## Confucius Institute at Bangor University

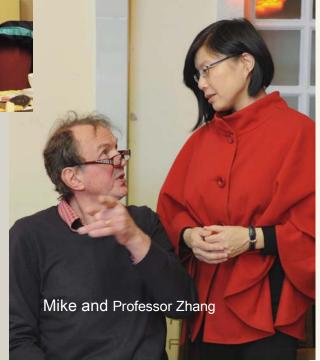


Aeshi put on her beautiful
Chinese minority traditional dress.

We were particularly pleased to see Llandegfan resident David Berry who has a flourishing business in China.



Professor Zhang began by introducing Aeshi in her traditional dress who was much applauded by all. She then showed us a stunning set of pictures she had taken on Anglesey. Next she introduced us to the work of new Confucious Institute at Bangor University . Here many Chinese language and cultural activities are now on offer to all local people. We were then treated to outstanding pictures of China: art, buildings, Kite and Boat and Annual Festivals.





David agreed there is a need for Welsh/UK Businessmen to engage with the vast Chinese market and gave us some fascinating insights into his 20 year business experience working in China.He was in Beijing 10 days ago.





Professor Zhang then gave way to me (Mike) who urged local North Wales businesses to consider selling into China. To succeed in China I stressed the need to understand the language and culture: above all Guanxi. I explained this is imuch more than just Networking and involves the development of a deep cultural relationship leading to trust and building a deeper and long term friendship.

There was a paper cutting demonstration by Bihen where the audience very much enjoyed joining in.

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