

Cambridge English

Transforming Language Education

Enhancing In-House Language Training

Client: ZTE Corporation

Country: China

The China based ZTE Corporation used the Business Language Testing Service - English, from Cambridge English Language Assessment, to radically improve in-house provision of English language training.

The ZTE Corporation, headquartered in Shenzhen, is a leading global manufacturer of communications equipment. In order to maintain its international success, English ability had become a basic workplace skill for many ZTE staff, who were frequently sent abroad for intensive 'multicultural amalgamation' as part of the company's in-house English language training provision. In 2008, however, ZTE asked Cambridge English Language Assessment, together

with the British Council, to introduce BULATS as a third-party assessment standard. In 2010, this relationship developed further, with ZTE establishing an English Support Department, specifically to oversee BULATS testing, within its 'ZTE University' - a major corporate training resource comprising 14 international learning centres.

BULATS is a multilingual set of online workplace language assessment, training and benchmarking tools, with BULATS English offered by Cambridge English Language Assessment. BULATS, which can be tailored to meet specific needs, and which delivers immediate results, proved the ideal training solution for ZTE, as Mr Shao Yong, Director of the English Support Department, explained: 'ZTE values the internationalised promotion, training and certifying of human resources very highly,' he commented. 'BULATS is an international English language examination for the workplace which has promoted the internationalised process of ZTE greatly by assessing the staff's English accurately.'

All existing and potential ZTE staff with international responsibilities took a BULATS

test, with the result that over 10,000 staff took the test in the first year following its introduction into the ZTE University.

"BULATS is an international language examination for the workplace which has promoted the internationalised process of ZTE greatly by assessing the staff's English accurately"

Mr Shao Yong, Director,
English Support
Department, ZTE
University, ZTE Corporation



CAMBRIDGE ENGLISH
Language Assessment
Part of the University of Cambridge