

Collins Language Announces New English for Specific Purposes COBUILD Content in Partnership with Reallyenglish

Collins Language is pleased to announce a new deal with English e-learning specialists *Reallyenglish* to create and distribute an extensive range of entirely new Collins COBUILD-branded ESP vocabulary courses for learners in East Asia.

Building on their internationally praised COBUILD range, and with the help of subject specialists and advanced corpus analytical tools and expertise, Collins is developing a range of 16 highly specialized English vocabulary courses for industry, including Hospitality, Accounting, Pharmaceutical, Retail, Automotive and multiple Engineering disciplines. Each course contains a wealth of rich learning content including unique learner-friendly COBUILD definitions, full American English audio, contextually accurate example sentences, rich grammatical and pronunciation data and Japanese and Chinese translations throughout. The courses will be delivered to corporate and institutional customers through Reallyenglish's market-leading e-learning product 'WordMine' in East Asia and beyond and will be a peerless vocabulary training solution for professionals learning English as a foreign language.

The Global English teaching market has been estimated at anywhere between 40 – 50 billion USD and growing. Within this enormous market, Reallyenglish prides itself on the excellent reputation it has gained among its many corporate customers in East Asia for delivering a significant and fast improvement in the English levels of their employees. With 80% completion rates, Reallyenglish is, indeed, a world-leading provider of on-line corporate English training.

Elaine Higgleton, Publishing Director at Collins Language, comments: “This is a fantastic demonstration of Collins’ world-beating expertise in the English language, in bilingual language content, and in custom content development. We are always exploring new ways to grow our brand internationally and digitally, and this partnership demonstrates our commitment to developing new channels.”

Nigel Killick, Managing Director of Reallyenglish, states: “to be able to add Collins COBUILD content to our tried-and-tested Vocabulary engine will create the best possible combination for understanding, learning and remembering difficult vocabulary for employees in our targeted specialist industries, offering a clear and tangible “return on investment” to HR and learner alike. These courses will be an excellent industry-focused addition to our highly successful and popular general business courses.”

About Collins Language

A leader in dictionary publishing for almost 200 years, Collins is the truly global expert in modern English as it is really used today, publishing English dictionaries in all varieties of English for native speakers and learners alike. Collins develops dictionaries for all English-speaking markets, including American, Australian, British, Canadian, Indian and New Zealand varieties, which gives them unique expertise in how English is used worldwide.

The Collins Corpus is fundamental to all Collins products, and is the central authority at the heart of our unique COBUILD learner’s content. When the first COBUILD dictionary was published in 1987, it revolutionized dictionaries for learners. It was the first of a new generation of learner dictionaries that were based on *actual evidence* of how English was used, rather than editorial intuition. The Collins Corpus is the largest collection of English data in

the world with over 4 billion words, and Collins editors use the corpus to analyze the way that people really use the language in specialist situations.

About Reallyenglish

Reallyenglish has delivered exceptional English-language training on-line to over 500 corporations and universities in East Asia through more than 4 million hours of training, since 2002. The company prides itself on delivering excellent educational content, through highly innovative and proprietary course structures and all wrapped in an unparalleled culture of service. The end result is exceptional completion rates across all Business English courses, and the significant improvement in English levels of learners.

For further details of these and future licensing and content development projects with Collins Language please contact Samuel Gething:
samuel.getthing@harpercollins.co.uk / +44 (0)208 307 4168

For further details on Reallyenglish please contact David Akast:
davida@reallyenglish.com

Reallyenglish.com Co., Ltd.
87 Worship Street, London EC2A 2BE, United Kingdom
E-Mail: contact@reallyenglish.com