

**WHAT IS THE DISPOSITION OF FLOWER EXPORTING COMPANIES IN THE
DEPARTMENT OF ANTIOQUIA IN RELATION TO THE HIRING OF
PROFESSIONALS IN MODERN LANGUAGES?**

**TRABAJO DE GRADO PARA OPTAR AL TÍTULO DE PROFESIONAL EN LENGUAS
MODERNAS**

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Abstract

Currently it is a time of great changes, especially for the export sector, thanks to the internationalization processes carried. For this reason, the implementation of the modern language professional in a company has taken great value. According to the Colombian School of Intermediate Careers (ECCI University, 2014) “with the profile that these professionals have, the graduates are able to facilitate communication between national or international companies. In addition, the professional profile allows companies to establish both commercial and labor relations in a world in constant globalization”. Thanks to this research it was possible to know the disposition of flower exporting companies in the department of Antioquia in relation to hire modern language professionals, to realize if these companies are or are not interested in the professional profile of this career, to provide an idea to future and former graduates about what positions and activities can be developed in this important sector.

In this investigation an analysis of surveys was made to learn what the disposition of the flower exporting companies is in relation with the hiring of these professionals to give an idea to professionals about what work they can do there. This sector was taken into account because is one of the most important sectors in the department of Antioquia, according to Asocolflores “The Colombian flower sector is one of the main exporting sectors of the country with a potential number of signatures that operate with the crops are mainly located in the savanna of Bogota and the eastern Antioquia”. (As cited in Cardenas and Correa, 2016, p.80)

- **Keywords:** Professional profile, careers, jobs, exports, skills, communication, business, management, floriculture sector, modern leagues, Antioquia, administration, disposition.

Introduction

The purpose of this degree project is to address the question of whether the flower exporting companies in the department of Antioquia are disposed to hiring professionals in modern languages and inform students and graduates which jobs they can perform in this sector, since this sector is one of the sectors that generates more income in the department of Antioquia.

Segmented by territorial entity, the department of Antioquia recorded revenues of US\$4,079.9 million in 2022, a variation of 6.9% compared to last year when it registered US\$3,815.4 million. This allows it to represent 18.2% of the national total for the current year. (Portafolio, 2022). (*Information translated from Spanish to English*)

After an arduous search of all the flower companies in Antioquia, a list of 40 companies was obtained, of which 10 companies were chosen after making different filters such as: the companies export their products to countries that use languages such as English, French, German and Spanish, additionally, they needed to be located in the department of Antioquia and finally that they had the facility to answer the survey. The resulting companies were CI Los Aromas Farms SAS, Flores Carmel, American Flowers Medellin SAS, Greenex SAS, C.I Montecarlo Gardens SAS, Hydrafarms SAS, Hortensias Torcazas, Flores Silvestres, Rionegro Flowers and Flores de Altagracia.

The research method was explanatory where all the data collected were analyzed using a positivist paradigm to arrive at absolute truths, surveys was conducted to each of the companies belonging to this sector and a hypothetical deductive method was executed to obtain the pertinent conclusions to the problematizing question, collecting data through documents, interviews and data analysis. On the other hand, the results expected to be obtained with this

research will be to knowing, exploring, identifying and detect the importance and functions that a professional in modern languages can play in the companies that export in the flower sector.

Problem statement

Problem definition

In the department of Antioquia in the exporting field, according to Mariano Mastrangelo, director of Consulting of the Global Export Network, “when it comes to large companies, they look for commercial positions that are responsible for global business” (Portafolio, 2008). This has a relationship with the occupational profile in modern languages, which is: “The professional in modern languages of the ECCI University will be able to work in areas such as: business Logistics, hotel assistance, public relations, multilingual Assistance, brand representative, embassy assistance and Inter-institutional relations”. (ECCI University, 2014). (*Information translated from Spanish to English*).

What these two related perceptions mean is that the occupational profile of the modern languages professional in the ECCI university and the needs of the current labor field can satisfy each other, in other words, what the global market is looking for, can be found in a modern language professional because they have the competent skills for this field.

But there exist some factors that can affect the relevance of this career in the labor market, such as the short time this program has been offered, by reason that this degree started in 2014 in Medellin and to date has only 108 graduates, which is why it is a little-known degree in some economic sectors. On the other hand, in the department of Antioquia there are only 04 universities that offer degree related to foreign languages, but not with a professional profile oriented in administration as the ECCI University does.

The reason for carrying out this research is that it wants to know in what other fields a professional in modern languages can work, not only from a linguistic field, if not also in the field of exporting companies with foreign relations. Besides, the aim is to expand knowledge about what other sectors professionals can work as in the case of flower exports which is one of the important sectors exports that the department according to the Ministry of Industry, Tourism and Trade (MINCIT) which states that: "During the year 2022, flowers represented 5.0% of exports from the department of Antioquia." (Oficina de estudios Económicos, 2022).

Question formulation

What is the disposition of flower exporting companies in the department of Antioquia in relation to the hiring of professionals in modern languages?

Research Objectives

General Objective

- To analyze what the disposition of flower exporting companies is in the department of Antioquia in relation to the hiring of professionals in modern languages, to learn more the job functions that a graduate with this profile can offer.

Specific Objectives:

- To know the opinion that some floricultural and exporting companies of the Antioquia department have about the importance of a professional in modern languages.

- To Mention the reasons why the floriculture and flower exporting companies are or are not interested in the occupational profile of a professional in modern languages.
- To determine through surveys what functions a professional in modern languages can develop in these companies.

Justification

The degree of modern languages is very little known because in the city of Medellin this career is only offered by the ECCI University, and there are several factors that happen as a result of this, as there are very few companies that have knowledge of the professional profile of this degree and a graduate of the ECCI University when he goes out into the working world, has very little knowledge of the positions they can occupy.

It was decided to be centered on the department of Antioquia, which is the most exporting region of Colombia. "In January-September 2022, Bogota is the second most exporting department in the country with 10.5% of the country's total exports and is surpassed by Antioquia, which represents 18.5% of total exports". (Cámara de comercio- Bogotá 2022). The export sector was chosen because it is closely related to the occupational profile of modern languages and meets the expectations and needs of the sector.

On the other hand, it was decided to focus on flower companies because the question arose as to whether the mentioned profession, focused on languages and administration, can work in the flower sector. As well, is one of the most important sectors of this department since "The flower sector in Antioquia generates slightly more than 18,000 jobs per year" (Poveda, C, 2021) and according to the Minister of Commerce, Industry and Tourism Maria Ximena Lombana:

The flowers are arriving in nearly 100 destinations such as Canada, the Netherlands, Japan, the United Kingdom, Spain and Russia. The main one is the United States, where about 80% of the production is directed and sales abroad of Colombian flowers registered the highest figure in history in 2021. (Gov Colombia, 2022). (*Information translated from Spanish to English*).

Framework of reference for research

State of the art

“The use of foreign languages by Irish exporters” (Clarke, W.M. 2000) This research is about the findings of a study of the use of foreign languages by Irish exporting companies and the results suggest that a majority of respondents believe that foreign language skills are very important for export success because over half of the firms contacted claim to communicate frequently in German or French. This research helps us to give us a better view of the importance of speaking English but also speaking French and German in the exporting sector because the specific tasks in this sector can be “exchanges of information in telephone calls, negotiating contracts or discussing technical specifications.” (Clarke, W.M. 2000) and you must have a good level in these languages.

“Links between the Linguistic Ability and International Experience of Export Managers and their Export Marketing Intelligence Behavior (Williams, Chaston. 2004). This article talks about the results of investigations into the international background and language skills of export managers in small and medium-sized enterprises and shows us the relationship between these two sets of factors, exportation and languages because both have been identified as affecting export performance. This research is of great importance because languages and exports are

reflected, and it is concluded that if you do not have a good command of other foreign languages, it can affect the exports of a company.

Regarding the research carried out by Polanco and Balaguera (2006), "Analysis of the competitiveness of the floricultural sector of the Bogotá savannah", the document shows the process analysis of this field as well as the importance of the floricultural sector in the Colombian economy. This article is relevant for the investigation since it analyzes this type of market and shows how fundamental it is for the economy in Colombia. Making it easier for modern languages professionals to have a clearer idea that by playing their role they facilitate this process in exporting companies.

Cerón et al from the EAN University (2011) in their thesis: "Communication and the professional in modern languages in Colombian companies" conducted a survey where they were able to conclude that all companies use one or more foreign languages, but English is the most widely used language for international business, and is used more frequently than German, Italian and French. This is linked to the research because it can be shown that the lack of interest in hiring professionals in modern languages is due to the fact that companies do not only seek knowledge of several languages but also have various knowledge related to economics and related careers.

As for the research carried out by Carmona (2012) on the descriptive study of social representations about the modern languages graduate, this article is based on two types of methodologies: quantitative and qualitative. The character of this work is descriptive because it wants to solve an issue through a review where figures and concepts are reflected through four faculties surveyed at the Javeriana university, managing to obtain the various aspects that are disputed in the category of this field. Although the focus of this research was developed in the

field of pedagogy, it is fundamental for the research since it shows the social representations that modern language professionals have and the functions that they develop in Colombian society after being graduated.

On the other hand, the investigation by Macias and Salazar (2012), *"Export opportunities for the "La Castellana" crop located in La Ceja, Antioquia, under the new benefits offered by the FTA with the United States"*. This document talks about the general rules of the classification of flowers and the cut point using a descriptive methodology and employing the qualitative character. This article is important since it shows the opportunities that exist in this field of export.

Regarding the article by Altamirano et al (2013), the importance of languages in business and international relations is addressed. In this study, some variables were used, among them the political, the administrative and the fiscal; in order to explain the importance in each field. This study gives a relevant contribution to the investigation since it establishes the importance of how languages influence foreign relations. On the other hand, as is known in the export sector at the time of doing it, a minimum of a foreign language is needed, in this case the need for exporting companies to hire a professional in modern languages is reflected. Finally, it is very advisable because it produces positive effects for the hiring of this professional.

There is the analysis carried out by Venté and Ochoa (2013), *"on the influence of the English language on globalization, in the international political and economic context"*. This article is based on the global importance of languages, in this case English, in the political and economic field in the international area and the great influence that this language has. To obtain this, a work with a qualitative approach of a purely descriptive social nature is carried out, in which a population of easy access by the researcher was selected as people who were closely

linked during political and trade relations between two nations. This research is essential for the work since it is important to know the influence of English on globalization in the international political and economic field, as well as to show the fundamental role that they would play in exporting companies.

This project carried out by Gaviria, D and Pérez (2013), aims to characterize the current dynamics of the flower sector supply chain and the export of this product, mainly to the United States. This work is of an exploratory nature through surveys carried out on people who belong to the flower sector and who export their production. Based on the entire study, a structure was designed in order to give it some changes that help develop and enhance the performance of the supply chain of the flower sector in eastern Antioquia, eliminating the shortcomings found.

The research titled “*L'importance de l'apprentissage des langues étrangères pour la formation professionnelle en économie*” (Lobanov, N. 2014), talks about how the ability of companies to actively communicate in a foreign language is currently becoming an indicator, as foreign business contacts and partners largely depend on it. Therefore, the training of future professionals who master foreign languages becomes an integral and important part of their activities and a factor for the success of a company.

The research carried out by Vanegas and Restrepo (2016) .“*Factors affecting the positioning of products abroad: the case of the Antioquia floriculture sector.*” is based on identifying the factors that prevent exportable products, especially in the Antioquia flower sector, that is, it talks about the barriers that a second language would have in this case and therefore, this prevents it from being easily exported. The contribution that this study has in this research lies in the fact that once again professionals in modern languages are important and fundamental

in export companies and even more so because they have mastery of more than one language and not just one.

The research project carried out by Martinetti, N and Chóez, M (2015) "Importance of language translation and interpretation for cocoa exporting companies" is based on the importance of translation and interpretation in international negotiations focusing on Ecuadorian exporting companies. It is fundamental for the present investigation since it shows the important role that translators and interpreters play in these companies, in addition, they give information that they do not have a professional with these capacities or that they simply do not handle the second language well when doing business. This would be another example of how important a modern languages professional would be in an export company.

In this research "the importance of English in international trade" by Freire (2016) the importance of English in international trade is discussed and it is explained that it is vital to generate the opening of commercial borders between countries since it is the language in which international business is conducted. This work is related to the research since it demonstrates the importance of learning English not only in international business but also when exporting, since English is a border language, this means that a country does not have English as a default. As an official language they use it as a universal language to communicate with people who do not speak the same language.

The study "Audit manual to evaluate the personnel selection process for coffee exporting companies" carried out by Choquetarqui, (2008) is of a descriptive type since the selection process of a coffee exporting company is described, so is the procedure that is used and the type of personnel that is fundamental in an exporting company; in this case of coffee through the

method of deduction and induction. This is of great importance since it evaluates the selection: if the employees are appropriate, that is, knowing the appropriate profiles.

The work carried out by Gaviria, J and Lopera (2017) "Market research for the export of products with multiple analysis variables" mentions the market possibilities that companies have for the export of some agricultural products and analyzing international markets with four important factors such as the cost factor, logistics factor, trade barriers factor and cultural factor. Finally, giving the conclusion that the largest markets and with more export opportunities according to the type of product studied are the United States and the United Kingdom, however, there are other alternative countries to carry out said export.

In the research entitled "Characterization of the floricultural sector, background and evolution 2008-2016 and business opportunity in the German market" the importance of the Colombian floricultural sector is discussed since it has contributed to the generation of employment in Colombia and "has been consolidated as a strategic sector for the national economy since it is very important within the country's export structure"(Cano,2018). This paper shows the importance of the flower sector as it is one of the sectors that generate more income in our country.

The article by Diaz (2018), "Analysis of the opportunities of the Colombian exporting flower sector in front of the current conditions of the market in Costa Rica" shows the situation of the floricultural sector and the analysis of Costa Rica with Colombia when doing it. It could be said that the Colombian floricultural sector dominates international sales with a great domain and is one of the countries that supplies the most to different parts of the world due to its production capacity.

In this work "The importance of the third language for International Negotiators" (Valencia, J. 2018) the importance of a third language for international business is discussed since in these it is important to have the ability to interact in different cultures; as a conclusion of this research, it is obtained that without mastering a third language it is very difficult to function in cultures of a different language in the business field and it becomes almost useless to have the knowledge and training of a professional of international Business. In this work, the importance of mastering more than one foreign language for conducting international business is reflected. Nowadays, knowing one language is not enough, since our world is becoming more globalized and learning languages becomes a necessity.

The research "Determinants of the capital structure in companies in the flower sector" carried out by Ubaque and Ocampo (2021) was based on identifying the factors that determine the structure of financial capital, in this case, in the flower sector. The contribution that this study has in this research is fundamental since it has relevant information for the floriculture sector and, in addition to this, it states the analysis of some variables that are exports and fundamentals, which are of great help.

The study carried out by Camacho and Munera (2021), "on the importance of the development of intercultural professional skills in future graduates of the modern languages career at ECCI University " refers to a reflection on the importance of developing intercultural professional skills in future graduates of the modern languages program at ECCI University. The methodology obtained was descriptive with a sample represented by 47 students corresponding to the seventh and eighth semester of the program in question. It was evidenced that, although the students have had a certain approach to interculturality, their intercultural professional skills

require further training. This article is significant for research since the role of interculturality in exporting companies is relevant because different cultures are known.

Theoretical framework

In the export area, the professional in modern languages assumes the fundamental role of communicating in the different languages (English, French, German and Spanish) within the company, being able to also perform in the business area with the brief knowledge and among other skills that are required for this purpose. (ECCI University, 2014). For example: the importance of modern language professionals in exporting companies, what job position they can perform, what main skills are needed. These issues have been fundamental for graduates and that is why they have been studied from different perspectives.

That is why the objective of this research is to know what is the disposition that flower exporting companies in the department of Antioquia have in hiring professionals in modern languages to learn more about the future and the job functions that a graduate with this profile can offer. This research helps students to know the skills, abilities, and performance they need to have a job in this field of work that are exporting companies, especially in the flower sector, it also has a link between companies and students about the business context and the job performance they require.

The theory of communication was taken as a basis since it is one of the skills in which the professional in modern languages in exporting companies should stand out.

Business administration and foreign languages

One of the main aspects that help boost the growth of companies is to make themselves known in different countries and thus develop internationalization in a way that is contributed by both

parties, but for this a multilingual person is needed since people with this knowledge drives and helps open doors to new opportunities for expansion and business at an international level and likewise, can help the company better understand the global market, the needs of customers. Also, many investors invest in other countries. Thus, foreign language is necessary (Cook, 2007; Pine, 2006, as quoted in Thitthongkam, 2011).

Internationalization in the business world means a high level of English for communication inside and outside the company. English is indeed often the official working language or the language for international communication and top management meetings and negotiations. Some companies are even moving towards English as their corporate language. Banks call it the language of the financial world.

Based on a list created by the company Acolad (global company leader in professional language, content, and digital services) of the top 10 languages in higher demand for business, it can be found that the positions of the languages taught in the modern language professional career are:

“1. ENGLISH: English is the *lingua franca* of business and academia. It’s spoken in 94 countries by 339 million native speakers and is the official language of the 20 most relevant international organizations, making it a very widespread language.

5. GERMAN: German has 95 million native speakers and a total of 210 million speakers worldwide. It's also the fourth most used language online. That may seem like a rather small number compared to most of the other languages on this list, but it’s also the language spoken in some of the most economically important countries in Europe.

8. FRENCH: Of course, we all know French as the language of love, but it's also a great language for business. With a total of 75 million speakers in 39 countries, French is still a very

popular language today. In fact, it's estimated that around 220 million people also speak French as a second language, and that number is projected to rise to 750 million by 2050, possibly even overtaking English and Mandarin. Online, it's estimated to have around 102 million internet surfers.” (Pimentel, I, 2022)

Currently, thanks to internationalization (individual acceptance of a set of norms and values (established by others)) and globalization (integration of economies), many companies choose to export their products, so having knowledge of foreign languages is very important. It can be observed that the languages that are taught in the professional modern language career are of great relevance in exports and administrative business.

Professional profile and/or occupation of a student of modern languages

In accordance with the curriculum and the approach that the ECCI University offers in the modern languages career, the graduate will be able to communicate in different languages (English, German, French and Spanish) as well as possess brief knowledge in administration. This allows students to help companies in terms of organizational processes connected with the business and marketing area in order to contribute to the improvement of any organizational process.

On the other hand, according to the ECCI university, the graduate will be able to work in the labor field as "Manager of organizational processes with communication skills in foreign languages, advisor in communication and dissemination in different organizations in multilingual contexts, advisor to the marketing department in analysis, production and market service. (Cruz, 2020)

Flower exporting sector

According to Procolombia, in Antioquia, the flower sector generates significant income for the country. In addition to this, it is one of the fundamental sectors for the department of Antioquia because it is one of the labor fields that has great potential and social impact both in Colombia and in the department mentioned above as well as being a sector that offers a great deal of jobs for rural residents. For example, Procolombia (2019) mentions that “in 2018 it generated more than 140,000 direct formal rural jobs, especially for single mothers. Likewise, it involves environmental sustainability programs”.

On the other hand, in the flower sector around 90,000 people are directly employed, most of them women for all the tasks that go from preparing the land for planting to the post-harvest process, which It consists of selecting the flowers and organizing them into bouquets to dispatch to the market, whether national or international in addition to the positions that are carried out directly in the office. (Cruz, A, 2020)

Legal Framework

There are laws, articles, decrees, and regulations that must be considered when hiring a modern languages professionals related to the flower export sector.

This law (Law 50 of 1990) covers the process when a contract is established where "The employer and the worker can freely agree on the salary in its various modalities such as per unit of time, per work, or piecework and per task, etc." Law 50 of 1990. By which reforms are introduced to the Substantive Labor Code and other provisions are issued. January 1, 1991. D.O. NO. 39,618.

Law 47 of 1975 (December 12) by which the International Labor Agreement is approved, relative to labor inspection in agriculture, adopted by the General Conference of the International Labor Organization. Law 47 of 1975. By which The International Labor Agreement is approved, relative to labor inspection in agriculture, adopted by the General Conference of the International Labor Organization. January 20, 1976. D.O. NO. 34471.

Considering that in this law it is essential to mention some articles:

▪ **Article 1:**

1. For purposes of this Agreement, the term "agricultural business" means businesses or parts of businesses that are engaged in farming, ranching, forestry, horticulture, primary processing of agricultural products for the same product, or any other form of agricultural production. exercise.

2. When necessary, the competent authority, after consultation with the most representative organizations of employers and workers concerned, where they exist, shall determine the line of demarcation between agriculture, on the one hand, and industry and commerce, on the other, in such a way that no agricultural enterprise is excluded from the national labor inspection system.

3. In case of doubt about the application of this Agreement to a company or part of a company, the matter will be resolved by the competent authority.

▪ **Article 3:** Each Member of the International Labor Organization for which this Agreement is in force must maintain a labor inspection system in agriculture.

▪ **Article 4:** The labor inspection system in agriculture will apply to agricultural companies that employ salaried workers or apprentices, regardless of the form of their remuneration and the nature, form or duration of their employment contract.

In this investigation it is of great importance to mention decree 285 of 2020 "By which the provisions that govern the Special Import-Export Systems are established and Decrees 2331 of 2001, 2099 and 2100 of 2008 are repealed". Decree 285 of 2020. By which the provisions that govern the Special Import-Export Systems are established and Decrees 2331 of 2001, 2099 and 2100 of 2008 are repealed. February 26, 2020. D.O. NO. 51239.

Finally, Law 1651 of 2013 on bilingualism is mentioned in some articles:

- **Article 1. Add to article 13 of Law 115 of 1994 the following literal:**

j) Develop skills and abilities that promote equal and equitable access to the offer of higher education and opportunities in the business and labor spheres, with special emphasis on departments that have low levels of coverage in education

- **Article 2. Add to article 20 of Law 115 of 1994 the following literal:**

g) Develop communication skills to read, understand, write, listen, speak and express themselves correctly in a foreign language.

- **Article 3. Modify literal m) of article 21 of Law 115, which will read as follows:**

m) The development of conversation, reading and writing skills in at least one foreign language.

- **Article 4. Modify literal l) of article 22 of Law 115 of 1994, which would read as follows:**

The development of speaking, reading, and writing skills in at least one foreign language.

Methodological framework

Paradigm

It has been decided to use the positivist paradigm since it raises the possibility of reaching absolute truths to the extent that it addresses the problem posed. It was given a qualitative approach because data collection and analysis were used to answer the question of the problem posed. The hypothetical-deductive method was used in the research, starting from a hypothesis and then drawing conclusions.

Type of research

This project will be explanatory research, since it will explain the relationship of the companies with the professional profile of modern languages seeking to understand the disposition of the flower companies to work with these professionals, where the main objective is to know the importance of the profession in the flower exporting companies of the department of Antioquia.

Population

The population for the development of this research was the floricultural and exporting companies that are located or have their headquarters in the department of Antioquia. Companies that export their products to countries that speak English, French or German were considered.

Sample

Taking into account that in the department of Antioquia there are many companies dedicated to the cultivation and export of flowers, it was decided to take a small sample, that is, 10 companies in total, which were CI Los Aromas Farms SAS, Flores Carmel, American Flowers Medellín SAS, Greenex SAS, C. I. Montecarlo Gardens SAS, Hydrafarms SAS, Hortensias Torcasas, Flores Silvestres, Rionegro Flowers and Flores de Altagracia. It should be clarified that these companies were taken into account because they have something in common that is relevant

in this research: they are companies that export flowers internationally and all are located in the department of Antioquia.

Table 1:

Companies surveyed to carry out the research.

Companies surveyed		
Name	Location/ Company headquarters	Country where the company exports
CI Los Aromas Farms SAS	Guarne	United States, Korea, Japan, India, China, Europe, Holland, Saudi Arabia, United Arab Emirates
American Flowers Medellin SAS	Guarne	USA, Germany, Netherlands and Japan
C.I Montecarlo Gardens SAS	Rionegro	USA, France, Netherlands, Canada
Flores Silvestres	Carmen de Viboral	USA, Chile, Canada, and France
Flores Carmel	Rionegro	USA, Chile, Canada
Hydrfarm SAS	La Ceja	USA
Greenex SAS	Rionegro	USA, Canada, Australia, South Korea, and Chile
Hortensias Torcazas	Rionegro	USA

Rionegro Flowers	Rionegro	Canada, USA, Chile, Europe, South Korea
Flores de Altagracia	Rionegro	USA, Canada, South Korea, Netherlands, United Kingdom

Note: This table shows the flower exporting companies from the department of Antioquia that participated in the surveys to carry out the analysis and conduct of the research. Own elaboration (Beltran, L., Molina, S., Yaguara, L, 2022)

Instruments

The instruments used for data collection will be surveys of flower exporting companies in Antioquia, document review, data analysis, review of statistical data from entities such as DIAN, DANE, RUTAN, and others.

Instrument analysis technique

The information for the research was collected through questionnaires and visits to the companies. The information collected was entered in a google form for the creation and analysis of graphs with the responses of the respondents.

Phases of the study

The research project was developed in 3 phases described below.

- ***Phase 1 Review of primary and secondary information***

A review of the floriculture companies in the department of Antioquia was carried out: from this list, those that export flowers abroad were classified; 10 companies were taken from this sample and contacted for the collection of information.

- ***Phase 2 Determination and elaboration of the evaluation tool***

A series of questions were created to collect the necessary information for the development of the research, then proceed to make the corresponding visits to each company to conduct interviews with the questions previously created for the collection of information.

- ***Phase 3 Analysis of the information collected***

The responses were collected in Google Forms, this tool helped us to classify and create graphs of each response. For the analysis of the information, all the answers collected were categorized and coded to facilitate the understanding of the information. After this process, all the information was analyzed and conclusions were drawn from the whole process.

Results

The following is a detailed analysis of the results of the surveys carried out in the selected flower exporting companies in order to answer the question posed previously in this undergraduate thesis. The question is: What is the disposition of flower exporting companies in the department of Antioquia in relation to the hiring of professionals in modern languages?

The surveys were conducted in the following order: Hydrfarm SAS, Flores carmel, Hortensias torcazas, Flores Silvestres, American Flowers Medellin SAS, CI Los Aromas Farms SAS, C.I Montecarlo gardens SAS, Greenex SAS, Flores Rionegro S.A Y Flores de Altagracia S.A.S. *(This order does not obey any type of bias in the analysis of results but was simply done according to availability by the companies).*

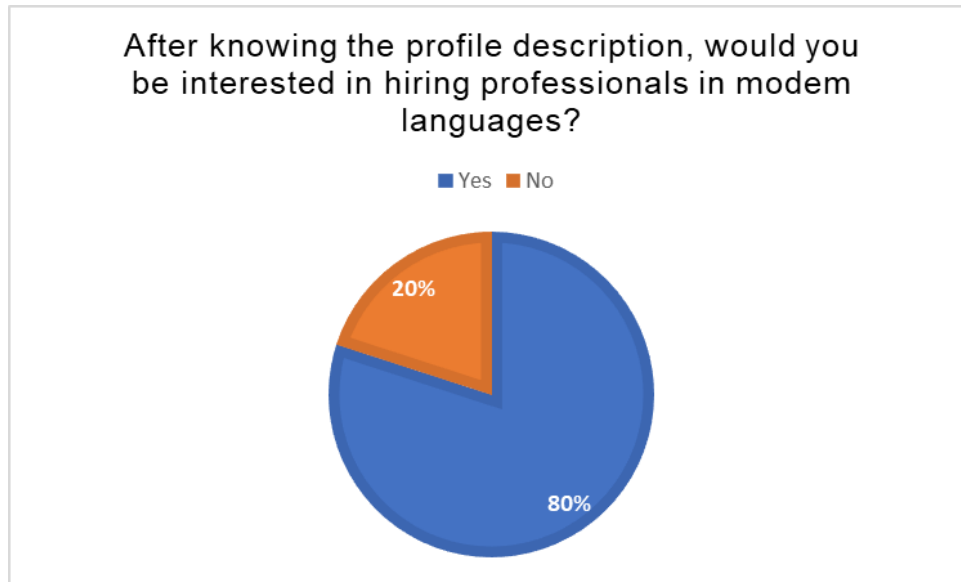
The questions that were asked to each company after giving them a brief information about the professional profile of the modern languages career at ECCI University were the following:

- Would you be interested in hiring a modern language professional?
- Why would you not be interested in hiring a modern language professional?
- What skills do the professionals require to work in that company?
- Do you think your company lacks personnel with the ability to speak different languages (English, French, German)?
- What qualities do you look for in employees?
- Do you currently employ professionals in modern languages?
- How many modern language professionals do you employ in your company?
- How many modern language professionals do you think you need to hire for your company?
- What are the requirements to work for your company (work experience, education)?
- If you hire a modern language professional, what requirements would he/she need to work in your company (language certificate, studies, experience)?
- What positions can a modern language professional hold in your company?

After visiting the 10 companies and collecting the necessary information, all the answers were compiled in a Google form to facilitate the creation of the graphs and a total of 11 questions were asked, getting as the answer the following results:

Graph #1

Interest of companies in hiring professionals in modern languages



Note. Percentage of companies that they were interested in hiring a professional in modern languages. Beltran, L., Molina, S., Yaguara, L.(2022). Own elaboration.

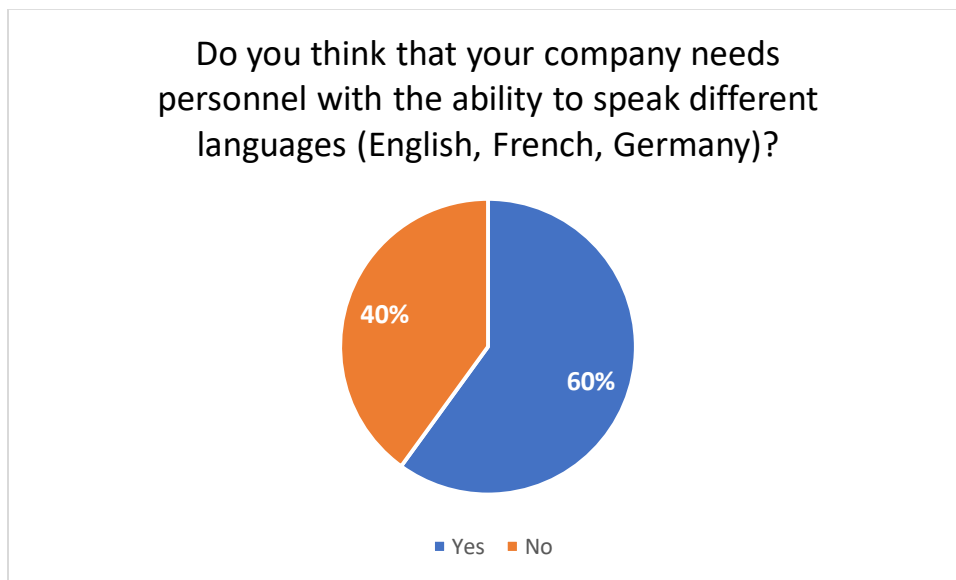
Out of 10 companies interviewed, 2 (Greenex SAS and Flores de Altagracia S.A.S.) responded that they would not be interested in hiring professionals in modern languages, one of the reasons why they did not show interest in these professionals is because they believe that additional skills are needed to speak a foreign language, since for them the management of other languages should be a secondary skill not the main one. On the other hand, most of the companies surveyed agree with hiring professionals in modern languages, since these professionals have the skills to strengthen communication, sales and business with foreign countries.

To the question "What skills do professionals require to work in this company?", it was found that Hydrafarm SAS is looking for skills in handling foreign clients, as is Flores Carmel. Hortensias Torcasas is looking for personnel with a good attitude. Flores Silvestres is looking for negotiation, communication, and relationship skills. American Flowers Medellin SAS requires the ability to work in a team, good assertive communication, leadership and innovation, as does

Flores Rionegro. CI Los Aromas Farms SAS requires discipline, orientation, learning ability and tolerance. C.I Montecarlo Gardens SAS is looking for commercial, negotiation, decision making and personnel management skills. Greenex SAS needs personnel who speak English mainly and logistic, sales and marketing skills, as does Flores de Altagracia S.A.S.

Graph #2

Need for personnel with the ability to speak foreign languages



Note. Percentage of companies that reported the absence of professionals with communication skills. Beltran, L., Molina, S., Yaguara, L. (2022). Own elaboration.

On the other hand, the companies were asked if they believed that there was a lack of personnel with the ability to speak different languages, specifically the languages that are learned in the degree (English, French, German) and it was found that 60% of the companies, 6 organization, surveyed do not have enough personnel and that 40% of the companies (American Flowers Medellin SAS, C.I Montecarlo Gardens SAS, C.I Montecarlo Gardens SAS, Flores Rionegro S.A) already have enough personnel with the ability to speak different languages.

Companies were asked about the qualities that these companies look for in their workers, this question was asked so that students or graduates who are interested in working in one of these companies have an idea of what qualities they are looking for and it was found that: Hydrafarm SAS is looking for personnel with a sense of belonging and efficient professionals. Flores Carmel is looking for personnel with the ability to communicate with foreign clients. Hortensias Torcazas is looking for professionals with good human qualities. Flores Silvestres is looking for the qualities of respect, responsibility, discipline, self-care. American Flowers Medellin SAS is looking for responsible, proactive and collaborative professionals. CI Los aromas farms is looking for discipline, obedience, agility, simplicity, respect for people and the environment, leadership, integrity, respect, humility, market focus, integrity, consistency. C.I Montecarlo Gardens SAS requires qualities such as responsibility, ability to innovate, attitude towards achievement, speed. Greenex SAS is looking for good interpersonal relationships, who are able to build meaningful relationships with our customers and use the foreign language to perfection. Flores Rionegro S.A. requires respect, responsibility, commitment, and Flores de Altagracia S.A.S. requires excellent willingness to work, openness to learning and most important a good attitude.

Graph #3

Hiring of modern language professionals

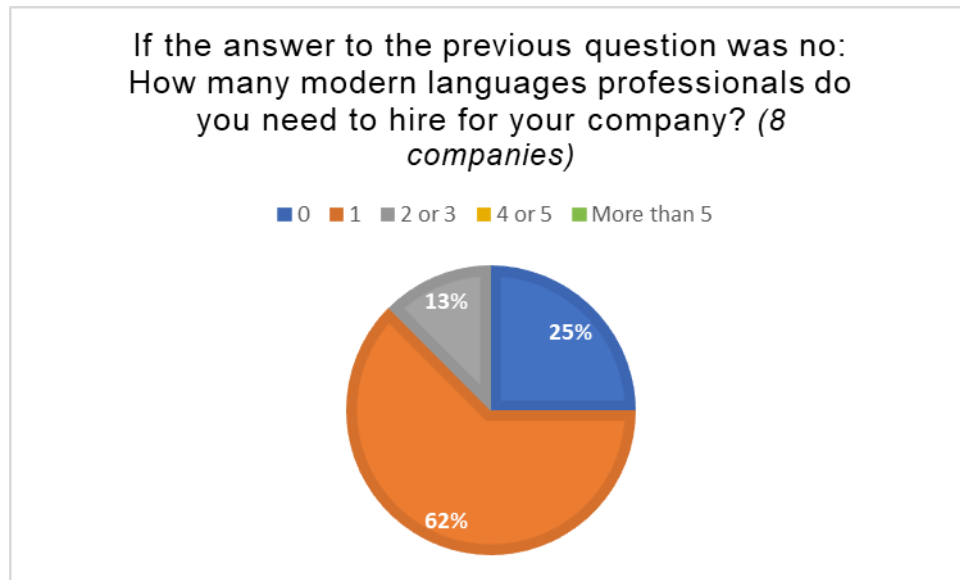


Note. Percentage of companies that said how many modern language professionals were employed in their companies. Beltran, L., Molina, S., Yaguara, L. (2022). Own elaboration.

When the companies were asked if they had hired modern language professionals, it was observed that most of the companies, 80% (8 companies), have not hired any modern language professionals and that 20%, 2 companies (Flores Rionegro S.A And American Flowers Medellin Sas) have already hired professionals in their facilities. These two companies were also asked how many professionals they have hired and both companies answered 2.

Graph #4

Number of modern language professionals that could be hired



Note. Percentage of companies that stated how many modern language professionals they think it is necessary to hire. Beltran, L., Molina, S., Yaguara, L. (2022). Own elaboration.

On the other hand, the companies that responded that they do not have hired professionals in modern languages (8 companies), were asked how many professionals they think it would be necessary to hire and it was observed that: 5 companies (Hydrafarm SAS, Hortensias Torcazas, Flores Silvestres, CI LOS AROMAS FARMS SAS, Flores de Altagracia S. A.S.) hire only 1 professional. 1 company (Flores Carmel) would hire 2 or 3 professionals, 2 companies (C.I Montecarlo Gardens SAS, Greenex SAS), believe that they do not need to hire any professional so far.

To know more about the hiring process in these companies, they were asked about the requirements to be able to work there and most of the companies agreed that a professional degree was needed (Flores Carmel, American Flowers Medellin SAS), other companies said that work experience was needed (Hydrafarm SAS, Flores Rionegro S.A), others said that in order to hire a modern language professional, a certificate validating the level of the foreign language was needed. (Flores Silvestres). American Flowers Medellin SAS mentioned that in addition to needing

a language level validation certificate, a minimum work experience of 6 months was needed. On the other hand, the company C.I Montecarlo Gardens SAS mentioned that to work in this company professionals need English language certificates, a minimum experience of 2 years in commercial areas in flowers. Finally, the companies Greenex SAS and CI Los aromas farms said that it would be a good idea that the professionals could make a marketing or sales technique or technology.

And finally, the most important question was asked about what jobs modern language professionals can occupy in their companies, this question was asked in order to give a guide to future professionals about the positions and various sectors in which they could work, and the answers were that they could work in the area of sales, commercial area, sales representative, public relations and account advisor.

Analysis of results

Structured interviews were elaborated according to the explanatory research method, which were applied to the selected companies of the floriculture sector of the department of Antioquia.

Interest of companies in hiring professionals in modern language:

-Companies that are interested in hiring modern language professionals

To begin this first part of the analysis, it is necessary to define what the modern languages program consists of, according to the definition of ECCI University "The modern languages program of ECCI University is focused on the training of competent professionals in the mastery of languages such as Spanish, English, French and German, through a communicative training in administrative, organizational and commercial aspects" (2014).

According to the first question, it is easy to see that the respondents have different ideals with modern language professionals. 80% of the companies (8 companies) are interested in

having modern language professionals work and perform tasks in their companies and only 2 of these companies (American Flowers Medellin Sas, Flores Rionegro S.A), have already hired modern language professionals and each of these companies has 2 professionals.

The little knowledge on the part of the companies can be affected due to the fact that in the Department of Antioquia there are only 4 universities with degree in related modern/foreign languages. The career of modern languages of the ECCI University is the only one that has a professional or occupational profile oriented to organizations, that is to perform tasks more focused on the administrative part with communicative competences, in addition to this, so far it has only 108 graduates, which means that it is new in the labor market. This is one of the reasons why many companies are not aware of it or assume by themselves that it has the same emphasis of the other universities, which would not be so in line with the tasks performed by the companies.

Table 2:

Universities of the Department of Antioquia with careers related to modern/foreign languages

University Name	Degree Name	Emphasis	Mode
Universidad Católica Luis Amigó	Bachelor's Degree In Foreign Languages With An Emphasis In English	English	Classroom learning / Medellín, Antioquia
Universidad De Antioquia	Bachelor Of Foreign Languages	English And French	Classroom learning / Medellín, Antioquia
Universidad ECCI	Modern Language Professional	Administrative	Classroom learning / Medellín, Antioquia

Universidad Nacional Abierta Y A Distancia	Bachelor Of Foreign Languages with Emphasis in English	English	Virtual
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Note: This table shows the universities in the department of Antioquia that have careers related to modern/foreign languages and the emphasis and modality that each one has. Own elaboration. (Beltran, L., Molina, S., Yaguara, L, 2022)

- Companies that are not interested in hiring modern language professionals

To better understand this part of the analysis, which is fundamental in the research, it is necessary to consider the professional profile of modern languages according to ECCI University (2014):

The professional in modern languages of ECCI University, will be able to communicate through the use of the mother tongue, in addition to languages such as French, English and German in relation to multilingual communication within organizations, projection at international level to interact in any language and in any field, realization of proposals and projects to facilitate communication in the business, social or cultural environment and the design of strategies for problem solving in the field of communication. (Clarifying that this was the profile with which the career of professionals in modern languages began in the city of Medellin and to date it has been updated.

The 20% of the companies (Greenex SAS and Flores de Altagracia S.A.S.) are not interested in hiring a modern language professional because these companies think that other skills are needed in addition to language. According to Greenex SAS "el idioma es solo la forma de comunicarse, pero en nuestro caso, las habilidades comerciales son necesarias para las personas que se comunican con nuestros clientes en el extranjero. El idioma debe ser, en mi opinión, una

habilidad más a adquirir, pero no la habilidad principal" (language is only the way to communicate, but in our case, Sales skills are needed for people who communicate with our customers abroad. Language should be, in my opinion, one more skill to be acquired, but not the main skill) (*translation from Spanish to English*) and according to Flores Altagracia S.A.S. "Nuestro cliente potencial es Estados Unidos, por lo que solo se requiere inglés" (Our potential client is the United States, so only English is required) (*translation from Spanish to English*). In conclusion, these companies are not interested in hiring a modern language professional because they think that the professional needs a different emphasis than the mastery of a language. a mainly administrative emphasis or deep knowledge about marketing, business or sales, because the language is only a way to communicate.

It should be noted that at the beginning of the interview the company Flores de Altagracia was not interested in the professional profile in modern languages, but after talking about the skills that these professionals have, they changed their opinion, and said that in the future the company could hire a professional. An important factor is that the career of modern languages is not very well known. This is given to the fact that in the labor market and as a major offered by the ECCI university, it only has 8 years of reception in the city of Medellín, and has very few graduates so many companies do not know that this career can be very useful for their relations and exports abroad, as is the case of Flores de Altagracia S.A.S.

Having said all this, it can be analyzed that, in addition to handling a second language, companies require for these professionals and graduates to have a specialty or a more specific skill than being able to communicate in other languages and, as stated by Rondeau and De Janon (2016), the request for language and communication skills in recent years has had a significant increase, so much so that now these professionals are part of the 10 most important skills to hire

a recent graduate. However, it is important to emphasize that English is considered a basic skill today.

-Soft Skills, qualities and requirements suggested by companies to hire a professional

To understand this section, first must define what soft skills are. According to the Collins Dictionary (2014) soft skills are "desirable qualities for certain forms of employment that do not depend on acquired knowledge. that are not dependent on acquired knowledge: they include common sense, the ability to deal with people, and a positive ability to deal with people, and a positive and flexible attitude." It could be observed that for companies it is not only important to have a professional title or work experience, but also the management of soft skills.

According to ManpowerGroup (2013), the current demand for soft skills is as important as any other competency. This is detailed in its 'Talent Shortage' study, which this year found that employers are primarily looking for people who are confident and motivated in any situation. (Maya, M., Orella, B. 2016)

This means that even if you have a lot of degrees and certifications nowadays, soft skills also play a very important role in the recruiting and hiring aspect.

Carrying out this research it was found that for these companies the current well-known soft skills play a very important role since it is not only enough for a person to have knowledge of languages or administration but also to be a person: responsible, supportive, understanding, respectful, communicative, which are super important qualities when it comes to doing business, dealing with clients and learning about new cultures. "Regarding labor competencies, Cristina Ángel, manager of the firm Cazatalentos e-hunters, affirms that they are proactivity, dynamism, agility, resourcefulness, effective decision-making, teamwork, and frustration management.

Likewise, she emphasizes the importance of mastering a second language, an essential requirement for most of the available vacancies.” (Portafolio, 2008)

Regarding the knowledge, the companies suggest that professionals acquire knowledge in administration, since their businesses are focused on exports to other countries and speaking about the requirements, the companies agree with needing the degree certificate, language certificate and, in some, the work experience is necessary.

-Which jobs can a professional in modern languages occupy in flower exporting companies?

Bearing in mind that an attempt was made to relate the occupational profile to the needs of exporting companies, it is good to know what this occupational profile consists of and to know if there is any relationship with the positions that professionals in modern languages can occupy in these companies, so according to the ECCI University (2014). “The occupational profile tells us that a professional in modern languages can work in: Business logistics, hotel assistance, public relations, multilingual assistance, brand representative, inter-institutional relations.” (*Taking into account again that this occupational profile is now different since it was updated for improvements.*)

Finally, according to these companies by the question conducted: “what positions could a professional in foreign languages occupy?”, the answers obtained were: account advisor, commercial area, sales representative, sales executive, public relations, key account manager, sales director and commercial account executive. Many companies agreed that the professionals who would be focused in hiring belong to the sales area, and also require professionals with this profile to work in the position of commercial and international account executive, in addition to being in charge of public relations and with communication skills.

In this part of the analysis, the lack of hiring modern language professionals in this sector may be due to the little knowledge that these companies have about their professional profile. For example, in the case of the company Flores Altagracia, that at the beginning of the interview he was unwilling to hire these professionals after explaining a little more about this profile and the functions that this professional can perform Flores Altagracia changed its mind and said that in the future, the company may be willing to hire these professionals.

It can also be seen that most of the positions that these companies are willing to offer for Modern Languages professionals have a lot to do with communication and international relations, which is precisely the professional profile that the ECCI university offers in the modern languages career because according to the ECCI university (2014) "a modern language professional is qualified to project himself at an international level in the field of modern languages with command of English, French and German to interact in any field that the organization requires."

Limitations of the study

Delimitation of the research

The scope of this project is to analyze the disposition of the flower exporting companies in the department of Antioquia in the professional profile of the students of modern languages, because it is an unconventional career and so far, it is becoming fashionable and companies are beginning to know their functions as such. For this, a detailed search of all flower exporting companies located in the department was carried out in order to choose and classify ten companies and proceed to have communication with them. Furthermore, the companies were allowed to know the purpose of the project and schedule an appointment with each of them for the collection of

information through surveys: this was done in order to know what their opinions were about this new profession and if they would be willing to hire these professionals.

Limitations

During this project, certain limitations were found:

- The present research project will not be directed to the entire Colombian flower exporting sector since it deals with a specific sector such as the department of Antioquia.
- When collecting and contacting the flower companies, certain characteristics were required, such as that they should be flower exporters, located in the department of Antioquia, preferably close to the city of Medellin, and that they could be visited to conduct the survey.
- From the beginning it was desired that the size of the sample would be 15 to 20 companies, but as the survey was carried out, the size was reduced to 10 companies that met the requirements established for the execution of the surveys.
- Many of the companies that were contacted at the last moment denied their willingness to complete the survey, so other companies that were already in the first filter had to be contacted.
- A list with a balance of 40 flower exporting companies was obtained and, in order to make the communication bridge with each of the companies, they were contacted. Nevertheless, only half of them gave their data to send the necessary information such as email. Furthermore, of those 20, only 10 companies agreed to the visit and to answer the survey.

- Absence of previous research in the same field of modern languages in relation to business.
- At the beginning of the project we, as eighth semester students of modern languages, started with a different curriculum than the current one, since it was updated in the year 2022 and affected our final conclusions.
- The research was conducted on the basis of the professional profile based on the old study plan. To date, there is a new study plan that may briefly change the sense of the research.

Conclusions

Based on the results it was observed that many of the companies questioned do not know very well what the professional profile of a professional in modern languages consists of. Thanks to this research it was possible to conclude that one of the causal factors for this may be that the Modern Languages career in the city of Medellin is relatively new, since this degree has only been in existence for 9 years and has 108 graduates to date.

On the other hand, it was possible to know that most of the companies showed interest and curiosity to hire a professional of this career. It could be deduced that although a large part of the sample agreed with the hiring, there is a lack of skills to be developed by the graduates of this career; because the results showed that some of the companies are looking for personnel with more skills, that is, they believe that the professional career of modern languages is only a communicative skill that has nothing related to administration, because in addition to handling several languages, they should know work activities related to sales, marketing, logistics, in short, administrative skills. Although the professional profile of the

ECCI university has a certain focus on commercial skills, some companies say that this should be the main skill and not the ability to speak several languages.

To clarify, the research was carried out with the professional profile and the old academic curriculum: regarding this, the companies (regardless of whether or not they were interested in hiring a professional in modern languages) mentioned that it would be good to have a more noticeable focus on the area of administration. Analyzing the professional profile and the updated academic curriculum, it can be concluded that it is in line with the demand of the companies, since it is a more complete profile and covers the needs of a professional with language skills and knowledge in administration. It was also identified that soft skills play an important role in the hiring and recruitment of professionals. That is why the provisions of the flower exporting companies in the department of Antioquia to hire professionals in modern languages is attractive.

In conclusion, it was possible to know, mention and identify what jobs a professional of modern languages can perform in flower exporting companies in the department of Antioquia, thanks to the information collected. In summary it was possible to conclude that the main jobs that could be identified for graduates of the professional career of Modern Languages were generally in the administrative field, specifically in positions such as account executive and commercial, sales representative and key account manager. According to the European Postgraduate Institute (s.f) in its publication "the 5 most demanded profiles in international trade:

Regardless of the position held within the export department, it is essential to meet a series of requirements common to all. Have specialized training in international trade or business administration through a master's degree and know several languages. It is also

essential to have sensitivity towards other cultures, negotiation skills and a leadership attitude, without forgetting empathy, flexibility, risk taking and creativity. (párr. 9).

(Information translated from Spanish to English)

Thanks to this and to the modification of the professional profile of modern languages, it can be concluded that this profile responds to the needs of flower exporting companies, since they need personnel with knowledge in administration and language skills.

Recommendations

As a recommendation in this degree project, it is suggested to continue and expand to provide more information about this career so that in the future the usefulness of this profile will be of greater importance.

It is recommended for future research to find out what is the interest of the companies that develop in other fields of work (exports of other products, clothing area, health, fashion, etc.) in order to have more extensive information on what other areas a modern language professional can work in.

Both students and teachers who teach these upcoming professionals should be interested in telling the purpose or reason to be of these upcoming graduates so that in this way the companies seek this profile and consider that it is indispensable for their companies, and that they can see the great benefit that this will be in the economic and social progress of their company, Although progress could already be seen with the change in the curriculum, all students of modern languages are required to develop more skills that are of interest to employers in order to have a much broader field of work.

With the results obtained in this research, it is believed that it is a good idea to increase alliances with flower growing and exporting companies that allow more interns to apply the knowledge and skills acquired in the field. Furthermore, motivate students of these careers to meet objectives in certain companies in order to win an important position and make a difference, compared to other universities that offer the same career but have the advantage of being favorites in the labor market. In addition, it may be a good idea for the university to implement courses or seminars with an emphasis on administration so that students can reinforce and put into practice the knowledge that students learn in their classes.

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Annexes

Annex A. Format of questionnaire for floriculture companies

Cuestionario empresas floricultoras

Este cuestionario es realizado a todas aquellas empresas floricultoras que exportan sus productos a otros países que deseen colaborar. Con esto se busca dar una respuesta a una investigación de unas estudiantes de séptimo semestre de la Universidad ECCI Medellín para su proyecto de grado. A continuación, se dará una breve descripción del perfil profesional de un estudiante de lenguas modernas:

El profesional en Lenguas Modernas de la Universidad ECCI, está capacitado para comunicarse mediante el uso de idiomas como la lengua materna, el francés, inglés y alemán, a fin de:

-Ejercer liderazgo en el desempeño de su profesión como integrante de un equipo interdisciplinario cuyo principal objetivo es la comunicación multilingüe dentro de las organizaciones.

-Proyección a nivel internacional en el campo de las lenguas modernas con el dominio del inglés, francés y alemán para interactuar en cualquier ámbito que la organización lo requiera.

-Realizar propuestas y desarrollar proyectos desde la perspectiva de las lenguas modernas para facilitar la comunicación en el entorno empresarial, social o cultural cuando este lo requiera.

-Diseñar estrategias y programas encaminados a la solución de problemas en el ámbito de la comunicación y la lingüística dentro de las organizaciones para el optimizar el intercambio de la información.



salome.molinam@ecc.edu.co (no compartidos)

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*Obligatorio

Por favor escriba en nombre de su empresa: *

Tu respuesta

Encuesta empresas floricultoras

Después de escuchar la descripción del perfil ¿estaría interesado en contratar un *
profesional en lenguas modernas?

- Sí
- No

Atrás

Siguiente

Borrar formulario

Encuesta empresas floricultoras

¿Por qué no estaría interesado en contratar un profesional en lenguas modernas? *

Tu respuesta

Sección sin título

¿Qué habilidades requieren los profesionales para trabajar en esa empresa? *

Tu respuesta

¿Cree usted que en su empresa falta personal que maneje la habilidad de hablar *
diferentes idiomas? (Inglés, francés, alemán)

- Sí
- No

¿Actualmente tienen contratados profesionales en lenguas modernas? *

- Si
- No

Atrás

Siguiente

Borrar formulario

¿Cuántos profesionales en lenguas modernas emplea en su empresa?

- 1
- 2
- 3
- 4

Atrás

Siguiente

Borrar formulario

¿Cuáles son los requisitos para trabajar en esa empresa? (experiencia laboral, estudios) *

Tu respuesta

Si contrata un profesional de lenguas modernas ¿Qué requisitos necesitaría para trabajar en su empresa? (certificado de idioma, estudios, experiencia) *

Tu respuesta

¿Qué cargos puede ocupar un profesional de lenguas modernas en su empresa? *

Tu respuesta

Annex B. Letter issued by the University for the completion of questionnaires to exporting floricultural companies

Medellín, mayo 31 de 2022.

Señores
FLORES DEL ESTE
Unión, Antioquia

Respetuoso saludo:

La Universidad ECCI, sede Medellín, se permite darles a conocer que, en nuestro programa profesional de Lenguas Modernas, dentro del perfil profesional de los estudiantes en: inglés, francés y alemán, también tienen un enfoque administrativo, de apoyo en marketing y mejora de procesos organizacionales.

Es por ello que acudimos a ustedes en aras de solicitar permiso, para que tres de nuestras estudiantes, quienes actualmente están realizando una monografía sobre empresas exportadoras de flores de Antioquia, -como opción de grado- puedan realizar visitas y aplicar instrumentos de recolección de datos en la empresa **FLORES DEL ESTE**, para su trabajo de grado.

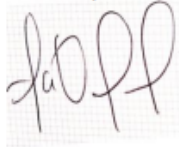
De esta manera adjuntamos los datos de las estudiantes y sus documentos de identidad:

Salomé Molina Muñoz: C.C 1001735129
Luisa Fernanda Yaguara Valencia: C.C 1002523151
Laurent Natalia Beltrán Hincapié : C.C 1006121712

Para efectos de validación de identidad y datos personales, las estudiantes presentarán su carnet estudiantil y como constancia firma ésta solicitud el coordinador del programa de Lenguas Modernas.

Esperamos poder entablar un vínculo entre la Universidad ECCI y **FLORES DEL ESTE** en dado caso de requerir profesionales con el perfil de los estudiantes y egresados de Lenguas Modernas.

Sin otro particular y agradeciendo su valiosa colaboración,



JAIME HUMBERTO VERGARA
Coordinador de Lenguas Modernas
Universidad ECCI, Sede Medellín.
Contacto: coordinacion.lenguas.medellin@ecc.edu.co