

**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.



Happy New Year from Intlang!

As we progress into February, it's almost time for every Chinese person or person of Chinese descent in the world to say "Happy New Year" again. 16<sup>th</sup> February 2018 is Chinese New Year (CNY) and the festivities last for two weeks. Traditionally CNY is celebrated with a family gathering on the eve of CNY. This year we welcome in the year of "Brown Dog (Earth Dog)" – a good year in all respects!

The Chinese zodiac is related to the lunar year in which you were born, so each CNY will start on a different date each year. The Year of the Dog is the 11<sup>th</sup> year of the 12-year Chinese zodiac cycle. Each CNY is named after one of the 12-animal symbols – each said to affect the prosperity of that year and the fate of people who are born in that year differently.

There are also "five natural elements" (Metal, Wood, Water, Fire and Earth) associated with an animal sign which differ for each 12-year cycle. This is a Chinese philosophy used to describe interactions and relationships between things or people, either "generating or overcoming interaction", with the power of nature. For example, if you are born in the year of the Earth Dog, the next time you will experience "本命年 (Běn mìng nián)" or "My Year" is 60 years later.

Before you go celebrating the coming of "My Year", it is worth mentioning, that you are in fact more vulnerable in that year than very lucky. Tradition states that carrying or wearing something red every day is a good way to protect yourself.

Intlang wishes you a happy and prosperous year, especially for those born in the Year of Dog! (5 Feburary 2018)



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