



### Welcome



The Scottish Confucius Institute for Business & Communication (SCIBC) at Heriot-Watt University aims to support strong links between China and Scotland, promoting a global outlook and fostering mutual understanding between both countries.

As a global power with increasing influence in business, the need to understand and appreciate China and Chinese culture has never been greater to challenge preconceptions, and to bridge the cultural gap to make those business and enterprise links successful. The business focus of Heriot-Watt University's Confucius Institute aligns with the University's aim of being a leader in ideas and solutions. As an Institute we work collaboratively and openly as a facilitator for learning and engagement.

The University specialises in engineering, business and science with leaders in innovative global education developing applied solutions for a future world, and the institution operates an integrated global network of campuses. The Confucius Institute plays a key role in the University's International Strategy and Global Engagement Strategy in relation to China, and supports academics, students, businesses, and the local community to understand and appreciate this unique culture, its people and the myriad opportunities for business and cultural relationships.

The SCIBC is the only business-focused Confucius Institute in Scotland, and forms part of a global network of over five hundred Confucius Institutes around the world. We collaborate closely with other Confucius Institutes in Scotland and the rest of the UK, and work with partners from local and national government and industry, arts and cultural institutions, overseas Chinese communities and of course, the wider education sector. With these partners we organise language, cultural and, business related events, and given our Edinburgh location, we attract participants in our activities from all over the world.

We provide opportunities for both formal and informal learning, we support business initiatives with different sectors and we signpost people to get the best advice on being 'China ready' – we therefore hope to support you in your journey of discovery of one of the world's great civilisations.

Prof. lan Baxter,

**HWU Director** 

Prof. Ping Zhang,

TUFE Chinese Co-Director

Dr. Isabel Liu,

HWU Operational Deputy Director

# Celebrating 5 years of activity

### In 2019 the SCIBC celebrated its 5th Anniversary



We are delighted to be celebrating the 5th anniversary of Heriot-Watt University's Confucius Institute for Business and Communication. The Confucius Institute has come to play an important part in the life of the university, enriching the student experience and deepening cultural understanding. The Confucius Institute is embedded within our culture of partnership and global outlook, connecting us with business and industry and academic partners.

### Professor Richard Williams,

Principal & Vice Chancellor



Our partnership with Tianjin University of Finance and Economics in the Confucius Institute has been a fantastic example of inter-cultural exchange within a global university context, bringing students and staff together and providing opportunities for shared learning and exchanges. Congratulations to all the staff, volunteers and students who have been involved over the past 5 years!

### Ruth Moir.

Assistant Principal (International)

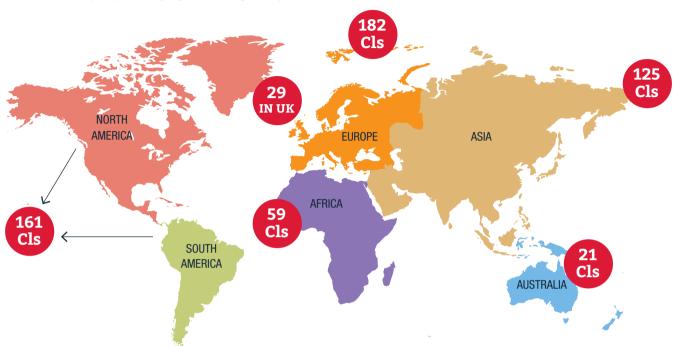


The Confucius Institute works closely with Edinburgh Business School to support students develop their global mindset by enabling them to engage with different aspects of Chinese culture and business. We are delighted to be celebrating its 5th anniversary.

### Heather McGregor,

Executive Dean, Edinburgh Business School: School of Social Sciences

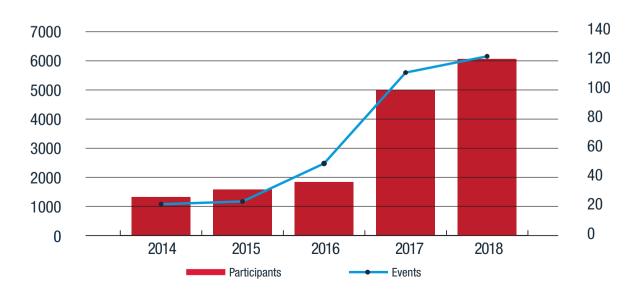
The SCIBC is part of a global network of Confucius Institutes, providing unparalleled opportunities to engage with Chinese culture in different parts of the world.



Over 0.1 billion people studying Chinese globally

The SCIBC has grown in its first 5 years to provide a large-scale activities programme within the University and wider city, as well as working with a range of business and industrial partners.





### Milestones



June 2014	Establishment of SCIBC	
December 2014	SCIBC developed its Chinese language curriculum and business Chinese courses	
January 2015	SCIBC hosted the first Chinese Spring Festival Gala at Heriot-Watt University	
January 2015	SCIBC teachers began to deliver Chinese language credit courses for undergraduates at the Department of Languages & Intercultural Studies	
May 2015	SCIBC began cooperation with China-Britain Business Council (CBBC)	
November 2015	SCIBC organised the 4th SCEN China Youth Summit and launched the cooperation with Scotland China Education Network (SCEN)	
January 2016	SCIBC launched the partnership with Asia Scotland Institute (ASI) to inspire the next generation to engage with Asia	
February 2016	SCIBC promoted the establishment of one- year Chinese Study Programme for the major of International Management and Business Communication at Heriot-Watt University	
July 2016	SCIBC organised the first Summer Camp in China	
July 2016	SCIBC became a co-organiser of the Edinburgh Summer Festival Chinese Carnival Parade	
January 2017	SCIBC became a HSK Test Centre to accredit Mandarin language learning	
January 2017	SCIBC launched the partnership with Edinburgh Tourism Action Group (ETAG)	
January 2017	SCIBC sponsored the first China Scotland Business Awards with the China Britain Business Council	
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December 2017	SCIBC was nominated the best collaborative project partner by SCEN and ASI	
February 2017	SCIBC facilitated joint Heriot-Watt University and Tianjin University of Finance and Economics Student Tutor Training Programme for support staff	
June 2018	SCIBC sponsored the first annual Scotland China Ready Conference for tourism businesses in Edinburgh	
June 2018	SCIBC sponsored and participated in the 16th Annual Mandarin Reading Contest (Scotland Regional Final)	
September 2018	SCIBC sponsors the first International Report by The Heritage Alliance, showcasing international partnerships by heritage sector NGOs, including Chinese case studies	
November 2018	SCIBC launched city-centre public engagement programme for local community with the Eric Liddell Centre	
October 2018 to February 2019	SCIBC developed the 2019 "Aye Ding Bao" city-wide Chinese New Year Campaign with ETAG	
March 2019	SCIBC renewed agreement as HSK Paper Test Centre and Online Test Centre	
January 2019	SCIBC co-organised and sponsored the Chinese Burns Supper Night and 2nd China- Scotland Business Awards with China Britain Business Council	
June 2019	SCIBC is headline sponsor for the 2nd annual Scotland China Ready Tourism Conference	
June 2019	SCIBC received a Global Values Award by Heriot-Watt University	
July 2019	SCIBC launched summer courses in local community	

## Our Work areas we cover

### LANGUAGE COURSES AND MENTORING

Language programmes are provided in both formal and informal learning mode. We provide support for the Chinese-language modules which form part of the language, business and communication degrees at the University. We also develop and provide tailored language programmes and tutoring for businesses, University staff and students, as well as the general public. We teach Mandarin to individuals of all abilities, from absolute novices through to those seeking professional accreditation via official Chinese language proficiency testing (HSK examination). We mentor language skills to support particular activities or specific areas of business and industry. We also provide input to teaching of Chinese in Schools and Community groups via a dedicated activity programme.

### **BUSINESS SUPPORT**

We support business communication and enterprise relationships by establishing a platform for the exchange of ideas, experience and expertise for those doing business with China. We add value to existing business relationships through supporting cultural awareness and business etiquette training, and we signpost businesses to relationship development partners such as the China Britain Business Council, Scottish Development International or other expert services where technical business support is required. We have developed specific industry sector-based programmes of activity with the tourism and heritage sectors, to support 'China

ready' business operations, and professional development networks for international collaboration. We also partner with the Asia Scotland Institute to deliver a programme of expert insight on Asia from global business leaders and China experts. We regularly facilitate Chinese business and cultural delegations visiting Scotland, fostering good relationships on which to build successful projects and partnerships.

### **CULTURAL EVENTS**

We deliver an annual calendar of Chinese cultural awareness events in Edinburgh and across our global campus network, to raise awareness of Chinese culture within our local community. We work closely with the Chinese Consulate to promote cultural relations and understanding, and run cultural public engagement events within businesses such as Jenners department store to showcase business relationships with China. We have worked with tourism industry partners in Edinburgh to create the first co-ordinated city-wide celebration of Chinese New Year, developing a cultural programme and retail offers.



## Language education



Mandarin is the official spoken language of China, and one of the six official languages of the United Nations. With over one billion speakers, it derives from the "official speech" used in the courts of the Ming dynasty (1368-1644) and the Qing dynasty (1644-1912). Intonation and pronunciation are key to learning Mandarin, which uses four basic tones – giving each word four potentially different meanings!

Chinese characters may look strange to Western eyes, but help is at hand. Pinyin has been developed as a system which uses recognisable Latin letters to write Chinese phonetically, helping novice learners to get the pronunciation correct. In progressing learning of the language, students begin to encounter more of the 90,000 different Chinese characters. It may seem an impossible task, but learners soon begin to grasp the basic elements and symbols, and each character's cultural story helps immersion quickly into the wider history of the country and its people.

Many Chinese characters sound very similar with English pronunciation in Pinyin, which could help foreigners to grasp Mandarin easily. Here below are some examples.

ENGLISH	PINYIN	CHINESE CHARACTERS
Scotland	sū gé lán	苏格兰
Edinburgh	ài dīng băo	爱丁堡
Whisky	wēi shì jì	威士忌
Marathon	mă lā sōng	马拉松

### TYPES OF LANGUAGE LEARNING COURSES AVAILABLE

- Elementary / Beginners (for complete beginners of Chinese)
- Intermediate (for HSK Level 2 i.e. students who can read 600 characters and write 300 characters)
- Advanced (for HSK Level 3 i.e. students who have completed Intermediate course)
- HSK preparation (HSK Level 2 and 3 exams)
- Individual / small group mentoring (tailor-made lessons and tutorials to support students on Chinese electives and courses within Degree programmes)
- Tailored language learning (business and industry-specific Chinese courses e.g. Business Chinese for tourism and retail, Business Chinese for science and technology, Business Chinese for cultural heritage, business etiquette workshops, workshops on the Chinese taxation system and investment environment)



# Sharing culture

Chinese culture is both deeply historic and at the same time excitingly dynamic. It is one of the fastest developing economies in the World, and espouses its own particular approach to politics and cultural philosophies. The SCIBC provides different opportunities to engage with the many facets of Chinese culture and business – be it food, music, art and heritage, or manufacturing, technology or the service sector. Events include business workshops and academic seminars, general interest talks, painting and music courses, food-making, cultural festivals, and opportunities to travel to China on a Summer camp or industrial-focused learning journey.

Confucius (551-479 BC) was a Chinese philosopher, teacher, editor and politician. He is credited with having authored or edited many classic texts, and his philosophical principles are closely entwined with commonly held Chinese beliefs and traditions. His philosophical approach, known as Confucianism, emphasises the importance of morality in personal and professional life; sincerity; justice; and the structure of social relations. The cultivation of knowledge was an important aspect of his teachings and philosophy, and ideology.



### **CASE STUDY**

Chinese New Year — the largest event we organise each year coincides with the Chinese New Year. To strengthen cultural and tourism links between Edinburgh and China, in 2019 we developed a new partnership with Edinburgh Tourism Action Group's (ETAG) China Ready Initiative to deliver the first-ever centrally coordinated campaign to celebrate Chinese New Year in Edinburgh. With high levels of business engagement, record numbers of Chinese New Year events and promotions — including a number of new events and products developed specifically on the back of the project — and significant media interest, a coordinated awareness campaign soon became a new mini-Festival for the city.

ETAG's ambitions for the activity were to reinforce Edinburgh's position as one of the UK's premier China-friendly destinations; increase business opportunities, visitor numbers and revenue at a traditionally quiet time of year for inbound visitors; and to develop support and a wider understanding of Chinese culture and the Chinese market to Edinburgh's businesses and residents. SCIBC's ambitions focused on the promotion of cross-cultural understanding, educational opportunities, new partnerships and business engagement

The campaign was themed "AYE DING BAO" – linking Scottish and Chinese culture and language. 20 events and 13 related promotions were featured in the official CNY brochure. We worked with The List to publicise events, and also branded telephone boxes around the city.

We continue to work with ETAG and others in the tourism industry to build on the success of the pilot programme.











### **CASE STUDIES**

### Arts and culture though painting, music and film

Activities are hosted in the Confucius Institute, and also community-based in Edinburgh City Centre at the Eric Liddell Centre.

Our cultural and art courses including Chinese brush painting, Chinese music appreciation, Chinese costume introduction, and Chinese films are available to businesses, University staff and students, as well as the general public. We love to share and provide opportunities to learn and experience China's rich artistic and social heritage. One of SCIBC's key aims is to disseminate a greater understanding of and interest in Chinese language and culture. In terms of this, SCIBC is committed to reaching out to local communities. We have built up connections with the Eric Liddell Centre as we both have close links with Tianjin in China. The community-based links have contributed in realising new opportunities for collaboration and finding innovative ways of engaging potential audiences.

### Working with retail - Jenners

As China has become more important as a retail customer segment, Jenners Department Store Manager decided to host China themed events at its prestigious historic city centre store. Jenners approached SCIBC via a HWU student who had studied at SCIBC with the aim of piloting a three-day Chinese New Year celebration event in 2018. SCIBC provided a range of cultural activities at two prime locations in the store. The activities included music, lantern making, calligraphy, Chinese painting, silhouette paper cutting which all attracted many participants. SCIBC's joint celebration of the Chinese New Year has added cultural elements to the shopping experience for Jenners customers. Through these events, SCIBC has raised its presence and its business profile. The first trial collaboration with Jenners has been productive so Jenners invited SCBIC back for the Dragon Boat festival celebration and the 2019 Chinese New Year celebration.

### **Enhancing the student journey**

The experience of international students studying away from home and in a foreign language is a focus of enhancement for Universities around the world. With the support of SCIBC, a joint project has been established enabling support staff from Tianjin University of Finance & Economics to gain comparative experience of student administrative and mentoring support by spending a month at Heriot-Watt University shadowing a range of administrative units and undertaking visits to other Scottish universities. Three cohorts of TUFE tutors have now visited Edinburgh, and the next stage of the project will see staff from Heriot-Watt University make a return visit to TUFE to enhance their own understanding of the student journey in a Chinese setting. The project is greatly enhancing the different aspects of student support required for globally mobile students.

### **International Chinese Bridge Competition**

The annual Chinese Bridge competition is an excellent opportunity for participants to network and access career opportunities. Each year, SCIBC works closely with Hanban UK to select students to represent Heriot-Watt University at the UK final competitions in London. The candidates selected receive coaching and support from SCIBC staff for helping them to prepare for the competition. This includes assistance in selecting and preparing a speech, a talent performance, and general knowledge questions about Chinese language and culture. With the joint efforts of tutors and contestants, the results of the Competition have increased each year. On March 24, 2018, our contestant Clara Maccarini won the Most Eloquent Contestant prize in the 17th Chinese Bridge Competition UK Regional Final 2018. On April 6, 2019, our contestant Gregor McIntyre won the third prize in the 18th Chinese Bridge Competition UK Regional Final.









### **SCIBC** China travel opportunities

In 2016 the SCIBC started to offer a two week Summer Camp in China. The summer camp includes intensive language and cultural studies and a range of cultural experiences, including learning Chinese customs and visiting historical sites. The students who participated in the camp found their experience in China to be a truly inspirational activity and have all thoroughly enjoyed their time there. They have expressed an interest in taking Chinese language lessons on their return and also want to return to China to continue their studies. From 2019 the SCIBC summer camp has offered this wonderful Going Global opportunity to Heriot-Watt University students from campuses in Edinburgh, the Scottish Borders, Dubai and Malaysia. The camp has become something that appeals to many students: at our Freshers' events the SCIBC now receives enquiries before the new camp information is released. The travel opportunities provided through the SCIBC contribute towards achieving the HWU graduate attributes of becoming a global citizen who is able to appreciate and respond to crosscultural diversity. In order to maximise the benefit and social impact of such rewarding in-China experience, SCIBC is now developing further themed camps related to industry need, also encompassing young future leaders in business, and sports excellence to enhance HWU's presence as an important strategic partner and facilitator between Scotland and China.





## Awareness & debate

The SCIBC regularly runs talks and workshops on different aspects of Chinese language, culture and business, designed to inform and educate. These are usually open to all, and are advertised on our website and social media channels. We are also supporting the University's development of Panmure House by Edinburgh Business School as a hub for intellectual debate and thought. The historic house, located just off the Royal Mile in Edinburgh, was the final home of the economist, Adam Smith, whose ideas have high levels of interest in China. We also partner with a range external organisations and networks to organise specialised seminars or programmes on particular themes or issues in business and society.



### **CASE STUDY**

### Global insights with the Asia Scotland Institute (ASI)

The SCIBC has developed a strategic partnership with Asia Scotland Institute (ASI) to run an annual series of business seminars and activities focused on China. The ASI's mission is to educate and inspire tomorrow's leaders, and inform them about Asia. Through influential connections in the UK and Asia it is able to tap into unique insight from Global Business Leaders, which are shared in events which students, business professionals and the public are invited to. The events have a dynamic atmosphere, and provide unrivalled opportunities to learn from speakers with extensive global experience and knowledge. The SCIBC also supports the development of the ASI Student Ambassadors scheme, which is establishing groups across Universities in Scotland to promote future careers and networking opportunities.



### Business development

As one of the world's fastest growing economies, China provides a myriad of opportunities for business, research and entrepreneurial relationships. The SCIBC aims to facilitate relationships and develop understanding between the UK and China of each other's business cultures, as part of Heriot-Watt University's wider mission to be closely engaged with industry and support innovative collaborations across a range of fields.

We help people navigate the complexities of the culture and business practices through training in areas such as business etiquette, or language specific for business relationships. We signpost specialised services and expertise in areas of business development by working with organisations such as the China Britain Business Council, Scottish Development International and local Chambers of Commerce. We also celebrate successful business relationships by supporting the annual China Scotland Business Awards.

The SCIBC regularly facilitates high level Government and Industry delegations and also help prepare individuals travelling to China to understand the cultural environment.



## People



The most successful understanding of China is forged through the development of people-to-people relationships. The SCIBC fosters this via hosting a staff team from its partner institution, Tianjin University of Finance & Economics (TUFE), and supporting people to experience Chinese culture first hand through learning journeys, study opportunities and supporting personal networking.

### TEACHERS – SHARING EXPERTISE AND FOSTERING LEARNING

SCIBC seconded teachers have to go through a very competitive selection process to be able to come to work with us in Edinburgh. Their teaching and learning experience enriches the teaching and learning practice at HWU. Their commitment and passion to teach Chinese never fails to impress the students. The general feedback about SCIBC teachers has always been very positive and in particular the students find the teachers to be very friendly, approachable and helpful. They are always ready to go the extra mile to ensure the students' progress and experiences remain positive. The teachers on their arrival found the teacher training and adapting to the local teaching pedagogical approaches very beneficial for their career development and also a good resource for their home university's, (TUFE), internationalisation efforts when they return to China.

### **SHARING OUR CULTURE**

I really thank the people of Scotland for their generosity and their embrace of diverse cultures. My Chinese colleagues and I are treated as family members at Heriot-Watt University and have been supported by the whole Edinburgh community. It is a great honour to work for SCIBC and to be able to make a contribution to spreading our Chinese language and culture to Scottish people, even all over the UK."

Professor Ping Zhang, Chinese Co-Director, SCIBC

We live in the same world and enjoy the same fun of learning and teaching. The experience of teaching Chinese at Heriot-Watt University is very unforgettable and helpful."

**SCIBC Volunteer teachers** 

It's a great feeling to see students enjoy learning Chinese language and experiencing Chinese culture. Teaching is learning. Teaching Chinese also helps us to make friends with students and learn English from them.

SCIBC Chinese teacher

### CAREER DEVELOPMENT FOR PROFESSIONALS

Ahead of a working trip to China, I attended business etiquette lessons and had one-to-one Mandarin classes at the Scottish Confucius Institute for Business and Communication. These really helped me to prepare for my business meetings in China as I knew the cultural nuances to expect."

Carole Bold, former International Marketing Manager at Heriot-Watt University, now working for VisitScotland as the China Marketing Manager.

### STUDENTS EXPERIENCING GLOBAL OPPORTUNITIES

Our time in China was truly amazing in every way and we have thoroughly enjoyed our experience. I would tell my friends to look out for the next camp."

**SCIBC Summer School participant** 





# Structure S governance

The Scottish Confucius Institute for Business & Communication (SCIBC) at Heriot-Watt University was established in 2014 and is one of five business-focused Confucius Institutes in the UK, and part of a wider European and global network of more than five hundred Confucius Institutes. The Confucius Institute Global Headquarters is designated as a non-profit public institution aligned with the Office of Chinese Language Council International (Hanban, part of the Chinese Ministry of Education).

The SCIBC is fully integrated into Heriot-Watt University, operating with a pan-institutional remit. It was established in partnership with Tianjin University of Finance & Economics (TUFE), and is jointly supported by both Universities, and receives an annual grant for activities from Hanban. As a part of Heriot-Watt University, the SCIBC operates in the same way as any other University operational unit or academic department, upholding fully the mission and values of the University. It operates transparently in accordance with University governance and financial regulations, and its annual operating plan and forward strategy are overseen by an Advisory Board chaired by the two University Principals.







THE LANGUAGE OF BUSINESS





### START YOUR CHINA JOURNEY WITH US

The team would be delighted to talk you further about how we can help you to explore Chinese language, culture and business.

### Fiona Dalziel

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### SCOTTISH CONFUCIUS INSTITUTE FOR BUSINESS AND COMMUNICATION

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