

Opening of Chinese Resource Centre supports local tourism market

Tai Poutini Polytechnic (TPP) has partnered with the Confucius Institute at University of Canterbury (CIUC) to support the West Coast's growing Chinese tourism market.

TPP and CIUC will officially open a Greymouth Resource Centre this Wednesday (25 February 2015). The Resource Centre, based at TPP's Greymouth campus library, will offer a range of Mandarin language and Chinese cultural resources. A Mandarin Language Assistant will also be based on campus to introduce community courses in Mandarin language and Chinese culture through the Polytechnic.

TPP Director of Strategy Samuel Blight says the Resource Centre based in TPP's library is a public resource and open to members of the community.

"There is a growing need for language and cultural training on the West Coast to support the recent massive growth in Chinese tourism throughout the region. The opening of the new Resource Centre is the first step in a wider programme of Mandarin language and Chinese cultural training which will help meet the needs of the West Coast tourism industry. The Mandarin Language Assistant will also be available to teach Mandarin at both primary and high schools across the region.

"We are proud to be partnered with the CIUC, which was founded in 2009 as part of a global network. The Greymouth Resource Centre will extend the reach of the Institute in the South Island and we will benefit from the strong teaching, cultural and business relationships the CIUC has developed over the past six years."

Associate Professor Adam Lam, the Director of CIUC, says the establishment of the Resource Centre in Greymouth sees a comprehensive coverage by the CIUC's service on the South Island, in addition to the other four existing Resources Centres located in Nelson, Christchurch, Timaru and Invercargill.

"Being the only Confucius Institute on the South Island, CIUC is proud of offering New Zealand schools and communities support in Chinese language teaching and culture understanding at such a historical moment when the country has been engaging with China in multiple aspects," says Adam Lam.

Media and the public are invited to attend the official opening and related events.

Wednesday 25 February 2015

Tai Poutini Polytechnic Greymouth Campus

1:30pm **Business workshop sessions (places limited please RSVP to mandarin@tpp.ac.nz)**
Three half-hour sessions: Christchurch based Chinese Consul General Jin Zhijian on China-New Zealand Economic and Trade Ties; TPP Ecotourism Business Development Officer Zane Smith on Chinese tourism on the West Coast; and the Confucius Institute on understanding cultural differences.

- 3:05pm **Official Opening of the Resource Centre** by Christchurch Consul General Jin Zhijian, the University of Canterbury Pro Vice-Chancellor Jonathan Le Cocq and Tai Poutini Polytechnic Council Chair Graeme McNally. **All welcome to attend.**
- 3:30pm **Cultural events** including Chinese calligraphy, martial arts, paper-cutting, Chinese painting and tea art demonstration. **All welcome to attend.**

For more information contact:

Samuel Blight, Director of Strategy

DDI (03) 769 9404 | samuelb@tpp.ac.nz