

***Speech MIT******Christoph Fay, Deutsche Lufthansa AG***

Good evening ladies and gentlemen! My name is Christoph Fay and I'm the head of HR Marketing at Lufthansa German Airlines in Frankfurt, Germany. I'm very happy to be here with you on this special day.

Today, we've come together to celebrate an outstanding event: The 10 year anniversary of our cooperation – it's been a decade ever since we started teaming up. The Massachusetts Institute of Technology and Lufthansa have formed a unique relationship over the years. We've been working together on different occasions up till now: We came together for workshops, the European Career Fair just recently this year, and altogether, we're actively fostering the exchange between theory and practice.

10 years, that's quite a long time. To people of my age it may seem short, but to younger people like you, a decade might already seem like an eternity. But what has happened during the past decade? Let's make a short travel through time.

In 1996, Dolly, the sheep, was born in Scotland. It was the first mammal to have been cloned from an adult cell. The following year, in 1997, Hong Kong was handed over from the United Kingdom to the People's Republic of China. In the same year NASA's Pathfinder landed on Mars and the comet Hale-Bopp had its closest approach to earth. In 1998 the new Hong Kong International Airport was opened. It was built on an artificial island and it was the most expensive airport project according to Guinness World Records. One year later, in 1999, Portugal handed over Macau to the People's

Republic of China and Lance Armstrong won his first Tour de France, the most important international cycling event. The year 2000 is often thought of as the beginning of the new millennium. However, by strict interpretation of the Gregorian Calendar, this is not so, as the first century began with the year 1 and not the year zero. The earlier anticipated widespread computer failures and malfunctions did not occur. Finally, with 2001, the new millennium had begun. And it did begin with a blast. On 9/11 a series of terrorist attacks shocked the US: American Airlines Flight 11 and United Airlines Flight 175 crashed into the World Trade Centre in New York City. Two further commercial airliners were hijacked and one crashed into the Pentagon, the other into a field near Pennsylvania. Since then, most major political developments in North America, Europe and the Middle East have been revolving around the War on Terrorism and the conflict in Iraq. In 2002, the Euro was launched as official and single currency of the European Union, after it had been introduced in non-physical form in 1999 to the financial markets. The most important benefits of a single currency are the lowered exchange rate risk, which will make it easier to invest across borders, and the removal of conversion fees, both resulting in deeper financial markets and growing price parity. In 2003, the Human Genome Project, launched in 1986, could be successfully completed: A rough draft of the human genome was finished, thus building the foundation for future medical research. In 2004, the European Union welcomed ten new member states from Eastern Europe. Among them were the three Baltic States, the Czech Republic, Hungary and Poland, just to name a few. In 2005, Angela Merkel becomes the first female chancellor of the Federal Republic of Germany. In the same year, George W. Bush was inaugurated as 43<sup>rd</sup> President of the US for his second term. In February, the Kyoto protocol came into effect, however without the support of the USA and Australia. It is an international treaty on climate change, aiming at the reduction of emissions of

carbon dioxide and other greenhouse gases. By now, we've reached the year 2006 and we are back to the present. In January of this year, an unmanned spacecraft called New Horizons was launched, taking off for the first mission ever to Pluto. And on this weekend, the MIT and Lufthansa celebrate their 10 year cooperation. So, after this short review of the past 10 years, we're finally back to this very evening.

Today, we'll award two of you with a special prize. We'll present this prize for the 10<sup>th</sup> time, as our cooperation has already been lasting for ten years. Thus, I feel honoured to present two of you with the "Award of Excellence in German Studies at the MIT", later on this evening. It's a special award for knowledge of a language. And as I'm now here with you, giving this speech – I'm speaking to you in a language (I'm sure you must have noticed by now) other than my mother tongue, which would be German. I'm speaking to you in English, as this is our mutual lingua franca – it's our linguistic common denominator.

Languages are something special. Most of the time, we don't even think about them. We take for granted the ability to express ourselves in such a sophisticated manner. But what makes languages so special? They are a means of communication. They are unique to mankind, as only we humans can convey abstract facts in speech. We can talk about past, present and future events. We can talk about distant places. We can talk about anything we can imagine. That makes languages so special. But as there are always many languages, there is a constant need for understanding between them. The need for translation and the need for dictionaries.

For example as early as the 8<sup>th</sup> century: The first translations were simply marginal glosses in the Lindisfarne Gospels, which would then be collected into listings. In the



17<sup>th</sup> century appeared the so called hard word dictionaries, as they explained difficult Latin and Greek words. In 1755, Dr. Samuel Johnson published his famous “Dictionary of the English Language”, the first universal dictionary. In 1828, Noah Webster followed swift with his “American Dictionary of the English Language”. It contained about 70,000 words. Later on the publishers Merriam bought the copyrights and that is why today this dictionary is commonly called Merriam-Webster. It is still very popular with English speaking people all over the world, helping them with their need of understanding each other.

The English language has a vocabulary of about 550,000 to 600,000 words, whereas the German vocabulary has about 350,000 to 380,000 words.

The historical development of German dictionaries is very similar to the English development. The so called “Abrogans” is a bilingual Latin – Old High German dictionary. It was compiled at the end of the 8<sup>th</sup> century. Then there followed monolingual as well as bilingual dictionaries. A major milestone was Jacob and Wilhelm Grimm’s “Deutsches Wörterbuch”. The Brothers Grimm started their work in 1838 but it was not finished until the last century, until 1961. Their dictionary comprises 33 volumes and has about 350,000 keywords. In 1957 a new edition was started and it will be finished by the end of this year. In the same century as the Grimms started their work, Konrad Duden did so, too. His dictionary, called the “Duden” was first published in 1880 in a single volume. Today, the “Duden” is published in 12 volumes, whereas one volume is on German orthography, another one on grammar, one on style, one on etymology, one on idioms, another is a thesaurus and so on. Up till now, the Duden is the definitive book on German orthography.

Initiated by the discussion about migration and integration, language as a means of communication is again an important topic in German politics. Just recently this month, Bavaria was the first federal state to establish an obligatory test in the German language. Children of immigrants will have to take this test before attending primary school. If they fail, they will be supported by additional coaching in the German language in kindergarten. This is meant to support immigrants' integration in Germany. However, there is still a lot of work that has to be done. As we are at the beginning of the 21<sup>st</sup> century, the importance of language in society has to be reconsidered.

The development of language can likewise be seen in the evolution of business slogans. Take for example Lufthansa. In 1992 our slogan was "Unsere Lufthansa. Ihre Airline." – a catchy German phrase, emphasising the importance of the relationship between customer and enterprise. From 1997 till 2000 our claim was "You see the world the way you fly." – an English phrase would become the major slogan, for the first time in Lufthansa's history. And since 2000, we've been telling our guests "There's no better way to fly." As you can see, the last two claims stress the importance of the actual experience of the customer. Furthermore you can see, how a national enterprise is engaging in globalisation by gradually adjusting its marketing slogans to an international class of customers.

Nevertheless, it is often said "A picture is worth a thousand words". A picture need not be translated in a way that words have to. It is easily understandable, even by people with different mother tongues and cultural backgrounds. A picture is not per se abstract as language is. A picture can convey a message in a very direct way.

Lufthansa Direct and Sales Marketing thought so, too, as it came up with a simple but extraordinary idea: During the past six months, 40 Lufthansa jets' noses have been decorated with some original art in the form of a black-and-white football. Although the campaign was plain and simple, it was quite successful. In January, Lufthansa has been awarded a silver "World Medal for Marketing Effectiveness" by the renowned New York Festivals of Advertising. These are the top-rank events alongside the Cannes Film Festival and the Clio Awards in America. The medals, they award in recognition of creative ideas and campaigns, are comparable to Grammys in the music business or Oscars in the film industry. This medal was awarded to acknowledge the idea of expressing Lufthansa's close links with football in a simple but ingenious way. With the painted noses of our jets we want to herald the World Cup in Germany this year.

The Football World Cup as we know it today emerged from the 1924 Olympic Games. As this tournament was such a great success, the demand for a football world championship intensified. In 1930 the first World Cup took place and the winner was Uruguay. Second winner was Argentina and the USA were third. In 1994 the USA hosted the tournament and there were more than three and a half million spectators in the final competition, the highest number ever since. And it was the last time that 24 teams would be in the finals. Since the 1998 World Cup in France, there are 32 teams in the final competition, adding up to a total of 64 matches being played.

In July 2000 the FIFA Executive Committee declared that the World Cup 2006 would be hosted in Germany. Since 2002, 194 teams have entered the qualifiers and played nearly 850 games. Over 18 million spectators were present at these matches and they celebrated nearly 2,500 goals. The highest scoring game in the preliminaries was Bermuda vs. Montserrat with an astounding 13 to 0. But now, it's down to 32 teams



from across the globe, including six past winners. They will play the matches in 12 stadiums, for example in Berlin, Hamburg, Cologne, Frankfurt and Munich, just to name a few. On June 9<sup>th</sup> the opening match will take place in Munich, and on July 9<sup>th</sup> the final game of the world's biggest football tournament will be played in the German capital Berlin.

But what's the most important aspect of the football World Cup? It's the spirit of the game. It will unite sports fans all over the world.

A good speech is like a pen – it's got to have a point. Mine is, that language is omnipresent and of utter importance as a means of communication, verbally as well as visually. Language can be expressed in words, as we speak to each other. Or it can be found in images, as we are very visually oriented in this world. Or it can be found in sports, all over the world. Have an open eye for new ideas. Have an open ear for established concepts. Have an open heart and mind when engaging in your favourite sport. Try and extend your language proficiency, verbally as well as visually. The best thing to do so, is to go out into the world and to get to know other cultures and societies. Come to Germany and deepen your skills in the German language. 2006 is a good year to do so. We'll host the world cup and the striking slogan is "Die Welt zu Gast bei Freunden". So, let me invite you to Germany! Be our guests and take part in this global sports event!

Ladies and gentlemen, it's been a pleasure, speaking to you. I hope very much that you've found this speech entertaining and that you'll take something home with you. Thank you very much for your attention!