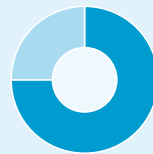# When Finnish is not enough.

LINGO

WOULD ENGLISH BE ENOUGH?

There are altogether approximately 2.8 million Internet users in the world and the number is growing steadily. Only a quarter of them speak English[1] even though the English language ranks first calculated by the number of Internet users.

Can't read, won't buy.[3]

75 %
prefer to purchase products using their own native language[2].

55 %
purchase products only if the information on the website is provided in their native language[4].

IN WHICH LANGUAGES DO THE OTHERS DO BUSINESS?

60 %
of the largest brands in the world could be called **MULTILINGUAL**[5]

the websites of large brands are available, on average, in **EIGHT LANGUAGES**[6]

FINLAND'S TOP 6 COUNTRIES OF EXPORT 1–6/2016[7]

1. Germany   2. Sweden   3. United States   4. The Netherlands   5. Russia   6. China

TOP 5 LANGUAGES OF THE INTERNET[8]

1 English 28,6 %

2 Chinese 23,2 %

3 Spanish 7,9 %

4 Arabic 4,8 %

5 Portuguese 4,3 %

TOWARD GLOBAL BUSINESS

+ SKILLS
Which languages do you speak yourself or in which language areas do you already have customers? It is easier to ponder business opportunities in regions that are already familiar in some way.

+ TRACKING
In which countries is your website currently accessed? Find out how to view more detailed information about the people who visit your website.

+ TRENDS
Do you follow the trends of the world or global business? Good sources are for example the WTO, the statistics of the World Bank and the International Trade Centre.

LINGO

Helping you reach the world.