



CHINA – LANGUAGE. CULTURE. BUSINESS

7th June 2013 | Antwerp, Belgium

CONFERENCE PROGRAM

09.00 - 10.00 *Registration*

10.00 - 10.30 *Welcome speakers*

10.30 - 12.00 *Plenary session*

- **ADAM DUNNETT** (Secretary General, European Chamber Business Confidence Survey of European Chamber of Commerce in China)
 - *Financial performance, outlook for future growth, profitability and investment.*
 - *Significance and impact of rising labour costs and competition from private and state-owned Chinese companies.*
 - *Impact of market access restrictions, rule of law, transparent policy-making and regulatory barriers.*
 - *Geographic and sector-specific trends.*
- **BARRY TOMALIN** (Director, Cultural Training at International House)
 - *Why should Chinese be taught from an early age?*
 - *Foreign language teaching methods using ICT and the role of mobile applications in language teaching.*
 - *Culture differences between Europe and China*
 - *What are the most effective methods of teaching Chinese*

12.00 - 13.00 *Lunch*

13.00 - 14.30 *Round table discussions*

- **BUSINESS COMMUNICATION AND MANAGEMENT IN CHINA**
Moderator: THOMAS ALBERT ROSENTHAL (Fondazione Italia Cina)
 - **HAIYAN ZHANG** (Antwerp Management School)
Cross management challenges for Chinese companies in Europe
 - **VINCENT MOTTRIE**
(Flanders Blue Square & 2 CONNECTS, Gent, Belgium)
Cross-culture management & consultant China-EU market for SME
 - **WING FA LAU** (Hedgren Creation, Brussels, Belgium)
Cross-culture management in Europe
 - **MINDAUGAS REINIKIS** (a Chairman of Lithuania-China Forum)
Challenging China's market: SME case

■ LANGUAGE AND CULTURE

Moderator: ROBERT WILLIAMS (International Certificate Conference)

- **CHING LIN PANG** (Head of the department of Chinese at the Artesis University College, Antwerp, Belgium)
Chinese language teaching in heritage and other schools
- **BOGDAN ZEMANEK** (Institute of Middle and Far Eastern Studies, Jagiellonian University)
Teaching culture - teaching language. Role of popularization lectures and seminars - case study of Confucius Institute in Krakow
- **SŁAWOMIR CZEPIELEWSKI** (Vice-Rector responsible for development of international cooperation in Warsaw Academy of Computer Science Management and Administration in Warsaw)
Micro Mobile Mandarin in Education
- **ADINA ZEMANEK** (Institute of Middle and Far Eastern Studies, Jagiellonian University)
Teaching the Chinese language to Polish university students with no philological background - is grammar necessary?

■ EUROPEAN PROJECTS

Moderator: DAIVA MALINAUSKIENE (Soros International House, LT)

- **PAOLA COSTA** (Orientalmente)
The advantages of study Chinese per video-conference - case of study Orientalmente methodology
- **FRANCESCA BONATI** (Italy China Foundation)
Chinesecom and Chinese for Europeans: contemporary tools to improve European awareness of Chinese world (LLP, KA-2)
- **GILETA KIERIENE** (Soros International House)
Migrants' Integrating Kit - Basic Language for Dealing with Financial Matters "Integra" (LLP, Grundtvig Multilateral Projects)
- **AISTE DABULEVICIUTE** (Soros International House)
Mission Possible: Chinese for Europeans (LLP, KA-2)

14.30 - 15.00 *Coffee*

15.30 - 16.30 *Closing session in Antwerp City Hall*

■ PHILIP HEYLEN

(Antwerp Alderman of Culture and economics)
The relationship between Antwerp and China

16.30 - 18.00 *Reception*