

Improving employee language proficiency

Chongqing Airport Group Co, Ltd

China



Cambridge English Qualifications for business and BULATS are being used by Chongqing Airport Group Co, Ltd in order to improve the international communication skills of its personnel.

The Group, based in the city of Chongqing, one of the largest municipalities in China, runs three airports: Chongqing Jiangbei International Airport, one of China's top 10 airports and the largest aviation hub in central and western China; and Wanzhou Wuqiao and Qianjiang Wulingshan Airports, both handling domestic air traffic.

In 2012, Group management identified international communication skills as key criteria for staff development, and especially for the development of interdisciplinary talent. As a result, in 2012 the Group launched the '5 Year Personnel Training Programme', aiming to provide and cultivate outstanding and abundant human resources for further development in the future. As part of this the Group decided to use both BULATS (Business Language Testing Service) and B1 Business Preliminary, B2 Business Vantage or C1 Business Higher from Cambridge Assessment English, to evaluate the English language proficiency of its staff.

BULATS is a flexible online tool that assesses English language skills for business, industry and commerce. Cambridge English Qualifications for business are designed to encourage confident use of English in an international business environment.

The use of our qualifications and tests has proved highly successful, as Mr Mu, from the Chongqing Group HR Department explained: 'As Cambridge Assessment English is one of the top language assessment providers in the world, Cambridge English Qualifications for business and BULATS are both very reliable and trustworthy. Most importantly, the test context of both closely relates to the real situation of the workplace and reflects the candidates' actual English proficiency in reading, listening, speaking and writing. The company trusts the two exams as the key criteria of internal talent selection and new employee recruitment.'

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Mr Mu, HR Department, Chongqing Airport Group

