

ABOUT INTLANG (Gloria ZHANG, MD)

Intlang Consulting Group offers cross cultural marketing and business solutions to Australian businesses, helps them identify new opportunities in overseas markets, breaks down cultural barriers, creating optimised investment or joint venture operations, ultimately bringing different values, strength and business practice together.



The Power of Language

I am often asked the question ‘Is Mandarin and Chinese the same thing?’

Chinese is a language that has both written and spoken forms. The written form appear as Chinese characters – the official written Chinese language in China, whilst the spoken form includes many dialects (such as Mandarin, Cantonese, Hokkien, etc). Mandarin is actually a dialect and also the official spoken form of Chinese.

So the answer is “No - Mandarin & Chinese are not the same thing”.

Intlang provides language services for marketing including:

- Translation services: English – Chinese
- Interpretation: English –Mandarin
- Voice over services: English – Mandarin or Cantonese
- Bilingual website / social media services
- Bilingual marketing services

The International College of Commuication (ICC) is member of Intlang Group, specialising in language and cross cultural training solutions for Australian business executives. Key training includes:

- Combining culture and language
- Speaking and listening skills focus (scenario based)
- Native Mandarin trainer (from China) with business knowledge
- Flexible schedule (minimum 24 hours notice for rescheduling)
- Customisation of training and content to be industry-specific
- Australian project management training

Start building your Mandarin skills today with some commonly used Mandarin words:

- | | |
|---|------------------------------|
| 1. Hello – nin hao (formal) / ni hao (informal) | 2. Thank you – xie xie |
| 3. You are welcome – bu ke qi | 4. Yes – shi / No – bu shi |
| 5. Very good – hen hao | 6. Welcome – huan ying |
| 7. Name – ming zi | 8. Business card – ming pian |
| 9. Family – jia ren | 10. Home - jia |
| 11. Perth – po si | 12. Australia – ao da li ya |
| 13. China - zhong guo | |

To build up your international marketing and Chinese business communication skills, contact Intlang or ICC today to get started (18 June 2018).

AFFILIATED ASSOCIATION

SUPPORTING ORGANISATION



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The International College of Communication (ICC)
Global Skills For Global Life! 全球技能，走遍世界!



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