**Role of Language and Culture Adviser**

The role of a Language and Cultural Adviser is to act as the regional lead and champion on all Language and Cultural initiatives, activities and issues and to lead on the development of new Postgraduate for International Business placement scheme.

My name is Gerti Willis and I am the new UKTI Language & Culture Adviser in the West Midlands appointed to help promote the importance of language and cultural when embarking on export strategies.

And, as well as wanting you to find out a little about how my role can help you, I thought you might also like some background.

I was born in Southern Germany (Bavaria) where I did my apprenticeship in accounting. I moved on to promote International Exchange Initiatives supporting ‘Fair Trade’ and local initiatives with partner countries of the Diocese of Regensburg (Sri Lanka, Kenya and India).

I came to England in 1983 to study English. I have worked for a German Subsidiary Medical company in the UK and at the Brasshouse Language Centre in Birmingham teaching German to foreign and English business clients and promoting language awareness and language learning to small and large organisations and to members of the public in general.

I am passionate about the importance of language and culture, bringing people closer and bridging the gap. To be successful in international business you want to minimise any misunderstanding on how you behave and what you say.

I am offering market specific language and culture seminars to help companies develop a successful export strategy, because we know that communicating well can make all the difference.

**Gerti Willis |** Language & Culture Adviser **|** West Midlands **|**

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