Teaching, learning, research and knowledge transfer in Chinese, 1999 to present

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Key facts:

• Established in 1997 with teaching from January 1998

• Institution-Wide Language Programme (IWLP) for students, open to staff and members of the public

• 10 Foreign languages and English to non-English speakers

• Approximately 1000 persons each year
<table>
<thead>
<tr>
<th>Date</th>
<th>Programme development</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998/1999 (January 1999)</td>
<td>First Chinese language class offered</td>
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<tr>
<td>2005/2006</td>
<td>MOU &amp; Appointment of (Patrick) Xu Yuan, Chinese Foreign Language Instructor</td>
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<td>2011/2012</td>
<td>MOU &amp; Appointment of He Min, Chinese Foreign Language Instructor</td>
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<td>2012/2013</td>
<td>Introduction of Chinese courses for credits</td>
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<tr>
<td>2013/2014</td>
<td>Launch of the Confucius Institute at UWI St. Augustine</td>
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</tbody>
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Enrolment Statistics
Going forward

I'm so happy when I'm with her
### Trading with China

**Engaging with China**

1. **How often does your company engage in business activity with Chinese companies?**
   - Very often
   - Often
   - Sometimes
   - Never

2. **Has your company encountered any challenges when conducting business with Chinese companies?**
   - Yes
   - No
Q3: Trading with China

now:

- “In x (named city), communications were hindered due to language barrier between the principal factory owner/CEO and our English speaking team. One member’s level of Chinese was only at a basic level. This both pleased and amused the Chinese but there was insufficient fluency and mastery of Mandarin to communicate at a technical and commercial level.”
Q15: Five years hence?

- To entertain Chinese businessmen on trade missions to Trinidad and Tobago
- To produce promotional material for Chinese consumers
- To communicate during trade missions to China
- To respond to correspondence sent in Chinese
• Language competence = competitiveness.
• e-GDP = $pending (on and offline) of speakers of different languages
• Simplified Chinese is 6th/13 in terms of e-GDP.
• English e-GDP: 48.4 % (2007) ≠ 36.3% (2013)
• Russian, Arabic and Simplified Chinese are the fastest growing languages in terms of economic power.
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谢谢
Xiè xiè
(Thank you)
References


• Global online marketing: how many languages do you really need? http://www.lingo24.com/blogs/company/global-online-marketing