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# SILK MANDARIN

**VALUE** for **YOUR** business

# WHO WE ARE

Silk Mandarin is a Language Training Institute dedicated to teach students from all across the globe FASTER and with FUN.



# HOW

**Chinese Will Open Up a World of Opportunity for You!**

## CAN MANDARIN HELP YOU? **It is highly beneficial to both staff and company.**

- **It 'connects' you to your Chinese colleagues and clients.**

Language influences culture, so learning Mandarin not only helps you to communicate with Chinese colleagues and clients but also helps you to understand how Chinese people think and feel. Equally important, when you at least tries to learn Mandarin you show your colleagues and clients respect. And that will definitely shorten the distance between them and you.

- **It improves your professional performance.**

It is a fact that organizations who have managed to master the Chinese language and to understand China's customs and etiquette are far more successful in reaching their foreset goals than those who failed to do so. Moreover, understanding Mandarin, its culture and etiquette makes it so much more easy and fun to become befriended with your colleagues and clients, to help to build your 'guanxi', benefitting both you and your company.

- **It makes you enjoy your life in China to the full!**

Understanding Mandarin enhances your daily life in China to a huge extent. Being able to do your daily shopping, book a restaurant, talk to your neighbours, it all makes your life so much more convenient and richer. But through the language, you will also learn to appreciate China's history and culture. You will literally sense the beauty of its porcelain and poetry, its arts and calligraphy, its food culture, all of theses still so present and visible in nowadays China.

# WHY US

## QUALITY ABOVE ALL



1-2-3 Learning Cycle

## UNIQUE SOLUTION: 1-2-3 LEARNING CYCLE

Our in-house developed 1-2-3 Learning Cycle recognises the fundamentals of the Chinese language. We decompose the language into 3 steps to make you see and understand the core of it, which makes it easy to remember it and at the same time, we just start using it. And isn't that like you learned your mother tongue, where using, understanding and remembering go hand in hand?



### CLEVER LEARNING

- Slow Motion Technique
- i+1 Methodology



### EASY MEMORIZATION

- Structure Map
- Flashcard system
- Talking books
- Talking pens



### FUN USING

- Adopt Games, Video, WeChat, Cartoons, Music
- Practice your Chinese in the real world to develop the habit to USE lessons learned in the classroom

# WHY US

## SLOW MOTION TECHNIQUE

After intensive research Silk Mandarin has developed a revolutionary new method

**CHINESE = ONE RULE**



**SLOW MOTION TECHNIQUE**



**WHAT HAPPENS FIRST,  
SAY IT FIRST**



# WHY US

## I+1 METHODOLOGY

The Ebbinghaus forgetting curve inspired us to develop this efficient system

wǒ qù běijīng。 | +1  
我去北京。

wǒ míngtiān qù běijīng。 | +1  
我明天去北京。

wǒ míngtiān qī diǎn qù běijīng。 | +1  
我明天七点去北京。

wǒ míngtiān qī diǎn zuò fēijī qù běijīng。 | +1  
我明天七点坐飞机去北京。

wǒ míngtiān qī diǎn hé tóngshì yìqǐ qù běijīng。 | +1  
我明天七点和同事一起去北京。

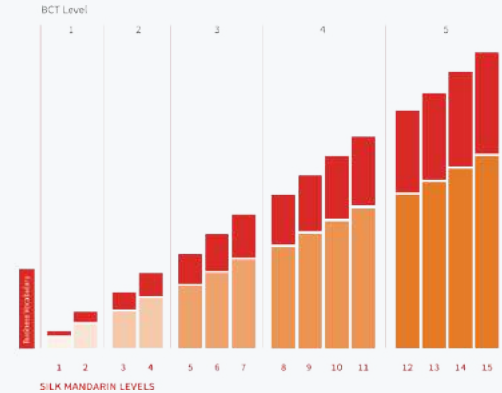
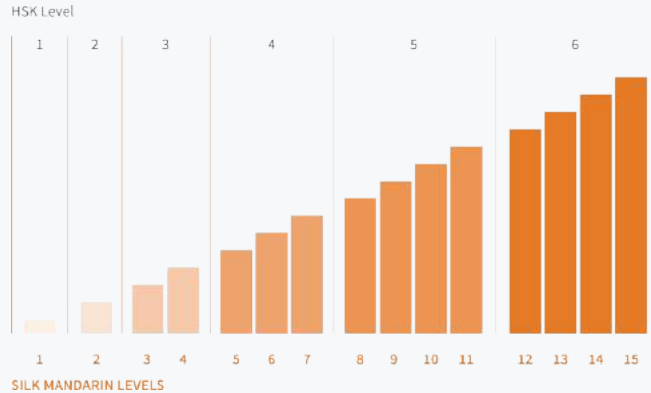
wǒ míngtiān qī diǎn hé tóngshì yìqǐ zuò fēijī qù běijīng jiàn kèhù。 | +1  
我明天七点和同事一起坐飞机去北京见客户。

wǒ míngtiān qī diǎn hé tóngshì yìqǐ cóng shànghǎi zuò fēijī qù běijīng jiàn kèhù。  
我明天七点和同事一起从上海坐飞机去北京见客户。

# WHY US

## OUR CURRICULUMS

We classified each level into a better understanding for you



### 2 IN 1

This is our curriculum to teach you Conversational Chinese/HSK. With this curriculum we provide 2 Results in 1 Course. You will learn daily life Conversational Chinese and (for those who want it) have the option to pass HSK exams at the same time.

### 2 PLUS 1

This is our curriculum to teach you Business Chinese/BCT. As a basis for our Business Chinese teaching we use our Conversational/HSK Chinese teaching 2 IN 1. On top of that, we add vocabulary, structures and phrases on Business Chinese topics, so indeed 2 PLUS 1.

# WHY US

## SILK MANDARIN VS TRADITIONAL

**Our client's goal is our goal.** Our customers study Mandarin because they want to USE Mandarin in REAL LIFE. They want ALL Chinese to understand them, not just their teacher, right? We deliver that service, we move on where most traditional schools stop.

Feature	Silk Mandarin approach	Traditional approach
<b>2 IN 1 and 2 PLUS 1 Curriculum</b>	Prepares you at the same time for HSK and practical daily Chinese	Additional lessons required to prepare for exam
<b>Slow Motion Technique</b>	Teaches you the language with only ONE rule.	Many grammar rules and little logic.
<b>I + 1 Method</b>	Builds up your knowledge step by step, which makes it easy to understand and hence easy to remember	Memorizing just by repetition.
<b>Multiple Ways of Practicing</b>	Use of flash cards, digital learning material, games and tailor made homework app	One way practicing and self study: only use books
<b>Standardized teaching method</b>	Silk Mandarin teaching method used by all teachers to secure teaching quality .	Teaching method depends on teachers: different teachers use different method.
<b>Continual curriculum improvement</b>	We continually improve our courses using based on students' feedback, our own expertise and the latest technical developments	No pro-active curriculum improvement.



# Silk Mandarin Intensive Courses

<b>GROUP Classes</b>	<b>HSK 1</b>	<b>HSK 2</b>	<b>HSK 3</b>	<b>HSK 4</b>	<b>HSK 5</b>	<b>HSK 6</b>	<b>tuition fee/wk</b>
<b>INTENSIVE 30</b>	¥ 9.560	¥ 9.560	¥ 19.120	¥ 26.530	¥ 35.370	¥ 35.370	¥ 2.390
30 lessons/ week   Duration	4 wk	4 wk	8 wk	12 wk	16 wk	16 wk	
<b>INTENSIVE 20</b>	¥ 6.560	¥ 6.560	¥ 13.120	¥ 18.200	¥ 24.270	¥ 24.270	¥ 1.690
20 lessons/ week   Duration	4 wk	4 wk	8 wk	12 wk	16 wk	16 wk	
<b>EXPRESS 30</b>	¥ 6.500	¥ 6.500	¥ 13.000	¥ 19.500	¥ 26.000	-	¥ 3.250
30 lessons/ week   Duration	2 wk	2 wk	4 wk	6 wk	8 wk	N/A	
<b>(Talking) Books</b>	¥ 150	¥ 150	¥ 150	¥ 300	¥ 300	¥ 300	
<b>Flashcards &amp; Talking Pen</b>		¥ 700					
<b>PRIVATE Lessons</b>	<b>250</b>	<b>200</b>	<b>150</b>	<b>100</b>	<b>50</b>	<b>1</b>	
<b>1-ON-1</b>	¥ 41.000	¥ 34.500	¥ 27.500	¥ 18.500	¥ 10.500	¥ 250	
<b>1-ON-2</b>	¥ 57.500	¥ 48.500	¥ 37.500	¥ 26.000	¥ 14.500	¥ 350	
<b>1-ON-3 TO 5</b>	¥ 65.500	¥ 55.000	¥ 42.500	¥ 29.500	¥ 16.500	¥ 400	
<b>Discount for long term students (Intensive group class)</b>							
<b>Course Duration</b>	>3 m	>6 m	>9 m	>12 m			
<b>Discount</b>	5 %	10%	15%	17.5%			
<b>Course Registration, Transport &amp; VISA</b>							
<b>Course Registration</b>			¥ 300				
<b>Airport transfer, 1 way</b>			¥ 350				
<b>VISA Invitation Letter</b>			¥ 500				

# SILK MANDARIN SOLUTIONS

## SMALL SIZE GROUP (OFFLINE)

With our Slow Motion Technique and i + 1 Methodology, students learn faster and with more fun! They build up their knowledge step by step in a logical way making it easy to remember all they have learnt. But isn't learning a language especially about Using it? That's why we take them outside the class room, into the real world where they can practice and use it in real life!

**Class Size:** 1 teacher to 3-8 students

**Schedule:** Either in the mornings, afternoons, evenings or weekends

**Contents:** Conversational Chinese, HSK and Business Chinese combined

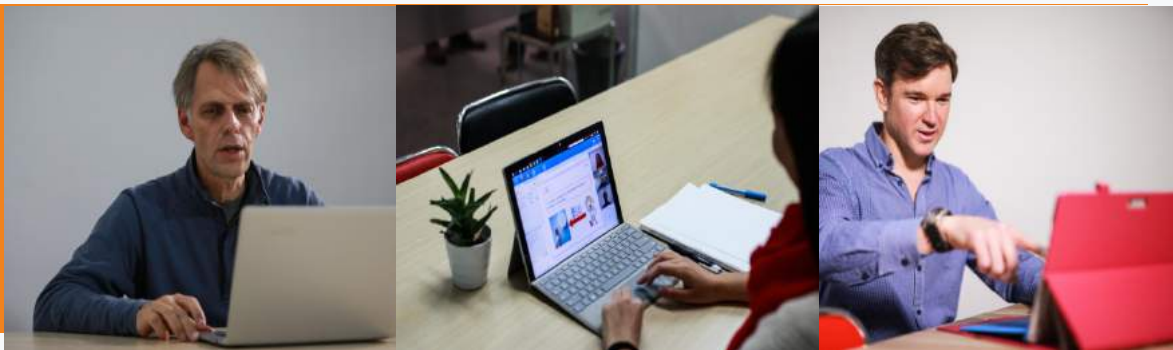
**Course type:** Available for both intensive or part time Course



# SILK MANDARIN SOLUTIONS

## SMALL SIZE GROUP (ONLINE)

Our Real Life ON LINE Course makes you feel like you are actually in the class room together with your teacher. and, in case of group class, also together with your class mates. With our personalized platform we make sure that each of our students, group or individual classes, are getting the same results as if they were in a real classroom.



**User Friendly:** Our software platform creates the perfect environment for online learning. You can flip through the courseware anytime you like, using your phone, tablet or computer. You can even record the class and play it again later on.



**Time efficient:** Our online classes are designed especially for students with a busy schedule. On business trip, on holiday, in your hotel or just at home? With our platform you can literally log on from any place and at any time

### ONLINE CLASS:

- face to face contact with teacher and classmates;
- i+1 course ware (grammar, vocabulary e.a.) on screen;
- digital white board to write down your questions during class

# SILK MANDARIN SOLUTIONS

## EXECUTIVE PRIVATE 1 ON 1 (OFFLINE)

With our Slow Motion Technique and i + 1 Methodology, students learn faster and with more fun! They build up their knowledge step by step in a logical way making it easy to remember all they have learnt. But isn't learning a language especially about Using it? That's why we take them outside the class room, into the real world where they can practice and use it in real life!

**Class Size:** 1 teacher and 1 student

**Schedule:** Flexible to make your own private schedule together with your teacher

**Location:** Flexible in our school or your office

**Contents:** Conversational Chinese, HSK and Business Chinese combined

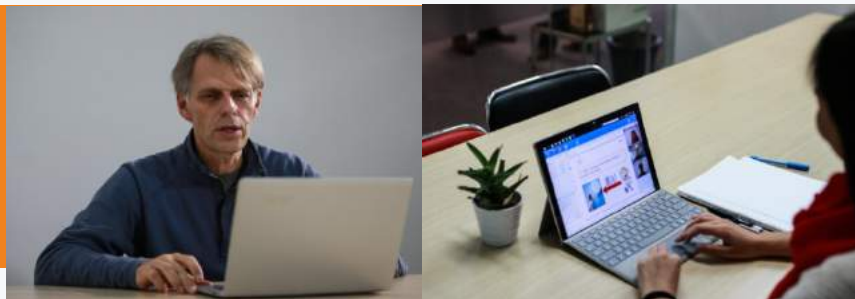
**Course type:** Available for both offline and online, you can combine them together if you are a frequent traveler



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- face to face contact with teacher and classmates;
- i+1 course ware (grammar, vocabulary e.a.) on screen;
- digital white board to write down your questions during class

# SILK MANDARIN SOLUTIONS

## MANDARIN TEACHER IN YOUR POCKET

Our MANDARIN TEACHER IN YOUR POCKET classes are designed especially for students

- abroad
- with busy schedule
- always on business trip
- have limited daily time, like 20 minutes, 30 minutes.

### Course Features

#### Flexible

**Anytime:** The class is available anytime from Monday to Friday

**Anywhere:** You can take lessons by using your phone at anyplace

#### Available for all levels

From beginner to advanced level students

#### Efficient

You can preview & review the course by playing our phone games

Less is more, 20 minutes/day, 5 days/week, the consistency assure the study result.

HSK 3

100% SATISFACTION GUARANTEE

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满意  
mǎnyì  
v. To be satisfied

对\_\_满意  
duì\_\_mǎnyì  
be satisfied with

S+对\_\_ (不/很/非常) 满意  
S duì \_\_ (bù /hěn /fēicháng ) mǎnyì

你对你现在的工作满意吗?  
nǐ duì nǐ xiànzài de gōngzuò mǎnyì ma?

# SILK MANDARIN SOLUTIONS

We take you **OUTSIDE** to **USE** Mandarin in the **REAL** world!

OUTSIDE, in the REAL world, that is where it all happens, there you can put all you have learned into PRACTICE And that is precisely where we take you! At the same time we show you China's outstanding CULTURAL places and its incomparable SCENERY!



# SILK MANDARIN ACCOMMODATION



Type	Shared Apartment	Private Studio
Price	1000 RMB - 1650 RMB / Week	1800 RMB - 2500 RMB/ Week
Location	In the center of Shanghai; 5-10 minutes' walk to metro stations 20-30 minutes' by public transportation from Silk school	
Includes	<ul style="list-style-type: none"> <li>-welcome package with SIM card and Metro card (charged with 50 RMB)</li> <li>-assistance to register at nearby police station;</li> <li>-wifi, gas and water. Electricity not included (costs will be about 100 RMB/ month);</li> <li>-weekly bedding service (towel, sheets, cover pillow);</li> </ul>	





# SILK MANDARIN ACCOMMODATION



Type	Homestay
Price	1600 RMB / Week
Location	20-40 minutes' away from Silk School by public transportation. You will find all services like shops, banks and post office in the area.
Includes	<ul style="list-style-type: none"><li>- breakfast &amp; dinner</li><li>- your own private room</li><li>- modern facilities and access to equipped kitchen, laundry and bathroom</li><li>- water, gas and electricity fee</li></ul>



...e way the family doe



# SILK MANDARIN ACCOMMODATION



Type	Hotel
Price	3000 RMB/Week
Location	5 minutes' walk away from Silk School. You will find all services like shops, banks and post office in the area.
Includes	- breakfast - hotel service



# CUSTOMER TESTIMONIALS

“The learning environment, great atmosphere and ‘family-feel’ of the school is why I love to go to class each time - even after a long day in the office. ”



**ALEXANDER PETERSEN**

eGISS / DCCC

“Silk Mandarin always tries to adapt the class as much as possible and are doing an extra effort to find ways to improve our skills. We not only learn Chinese very fast here, but also enjoy the time we spend in the extra curriculum activities.” ”



**SUPRIMI & ULRICH**

Pirelli

“I had an amazing moment especially after a long holiday in which I studied and after returning to work I managed to have an entire conversation with my Chinese colleagues, it was amazing. ”



**MARTIN KEFER**

ABB

# CUSTOMER TESTIMONIALS

“That's exactly the way how I want to learn Chinese! You're going to be surprised about your progress!” ”



**GUARAVA RAISINGHANI**

Unilever

“The design and teaching methods are easy to understand, interesting, professional and enjoyable. I'm actually enjoying learning this language. Teachers are always available and the Saturday speaking corner is a good exercise to practice and also make new friends!” ”



**MARTINA RAFFAELI**

Top's

“I did not want to be stuck in a classroom due to my busy schedule. Silk Mandarin allowed me to create a flexible and dynamic learning experience for me and it has made all the difference to me and my Chinese learning experience.” ”



**GRANT KING**

Hollywood International RC

# CUSTOMER TESTIMONIALS

“After trying many unsatisfactory Chinese schools, I have finally found in Silk Mandarin an effective Chinese program custom-tailored both to my language needs and my schedule at a very affordable rate. No matter what your goals are for studying Chinese, Silk Mandarin can build a curriculum to help you achieve them.”



**DAVID**

Chuan Films

“At Silk Mandarin I definitely found the best teachers so far. They are very competent, patient and always in a good mood. Thanks to them not only my speaking, but also my reading skills improved a lot. I can only say good things about Silk Mandarin and would definitely recommend this school to anyone who wants to learn Chinese!”



**KIRA**

Freelancer

“I highly and truly recommend Silk Mandarin to anyone who wants to kick off their Mandarin competence or bring their skill in short time to the next level. Their didactic approach, paired with their energy and dedication as well as the “hands on” character of the teaching will provide you an fast paced learning curve, visible to you and others in and outside the classroom.”



**DANIEL**

# CUSTOMER TESTIMONIALS

“ I tried 4 different Chinese teachers before finally choosing Silk Mandarin for their knowledgeable teachers, family-oriented hospitality, and experienced approach to teaching. ”



**HAMILTON**

Bass Player

“ Silk Mandarin is a quality school with very professional teachers, always very well prepared and very patient. Plus, they always adapt the class according to my needs and my learning pace. I would definitely recommend Silk Mandarin to anyone interested in learning Mandarin! ”



**LAURA**

Marriott

“ The teachers are not only very professional but also able to mix fun and learning at the same time. They follow their own scheme and structure for each class, and there is always a positive outcome. I have improved my Chinese level with a very fast pace and I can definitely say that in one month in Silk Mandarin I have learned more than I would ever expect before. Thank you 老师!! ”



**SIMONE VARRASSI**

Hollywood International RC

## CUSTOMER TESTIMONIALS

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“ At Silk Mandarin I found the right teacher. The teachers are qualified, motivated and always in a good mood. The atmosphere in the class is really refreshing, that’s why I really like to take lessons there. Thanks to Silk Mandarin I now can engage in a real conversation with my Chinese friends, that’s such a great feeling! ”



**ANTONELLA CRAMMER**

Housewife

“ I spent 1 year working in China in the Investment sector. Silk Mandarin has been of great help for me to succeed in passing both HSK 3 and Jiao Tong Daxue exams. The teachers helped me to reach my objectives with creativity, patience and a lot of enthusiasm! ”



**EDUARD**

Nestle

“ Silk Mandarin’s teaching methodology is what really stands out from other schools. They are really motivated in making us learn through different approaches, not only by using books, but offering their own material like flash cards, talking pens, customized apps and even WeChat groups to keep us constantly engaged. I strongly recommend Silk Mandarin!! ”



**JESS YOSHIE**

Housewife

# CONTACT US



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Xinzha Lu 石门二路333号18楼A室, 近新闻  
路



Amy Zhu



Lina Feng



Scan the QR code for a free Trial class