Chinesecom and Chinese for Europeans: contemporary tools to improve European awareness of the Chinese world

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Could the knowledge of Chinese language and culture help to increase business opportunities in China?

YES!
EU → China

China → EU
ChineseCom

Aim:

- Be a useful tool to improve EU companies business opportunities
ChineseCom

Origins:

- Lack of:
  - knowledge about *Chinese language and culture* required for properly understanding China;
  - *modern and attractive material* to learn Chinese language
  - materials for learning Chinese language *without translation from English*.
Products:

- Website to include all the products:
  - Surveys and reports (material available and staff needs);
  - Cultural information
  - Multimedia Chinese language course in 6 languages.
  - Information about the project;
  - Forum.
Surveys and Reports:

- Survey and report:
  - Material available online about Chinese language;
  - Training needs of Companies dealing with China
Cultural Information:

- Geography;
- Population;
- Language;
- Climate;
- Food;
- Tradition
Multimedia Course:

- 10 units;
- 6 languages (English, German, Spanish, Italian, Galician and French);
- 2 Main Characters who travel to China for a Business trip:
  - Arrival procedure;
  - Taxi and Hotel check in;
  - quality control;
  - Negotiation and agreement

- Glossary
- Exercises
- Grammar explanations
- Evaluation
General information:

• Information about the project details
  – partner, products;

• Forum
Chinese for Europeans

• Needs:
  – Create useful tool for promoting intercultural dialogue according to new ITC;
  – provide free and easily accessible educational materials for Europeans travelling to China for personal, professional, educational or tourist reasons;
  – enhancing the motivation and learning capacity of Europeans to enable them to face the challenge of learning Chinese
Outcomes:

- Chinese language course:
  - 5 modules – 4 targets: students; children, tourists, businessmen;
  - Different methodology for each target;
  - 23 language availability;
Outcomes:

- Blogs;
- Bulletins;
- Gallery;
- Stakeholders page;
Conclusion:

Considering that 2 projects have different aims and only one module in common (business):

- **Chinese for Europeans:**
  - More complete:
    - targets;
    - language translations;
    - Methodology

- **ChineseCom:**
  - More “advanced”:  
    - lesson 1 -> 5: A1 level  
    - lesson 6 -> 10: A2 level;
  - For self learning;
  - For “class” learning
Conclusion:

ChineseCom and Chinese for Europeans are:

• Useful and helpful tools for improving EU citizen understanding about China;

• Complementary in getting more awareness about Chinese mentality;
Thank you!