



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

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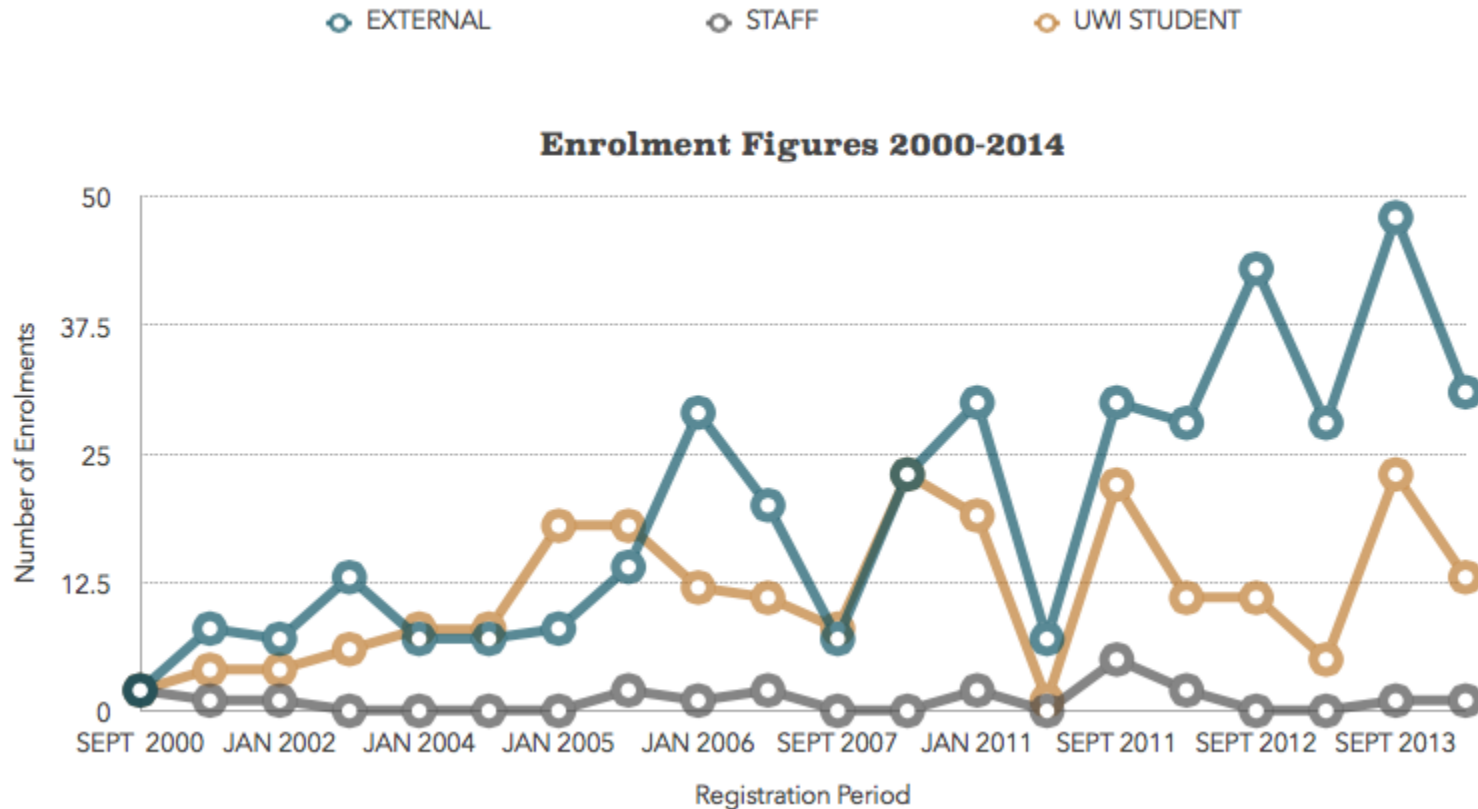
Key facts:

- 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

Chinese Teaching & Learning at the CLL

Date	Programme development
1998/1999 (January 1999)	First Chinese language class offered
2005/2006	MOU & Appointment of (Patrick) Xu Yuan, Chinese Foreign Language Instructor
2011/2012	MOU & Appointment of He Min, Chinese Foreign Language Instructor
2012/2013	Introduction of Chinese courses for credits
2013/2014	Launch of the Confucius Institute at UWI St. Augustine

Enrolment Statistics





**Centre for
Language Learning**

THE UNIVERSITY OF THE WEST INDIES – ST. AUGUSTINE CAMPUS

Going forward



Research & Knowledge Transfer: Trading with China



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

Prev

Next

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.

UK TRADE TAX = £7.3 billion or
0.05% GDP

- 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) \neq 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)

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