



Nihao Malaixiya Chinese Language & Culture Exhibition

at The Star Education Fair 2010 Kuala Lumpur January

KUALA LUMPUR: The Confucius Institute@Shanghai Jiaotong University& Global Hanyu and Culture Center presented the Nihao Malaixiya Launching Fair at The Star Education Fair 2010. We have chosen this fair because this is the leading fair in Malaysia where English and other non-Chinese speaking crowd will attend. This year, the fair is reported to be bigger and better than any of the previous fairs over the past 22 years held by the Star newspaper, the leading English daily in Malaysia with over a million readership. .As the biggest education fair in Malaysia and one of the largest in Asia, .All five halls in the KL Convention Centre had to be booked for the first time, as 161 exhibitors took up 510 booths.

“ Nihao Malaixiya” is supported by The Council For the Promotion of the Teaching of Chinese Language of the Chinese government; SJTU-GHCC will present the same fair throughout the country from January to June, high technology would be used to help

Malaysians experience the New China and the fun of learning the Chinese Language and Culture.

An estimated 60,000 people have visited the fair. The traffic to the SJTU-GHCC booth was non –stopped; comprises of people of all races, mainly young people and adult learns. We have received over 300 enquiries to study short courses and study undergraduate programs in China. During the fair, SJTU-GHCC also presented various aspects of Chinese cultural experience through interactive touch-screen Television; 5 50-inch touch screen TV were set up at the exhibition; the most popular is the “take a photo in Beijing Opera pose,” some 200 people have taken photos during the two day fair. More report on the fair and to view its photo gallery, go to face book: <http://www.facebook.com/#/event.php?eid=252883828080&ref=mf>.

The crowd was engaged with the exhibits; they were fascinated by the documentary on Chinese bridge where they see foreigners speak fluent Mandarin; one visitor said, “Now Chinese learn English, English learn Chinese, this is the new world.” Young and old had a lot of fund with the Panda and our various cultural exhibits.

More fairs are planned for the country, including one at The Chungwa Independent School (January 27,28,29), and Jaya 33 Lobby (for the whole month of February).

