

# WHY LEARN KOREAN?



**KOREAN IS SPOKEN BY 80,000,000 PEOPLE IN 5 COUNTRIES INCLUDING SOUTH KOREA** • MORE THAN 30,000 KOREANS LIVE IN NEW ZEALAND • KOREA IS NEW ZEALAND'S FIFTH LARGEST EXPORT DESTINATION • **NEW ZEALAND IS POPULAR WITH KOREAN TOURISTS WHO ARE THE SEVENTH LARGEST GROUP OF OVERSEAS VISITORS** • KOREAN IS THE 13TH MOST SPOKEN LANGUAGE IN THE WORLD • A WORKING HOLIDAY SCHEME ALLOWS YOUNG KOREANS AND NEW ZEALANDERS TO WORK IN THE OTHER'S COUNTRY FOR UP TO A YEAR • **KOREA IS NEW ZEALAND'S FOURTH LARGEST SOURCE OF INTERNATIONAL STUDENTS** • MORE THAN 41,000 KOREAN TOURISTS VISIT NEW ZEALAND EACH YEAR • A TOTAL OF ELEVEN KOREAN CULTURAL SITES ARE REGISTERED ON THE LIST OF UNESCO WORLD CULTURAL HERITAGE SITES • **THE 2000'S HAVE SEEN A SHARP INCREASE IN KOREAN CULTURE, IN PARTICULAR MUSIC AND DRAMA** • KOREA DOMINATES THE WORLD IN TECHNOLOGY, BEING THE HOME OF SAMSUNG, LG AND HYUNDAI-KIA • DATA SHOWS THAT LEARNING ANOTHER LANGUAGE RESULTS IN IMPROVED COGNITIVE SKILLS AND HIGHER TEST SCORES • **AGE-OLD TRADITIONS AND CUSTOMS ARE PROUDLY PRESEVED AND PROMOTED IN KOREA** • THE 2018 WINTER OLYMPICS WILL BE HELD IN PYEONGCHANG, SOUTH KOREA • HAN' GEUL, THE KOREAN ALPHABET, CONSISTS OF 14 CONSONANTS AND 10 BASIC VOWELS AND IS DESIGNED FOR FAST AND EFFICIENT LEARNING • **WELL ESTABLISHED BUSINESS RELATIONSHIPS EXIST BETWEEN THE NEW ZEALAND AND KOREAN TOURISM AND TRAVEL INDUSTRIES** • KNOWING ABOUT ANOTHER LANGUAGE AND CULTURE DEVELOPS INTERNATIONAL CAPABILITIES • LEARNING KOREAN WILL INCREASE UNDERSTANDING OF YOUR OWN LANGUAGE AND CULTURE •

GROWING LANGUAGE LEARNING IN NEW ZEALAND

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