



Recognition in the Aviation/Aeronautics/ Defence Sector

BULATS is chosen by thousands of corporate organisations, academic institutions, training providers and government bodies worldwide to provide language testing and training. *BULATS* is widely used in the Aviation/Aeronautics and Defence sectors, either for staff recruitment or as part of organisational wide staff training and development programmes.

Aéroport Marseille-Provence

Aéroport Nantes-Atlantique

Aéroport Toulouse-Blagnac

Aéroports de Paris

Aimfill

Air France

Airbus

ARIANESPACE

Avibras

BAE Systems - UK

China Airlines (CAL)

Civil Aeronautics Administration

Corps de Réaction Rapide Européen

Derichebourg Atis Aéronautique

Emirates Airlines

ETAS Direction Générale des Armées

EADS

Eurotorp

Goodrich

Helvetic Airways

Hexcel Reinforcements

Horizon Swiss Flight Academy

Korea Aerospace Industries (KAI)

Korea Civil Aviation Training Center (KCATC)

Latécoere - France

Mandarin Airlines

Matra-BAe Dynamics

MBDA - France

MBDA - United Kingdom

RATIER FIGEAC

Sagem Défense Sécurité

Securitas Transports Aviation Training

Syrian Airlines

TransViet

TransAsia Airways

Varig

“ **BULATS will help the Emirates Group test initial language skills accurately and then track the development of our UAE national staff and also help shape training programs by generating feedback on our language training effectiveness.** ”

Mr Fahad Al Hassawi UAE National Recruitment and Development, Emirates Group,

“ **These tests are on demand and adaptive, which allows them to fit our needs perfectly. I believe that Cambridge ESOL* is a benchmark for certification in English in the Aviation industry.** ”

Frederic Mesplès, general purchasing manager at Air France

Case Study

Air France

Background	Air France is one of Europe's largest airlines. It has an integrated training centre, based in Charles de Gaulle airport in Paris, that is responsible for all staff training, including languages.
Challenge	The company needed an effective way to monitor online and face-to-face language training courses provided by the company in their Paris and overseas offices. As the company operates in French and English, a multilingual test was essential.
BULATS solution	<i>BULATS</i> was implemented companywide in 2010 and is used, alongside the <i>BULATS</i> Online preparation course, for over 5000 employees every year. These employees included ground staff, customer services representatives and cabin crew. The test is managed through the network of Air France training centres and offices globally, allowing for real time instant results, meaning that Air France can make quick decisions on overseas placements, promotions within the organisation and access to further training.

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The BULATS partners

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BULATS Recognition in the Banking Sector

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ABN AMRO Bank	CITIC Ka Wah Bank Limited (CKWB)
Abu Dhabi Investment Authority (ADIA)	CMR Falabella
AFP Habitat	Danske Bank AS
American Express Voyages d’Affaires	Dexia Kommunalkredit Romania
ANZ	Dresdner Bank Brasil
Associazione Bancaria Italiana (ABI)	European Central Bank
Banca Intesa San Paola	Gestitres
Banco Barclays e Galicia	Grupo Bancolombia
Banco do Brasil	HSBC – Argentina
Banco Europeo para América Latina (BEAL) SA	HSBC – Taiwan
Banco Itaú - Brazil	HSBC –Thailand
Banco Itaú - Chile	HSBC (Hongkong and Shanghai Bank Corporation)
Banco Nacional de México SA (Banamex)	HSBC – Guangzhou
Banco Santander - Chile	HSH Nordbank AG - Hong Kong
Banco Sudamericano	Is Bank
Bank Mandiri	Land Bank
Bank of Taiwan	Lloyds Bank
Banque Nomura	Lyonnaise de Banque
Banque Saudi Fransi	NATIXIS – France
BCR	NatWest
BRD Groupe Societe Generale	Qatar National Bank
Caixa Econômica Federal	Riyad Bank
Central Bank of the Republic of China	Rosbank
Cetelem - Aregentina	Samba
Cetelem - France	Scotiabank Inverlat
Chekiang First Bank Ltd	Societe Generale – France
Citibank - Vietnam	Unibanco
Citibank Co. Ltd. Guangzhou Branch	Volkswagen Bank

“ Since October 1999, we have been using BULATS to test our senior and middle managers. We have found it to be more effective than competitive programmes at testing ability in spoken English, and will in future use BULATS, to test all our senior managers. BULATS will help us to achieve our long-term business objectives.”

*Evelyn R.E.M. Hadi. Sutjipto, Assistant Vice President, Training Division,
Bank Mandiri, Indonesia*

Case Study

Banco do Brasil, Brazil

Background	Banco do Brasil is the oldest active bank in Brazil and one of the most profitable. In 1991, the bank established the Development Programme in Foreign Languages for its workforce.
Challenge	The bank needed a system that would enable staff to be awarded internationally recognised qualifications. This would not only be beneficial to staff, but would also enable the bank to standardise results and verify the return on its investment in the assessment and development of the language skills of its staff.
BULATS solution	<p>The international recognition of Cambridge ESOL[*] was a key factor in Banco do Brasil selecting <i>BULATS</i>. They also found that <i>BULATS</i> could be used as a neutral and reliable tool to indicate an employee's real knowledge of the language, disregarding differences between levels reported by schools in various languages nationwide.</p> <p>Standardising their language testing in this way gave the bank reliable information and enabled them to standardise the staff curriculum.</p>

“ Considering our need for rapid results, we recommend our employees to, whenever possible, take BULATS, especially the computer version, which allows quicker results. Moreover, as an “intelligent” test, the computer version ends as soon as the level is identified, so candidates save time. Other important factors are the possibility of evaluating other languages (French, Spanish and German) and the various skills tested. ”

Anysie Rosa de Moura Pires, HR Manager, Banco do Brasil

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BULATS recognition in the pharmaceutical, chemical and medical sectors

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Air Liquide - France
Albemarle Chemicals
Allergan
Allergan Asia Ltd
Amedrugs Corporation S.A.
Arkopharma
Asofarma
Aventis
Aventis Pharma SA
BASF - Brazil
BASF Chile SA
Bayer Cropscience
Bayer Hellas
Bayer Materials Science
Biolandes
Bristol-Myers Squibb - Mexico
Bristol-Myers Squibb - Vietnam
Buckman Laboratories Ltda
Carbocloro
Clariant Chemicals Ltd
Companhia Petroquímica do Nordeste
Degremont
Deutek
Dow Europe GmbH
Du Pont de Nemours
DuPont Romania
DuPont UK
Eczacıbaşı Holding
Eli Lilly
Evonik Degussa - Brazil
Evonik Degussa - France
Farmacéutica Paraguaya S.A.
Farmexpert DCI SA
Gessy Lever
GlaxoSmithKline (GSK) - Chile

GlaxoSmithKline (GSK) - France
GlaxoSmithKline (GSK) - Mexico
ICI
Ingénierie Conseil Technologies et Services (ICTS)
Institut Laue-Langevin (ILL)
Janssen-Cilag - France
Janssen-Cilag Farmacêutica Ltda.
Johnson & Johnson - France
Johnson & Johnson - Taiwan
Korea Science Foundation
Laboratoires Monique Rémy
Laboratorio Roche Ltda
Laboratorios Silanes
Laboratorios Wyeth Inc.
Lever SA
Lubrizol
MEDA Pharma GmbH. & Co KG
Media Synapse
Medley SA Indústria Farmacêutica
Messer Romania
Monsanto
Nagase Trading Group
Nihon Schering
Nippon Boehringer Ingelheim Co., Ltd
Nitro Química
Novartis - Argentina
Novo Nordisk Farmaceutici SpA
OCI Company Ltd
Pfizer - Brazil
Pfizer - Site d'Amboise
Pfizer de Chile SA
Pfizer Taiwan
Praxair Chile SA
Quintiles Brasil Ltda
Roche - Turkey

Sandoz GmbH
Sanofi-Aventis - France
Sanofi-Aventis - Mexico
SC Messer Group Romania Gaz SRL
Schering Korea
Schmidt plc
Siegfried Rhein
SK Chemicals
Société Européenne de Cardiologie
Solvay

Solvay - France
Tecnofarma
Thor Brasil
UCB Japan Co., Ltd
United Pharma Vietnam Inc
Valois
Valois Pharma
Ventana Medical Systems
Verband der Chemischen Industrie (VCI)
Wyeth - China

“ Monsanto Argentina is using the BULATS diagnostic test to evaluate the language level of candidates applying to work at the company. Taking into account the different steps in the recruiting and selection process we use at Monsanto, the possibility of having one of these online is a great advantage as it reduces the times and the meetings involved in the process. For these reasons, I find the BULATS service to be excellent in terms of efficiency and the actual time taken during the selection process.”

Dominique Daintree, Recruitment and Selection, Monsanto Argentina

“ Our Corporate Headquarters at Tecnofarma Internacional asked us at the Mexico branch to adopt BULATS as part of the process for candidates we consider to be talented and whose skills we seek to develop. It has been a key tool in helping us to build a uniform evaluation of skills and standards at different branches and manage the same language when it comes to evaluation. We find the examination to be excellent as the parameters used to assess the candidates are high, which gives us the opportunity to ensure they receive the best possible training in the language. ”

Martha A. Barbosa, Training Head and DO, Human Resources, Tecnofarma Internacional, Mexico

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BULATS recognition in the communications, IT and telecommunications sectors

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Adobe Systems Brazil	Korea Electrotechnology Research Institute (KERI)
AIA information technology (Gunagzhou) Co Ltd	Mainichi Communications Inc.
Alacatel-Lucent	Microsoft Brazil
Alacatel-Lucent de Chile S.A	Motorola Chile SA
Alcanet	Nokia Capitel Telecommunications Ltd.
Alcatel Shanghai Bell (ASB) Co. Ltd	Nortel Networks
Alcatel Suzhou Telecom	Oracle Corp
Anet Internet Solutions	Orange - France
Asian Television Network (ATV)	Origin Electronics
AT&T	Radio Frequency Systems, RFS
Beijing Broadcasting Station	Radiobras
BJ Broadcasting Station	Sagem Mobiles
Cable & Wireless - Hong Kong	SAP Chile
Cisco System Europe	Shenda Telephone Co.ltd.
Cognizant	Siemens AG
Compaq Latina America (Chile) SA	Siemens Mexico
CS Systemes d'information	Siemens Shenzhen Magnetic Resonance
Dell Computer de Chile Ltda	SK Broadband
Dongguan Nokia Mobile Phone Co	SK Networks
Electronic Data Systems (EDS) Pvt. Ltda	SK Telink
Elo Sistemas Electronicos	Smartcom PCS
Epson	SOEICOM
Ericsson Academy	Sony Czech s.r.o
Ericsson Communications Co. Ltd	Symantec Taiwan
Ericsson de Chile SA	Taiwan Semiconductor Manufacturing Company Ltd
Ericsson Telecomunicacoes S.A.	Tata Consultancy Services (TCS)
European Telecommunications Standards Institute – ETSI	Telefonica
France Telecom	Texas Instruments - France
General Electric (China) Co. Ltd	Transmissao Paulista
Global Cyber Soft	Trend Micro
Globarena Technologies	Turk Telekom
Hitachi	Ulticom Europe
Hyundai U&I Co Ltd (Ubiquitous &	Unisys (Chile) Corporation
IBM - Business Consulting Services	United Micro Electronics Corporation (UMC)
Information Technology)	Wipro Technologies
Informations Technologie Austria	Yokowaka Electronics
Infosys Technologies Limited	

Case Study

SK Telink

Background	SK Telink is a global communications solution provider based in Seoul, Korea. SK Telink provides a range of communications solutions, including international call, long-distance call, internet call and additional urban services, and it prides itself on providing high-quality service to its customers at affordable prices. SK Telink found that English language skills are of vital importance to providing high levels of service in a global environment, and they identified a need for a way of testing English language abilities of both existing and potential employees.
Challenge	SK Telink found that English language skills are of vital importance to providing high levels of service in a global environment, and they needed to identify a way of testing English language abilities of both existing and potential employees.
BULATS solution	When selecting an English language assessment provider, SK Telink chose to work with Cambridge ESOL* because of its international reputation for providing high-quality tests which are both fair and reliable. The Business Language Testing Service (<i>BULATS</i>) met their requirements by providing a test which focuses on business language and can provide instant, reliable results. All SK Telink job applicants are now required to take BULATS as part of the recruitment process and results are a crucial part of their assessment. In addition to this, <i>BULATS</i> forms part of an internal training programme to raise the English language abilities of existing SK Telink employees: during this programme the employees take BULATS three times to establish their level of English at the beginning, in the middle, and at the end of the course. This way SK Telink can accurately monitor the effectiveness of their language training programmes.

“ Before offering English courses to employees, we wanted to know what their level was and also what level our managers expected for each role. With this information, we’ve been able to be very clear about what the expectations are. It also makes it easier to calculate the effectiveness of our training programs and reward those who make significant improvement in their English ability. This test is standard for all white collar roles within SSMR. We’ve been using BULATS for the past two years and will continue to use it as our official standard. It helps us determine who requires training support, and who is qualified for promotion. We choose BULATS after having an internal test team take this test and another major English test. The final decision was unanimous that the BULATS test was more suitable for our needs as a company.”

A.J. Boelens, Senior Training Specialist, Siemens Shenzhen Magnetic Resonance

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BULATS recognition in the courier, transport and logistics sectors

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Al Wataniya
Arriva
Autobar SA
Brigantine Service
Brink's Argentina
Chunghwa Post Co., Ltd
CMA CGM Shipping Co., Ltd.
CMA-CGM
CTS SAED
DHL
DHL - Belgium
DHL - China
DHL - Hong Kong
DHL - Italy
DHL - Japan
DHL - Slovakia
DHL International Romania SRL
Diethelm Vietnam
DIMERCO
E-Business Distribution SA
Emery Forwarding
Equant
Evergreen Line
FedEx - China
FedEx Express
Ferrovie dello Stato
Groupe Eurotunnel
Hamburg Süd Türkiye
Hutchison Korea Terminals (HKT)
IMC Pan Asia Alliance

Maersk - Argentina
Maersk - Taiwan Group
Maersk Line - Vietnam
Mærsk Logistics
Mærsk Sealand Ltd - Japan
Maersk Sealand Ltd - Taiwan
Mærsk Shipping Co., Ltd
Mainichi Communications Inc.
Mass Transit Railway Corp (MTRC)
Oi
RATP
S.B. Submarine Systems Company
Sagawa Express Co., Ltd
SDV International Logistics
SDV Logistics
Shanghai Tie Yang Multimodal Transportation Co., Ltd.
SK C&C
SK Shipping
Slovenská Správa Letísk
Smartcom PCS
SNCF
Swiss Post - Switzerland
Syousen Mitsui
Systra
TNT - France
TNT Express - United Arab Emirates
Vizada
VTR Global Com SA
Weiss-Rohlig Logistics Co., Ltd
Yantian International Container Terminal (YICT)

“Cambridge ESOL* and DHL are premium companies and we have been delighted with BULATS.”

Ioana Toma, Learning & Development Supervisor DHL International Romania SRL

Case Study

TNT, the global delivery company, United Arab Emirates (UAE)

Background	Global delivery company TNT has operations in 65 countries and delivers shipments to more than 200 countries. It has seen unprecedented growth in the last five years in the UAE. It relies on a well-trained and engaged workforce to sustain this growth. With growth comes new training challenges, and a big part of this in recent years has been the need to improve the language skills of employees.
Challenge	In 2009, TNT's Express Division in the UAE needed a way to measure the language skills of its workforce. The Express Division is among the world's largest express operators and delivers more than 4 million parcels each year. The increasingly international nature of the business makes it essential for employees to have a high level of language proficiency to compete in the global market.
BULATS solution	TNT Express UAE chose BULATS because it offered them a way of assessing their workforce's language skills that is: <ul style="list-style-type: none">• fast – time is money to a company like TNT• user-friendly• reliable• cost-effective. TNT has been using BULATS successfully since September 2009, while the organisation has been continually expanding its network in Europe, Asia, Australia, South America and the Middle East.

“ BULATS is very user-friendly and has helped to measure the existing team's language level and arrive at a recognised benchmark. BULATS is also very useful for recruitment. The scores are internationally recognised, which means we know exactly what an employee can do in terms of language ability. ”

Wasim Javed, HR Director for TNT Express UAE

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BULATS recognition in the retail and FMCG (fast moving consumer goods) sectors

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Adidas - Brazil
Adidas - Germany
Adidas Sourcing
Adidas Sourcing Limited Taiwan Branch
Ambev
Amway Japan Ltd
Arcor
Atac
Bebidas Ipiranga
British American Tobacco - Taiwan
BSH Home Appliances Ltd
Budweiser Wuhan International Brewing Company Ltd
Bulgari - Taiwan
Bulgari Commercial
Cadbury Food Co., Ltd
CADI International Co., Ltd
Campbell Soup Asia Ltd
Cargill Hong Kong Ltd
Carlsberg Hong Kong Limited
Carrefour - France
Chiletabacos
Chocolates Garoto S.A.
Christies Auctioneers
Clarins
Coca-Cola, Vietnam
Cocam
Colgate-Palmolive (Guangzhou) Co., Ltd
Deckers
DHB
Dia Brasil
Distribuidora Liverpool S.A.
DTZ
Emerson Electric
Ente Tabacchi Italiani
Euler Hermès - France
G2000

L'Oreal Chile SA
Lavie Vietnam
Liz Claiborne International
LVMH Fashion Group
Metro Cash and Carry
NEC-Tokin Property Care Services
Nestlé - Brazil
Nestlé - Türkiye
Nestlé - Vietnam
New Kopel
NORDMANN
PepsiCo International Vietnam
Procter & Gamble (P&G) - Argentina
Procter & Gamble (P&G) - Chile
Procter & Gamble (P&G) - China
Procter & Gamble (P&G) - Vietnam Ltd
Quilmes
Reckitt Benckiser - Spain
Savills Property Management Ltd
Schneider Electric
Shanghai Creative Food Technology Co., Ltd
Shanghai Shui On Property Development Management Co., Ltd
Société des Eaux Minérales d'Evian
Sodimac SA
Soprole SA
Sun Hung Kai Real Estate Agency Ltd (SHKP)
Suntory
Swire Properties
Taiwan Tobacco & Liquor Corporation
Tesco
Tesco Lotus - Thailand
Thai Beverage Co. Ltd. (ThaiBev)
Toni & Guy Hairdressing
Unilever - Brazil
Unilever - Colombia
Unilever - Japan

“ Cambridge ESOL* is renowned for quality and for the focus on essential elements that provide an accurate view of English language capabilities. BULATS covers real everyday situations by testing listening, speaking, reading and writing. ”

Eduard Grigore, Kraft Foods, Romania

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BULATS recognition in the oil and gas, mining and utilities sectors

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ADNOC Distribution	Kennametal Hertel Chile
Air BP	KSB France
Alstom - Brazil	La Société de la Raffinerie de Dunkerque (SRD)
Anglian Water de Chile	Minera de Mantos Blancos SA
Atofina Guangzhou Chemicals	Minera Los Pelambres
Bahrain Petroleum Company B.S.C. (BAPCO)	NUKEM Technologies GmbH
BHP Billiton - Chile	Petrobras
BHP Billiton - China	Petrolimex - Vietnam National Petroleum Corporation
BP - Vietnam	Phillips China Inc.
BP Amoco China	Phu My 3 Power
BP Sharjah	PV Drilling
CAPCO	Qatar Petroleum (QP)
CAPCO - China American Petrochemical Co Ltd	Ras Lanuf Oil and Gas Processing Company (RASCO)
Ceská Rafinérská	Repsol YPF - Argentina
China National Offshore Oil Corporation	Saudi Aramco
China National United Oil Corporation	SECCO Petrochemical Co., Ltd.
Cia. Minera Cerro Colorado Ltda	Shell - Argentina
CLP Power Hong Kong Limited	Shell - France
Colbún SA	Shell Bitumen Vietnam
Compañía de Petróleos de Chile SA (COPEC)	Shell Chile S.A.C.E.I.
Con Son Joint Operating Company (Oil Field)	Shell Exploration China Ltd
Cooper Power Systems	Shell Global Solutions
Dolphin Energy - Qatar	Shenda Telephone Co., Ltd
Dolphin Energy - United Arab Emirates	SK E & S
Eaton	SK Energy
Ecopetrol SA	SK Gas
EDF-CIPN	SK Innovation
EDF-GDF	SK M & C
Electricité de France (EDF)	SK Telecom
Elo Sistemas Eletrônicos	SKC
Empresa Metropolitana de Águas e Energia (EMAE)	Sociedad Industrial Romeral SA
Enel SpA	Société pour le Traitement Interne des Chaudières (STIC) Hafroy
EQUATE Petrochemical Company	Suez
Esso Chile Petrolera Ltda	Suez Environnement
FCI Areva	Total Lubrifiants
Gaz Comunicação	Towngas
General Electric (China) Co., Ltd	Transmissão Paulista
Hong Kong and China Gas Company Ltd	Veolia Environment

“ Saudi Aramco’s Materials Supply’s vision is to become a recognised centre of supply chain excellence. To this end, Materials Supply selected the Cambridge ESOL* BULATS exam as an effective, objective and easy to use method for assessing employees’ abilities to comprehend and succeed.”

Peter Thompson, Human Resources Development Coordinator, Saudi Aramco, Materials Supply

“ As a part of BP Amoco, the Exploration Company must make sure all the staff have the internationally recognised English level. We use BULATS for staff training and assessment, and also in recruitment. We find BULATS is reliably related to real working environments and its flexibility and objectivity are the important features we need. ”

Nguyen Thanh Lam, BP Amoco, China

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BULATS Recognition in the Financial Services Sector

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ALD Automotive
American Express
Anthony & Cie
Atofina China Investment
Aviva - Hong Kong
Axa Assistance
BRD Sogelease IFN SA
Compagnie Financière Alcatel
Deloitte
Deutsche Bahn AG
Deutsche Leasing AG
Dragon Capital
Ernst and Young
Euroclear
Euronext
Eximbanka SR
Fidelity Investments Management (HK) Limited
Jones Lang LaSalle
K and B Global Financial Services (BVI) Inc.

Kinta Kellas Opus Berhad
Korea Exchange (KRX)
Korea Ratings
KPMG
Losango
Mazars
Merrill Lynch
Morgan Stanley & Co
Nexia
Previ
PricewaterhouseCoopers (PwC)
RCI Banque
Securities and Futures Institute (SFI)
Shanghai Oracle Bay
Sporo Asset Management AS
SulAmérica
Taiwan Stock Exchange Corporation
Volvo (China) Investment Co., Ltd

“ Since information and knowledge are shared and communicated much more quickly and directly around the globe, English has become an essential skill set for many business professionals who play on the global stage. The BULATS test offers us a consistent and reliable assessment in all four English communication skills. It also offers online tests, which saves time for many busy professionals. ”

Shao, Senior Manager, PricewaterhouseCoopers (PwC), Taiwan

Case Study

KPMG, Brazil

Background	KPMG provides audit, tax and advisory services and industry insight with offices in over 70 Countries. The client, KPMG Brazil has over 1000 people working in 7 offices through the country.
Challenge	The organisation had sent staff overseas to attend meetings or conferences in English, confident that their language ability in English was sufficient. These staff had taken language courses and been tested by a local 3rd party organisation and had attained excellent fluency grades in these tests. However they were disappointed to find out that their level of English was far lower than the tests had indicated. It was therefore unproductive to have sent them overseas. KPMG, Brazil were therefore looking for an internationally recognised test to externally measure the accuracy and fluency of their staff's foreign language skills, especially those completing English courses paid for by the company.
BULATS solution	KPMG implemented BULATS in Brazil, seeing it as an accurate, user-friendly and professional international language test. They tested their 400 technical staff (assurance, consulting and tax departments) and felt that the results allowed them to take decisions on who would attend overseas events with confidence. They also were able to measure in a more effective and accurate manner the effectiveness of language courses that the company had paid for.

“ BULATS is used to evaluate the level of English of the consultants. It can be used at the point of employment or when changing functions, for example when a consultant is going to take charge of an international case. Generally, the use of a reliable test is very important, particularly for HR who use it as a quick and efficient method of identifying the language education needs and the level achieved by everyone. We have to use a relevant test which meets the professional context required of our group. BULATS meets these requirements. This confidence is reinforced by the reliability obtained by BULATS and by the reputation of the University of Cambridge and its certifications.””

Maria Josefina Calderón, Education Team, Ernst and Young, France

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