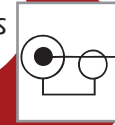


EU-China Managers Exchange and Training Programme
 Chinese Language Training and Assistance to European Participants
 EuropeAid/121709/C/SV/CN
 2006-2010



Project activities

- The general objective of the project is to support China's reform process and promote mutual understanding between China and the EU through the development of Human Resources. The project aims to meet the demand for EU-China co-operation, and improve **management and intercultural exchange capacity** for key players in the profit and non-profit sectors. More specifically, this contract concerns the implementation of business Chinese language training and internships for 200 European managers in China. The Chinese Implementing Agency is CCPIT (China Council for the Promotion of International Trade), supported by ETAT (European Technical Assistance Team).
- The purpose of this contract is :
 - to improve Chinese language skills and understanding of Chinese culture and business practices of 200 European managers through language training, internships and cultural activities in a Chinese environment; and
 - to support and facilitate the Chinese language training for European managers in China.
- **The business Chinese language training will be delivered at** the University of International Business and Economics over the total duration of the project (5 intakes over 4 years).

Type of services provided

- Training delivery
- Development of teaching material
- Organisation of study visits and teacher exchanges
- Business Chinese teaching network
- Administrative support to European participants
- Execution of financial transactions for living allowances etc. As appropriate.

Country

P.R of China

Partners

University of International Business and Economics (CN)

Overall project value : €4m
 Origin of funding : European Commission