

WHY LEARN CHINESE?

ilep
INTERNATIONAL LANGUAGES
EXCHANGES AND PATHWAYS

uniservices⁺
IDEAS TO LIFE


MINISTRY OF EDUCATION
TE TĀHUHU O TE MĀTAURANGA

MORE THAN 1.2 BILLION PEOPLE (ONE FIFTH OF THE WORLD'S POPULATION) SPEAK CHINESE • CHINESE IS SPOKEN IN A NUMBER OF ASIAN COUNTRIES AND CHINESE COMMUNITIES AROUND THE WORLD • CHINESE IS AN IMPORTANT GATEWAY TO ONE OF THE OLDEST AND MOST FASCINATING CULTURES IN THE WORLD • **CHINA IS NEW ZEALAND'S BIGGEST EXPORT MARKET** • BILATERAL TRADE BETWEEN NEW ZEALAND AND CHINA WAS WORTH \$16 BILLION IN 2013 • AROUND 240,000 CHINESE TOURISTS VISITED NEW ZEALAND IN THE LAST YEAR • **LEARNING CHINESE CAN INCREASE EMPLOYMENT PROSPECTS** • **MANY NEW ZEALAND ORGANISATIONS HAVE ACTIVE LINKS AND RELATIONSHIPS WITH CHINA** • CHINESE IS THE SECOND MOST USED LANGUAGE ON THE INTERNET • THERE IS A LARGE CHINESE SPEAKING POPULATION IN NEW ZEALAND • **CHINESE CUISINE IS ONE OF THE MOST POPULAR IN THE WORLD** • **BY LEARNING CHINESE YOU GET TO LEARN A DIFFERENT WRITING SYSTEM** • **BOOST YOUR BRAINPOWER AS CHINESE REQUIRES USERS TO USE BOTH LEFT AND RIGHT SIDES OF THE BRAIN** • **OUR LIVES ARE ENRICHED AND ENTERTAINED ON A DAILY BASIS BY CHINESE PRODUCTS** • **KNOWING CHINESE WILL ENHANCE INTERNATIONAL TRAVEL EXPERIENCES** • **NEW ZEALAND CITIES HAVE MANY SISTER CITIES IN CHINA** • **DATA SHOWS THAT LEARNING ANOTHER LANGUAGE RESULTS IN IMPROVED COGNITIVE SKILLS AND HIGHER TEST SCORES** • **LEARNING CHINESE WILL HELP TO INCREASE YOUR UNDERSTANDING OF YOUR OWN LANGUAGE AND CULTURE** • **KNOWING ABOUT ANOTHER LANGUAGE AND CULTURE DEVELOPS INTERNATIONAL CAPABILITIES** •

GROWING LANGUAGE LEARNING IN NEW ZEALAND

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