To: Chief Operating Officer of the company

From:88596

Data：February 12，2018

Subject/Re: Advice for opening additional overseas offices

According to the survey of global languages, there are over 6,000 different languages in the world today, but one third of the languages have fewer than 1,000 speakers. In addition, speakers of the top 15 languages are more than half of the global population. In a multilingual and globalized society, language is the prerequisite for us to be able to communicate with others and to allow us to participate in the social, cultural and economic activities. The establishment of additional international offices for the company's long-term development is necessary for companies which want to be truly international companies.

However, where additional international offices should be set up and what language would be spoken? The answer to these two questions is the one I will give advice. Our team, evaluates the global language and finally lists the **top 10 most powerful languages** in the world based on the combination of geography, economics, communication, knowledge and media, and diplomatic skills,. They are **English, Mandarin, French, Spanish, Arabic, Russian, German, Japanese, Portuguese and Hindi** respectively.

English is now the de facto common language throughout the world: it is the dominant language in three G7 countries (United States, United Kingdom, Canada), and the legacy of the British Empire gives English a global reach. Mandarin Chinese is ranked second, but its value is only half. French ranks third with its outstanding position in international politics. The fourth and fifth respectively are Spanish and Arabic. The top six languages are exactly the six official languages of the United Nations, and they are still in the top six even excluding the diplomatic impact. The four remaining languages of the top ten, two from the BRICS (Portuguese-Brazil, Hindi-India) and two from the official languages (German and Japanese) of two economic powers.

So it is wise to decide the location of international offices based on the global distribution of strong languages. Because the company already has offices in New York and Shanghai, we recommend setting up an office in the language area ranked 3-8. Because some language zones are made up of several countries with native languages, the city in which the office is located should be the central city of the language zone. In German, for example, Germany, Austria and Switzerland are all German-speaking countries. Germany, as one of the most influential countries, the capital of Germany is selected as the hotspot city in the German-speaking area. **So these six offices are located in Paris, Madrid, Jeddah, Moscow, Munich and Tokyo.**

The above six cities except Jeddah not the capital of the host country, the other five are all. The capital is the center of the country's economy, culture and politics, which facilitates the distribution of information. Although Jeddah is not the political center of the host country, it is a diplomatic center. Jeddah adjoins the Red Sea is one of the most economically open areas in the Arab world. Therefore, the selection of these six cities is very much in line with the company's long-standing development here.

In addition, we separately assessed the communications level of countries in which the above six offices are located, from low to high respectively to Saudi Arabia, Spain, Germany, France, Russia and Japan. At present, only Japan's communication level is above average. Forecasts show that communication levels in Germany, France and Russia will be above average over the next 10 years. So in the short term, five other offices, except the one in Japan, will be given priority in the short term to saving client company resources; in the long run, Russia, France and Germany can be gradually phased out.

At the same time, in order to ensure the business level in these areas, it is necessary to establish a sound network office system and set up a host internet in hot spots to directly communicate with the headquarters. This will greatly improve the company's operational efficiency and reduce the company's operating costs.

Above all is the result and suggestion of our team on the issue of opening an additional international office.

这份备忘录是我们团队对于调查开设额外海外办事处问题的回应。

该备忘录将首先阐述全球语言分布的背景

然后讨论在此基础上海外办事处的位置的选择。

第三，考虑全球通信变化，分析海外办事处的开设在长期和短期的不同。

从对全球语言的调研来看，现在全球有超过6,000种不同的语言，但其中有三分之一的语言的说话者不足1000。另外，前15大语言的使用者加起来，就超过了全球人口的一半。在一个多语言的全球化社会中，语言是让我们能够与他人交流、允许我们参与社会的文化、经济等活动的首要前提。公司想要成为真正的国际化公司，开设额外的国际办事处是公司长久发展所必须的。

那么哪些语言是最“有用”或者说是“值得学习的”？ 这个的问题的答案也就是我要给出的建议。我们的团队综合地理、经济、交流、知识与媒体和外交能力的影响，对全球语言进行了评估，最终列出了全球十大强势语言。分别是英语、汉语普通话、法语、西班牙语、阿拉伯语、俄语、德语、日语、葡萄牙语和印地语。

英语目前就是全世界事实上的通用语：她是三个G7国家的主导语言（美国、英国、加拿大），同时大英帝国的遗产让英语具备了全球影响力。汉语普通话尽管排名第二，但能力值只有一半。法语凭借其在国际政治中的卓著地位排行第三。第四和第五分别是西班牙语和阿拉伯语。排名前六名的语言恰好是联合国的六种官方语言，而即便排除掉外交影响，她们也依然排名前六。前十名中剩下的四种语言中，两种来自金砖国家（葡萄牙语-巴西、印地语-印度），两种则是两个经济强国的官方语言（德语和日语）。

所以依据强势语言在全球范围内的分布决定国际办事处的选址是很明智的。因为公司已经在纽约和上海有了办事处，所以我们建议在排名3-8的语言区建立办事处。由于有些语言区是有多个以此语言所为母语的国家组成的，语言区建立的城市应该是语言区的中心特点城市。以德语区为例，德国、奥地利和瑞士都是德语的母语国家，由于其中德国的影响力最大，所以选定德国的首都作为德语区的中心热点城市。所以这六个办事处分别位于巴黎、马德里、吉达、莫斯科、慕尼黑和东京。以上这六个城市除了吉达不是所在国的首都外，其余五个皆是。首都是国家的经济、文化和政治的中心，利于信息的集散和符合公司在此地长远发展的站。吉达虽不是所在国的政治中心，却是外交中心，吉达毗邻红海是阿拉伯世界中经济最为开放的地区之一。

此外我们又单独评估了以上6个办事处所在国的通信水平，由低到高分别是沙特阿拉伯、西班牙、德国、法国、俄罗斯和日本。目前只有日本的通信水平达到中等以上。预测显示未来10年德国、法国和俄罗斯的通信水平都将会达到中等以上。所以为了节省客户公司资源，短期来看可以优先考虑建设除了日本外的五个办事处；从长期来看可以逐步取消俄国、法国和德国的办事处。

同时为了保证在这些地区的业务水平，需要建立完善的网络办事处体系，在热点区域设立主机直接与总部通信。逐步建立多层网络枢纽。此举可大大的提高公司的运营效率，减少公司运营成本。

以上就是我们团队对于开设额外的国际办事处问题的结果和建议。