

## **Business Spanish – a Chance for the Central and Eastern Europe**

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### **Abstract**

How important is business communication nowadays shows the relations between Spain and countries from Eastern Europe. Doing business with Spain requires at least the basic knowledge of Spanish from the business partner.

That's why we created ESPA 2.0 project which meets the expectations of small and medium-sized enterprises which are able to cooperate with Spanish companies. The project supports development of common business strategies and contribution to the growth in competitiveness of European companies, as well as facilitating the development of commercial contacts between SMEs in Middle and Eastern Europe with Spain. The most important part of the course is ESPA learning - the module which contains the educational part of the project and it's divided into five modules.

1. LA LENGUA EN DIBUJOS (language in pictures) – learning Spanish vocabulary.
2. LOS SOCIOS SE BUSCAN (looking for a partner) - writing letters, conducting a phone call, travelling.
3. LOS SOCIOS SE ENCUENTRAN (partners meeting) – Spanish customs, including the details of business talks.
4. LA COMPRA Y LA VENTA DE A a Z (buying and selling) - principles for cooperation between companies and countries from Spain and Eastern Europe.
5. UNA EMPRESA NUEVA (new company) – how to establish a new company in Spain.

The course enables development business language skills as well as communication in everyday situations. It's available on-line, therefore anyone can use it anywhere and anytime. To improve the attractiveness and make it coherent we prepared web 2 tools such as ESPA B2B and ESPA Society. The other two products ESPA info and ESPA base undergo minor substantive (methodological) and quality modifications and then become properly adapted linguistically to countries which will participate in the project.