, which are the economic capitals of the country and have the most dynamic business environments.

Cameroon's population is increasingly urbanised, with an estimated 58% of citizens living in urban areas in 2009. The country's total population grew by 2% per annum over 2005-2009, while the urban population grew by around 4% per annum over the same period. The rural population saw only marginal growth.

Urbanisation in Cameroon is driven by the search for employment, the pursuit of higher education in universities and private institutions, and changes in the lifestyles of Cameroonian consumers. Urbanisation is also driven by increased urban infrastructural development, which attracts newcomers to cities, as well as a reduction in agricultural employment.



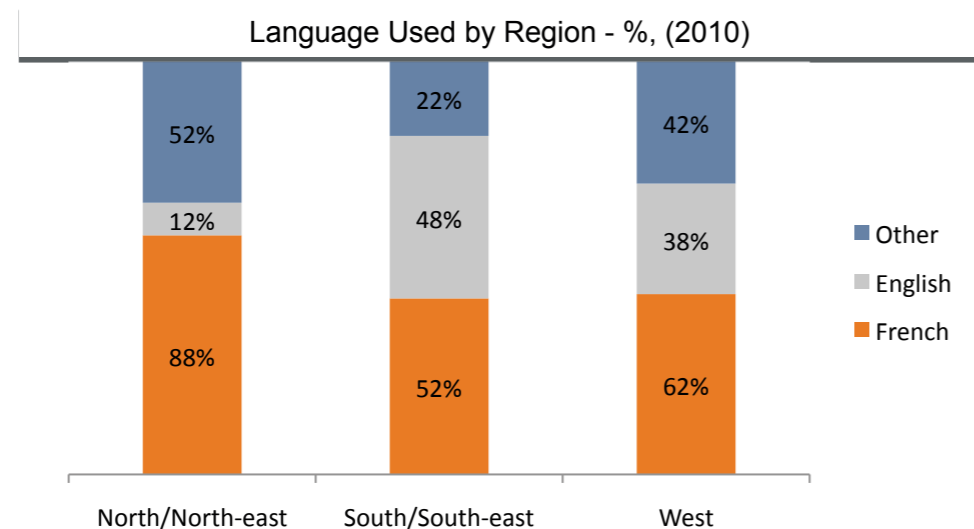
Source: Euromonitor International (trade statistics and government sources)

### Urbanisation contributes to growing number of English speakers

The economic impact of English is more evident in urban areas, where larger population groups are located. The majority of companies are established in urban locations, which means that better jobs are found in these areas.

The north-west and south-west regions of Cameroon are English-speaking. As the population increases in these regions, so does the number of English speakers. These trends also apply to Yaoundé and Douala, which are the country's largest cities and are home to the majority of English-speaking companies in the country. With a high rate of urbanisation, the number of English speakers in these cities is also increasing.

Both English and French languages are used in business communication, with French being dominant. English, however, is used by most companies located in the north-west and south-west regions.



Source: Euromonitor International (international trade associations and interviews with government bodies)

### 2.3.3 The Employment Market and English

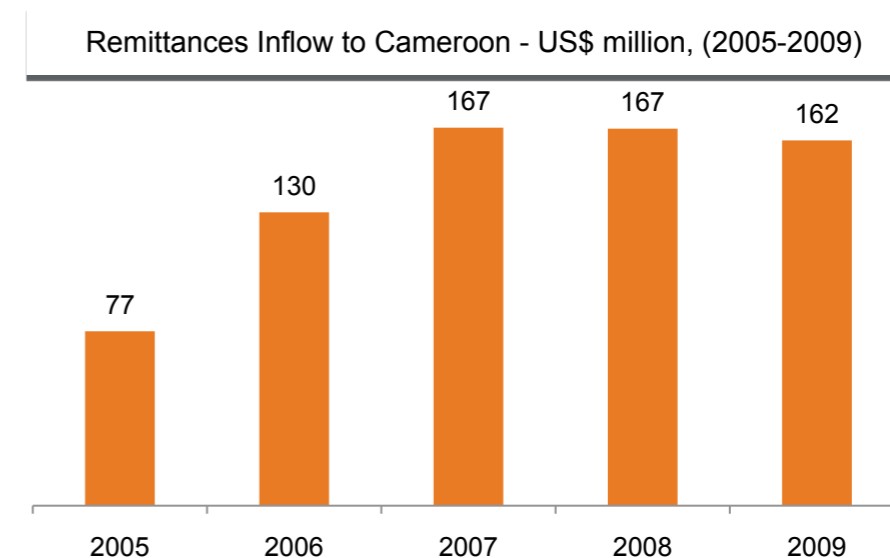
#### Mixed prospects for graduates seeking employment

Demand for formal employment in Cameroon is higher than supply, leaving the informal economy to supply employment, even for college graduates. Graduates therefore face a challenging work environment, with employment in large and stable companies difficult to find. At the same time, a limited government budget precludes decent salaries in the public sector.

Whilst some graduates, for instance in engineering, are scarce and sought-after, graduates in finance, accounting and management struggle to find employment, and as a consequence look for work overseas. One of the main indicators of this trend is the growth in remittances (inflow) to Cameroon over 2005 to 2007 and then a decline from 2008 and 2009.

In Cameroon, qualifications are highly valued when recruiting new employees. As a result of the high number of graduates in the workforce, however, it is not uncommon to see candidates with higher graduate degrees presenting themselves for jobs requiring a first degree.

English is regarded as an essential requirement for most professional positions. According to trade interviews with public companies and recruitment agencies, more than 80% of white-collar jobs advertised in Cameroon require English as at least a second language. All senior-level positions advertised within the period of this research required English and French skills.



Source: Euromonitor International

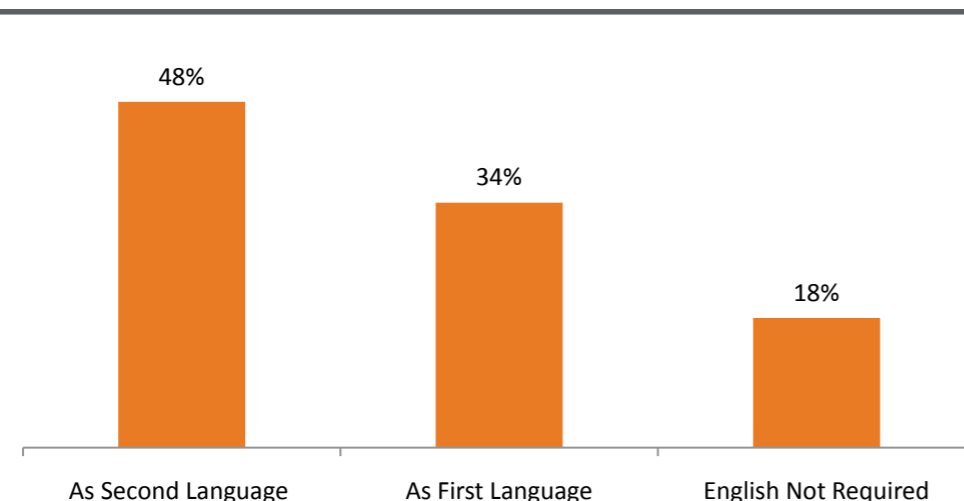


Job Positions	Search Channels
Manual labour worker <sup>1</sup>	In person and some local newspapers
Middle positions <sup>2</sup>	Internet, universities and recruitment agencies
Senior positions <sup>3</sup>	Internet and recruitment agencies

Source: Euromonitor International (interviews with recruitment agencies and printed publications in 2010)

Notes: <sup>1</sup> includes all vocational trades such as carpentry, painting and electrical; <sup>2</sup> includes any job requiring up to five years' experience; <sup>3</sup> includes any job requiring over five years' experience

Newspaper and Online Job Advertisements Requiring English - %, (2010)



Source: Euromonitor International (weekly snapshot of printed and online job advertisements)

### High proportion of job advertisements specify English requirement

Over the course of this research Euromonitor International conducted a snapshot of the print and online job advertisements in Cameroon. This snapshot indicates that demand for English language skills is rising. 34% of jobs advertised required English as a first language and 48% required English as a second language. Company representatives stated that English language skills are necessary for internal company communication, as many business partners are based in English-speaking countries such as Nigeria, South Africa and the US.

Demand for English speakers is expected to increase, according to trade interviews with companies and recruitment agencies. The industries that most frequently demand English speakers include banking, energy and oil, IT and telecommunications, maritime and ports, tourism and brewing.

#### Interview with Espaces Landmark:

*Over the past four years there was an increase in the business dealt with in English, as well as growth in the level of English spoken by employees, even if this proportion cannot be accurately measured. An increase in the number of French speakers making an effort to learn English was observed over the last few years.*

### Salary Differentiation – English Skills vs No English Skills

Job Title	Professional Salaries with English Skills to at least Intermediate Level (Gross Salary/ Month US\$)	Professional Salaries with no English Skills (Gross Salary/ Month US\$)
Director	2,250	2,050
Senior manager	980	820
Manager	620	520
Senior analyst	415	330
Analyst	310	220
Secretary	296	190
Carpenter	210	145
Electrician	215	150
Plumber	225	110
Receptionist	210	90

Source: Euromonitor International

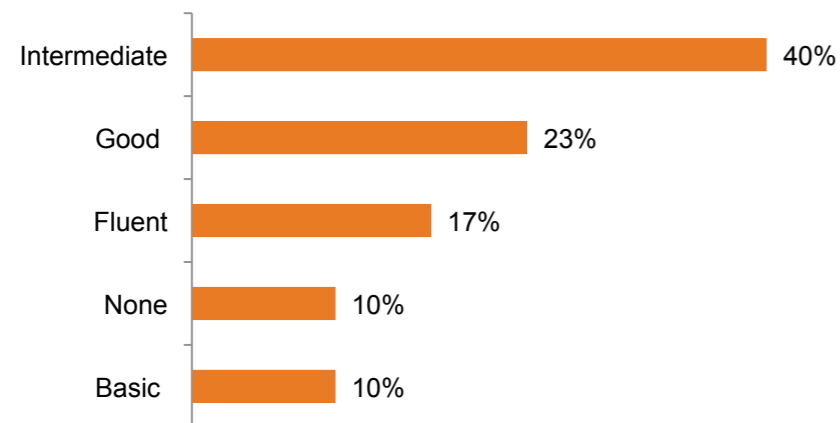
Note: Data refer to starting salaries for 2010, with self-employed and freelance workers being excluded

### Companies invest in English for employees

Multinational corporations indirectly drive the development of English in Cameroon, and are the largest recruiters of English speakers. Companies have increasingly sought to recruit bilingual candidates who speak both English and French, and have thus indirectly encouraged many job seekers to develop their English language skills.

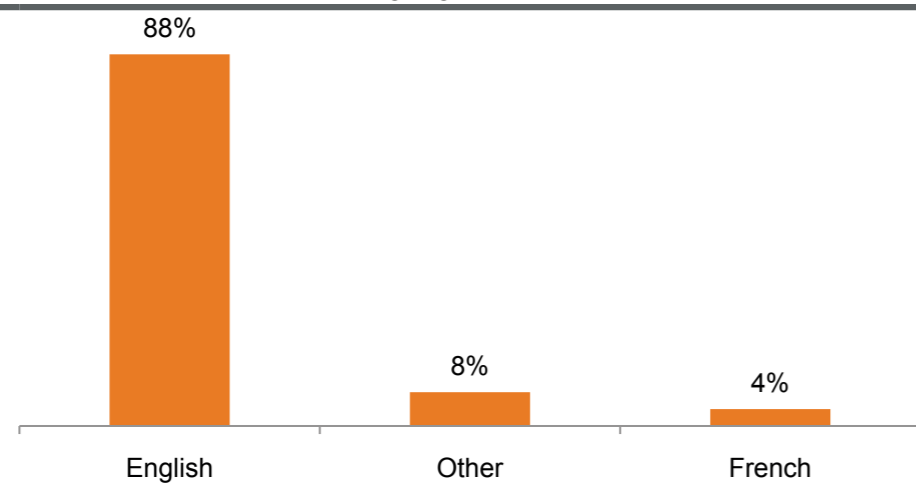
In addition, some companies send their employees to language schools in order to learn English. There are, however, no partnerships between companies and government related to the improvement of English skills.

What Level of English do Companies Require? - %, (2010)



Source: Euromonitor International (company interviews and jobs advertised)

Is a Second Language Required? - %, (2010)



Source: Euromonitor International (company interviews)

**Interview with the Ministry of Education:**

There are both positive and negative effects associated with the increasing number of English speakers. On one hand, more Cameroonians are able to get better jobs or study abroad. On the negative side, English skills increased job competition in the country, as businesses in Cameroon are increasingly seeking bilingual applicants. French speakers, who already had a stronger chance of obtaining better jobs, continued to be stronger in competitive terms as they increasingly favour an English education. This is not to the advantage of English speakers in the nation. Secondly, because of their reduced exposure to "Pidgin English" compared to applicants from English-speaking zones, they tend to actually learn and use the English language better than those from English-speaking areas of the country.

**Shift in industries favouring English speakers**

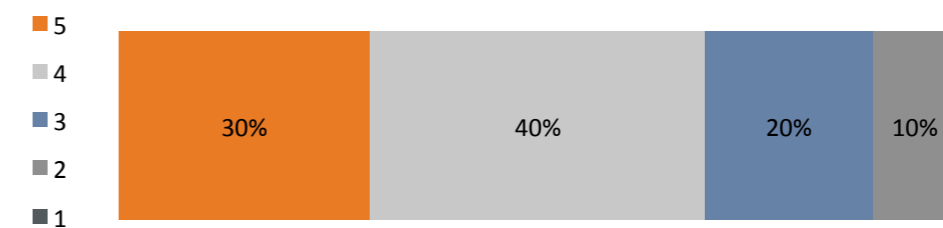
According to an interview with an employee of the recruitment agency Production Network, the company has seen a significant increase in the number of jobs requiring English in recent years, and this trend is expected to continue.

In 2006, international oil and gas companies and the transit/freight transportation and telecommunications industries were the major employers of English-speaking applicants. Demand is now emerging strongly in banking, marketing and brewing, with companies in these areas increasingly favouring applicants that speak both English and French.

Interviewed companies were asked to grade how important it is for employees to have solid English skills in order to conduct and develop business. The average score was four on a scale of one to five, with five being most important.

Twelve out of thirty companies interviewed concede that English is important for their business growth, while nine of these thirty companies believe that English is very important. According to these sources, English plays a key role in company growth, as it offers more opportunities to conduct international business.

How Important is English to Company Growth? - %, (2010)



Source: Euromonitor International (company interviews)

Note: 5=very important; 1=not important

**Interview with Recruitment Agency Tefon Oilfield Services Sarl:**

We deal with English-speaking companies and firms. In their opinion, English-speaking companies are better to deal with in business and usually operate with greater integrity, business ethics and management systems than French-speaking businesses in Cameroon.

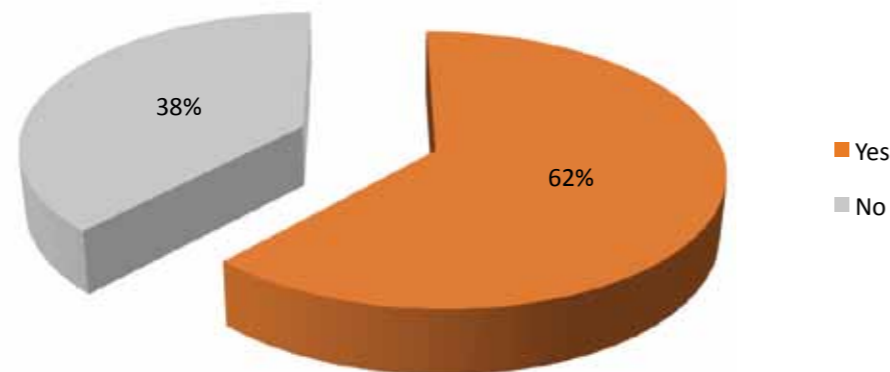
**Bilingual employees important assets in many industries**

Companies that operate in predominantly English-speaking industries (banking, energy and oil, IT and telecommunications, maritime and ports, marketing, distribution of fast-moving consumer goods, and tourism) require more bilingual employees with a good command of English in order to support their productivity and competitiveness.

In an interview with AXA, where the business language used is French, the HR representative admitted that employing some English-speaking agents helped to increase their business. Communication with many key partners abroad is conducted in English, and it is therefore vital for the company that senior managers are able to speak English and French.

Another important point is the use of English for training purposes. This was most visibly demonstrated in the mobile phone industry, where demand for training is growing exponentially, and English is used as the common language for training.

Is English Used for Training Purposes?- %, (2010)



Source: Euromonitor international (company interviews and recruitment agencies)

## 2.4 THE IMPACT OF ENGLISH ON THE INDIVIDUAL

### English boosts career prospects

The role of English skills in career advancement is significant, as bilingual employees speaking French and English have better opportunities as English gains in importance within Cameroon.

An HR supervisor at Euroil, for example, stated that English proficiency may become a factor that influences career progression, especially in occupations related to meeting and communicating with key business partners, or representing the company officially. Consequently, sales and marketing and senior management positions are most likely to require English language skills.

#### Interview with Euroil:

*Although English does not affect the salary benefits of employees in the same position, it can determine the amount of responsibility entrusted to an employee. This in turn determines what positions an employee may occupy, and indirectly the kind of salary they may earn, especially for positions such as receptionist or administrative assistant.*

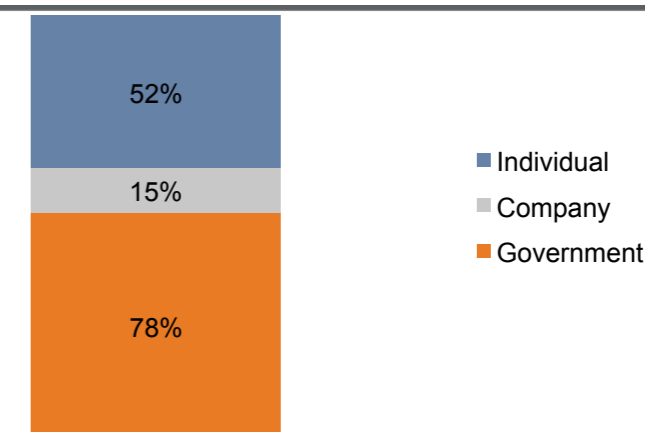
English is the second most important language for business in Cameroon after French. With the rise of new technologies where English is of primary importance, it is clear that developing English language skills in Cameroon will benefit the country's economic development and the economic wellbeing of individual citizens.

### Government aims to make education more affordable

The government remains the driving force behind English education in Cameroon, as it is responsible for the largest number of students, and directs educational strategy and reform. The majority of schools in Cameroon are government-owned and managed.

The government is thus promoting education by attempting to lower costs and increase access to education for less affluent citizens. There are also several language centres in cities such as Yaoundé, Douala, Buea, Bamenda, Ebolowa, Garoua and Bertoua, where English language classes are offered along with other subjects.

Who is Creating Demand for English Education? - %, (2010)



Source: Euromonitor International (overall percentages score based on interviews with companies, recruitment agencies, educational centres and government bodies, sum may add up to over 100% due to multiple answers per interview)

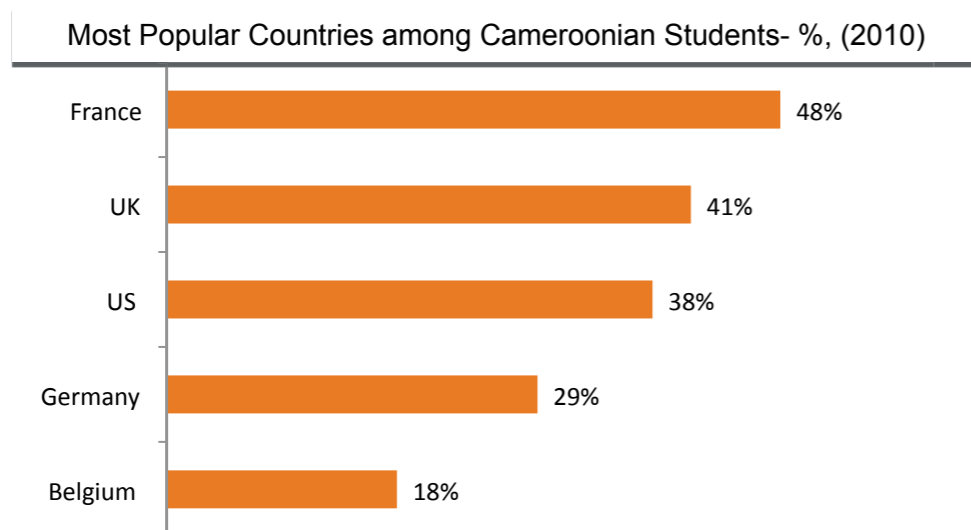
### Dual impact of students travelling abroad

There has been an increase in the number of students seeking opportunities abroad, which has a dual effect on the country. On one hand this phenomenon creates a “brain drain” that has a detrimental effect on Cameroon’s development. On the other, increasing international mobility also offers notable benefits for Cameroon, such as the development of new networks with developed countries. The country may also benefit from the positive influence of students returning with new skills, information and international contacts. The overall impact is therefore positive.

Cameroon’s higher educational institutes do receive a number of foreign students seeking to pursue higher education in English. For example, the University of Buea has a number of nationals from Equatorial Guinea, where the official language is Spanish. Young Cameroonians prefer to go abroad for higher education, especially in professional fields such as IT, engineering and medicine, as they perceive the quality of tuition in foreign establishments as being higher.

There are a number of reasons for young people to study abroad. These include access to job opportunities and the economic benefits in more developed countries. Favoured destinations for Cameroonian students include France, the UK, the US, Germany and Belgium.

There is a lack of country-specific statistics available on Cameroonian migrants. However, most migration from Cameroon is educational in nature rather than political or purely economic. The Ministry of Education estimates that close to 30% of university students of Cameroonian nationality currently study abroad.



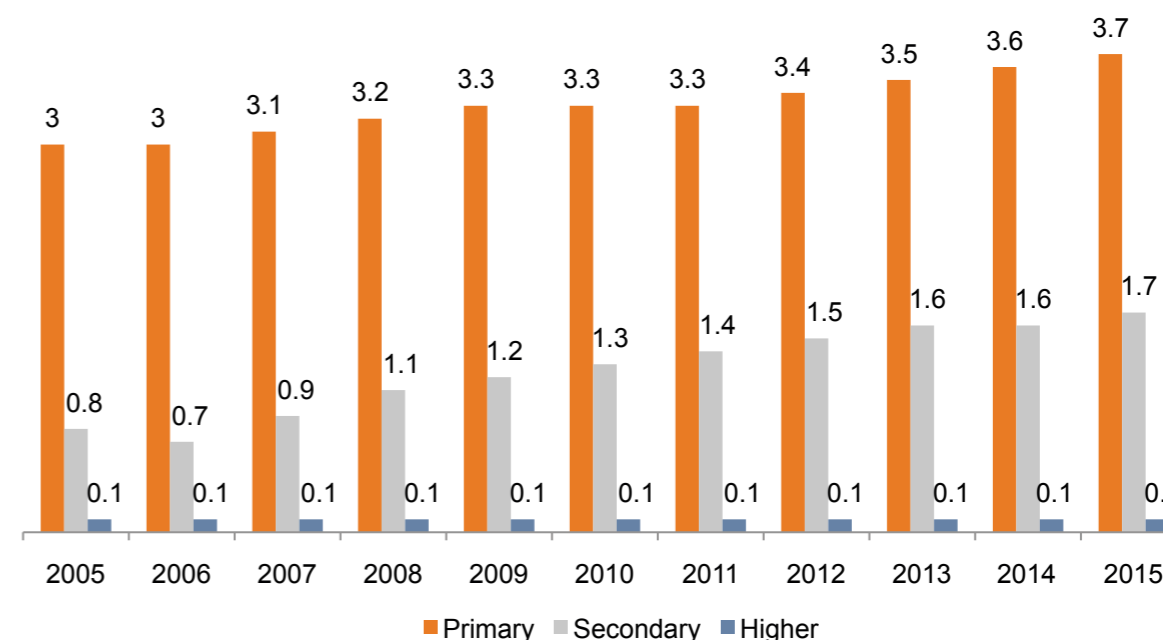
Source: Euromonitor International (Cameroon Statistics Agency in Education validated with interviews)

### Changes to French immigration laws encourage learning of English

Another factor encouraging French-speaking Cameroonians to learn English is the change in French immigration laws that took place in 2006. This restricted family-reunification immigration, whereby people enter France to join family members already in the country, and also imposed more stringent requirements for awarding legal status to illegally-resident immigrants.

This policy change was seen by many, including African leaders, as being focused on reducing the number of African immigrants in France. Instead, many choose to learn English so they can study or work in English-speaking countries such as the UK or the US, before potentially returning to Cameroon to work with strong English language skills or to send money home.

Total Cameroonian Student Population by Level of Study - millions



Source: Euromonitor International (trade statistics)

### Interview with the Ministry of Trade:

English will constitute a significant factor for the growth of the economy in the event that other factors such as infrastructure, businesses and industry become open. More French-speaking Cameroonians are sending their children to English schools, which confirms the fact that the importance of English is recognised with respect to international markets, and not just national and local markets. More people are sending their children to English schools to enable them to study in universities abroad or to obtain international jobs, the number of which is fairly low in Cameroon.

Therefore, the motive for this interest in the English language is to equip or fuel the international job market, rather than the national markets or the economy. Most Cameroonians operate in the informal and agricultural industries, which do not significantly require the use of English. Only businesses in English regions require the use of English, with these constituting a minority. As such, local trade cannot depend significantly on the use of English to thrive.

### Cameroon’s government receives funding for education

The government is receiving some international help to improve its education system. An example of this is the Economic and Monetary Community of Central Africa (CEMAC). In 2011, this foundation will introduce a total budget of US\$15 million for the six African countries in the region, according to the Strategy Paper for CEMAC 2010-2014.

The aim is to improve the education system, and allow access to the English language as an overall policy of improving the opportunities for the youth in Cameroon.

### Private education growing, gives greater importance to English

Private education is increasingly popular and considered to be of higher quality than public education by most Cameroonian parents. Private schools tend to pay more attention to teaching English than public establishments. Private education has its strongest presence in the cities of Yaoundé and Douala and the north-west, west and south-west regions of the country.

In other regions, the culture of private education is still developing. Private schools are mainly established in the cities of Yaoundé, Douala, Bamenda, Bafoussam and Buea. There are 16 accredited private universities across Cameroon. However, it is significantly more expensive than



government education. For primary education, government schools charge about US\$3 (CFA1,500) annually whereas private school costs range between US\$23 (CFA11,300) for mission schools that are subsidized by the government and US\$58 (CFA28,600) for higher-end institutions such as the Dominic Savio French School in Douala or US Schools.

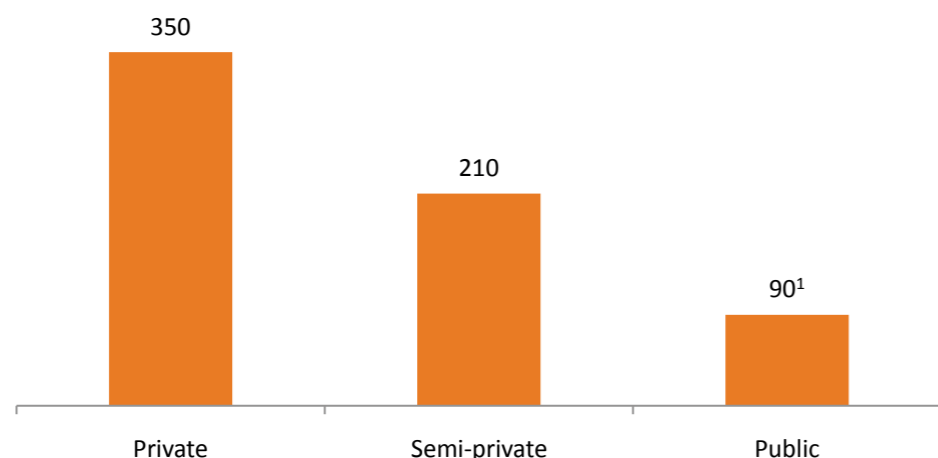
In higher education, there are seven state-run universities in Cameroon. Although these are all bilingual institutions in principle, the University of Buea is the only university taught in English. The other six universities located in Douala, Yaoundé I and II, Dschang, Maroua and Ngaoundere are run on the Francophone model. In general terms, the English educational system is practiced in the south-west and north-west provinces, while the Francophone model is utilised in the remaining eight provinces.

Differences in Costs of Major Types of Educational Institution, 2009 (US\$)

Institution type	Average cost per student per term	Source of funding	Cost to the state
Average cost of public school	US\$3.00 for tuition for primary schools and US\$10.00 for secondary schools	Parents	US\$10.00
Average cost of semi-private school	US\$23.00 for tuition, food and facilities	Parents	None
Average cost of private school	US\$58.00 for all services	Parents	None

Source: Euromonitor International

Going to School - How Much Does it Cost? - US\$/per term, (2010)



Source: Euromonitor International (interviews with educational centres)

Note: 1: Public education fees include tuition, food and school materials not paid for by the government, the cost of which must be covered by parents

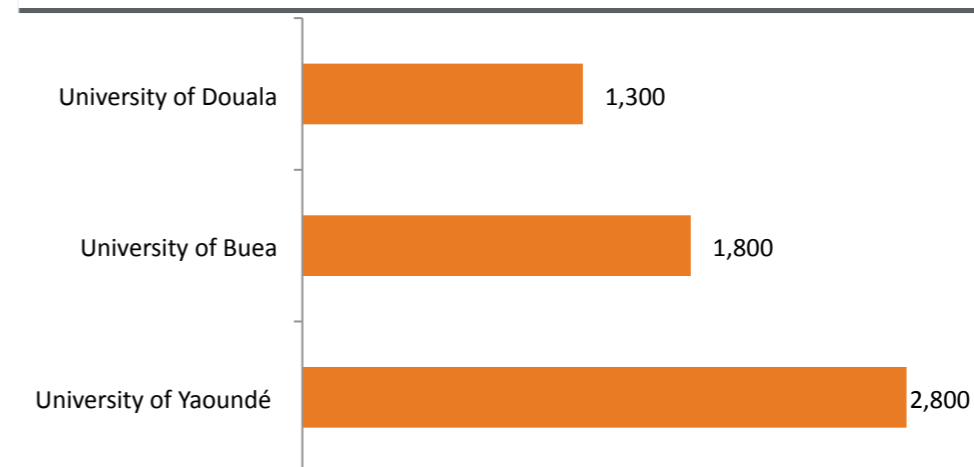
State universities popular due to affordability

For state universities, tuition fees are around US\$112 (CFA53,000), whereas for private universities the average cost on average of US\$1,060 (CFA500,000) annually. Other private universities charge up to US\$1,800 (CFA850,000) annually.

The University of Buea, which teaches in English, is one of the few universities in Cameroon that charges US\$116 (CFA55,000) per annum, although this includes additional payments such as medical fees. The competition between state and government universities is high. However, the state continues to educate the largest number of students because of the affordability of its universities.

France remains the preferred foreign destination for higher education. This is due to volume agreements and the scholarships France offers every year to international students, particularly students from poorer countries, such as Cameroon.

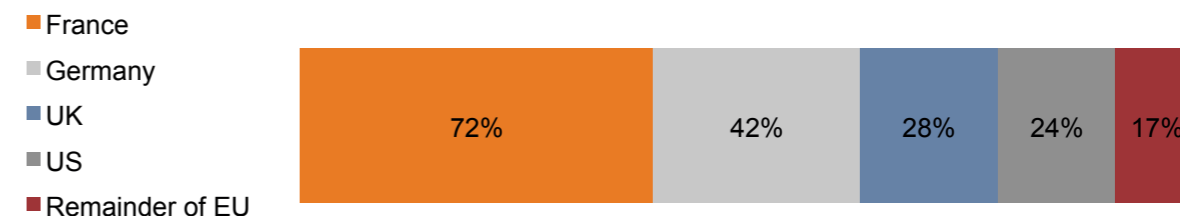
Graduates from Top Three Universities, 2009/2010



Source: Euromonitor International (interviews with educational centres)

Note: The figures shown in the chart above are the result of interviews with the selected universities, as they could not provide any reports

What are the Preferred Educational Destinations of Cameroonian Students? - %, (2010)



Source: Euromonitor International (interviews with educational centres and government bodies, sums up to over 100% due to multiple answers per interview)

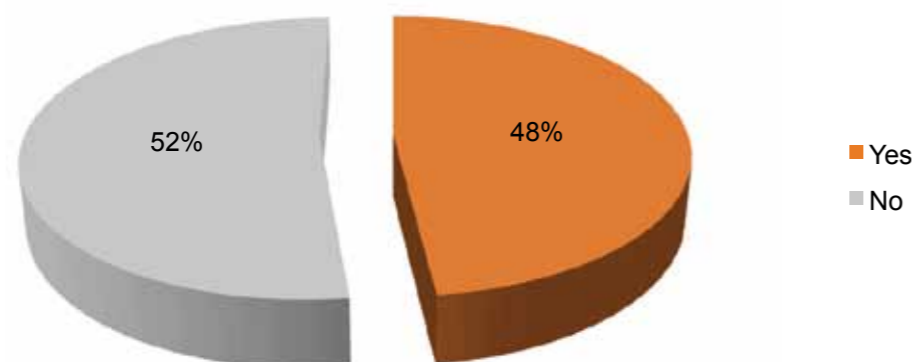
### Relationships between public and private establishments

The popularity of English as a language is growing among Cameroonian students, mainly due to the perception that having a good command of English provides better job prospects and can open doors to working in an English-speaking environment. Furthermore, the countries that offer the most financial aid and scholarships are Germany, the UK and the US. With the exception of Germany, these countries require students to demonstrate a good command of English. Some universities, especially public universities, have more sponsorship agreements supported by the government or private companies.

One example of agreements with public and private institutions is the one between the University of Buea and NatSynDrugs (European Research Centre for Drug Discovery and Development). Furthermore, the Computer Science Department of the University of Douala has also worked in similar programmes with the University of Laval in Canada and the African Virtual University.

The University of Dschang, meanwhile, has cooperated with Università Degli Studi di Roma Tor Vergata in a student exchange programme. English is the main working language of such exchanges, and a way for Cameroonian educational research to open up globally.

Do Universities Have a Graduate Programme Sponsored by Government or Private Sector? - %, (2010)



Source: Euromonitor International (interviews with educational centres and government bodies)

## 2.5 CONCLUSION

### English-speakers to benefit from industrial development and economic growth

Cameroon's natural resources and production of commodities such as coffee and cocoa, as well as its mining industry, have created positive economic growth. Private companies and the government often recognise that English is growing in importance when conducting resulting business. Twelve of the thirty companies interviewed stated that the English language is important for company growth.

Growth in the economy will have a positive impact on individuals who can speak English, as they will be most in demand for positions with international companies and new technology.

Over the course of interviews with universities and recruitment agencies, it was stated that English skills combined with French and a good quality degree will lead to a significantly more positive social mobility compared with those lacking such skills. Nineteen out of thirty companies stated that salaried professionals with good English language skills advance quickly, resulting in better salaries and conditions.

Cameroon's economic situation is improving, and its education and infrastructure systems will improve accordingly. This will result in an increase in the number of English speakers. Currently, only a limited number of areas in Cameroon are considered English-speaking, but use of the language is growing throughout the country.

## 3. NIGERIA

### 3.1 MANAGEMENT SUMMARY NIGERIA

#### Job prospects boosted by English skills

English language proficiency is widely recognised as a key skill for career success in Nigeria. In a country in which the job market is shrinking and where wages start at US\$120 per month (the official minimum level set by Nigerian Government for 2009), an English-speaking professional can earn on average US\$636, with English skills a factor influencing this. According to trade interviews with 30 companies, the salary of non-English and English speakers can differ by as much as 25-30% on average in favour of English speakers.

English language skills are regarded as a key requirement for an individual to obtain a better-paid position. On-going investment in the Nigerian economy from English-speaking countries further drives demand for English speakers to service new international companies.

#### FDI drops, Ease of Doing Business ranking falls

FDI in Nigeria was US\$5.9 billion in 2009, a decline of 7% over 2005-2009. According to the United National Conference of Trade and Development (UNCTAD), Nigeria's rich hydrocarbon reserves are the main magnet for foreign investment, and up to 85% of government revenue stems from the oil industry. Although the oil and energy sectors have driven Nigeria's economy in the last decade, there are other emerging sectors such as IT & technology, services and banking. These rapidly developing sectors are also the ones that are requiring the most English speakers according to the 30 companies interviewed.

In the World Bank's Ease of Doing Business scale, which covers 183 countries, Nigeria was downgraded from 109th position in 2005 to 125th in 2010. Government corruption, excessive bureaucracy, weak transport and business infrastructures, the relatively high operating costs for doing business and the high level of criminality, in addition to the lack of skilled labour, were the major reasons for this downgrade. These factors all represent significant barriers to development, as does the sporadic violence caused by religious conflict, especially in the north of Nigeria.

#### Numerous local languages

English is the official language of Nigeria. Overall, there are an estimated 521 active languages in the country, and English was selected as an official language as a means of imposing some form of linguistic unity on the country. The key indigenous languages are Hausa, Igbo, Fulfulde, Kanuri and Ibibio. English is widely used in business, education and government, and as such, is the language of the urban middle classes. In rural areas the languages of Hausa, Igbo, and Yoruba are more widely spoken.

Increased urbanisation is also driving demand for English language tuition. Up to 18 million Nigerians are expected to move to urban areas over 2009-2015, resulting in 56% of the population living in urban areas by 2015, according to the US Agency of International Development (USAID). Urban dwellers have far higher levels of exposure to English, and are also better placed for access to schools than their rural counterparts.

## 3.2 NIGERIA – KEY FACTS AND PROFILE

### Key Facts

Country name:	Nigeria
Official language(s):	English / Hausa / Igbo / Yoruba
Population:	156,493,900
Capital:	Abuja
Key industries:	Oil, IT and telecommunications, agriculture

### Research Methodology

Multinational	30 companies contacted
Industries	10 leading industries: banking, pharmaceutical, mining, energy and oil, food and agriculture, IT and telecommunications, services, chemical, maritime and ports and services

### English Profile

English speakers in 2009	53% of the population <sup>1</sup>
Salary gap between someone who can speak English and someone who cannot	25-30%
Ranking of benefits of English in the workforce (1= not beneficial at all and 4=very beneficial)	3.5
Level of English required	76% (23/30) Good 23% (7/30) Fluent
Rival of English in the work environment	Hausa, Igbo & Yoruba. Local dialect – English-based Nigerian Pidgin.
Jobs advertised in newspaper or online	Conducted a snapshot for the printed and online job advertisements that required English (50 jobs)
Education	Universities, private and public or any other institution that teaches English to a broad audience
Recruitment agencies	10 of the country's largest recruitment agencies

Source: Euromonitor International (based on interviews with recruitment agencies, educational sector, and government bodies in 2010)

Note: The vast majority of these 53% speak Nigerian Pidgin – an English-based Pidgin or Creole (Source: "A Basic Description and Analytic Treatment of Noun Clauses in Nigerian Pidgin." Nordic Journal of African Studies 15(3): 296–313)

## 3.3 THE IMPACT OF ENGLISH ON THE COUNTRY

### GDP growth predicted for 2010

Real GDP is expected to grow by 7% in 2010. Growth in the first half of the year was slightly above this forecast. Inflation was 12.4% in 2009; this is anticipated to ease to around 11.5% in 2010. GDP growth has primarily been underpinned by the country's booming energy industry.

Growth in the non-oil sector dropped to 4.5% in 2009, roughly half the rate of the previous year. Nigeria's current account surplus will edge up to around 12.4% of GDP in 2010, and is expected to be around 12.0% in 2011.

Oil price controls, implemented before the current recession, have helped insulate public spending from movements in oil prices. The legislation requires a pre-determined amount of oil revenue to be retained in reserve. This ensured that Nigeria was better prepared once the recession hit.

Power shortages are widespread and have held back economic growth. However, the government has announced plans to invest US\$5 billion per year to improve infrastructure over 2009-2014. These efforts could ease bottlenecks that hamper medium-term growth prospects and help restore energy stability in the Niger Delta.

Unemployment was 19.7% in 2009 and is expected to rise to around 20.5% in 2010. The World Bank estimates that up to 40 million Nigerians between the ages of 18 and 25 are jobless. Housing is extremely scarce in many urban areas, and very expensive for the average Nigerian. Officials estimate that there is a housing deficit of around 16 million units.

### Vision 2020 initiative aims to boost economy

Nevertheless, Nigeria has a long-term development plan to deal with these problems, known as Vision 2020, which calls for the country to become one of the world's 20 largest economies by 2020. To achieve this, officials want to improve the degree of competition and reduce reliance on oil and gas. There has been some progress in economic diversification but the pace of reform has slowed, following a period of political turmoil in the run up to the death of President Yar'Adua. His successor, President Goodluck Jonathan, has targeted electoral and energy reforms among his main priorities, which should put diversification back on track.

Corruption, the poor state of basic infrastructure and weak governmental institutions are the major deterrents to investment and sustainable growth over the longer term. To achieve the high growth in the non-oil sector needed to alleviate poverty (estimated by the authorities at 7-8% per year), private non-oil investment would have to almost double to around 20% of GDP.

### Number of English speakers growing

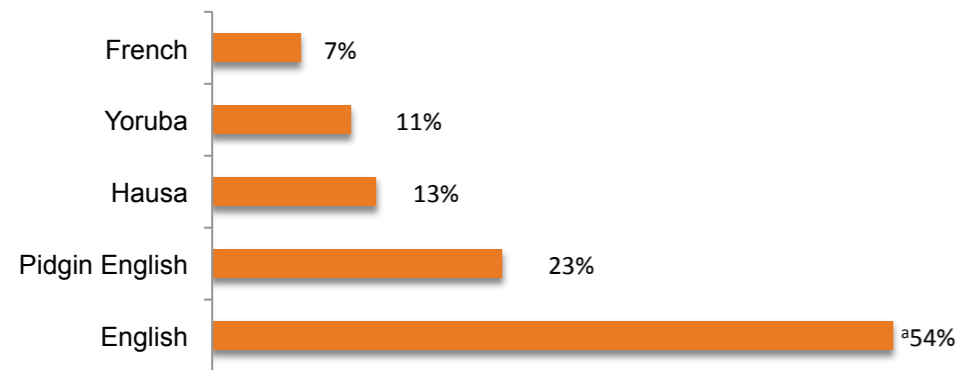
English is the language of government, business and education, and the number of English speakers is growing consistently in Nigeria, rising almost 6% over the last three years, according to Euromonitor estimates. Euromonitor's interviews with leading companies in Nigeria confirm that businesses view strong English language skills as key to improving an individual's career prospects in both the public and private sectors, and also improving access to higher education at home and abroad.

Of the 30 companies interviewed, all indicated that a prospective employee's English must be at a 'good' (23/30) or 'fluent' (7/30) level. In addition, interviews of 10 recruitment agencies also indicated a strong preference for skilled English speakers. Eight of the 10 agencies stated that an intermediate level of English is required for salaried professionals.

### Kimberly Ryan Recruitment Agency:

*"English is a language that every educated person in Nigeria speaks and understands. At least 60% of the Nigerian population has a good command of the language while around 40% can be split between those who speak what is called Pidgin, or not at all."*

Languages Spoken in Nigeria by Share of Population - %, (2009)

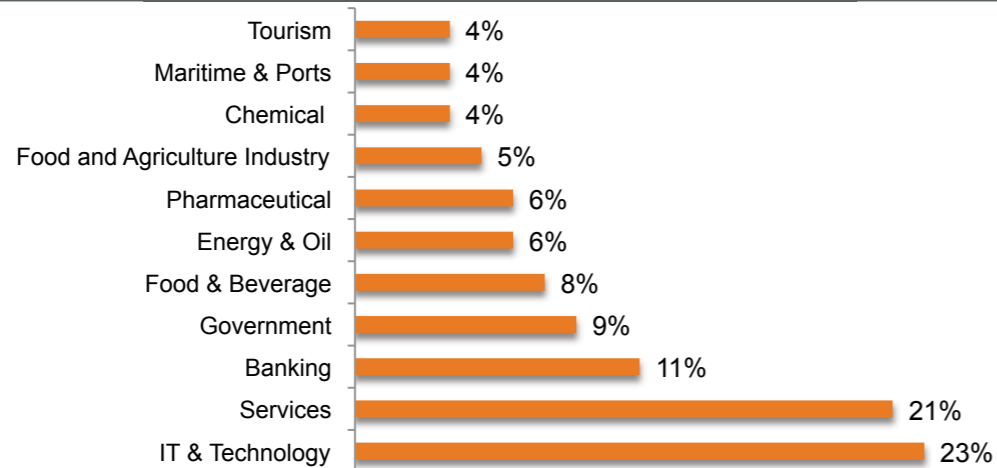


Source: Euromonitor International (government bodies, African Development Bank, National Bureau of Statistics)  
 Key: <sup>a</sup> The share of English speakers to at least intermediate level

The number of English speakers is expected to increase, driven by government and NGO programmes aimed at raising the number, as well as awareness among Nigerians that improving their English will give them access to better jobs.

### 3.3.1 Investment and English in Nigeria

Contacted Companies by Business Activity - %, (2010)



Source: Euromonitor International

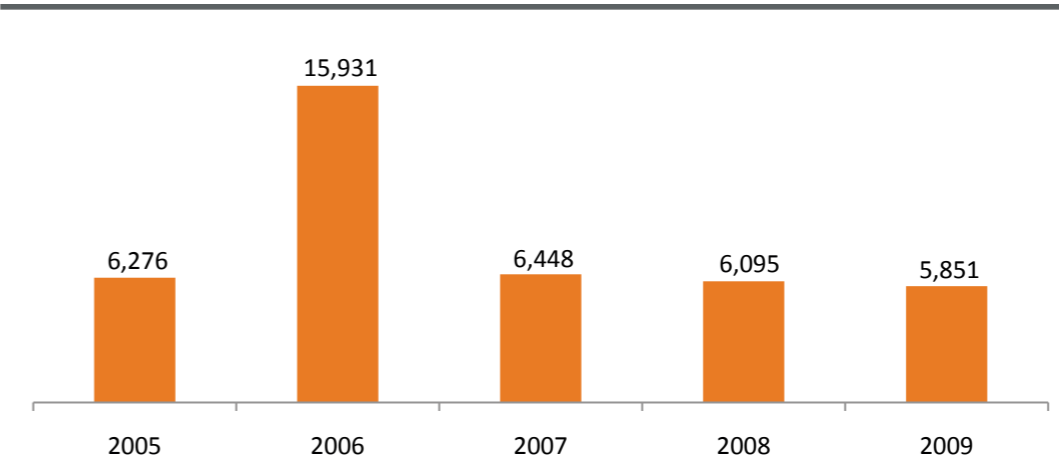
#### English-speaking countries important to investment

The US, France and the UK are the main investors in Nigeria and the country is one of the main hubs of investment in Africa. There are a number of reasons for this, which include its large resources of oil and gas, which attracts foreign investment, its geographic location, its growing population and its improving English language skills.

In 2009 Nigeria received US\$5.9 billion in Foreign Direct Investment (FDI), according to UNCTAD. This ranked Nigeria third in terms of FDI in the African region in 2009, after Angola and Egypt, and placed it 39th in the world.

The status of English as an official language plays an important role in attracting foreign investment, as English is the international language of business. This gives Nigeria a significant advantage over other West African countries, many of which are French-speaking.

Foreign Direct Investment (FDI) Inflow (2005-2009) - US\$ Million



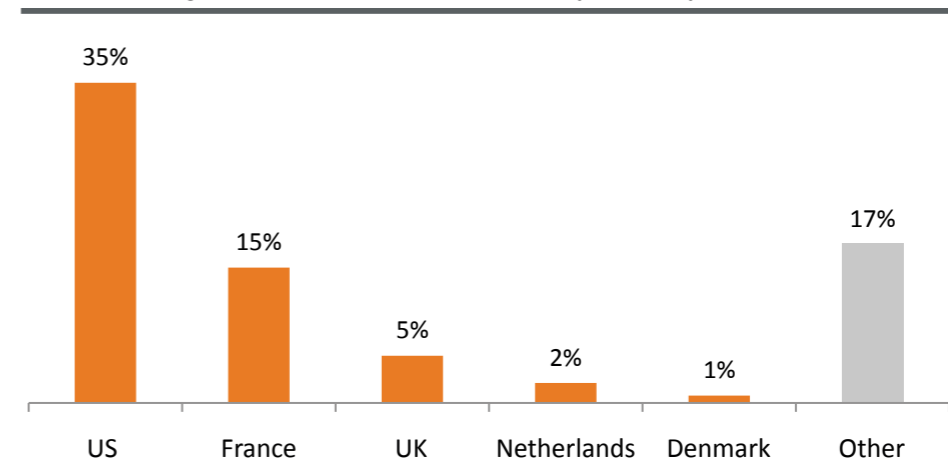
Source: Euromonitor International (OECD: Organisation for Economic Co-operation and Development)

#### Majority of interviewed companies use English to communicate

Twenty-eight out of thirty Euromonitor interviewees indicated that they use English as the language of communication within the company and with other businesses, as this generates confidence and trust among investors outside Nigeria. In interviews with recruitment agencies, nine of ten reported a preference for English as a means of communication when looking for candidates.

Based on interviews with a small sample of companies, it appears that multinational companies based in Nigeria typically employ English speakers. According to Euromonitor's research, 73% of the companies in the oil and gas industry are from English-speaking countries (ExxonMobil from the US, Shell from the UK and Nexen from Canada, for example), as are 68% of the companies in the telecommunications industry, (Vodafone and Inmarsat from the UK). 75% of companies stated that Nigeria is the best market opportunity in Africa due to both its size and English being the main language of communication.

Foreign Direct Investment Inflows by Country - %, (2008)



Source: Euromonitor International (OECD: Organisation for Economic Co-operation and Development)



### Greater investment from US

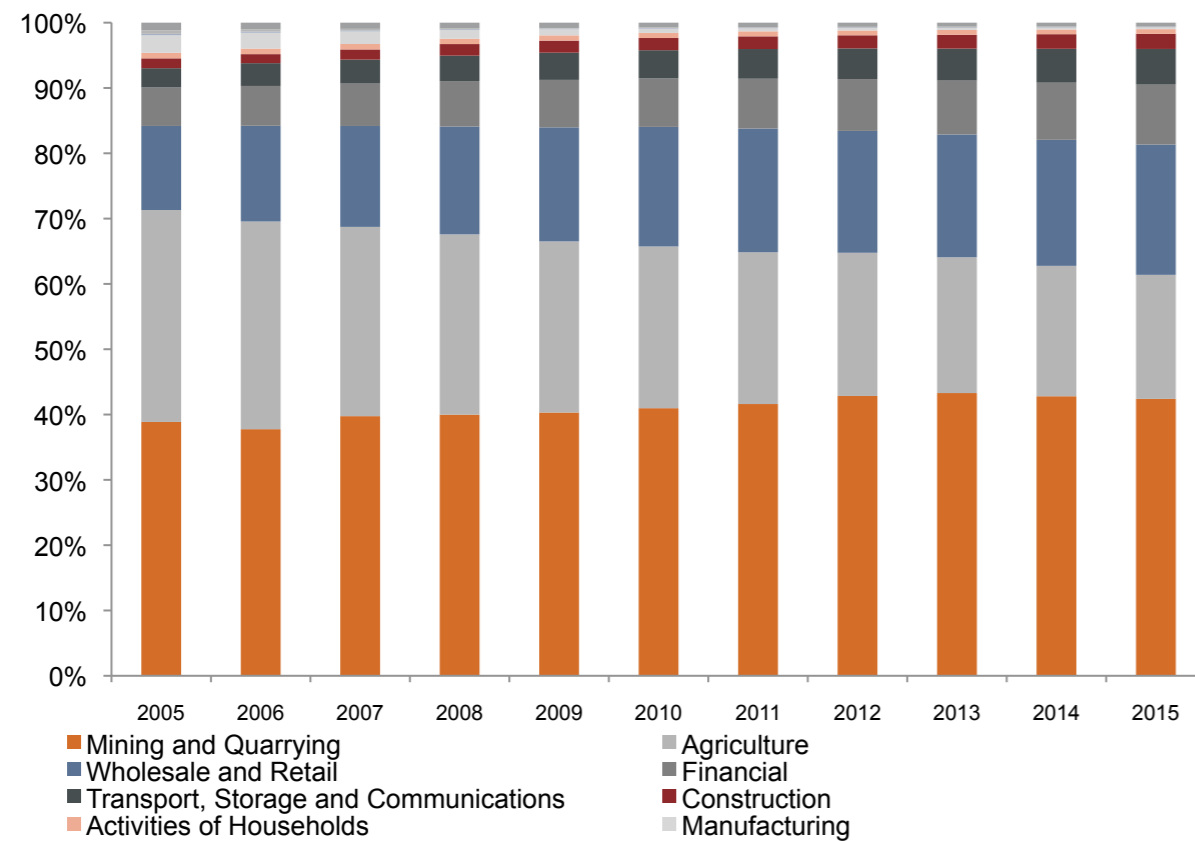
The US has greatly increased its investment in Nigeria in recent years. In March 2010 a business forum for US investors was organised with the aim of attracting more FDI into the Nigerian economy. Key industries for US investment in Nigeria include tourism and hospitality, power and energy, solid minerals, agriculture, infrastructure and construction, and telecommunications. This is a sign that English language skills may be required in the country and will eventually, if not immediately, positively affect the country in terms of both improvement of individuals' quality of life and economic growth.

**According to AERC Research Paper 165, African Economic Research Consortium, Nairobi, dated April 2007:** *The determinants of FDI in Nigeria are market size, infrastructure development and stable macroeconomic policy. Openness to trade and available human capital, however, are not FDI-inducing. The level of available human capital is low and there is need for more emphasis on training to enhance its potential to contribute to economic growth.*

### IT and tech important to economic future

Over 2005-2010, oil and gas, which falls under the mining and quarrying sector, agriculture, and retail contributed most to the country's GDP. The interviewed market players agree that future economic growth will come from areas such as technology, IT, services and, more recently, banking. In 2009 these three sectors generated 2%, 5% and 9% of Nigerian GDP, respectively, and even though these sectors are still small comparing with the top three, they have showed a steady increase in the last five years. According to the interviews undertaken for this report, technology, IT, services and banking are also the top three industries demanding an English-speaking workforce.

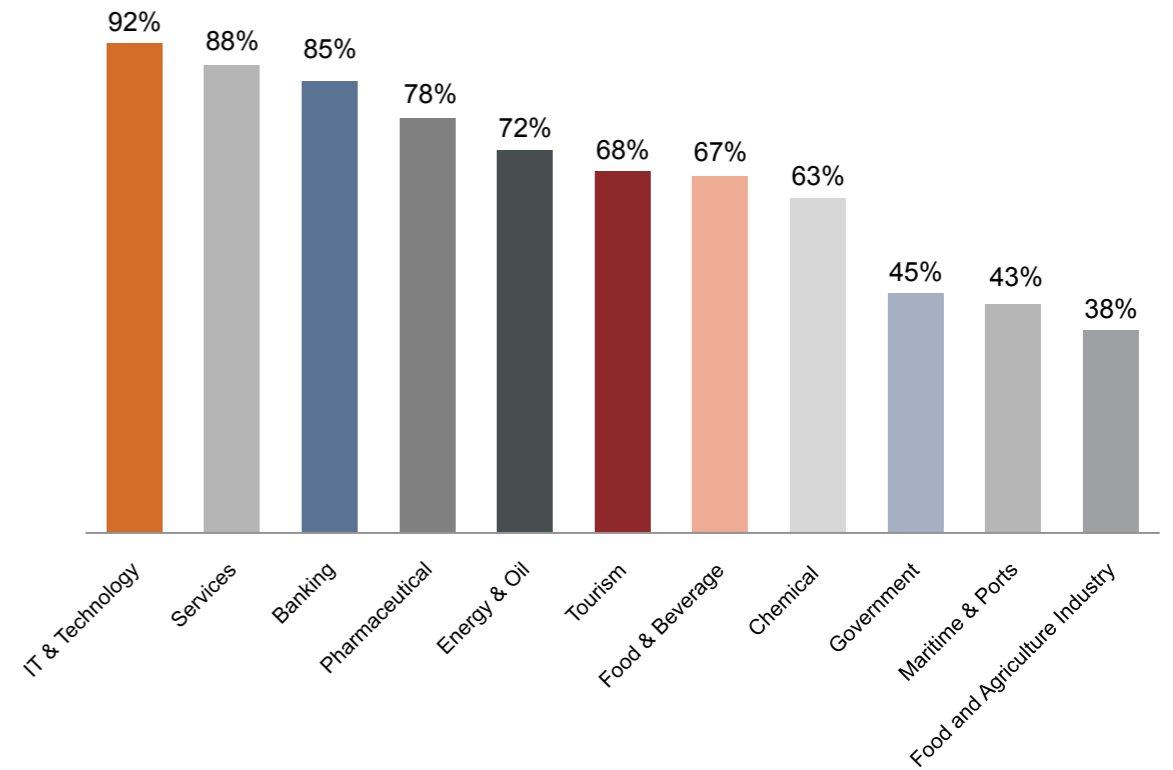
GDP by Industry - %, (2005-2015)



Source: Euromonitor International

According to the interviews with 30 companies, combined with the printed and online jobs advertised, percentages were estimated for those industries that required English speakers, usually by requesting English in the job vacancy. The chart below shows that IT & technology, services (insurance and call centres) and banking were the sectors where English languages skills were required the most. Even though the energy & oil sector is the top contributor for the GDP and FDI-inflow of the country, it was showed that the demand for a good command of English languages skills were not the highest here.

Industries that Demand the Most English Speakers - %, (2009)



Source: Euromonitor International (interviews with companies and recruitment agencies)

According to the Ministry of Communication, the telecommunications industry is the one sector that has received more private investment, and companies, such as MTN Nigeria, have expanded significantly over the past five years, investing more than US\$1.8 billion in maintaining market share. Since the privatisation of the telecommunications industry in 2001, and the subsequent inflow of foreign capital investment, it has become a major draw for job-seekers. The study indicated the majority of recruitment agencies interviewed view IT and telecommunications companies among their key client bases, and also indicated that English language speakers are in high demand.

### 3.3.2 The Influence of English

#### Business Location

Indicator	South/South-west	North/North-west	East
<b>Main cities and their population, million</b>	Lagos (9.0) Ibadan (3.6) Benin-City (1.1) Port Harcourt (1.1)	Kano (3.6) Kaduna (1.6) Maiduguri (1.1)	Abuja (0.9) Enugu (0.7) Onitsha (0.6)
<b>Main industries</b>	IT and telecoms, oil, services, banking	Food and agriculture, government	Government
<b>Largest MNCs</b>	Virgin, ExxonMobil, MTN Nigeria	Dangote Textiles Ltd <sup>1</sup>	Nigerian Central Bank, Nigeria National Petroleum
<b>Main local language</b>	English, Pidgin English	Hausa, Arabic	Igbo, Pidgin English
<b>Usage of English</b>	Dominant in large cities	Lowest number of English speakers across Nigeria	Largest number of English speakers across Nigeria

Source: Euromonitor International - 2010

Note: <sup>1</sup> Other companies have plantations in the north of Nigeria but not offices, such as Nestlé, Guinness, etc.

#### South and south-west key geographic regions

Location is an important factor when it comes to identifying opportunities for promoting English language skills: more advanced industrialised regions typically have greater demand for English speakers. Southern Nigeria is more prosperous than the north, as it is home to the country's oil and telecoms industries. The population is greatest in the south and south-west urban areas of the country, with Lagos, Ibadan, Benin-City and Port Harcourt the main cities. They have more developed social and transport infrastructures, with more companies operating and investing in the area. As a result, there is a significantly stronger base of English speakers.

The largest cities in the north and north-west of Nigeria are Kano, Kaduna and Maiduguri. Even though these cities are large in terms of population, they are limited in terms of attracting investment and industry. There are very few major companies in the north of Nigeria due to the under-development of infrastructure.

Industry	Location	Main Companies
<b>Banking and finance</b>	Lagos	Stanbic IBTC Bank, Sterling Bank Plc, Citi Bank Plc, Zenith Bank
<b>Telecommunications</b>	Lagos	Etisalat, Zain, MTN, Global Com, Starcomms
<b>IT</b>	Lagos, Port Harcourt, Calabar	Microsoft Nigeria, A.J. Silicon, MTN Nigeria
<b>Energy and oil</b>	Lagos	TotalFinaElf, Allied Energy Resources Ltd, Exxon Mobile, Shell, Chevron
<b>Agriculture</b>	Abuja, Shagamu	Dangote Farms, Bayou Farms, Duke Farms, Agro Allied Dev. Ent, Obsanjo Farms

Source: Euromonitor International - 2010

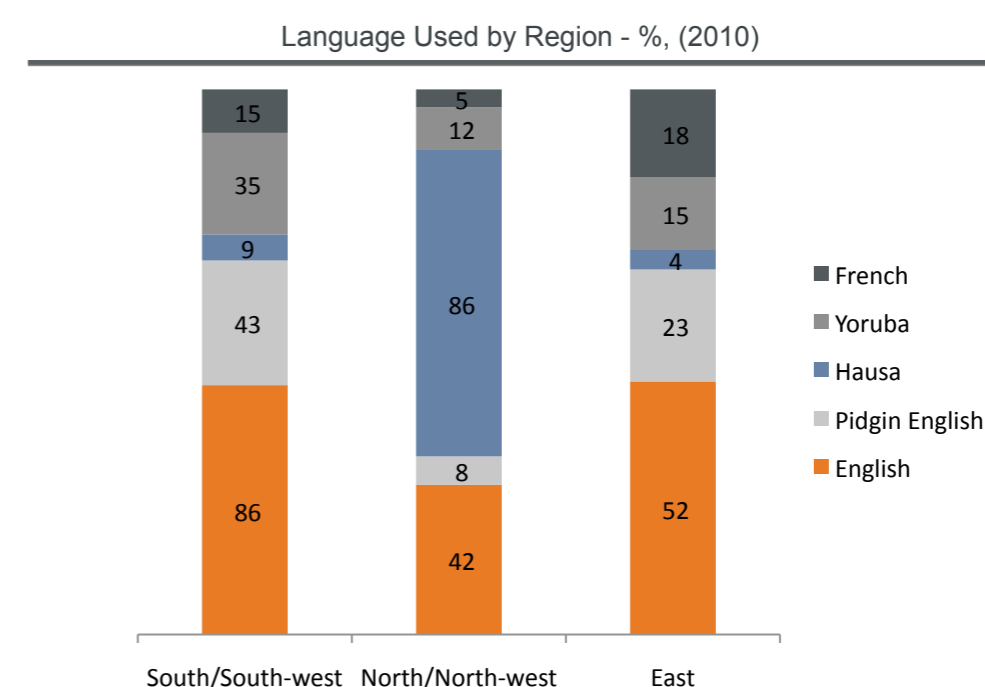
#### Northern Nigeria's isolation results in southerly migration

The distribution of languages in Nigeria can be divided into three main regions: south/south-west, north/north-west and east. English is the predominant second language in most of Nigeria, the exception being the north.

Research highlights that the lack of openness to new and international business, coupled with its landlocked geographic location, puts Northern Nigeria at a distinct economic disadvantage compared with other areas of the country. This situation has encouraged high levels of migration to cities in the south in search of greater opportunity, and these migrants will want to learn English to improve their chances of employment.

In Euromonitor's interviews, 12 of 30 companies stated that conducting business in the north of Nigeria is "very difficult", with the main obstacle being the poor transport infrastructure. Companies think that if they choose Northern Nigeria as a business location, they will be isolated from the rest of the country and experience trading difficulties.

In addition, there is a certain reluctance among local government authorities in the north of Nigeria to promote English education or encourage the use of English as a spoken language and its adoption for business conduct. This stems mainly from the fear of erosion of cultural identity.



Source: Euromonitor International, (international trade associations and interviews with government bodies)

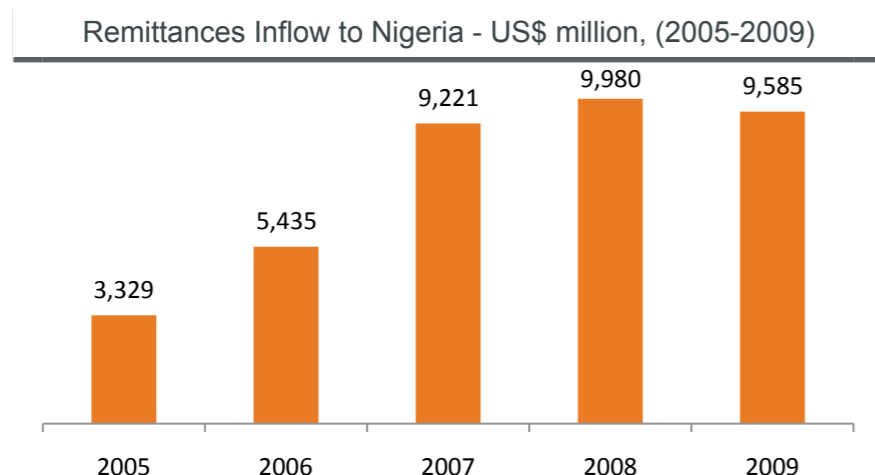
#### Urban areas see greatest English use

According to the Nigerian Bureau of Statistics, rates of urbanisation are growing by as much as 3% year-on-year. As a result, larger cities such as Lagos, are overcrowded and stretched beyond their infrastructure capacities. Nonetheless, almost 80% of the interviewed companies confirmed a preference for these urban locations, thanks to a typically higher concentration of employees with English skills.

Lagos is the country's economic powerhouse, where industry is concentrated. However, other regions are also becoming important within the business environment; these include Ibadan, Kano, Benin City, Zaria, Maiduguri, Jos, Oyo, Aba, Bida, Okpoko, Bauchi, Mubi and Ondo.

### 3.3.3 The Employment Market and English

Lack of employment opportunities for graduates means many move abroad in pursuit of higher incomes. This helps explain the growing remittances inflow to Nigeria over 2005-2009, reaching US\$9.6 billion in the latter year.



Source: Euromonitor International

#### Increasing number of people look to private education for their children

Over the 2005-2010 period, Nigerians saw their average disposable income increase by 15% as a consequence of overall positive economic growth. The growing number of middle-class citizens now have greater opportunity to educate their children privately. It is widely accepted that a privately educated student has far better job prospects and, therefore, potential for greater personal prosperity. Typically, private schools teach in English, emphasising the importance of the language in expanding opportunities for individuals.

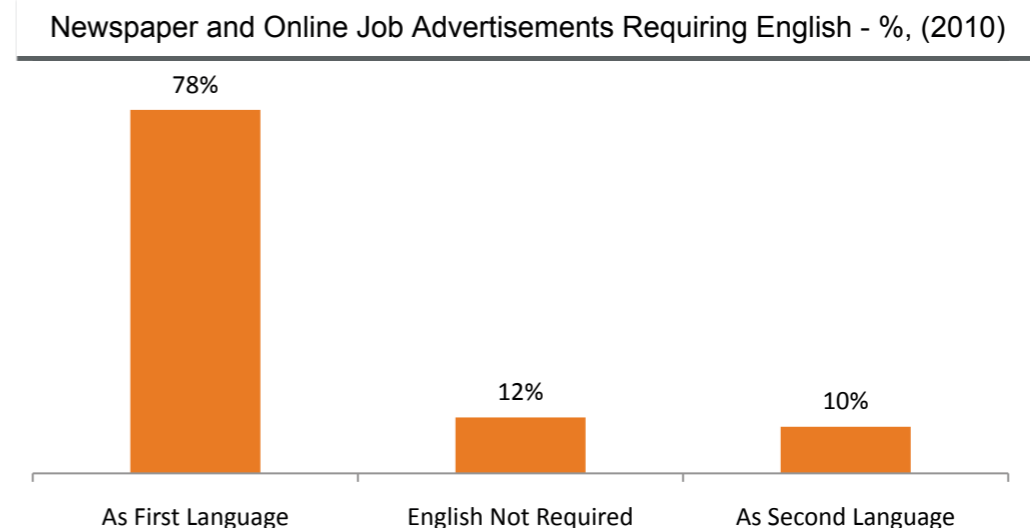
Job Positions	Search Channels
Manual labour worker <sup>1</sup>	Word of mouth and some local newspapers
Middle positions <sup>2</sup>	Internet, universities and recruitment agencies
Senior positions <sup>3</sup>	Internet and recruitment agencies

Source: Euromonitor International (interviews with recruitment agencies and a snapshot of printed publications such as newspapers in 2010)

Notes: <sup>1</sup> Includes all vocational trades such as carpentry, painting and electrical  
<sup>2</sup> Includes any job requiring up to five years' experience  
<sup>3</sup> Includes any job requiring over five years' experience

#### English skills important to recruitment

Eight of ten recruitment agencies said that English language skills were beneficial, combined with appropriate qualifications, such as computer literacy, as well as interpersonal, initiative and communication skills. They also mentioned that having a degree plays an even more important role due to the competitiveness of Nigeria's job market.



Source: Euromonitor International (capture of job market, in print and online)

#### Salary Differentiation – English Skills vs. No English Skills

Job Title	Professional Salaries with English Skills to at least Intermediate level (Gross Salary/Month, US\$)	Professional Salaries with No English Skills (Gross Salary/Month, US\$)
Director	3,400	3,000
Senior manager	2,200	1,800
Manager	1,800	1,500
Senior analyst	1,200	1,000
Analyst	1,000	800
Secretary	850	550
Carpenter	730 <sup>a</sup>	320
Electrician	820 <sup>a</sup>	350
Plumber	900 <sup>a</sup>	450
Receptionist	620	210

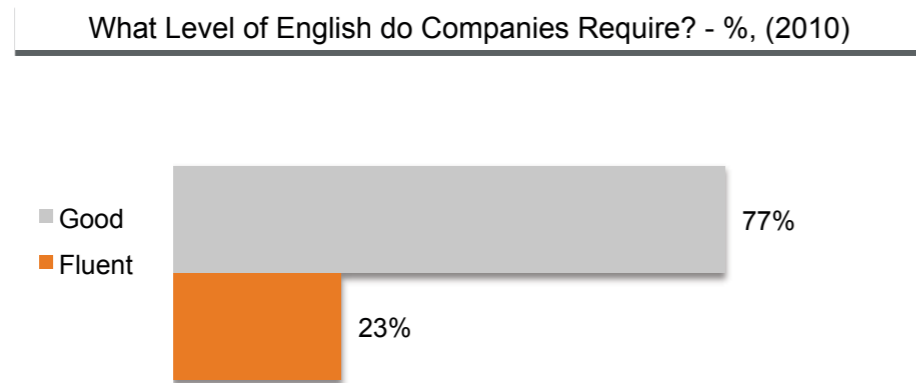
Source: Euromonitor International (starting salaries for 2010); self-employed and freelance are excluded  
 Note: <sup>a</sup> Very few jobs of this type found

**English required of senior staff in workplace**

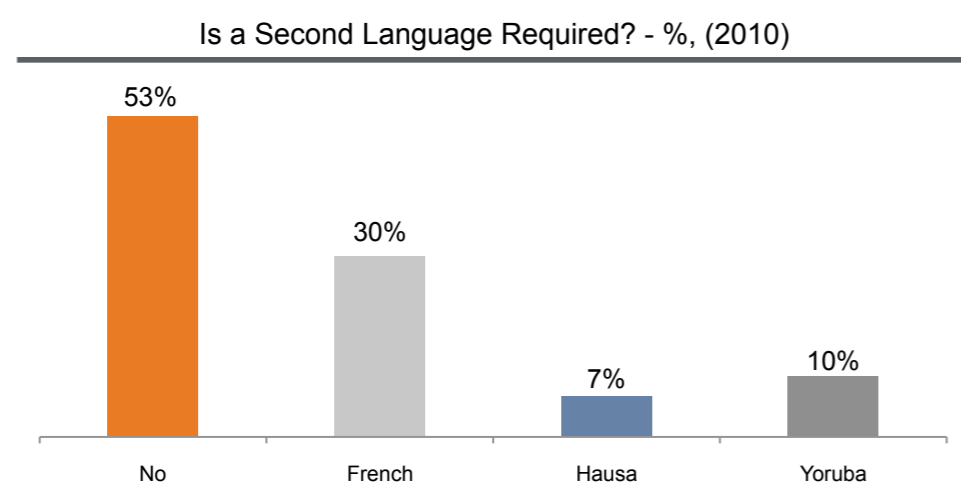
The required level of proficiency in English is higher for employees working in mid-level and senior management positions. It is common to recruit senior staff internationally (according to 19 of 30 interviewed companies), all of whom are required to have fluent English in order to communicate within a multinational workforce.

At the same time, companies that recruit local professionals may send Nigerian staff abroad for training, qualification upgrades, or other courses, and these employees are required to speak English well.

Of the 30 companies interviewed, 23 stated that they required a 'good' command of English language. The remaining seven stated that 'fluent' English was required. The companies that required fluent English from candidates were firms in IT and technology, banking and insurance.



Source: Euromonitor International (company interviews)



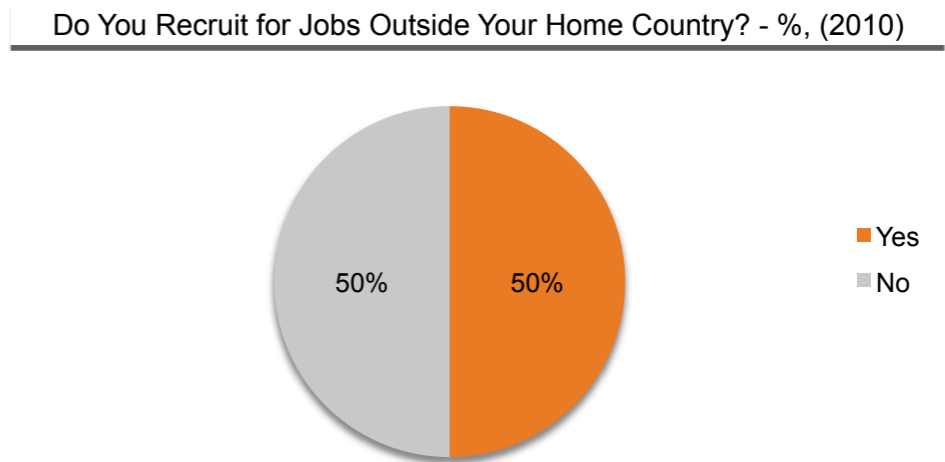
Source: Euromonitor International (company interviews)

**Non-Nigerians with English skills often employed**

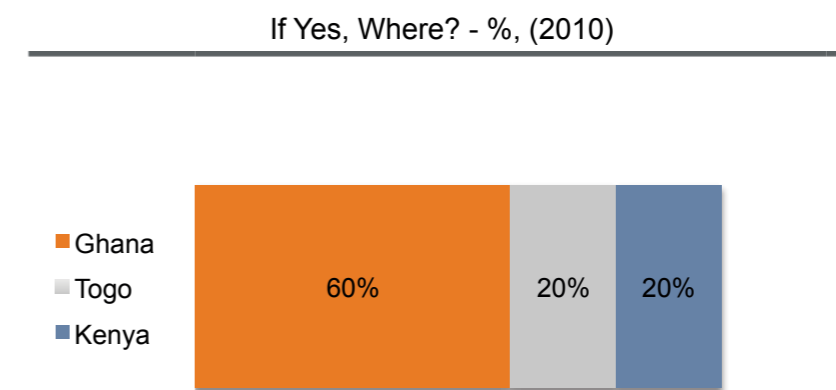
Some job vacancies are being filled by foreigners in Nigeria. According to interviews with recruitment agencies, 50% recruit outside Nigeria, mainly for technical positions. These are commonly filled by people from Ghana, Togo and Kenya, who all typically speak English.

Jobs that require English language skills include administrative roles, office managers, sales and marketing, HR, PR and financial specialists, as well as mid- and top-level managers. All interview respondents believed that English skills help employees to progress in a company.

Twenty-four out of thirty respondents rated English as very important to company growth. Interviewees were also asked whether they recruit people from outside of Nigeria; five out of ten recruitment agencies stated that they recruit individuals from outside of the country, mainly for the Energy and Mining sector; however, emerging sectors, such as IT & technology and retail, are also showing some interest from abroad, especially from neighbouring countries (Togo and Ghana). This is not to do with their proficiency in English, however.



Source: Euromonitor International (interviews with recruitment agencies)

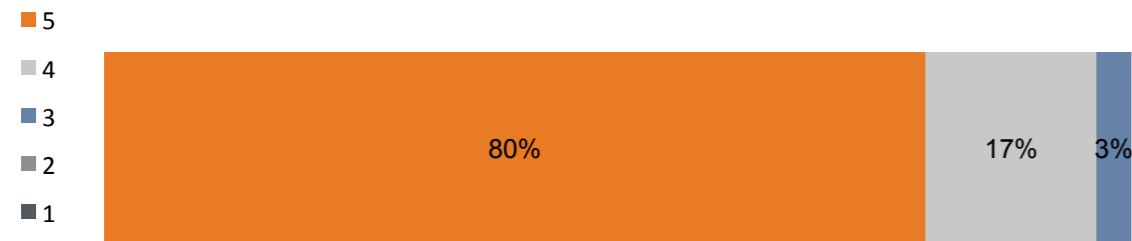


Source: Euromonitor International (interviews with recruitment agencies)

**English beneficial on world stage**

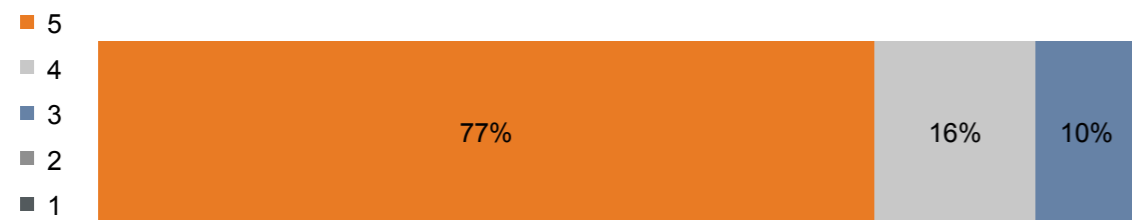
Twenty-three of thirty respondents placed maximum importance on a good level of English when hiring new employees. Again, this is likely to rise as good English skills become more important in the global marketplace. Furthermore, 21 of 30 respondents reported that English is used for training courses within their companies.

How Important is English to Company Growth? - % (2010)



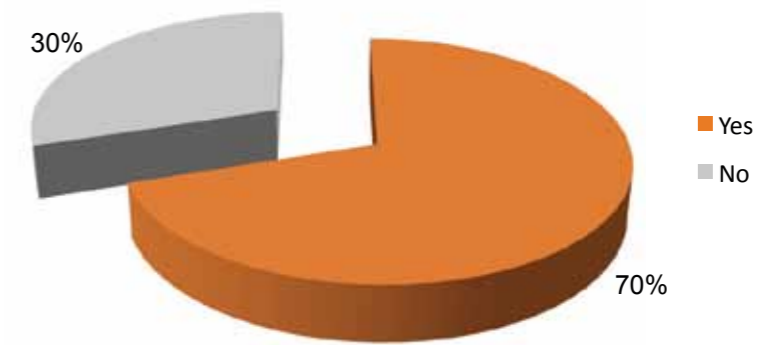
Source: Euromonitor International (company interviews)  
 Note: 5 = very important, 1 = not important

How Important is English When Hiring New Employees? - %, (2010)



Source: Euromonitor International (company interviews, sums to over 100% as respondents can choose more than one option)  
 Note: 5 = very important, 1 = not important

Is English Used for Training Purposes?- % (2010)



Source: Euromonitor International (interviews with companies and recruitment agencies)

**Microsoft Nigeria:**  
 “Employees with English as a first language in the company are promoted faster and enjoy more benefits, such as travelling in and out of the country to represent the company in seminars and programmes.”



### 3.4 THE IMPACT OF ENGLISH ON THE INDIVIDUAL

#### High demand for English speakers

According to interviews with leading multinational and local companies, English eases communication in the workplace, helps cement working relationships and increases efficiency. Through analysing a cross-section of job advertisements (both printed and online), there is a common requirement for individuals to have a high level of English. This is reflected in the salary gap between English speakers and non-speakers, estimated at 25-30%, depending on position.

This indicates that having good spoken and written English is seen as a major advantage in the job market. However, it is not the only factor that plays an important role in individual prosperity. The study shows that high importance is placed on educational qualifications for economic growth. Twenty nine of thirty interviewed companies see education as the main criteria when hiring new employees.

#### Skills shortage likely to continue

There is an expectation that applicants will have been taught English in schools and universities. Some companies feel that Nigeria should follow the example of countries such as Kenya, where English is recognised as the *de facto* language for business, both inside and outside the country.

Demand for skilled workers in Europe and North America means the migration of skilled Africans will continue in the foreseeable future, exacerbating the shortage of skills in the country.

It is important to highlight that 18 of 30 companies interviewed stated that personal career development can be attributed to the use of English in the workplace, with the remaining 12 companies referring to other factors, such as professionalism, dedication and staff performance.

#### Individuals underpin demand for English education

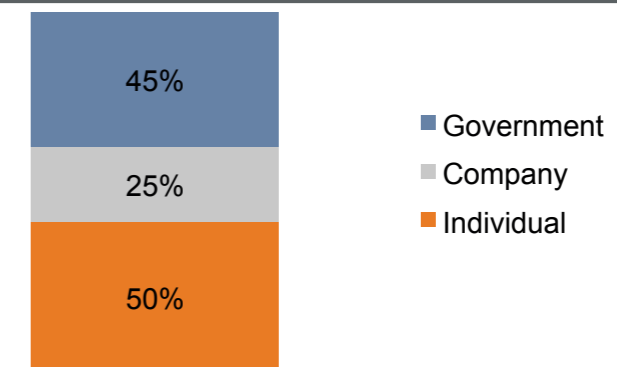
Individual demand is the largest single driver of English education in Nigeria, with 22 of 30 companies citing this as the prime factor. The reasons are simple: ambitious Nigerians know that to gain the strongest possible competitive edge in the job market, a good level of spoken and written English is required.

As a result, there is strong demand for private language courses where state-educated students are looking to improve their level of English. According to the US Agency of International Development, more than 50 new private language schools opened over 2007-2009 in Lagos, many managed by Nigerians who have returned to the country after living abroad, particularly from the UK and US.

Fourteen of thirty respondents also cited the Nigerian Government as a principal demand driver for English education. Government policy is to promote English as a means of standardising communication in the country, and thus the language is taught throughout the school system. However, despite increasing government expenditure on education, which grew by 12% over 2008-2010 to reach US\$1.3 billion, as well as the implementation of programmes and projects by local authorities and NGOs, the quality of English education is still poor in state-funded schools due to the lack of resources, such as enough schools, energy and water supply, and qualified teachers, particularly in rural locations.

Eight of thirty interviewees also claimed that businesses are driving demand for English learning. There is pressure to maintain standards of English within the workforce, as English is the international business language. Moreover, market research, news and training manuals are increasingly published in English, and an ability to understand and use these tools is vital for a company.

Who is Creating Demand for English Education? - %, 2010

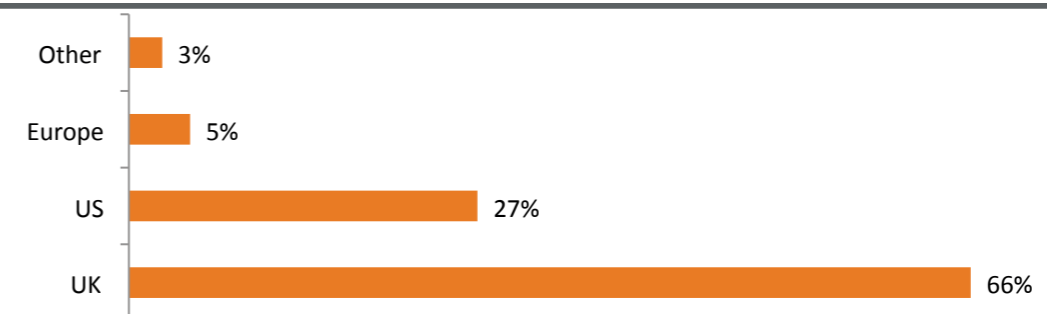


Source: Euromonitor International (overall percentages based on interviews with recruitment agencies, educational centres and government bodies - sum may add up to over 100% due to multiple answers per interview)

#### UK by far the most popular student destination

The UK and the US remain the top destinations for Nigerian students, followed by Germany, Austria, and the Netherlands. During the course of interviews, four of five educational centres expressed a belief that the main reason for students choosing the UK and the US is English. The majority of graduates in Nigeria must complete their studies in English before applying for education abroad in these countries, as having a good standard of English is usually mandatory.

Most Popular Countries Among Nigerian Students - %, (2010)



Source: Euromonitor International (HESA student records 2010)

#### Huge increase in Nigerian students in UK and US expected in coming years

According to the Higher Education System Agency, over 10,000 Nigerian students were admitted to UK universities in the 2007/2008 academic year. This grew to 15,090 in 2009/2010. More than 7,000 students were enrolled in a recognised American university during 2009/2010, with 6,222 students admitted in 2007/2008 and 6,256 in 2008/2009.

The number of Nigerians studying in the UK and the US is projected to increase 10-fold over the next five years (2,800 in 2009 to 30,000 by 2015) according to research by Euromonitor. Attaining higher education in countries such as the UK and US is increasing in popularity, but clearly this is only available to the wealthier parts of society. Students in Nigeria consider that an education in these countries can bring economic benefits to themselves and to their families, as it provides longer-term employment prospects.

The correlation between private education (typically in English) and high-paid positions is evident in Nigeria. Privately educated students require a certain proficiency in English in order to gain entry to these institutions, and those students with the best English often have greater job prospects. This further underpins the importance of English in the Nigerian educational system.

In terms of university education, a large percentage of eligible candidates seeking admission cannot be absorbed by existing universities. On average, 400,000 prospective students apply annually. Seventy-five percent of these are sufficiently qualified, but universities are only able to take around 25% of those who qualify for admittance.

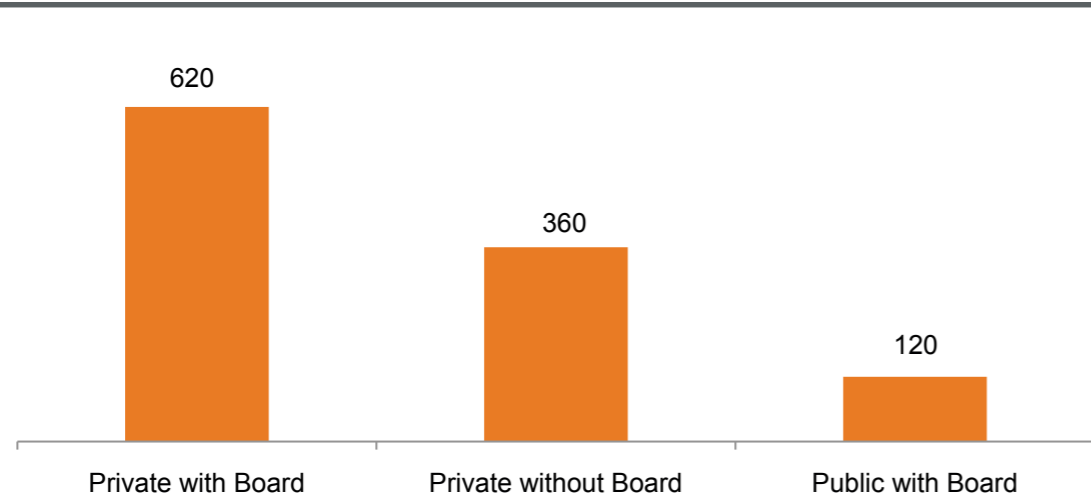
Differences in Costs of Major Types of Educational Institution, 2009 (US\$)

Institution type	Average cost per student per year, US\$	Source of funding	Cost to the state, US\$
Average cost of state school with boarding	120 (materials and food)	Parents	None (20.00 when subsidised)
Average cost of private school without boarding	360 (tuition, food and facilities)	Parents	None
Average cost of private school with boarding	620 (all services)	Parents	None

Source: Euromonitor International (interviews with educational centres and local government statistical agency)

In 2010 there were an estimated 700,000 students in higher education. This number increased slowly over 2006-2010, by 3.6% per annum, underpinned by a growing population and increased government expenditure on education. Public expenditure on education reached US\$1.2 billion in 2009. The Ministry of Education's targets for educational spending are 15% of recurrent expenditure by 2010, 20% by 2015, and 26% by 2020. On top of this, the World Bank and the UK Department for International Development have pledged to raise NGN197 billion (US\$1.34 billion) for Nigeria's educational initiatives.

Going to School - How Much Does it Cost? - US\$/per term, (2010)

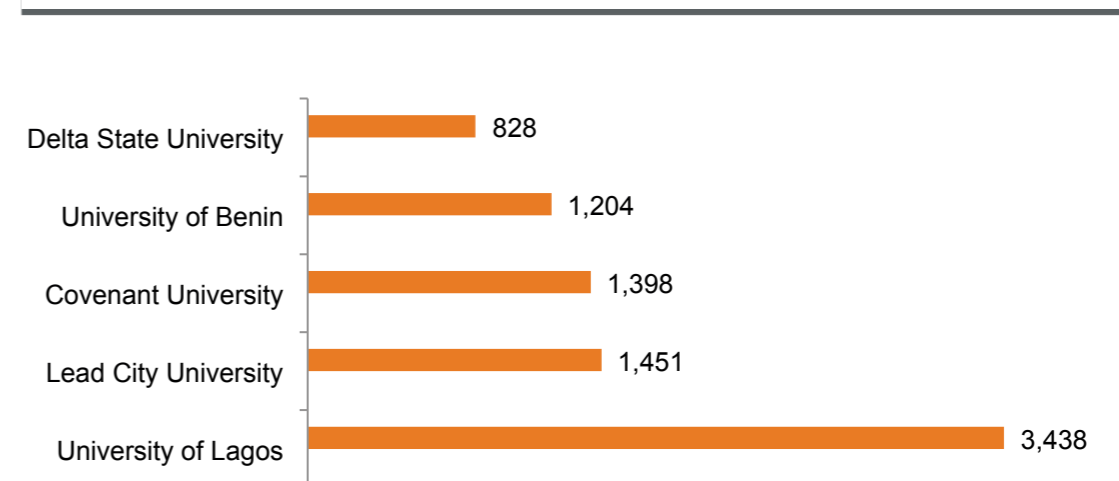


Source: Euromonitor International (interview with educational centres)

Note: <sup>1</sup> Public education in Nigeria is free but parents have to pay for teaching materials, food and uniforms

The most popular leading universities in Nigeria are located in the south of the country, with Lagos as the hub. This reflects the fact that Lagos and the south are key locations for future employment, as the centre of the most dynamic parts of Nigeria's industry. All of these leading universities primarily teach in English.

Graduates from Top Five Universities in 2009/2010



Source: Euromonitor International (interviews with five leading universities)

**Educational initiatives and investment should improve English skills**

Euromonitor anticipates that the teaching of English in Nigeria will improve over the next five years, and government investment in education should improve its accessibility and quality for more Nigerians. Various educational initiatives, such as improving the education of young women in the north of the country, improving transportation to schools in remote areas, and even subsidising school books for students in rural areas, should also help improve Nigeria's educational system.

Private schools are also making efforts to improve the quality of English language teaching. These schools have made English the only teaching language for their nursery- and primary school-age pupils.

**Higher education to increase in importance**

Unsurprisingly, students from private education are far more likely to continue to higher education than those from public schools. This not only reflects the better educational infrastructure and teaching staff in the private sector, but also the fact that some Nigerians regard private school as an essential step to higher education. There is a far lower incidence of students leaving education after graduating from private school. The fact that students who can afford private secondary education can afford to study for longer is also a factor.

The increasing number of middle- and high-income Nigerians means that a large number of individuals now have the money to send family members overseas for education, and educating a child at a foreign university is increasingly seen as a status symbol.

There is a large and thriving Nigerian-British community, which also helps ease the move for many Nigerians, allowing students to settle in quickly and fully integrate into their surrounding community and the educational system. The relative proximity of the UK to Nigeria also makes it more easily accessible as a study destination.

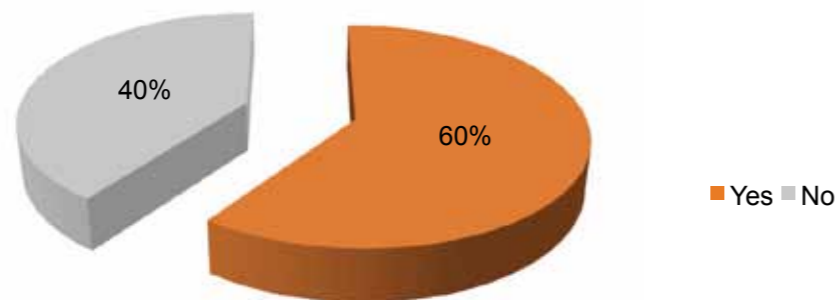
Research indicates that over the last 10 years, spoken English has become an integral part of secondary education, and is included in most senior school syllabuses and examinations. The West

African Examinations Council, which sets examinations such as the WASSCE, SC/GCE O Level and the HSC/GCE A Level, believes that continuous testing in reading, writing and comprehension skills will help achieve a high standard of English.

English language is introduced as a taught subject from the first year of primary school. From the third year English is then used as the medium of instruction to teach other subjects (for instance, maths is taught in English). In private schools, particularly in urban areas, children are instructed in English from nursery age.

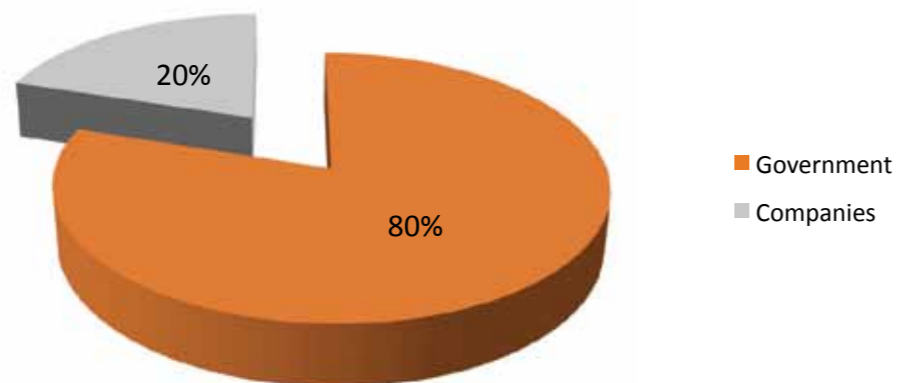
Despite the growing importance of English and its wide application in the business environment, 60% of the universities interviewed have partnerships. These are predominantly with the government and not businesses. The private sector does offer sponsorship for a small number of individual students. The onus is therefore on the individual to learn English in order to develop better career opportunities, as competition in the job market is fierce.

Do Universities have a Graduates Programme Sponsored by the Government or Private Sector? - %, (2010)



Source: Euromonitor International (interviews with educational centres and government bodies)

University Sponsors - % (2010)



Source: Euromonitor International (interviews with educational centres in Nigeria)

### Microsoft signs agreement with Ministry of Education

One of the companies identified in interviews as currently offering varying types of sponsorship through universities is Microsoft. This investment initially cost the company US\$4 million. In 2000 Microsoft established a 'digital village' in Lagos, where it provides educational centres for training alongside a learning infrastructure that plays a key role in education in the poorer districts of the city.

The Project Manager for the digital village commented that "the language used for this training is English", as this is the language spoken in Lagos; he also mentioned that the level of English varies between students due to the level of education received at school.

Microsoft has signed a Partner in Learning Agreement with the Ministry of Education to ensure that schools receive computers and software in the most cost-effective way. It has signed an Enterprise Agreement with the Federal Government to ensure that the government also benefits from technology. Additionally, it has embarked upon a series of training initiatives, including equipping government officials with the skills to train other public sector employees in the use of technology; again, this training will be delivered in English.

## 3.5 CONCLUSION

### English of widespread and increasing importance in Nigeria

English as a language has always played an important role in Nigeria, but since the oil boom of the 1970s, and the significant economic growth the country has experienced over the last 10 years, English has become even more prominent as a required language of business and international trade.

Globalisation has also played a vital role in Nigeria's economy as it allows the country to have increased international exposure, and in the last decade, Nigeria has built relationships with other countries, such as Egypt, South Africa, Canada, China and India, where English has played, and is still playing, an important role as a key language of communication.

For the individual, demonstrating a good command of the English language can bring new opportunities in the working environment, and therefore a better job and a higher salary. Growing levels of foreign investment, the increasing presence of multinational companies and NGOs, as well as developing technology and banking sectors, all represent strong incentives for Nigerians to improve their level of English.

From the overall economic perspective, English has always been an important element to consider when doing business, both domestically and with the outside world. Over the course of the research, companies repeatedly highlighted that communication in English has improved their ability to be successful, and that the number of employees who can speak English to an intermediate level or higher is growing within their organisations.

## 4. RWANDA

### 4.1 MANAGEMENT SUMMARY RWANDA

#### English considered important by Rwandan companies, and move away from French

English skills are increasingly recognised as one of the key facets to individual success in Rwanda. Respondents to interviews estimated that there is a 25-30% salary gap between someone who can speak English and someone who cannot.

Within the private sector this is especially important – 10 of 12 company respondents to Euromonitor International's research stated that English is a required second language.

This is likely to increase as the government pushes harder for greater linguistic unity with the East African Community, and moves away from its traditional links with French-speaking parts of West Africa. Increased English use in the global economy, particularly as an international language of technology, is also driving its importance.

#### Government shifts educational focus towards English

The country has three official languages: Kinyarwanda, a Bantu language enjoying near universal penetration; French, the language of the country's colonial past; English, which is increasingly important.

There are a number of reasons for the strong emergence of English. Government strategy in recent years has been to reposition Rwanda as a member of the East African Community, an organisation comprising mostly English-speaking countries such as neighbouring Uganda and Tanzania. It also became a member of the Commonwealth in 2009. In support of these trends, 2008 saw the government switch the country's entire education system from French to English.

#### World Bank sees positive performance in Rwanda

Rwanda has been transformed into one of Africa's least corrupt, fastest-growing and most competent countries. Rwanda has improved its ranking in the World Bank's Ease of Doing Business scale, rising from 143rd to 67th over 2009-2010. According to the World Bank, International Monetary Fund Rwanda's GDP has been growing by the average rate of 7% in real terms over 2001-2007 to reach a record 11.6% in 2008 and slowed down to 4.1% under recessionary impact in 2009.

According to the United Nations Conference on Trade and Development (UNCTAD), FDI inflow in 2009 was US\$119 million, compared with US\$21 million in 2005. FDI from English-speaking countries remains low at only 1% of the total, but this is expected to improve following Rwanda's accession to the Commonwealth.

#### Rwandan Government increases investment in English-led, high-tech industry

Increased focus on English will also spring from the Rwandan Government's aim to create a high-tech, knowledge-based future for the country, and boost FDI. The government's 2020 Strategy aims to increase GDP seven-fold, to find paying jobs for half of Rwanda's subsistence farmers, and almost quadruple per capita income to US\$900 by 2020. The government is committed to investing 5% of GDP per year on science and technology by 2012, alongside the 21% of GDP it spends on education.

Given the focus of the Rwandan Government on developing a high-tech economic base that requires strong competence in English, its membership of the Commonwealth and East African Community, and the current high spend on education, demand for English from both government and private companies will be high. This will encourage individuals to focus on learning English as a strategy to obtain a well-paid job.



## 4.2 RWANDA – KEY FACTS AND PROFILE

### Key Facts

Country name:	Rwanda
Official language(s):	English / French / Kinyarwanda
Population:	10,137,400
Capital:	Kigali
Key industries:	Agriculture, services and tourism

### English Profile

English Speakers in 2009	15% of the population
Salary gap between someone who can speak English and someone who cannot	25-30%
Ranking of benefits of English in the workforce (1= not beneficial at all and 4=very beneficial)	1.89
Rival to English in the work environment	French

### Research Methodology

Multinational	12 companies contacted
Industries	Banking, energy and oil, food and agriculture, IT and telecommunications, services
Jobs advertised in newspapers or online	Conducted a snapshot of the printed and online jobs advertised requiring English
Education	Universities, private and public, or any other institution that teaches English to a broad audience

Source: Euromonitor International (based on company interviews, recruitment agencies, educational sector, and government bodies in 2010)

## 4.3 THE IMPACT OF ENGLISH ON THE COUNTRY

### Rwanda improves as a business environment

A concerted effort by the government and private businesses to position the country as an African economy that is easily accessible to outsiders has resulted in an improvement in their position in the World Bank's Ease of Doing Business scale, increased FDI in 2009 to US\$119 million and GDP growth exceeding 11.6% in 2008. There is now a strong emphasis on education and the use of new technology.

### Political issues contribute to move towards English

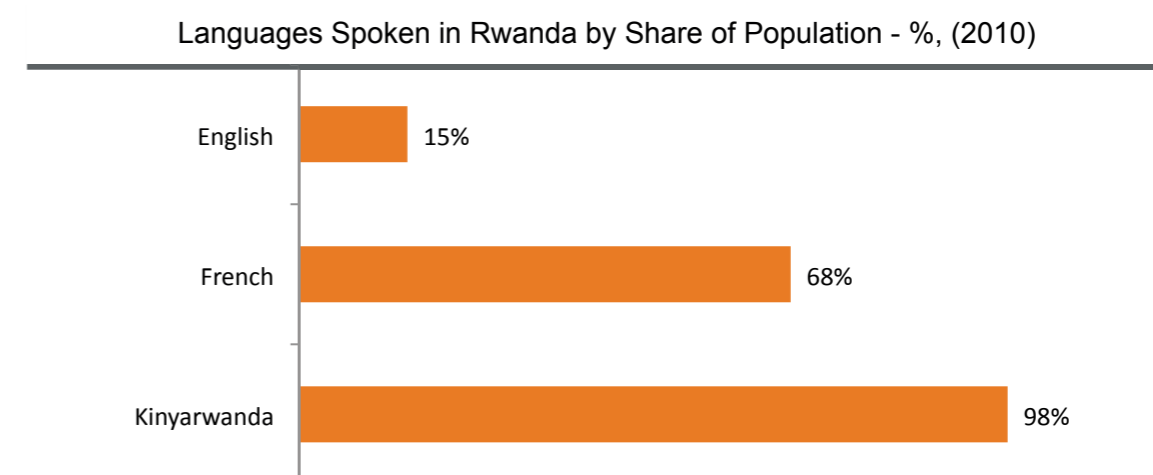
The economy in Rwanda relies on three official languages: Kinyarwanda, French and English. French is spoken by 68% of the population, reflecting the country's colonial history, whereas English is spoken by 15% of the population. Although most companies use French as the main language for business, English is growing in importance.

Significant proof of the growth of importance of English in Rwanda is that in 2008 the government switched the country's entire education system from French to English. Officially, this is for developmental reasons, but the change was also driven by a long and bitter dispute with France, stemming from its support for the Hutu regime that oversaw the 1994 genocide. Furthermore, the political elite surrounding President Kagame mostly emerged alongside him from English-speaking Uganda.

### Number of English-speakers expected to surge

Kinyarwanda is the language of government, and English the primary educational medium. French remains important, however, and is used as a second language in most government communications. However, this is changing thanks to the government's determination to realign the country with the English-speaking world.

The number of English speakers is expected to increase by 10% per annum over 2009-2012. Furthermore, 10 of the 12 companies interviewed for the purposes of this report stated that it was essential to future growth to have an English-speaking workforce.



Source: Euromonitor International (government bodies, African Development Bank, National Bureau of Statistics)



### 4.3.1 Investment and English in Rwanda

#### Government targets global relationships

According to the Organisation of the Economic Co-operation and Development (OECD) Rwanda saw substantial growth in FDI over 2005-2008, with investment increasing by 90% to reach US\$930.6 million in 2008. This reflects government efforts to lower corruption and use aid in an effective and transparent way, making investment more attractive.

The president's effective wooing of potential US and UK investors has also brought investment, as well as a willingness to look to non-traditional investment partners. South Africa, for example, has provided investment for luxury hotels and shopping centres. This contributed to economic performance and boosted the need for English speakers.

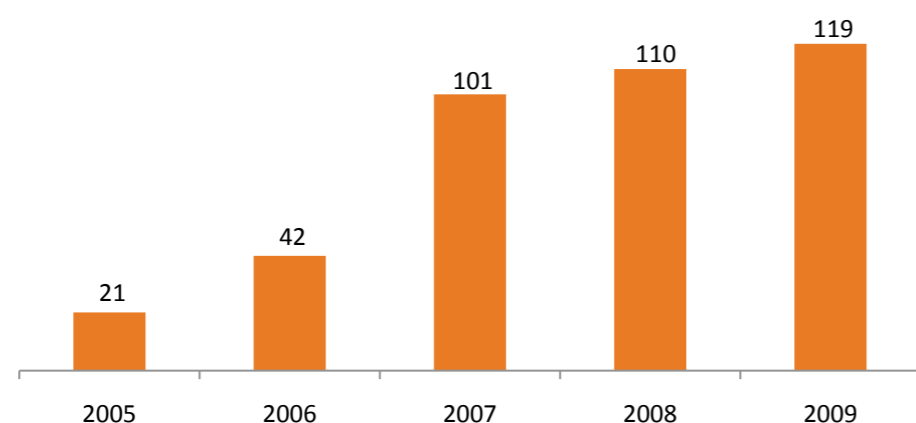
#### Rwandan economy largely agricultural, limited investment opportunities

The switch to English in the education system is cited as part of the government's strategy to bolster FDI. Education Minister Charles Murigande stated in 2010 that the adoption of English is a logical choice given the countries with which Rwandans do business, citing Dubai, Malaysia, China and Japan as examples.

However, in terms of actual revenue, Rwandan FDI levels are low. Without the hydrocarbon reserves that saw massive FDI inflows into other regional markets – Nigeria's FDI in 2009, for example, was US\$5,851 million compared with Rwanda's US\$119 million – opportunities for investment are limited.

The country remains an essentially agricultural economy, but the government's determination to create a knowledge-based economy from the ground up will increase the need for investment in the long term.

Foreign Direct Investment (FDI) Inflow (2005-2009) - US\$ Million



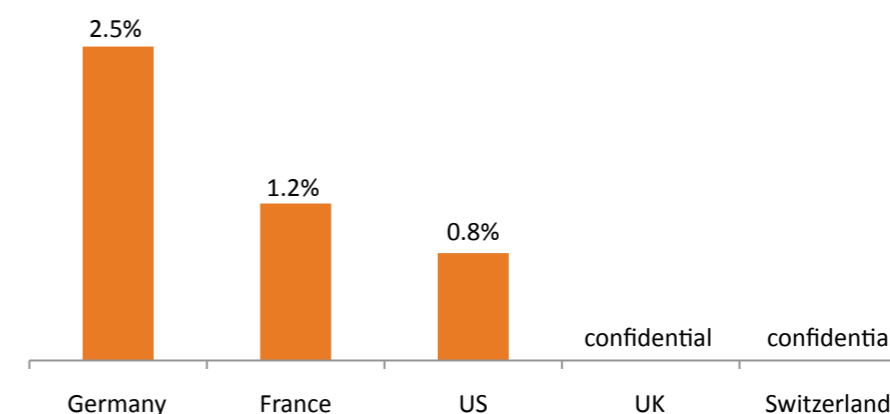
Source: Euromonitor International (OECD: Organisation for Economic Co-operation and Development)

#### High level of investment from UK, Germany, South Africa

Germany was the largest country in terms of FDI into Rwanda in 2008 according to the OECD, with almost 3% of the total. However, there was also substantial undisclosed investment from the UK. Recent developments are encouraging: South African construction firm MKP South Africa, through parent company MKP Capital Investment, has pledged a grant of US\$6 billion to the Rwandan Government in the form of a long-term infrastructure development deal.

The country has a large proportion of undisclosed investment, representing over 95% of the total. This high percentage is due to direct company investment, (company to company) or private investment. However, the absence of a viable industrial base limits opportunity, and most investment is currently focused on construction and infrastructure development. Smaller agricultural products have attracted some attention., Rwandan coffee, for example is considered to be among the best in the world, but this is insufficient to attract large-scale development.

Foreign Direct Investment Inflows by Country - %, (2008)



Source: Euromonitor International (OECD: Organisation for Economic Co-operation and Development)

#### Development boosted by increased presence on English-centric world stage

According to the most recent report from the African Development Bank and the National Bank of Rwanda, the country has posted strong GDP growth in recent years. This has been underpinned partly by increased foreign investment, notably from South Africa. Growth has also been supported by an increase in exports which doubled over 2005-2008 reaching US\$261.62 millions in 2008. The exports dropped however to US\$192.78 millions in 2009 due to the global downturn.

Exports of beverages and products of animal origin accounted for 45% of exported goods in 2009; with inedible crude materials being 29%. The major markets for exported products are Kenya, Belgium and the Democratic Republic of Congo.

Export figures are likely to rise in coming years. 2007 saw Rwanda join the East African Community – an association of five English-speaking states comprising Burundi, Kenya, Rwanda, Tanzania and Uganda. In November 2009 the member states signed a common market protocol aimed at expanding the existing customs union. On 1 July 2010 the regional common market came into force.

#### More positive perception of Rwanda as a business environment

A more liberalised and open approach has fostered economic development. Furthermore, a comparatively straightforward business environment has stimulated investment. For example, it is possible to obtain a business licence online in under 30 minutes in Rwanda, compared with up to two years in Nigeria.

Rwanda's accession to the East African Community and the Commonwealth has helped create a progressive perception of the country. This is also true of government tenders for the development of mobile telecom networks and the Internet, as well as mining and agriculture processing facilities, with little evidence of bribery.

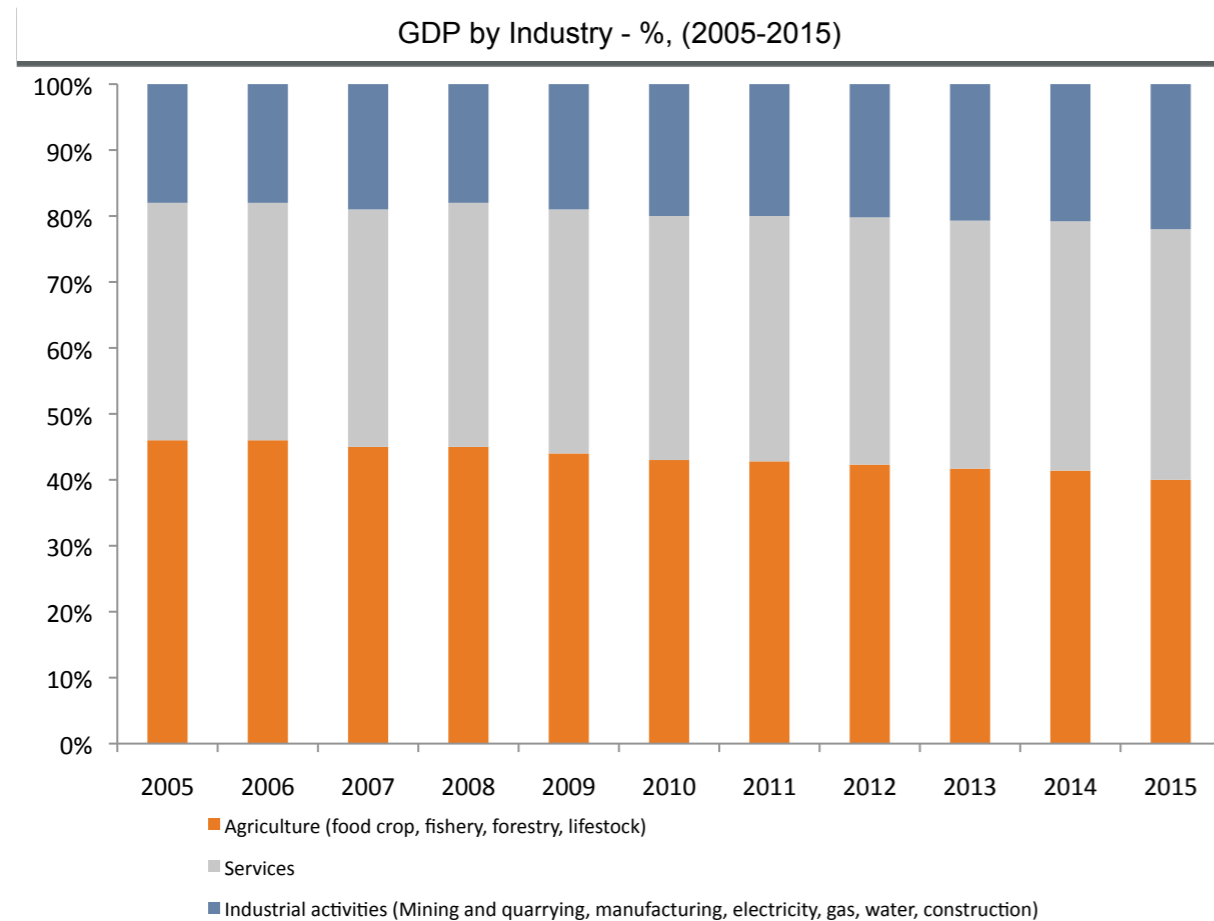
Although FDI is currently low this demonstrates a positive environment for inward investment from English-speaking countries. This will create longer-term opportunities for English speakers to fill positions.

**Poor infrastructure may stifle development efforts**

The government intends to diversify and expand the economy, and its policies are clear and largely well executed. However, opportunities for economic expansion are extremely limited.

Rwanda still has inadequate infrastructure and transportation, and remains a predominantly subsistence economy. The government has stabilised the economy, with a minimum wage and social security regulations in force, and the four pre-genocide independent trade unions are back in operation.

The country's nascent tourism industry may represent one option for development in the short term. This has potential as a source of foreign exchange if the country's tourism infrastructure can be improved. This may see demand for English speakers to work in the industry in the future.



Source: Euromonitor International - 2010

**4.3.2 The Influence of English**

**Business Location**

Indicator	Centre	North	South
<b>Main cities and populations</b>	Kigali: 960,000	Ruhengeri: 85,000	Butare: 90,000 Gitarama: 86,000
<b>Main industries</b>	Banking, services and IT and telecommunications	Agriculture	Tourism, agriculture
<b>Largest MNCs</b>	MTN Rwanda, Bralirwa, Sonarwa, Compagnie Générale de Banque	None	None
<b>Main local language(s)</b>	Kinyarwanda, French and English	Kinyarwanda and French	Kinyarwanda, French and English
<b>Usage of English</b>	Dominant in large cities	Lowest number of French and very limited English speakers	Largest number of Kinyarwanda and French and some English speakers because of tourism

Source: Euromonitor International - 2010

**Kigali sees greatest demand for English speakers**

English language skills in Rwanda are currently extremely localised, although this is expected to change as the effects of the switch from French to English in the education system take hold. Kigali has the largest proportion of English speakers.

Kigali is the business, educational, cultural and political centre of the country, and it is in these areas that most English speakers are required. Kigali's population is over 10 times larger than that of Butare, the next largest urban area. Consequently, international companies prefer to locate in Kigali.

**Rural demand for English will take time to develop**

Outside urban areas English is far less developed. This is due to the relative shortage of educational facilities in rural areas, less exposure to everyday use of English, lack of demand for English skills in an agricultural environment, and the predominance of Kinyarwanda and French.

The government is committed to improving rural education, along with investing in employment stimulus among subsistence farmers in an effort to spread wealth across the country. Realistically, these are long-term policies, and it will take time to stimulate demand for English language skills in rural areas.

Industry	Location	Main Companies
Banking and finance	Kigali	Banque Populaire du Rwanda, Compagnie Générale de Banque
Telecommunications	Kigali	MTN Rwanda
IT	Kigali	KK Securite Sarl
Energy and oil	Kigali	Kivuwatt Ltd
Agriculture <sup>1</sup>	Butare, Ruhengeri, Gitarama	Starbucks, Nestlé

Source: Euromonitor International (trade statistics, government sources in 2010)

Note: <sup>1</sup> Starbucks and Nestlé are not agricultural companies but use land in Rwanda for the production of their products, mainly coffee

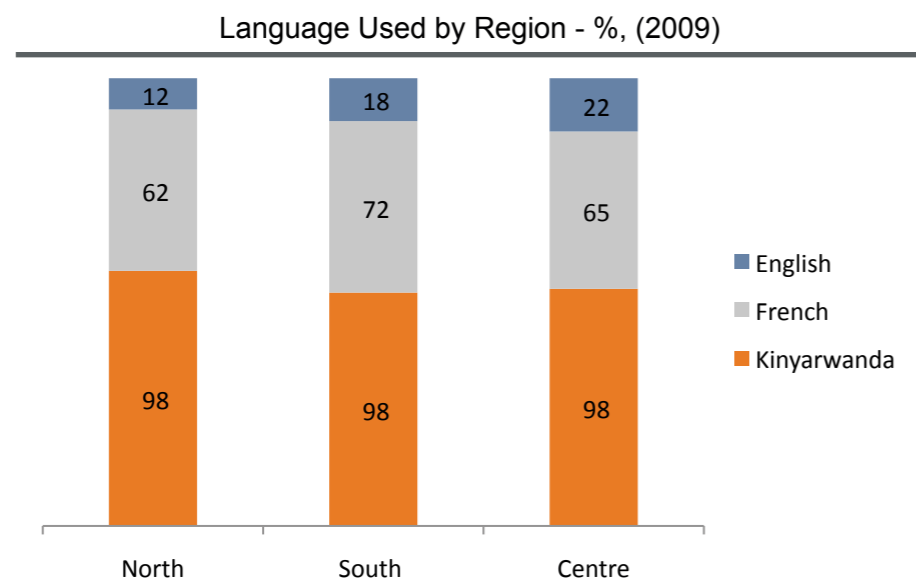
### English still used by small proportion of total population

Kinyarwanda is dominant in Rwanda: 98% of the population uses this language as the primary means of communication, with the remaining 2% using either French or English. The latter are likely to be part of the political elite or more affluent consumer segments.

This linguistic unity is unusual in sub-Saharan Africa, a region in which most countries have a diversity of tribal languages. It underlines the idea that Hutu, Tutsi and Twa are social groups rather than specific tribes. Cameroon, for example, has over 230 indigenous languages, none of which is used widely enough to justify national adoption.

### Economic performance will influence demand

The strength of Kinyarwanda may serve to limit future demand for English education to a degree, despite government investments in this area. Key to future demand will be Rwanda's economic development, as the country switches education from French towards English. This is likely to see the percentages of English and French speakers across the country move closer.



Source: Euromonitor International (interviews with government bodies, trade statistics)

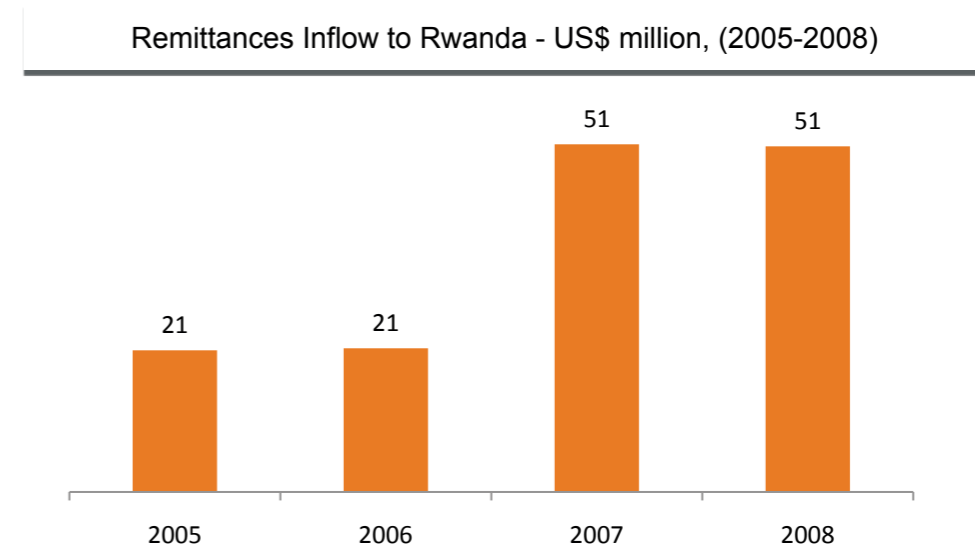
## 4.3.3 The Employment Market and English

### Tech industry to boost future demand for English speakers

Opportunities for graduates in the Rwandan labour market are currently extremely limited, despite the on-going development of the economy. Consequently, most employers are able to exercise a fair degree of discrimination when it comes to selecting employees. There are few jobs in white-collar positions, although there is likely to be strong demand for English-speaking technology graduates in coming years.

However, the absence of any large industry, a limited banking and services industry, and a public sector far more characterised by leanness and austerity than many other African countries, are all obstacles to employment.

According to World Bank figures from the latest *Remittance Prices Worldwide* report, Rwanda's remittance levels grew 144% over 2005-2008. The growth in remittance flows was based on the level of emigration from Rwanda to other developed nations, with Europe the main recipient.



Source: Euromonitor International

Job Positions	Search Channels
Manual labour worker <sup>1</sup>	Face-to-face and some local newspapers
Middle position <sup>2</sup>	Internet, universities, recruitment agencies
Senior position <sup>3</sup>	Internet, recruitment agencies

Source: Euromonitor International (interviews with recruitment agencies, printed publications such as newspapers in 2010)

Notes: <sup>1</sup> includes all vocational trades such as carpentry, painting and electrical; <sup>2</sup> includes any job requiring up to five years' experience; <sup>3</sup> includes any job requiring over five years' experience

**English skills command higher salaries**

There are clear differences in salary levels between workers with English skills at every level of the career ladder. The difference is 25-30% on average according to respondents, but as high as 181% in some jobs.

Receptionists, for example, can expect significantly higher salaries given the shortage of applicants with the high level English such jobs require. English has on-going popularity in the working environment as well as in the educational sector, and it is likely that the salary gap will decline in future as the number of English speakers increases.

**Salary Differentiation – English Skills vs. No English Skills**

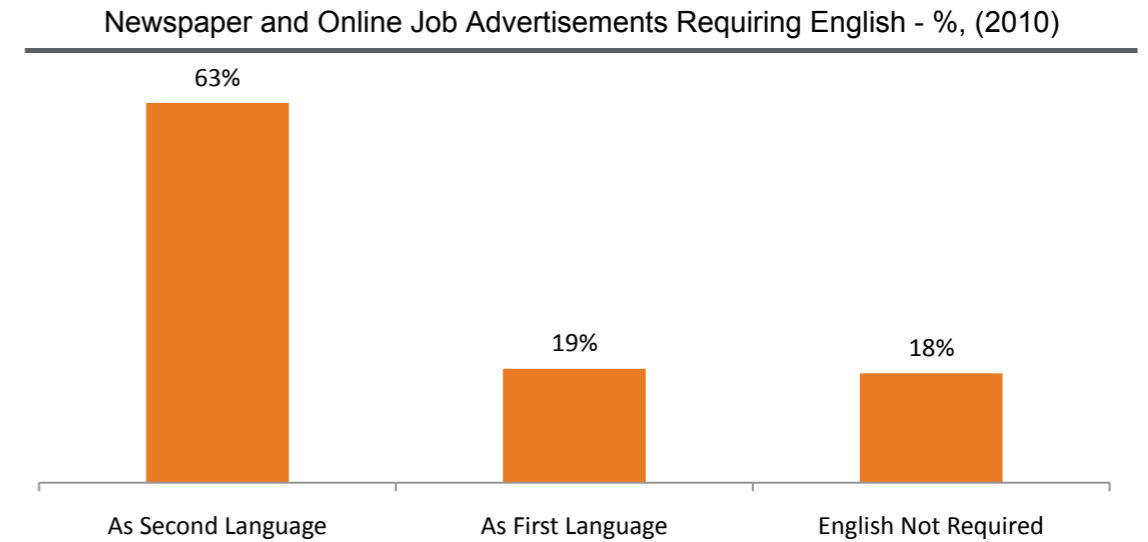
Job Title	Professional Salaries with English Skills to at least Intermediate Level (Gross Salary/Month, US\$)	Professional Salaries with No English Skills (Gross Salary/Month, US\$)
Director	2,100	1,800
Senior Manager	1,750	1,580
Manager	1,420	1,350
Senior Analyst	1,050	920
Analyst	720	690
Secretary	510	450
Carpenter <sup>1</sup>	80	65
Electrician <sup>1</sup>	75	50
Plumber <sup>1</sup>	62	50
Receptionist	310	110

Source: Euromonitor International (starting salaries for 2010); self-employed and freelance are excluded  
 Note: <sup>1</sup> very few jobs of this type found

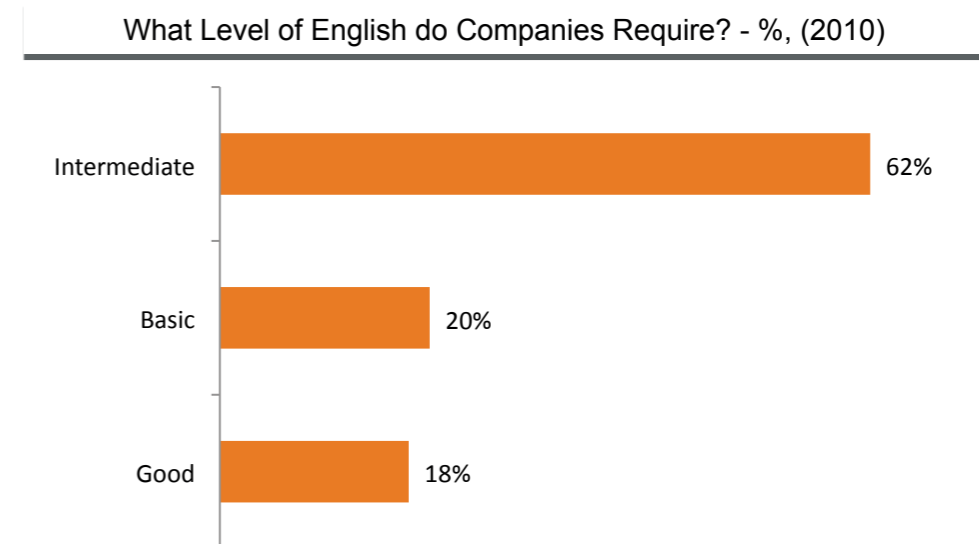
**Higher level of English likely to increase in importance**

While English is becoming increasingly important in the workplace the majority of employers require only an intermediate level of English. This reflects the absence of a well-developed international business environment in Rwanda at the time of writing.

However, as the country's economy starts to diversify better levels of English will be needed. This is particularly the case in new technology and information – the areas in which the government hopes to see the strongest development.



Source: Euromonitor International (capture of job market, in print and online)



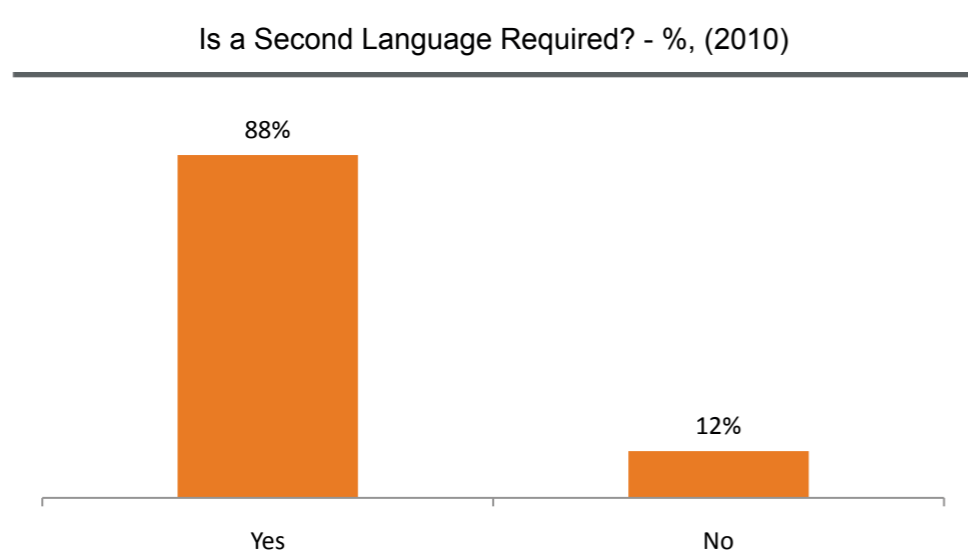
Source: Euromonitor International (company interviews and recruitment agencies)

### Most companies place high value on English

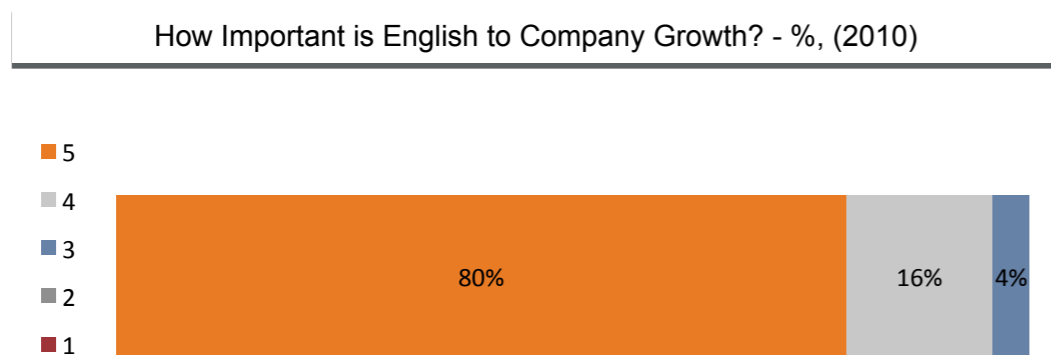
There was a clear second language requirement for English in 11 of the 12 companies interviewed. This reflects the anticipated linguistic change in Rwandan business, driven largely by government's move away from French. The country's growing relationships with English-speaking countries on the global stage is a key contributory factor.

10 of the 12 respondents gave English the highest possible mark when asked about the language's importance to company growth. Again, this reflects widespread recognition among the Rwandan business community of the sea change in the country's cultural and linguistic alignment.

The government's strategy of developing Rwanda as a regional high-tech hub will serve to maintain the importance of English skills at the highest level.



Source: Euromonitor International (company interviews and recruitment agencies)

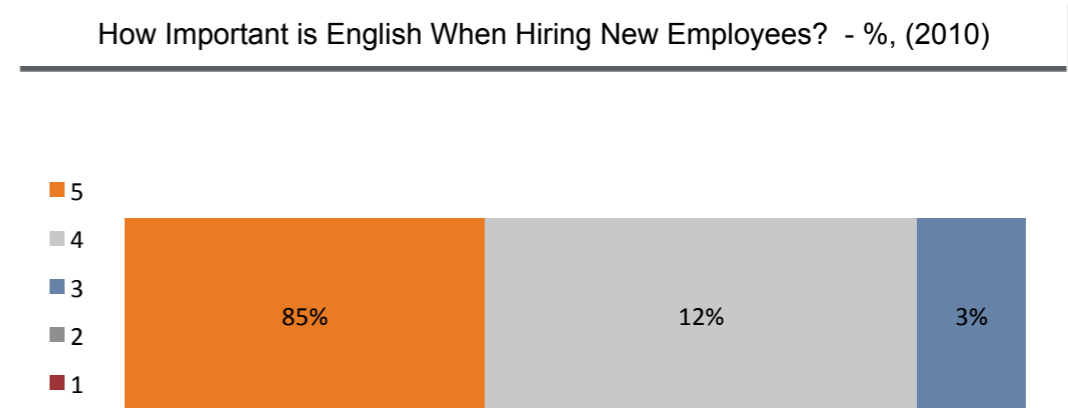


Source: Euromonitor International (company interviews)  
 Note: 5=very important, 1=not important

### English a key language in training

10 of the 12 respondents indicated that English is used within the workplace for training purposes. This reflects underlying global trends, in particular the use of English in new technologies in communications and IT.

Almost all new medical research, for example, is published in English. Furthermore, the proportion of companies training in English is likely to rise in coming years as the strategy of developing Rwanda as a technology-led economy unfolds.



Source: Euromonitor International (company interviews)  
 Note: 5=very important, 1=not important



## 4.4 THE IMPACT OF ENGLISH ON THE INDIVIDUAL

### Government considered important English-driver

All respondent companies highlighted the increasing importance of English for international business and simplifying communication and training. This has led to increased demand for English improvement among ambitious elements of the workforce.

Unusually, it is not the private sector which is regarded as the prime-mover in the development of English in Rwanda: seven of the 12 respondents cited the government as the key demand-driver for English skills.

The government is also looking to adopt English as the primary alternative to Kinyarwanda in official communications. To this end it has announced that all public service workers will receive English instruction. Ironically, this may include a large number of teachers who are required to teach English themselves, but have insufficient English language skills.

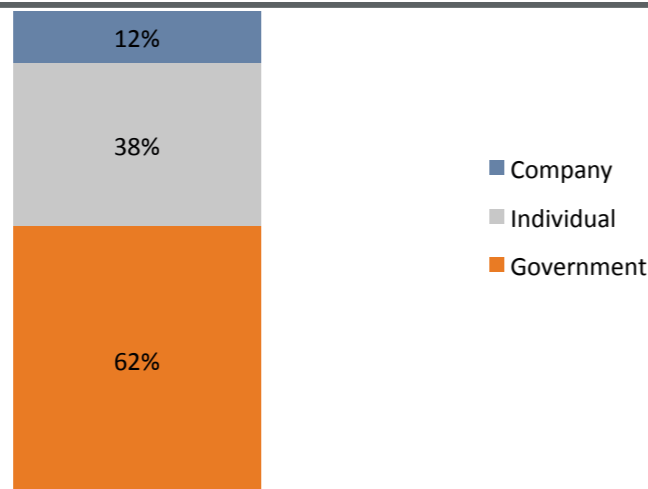
### Little demand for English in dominant agricultural industry

Government policy gives some encouragement to individuals to learn English. Five of 12 respondents regard individual demand as a key driver for English education. However, it is clear that individuals with strong English skills have greater opportunity to progress in Rwanda.

The main factor limiting demand for English among companies is the relatively limited business environment in the country as Rwanda remains a primarily agricultural economy. The industrial sector is small and uncompetitive and Rwanda is a landlocked country of few natural resources. Despite the fact that urbanisation is increasing (with growing strain on Kigali's infrastructure) over 80% of the country's population is rural, the majority of whom speak only Kinyarwanda.

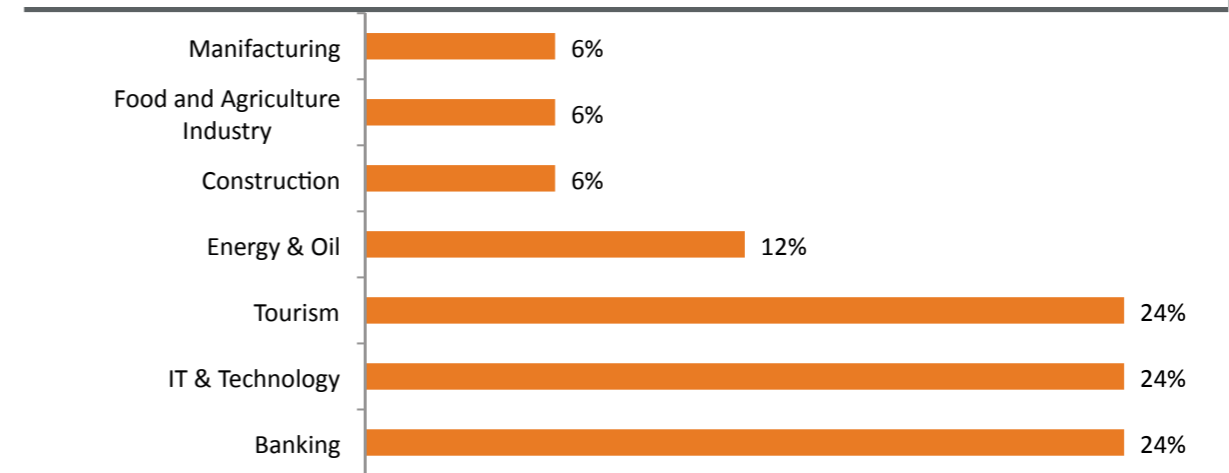
The agricultural sector has a minimal requirement for English speakers, and the limited opportunity for industrial development further restricts demand.

Who is Creating Demand for English Education? - %, (2010)



Source: Euromonitor International (overall percentages based on company interviews, recruitment agencies, educational centres and government bodies – sum may add up to over 100% due to multiple answers per interview)

Industries that Demand the Most English Speakers - %, (2009)



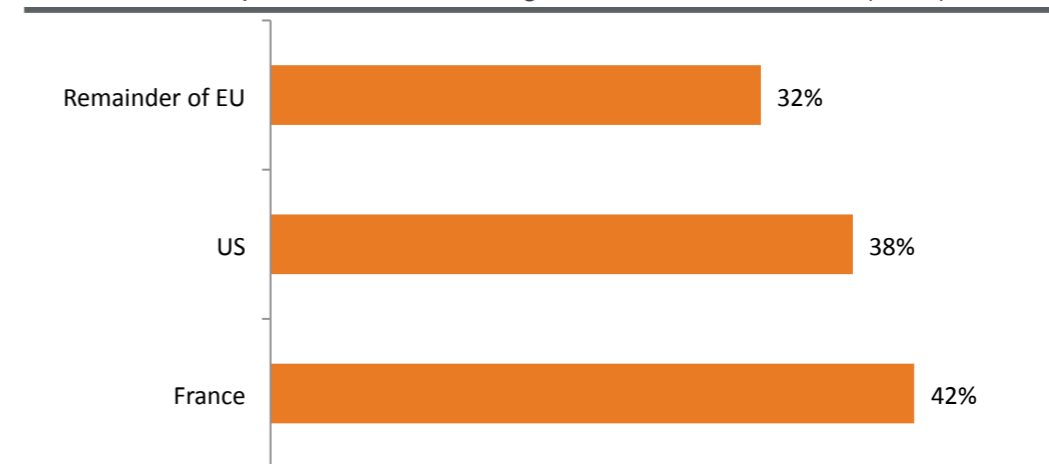
Source: Euromonitor International

### English-speaking countries likely to attract more students in future

Despite the government's strategy of linguistic realignment, French remains the dominant language in business. Due to longstanding linguistic ties, France remains the preferred destination for further education for 42% of Rwandan students. This is likely to shift in the long term, however, as the current generation of higher education students were taught in French, prior to the recent switch to English in the educational system. In future, English-educated students are likely to favour English-speaking countries.

The fact that the US is a close second to France indicates strong interest in English-speaking countries among students. This most likely reflects recognition that English has emerged as a backbone for growth and development in the region.

Most Popular Countries among Rwandan Students - %, (2010)



Source: Euromonitor International (government interviews and trade statistics)

### Number in education to lag behind population growth

Student numbers across all three levels of study (primary, secondary and further) are predicted to continue rising over the forecast period, partly underpinned by population growth. However, while the total population is set to see a CAGR of 2% over 2009-2015, the total population in education is expected to see less than a 1% CAGR over the same period, indicating a decline in the proportion of the population in education.

Despite the government's determination to alleviate poverty through a strong commitment to educational spending, it simply does not have the capital to develop an effective nationwide educational infrastructure. Rural students in particular will suffer as a result.

#### Differences in Costs of Major Types of Educational Institution, 2009 (US\$)

Institution type	Average cost per student per term (US\$)	Source of funding	Cost to the state (US\$)
Average cost of state school	Free, but US\$12.00 for materials and food	Parents (only for materials, food and uniform)	None (US\$20.00 when subsidised)
Average cost of private school without board	US\$65.00 (tuition, food, facilities)	Parents	None
Average cost of private school with board	US\$115 (all services)	Parents	None

Source: Euromonitor International (interview with educational centres and local government statistical agencies)

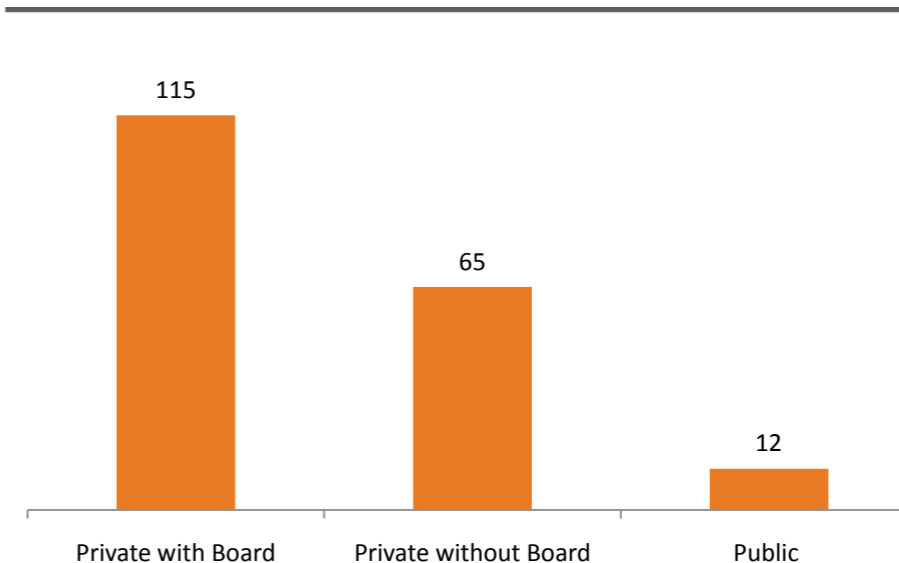
### Private educational institutions unaffordable to most, attractive to affluent

The state is committed to providing the first nine years of education for all Rwandan children, and spent 21% of 2009's GDP on supporting its educational policies. However, there is strong demand for private education in Rwanda. Consumer expenditure on education in 2009 was equivalent to US\$542 million, compared with US\$225 million spent by the state.

Comparing World Bank figures for government investment, this grew 106% over 2005-2009, while consumer expenditure dropped 6% over the same period. The strongest declines were in 2008 and 2009 as the global economic downturn hit the country. Nonetheless, private expenditure markedly outstrips government expenditure.

Private education is simply beyond the means of the majority of the population. However, more affluent and ambitious Rwandans seek to improve their children's education where possible by going private. This does not necessarily mean a great difference in terms of education, as the private sector suffers from many of the same issues as state education in terms of teaching and staffing. However, the perception is that private educational institutions are better equipped.

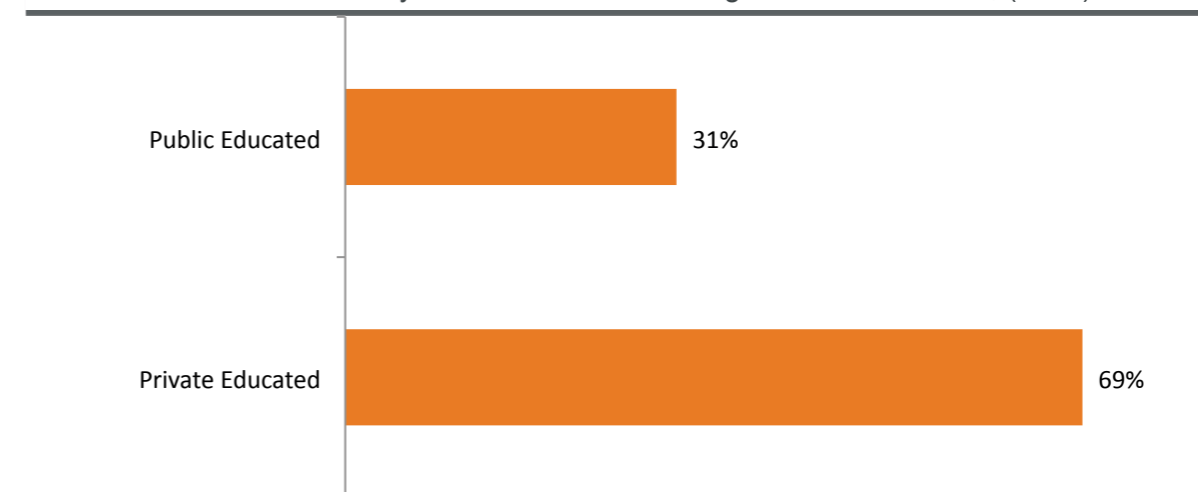
#### Going to School - How Much Does It Cost? - US\$/per term, (2010)



Source: Euromonitor International (interviews with educational centres)

Note: Public education in Rwanda is free but parents have to pay for teaching materials, food and uniforms

#### Who is More Likely to Continue Towards Higher Education? - %, (2010)

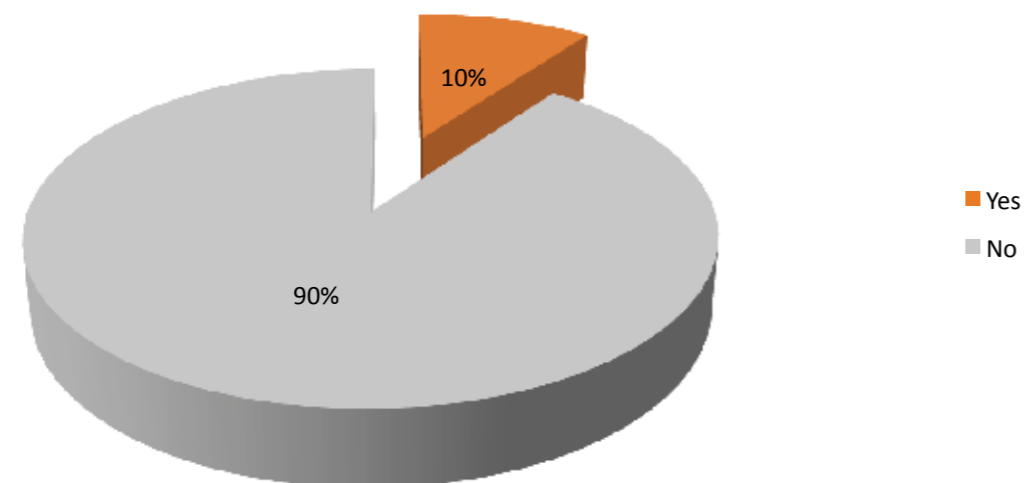


Source: Euromonitor International (interviews with educational centres)

### Government seeks greater university interaction with private sector

Research reveals that only the National University of Rwanda has a sponsorship programme. However, the country's tertiary education is growing. The government is looking to enhance its own communication with universities, but more importantly, between the private sector and universities.

Do Universities Have a Graduate Programme Sponsored by Government or Private Sector? - %, (2010)



Source: Euromonitor International (Interviews with educational centres)

The outlook for individuals in Rwanda is fairly positive. Economic performance is improving, boosting demand for English-speaking individuals. 10 of 12 companies interviewed believe that English is important for company growth.

The government is making a concerted effort to achieve a standard educational system in rural and urban localities. It is also seeking to ensure that teaching in English is compulsory, as opposed to simply teaching English.

## 4.5 CONCLUSION

### Government efforts key to English language growth

The Rwandan government is the prime-mover in the development of English language skills in the country. It has taken substantive steps to realign itself with the English-speaking world, moving away from the French-speaking cultures with which it has historical links.

To this end, the government has switched the educational system from French to English. Furthermore, the country has joined the Commonwealth and the East African Community, with English the key language in both.

### English penetration important economic growth driver

Improved English language skills are a critical element of the government's long-term strategy for Rwanda's economic development. The creation of an English-speaking workforce is also part of the government's attempt to attract foreign investment, particularly from English-speaking countries.

Eight out of twelve companies interviewed in Rwanda stated that English is important for overall growth and a requirement when hiring new employees.

Current demand for English skills is led by the public sector. However, if the government's economic strategy of developing Rwanda as a regional IT hub is successful, there is likely to be very strong demand from ambitious individuals, as well as companies looking to sharpen their competitive edge.

## 5. BANGLADESH

### 5.1 MANAGEMENT SUMMARY BANGLADESH

#### Numerous factors underpin growth in English language

The average minimum wage indicated by the Bangladeshi government was US\$66.00 per month in 2009, while the average starting salary for an English-speaking professional was US\$354 per month. Due to the highly competitive labour market in Bangladesh, a degree does not guarantee immediate employment. Graduates with better levels of English have a sharper competitive edge and find jobs faster in private industry, where English proficiency is more in demand than in public institutions.

Based on trade interviews, Euromonitor estimates that only 18% of the population spoke English in 2009. However, this share is anticipated to rise to 25% by 2015, thanks to increased government investment in education and strong demand from individuals seeking to improve their career prospects. Growth in the number of English speakers will also be encouraged by private industry, with many companies pushing for English to be adopted as the only language used in the business environment in Bangladesh.

#### World Bank reduces Ease of Doing Business ranking

The country's proximity to the booming economy of India has helped Bangladesh to achieve solid economic growth: real GDP rose steadily with a CAGR of 6% over 2002-2008. This slowed to 5.4% in 2009. In 2009, the country's GDP was US\$89 billion, equivalent to US\$547 per capita, and GDP is expected to grow by a CAGR of 6% over 2010-2015 according to the Bangladeshi Board of Investment. However, substantial investment to boost productivity will be essential to achieve this growth.

The largest economic sectors in Bangladesh are manufacturing and services, both of which are driving the economic growth of the country. Many companies in these areas are realising that having a well established channel of communication can improve the volume of business.

Due to a lack of proactive government strategy to encourage investment, Bangladesh has slipped down the World Bank's Ease of Doing Business rankings, from 81st in 2005 to 115th in 2009. However, the World Bank forecasts a rise to 107th in 2011 thanks to on-going market liberalisation.

#### Telecom industry important in FDI, sees high demand for English

Foreign Direct Investment (FDI) inflow has been fluctuating in recent years due to an unstable business environment. It stood at US\$ 716 million in 2009. Telecommunications attracted around 39% of FDI inflow in 2008 and English is the common language used in the industry. Asia is the largest investing region in Bangladesh, with Japan, Singapore and Hong Kong the leading investors. Of total FDI inflow in 2008, 41% came from English-speaking countries. This indicates a need for the workforce that communicates directly with these countries to speak English in order to service this investment.

The government's commitment to alleviate poverty resulted in growth in public spending on education, which outstripped the growth of total public expenditure over 2005-2009, and accounted for 17% of total public expenditure in the latter year (US\$61.00 per student). English is a compulsory subject in primary and secondary schools and is increasingly promoted by the government as a means of modernising the workforce.

#### Urban areas attract increasing number of Bangladeshis

Urbanisation is a key trend that should help increase demand for education over the forecast period. Up to nine million people are forecast to migrate from rural to urban areas over 2009-2015, and urban dwellers will account for 31% of the population by the latter year, compared with 28% in 2009, according to the United Nations' Environment Programme and Government bodies. This trend will

largely be driven by the government's focus on investing in urban public services, including education (especially in English), healthcare and civic infrastructure. New investment will help create employment opportunities and improve access to education.

All salaried professionals in Bangladesh are expected to have a solid grasp of English, with up to 55% speaking fluent English in the working environment according to the interviews carried out for this research. Most private companies are strongly committed to using English as their primary business language, even if they only operate domestically. There are push and pull factors at play here: individuals are keen to learn the language to better themselves and more companies are requiring English language skills when hiring.

The government has been slower to adopt English. Nonetheless, it is helping to promote English by offering language courses to its employees and to the public. The number and frequency of these courses is insufficient to meet the growing demand for English, although the government is seeking to roll out more courses. The UK government also plays a significant role in the promotion of English in Bangladesh, and is spearheading a tuition format via mobile phones, known as the Janala – meaning “window” – project.

## 5.2 BANGLADESH – KEY FACTS AND PROFILE

### Key Facts

Country name:	Bangladesh
Official language(s):	Bengali (also called Bangla)
Population:	163,323,100 (2009)
Capital:	Dhaka
Key industries:	Agriculture, forestry and fishing, manufacturing, wholesale and retail trade

### English Profile

English speakers in 2009	18% of the population
Salary gap between someone who can speak English and someone who cannot	5-15%
Ranking of benefits of English in the workforce (1 = not beneficial at all, 4 = very beneficial)	4.3
Level of English required	24% (9/30) Basic level 38% (14/30) Intermediate level 38% (14/30) Good level
Rival of English in the work environment	Bengali: no other foreign languages are prominent

### Research Methodology

Multinational	37 companies contacted
Industries	IT and telecommunications, banking, pharmaceuticals, services, energy and oil, tourism, chemical, mining
Jobs advertised in newspaper or online:	Conducted a snapshot of the printed and online job advertisements for positions that required English
Education	10 universities interviewed, including six public and four private universities
Recruitment agencies	10 recruitment agencies

Source: Euromonitor International (based on interviews with companies, recruitment agencies, educational sector, and government bodies in 2010)



## 5.3 THE IMPACT OF ENGLISH ON THE COUNTRY

### Positive economic growth in the face of challenging conditions

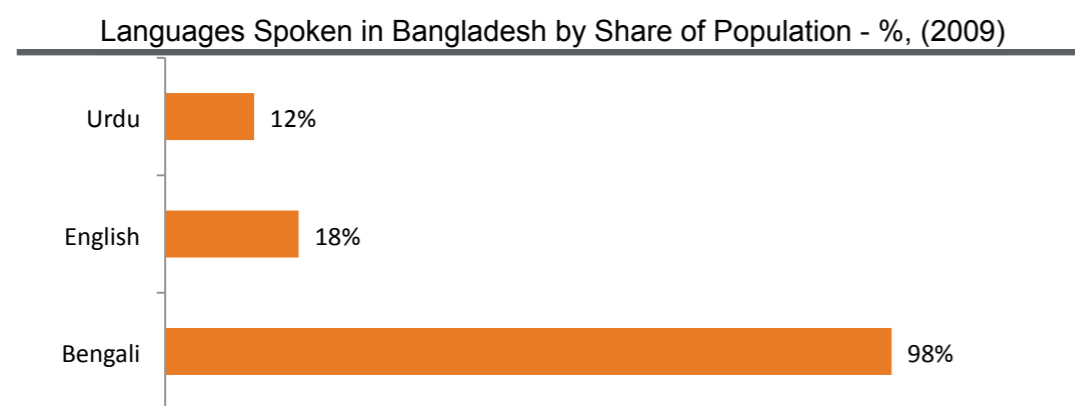
The country's economy has grown 5-6% per year since 2005 despite political instability, poor infrastructure, corruption, insufficient power supplies, and slow implementation of economic reforms. Approximately 45% of Bangladeshis are employed in the agriculture sector according to the United State Agency of International Development (USAID).

### Historical factors contribute to popularity of English

Bangladesh has an extremely well-established official language, Bengali, which is also the most commonly-used language. It is spoken by 98% of the population, and is the *lingua franca* of the nation. There are 38 languages in Bangladesh in total.

Despite the dominance of Bengali, English is widely used by government bodies and in the business environment, and is widely spoken and understood, especially in urban areas. This is a legacy of the country's history as a British colony between 1757 and 1947, followed by its existence as East Pakistan from 1947 to 1971.

An average 12% of the population can speak Urdu as a consequence, according to the Bengali government. During both periods of the country's history, however, English was the language of government, and as a result its roots go deep.



Source: Euromonitor International (government bodies, African Development Bank, National Bureau of Statistics)

Note: The percentage of English speakers shown is the share of English speakers to at least intermediate level

### Business favours English development

There are still very strong links between the UK and Bangladesh, thanks to the vitality and success of the British Bangladeshi community. Consequently, many private companies are pushing for the adoption of English as the principal language of the business and working environments in Bangladesh.

English therefore plays a role as a secondary language to Bengali, and is widely used across the country. In terms of international languages, the closest competitor to English is French, although the latter is not a threat to English.

The popularity of the English language is increasing, driven by its growing adoption in business. There is a perception among ambitious Bengalis that English fluency offers a strong competitive edge when seeking work.

### English essential to attain higher-paid jobs

English is predominantly used in the following areas, ranked in order of importance:

- Private companies in international trade;
- Government in international affairs;
- Private companies operating domestically;
- Government in the domestic arena.

All salaried professional job advertisements stipulate English as a requirement. Bengalis aiming for such positions therefore need to have at least a basic grasp of the language. According to the Deputy Manager of HR for the Beximco Group, a candidate with a good command of English is preferable to a candidate with the same educational qualifications who lacks English proficiency. Eighty-six advertised jobs out of 127 vacancies captured within a given week required at least an intermediate level of English.

The majority of private companies (24 out of 30) are strongly committed to the use of English in their activities, even if their business is limited to the domestic arena. This demonstrates the true value of English in the work environment, such is the emphasis placed on the language in terms of its role in the overall skill set required.

### Bengali key to government communications, English initiatives under way

In contrast, government bodies primarily use Bengali as the official language of communication. However, the government also promotes the use of English. For example, it offers free English language courses to a selection of its employees, mostly those based in the capital, Dhaka, along with a few others in the country's other major cities. The government finances these courses and hopes to extend the scheme to other employees in the near future.

The government also provides a very limited number of such courses to the public, for which it charges fees. In addition, international government activity is conducted in English, and laws and regulations are published both in English and Bengali. Nonetheless, despite the prevalence of English in the country's business environment and its status as one of Bangladesh's most important languages, the government has been slow in adopting the language.

### UK Government links with mobile phone operators

The Bengali Government has also permitted initiatives from non-governmental organisations (NGOs) to improve language skills. The prime example of this was the launch of the English in Action project by the UK Government in 2009. The total budget for this project is £50 million, and it aims to significantly increase the number of people able to communicate in English and to enable them to participate fully in economic and social activities.

As part of this project the UK Government joined forces with the six largest mobile phone operators in Bangladesh to unveil the world's largest project to teach a language using mobile phones. Starting in November 2009 the scheme is managed by the BBC World Service and funded by the British Government. It offers the 50 million Bangladeshis who own mobile phone handsets the opportunity to dial up a series of 3-minute English lessons for 3 takas (£0.25) each.

### Little threat to English from other foreign languages

By 2015, the number of English speakers at any level in Bangladesh is expected to reach around 25% of the population, with around 15% of the population having a good level of English. This increase will be driven partly by the government's commitment to improving education, and more importantly by individuals seeking to improve their career prospects.

There is little threat to the use of English from any other foreign language in Bangladesh. No other foreign language is as widely used by business and government in the country. However, French and

German are popular for economic reasons, as they improve the chances of employment in international organisations.

Learning French is also helpful for Bangladeshis hoping to emigrate to Canada, as Canada is officially a bilingual country. There are good facilities to learn these languages in Dhaka University, the Alliance Francaise and the Goethe Institute. Nonetheless, hundreds of students every year present themselves for TOEFL and IELTS exams in English.

Some key social trends had a positive impact on the development of English in Bangladesh. Starting with the most important, these include:

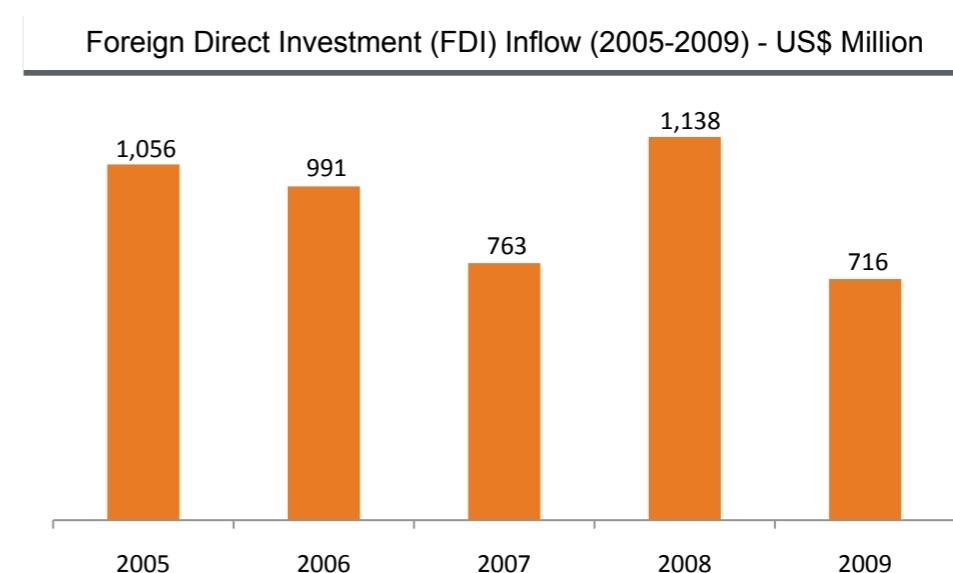
- Improvements in education: more qualified teachers are reaching the poorest areas due to help from NGOs and international aid such as from UNESCO;
- Exposure to international media: this particularly motivates the younger generation to learn English in order to engage with global social networks, such as Twitter and Facebook;
- Access to modern technologies, such as mobile phones and the Internet, which frequently use English as an operating language.

### 5.3.1 Investment and English in Bangladesh

#### Government aims to improve business environment

The business environment in Bangladesh has improved greatly for investors in recent years, with the government undertaking a series of decisions to liberalise the market over 2005-2009. The government aimed to create a more secure business environment for foreign investors, with lower tax rates and an easier registration process for businesses. It also launched its One Stop Business Service in order to improve access to information for new investors.

Of the countries under survey for this report, Bangladesh ranked third after Nigeria and Pakistan in terms of receiving the most Foreign Direct Investment (FDI). The country received a total of US\$716 million in 2009, according to the OECD and the World Bank.



Source: Euromonitor International (OECD: Organisation for Economic Co-operation and Development and the World Bank)

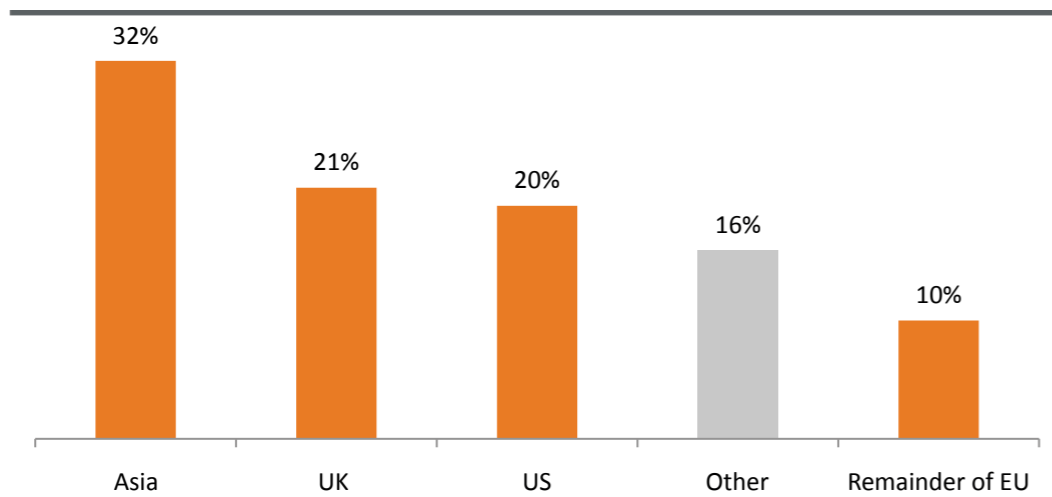
#### Bangladeshi Government aims to stimulate R&D

Since 2008 the Bangladeshi Government has also introduced other incentives for foreign-owned local enterprises to invest in research and development. These include:

- Tax exemption on capital gains from the transfer of shares by the investing company;
- Avoidance of double taxation in the case of foreign investors, on the basis of bilateral agreements;
- No restrictions on issuing work permits to foreign nationals in Bangladesh;
- Facilities for repatriation of invested capital, profits and dividends;
- Provision for the transfer of shares held by foreign shareholders to local shareholders or investors, with the permission of the Board of Investment in Bangladesh (BOI) and the Exchange Control Department of the Bangladesh Bank;
- Treatment of repatriable dividends as new foreign investment;
- Allowing long-term loans and working capital loans to foreign investors from local commercial banks;
- Offering citizenships to investors.

The objective of these incentive schemes is to neutralise some of the reverse FDI that occurs as a result of repatriation. Most foreign businesses investing in Bangladesh use English as a medium.

Foreign Direct Investment Inflows by Country - %, (2008)



Source: Euromonitor International (OECD: Organisation for Economic Co-operation and Development)

**UK and US strong sources of FDI**

According to the Organisation for Economic Co-operation and Development (OECD), the largest investors in Bangladesh are Asian countries. The region generated 32% of total investment in 2008, led by Japan and Singapore. Asia is followed by the UK and the US with 21% and 20% shares respectively – a significant joint share for these two English-speaking countries.

Due to the strength of Bangladeshi manufacturing, most investment from the UK and the US is focused on this area. This further encourages Bengalis to learn to speak English, as this is a typical requirement for someone working within the industry.

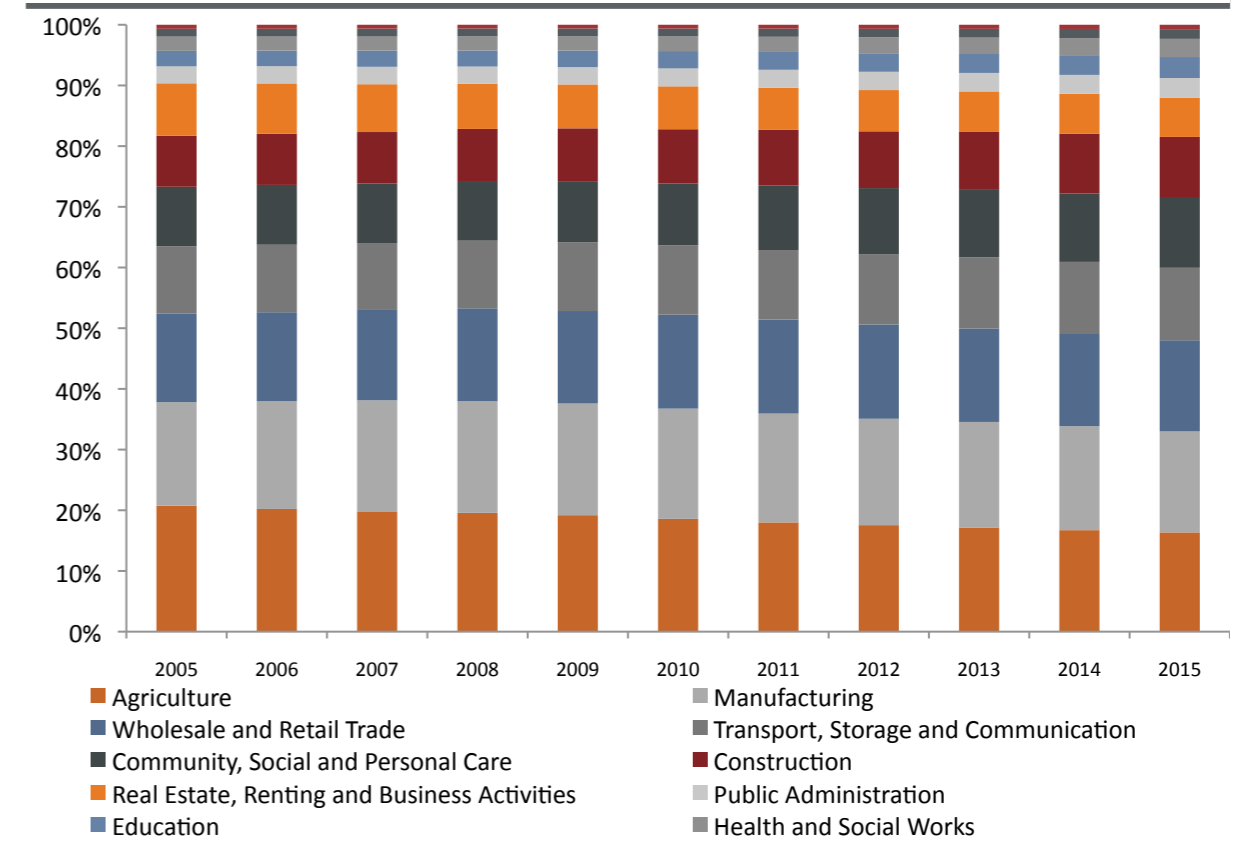
On a company level, Microsoft invested more than US\$45 million in 2008 in a software development site. This provides Microsoft with a pool of talent comprised of Bangladeshi students. These students in turn benefit from training, better facilities and work experience with Microsoft, with this facility accepting both existing students and graduates.

**Country offers potential despite difficulties**

Infrastructure deficiencies represent the primary deterrents to economic growth in Bangladesh. There have been many years of under-investment in the country. As a result, a large proportion of the population has to contend with very poor basic infrastructure. Furthermore, the lack of dependable power and water supply, as well as effective transport, represent a deterrent to many investors. Other impediments to foreign investment include political corruption.

Despite this, Bangladesh offers huge opportunity: the country's stabilising political situation and numerous government incentives have helped build a positive climate for new investments. At the same time the general standard of English language in the country is sufficient to ease the development of operations by international companies.

GDP by Industry - %, (2005 -2015)



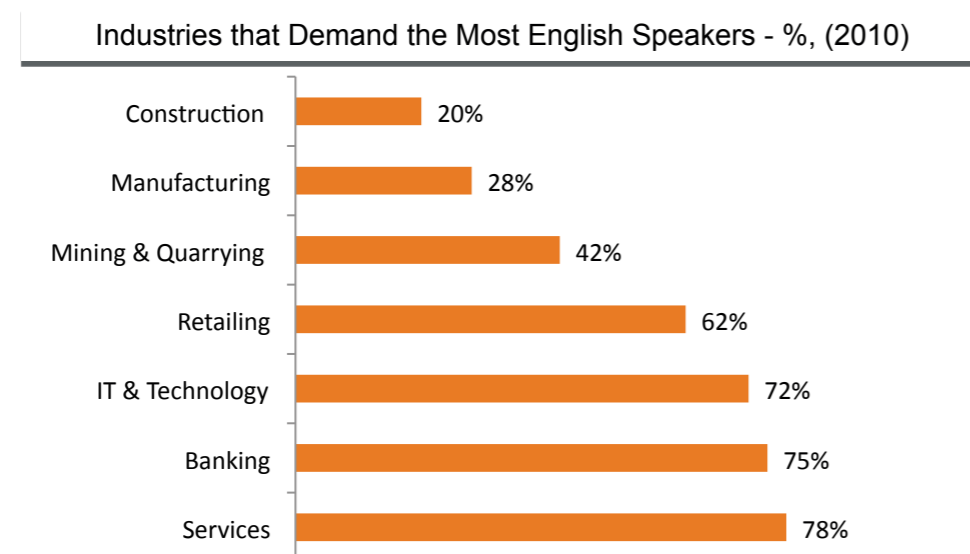
Source: Euromonitor International

**Burgeoning industries see greatest demand for English**

Agriculture, manufacturing and wholesale and retail trade are the main contributors to GDP. Combined, these industries represent almost 50% of total GDP in Bangladesh, according to the Bangladesh Bank. IT and technology are the fastest growing industries in the country, achieving growth of 8% over 2007-2009.

There are marked differences in the development of English between economic sectors. Construction and manufacturing saw the poorest performance in terms of English speaking in the work environment due to a limited requirement for the language in the labour force, while services, banking and technology registered the best performance.

According to interviews with companies in these areas, English is essential for communication within and between companies, both within Bangladesh and abroad. English is also used as a common language for internal training in many companies.



Source: Euromonitor International (interviews with companies)

### 5.3.2 The Influence of English

#### Urban development key to English growth

English speakers are concentrated mainly in Bangladesh's capital Dhaka, as well as in Chittagong in the south and Sylhet in the east of the country. This is because most large companies are based in these cities, and the majority require English speakers. This underpins demand for English tuition. Everyday exposure to English is also far higher in cities, and access to education at every level is easier.

Overall, however, the country remains relatively rural. Only 28% of the population lives in urban areas, with Dhaka the largest city. There is high internal migration in Bangladesh, with a growing number of rural inhabitants looking to move to a large city. According to the Bangladesh National University, the growth in internal migration in Bangladesh was 15% over 2004-2008. This was despite slow economic growth in the latter year.

#### Business Location

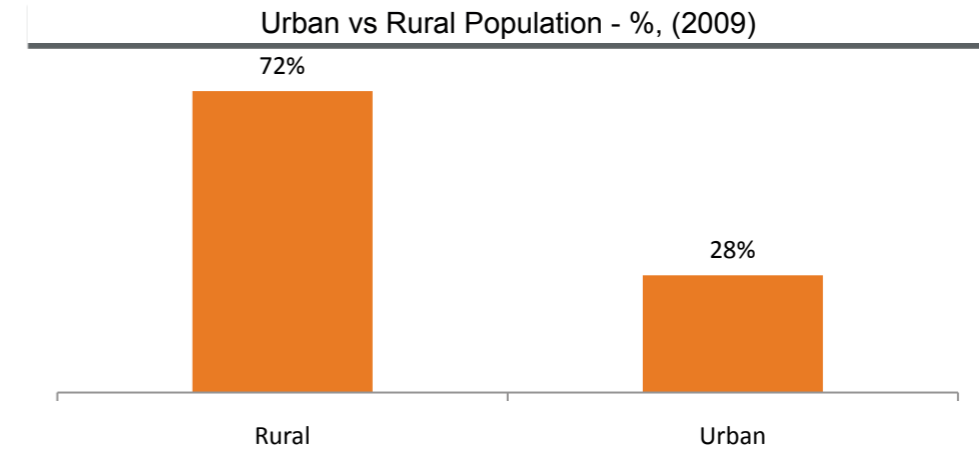
Indicator	North / North-west / North-east: Rajshahi, Dhaka and Sylhet divisions	South: Barisal division	West: Khulna division	East: Chittagong division
Main cities and their population	Rajshahi (500,000); Dhaka (13 million); Sylhet (500,000)	Barisal (200,000)	Khulna (900,000)	Chittagong (2.5 million)
Main industries	Silk; agriculture; food exports (Rajshahi); commerce and trade; finance; textiles (Dhaka)	Agriculture	Maritime and ports; trade	Maritime and ports; heavy industries; chemical and pharmaceutical plants; business conglomerates
Largest companies	A K Khan & Co Ltd; Bengal Fisheries Ltd; Coats Bangladesh Ltd; Khan-Elin Corporation Ltd; Novartis (Bangladesh) Ltd; Unilever Bangladesh	Asiatic Jute Mills; World Chem International; Himel and Co	Southern Foods Ltd; Lucky Enterprise and Export; ZM Trade Exchange; Shrimps Bangladesh; Nirala Sea Foods Ltd	7B Associates and Shipping Ltd; Visual Knitwear Ltd; Hazi Selim Enterprise and Mining; Alta Vista Ltd
Main local language	Bengali, but uses English as an official language	Bengali, but uses English as an official language	Bengali	Bengali, but uses English as an official language

Sources: Bangladesh Bureau of Statistics, Euromonitor International - 2010

**Business Location by Multinationals**

Industry	Location	Main Companies
Banking	Dhaka	Eastern Bank Ltd State Bank Of India Standard Chartered Bank Agrani Bank Brac Bank Ific Bank Limited
Pharmaceutical	Dhaka; Chittagong	Novartis Bangladesh GlaxoSmithKline Beximco Pharmaceuticals Ltd
IT and telecommunications	Dhaka	Warid Telecom Banglalink Grameenphone Teletalk Citycell
Tourism	Dhaka	Biman Bangladesh Airlines (Flag Carrier) GMG Airlines
FMCG	Dhaka	Reckitt Benckiser Unilever
Maritime and ports	Chittagong; Khula	Bangladesh Shipping Lines Ltd Hossain Trade – Ship Agencies Jamuna Oil Co Ltd K Line Bangladesh-Chittagong Kamrul Traders Lams Cleaford-Chittagong Maritime Services Ltd Mecca Ocean Trade Int Momosha Trading Corporation Prominent Shipping Services Ltd Seaways Marine Suppliers Shaw Wallace Bng Ltd Starpath Seatrade Ltd Unicorn Marine Ltd Atlas Shipping Lines Ltd Makh Shipping Ltd Bangladesh Shipping Corporation Bengal Shipping Line Ltd Eastern Overseas Shipping Lines Ltd (EOSL)

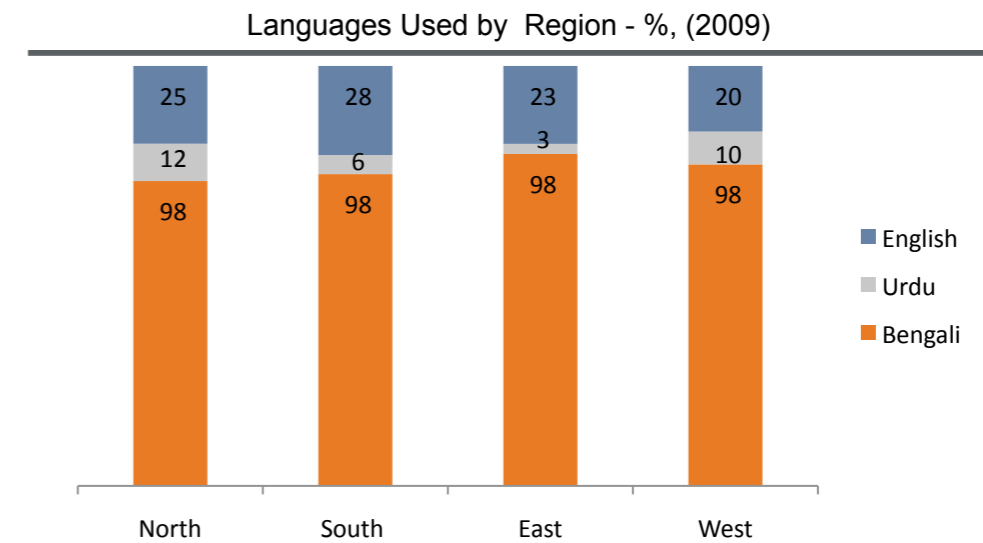
Source: Euromonitor International (trade statistics - 2010)



Source: Euromonitor International (trade statistics, government bodies and United Nations)

**Bengali dominant throughout country, English penetration limited but growing**

When it comes to languages, Bengali is used predominantly in every region within Bangladesh. English is the only rival but is strong in only a few regions, gaining popularity in the work and educational environments, but only in the largest cities such as Dhaka or Chittagong. In rural areas Bengali is still the dominant language, followed by Urdu in the north-west. The chart below shows the proportion of people that can speak English in each of the regions.



Source: Euromonitor International (international trade associations, government interviews).  
Note: the sum does not add to 100% as individuals may speak more than one language.



### 5.3.3 The Employment Market and English

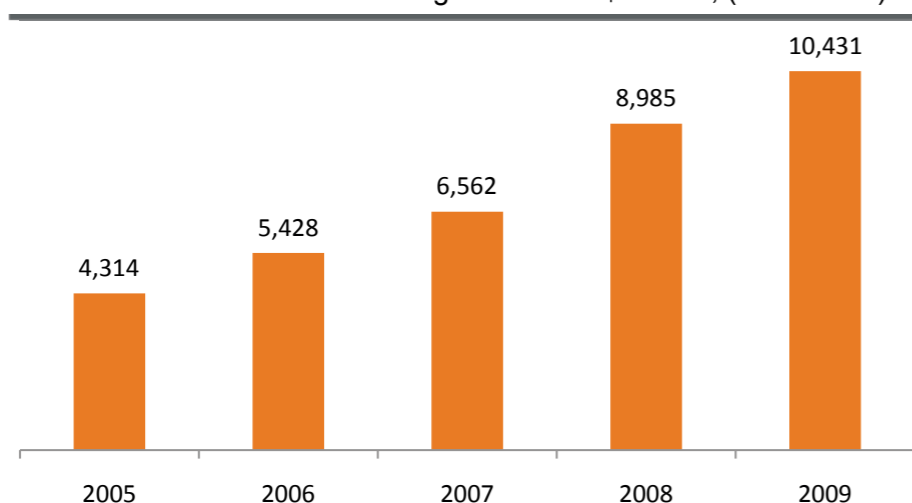
#### Better job prospects in cities boosts demand for English skills

In 2009 the unemployment rate for the economically active population in Bangladesh was 5.1% according to the CIA World Factbook. However, underemployment levels are much higher at around 29% according to the same source. Both the unemployment and underemployment rates are higher in rural areas, as most large employers are based in the country's capital. For new graduates there are many opportunities available in both government and private industry in the larger cities of Bangladesh.

Due to strong competition for jobs, a degree does not guarantee immediate employment. Graduates with a better command of English generally find jobs faster in private companies, where English is more in demand than in public institutions.

Another factor to consider is the level of remittances coming into Bangladesh. According to the government, 92% of total remittances into the country are from salaried professionals based in other countries, mainly developed nations. The UK is a prime destination for many economic migrants, reflecting the strong historical ties between the two countries. In order for Bangladeshis to make the move to the UK to benefit from higher salaries, one of the skills they require is English.

Remittances Inflow to Bangladesh - US\$ million, (2005-2009)



Source: Euromonitor International

According to the World Bank, Bangladesh is the sixth largest recipient of remittance in 2009. The total value for the remittance has showed a strong growth from 2005 to 2009. The World Bank confirms that approximately 64% of total remittances come from the Middle East as these countries have a large Bangladeshi labour force.

#### Shortage of mid-management candidates

Recruitment agencies and private companies stated in interviews that companies in Bangladesh face a shortage of suitable candidates for middle-management positions. Recruitment is typically outsourced to specialised recruitment agencies, although some companies still recruit themselves by posting new jobs on their websites or in newspapers.

On average of 58% of companies stated that they would prefer a graduate from a public university as public universities offer a better quality of education. However, 42% said that they would prefer a private university graduate.

Which Type of Educational Background Would You Prefer When Hiring? - %, (2010)



Source: Euromonitor International (interviews with companies and recruitment agencies)

#### English considered essential for high-ranking positions

For most white collar jobs in private companies or public institutions, English is now a basic requirement. Employers require a basic level of English at least, and preference is given to applicants with stronger language skills.

Positions at the top end of the workforce, such as director, COO and CFO, generally require English language skills. For these jobs such skills are almost compulsory, as these employees are relied upon to conduct the company's international business.

Job Positions	Search Channels
Manual Labour Worker <sup>1</sup>	Face to face and some local newspapers
Middle Positions <sup>2</sup>	Internet, universities and recruitment agencies
Senior Positions <sup>3</sup>	Internet and recruitment agencies

Source: Euromonitor International (interviews with recruitment agencies and printed publications such as newspapers in 2010)

Notes: <sup>1</sup> Includes all vocational jobs such as carpentry, painting and electrical

<sup>2</sup> Includes any job requiring up to five years' experience

<sup>3</sup> Includes any job requiring over five years' experience

#### Greater support needed to increase English skills

Even though English is not an official language in Bangladesh, English penetration is high in business. All salaried professionals, particularly those based in an office, are expected to know the language.

According to the interviews undertaken for this report in educational establishments and at the upper end of the workforce, approximately 38% of salaried professionals speak at least at an intermediate level of English, and another 38% speak English to a good level.

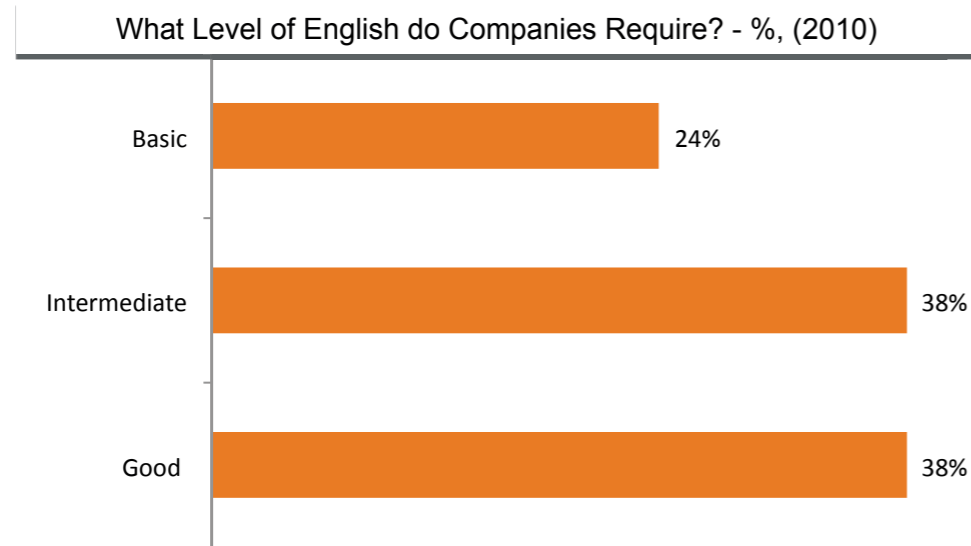
Respondents also believed that the percentage of English speakers will increase over 2010-2015. They agreed, however, that greater support from both private industry and public bodies will be needed for individuals to improve their English skills.

**Salary Differentiation – English Skills vs No English Skills**

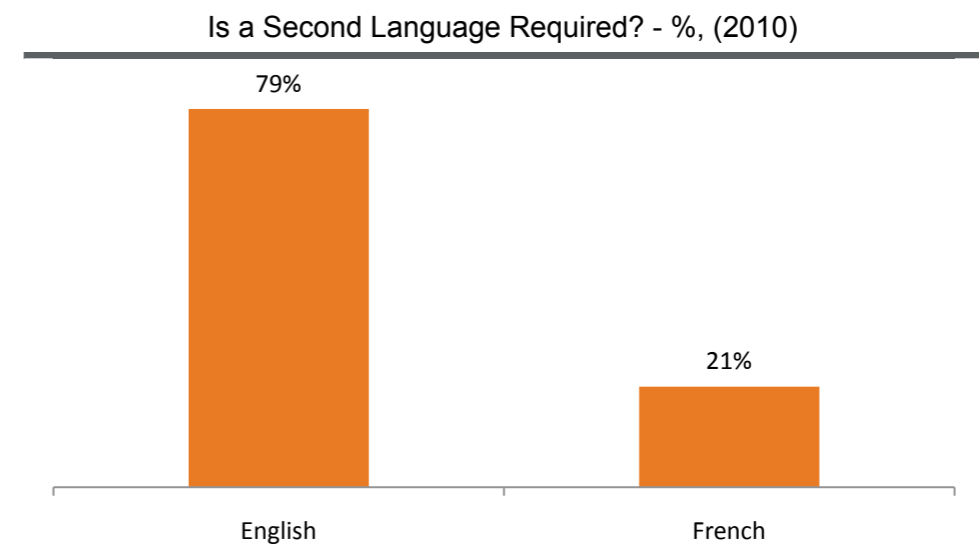
Job Title	Professional salaries with English skills to at least intermediate level (gross salary/month, US\$)	Professional salaries with no English skills (gross salary/month, US\$)
Director	2,400	2,000
Senior Manager	960	720
Manager	720	645
Senior Analyst	530	420
Analyst	452	375
Secretary	380	220
Carpenter	280 <sup>a</sup>	210
Electrician	262 <sup>a</sup>	250
Plumber	295 <sup>a</sup>	260
Receptionist	380	210

Source: Euromonitor International

Note: Data based on starting salaries for 2010; self-employed and freelance workers are excluded  
<sup>a</sup> Very few jobs of this type found



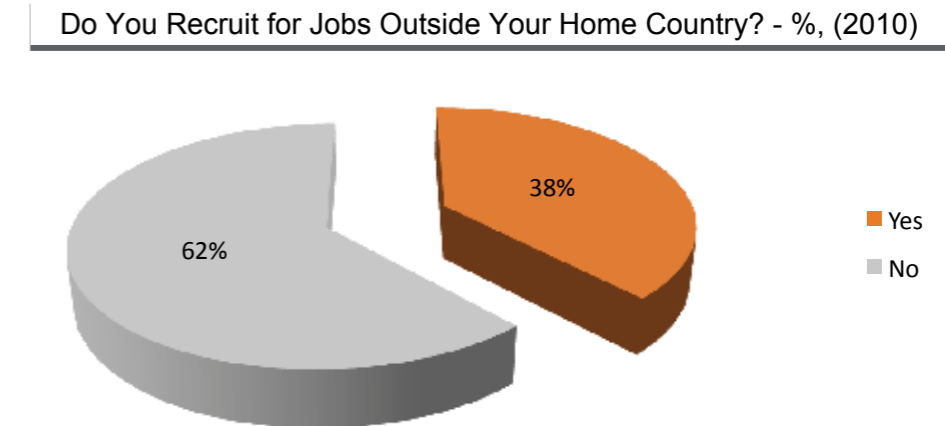
Source: Euromonitor International (interviews with companies)



Source: Euromonitor International (interviews with companies)

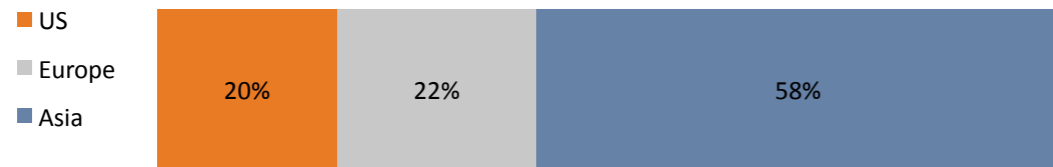
**Employment from abroad**

Only four of the 10 recruitment agencies interviewed have recruited from abroad, while the remaining agencies seek to fill vacancies from within Bangladesh. For those agencies looking to recruit salaried professionals from abroad, Asia is preferred, with Singapore and Hong Kong viewed as good sources of English-speaking professionals. The reasons behind recruiting from abroad are more than just English skills (job expertise, experience etc); however, English ability does play an important role here.



Source: Euromonitor International (interviews with recruitment agencies)

If "Yes", Where? - %, (2010)



Source: Euromonitor International (interviews with recruitment agencies)

**English main business language for majority of interviewed companies**

Twenty-four of the thirty companies interviewed said that English is very important for company growth, in particular for the development of international business relationships. This signifies the importance placed on the language by the business community in Bangladesh. All of the companies interviewed said that English is very important when hiring, and the ideal candidate is degree-educated with excellent English language skills.

For 24 of the 30 companies interviewed, English is their primary business language, used for internal and external communication. For the remaining seven companies, Bengali is the primary language. However, for these companies English is required as a second language, and on average 41% of employees speak English.

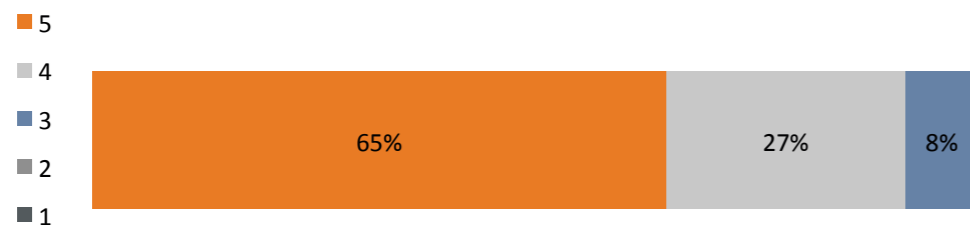
All of these factors underline the importance of English in the workplace and for the economy in general, and show why a high proportion of the population want to improve their English skills to the highest possible degree.

The strongest demand for English speakers comes from foreign banks and investment companies, MNCs and public institutions. Only nine companies would consider employing candidates with only a basic level English, while the remaining companies seek to recruit employees with intermediate or good skill levels. This underlines the fact that Bangladeshi professionals with a strong command of English have more and better opportunities to get good jobs in private businesses.

**Interview with Bangladesh Power Development Board:**

*"The primary communication language here is still Bengali. Only a certain level of employees can communicate in the English language. But now it's improving, as during the recruitment process we are now evaluating candidates with regard to their English language efficiency."*

How Important is English to Company Growth? - %, (2010)



Source: Euromonitor International (interviews with companies)

Note: 5=very important; 1=not important at all

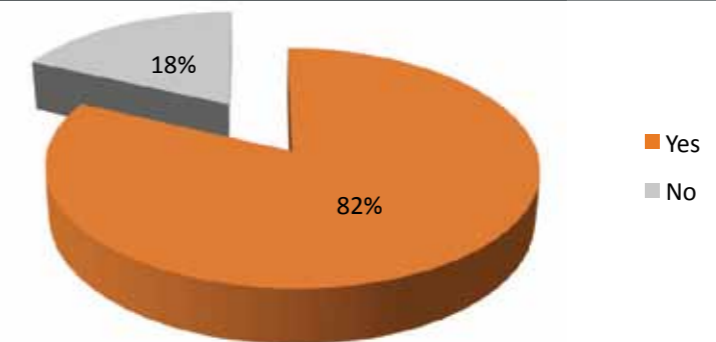
How Important is English When Hiring New Employees? - %, (2010)



Source: Euromonitor International (interviews with companies)

Note: 5=very important; 1=not important at all

Is English Used for Training Purposes?- % (2010)



Source: Euromonitor International (interviews with companies and recruitment agencies)

## 5.4 THE IMPACT OF ENGLISH ON THE INDIVIDUAL

### Better prospects for English-speakers despite limited salary gap

Company interviews indicate that Bangladesh provides equal opportunity employment to all candidates. Companies tend to offer higher salaries to English speakers. Trade interviews, however, revealed that while the salary gap between English and non-English speakers is just 5-15%, nevertheless, career opportunities appear more readily accessible for employees with a good grasp of English.

Respondents from 23 of 30 companies stated that those employees who speak better English advance faster in their careers than those without a good grasp of the language. This suggests that proficiency in English is a critical determinant of an employee's career advancement. Moreover, several sources stated that the salary gap, while meagre, is increasing and expected to become more significant within the next few years.

### Additional factors contribute to career progression

In addition to a good command of English, however, other skills also play an important role in career advancement in Bangladesh. These include:

- Education: at least a degree or masters is required for almost all executive-level jobs;
- Work experience: required at various hiring levels. The depth of experience will often determine pay scale;
- Job shortage list<sup>1</sup>: by law, foreign citizens or non-Bangladeshis should be selected by the job shortage list of the country. Unless the position is an internal company transfer, employers should first look for candidates among the local population before looking abroad.

Note: <sup>1</sup> Job shortage list is a document that companies must reference to ensure no appropriate candidates are available nationally before recruiting foreign candidates.

#### Interview with Warid Telecom:

*"At Warid Telecom, English is used as our official language, as we are a foreign investment company in Bangladesh. There is no salary gap between a person who knows and who does not know English. But actually a person with good English who is more flexible in communication usually gets promoted sooner."*

### English tuition not an option for lower income segments

The core demographic group driving demand for English tuition is in the middle- and upper-income segments. Low earners have almost no access to English tuition, as there is no subsidy from the government or from private companies for such tuition. Widespread poverty in Bangladesh also means that low-income families are more likely to send their children to work rather than to school in order to generate sufficient income for the family's living costs. Low-income Bengalis start working as young as eight or nine years old, and this part of society unsurprisingly has a minimum level of English.

Most English speakers are concentrated in the capital, Dhaka, and in the other major cities such as Chittagong, Rajshahi, Barisal, Khulna, Cox's Bazar and Sylhet. In 2009 an estimated 28% of the population lived in urban areas, with this figure expected to reach 31% by 2015. The main drivers of urbanisation in Bangladesh are government investment in urban public services, including education, healthcare and infrastructure, along with better job opportunities in urban areas and a desire to join family members.

### Efforts to source funding and improve education

Economic growth and rapidly improving technology have given the Bangladeshi educational system a strong developmental impetus. In 2009 17% of total government expenditure was on education, and spending in this area grew constantly over 2005-2009 with a CAGR of 3%.

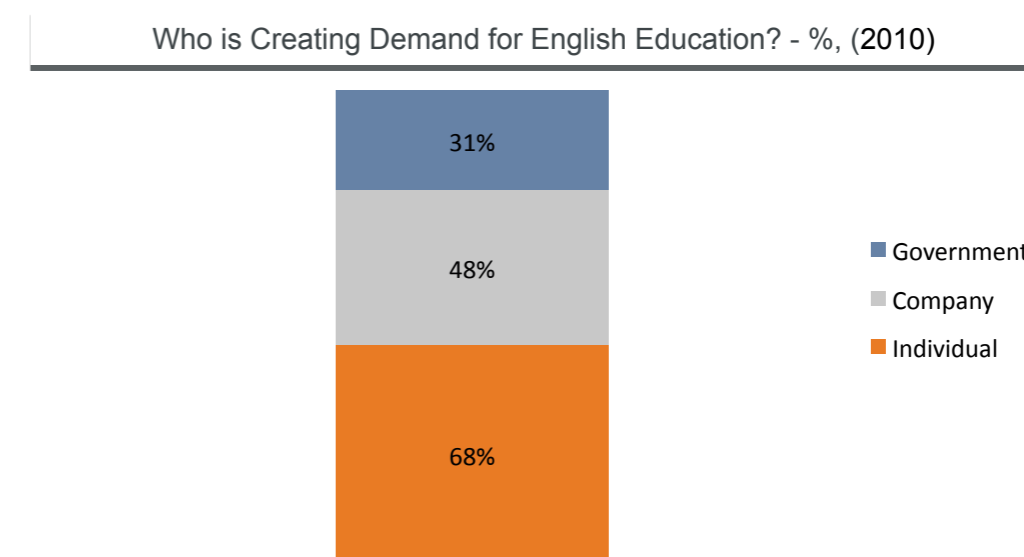
Finding funding is a major concern, although the government has adopted many initiatives to involve private players. For example, the government opened the country up to foreign universities, which will undoubtedly help re-shape the educational landscape.

According to the Bangladesh Ministry of Education, major reforms undertaken by the government in order to improve education include:

- Introduction of untrack curriculum in secondary-level education from 2006;
- School-based assessment (SBA) in secondary-level education;
- Reform of existing examination systems in secondary-level education;
- Privatisation of textbook writing and publication;
- Formation of oversight committee for the supervision of teaching in classrooms;
- Strengthening of teacher training;
- Delivery of textbooks to students on time;
- Modernisation of secondary, technical and Madrasah (Islamic primary school) curricula;
- Distribution of 20,000 computers to secondary-level educational institutions, including Madrasah;
- Training of secondary-level teachers in computer applications.

### Individuals represent prime source of demand

According to Euromonitor's research, one of the main drivers of demand for English education comes from individuals. This is mainly due to the perception that English can aid personal economic growth and provide better career prospects, with the chance to escape poverty. It can also offer enhanced opportunities for studying abroad.



Source: Euromonitor International (overall percentages based on interviews with companies, recruitment agencies, educational centres and government bodies, sum adds up to over 100% as individuals were able to provide more than one response)

### Increased foreign study predicted

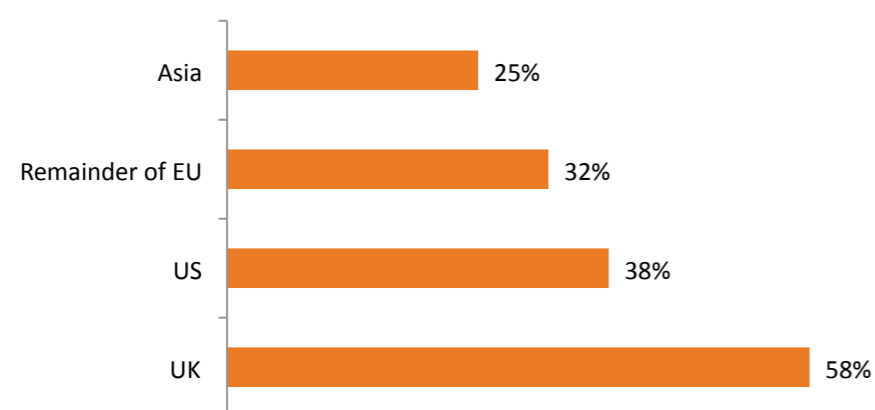
Each year 2,000-3,000 students go to the UK for higher education, according to the Refugee and Migratory Movements Research Unit (RMMRU). The UK, Australia and Canada are the most popular destinations for overseas study. According to RMMRU, levels of student migration are expected to rise in future as more young people seek opportunities abroad, with improving English language skills cited as one of the most important factors.

Several projects were undertaken during the review period by non-governmental organisations (NGOs) with funds from the World Bank. These typically aimed to improve overall efficiency in schools, as well as improve access to education. They included projects to recruit more female teachers and improve school management and the curriculum.

Projects were also launched to improve teacher training and expand the existing scholarship programme. While not specifically promoting the English language, these improvements will have a significant and positive impact on the standard of English language education in Bangladesh.

Four out of five education centres stated that the UK is the leading destination for Bangladeshi students, with 58% indicating the UK as a preferred destination. The UK is followed by the US and other European countries, with 38% and 32% of students indicating them as potential study locations. Some educational centres, however, also stated that Asian countries are becoming increasingly popular.

Most Popular Countries among Bangladeshi Students - %, (2010)



Source: HESA interview and Bangladeshi Government interviews

### Bangla, English and Arabic all used in educational system

There are three education systems in Bangladesh using different languages as a teaching medium. Bangla is used in public education, English is used in private education and Arabic is used in Arabic-influenced Madrasah education.

A very basic level of English is taught from the start of primary education and is compulsory for all students. The government made the teaching of English compulsory in both state and private schools in the late 1980s, and is active in promoting English tuition through funded text books and materials.

The Bangladeshi Government is aiming for at least 10% of text books in the educational system to be in English by 2020. The government of Bangladesh is increasing its effort to improve the standard of text books, providing free materials and books at primary school level, and broadcasting English language programmes via the national media.

### Public universities focus on English use

Since 1992 public universities have taught the majority of their courses in English. This has naturally led to an upsurge in the standard of English among graduates.

Students take English examinations for two main reasons: in order to qualify for further studies in the best possible local or foreign university; to prepare for English language qualification tests, such as the IELTS, in order to further their academic and professional ambitions.

Private companies generally require a good level of English from prospective and existing employees, whereas demand from government bodies is typically for a more basic level. Salaries in the private sector are higher than in the public sector for middle-management salaried professionals. As such, English tuition is expected to see an increase in demand from ambitious individuals seeking advancement in the private sector.

### Total of Number of Students by Application

Year	Student applications received	% difference in student applications year-on-year	Applications accepted	Applications rejected	% of Applications accepted
2003	4,991	-	2,374	2,617	47.6%
2004	5,589	12.3%	1,926	3,663	34.5%
2005	7,623	36.4%	2,857	4,766	37.5%

Source: Refugee and Migratory Movements Research Unit (RMMRU) report provided by visa section of the British High Commission of Bangladesh in 2009

### Growth in private education, greater emphasis on English

The number of private schools in Bangladesh is growing at a faster rate than the number of public schools. Growth is driven by demand for quality education among the emerging middle-income segment. Privately-funded primary and secondary schools are generally perceived by parents as worthwhile investments for their children, and those who can afford to do so will typically send their children into private education. Most private schools are based in cities.

However, there are also a number of good public schools that provide higher-than-average standards of education, and place greater emphasis on English language education. These are popular among low- and middle-income families. These schools are also mainly located in urban areas, where there are more qualified teachers and greater resources.

Both public and private schools are making every effort to improve the quality of their English tuition. Private schools believe that using English as a medium for teaching will help them to stand out from other schools.

A comparison of interviews with public and private institutions reveals that private education places greater emphasis on English language education and commits more resources to it than public education. Education with English as a teaching medium in public high schools is of lower quality, as teachers in these schools generally speak less fluent English than their counterparts in private schools.

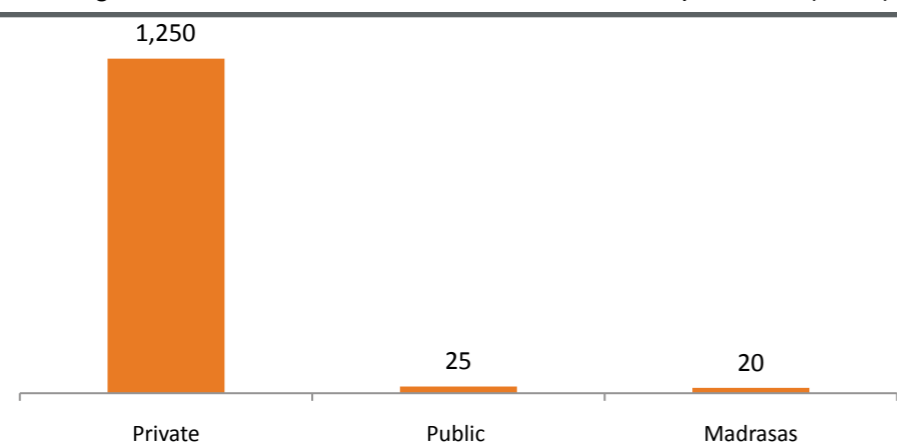


Differences in Costs of Major Types of Educational Institution, 2009 (US\$)

Institution type	Average cost per student per year	Source of funding	Cost to the state
Bangla-medium public schools (primary and secondary)	US\$20.00	State/government	Total number of students 16.3 million; <b>estimated total cost US\$326 million for 2007</b>
English-medium private schools (primary and secondary)	US\$521	Households	None
Public high schools	US\$25.00	State/government	Total number of students one million; <b>estimated cost US\$25 million for 2006</b>
Private high schools	US\$2,100	Households	None
Madrasas (secondary schools)	US\$16.00	Mainly state	Total students 100,000; <b>estimated cost US\$2.3 million for 2006</b>

Source: Euromonitor International (interviews with educational centres and local government statistical agency in 2010)

Going to School - How Much Does it Cost? - US\$/per term, (2010)



Source: Euromonitor International (interviews with educational centres)  
 Note: Public education in Bangladesh is free but many parents have to cover the cost of learning materials and food

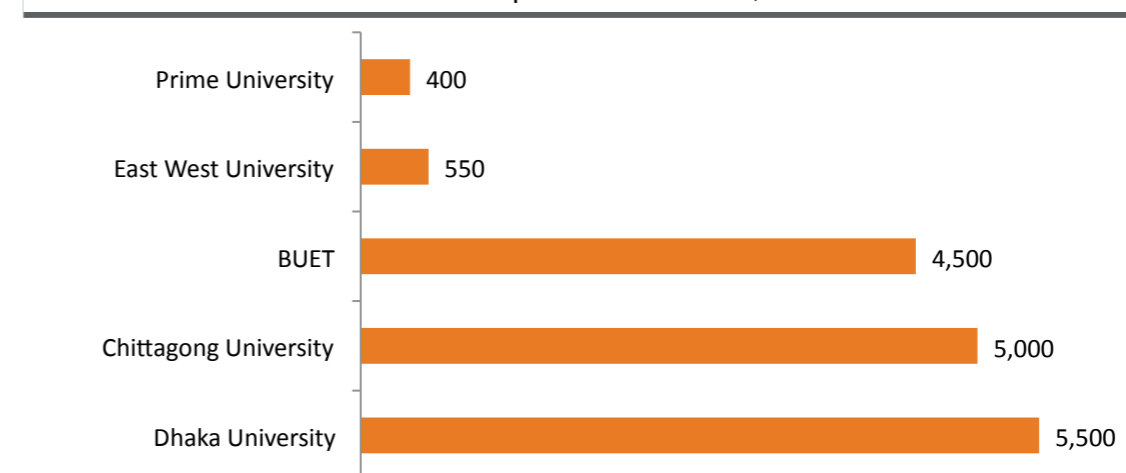
Limited university sponsorship

According to interviews with the Bangladeshi Government, public universities receive the majority of students in higher education, with a share of 68% in 2009. This is because private education is generally only available in urban areas and is more expensive than public universities.

There is very little partnership between universities and the government or private industry in terms of sponsorship. Larger universities such as the University of Dhaka are the only ones that can obtain a degree of public and private funding. Only one of eight respondents in interviews with educational centres stated that they had any funding agreement with private companies or public bodies.

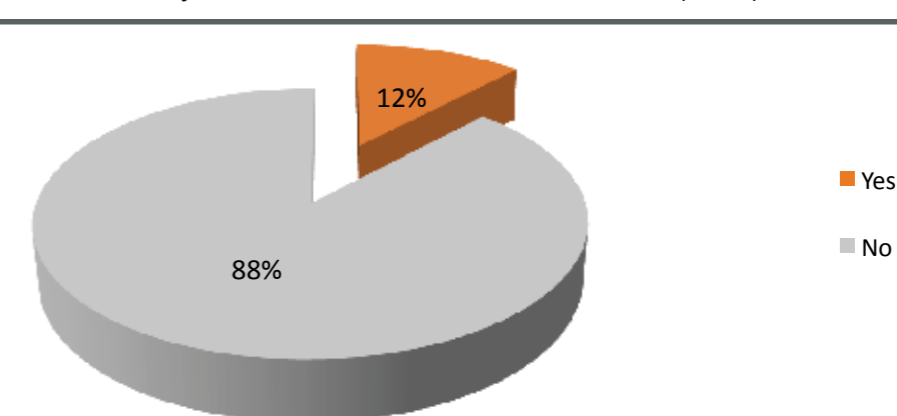
Bengalis are actively looking to improve their education levels as they understand that having a good education is a positive way to a successful career.

Graduates from Top Five Universities, 2009/2010



Source: Euromonitor International (interviews with educational centres and government statistics agencies)

Do Universities Have a Graduate Programme Sponsored by Government or Private Sector? - %, (2010)



Source: Euromonitor International (interviews with educational centres and government bodies)

## 5.5 CONCLUSION

### Increasingly important English benefits from government focus

English plays an important role in Bangladesh. From primary school age, students are exposed to the language and then continue, where possible, to improve their skills, all the way up to university. This sharpening of language skills allows access to better salary opportunities in what can be considered a disadvantaged country.

The quality of the education system differs by location: in rural areas access to education is limited, although the government is actively looking to find a solution to this problem with increased spending. Currently 17% of government spending in Bangladesh is on education.

Improving English skills is viewed as an important means of advancing both individual wealth and the economy of the country. The aim is to create a workforce that can service international companies' direct investment in Bangladesh, who typically use English as a *lingua franca*.

English speakers in the business environment are expected to speak English to at least intermediate level. Furthermore, in some sectors, such as foreign trade and telecommunications, employees are expected to have a good level of English. On top of this, 24 of 30 companies interviewed by Euromonitor indicated that employees with a good command of English advance quicker than those who do not – ultimately resulting in higher salaries.

Private education for primary and secondary education will also play an important role in individual growth, with business leaders of the future expected to be primarily privately educated, and with a high level of English.

## 6. PAKISTAN

### 6.1 MANAGEMENT SUMMARY PAKISTAN

#### Number of English speakers predicted to rise

In Pakistan, the average minimum wage indicated by the state was just US\$71.00 per month in 2009, but the average starting salary for an English-speaking salaried professional was US\$480 per month; this explains the strong individual demand for English tuition as one of the key skills of a successful individual.

Based on trade interviews, data from the Pakistani Government's Statistics Division and other government bodies, Euromonitor International estimates that around 49% of the total population spoke English to intermediate level in 2009. This is expected to rise to 58% by 2015.

The main driver of growth in the number of English speakers is ambitious individuals seeking higher-paid employment in the private sector. Interviews with 30 companies in several industries ranging from IT to agriculture indicate that an estimated 65% of salaried professionals spoke English in 2009. English is the main language of business for companies operating both in the domestic market and with international partners.

According to the State Bank of Pakistan Annual Report 2010, the flow of Foreign Direct Investment (FDI) into Pakistan shrank from US\$5,339 million in 2008 to US\$2,387 million in 2009. Growing political instability is the main reason for this decline, although the country still absorbs very large amounts of aid money earmarked for development. Oil and gas, power generation, agriculture, the pharmaceuticals industry and infrastructure development remain the key industries attracting foreign investors.

#### Difficult business environment in Pakistan

There remain significant obstacles to economic growth in Pakistan. Corruption, political instability, escalating terrorism, refugee movement, high inflation, and frequent power shortages have been compounded by a series of natural disasters. The most recent was catastrophic flooding along the length of the Indus in the summer of 2010.

The difficulties present in Pakistan are such that, according to government estimates, nearly 30% of the population live below the poverty line, up from around 18% in 2007. This has forced millions of young and middle-aged Pakistanis to go abroad to work.

Strategies for economic development remain intact, underpinned partly by the determination of developed nations that have invested in Pakistan not to let the country fail. However, the country remains beset by problems. Pakistan's ranking in the World Bank's Ease of Doing Business scale dropped from 66th in 2005 to 75th in 2010.

Nevertheless, English language skills are increasingly important, with English the main business language. Twenty-four of the thirty companies interviewed by Euromonitor International indicated that English is vital for company growth, that they use English as the primary means of communication, and that a salaried professional needs good English skills to fully exploit job opportunities.

#### Government implements English educational initiatives

English is also heavily used within government as a *lingua franca*. All official communication is conducted in English, and the constitution of Pakistan and its laws are written in English. The government is trying to widen the use of the language. Public spending on education was 2% of total public expenditure in 2009 according to Pakistan's Statistics Division, with US\$14.50 spent per student. In an effort to modernise the workforce, the government is promoting English as a teaching medium within both public and private educational institutions.

Other key trends include growing urbanisation. According to the Statistics Division, just fewer than 37% of the population lived in urban areas in 2009, and this is anticipated to rise to almost 40% by 2015 as more people move to the cities seeking a better job. However, the job market is extremely competitive, and opportunities limited.

Pakistan is active in the promotion and development of English language skills. The country recognises that English is essential to business, and the government is looking to improve the education system by having schools teach in English. Furthermore, individuals have a strong desire to learn the language in order to incorporate it within a skill set required in modern business.

## 6.2 PAKISTAN – KEY FACTS AND PROFILE

### Key Facts

Country name:	Pakistan
Official language(s):	Urdu, English
Population:	181 million (2009)
Capital:	Islamabad
Key industries:	Agriculture, hunting, forestry and fishing; manufacturing; wholesale and retail trade

### English Profile

English speakers in 2009	49% of population
Salary gap between someone who speaks English and someone who cannot	10-15%
Ranking of benefits of English in the workplace 1 to 4 (1 = not beneficial at all, 4 = very beneficial)	3.5
Level of English required	57% (17/30) Intermediate level 30% (9/30) Good level 13% (4/30) Fluency
Rival of English in the workplace	None

### Research Methodology

Multinational	30 companies contacted
Industries	Banking, FMGC, energy and oil, chemical, agriculture, IT and telecoms, maritime and ports, pharmaceuticals, services
Jobs advertised in newspaper or online	Conducted a snapshot of printed and online jobs advertised that required English
Education	Three private universities and the Ministry of Education interviewed
Recruitment agencies	10 leading recruitment agencies

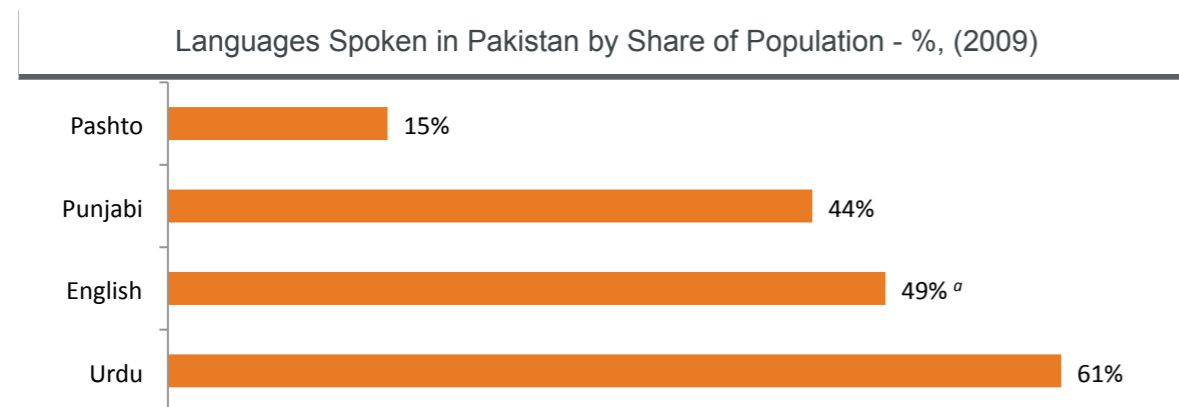
Source: Euromonitor International (based on interviews with companies' recruitment agencies, educational sector, and government bodies in 2010)

## 6.3 THE IMPACT OF ENGLISH ON THE COUNTRY

### English use most prominent in business

According to the Pakistani Government, English is defined as the 'official language' of the country, while Urdu is considered the 'national language'. English is mostly used within government, educational institutions and business. Urdu is the common language of Pakistan, as the country has a large number of regional languages, of which the four major provincial ones are Punjabi, Pashto, Sindhi and Balochi.

English is used as an everyday language only among the wealthier social classes in Pakistan, in particular in large urban centres. However, the number of people using English as a first language on a daily basis is limited. English speakers are more likely to be part of the business, political and economic elite. The wealth gap in Pakistan is significant, and English speakers are most likely to be more affluent.



Source: Euromonitor International (government bodies, World Bank, Statistics Division of Pakistan)

Note: <sup>a</sup> English speakers to at least intermediate level

### English skills advantageous in job market

All official communication in Pakistan is conducted in English, and even the constitution of Pakistan and its laws are written in English. Most private businesses employ English as their principal language. Urdu is used for informal communications, or interacting with business contacts with poor English language skills, such as small-scale suppliers and consumers in rural areas.

The private sector is the main driving force behind the growing use of English. Universities, colleges and private schools all view the development of their students' abilities in English as key to future success. Private sector recruiters also expect English proficiency from job applicants, and ambitious students are keen to improve their competitiveness in the labour market by making their English as strong as possible. In a weakening labour market, any competitive edge is essential.

Demographic trends, particularly population growth and the decline in average age, should see the status of English as a purely professional language shift towards a more common means of communication. Younger Pakistanis in particular are increasingly exposed to the Internet, including social networking websites and other media which primarily use English. This is having a strong positive impact on the image and uptake of the English language, and opening the country up to future investment from English-speaking countries.

### Urban Pakistan sees greatest English use

Around 49% of the Pakistani population speaks English at least to intermediate level (good comprehension and spoken level but with less developed writing skills). By 2015, the percentage of the population with reasonable fluency in English is anticipated to reach 58%. Career ambition will continue to be the principal driver of this trend. 23 of the 30 companies interviewed for this report said that more than 65% of salaried professionals speak English in the workplace. Companies in IT, telecommunications and banking have a higher average up to 78%.

Urban inhabitants also have better command of English. The cities are centres of government and business, and the urban population is therefore more exposed to the language. Potential students of English are also far better positioned to access English tuition in urban areas than their rural counterparts.

### Shift of schools from Urdu to English in coming years

Urban areas are more likely to have private schools, as the better-paid government and industry workers who can afford private tuition are usually located in or near cities. Private school graduates typically have far superior English skills than students in public schools, reflecting the higher-quality facilities and smaller class sizes. Levels of English in public schools are good, however, as English is a compulsory subject at secondary school. Again, urban public schools perform better than rural establishments.

Interviews also revealed that more companies are looking to develop in-house training to help employees improve their English language skills. Other factors anticipated to drive up the number of English speakers over the forecast period include the high levels of education in private schools and the conversion of Urdu-based schools to English.

Another important influence is represented by government policies aimed at improving English language skills. One example is the English Language Teaching Reforms project, which provides training to almost 3,000 teachers of English and will run until 2013.

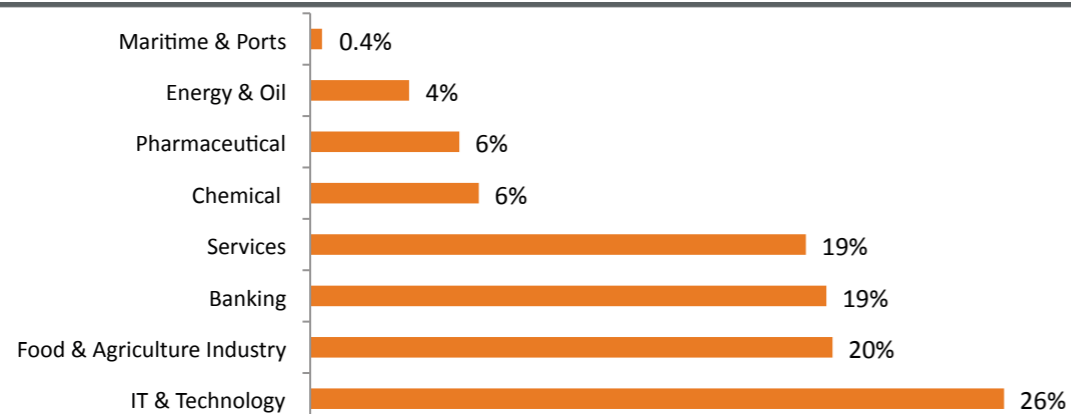
### 6.3.1 Investment and English in Pakistan

#### Instability adversely impacts FDI

Foreign-direct investment (FDI) is an important source of development money in Pakistan, and levels of investment grew solidly between 2005 and 2007 followed by a strong decline in the following years due to the global economic downturn. The sectors of most interest to foreign investors in Pakistan include oil and gas, power generation, agriculture, the pharmaceuticals industry and infrastructure development.

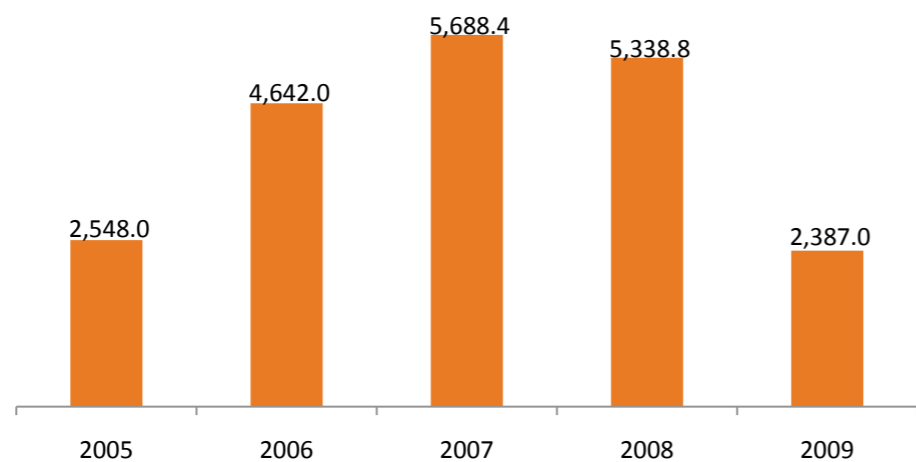
Despite a number of attractions for foreign investors, including cheap labour, a large population, high returns on investment and 100% repatriation of equity and dividends, the Pakistani Government needs to stabilise the country to attract more FDI in future.

Contacted Companies by Business Activity - %, (2010)



Source: Euromonitor International

Foreign Direct Investment (FDI) Inflow (2005-2009) - US\$ Million



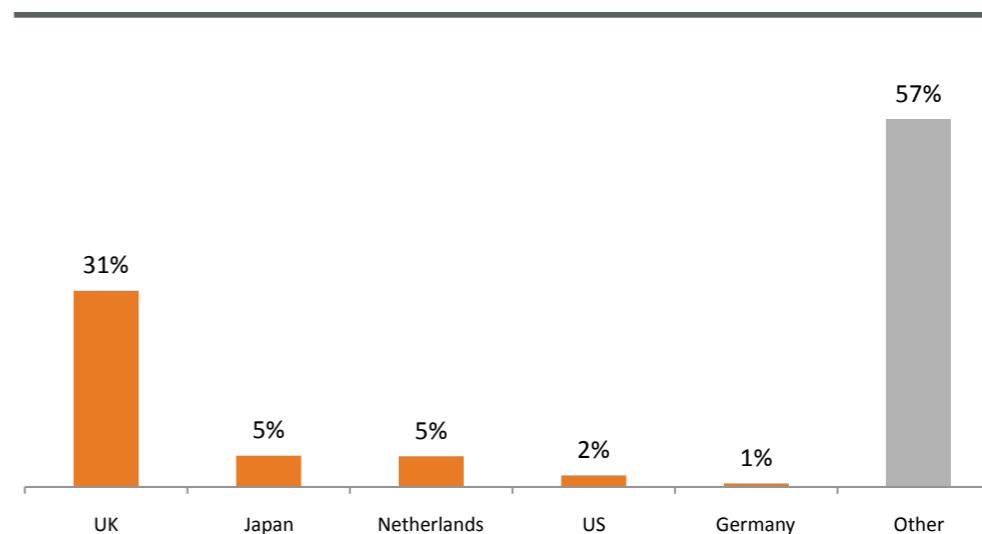
Source: Euromonitor International (OECD: Organisation for Economic Co-operation and Development)

#### English considered important for international business

The study demonstrates a correlation between the amount of investment from these English-speaking countries and the strength of English language skills in Pakistan. During the interviews companies stated that use of English creates greater linguistic unity within the business environment, and helps promote growth – particularly with countries that are not English-speaking, but which use English for international business communications. China, which borders Pakistan to the north, is a prime example.

Foreign investors see the standard of English in Pakistan as a positive factor when considering entry to the country particularly when it comes to rural locations.

Foreign Direct Investment Inflows by Country - %, (2008)



Source: Euromonitor International (OECD: Organisation for Economic Co-operation and Development)

Note: Other: reflects the combined investment from insulated investment from individuals and companies as well as investment that needs to remain confidential according to the OECD

#### Pakistan's economic performance key to US strategy

With regards to FDI inflow by country of origin, from 2005-2008 the UK, the Netherlands, the US and Japan were the major investors in Pakistan according to the OECD. More recent figures from the United Nations Conference on Trade and Development (UNCTD) for FDI inflow in 2009 shows that investment has decreasing significantly in 2009 as the political situation worsened, but US plans to triple non-military aid to Pakistan to US\$1.5 billion per annum for five years from 2009 offset this to a certain extent. The economic development of the country is a central component of American strategy there. This will most likely have a significant impact on the need for and usage of English in Pakistan, and ultimately have a positive influence on its economic position.

According to UK Trade & Invest, the American business community has a significant presence in Pakistan, with investments in oil and gas, IT and telecoms, construction, services, food and beverages and power. Major US companies present in Pakistan include: General Electric (GE), Hewlett-Packard, IBM, American Express, Dell, Intel, Procter & Gamble, Microsoft, PepsiCo, Coca-Cola, Motorola and Cisco.

The Pakistan profile published by the British Deputy High Commission (provided by UK Trade & Invest) states: "Britain and Pakistan have always enjoyed good trade relations, and many Pakistani businesses see Britain as the country of first choice to do business with."



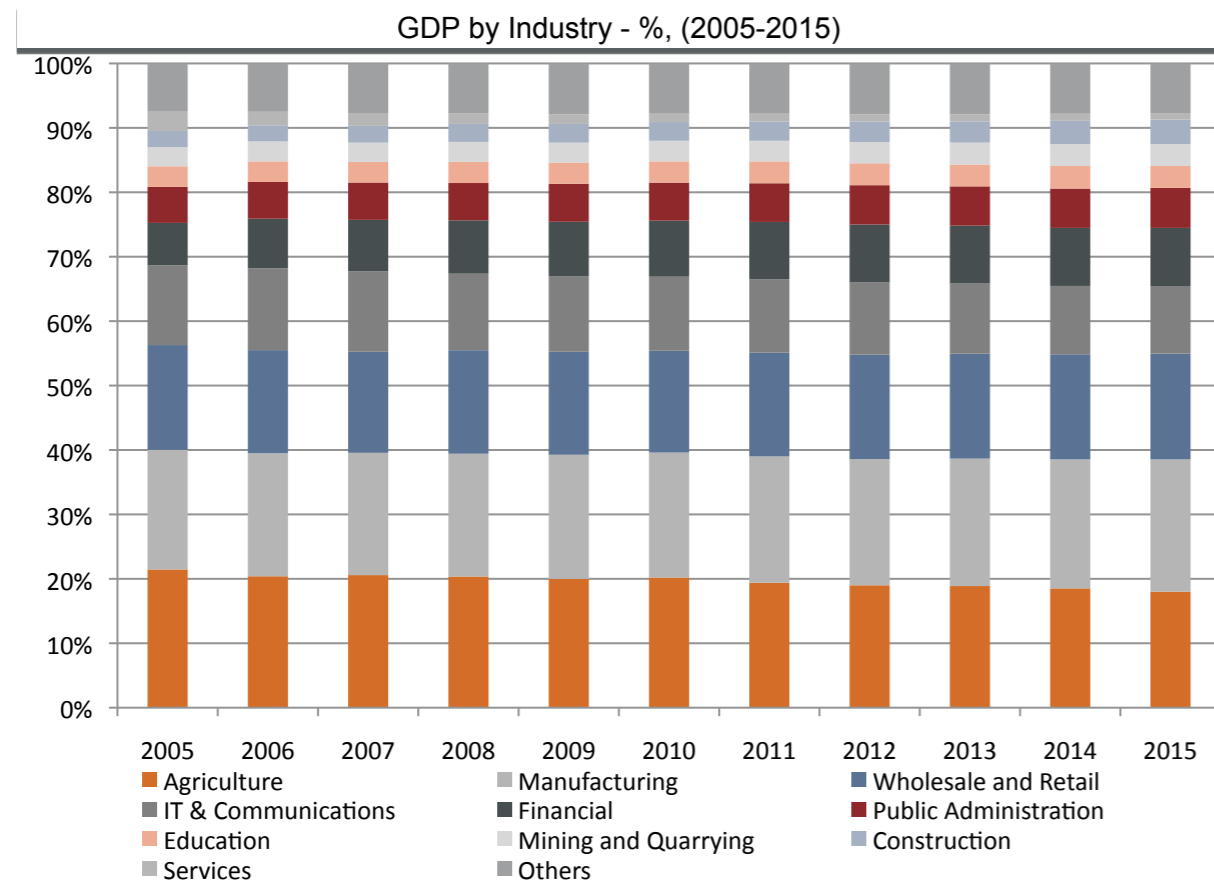
There are over 100 British companies operating in Pakistan. Major British companies include: GlaxoSmithKline, Barclays, Standard Chartered and Reckitt Benckiser. This further demonstrates the long-term positive commitment to the country's economy. Nevertheless, Euromonitor interviews with 30 companies in Pakistan showed that poor English skills overall will have a negative impact to the promotion of new business in the country.

**IT, telecommunications and finance offer strong growth potential**

In Pakistan there is a correlation between English as a language and economic prosperity. Twenty-four of the thirty interviewed companies said that English plays an important role in company growth. This is due to factors including the nature of business operations in Pakistan, and the fact that the majority of foreign investors are from English-speaking nations.

Industries such as IT and telecommunications and finance (which includes banking and financial services) are among the top five most important in terms of GDP. These also offer the best opportunities for the development of new business.

Interviews show that these dynamic new industries require the largest number of English speakers. Interviewees stated that at least 92% of their workforce can speak English to intermediate level, as it is fundamental for the development of their business.



Source: Euromonitor International

**6.3.2 The Influence of English**

**Business Location**

Indicator	South West:	South East:	East:	North:
<b>Main cities (population)</b>	Quetta (0.7 million)	Karachi (9.3 million), Hyderabad (1.2 million), Sukkur (0.3 million)	Lahore (5.1 million), Multan (1.2 million), Faisalabad (2.0 million), Gujranwala (1.1 million), Rawalpindi (1.4 million)	Islamabad (0.5 million), Peshawar (1.0 million), Mingora (0.2 million)
<b>Main industries</b>	Natural gas, coal and minerals	Natural gas, coal and petrol, agriculture, manufacturing, heavy industry	Service, agriculture, manufacturing, coal, gas, petrol, rock salt	Finance, ICT (Islamabad), agriculture (FATA, Azad Kashmir, Gilgit-Baltistan, Khyber Pakhtunkhwa), textile (Azad Kashmir), trade and tourism (Gilgit-Baltistan), forestry (Khyber Pakhtunkhwa)
<b>Largest MNCs</b>	BHP Billiton Pakistan, Caltex Chevron	Caltex Chevron	Pak Arab Fertilizer	Monsanto Pakistan
<b>Main local language</b>	Balochi, Pashtu	Sindhi, Urdu	Punjabi and Saraiki	Numerous

Source: Euromonitor International (interviews with 30 companies in 2010)

**Rural/urban disparity in services and opportunities**

Pakistan is confronting numerous challenges, but one area is the significant difference between urban and rural parts of the country. This gap is most significant in terms of urban infrastructure, where the majority have access to basic services such as water, electricity and health facilities, as well as less-common services including phone and Internet access. By contrast, rural areas have a lack of basic services, and many areas have no access to telephones or the Internet.

As a consequence the gap is magnified in terms of the economic prosperity of each area. Most international and local companies favour urban areas due to the availability of basic services and resources. The economic prosperity of an area also has a direct impact on the standard of education offered to the local population. Urban areas have better access to qualified teachers and better employment opportunities for students leaving school or university.

Ninety-two per cent of the companies interviewed for this research are based in urban areas, and all of the top 10 universities are also in urban locations. These factors have underpinned urbanisation, as rural inhabitants move to the cities in search of employment and greater educational opportunities.

The administrative units of Pakistan consist of four provinces, one federal capital territory and a group of federally administered tribal areas. There are eight administrative units in Pakistan: Balochistan (the largest, located in the south-west); Sindh (the third-largest, located in the south-east); Punjab (the second-largest, located in the east); Federally Administered Tribal Areas (FATA) in the west; Khyber Pakhtunkhwa and Gilgit-Baltistan (both in the north); Azad Kashmir and Islamabad Capital Territory (both in the northwest).

**Some cities aim to reduce influx of new residents**

Urbanisation has accelerated in recent years thanks to the influx of Afghani refugees, a series of natural disasters and growing violence in the north of the country. As a result, most large urban centres are struggling with demands placed on infrastructure due to the number of new arrivals, and several local governments are attempting to slow the trend. In Karachi, for example, the city's government has tried to establish laws limiting the influx of people in order to contain the urban sprawl.

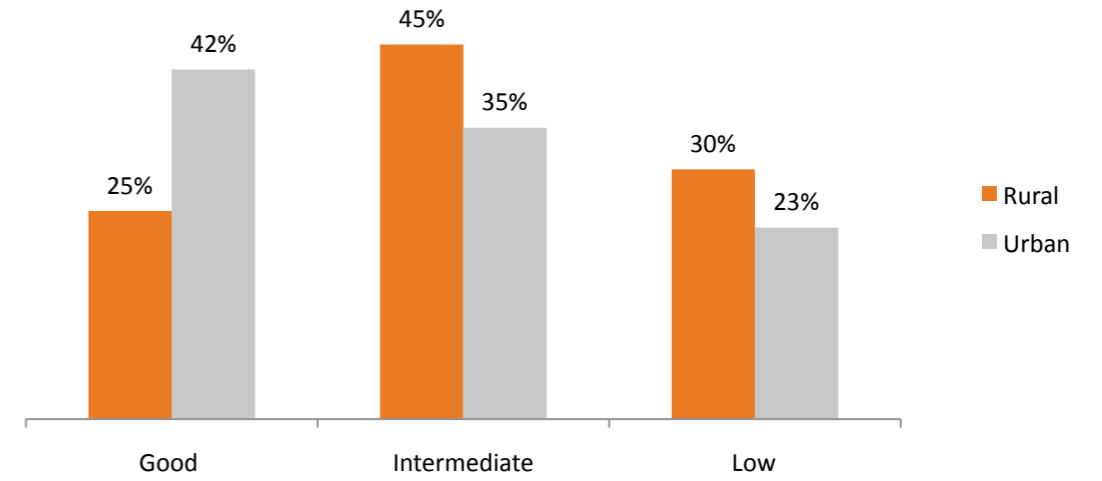
Historically, urbanisation has been driven by the greater opportunities for work and self-improvement available in cities. This means that more of the workforce is moving out of low-skilled rural labour and aspiring to skilled jobs in cities. Twenty-one of the thirty companies interviewed stated that most urban jobs require candidates who speak English. This has driven up demand for English language tuition.

In addition, twenty-four of the thirty interviewed companies said that one of the key factors contributing to an employee's progress is a high level of spoken and written English. This is because the further an individual progresses within an organisation, the greater the likelihood of exposure to international business.

Industry	Location	Main Companies
Banking and finance	Karachi	Silk Bank, Royal Bank of Scotland, Dubai Islamic Bank, Standard Chartered Bank
IT & telecommunications	Lahore, Islamabad	Wateen, Nokia-Siemens, Telenor Pakistan, China Mobile, Mobilink, U-Fone, Warid Telecom, LG Corp
Energy & oil	Islamabad, Karachi, Islamabad	MOL, Caltex, Schlumberger
Food & agriculture	Lahore, Karachi	Monsanto, Engro Foods, Bayer Cropscience, Unilever
Pharmaceuticals	Karachi	GlaxoSmithKline, Pfizer, Searle Pakistan

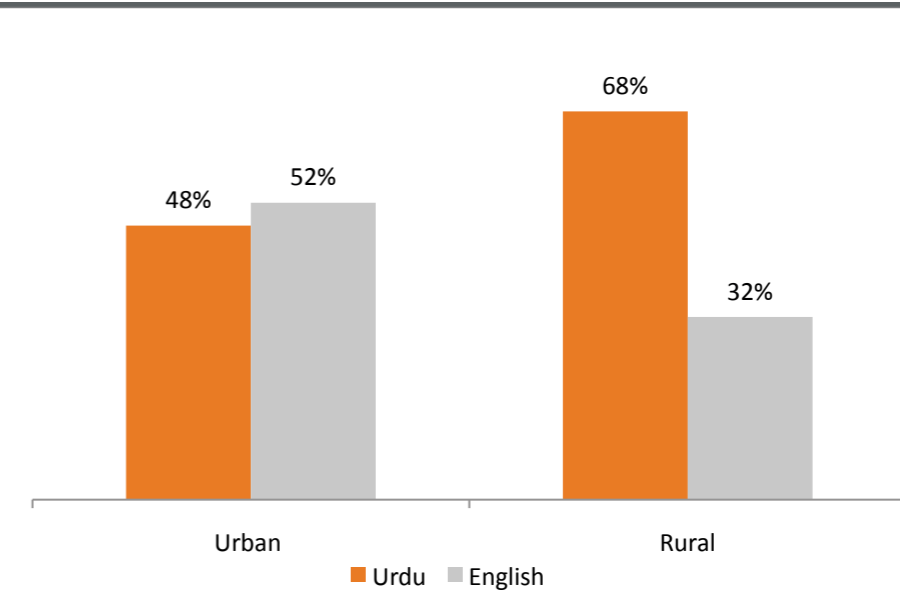
Source: Euromonitor International - 2010

What is the Level Of English by Region? - %, (2010)



Source: Euromonitor International (interviews with companies and recruitment agencies)

Language Used by Region - %, (2010)



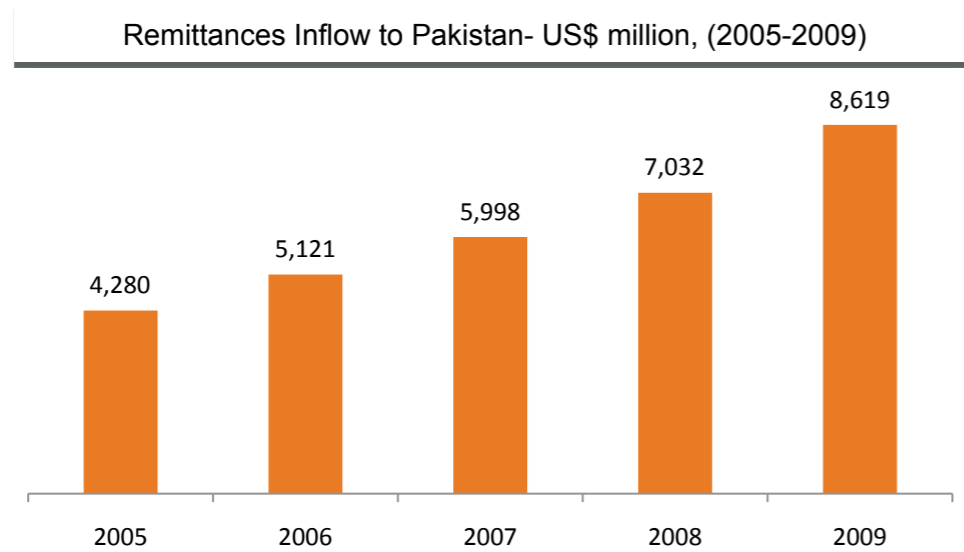
Source: Euromonitor International (international trade associations and interviews with government bodies)

### 6.3.3 The Employment Market and English

The jobs market in Pakistan is recovering from the global economic slump. Certain sectors of the economy have managed to avoid being affected and performed well. For example, the telecommunications industry has been bolstered by huge levels of foreign investment, and the social services sector is supported by large international donations and grants.

Remittances play an important role in the economy of Pakistan. The country is currently ranked seventh in terms of global remittance levels in the World Bank Remittances report. It is difficult to establish the origin of the majority of these remittances, as they are typically individual donations, many of which are carried into the country as cash: the law allows an individual to enter the country with up to US\$10,000.

Euromonitor International estimates that over 52% of remittances inflows came from English-speaking countries, as these hold the largest 'legally migrated' Pakistani communities. The population of these migrants is highest in the UK and the US, at around two million and one million respectively.



Source: Euromonitor International

#### Recruitment agencies increase in importance

The role of recruitment agencies has increased substantially in recent years. This has been led by the emergence of online job-search portals such as www.rozee.pk, albeit mostly for entry-level positions. In the course of the study major recruitment agencies in Pakistan were contacted and job advertisements analysed. Ads for senior positions are generally posted in English newspapers such as Dawn or on their websites, and require the candidate to respond in English.

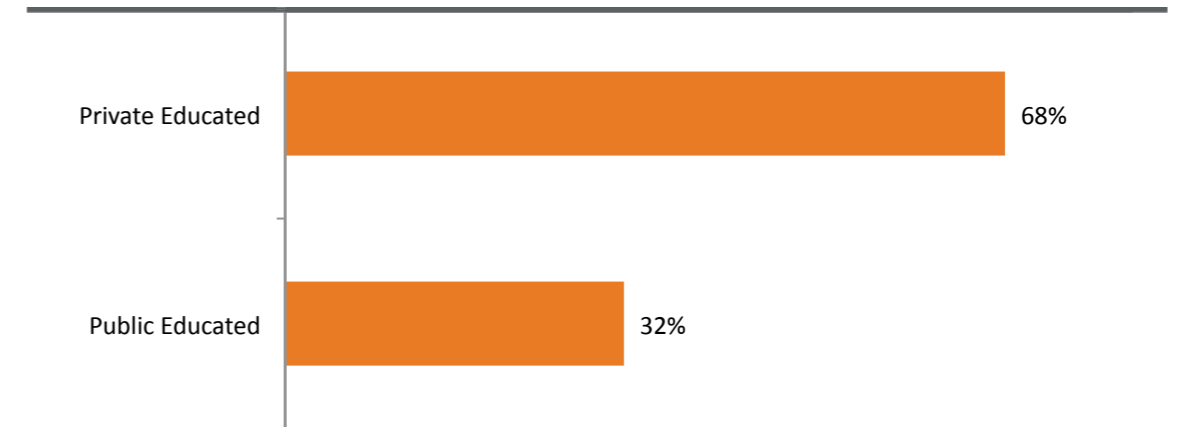
Recruitment agencies tend to search for middle- and top-level management positions in major cities, which is where most companies are located. During interviews with recruitment agencies, Peshawar was cited as a particularly difficult city in which to recruit qualified staff due to a less skilled pool of workers, with poor English skills mentioned as a significant impediment. The city is also unusually violent, and a key centre for Islamist groups.

People seeking lower-level positions such as manual labour normally do not seek employment via the Internet or newspapers, as they tend to have limited or no access to the Internet and lack strong English skills.

Industries involved in business process outsourcing (BPO) that deal with international clients such as information and technology companies, FMCG and banking multinationals, non-governmental organisations (NGOs) and social sector organisations, are likely to represent the main source of demand for English speakers.

**Interview with recruitment agency HRS Global:**  
 "We operate in the large cities only. If it is too small a city for which we need to find a candidate, we outsource the recruitment. Recruitment is becoming more and more online-based and social networking sites are increasing in popularity."

Which Type of Educational Background Would You Prefer When Hiring? - %, (2010)



Source: Euromonitor International (interviews with companies and recruitment agencies)

**Interview with recruitment agency Maven:**  
 "Normally for top-level positions knowing English is pretty much a given. For example, you do not need to ask if a bank's Vice President should know English or not."

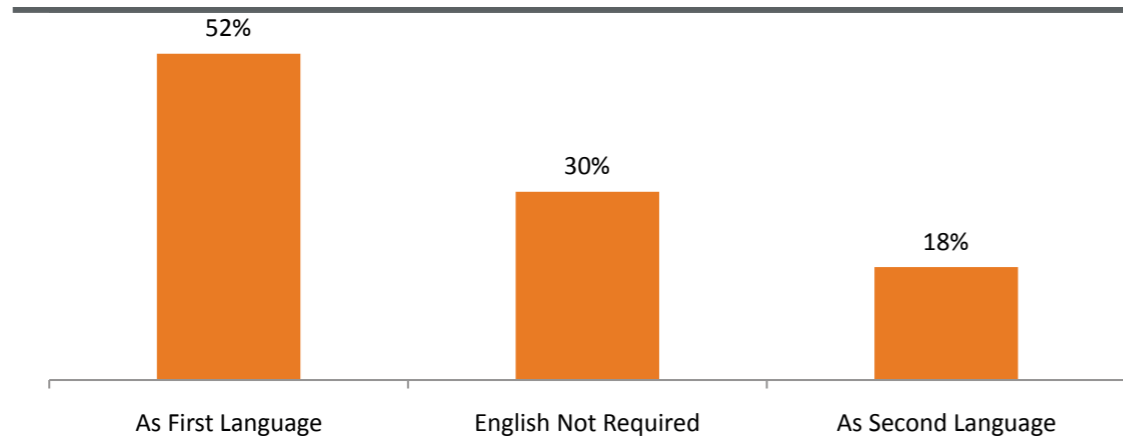
Job Positions	Search Channels
Manual labour worker <sup>1</sup>	In-person searches; some local newspapers
Middle positions <sup>2</sup>	Internet, universities and recruitment agencies
Senior positions <sup>3</sup>	Internet and recruitment agencies

Source: Euromonitor International (interviews with recruitment agencies and printed publications such as newspapers in 2010)

Notes: <sup>1</sup> Includes all vocational jobs such as carpentry, painting and electrical  
<sup>2</sup> Includes any job requiring up to five years' experience  
<sup>3</sup> Includes any job requiring over five years' experience

In the current business environment, English has no competition from other foreign or local languages. This is not expected to change in the short term. Given Pakistan's colonial legacy from the British, other foreign languages have never been widely used and are unlikely to become popular in the foreseeable future. On a personal level, however, English is not considered a 'first language' in Pakistan. Most Pakistanis use either Urdu or a regional language such as Pashto.

Newspaper and Online Job Advertisements Requiring English - %, (2010)



Source: Euromonitor International (snapshot of job market from print and online)

**Salary Differentiation – English Skills vs. Non-English Skills**

Job Title	Professional Salaries with English Skills to at Least Intermediate Level (Gross Salary/Month, US\$)	Professional Salaries with No English Skills (Gross Salary/Month, US\$)
Director	3,200	3,000 <sup>b</sup>
Senior manager	2,460	2,120 <sup>b</sup>
Manager	1,450	1,100
Senior analyst	1,020	810
Analyst	946	620
Secretary	750	510
Carpenter	450 <sup>a</sup>	250
Electrician	485 <sup>a</sup>	220
Plumber	520 <sup>a</sup>	310
Receptionist	480	280

Source: Euromonitor International (starting salaries for the current economic year (2010); self-employed and freelance are excluded)

Notes: <sup>a</sup> Very few cases of these types of professions found

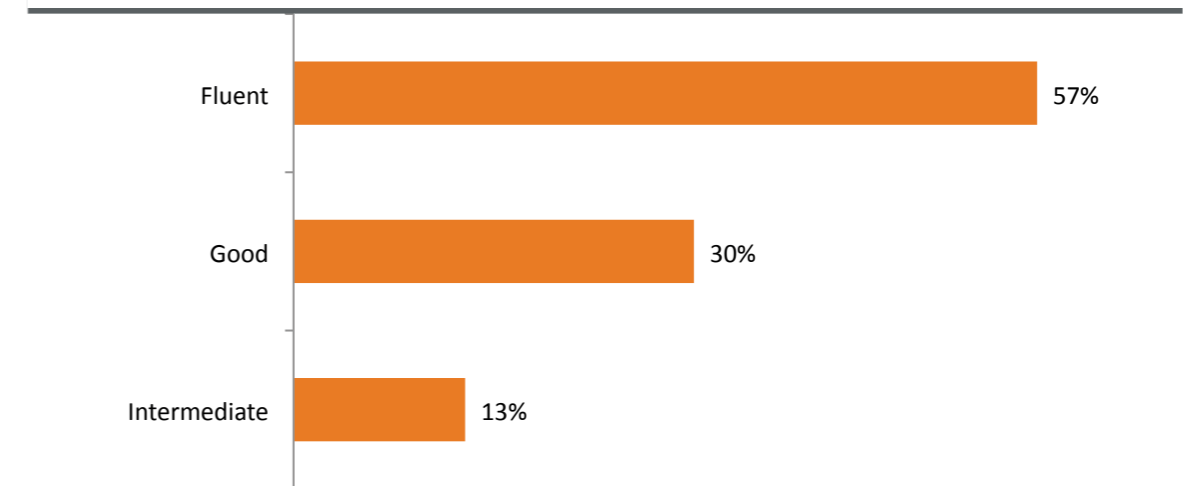
<sup>b</sup> Professions in these categories show little variation because language skills are almost compulsory

Euromonitor International conducted interviews with 10 major recruitment agencies in Pakistan and established an average gross salary for professionals possessing strong English skills versus jobs requiring no English language skills.

**English important for corporate communication**

As English is one of two official languages in Pakistan, the adoption of English by the local population starts in early childhood and is driven by the need for English in the workplace. Even though interpersonal communication is most likely to be conducted in Urdu, there has been a marked increase in demand for English in the corporate environment. English is particularly required for middle- and senior management, as it is the main language of communication among large international companies.

What Level of English do Companies Require? - %, (2010)



Source: Euromonitor International (company interviews and job advertisements)

**Interview with Telenor Pakistan:**

*“Over the last few years use of the English language has increased, and so has the number of English speakers. Many locals with foreign degrees have been hired. Recruitment is limited so competition is high, and thus we are able to hire people with very good skills, including English.”*

**English considered to increase chances of progression**

Twenty-four of the thirty companies stated that English speakers tend to progress more quickly compared with those who do not speak English. This is because they are better equipped to deal with international communication. Most expressed the view that English speakers can communicate better with people within the company, and that their knowledge of English creates greater visibility for their work, as all official communications take place in English. This increased visibility can greatly enhance their chances of advancement.

How Important is English to Company Growth? - %, (2010)

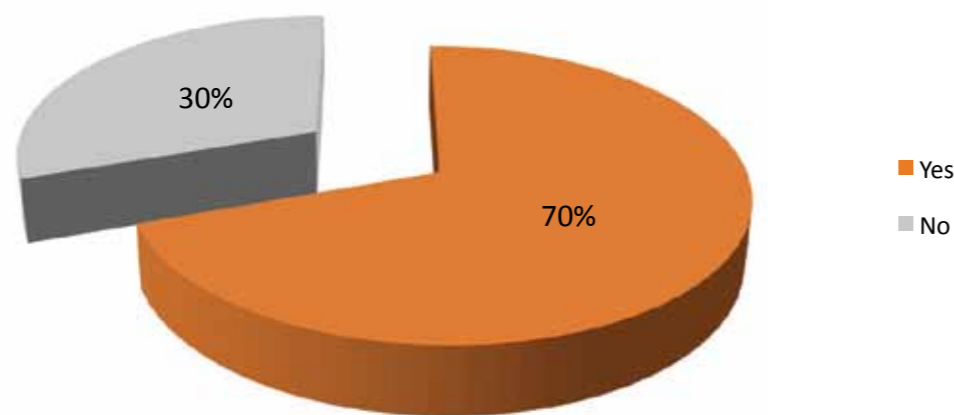


Source: Euromonitor International (interviews with companies)  
 Note: 5=very important, 1=not important

Among the 30 interviewed companies, the first language required is Urdu, and 100% of employees speak the national language. The second most required language is English, and an average of 76% of employees of these companies speak English. In four of these companies, every single employee speaks English, and in just one company, fewer than 50% of employees have English skills.

In 17 of the 30 companies interviewed the level of proficiency in English required is intermediate, while the remaining 13 companies require good or fluent proficiency. Employees of Pakistani companies who have a good command of spoken and written English tend to have better opportunities in terms of achieving more senior positions and higher salaries. Companies stressed that good mastery of English creates confidence in conducting business with both local and international companies, allowing the business to expand into new areas and explore new opportunities.

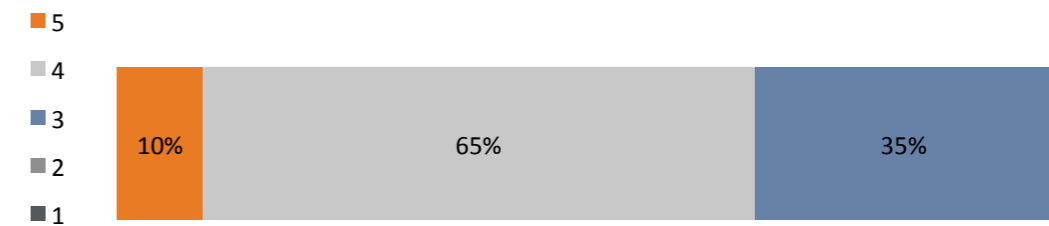
Do Those Who Speak English Advance Quicker within the Company? - %, (2010)



Source: Euromonitor International (interviews with companies)

Respondents mentioned that English plays an important role when recruiting for professional positions and they use this as a gauge for hiring the best employees. The aim of this approach is to develop a workforce that contributes to a better, more productive company with strong economic stability. For salaried professional workers, having good English language skills can lead to higher salaries; according to interviews with 30 companies the average the salary gap for someone who can speak English versus someone who cannot is 10-15%.

How Important is English when Hiring New Employees? - %, (2010)



Source: Euromonitor International (interviews with companies)  
 Note: 5=very important, 1=not important

Majority of companies consider English important in job applicants

Twenty of thirty companies interviewed believe that English language skills is an important factor when hiring new employees. Ten companies further stated that English is very important when hiring a new employee. However, these companies also stressed that if a potential candidate holds a good degree or other qualifications, they would definitely be considered for the position regardless of their English skills.

English has no competition in the workplace as a language for official communications. Of the 30 Pakistani private companies interviewed, only one (Nestlé Pakistan) uses a second language (French) for official communication, due to the head office being based in Switzerland as well as factories located in countries such as Ivory Coast where is a French speaking country. Furthermore, this is only at very senior levels of management within the company. For unofficial communications, the main language used is Urdu.

English important to future business growth

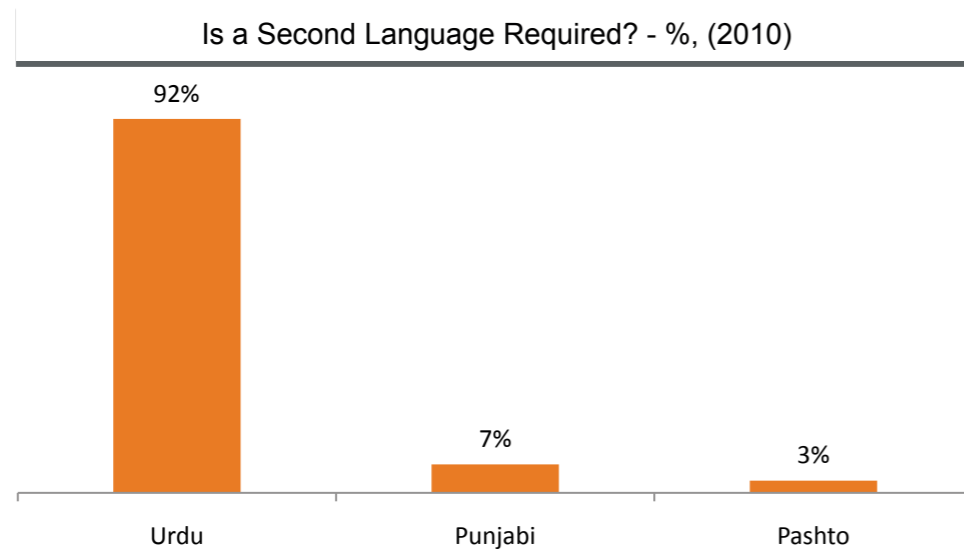
Pakistani companies do not have official partnerships with the government to assist in the growth and improvement of English language skills. Some companies, such as Maersk, send representatives to universities to recruit the most promising graduates, although this is not part of an official agreement.

Another company indirectly involved in the development of language skills in Pakistan is MOL Pakistan. Experts from MOL visit universities and give lectures to pass on technical knowledge and skills to students, providing some training and workshops in English. Large companies also provide in-house training to employees who need to improve their English skills.

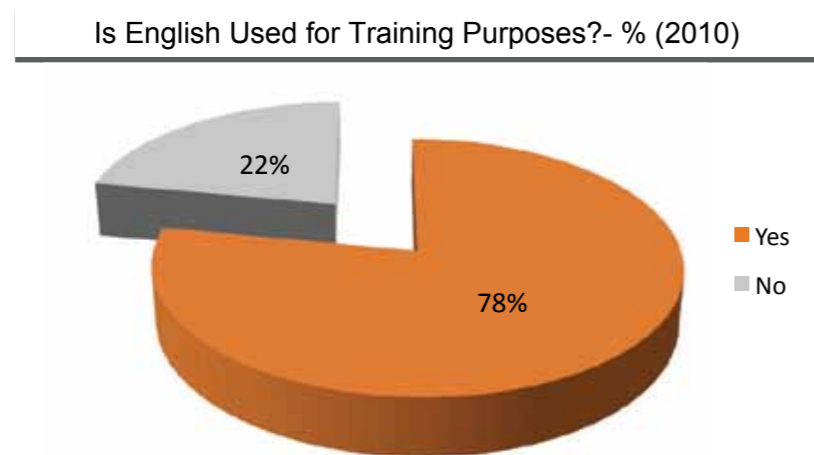
Twenty-four of thirty companies agreed that strong English skills play an important role in their performance and growth. When asked to rank the importance of this on a scale of one to five (with five being the maximum positive impact), the average was three.

English is expected to play a prominent role in business development in the future. Almost all of the companies surveyed felt that demand for English will continue to increase and that the number of English language speakers will grow.





Source: Euromonitor International (interviews with companies)



Source: Euromonitor International (interviews with companies)

## 6.4 THE IMPACT OF ENGLISH ON THE INDIVIDUAL

### Many jobs advertised in English

In Pakistan English language skills are an important part of any candidate's CV when applying for a salaried professional position. Evidence of this is the fact that many advertisements for jobs are posted only in English, with the expectation that applicants will have the necessary language skills. Even though some companies do not explicitly state that knowledge of English is a job requirement, the term 'communication skills' is generally understood to imply a good command of English.

For entry-level jobs, salaries are determined more by the candidate's skill level and relevant experience than proficiency in English, unless the language is a requirement critical to the job.

#### Interview with Procter & Gamble Pakistan:

*"Preference is given to English speakers when recruiting new staff, but no salary difference will occur due to English language only."*

Trade interviews with Pakistani companies revealed that the desirability for a good command of English has increased since 2005. As companies increase their global presence, English has emerged as a key communication medium.

In the consumer foodservice environment English speakers can be found in cities such as Karachi, Lahore and Islamabad. This is clear evidence that the growing number of English speakers is not only based in the professional environment, but also in vocational careers.

### English development considered important to overall economic growth

Examples of companies that require English skills are:

- BPOs dealing with foreign clients;
- Companies in the telecommunications industry;
- Large multinational companies;
- International donor organisations and social sector organisations.

Apart from English language skills, other key factors considered in the recruitment process include:

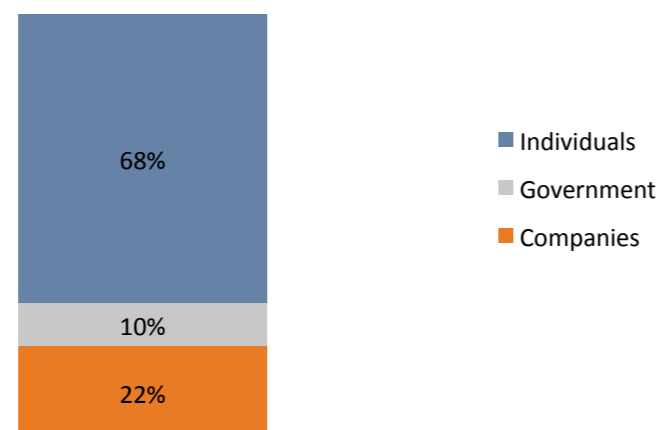
- The educational background of the candidate;
- Professional skills and experience related to the specific position.

Since English has been identified as a key criterion for employment in all of the 30 interviewed companies, it can be concluded that an increase in English language skills throughout the country would have a considerable impact on developing Pakistan's economic prosperity.

According to the National Educational Census of 2005, there were 227,791 schools in Pakistan. Of these, 167,446 were in rural areas and 60,345 in urban areas. In 2009 government expenditure on education was US\$504 million, representing 2% of total government expenditure according to Euromonitor International data.

Twenty-four of the thirty companies interviewed said that demand for English is driven by business. Almost all the salaried professional advertisements reviewed expect applicants to have good proficiency in English. Nevertheless, individuals play an important role here as proven by the chart below.

## Who is Creating Demand for English Education? - %, (2010)



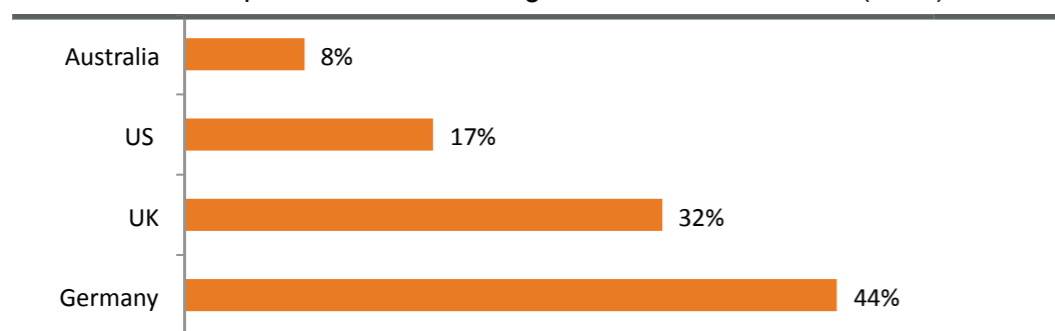
Source: Euromonitor International (overall percentages score based on interviews with companies, recruitment agencies, educational centres and government bodies)

## English-speaking countries popular student destinations

Another significant driver of demand for English tuition is the desire of Pakistani students to study abroad. Large numbers of wealthy Pakistani families educate their children abroad, mainly in Germany, the UK and the US. This is because these countries offer more economic assistance to students from developing nations as well as providing potential future employment opportunities and, especially in the UK, there is a large Pakistani community that can support those arriving from the country.

The English IELTS and TOEFL proficiency tests are usually taken by students who wish to study abroad. These tests satisfy admission requirements set by universities in English-speaking countries, as well as visa requirements set by some English-speaking countries.

## Most Popular Countries among Pakistani Students - %, (2010)



Source: Euromonitor International (HESA Students Records 2010)

## Cost of UK study aided by grants

According to data from HESA, in 2006-2007 there were 5,401 Pakistani students studying in higher education in the US, and 9,840 students in the UK in 2007-2008. Although education in the UK is an expensive option for Pakistani students, they may receive grants from UK institutions. Most importantly, such qualifications greatly improve the chance of finding employment upon their return to Pakistan (although many students do not return if they find good employment abroad).

## High value placed on British O- and A-level standards

There are four educational systems in Pakistan:

- The British O- (Ordinary) and A- (Advanced) Levels (two levels of General Certificate of Education or GCE, the system which is used in the UK, Malaysia, Pakistan, Hong Kong, Sri Lanka, Singapore).
- English-medium education;
- Urdu-medium education;
- Religious education – Madrasah.

British O- and A-Level education is regarded as the best form of education by Pakistanis. Schools offering these qualifications teach all subjects in English, and place great emphasis on correct usage. Typically, they are well equipped and very expensive. The most recent study (2002) by the Ministry of Education in Pakistan estimated average tuition fees for these schools at PKR15,000-75,000 (US\$175- US\$875) per month or higher, with admission fees of PKR15,000-30,000 (US\$175 – US\$350). By comparison, the average manual worker's monthly wage is PKR4,088 (US\$47).

## Interview with IBA:

*“There has been an increase in English education in the last four years, and this will increase further in future. We provide training to students who are weak in English, so this will also result in the number of students familiar with English increasing.”*

## English considered important to educational achievement

English-medium schools are typically private schools that teach a state-set curriculum in English. The system is widespread in Pakistan, as all state universities require candidates to pass an in-house English language test. This underlines the importance of good English to a student's academic success.

Levels of English are likely to improve over the next five years, following the government's decision to convert Urdu-medium schools to English. Every interviewee from educational institutions and companies said that demand for English language in the workplace will continue to rise, and this, coupled with government policy and individual ambition, will boost levels of fluency.

The Pakistani Government is taking several steps to improve English teaching in the public education system:

- In July 2010 the government appointed 50 English teachers to fringe parts of Islamabad such as Jaba Tall, Jaglot and Noorpur Shahan. This was accompanied by an increase in the fiscal budget allocated to education.
- Efforts are being made to train teachers in English to ease the conversion of Urdu-medium schools to English. However, an article from Associated Press – ‘Pakistan Sees Surge in Private Schools Over Failing Government System’ – published in November 2009, noted that: “Feudal structures in the rural areas [...] give landowners an incentive to keep farm workers uneducated and submissive.” This suggests that the improvement of rural education is likely to remain an uphill struggle.
- At tertiary level, in a bid to improve the standard of English in public universities, the government launched Phase I of the English Language Teaching Reforms (ELTR) project in 2004. The ELTR has to date provided training to 1,540 teaching staff and updated teaching resources at 64 state-funded universities. Phase II of the ELTR project, launched in May 2010, aims to train another 1,400 teachers by 2013.

These improvements in the educational system in Pakistan should have a long-term positive impact on the lives of individuals. A more thorough understanding of the language may help them to achieve better-paid jobs. Stronger proficiency in English should also encourage further foreign investment.

**Interview with Lahore University of Management Sciences:**

*“Proficiency in English is expected to grow over the next five years in terms of quantity and outreach; however, it will not be via government programmes, as I have not heard about any plans on their behalf. But LUMS has a National Outreach Programme which inducts about 100 people in LUMS from rural areas based on merit. This is to reach rural areas. But nothing is set up in rural areas. Instead, students from there are brought to LUMS.”*

The role of English is expected to grow in future, and the language will feature more heavily in education in Pakistan. Key factors shaping this are individual demand driven by career ambition, coupled with demand from business for employees with strong English skills.

**Differences in Costs of Major Types of Educational Institution, 2009 (US\$)**

Institution type	Average Cost per Student per Year	Source of Funding	Cost to the State
Urdu-medium schools	US\$27.00 (tuition only)	State	US\$27.00
‘Elite’ English schools	US\$770 on average for A levels	Parents	None (except subsidised land)
Cadet colleges/ public schools	US\$1,050 (tuition and all facilities)	Parents + state	US\$160 (average of five cadet colleges)
Madrasah	US\$66.00 (includes board and lodging)	Philanthropists + religious organisations	Very little as subsidies

Source: Euromonitor International (Rahman, T., *Language Policy and Localization in Pakistan: Proposal for a Paradigmatic Shift, 2003, and interviews with educational centres and local government agencies*)

**Private education appealing, but unaffordable to most**

According to the Pakistani Government’s Statistics Division, around 35 million people were in full-time education (including primary, secondary and higher education) in Pakistan in 2009. This figure consistently grew over the review period. This increase was driven largely by population growth, as well as the implementation of government policies, especially in rural areas.

As English fluency increases in importance in Pakistan, many Pakistani families are seeking to have their children privately educated. Private schools are generally believed to provide a higher-quality education, with better trained and more qualified staff than state schools, as well as better facilities. However, few families are able to afford them.

**Studies draw interesting conclusions**

In a May 2009 survey conducted by the Gilani Research Foundation, 59% of Pakistanis interviewed stated they would choose a private school. However, inability to afford such education means that 70% send their children to government-funded schools. The study concluded that the perception among parents is that private schools offer a better education.

Another study conducted by the Foundation in 2002 noted: “While it is true that private schools may not be imparting very high quality education, they do seem to provide decent quality both in absolute terms and especially in comparison to public schools.”

The ASER Pakistan 2008 study suggests that: “Private school students are in a privileged position insofar as material resources and exposure to the English language are concerned, due to greater exposure to audio-visual aids such as television, computers and selected literature.”

**Number of Students by Level of Education**

Level	Total	Public	Private
Pre-primary	1,081	287	794
Mosque School	14,123	14,035	88
Primary	122,349	105,526	16,823
Middle	38,449	14,334	24,115
Secondary	25,090	10,550	14,540
<b>British System</b>	<b>281</b>	<b>11</b>	<b>270</b>
NFBE	4,831	2,008	2,823
Inter & Degree Colleges	1,882	1,025	857
Universities	116	59	57
Technical/Professional	1,257	426	831
Vocational	3,059	916	2,143
Deeni Madaris	12,153	354	11,799
Others	3,120	2,241	879
<b>Total</b>	<b>227,791</b>	<b>151,772</b>	<b>76,019</b>
<b>Percentage of Total</b>		<b>67%</b>	<b>33%</b>

Source: National Education Censor 2006 (*Student Enrolment by Type of Education*)

**More rapid achievement in private schools**

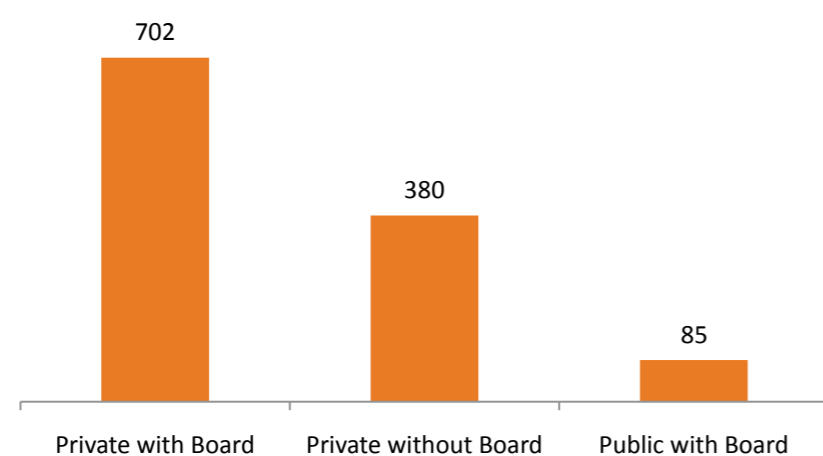
The Learning and Educational Achievements in Punjab Schools (LEAPS) project (2003-2007) covered 812 government and private schools in 112 villages, 12,000 school children, 2,000 households and 5,000 teachers.

The project revealed that children in government schools take an average of one and a half years longer to reach the mathematical ability of their counterparts in private schools.

For English skills the disparity can be as great as two and a half years. Using this as a benchmark, private schools clearly provide a better education and more effective teaching of English than public schools.

Public schools suffer from lack of funding, meaning that English tuition is of lower quality. Although high-quality English tuition remains restricted to the wealthier parts of the population, the government is promoting countrywide usage of the language. As such, the gap in the cost of private and public education in Pakistan is pronounced.

Going to School - How Much Does it Cost? - US\$/per term, (2010)



Source: Euromonitor International (interviews with educational centres)

Note: Public education in Pakistan is free but parents have to pay for teaching materials, food and uniforms

#### USAID rates private education highly

According to interviews with educational centres and the Dawn Media Group, a major news company in Pakistan, private education institutions receive international aid, particularly from the US Agency for International Development (USAID). USAID believes that private education in Pakistan is of good quality, with the potential for growth, and is a stable source of education for Pakistanis.

The Ministry of Education is aware that private education attracts more aid; however, private education is not available throughout Pakistan, with rural and remote areas unable to benefit from investment. This is widening the gap between public and private education.

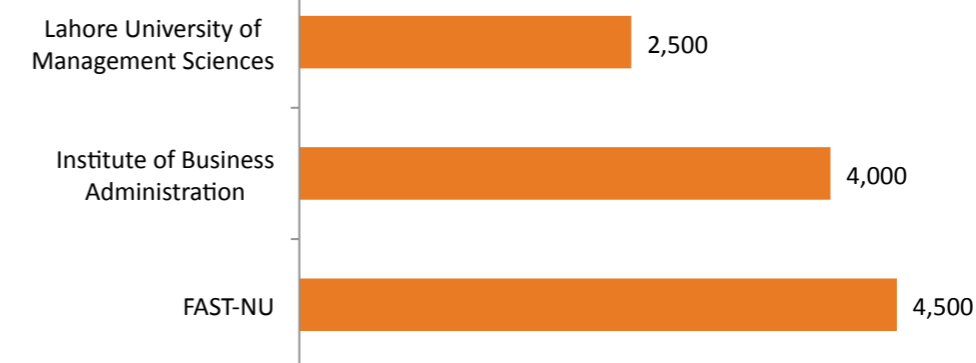
#### Government focuses on public universities

Euromonitor research shows that many universities in Pakistan have some form of agreement with the government or private sector (companies and NGO). Most private universities in Pakistan have one or more sponsorship agreements with companies. The government, however, is focusing its support on public universities, as it is more concerned with the lack of progress in this environment.

An example of private sector sponsorship is APTECH Ltd, an IT and telecommunications company specialising in online training and computer education in networks and applications. The company offers subsidised services for some state-owned universities as part of the training for students in computer science.

APTECH Ltd reached an agreement with the government in 2008 for US\$4 million for 2008/2009. With further increases in sponsorship to encourage English speaking, it will create a direct link between the education system and the private sector, allowing individuals to more easily access well-paid positions in which they can utilise their English skills.

Graduates from Top Three Universities, 2009/2010



Source: Euromonitor International (interviews with educational centres)

## 6.5 CONCLUSION

### English to increase in importance, contribute to economic growth

There is growing recognition in both the public and private sectors in Pakistan that English is an essential tool for economic development. Pakistan is well placed to improve levels of English nationally, thanks to a well established history of English use (it is the official language of government) and its historical links with the UK.

Individuals are the major demand drivers for English language skills, as they seek to improve their employment prospects. English is considered a key requirement when looking for a new job.

English will play an important role in the development of individual economic prosperity, and therefore contribute to the country's long-term growth. Over the course of the research interviewed companies in many sectors stated that having a well educated workforce with English language skills is key for growth, in order to help expand their business both within Pakistan and on the international stage.

Currently, English has no competition from other foreign or local languages in business and this is not expected to change in the near future. With regards to individuals, English is not considered a 'first language' in Pakistan. Most Pakistanis use Urdu or their local dialect, however, its uptake is increasing due to perceptions of individuals that they will benefit from higher salaries if they speak the language.



**The findings of this study were developed through primary source interviews across a wide cross section of private and public sector subjects. These interviews were supplemented by secondary source research where relevant and available. The final delivery was the result of reconciling these sources. All information provided by Euromonitor is, unless otherwise stated, the intellectual property of Euromonitor International Ltd and is copyright protected.**