

# WHY LEARN CHINESE?



**MORE THAN 1 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 THE WORLD'S FASTEST GROWING ECONOMY • 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**

[www.ilep.ac.nz](http://www.ilep.ac.nz)