



2015-2017

IBACC REPORT

International Business Academy Confucius Classroom
Kolding, Denmark - Shanghai, China

High-Profile Events - Communication and Co-operation - Language - Teaching Spots - Business - Culture

TABLE OF CONTENTS

Introduction	4
High-Profile Events	
Opening Ceremony	6
Chinese Delegation in Kolding	7
Danish Delegation in China	8
Board Meeting at the IBA	9
Board Meeting at SLUAF	10
Shanghai Business Chamber Meeting	10
China Network	12
Communication and Co-operation between IBA & SLUAF	
Summer Camp 2017	14
Euro-Asia Business Management Bachelor Programme ..	15
Exchange Programmes for Students	17
Exchange of Teachers and Lecturers between IBA & SLUAF ..	17
Short-term Programmes	18
Joint Research Article	19
Language Courses & Tests	
Chinese Language and Culture Courses 2016	22
Chinese Language and Culture Courses 2017	23
Business Chinese and Culture Courses 2016	24
Business Chinese and Culture Courses 2017	25
Chinese Courses for Middle School Students	26
Chinese for Children	27
Private Chinese Courses	28
HSK Test 2016	29
HSK Test 2017	29
HSK Exam Centre	29
Chinese Corner – Tea & Talk	30
Teaching Spots	
Teaching Spot at Kolding Realskole	32
Business	
China Business Forum	34
Business Lectures	35
China Business Conference	36
Cultural Activities	
Chinese New Year 2016	38
Chinese New Year 2017	39
Culture Night 2016	40
Culture Night 2017	41
Confucius Day Celebration 2016	42
Confucius Day Celebration 2017	43
Mid-Autumn Festival 2016	45
Mid-Autumn Festival 2017	45
Chinese Music Concert 2016	46
Chinese Music Concert 2017	48
Dragon Boat Festival	50
Chinese Tai Chi Martial Arts Class	51
Chinese Tai Chi class	53
Chinese Folk Music Concert	54
Chinese Movie Night	55
Chinese Food Corner	56
Members	58
Promotion	59

INTRODUCTION

International Business Academy Confucius Classroom (hereafter referred to as 'IBACC') was established in October 2015 between Shanghai Lixin University of Accounting and Finance (hereafter 'SLUAF'), and the International Business Academy (hereafter 'IBA'). IBACC is supported by the Confucius Institute Headquarters in Beijing, China. This report contains all of the relevant events and activities of IBACC, from its opening in October 2015 through to November 2017.

In its first year, IBACC focused more on Chinese language teaching, with business lectures, networking and cultural events taking place later, from 2016 onwards.

From September 2016 IBACC offered three language courses: two levels of Chinese Language and Culture, and one level of Business Chinese and Culture.

Due to the success of the language courses among students, IBACC launched four more language courses, on two levels each, from February 2017.

IBACC maintains and appreciates close connection and collaboration with Danish companies, within the fields of business, industry, government, and education.

IBACC appreciates the well-maintained connection and co-operation with SLUAF, and is happy to see it continue into the future.

HIGH-PROFILE EVENTS

High-Profile Events aim to show the close and well-maintained relationship between IBA and SLUAF, and to build a bridge between Danish and Chinese companies and organizations. IBACC appreciates the co-operation and support from both institutions, and is pleased to build on it into the future.

OPENING CEREMONY

No fewer than 100 guests, representing at least 18 nationalities, had gathered under one roof for the opening ceremony of the Confucius Classroom at Ålegården. This new centre at IBA serves to promote the Danish-Chinese collaboration within culture, language, education, and business, in an international partnership with SLUAF.

IBA president Niels Egelund began with an opening speech, in which he noted the huge international developments that IBA has undergone over the years. Two young female soloists - Yu Xiaoqian and Huang Lin - played classical Chinese music throughout, on traditional Chinese stringed instruments.

Among the many distinguished guests from both Denmark and abroad, there was a delegation from the Chinese Embassy in Denmark, and vice president of collaborative partner SLUAF, Chen Jingvin. The Mayor of Kolding Municipality, Jørn Pedersen, also spoke at the event on behalf of the town of Kolding, and in his own capacity as chairman of the IBA board.

IBACC presented Xu Xiaoqing and Ildikó Antal as newly appointed directors, who will oversee the collaboration between IBA and SLUAF, and who are responsible for the implementation and further development of IBACC.

FACTS



Organizer: IBACC



Venue: IBA



Date: 28. October 2015



CHINESE DELEGATION IN KOLDING

On 28 April 2017, Niels Egelund, President of IBA, Morten Kier, Associate Professor & IBACC Board Member, Ildikó Antal, Director of Confucius Classroom, and Xiaoqing Xu, Director of Confucius Classroom, hosted the delegation of Guizhou Province of China.

The aim of the visit was to introduce and discuss education around the alleviation of poverty and the development of new industries in Guizhou, China.

IBACC's representatives were invited to visit Guizhou, with the purpose of enhancing mutual understanding and relationships by promoting exchanges and potential future co-operation with the province's vocational, educational institutions.



FACTS



Organizer: IBACC



Venue: IBA



Date: 28. October 2015

DANISH DELEGATION IN CHINA

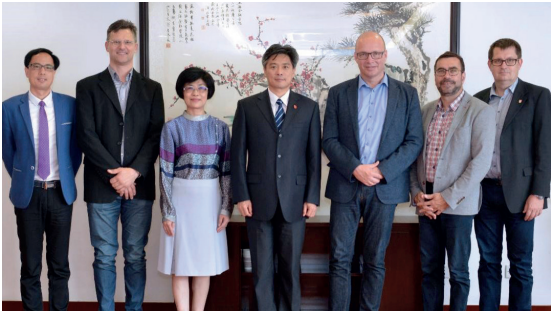
In the period from 11 June to 18 June, Morten Kier, Board Member of IBACC, participated in a delegation trip to China. The trip was organized by Business Kolding. The main aims of the tour were the following:

- Strengthen the IBACC's co-operation with SLUAF
 - Develop the partnership with Wuqing city
 - Share knowledge about Water Tech and Clean Tech
 - Seek partners within the 3-D printing industry for Next-Tech Kolding
 - Find partnership leads for local companies in Kolding

The following were part of the delegation:

 - Jørn Pedersen (Mayor of Kolding Municipality)
 - Thomas F. Boe (CEO of Kolding Municipality)
- Christian Haugk (Vice Mayor of Kolding Municipality)
 - Per Holm (CEO of Blue Kolding)
 - Tommy Langhoff (CEO of Business Kolding)
 - Niels-Arne Lauridsen (Business Advisor at Business Kolding)
 - Morten Kier (Associate Professor & Board Member of IBACC)
 - Mette Balsby (member of Kolding City Council)
 - Tobias Jørgensen (member of Kolding City Council)
 - Knud Erik Langhoff (member of Kolding City Council)
 - Jesper Elkjær (member of Kolding City Council)

The programme started in Shanghai with a delegation visit to SLUAF. At the meeting there, Morten Kier and Mayor Jørn Pedersen described the ways that the Confucius Classroom co-operation has enriched cultural life in Kolding, through the various cultural activities that have taken place in the past year (e.g. concerts at Koldinghus, Chinese lessons, interaction with local business life, Tai Chi lessons, Chinese cultural events in connection with Kolding's Culture Night, celebrations of Chinese festivals with Chinese food and tea). The President and Vice-President of SLUAF expressed their satisfaction with the collaboration, and ensured the delegation that they are working hard to get the Confucius Classroom upgraded



to a Confucius Institute. After that, the delegation visited the Danish Clean Tech Hub in Shanghai, as well as Fudan University, where professor Liang presented his research within 3-D print technology.

After Shanghai, the delegation travelled to Wuqing, where they had meetings with the local Mayor and Vice Mayor as well as the local Chamber of Commerce, with a view to strengthening the ties between Kolding and Wuqing, as well as paving the way for Danish companies who wish to set up shops in the Wuqing area. There were also visits to local companies who conduct research around 3-D printing technology, and the group got the opportunity to see 3-D printing techniques applied to mass-produced goods. In Wuqing, the delegation also visited the Grundfoss and Danfoss production sites.

The delegation had meetings at the Danish Embassy in order to discuss the current business climate in China, and to gather useful information for companies in the Kolding area. The delegation also visited Veolia Water Technologies in Beijing, where the CEO of Blue Kolding, Per Holm, gave a presentation about Kolding's clean tech approach and the efforts to turn Kolding into a "sponge city". Subsequently, there was a knowledge-sharing session around best-practices within the field.

FACTS

-  Organizer: Business Kolding
-  Venue: China
-  Date: 11 - 18 June 2017




BOARD MEETING AT THE IBA

The first board meeting took place at IBA on 28 October 2015. Niels Egelund, President of IBA, hosted the board meeting with the purpose of discussing the implementation agreement, future visions, goals, and plans of IBACC, and proposing the budget and activities for the following year, 2016.

The participants of the board meeting:

Niels Egelund	Chairman of IBACC board & President of IBA
Ulrik Dahl	IBACC Board Member & CEO of Danish Export Association
Klaus Bo Jensen	IBACC Board Member & Senior Project Manager at Alfa Laval
Morten Kier	IBACC Board Member & Associate Dean
Ildikó Antal	Director of Confucius Classroom & IBA International
Xu Xiaoqing	Chinese Director of IBA Confucius Classroom
Chen Jingying	IBACC Board Member & Vice President of SLUAF
Li Weidong	IBACC Board Member & Director of SLUAF International Exchange Office
Fang Shoujiang	IBACC Board Member & Dean of SLUAF School of International Exchange
Prof. Chen Wenjun	IBACC Board Member & Executive Director of Shanghai Sci-Tech and Finance Research Centre

FACTS

-  Organizer: IBACC
-  Venue: IBA
-  Date: 28. October 2015



BOARD MEETING AT SLUAF

The second board meeting was held in Shanghai, at SLUAF. The board members discussed the report of the previous year, along with its results. In terms of the future, topics such as the following year's budget, plus plans and activities, along with the upgrade to a Confucius Institute, were discussed.

The participants of the board meeting:

Niels Egelund	Chairman of IBACC board & President of IBA
Ulrik Dahl	IBACC Board Member & CEO of Danish Export Association
Klaus Bo Jensen	IBACC Board Member & Senior Project Manager at Alfa Laval
Morten Kier	IBACC Board Member & Associate Professor, IBA
Ildikó Antal	Director of Confucius Classroom & IBA International
Xu Xiaoqing	Chinese Director of IBA Confucius Classroom

Pro. Chen Jingying	IBACC Board Member & Vice President of SLUAF
Li Weidong	IBACC Board Member & Director of SLUAF International Exchange Office
Fang Shoujiang	IBACC Board Member & Dean of SLUAF School of International Exchange

FACTS



Organizer: SLUAF



Venue: SLUAF



Date:
17. October 2016

SHANGHAI BUSINESS CHAMBER MEETING

Shanghai Business Chamber has invited the board meeting participants of 2016 to Shanghai to a business dinner on 17 October 2016, to provide an opportunity to discuss future developments and improvements, both from China and Denmark, as well as to converse about prospective co-operation and collaboration opportunities.

The participants of the meeting:

Niels Egelund	Chairman of IBACC board & President of IBA
Ulrik Dahl	IBACC Board Member & CEO of Danish Export Association
Klaus Bo Jensen	IBACC Board Member & Senior Project Manager at Alfa Laval
Morten Kier	IBACC Board Member & Associate Professor, IBA
Ildikó Antal	Director of Confucius Classroom & IBA International
Xu Xiaoqing	Chinese Director of IBA Confucius Classroom

Pro. Chen Jingying	IBACC Board Member & Vice President of SLUAF
Li Weidong	IBACC Board Member & Director of SLUAF International Exchange Office
Fang Shoujiang	IBACC Board Member & Dean of SLUAF School of International Exchange

FACTS



Organizer: Shanghai
Business Chamber



Venue:
Shanghai



Date:
17. October 2016



CHINA NETWORK

China Network is a business network for companies in the Kolding region who have substantial engagement and interest in the Chinese market.

The members are CEOs, company owners or managers in their companies. They are engaged in production, sourcing, communications or consultancy.

The meetings in China Network are held 3-4 times per year on Fridays. At the meetings, matters of current interest regarding the Chinese market are discussed, and often members present specific business cases dealing with specific challenges relating to the Chinese market, e.g. regarding establishing a company in China, outsourcing/choice of supplier, sales & marketing, CSR, patents/IPR, market trends, recruitment, and retention of key employees. The cases are then discussed and suggestions for solutions/courses of action are put forward.


The meetings are conducted in an atmosphere of trust and confidentiality, and in this way, China Network works as a confidential forum, giving the opportunity for sparring with key decision-makers and benefiting from others' experience.


On various occasions, representatives from IBACC have contributed to solving specific problems for the members of China Network. Membership of China Network is free, and IBACC takes on the role as facilitator of the meetings. Recruitment takes place on the basis of recommendations by the other members.

Members as per August 2017:

Name	Company
Klaus Bo Jensen	Alfa Laval
Gert Sørensen	DeDietrich
Martin Thomsen	Jual
Søren Ravn	Sjølund Maskinfabrik
Søren Niebuhr	Business-Connect
Annette Dahl	C3 Consulting
Niels Egelund	IBA, Erhvervsakademi Kolding
Morten Kier	IBA, Erhvervsakademi Kolding
Ildikó Antal	IBA, Erhvervsakademi Kolding
Jesper Bejstrup	Prime Cargo
Henning Weisz	Mpasia
Hans Erik Bylling	Aller Aqua
Per Lyngaa	Maskinfabrikken Silkeborg
	Spåntagning A/S + Lyngaa.eu
Mikael Ørum Damgaard	Louis Poulsen

FACTS

 Organizer: IBACC

 Venue: Denmark

COMMUNICATION AND CO-OPERATION BETWEEN IBA & SLUAF

The collaboration between IBA and SLUAF operates at a high level due to continuous and effective communication. This efficient collaboration is also reflected in the mutual support of having established long-term projects, short-term projects, exchange programmes, etc.

SUMMER CAMP 2017

IBACC organized the Summer Camp in collaboration with SLUAF. The two-week Camp took place at the campus in Shanghai, with the purpose of improving IBACC students' Chinese language skills, and extending their knowledge of Chinese culture, cuisine, and lifestyle.

IBACC students had language courses at the Campus of SLUAF with experienced Chinese language teachers, and took part in various cultural programmes such as Chinese calligraphy, kite-making activities and singing popular Chinese songs.

Not only could the students learn from the university courses, but they could also see the hectic daily life of Shanghai by visiting Shanghai's most famous places, such as The Bund, Yu Garden, Shanghai Tower, Jade Buddha Temple, People's Square and Nanjing Road. Besides the tourist attractions, students had the possibility to discover everyday Chinese life and become acquainted with the Chinese mentality and attitude by meeting several Chinese students who helped the group during the journey. Exploring Chinese cuisine in traditional restaurants created a great experience due to the differences in the use of cutlery, meals, and

serving styles.

The Summer Camp provided the opportunity to experience not only a big city atmosphere, but also smaller, ancient settings by visiting Hangzhou and Xitang. The Summer Camp group visited the West Lake, Hangzhou's well-known scenery with mist-covered hills, stone gatehouses, ancient pagodas and quiet temples in the surrounding areas during a two-day trip. The students travelled to Xitang for another two days, an ancient scenic town where nine rivers cross each other. For this reason the town is also known as the Venice of China.

After their two weeks in China, the students were accustomed to the Chinese lifestyle and habits, had forged friendships with Chinese students and created unforgettable memories.

FACTS



Organizer: IBACC



Venue: Shanghai, China



Date: 28 June 2017 - 11 July 2017



EURO-ASIA BUSINESS MANAGEMENT

The IBA offers a special double degree programme, in collaboration with SLUAF.

What makes this degree special is its highly concentrated European-Asian perspective. With the programme taking place in Europe and in China, students get to meet a dynamic group of internationally-oriented, ambitious fellow students, with whom they can share experience and knowledge, while enjoying networking opportunities of potential value to their career.

The first two years are located at IBA, and the following two at SLUAF. Students then obtain an AP degree in Marketing Management (from IBA) and a Bachelor in Business Management (from SLUAF). During the two years at SLUAF, the curriculum is a mixture of mandatory Chinese language courses and business-related subjects.

Studying in this international environment enables the students to experience and interact with people from different cultures, bringing immense benefits in both personal and career development.



EXCHANGE PROGRAMMES FOR STUDENTS

IBA welcomes exchange students from its partner institutions, and it has amongst others a well-established relationship with SLUAF. Since 2015, more than 200 students have participated in the exchange programmes offered by the partnership between the two institutions. More than 30 Chinese students studied at IBA as exchange students since 2015, and just as many IBA students seized the opportunity to spend their exchange semester at SLUAF in Shanghai.

BETWEEN SLUAF AND THE IBA

EXCHANGE OF TEACHERS AND LECTURERS

Since the opening of IBACC, the two institutions have increased the possibilities for the exchange of volunteer lecturers and teachers. By having Chinese instructors, IBACC has greater opportunities to increase the level of Chinese language teaching, cultural and business activities. Moreover, the Chinese teachers have the possibility of developing a better understanding of the Danish education system, as well as the lifestyle and working culture.

It is not only teachers who are exchanged, as lecturers also come from SLUAF to the IBA to hold presentations and lectures IBA audiences. This helps IBACC to create a better impression and more trustworthy image, both at the IBA and on a local level.



SHORT-TERM PROGRAMMES

The IBA has sent 150 IBA students from Kolding, Denmark, to SLUAF, China, for short-term programmes, as of 2015.

These short-term programmes included several Study Trips, during which the students visited the university, had company visits, took part in cultural and language activities with Chinese students, and participated in sightseeing tours.

The collaboration enables the students to bring these different cultures closer and gain a better understanding of the other education system.

JOINT RESEARCH ARTICLE

Professors of SLUAF, IBA, and the University of Southern Denmark, have collaborated to write a joint research article, with the title 'Entrepreneurs pulled by opportunity and pushed by necessity: China and Denmark'.

The authors of this research article are professors from the above-mentioned universities:

- Shuyi Zhang, Full Professor of Research Centre of Business Administration, Shanghai Lixin University of Accounting and Finance, 2800 Wenxiang Rd, Songjiang Qu, Shanghai Shi, China
- Peter Waring Lei, Doctoral Candidate (DBA), LL.M., MPhil & MBA Executive, International Business Academy, Ålegården 2-4, 6000, Kolding, Denmark
- Mahdokht Sedaghat, Adjunct, Master's degree in Entrepreneurship, International Business Academy, Ålegården 2-4, 6000, Kolding, Denmark
- Thomas Schott, Professor, Department of Entrepreneurship and Relationship Management, University of Southern Denmark, Universitetsparken 1, 6000, Kolding, Denmark

Abstract:

The starting point is the proposition that entrepreneurs engage in entrepreneurship activities differently. 'Necessity entrepreneurs' engage in entrepreneurship to avoid unemployment, whereas 'opportunity entrepreneurs' pursue a recognized opportunity for profit. This proposition is refined by investigating inequalities within entrepreneurs in terms of age, gender, and education. These propositions are questioned to differ from one country to another, in this case China

and Denmark. Changes in China and Denmark over a dozen years have been tracked. Country-level data drawn from the Global Entrepreneurship Monitor, and based on a sample of 13,670 entrepreneurs covering the period 2001-2015, illustrate that entrepreneurs' motivations in China are different than Denmark; it is more necessity-based in China, and more opportunity-based in Denmark. Entrepreneurs' motivations differ according to age, education and gender in China and Denmark, in the sense that the older the entrepreneur, the less motivation for entrepreneurship in China. The more education, the more motivation for entrepreneurship in China. Males are more motivated than females in China. Motivation differs by age and education in Denmark in the sense that the older the entrepreneur, the less motivation for entrepreneurship. The more education, the more motivation for entrepreneurship. Motivation does not differ by gender in Denmark. China's opportunity based as well as necessity-based entrepreneurship has increased during the period of 2001-2015. Looking at motivation during the period of 2001-2015, Denmark's opportunity based as well as necessity-based entrepreneurship increased from the period of 2001-2005 to 2006-2010, but decreased from the period of 2006-2010 to 2011-2015.



LANGUAGE


IBACC offers Chinese Language and Culture as well as Business Chinese and Culture courses on two levels: beginner 1 and beginner 2. The language courses are offered to IBA students and staff members, and are open to the public. The courses end with a Chinese Proficiency Test (HSK), and an opportunity to participate in the Summer Camp in Shanghai, to practice the language and experience the culture in its own environment.


CHINESE LANGUAGE AND CULTURE COURSES 2016


IBACC offers Chinese Language and Culture Courses on two levels: beginner 1 and beginner 2. It is not only IBA students who have the possibility to take part in the evening courses, but also staff members, businessmen, and external students may attend.

At the end of each semester, the students can take and acquire the exam of the HSK test on their level.

SEPTEMBER 2016 - DECEMBER 2016	
Monday	Beginner 2 15.45 - 17.30
Tuesday	Beginner 1 15.45 - 17.30
	Beginner 2 17.45 - 19.30
Wednesday	Beginner 1 17.45 - 19.30

- FACTS
- 

Organizer: IBACC
- 

Venue: IBA
- 

Date: September 2016 - December 2016





CHINESE LANGUAGE AND CULTURE COURSES 2017


The Chinese Language and Culture Courses continued on two levels in the Spring semester in 2017. The courses ended with a HSK exam on 11 June 2017.

From September 2017, IBACC will be offering Chinese Language and Culture Courses at three different levels: Beginner 1, Beginner 2, and Elementary 1. IBACC continues to provide these language courses for IBA students, exchange students, staff members, employees, and students from other educational institutions.

At the end of the semester, on 3rd December 2017, the students will take the HSK exam at their relevant level.

- FACTS
- 

Organizer: IBACC
- 

Venue: IBA
- 

Date: February 2017 - January 2018

FEBRUARY 2017 - JUNE 2017		SEPTEMBER 2017 - JANUARY 2018	
Monday	Beginner 1 15.45 - 17.30	Monday	Beginner 1 15.45 - 17.30
	Beginner 2 17.45 - 19.30		Beginner 2 17.45 - 19.30
Tuesday	Beginner 1 15.45 - 17.30	Tuesday	Beginner 1 15.45 - 17.30
	Beginner 2 17.45 - 19.30		Beginner 2 17.45 - 19.30
		Wednesday	Elementary 1 15.45 - 17.30

BUSINESS CHINESE AND CULTURE COURSES 2016

IBACC offers Business Chinese and Culture Courses for those who would like to acquire not only Chinese language knowledge but also Chinese business terms. The courses are offered on beginner one level. It is not only IBA students who have the opportunity to take part in the evening courses, but also staff members, businessmen, and external students.

At the end of each semester, the students can take and acquire the exam of the HSK test in their level.

SEPTEMBER 2016 - DECEMBER 2016	
Monday	17.45 - 19.30
Wednesday	15.45 - 17.30
Thursday	15.45 - 17.30

FACTS



Organizer: IBACC



Venue: IBA



Date: September 2016 - December 2016

BUSINESS CHINESE AND CULTURE COURSES 2017

IBACC continued offering Business Chinese and Culture Courses for those who would like to acquire not only Chinese language knowledge, but also Chinese business terms on two levels during 2017 Spring semester.

At the end of the semester, students could take the HSK exam on their levels, on 11th June 2017. The courses are offered at three different levels, from September 2017: Beginner 1, Beginner 2, and Elementary 1.

At the end of the semester, on 3rd December 2017, students take the HSK exam at their relevant level.

FACTS



Organizer: IBACC



Venue: IBA



Date: February 2017 - January 2018

FEBRUARY 2017 - JUNE 2017		SEPTEMBER 2017 - JANUARY 2018	
Wednesday	Beginner 1 15.45 - 17.30	Monday	Beginner 1 15.45 - 17.30
	Beginner 2 17.45 - 19.30		Beginner 2 17.45 - 19.30
Thursday	Beginner 1 15.45 - 17.30	Tuesday	Beginner 1 15.45 - 17.30
	Beginner 2 17.45 - 19.30		Beginner 2 17.45 - 19.30
		Wednesday	Elementary 1 15.45 - 17.30

CHINESE COURSES FOR MIDDLE SCHOOL STUDENTS

These Chinese language courses are designed for middle school students in Grade 7-9. Students learn the basics of Chinese language and actively participate in cultural activities. There are two Chinese classes each week, and ten students participate in each class. The teaching takes place at IBACC's teaching spot at Kolding Realskole, carried out by Tan Ai Mei. These students also take the HSK exam in their level at IBA.

FACTS



Organizer: IBACC



Venue: Kolding Realskole



Date: February 2017
- January 2018

CHINESE FOR CHILDREN

Saturday 23rd September 2017 was the first time that IBACC has offered Chinese courses for children, with the aim of improving the Chinese skills of smaller children. IBACC introduced these courses for two groups: children between the ages of 3-6, and 7-10.

For the smaller children between the ages of 3-6, teaching is presented in a more playful manner: the teachers place a lot of emphasis on improving the vocabulary through drawing figures, lively images, simple tasks, and games.

The group for children between the ages of 7-10 are taught to develop and strengthen their Chinese language skills through conversations and several writing tasks. This is because their conversational level is reasonably good due to their parents, but they need to focus their efforts on developing a stable base for their writing skills.

IBACC also thrives on establishing close relationships with the parents of the participating children, in order to understand them and their expectations better, and also to ensure that they have trust in IBACC. In this way, it is easier for IBACC to make sure that the young children get the most out of the teaching, and that the option of learning Chinese from early childhood will continue to be a possibility in Kolding.

FACTS



Organizer: IBACC



Venue: IBA



Date: 2017 Autumn semester



PRIVATE CHINESE COURSES

IBACC provides private courses on Chinese language and Chinese business. These courses are customizable, and the curriculum is devised in collaboration, as it mostly depends on the preferences of the students.

Private courses for businessmen

This course is called Conversational Chinese 301, which puts the emphasis on how to improve the ability to use Chinese for daily communication and to present the most essential and useful phrases in the Chinese language. This course enables students to master some basic conversational words, phrases and sentences, and to acquire the ability to engage in simple conversations with Chinese people in Mandarin. The course also focuses on the basics of Business Chinese to help the students speak, and to understand daily business life when participating on a business trip in China.



Organizer: IBACC



Venue: IBA



Date: From April 2017
- January 2018

Private courses for children

This private course is designed for two children, Sophia and Valdemar, who learned Chinese when they lived in China, as they attended Chinese primary school. For Sophia, the textbook called Grade 3 is used to acquire the useful vocabulary of the children's life, with the reflection of the characteristics of the daily life. For Valdemar, Grade 2 Chinese textbook is used, including eight units to introduce the student's life, environmental issues, science etc. in Chinese.



Organizer: IBACC



Venue: IBA



Date: From March 2017
- January 2018

Private courses for IBA employees

This Conversational Chinese 301 course is designed for an IBA employee, with the aim of improving the ability to use Chinese for communication, and demonstrating the most essential and useful vocabulary of Chinese language for daily life. This course enables the student to master the basics of conversational Chinese, and to acquire the ability to engage in simple conversations with Chinese people in Mandarin.



Organizer: IBACC



Venue: IBA



Date: From June 2017
until January 2018

HSK TEST 2016

All IBACC students had the opportunity to take the HSK (Chinese Proficiency) test at the end of the semester in December 2016 at IBA. 22 students took the HSK test on their levels, and 21 students successfully passed with an average score of 164.

FACTS



Organizer: IBACC



Venue: IBA



Date: 16 December 2016

HSK TEST 2017

IBACC students had the opportunity to take the Chinese Proficiency tests, HSK 1 and HSK 2, on their own level. The tests were held on 11 June 2017, with 21 participants in HSK 1 and 23 participants in HSK 2.

FACTS



Organizer: IBACC



Venue: IBA



Date: 11 June 2017

HSK EXAM CENTRE

IBACC became an HSK Exam Centre in October 2016. Due to this approved status, it is not only IBA students and staff members but also other institutions' students who have the opportunity to participate in HSK (Chinese Proficiency) tests and receive a Chinese language certificate.

FACTS



Organizer: IBACC



Venue: IBA



Date: October 2016

CHINESE CORNER – TEA & TALK

The weekly Chinese Corner invites along everyone who would like to hear and learn more about Chinese culture, habits, traditions, and language. Every Friday, the participants have the chance to expand their knowledge, broaden their horizons, and practice their language skills with native Chinese students. Each Chinese Corner is organized with a theme in mind, focusing on one particular activity or tradition such as Chinese tea, calligraphy, travel tips, and tricks and traditional Chinese clothing.

FACTS

 Organizer: IBACC

 Venue: IBA

 Date: Weekly



TEACHING SPOTS

The IBACC teaching spots aim to strengthen the relationship between IBACC and local educational institutions. These partnerships enhance the connection to Chinese language and culture, and help the community to engage in the activities of IBACC.



TEACHING SPOT AT KOLDING REALSKOLE

IBACC has established a collaborative agreement with Kolding Realskole, in order to strengthen IBACC provision of social service to the Danish community, develop Chinese teaching and learning in Danish elementary and secondary schools, and enhance mutual understanding and friendship between younger generations in Denmark and China. For this reason, IBACC teaching spot has been established at Kolding Realskole, approved by The Office of Chinese Language Council International (Hanban).

The main objective of the agreement is to enable Kolding Realskole to offer Chinese teaching programmes with the guidance of IBACC, co-organize the Chinese Test for Young Learners (YCT) with IBACC, organize exchange programmes between Danish and Chinese elementary and secondary school students, and offer activities related to Chinese language and culture.

FACTS



Organizer: IBACC



Venue: Kolding Realskole



Date: July 2017

BUSINESS

IBACC aims to strengthen and expand business relations between China and Denmark by supporting and encouraging Danish companies. IBACC hosts high-class events for businessmen and interested individuals, in improving their skills and understanding of all aspects of Chinese business.

CHINA BUSINESS FORUM

On 16 November 2016, Confucius Classroom at IBA hosted an event including talks about today's business climate in China. The guests attending the lecture were local business people, local politicians, IBA professors as well as bachelor students.

The event is part of the efforts on the part of Confucius Classroom at IBA when it comes to mutually beneficial knowledge-sharing about Chinese culture, language and business.

The lectures covered economic as well as cultural aspects, and the three Chinese guest lecturers were very successful in linking their academic points and facts with practical 'how-to' information.


LECTURES


Dou Ran – Associate Professor, Shanghai Lixin University of Accounting and Finance
Topic: New FDI Challenges and Opportunities in the One Belt, One Road Strategy


Sun Hongyu – Deputy General Manager, Beijing Fenghuametal I/E Corp.
Topic: Management of Cross-cultural Conflicts

Zhang Jingmei, General Manager & Owner, Qingdao Headwear China Co., Ltd
Topic: The Key Success Factors for a Business in China

FACTS

 Organizer: IBACC

 Venue: IBA

 Date: 16 November 2016



BUSINESS LECTURES

FACTS

 Organizer: IBACC

 Venue: IBA

Several business lectures were carried out on different topics since the inauguration of IBACC. The main purpose of these business events was to help the audience extend their knowledge on relevant economic issues in China and business culture differences between China and Denmark.

8 December 2015

IBACC organized a Business forum on the topic of using China's 13th Five-Year Plan as a Lead for Business Activities.

The lecturers from Aarhus University and Copenhagen Business School illustrated the major objectives and development philosophy of the modern China, its social governance and developing environment. The audience consisted of 30 people from business-related fields who could greatly utilize the content of this seminar.

7 May 2016

IBACC organized a Culture seminar for the students of the IBA. Fifty students attended the lecture, where Chinese cultural models were described and ethical and moral issues were explained.

8 May 2016

IBACC provided a platform for IBA teachers and staff members to broaden their understanding of the Chinese people's mentality. The aim of this platform was to help IBA students to find the best way to approach their fellow Chinese students, and how they can work together effectively on a daily basis.

16 May 2016

An afternoon course was organized for nearly 200 students at IBA on the topic of Chinese Business and Culture.

16 Nov 2016

IBACC invited a Chinese professor and an experienced businessperson from China to help IBA students broaden their horizon on Chinese business terms, new policies and trading practices, and to help them understand the most relevant techniques when doing business in China or with Chinese partners.



CHINA BUSINESS CONFERENCE

The China Business Conference was held in Kolding on the 8th of November, with the assistance of IBACC, who also had representatives present. Approximately 30 people attended the event, most of whom were business executives from Denmark with a professional interest in the Chinese market. The main focus of the event was export possibilities in China.

The schedule included four main points for the day: two company cases, Danish Industry, and a consultancy company.

Anders Kjølner from Danish Industry started the day, with an update of the most recent political and business news from China, and its relevance for Danish companies. He also presented the ways that DI seeks to assist Danish companies in China, and to inform them of the many pitfalls they can expect to encounter. Anders Carøe Bylling from Aller Aqua followed; a company which recently opened a fish feed factory in Qingdao, China. The case study backed up some of the relevant factors mentioned in the DI presentation - regarding the pitfalls they faced, but also the benefits gained from successfully establishing themselves in China. It was a story of tangling with permissions, the

massive competition in the market, and of Aller Aqua finding their place within it all.

After a short break, the same format followed, with Bente Dyring from Dyring Consulting speaking about the cultural differences when conducting business in China. Her points were backed up by Frank Eisby from Vetaphone, who shared his experience of unsuccessfully attempting to expand in China at the beginning. His company eventually went into profit via direct export instead, after many years of getting it wrong and not quite understanding the Chinese way.

The event provided a good opportunity for many interested business people to share knowledge and understanding of the Chinese market, while expanding their professional network.

FACTS



Organizer:
Business Kolding



Venue: Next Tech,
Tvedvej 7, Kolding, Denmark



Date: 8 November 2017



CULTURE

IBACC puts a great emphasis on the promotion of cultural activities and events, thus bringing the Chinese culture closer to Danish and international students, along with business representatives. These events and activities have a focus on breaking down the walls of cultural differences and inconvenience, thereby encouraging individuals to engage in Chinese culture and cross-cultural communication.

CHINESE NEW YEAR 2016

All IBA students got a taste of the Chinese festivities when they headed to the canteen for lunch, on Monday 10 February 2016.

Red paper lanterns with yellow tassels hung from the ceiling, brightly coloured Chinese newspapers were laid out on the tables, and a three-metre-high screen showed the huge international TV programme 'Spring Festival Gala'.

Director of the Confucius Classroom, University Professor Gail Xu Xiaoguin, along with Ildikó Antal, director of IBA's International Department and Confucius Classroom, oversaw the celebration of Chinese New Year at the IBA. Gail Xu Xiaoguin and her husband took over the kitchen at IBA Canteen, where they showed canteen

chef Brian Finderup how to make so-called 'dumplings', which are China's answer to Ravioli. The delicious 'pasta', with various meat fillings, was then served out to the tables for everyone to try. Participants could see the preparation process of the dumplings while enjoying the traditional taste.

There was also a whole counter of Chinese courses as part of the regular buffet at the IBA, for the three days of the festival. As with Danish Christmas and New Year, the Chinese celebrate their New Year with good food, friends and family - but for fifteen days in a row.

FACTS



Organizer: IBACC



Venue: IBA



Date: 10 February 2016



CHINESE NEW YEAR 2017

IBACC prepared the festive atmosphere to celebrate the Chinese New Year at IBA Canteen. It was the second time for IBA students to celebrate the most important Chinese holiday.

The audience took in the rich smells of homemade dumplings and Chinese Jasmine tea, while Director of the Confucius Classroom, University Professor Gail Xu Xiaoguin, along with intern Junyu Wang, showed the techniques involved in preparing, rolling and forming the traditional Chinese dumplings.

Chinese riddle games tested the knowledge of the visitors on Chinese culture, and each correct answer won a student prize of a panda key chain, chopsticks, bookmarks and other small gifts.

FACTS



Organizer: IBACC



Venue: IBA



Date: 10 February 2017



CULTURE NIGHT 2016

Six Chinese exchange students represented IBACC at Kolding's Night of Culture, all studying at IBA during that semester. These students offered tastings and impressions of their culture in the Asian Corner of Kolding's event.

The programme gave a genuine feel of China. Curious passers-by got the chance to try out some Chinese specialties offered by local Chinese stores; different varieties of authentic Chinese tea, Chinese dumplings and candies. Visitors could try writing traditional Chinese calligraphy with a fine brush, and had the opportunity of winning panda-themed key chains and other small gifts by correctly answering Chinese riddles.

Two musicians, one of whom is Chinese, came from the Royal Danish Academy of Music and entertained the audience with traditional love songs. The warm atmosphere blended into a popular Chinese song, with IBA's Chinese students joining in and adding their voices to the mix. The music performances were followed by a Chinese exchange student from the IBA who performed a folk dance originally from Xinjiang, China.

FACTS



Organizer: IBACC



Venue: Tomtepladsen, Kolding



Date: 26 August 2016



CULTURE NIGHT 2017

IBACC promoted Chinese language and culture inside Koldinghus during Kolding's Culture Night, with the assistance of exchange students from China.

For the second time, IBACC participated in Kolding's Culture Night, but this time with a bigger venue, located inside a private room in Koldinghus, where the room was transformed into the bright red colours of the Chinese decorations, symbolising happiness and fortune - a colour used for many Chinese celebrations, most importantly for the Chinese New Year. This year, IBACC was assisted by nine exchange students wearing traditional clothing. They welcomed the over 1000 visitors that night in Koldinghus, and performed singing and dancing in collaboration with other Chinese artists.

Chinese art took a large part of the event, with two musicians playing traditional Chinese music - old pieces fitted with poems, which the students read aloud for the audience. Guo Kai, the musician, was playing on a pipa, a Chinese lute, and Zhang Yu entertained the audience by playing a ban zheng, a Chinese zither instrument.

The visitors had the chance to taste several varieties of tea from China, from the familiar Green tea and Jasmine tea, to Pu'er and Tie Guan Yin, a type of Oolong tea. After having the delicious Chinese tea, visitors came to the IBA booth to learn more about Chinese lessons at IBACC, while enjoying delightful sweets from China.

Visitors made their attempts in writing Chinese Calligraphy while kids enjoyed traditional Chinese paper cutting and painting beautiful figures. While challenging, people enjoyed merging themselves into the culture through activities as well, and exploring their artistic side. Furthermore, beautiful Chinese arts were displayed in both traditional and more modern style from the painter Xiong Kai.

People seemed to thoroughly enjoy all the activities, and many had their interest piqued regarding Chinese language and culture.

FACTS



Organizer: IBACC



Venue: Koldinghus, Kolding



Date: 25 August 2017



CONFUCIUS DAY CELEBRATION 2016

The Confucius Day Celebration supported greater understanding and closer friendship between Denmark and China within the walls of IBACC.

IBA students were brought into a real Chinese atmosphere during their lunch break, where freshly made Chinese tea and traditional homemade Chinese food was awaiting them. Chinese exchange students created an authentic environment by serving tea in Chinese kimonos that is an essential part of the celebration.

Moreover, the Chinese students showed the techniques of calligraphy and the tricks of using the soft brush pen to the audience, after which IBA students could also show off their newly discovered talents in this Chinese writing style.

FACTS



Organizer: IBACC



Venue: IBA



Date: 23 September 2016



CONFUCIUS DAY CELEBRATION 2017

Confucius Day was celebrated for the second time, to support greater understanding and closer friendship between Denmark and China. The event was organized within the walls of IBA.

Professor Xiaoqing Xu helped IBA students broaden their knowledge through her presentation about Chinese culture, as well as the great philosopher of Chinese history, Confucius.

The introductory presentation ended with a quiz based around Professor Xiaoqing Xu's presentation, where students answered creative questions about Confucius, Chinese history and geography. The quiz was presented

on an interactive website where students could participate individually with their phones.

Quiz participants were rewarded, with the best three students receiving special gifts from IBACC. As is the habit of IBACC, Chinese tea was served for the students, who could enjoy it along with fruits and Chinese sweets during the event.

FACTS



Organizer: IBACC



Venue: IBA



Date: 26 September 2017





MID-AUTUMN FESTIVAL

The Mid-Autumn Festival 2016 was the first on-campus celebration during the Autumn semester 2016. IBA students participated in the event and enjoyed the special flavours of different Chinese Moon-Cakes and candies, fresh fruits, and with a cup of freshly made Chinese tea. While enjoying the different aromas and flavours, lectures and short movies were played to bring the origin and meaning of the festival closer to the international and Danish students.

As the Mid-Autumn Festival is all about togetherness, joy and happiness with family and friends, IBACC created this festive spirit to celebrate this time of the fullest and brightest moon.

The Mid-Autumn Festival 2017 was held for the second time at IBA, to celebrate togetherness, joy and happiness in a warm environment.

Different types of Mooncakes were served, which are the main element of the Mid-Autumn festival. Participants could choose from different flavours: yolk, lotus seed and red beans. Chinese exchange students of IBACC surprised IBA students with their home-made meat-flavoured Mooncakes, which became the main attraction of the event. The Mooncakes were certainly popular among students, along with fresh fruit and freshly served Chinese tea. While enjoying the different aromas and flavours, some lectures and short movies were played about the history and meaning of this special festival.

FACTS



Organizer: IBACC



Venue: IBA



Date: 15 September 2016

FACTS



Organizer: IBACC



Venue: IBA



Date: 26 September 2017



CHINESE MUSIC CONCERT 2016

IBACC organized a Chinese Music Concert in co-operation with the Music Confucius Institute (MCI), within the walls of Koldinghus (Kolding Castle).

This unique musical experience featured six musicians from the Royal Danish Academy, who performed both solo and ensemble works with traditional Chinese instruments. These music pieces gave an insight into

traditional Chinese music and its exceptional sound, by creating an exclusive atmosphere.

The guests could listen to the universal melodies played on 7-stringed zither, pipa, percussion and other authentic Chinese instruments.

FACTS



Organizer: IBACC



Venue: Great Hall of Koldinghus



Date: 4 October 2016



CHINESE MUSIC CONCERT 2017

IBACC, in collaboration with “Love · Delight Girls’ Orchestra” from Tianjin, China, offered a unique music experience at Kolding Castle.

Love · Delight Girls’ Orchestra is composed of young and talented female musicians who are from Tianjin Symphony Orchestra, and who love music. Love · Delight Girls’ Orchestra is the only all-female performance group. By virtue of their exquisite technologies, special interpretations of domestic and foreign songs,

and passionate performing status, they receive high recognition all around the world.

The guests experienced a large-scale orchestral work, composed of six suites with well-known Chinese folk songs and western orchestral colour, showing a picture of the Han people’s lives.

The Love · Delight Girls’ Orchestra performed 12 pieces from the 24 Pieces on Chinese Folk tunes for Orchestra.

FACTS



Organizer: IBACC



Venue: Great Hall, Koldinghus



Date: 19 May 2017



DRAGON BOAT FESTIVAL 2017

On Tuesday, 30 May 2017, IBACC held the Dragon Boat Festival to celebrate this long marked Chinese cultural holiday. IBACC prepared some Dragon Boat Festival specialties: rice dumplings (zongzi) with pork fillings in bamboo leaves and two types of spring rolls: with vegetable and beef fillings.

As usual, Chinese tea was served with different flavours. IBA staff members, IBA students and the students of the Chinese language courses were introduced to the traditions of this festival, after which they were shown how to make these special rice dumplings on their own.

At the end, the participants were rewarded with small gifts of chopsticks, scent bags and panda key chains.

FACTS

 Organizer: IBACC

 Venue: IBA

 Date: 30 May 2017




CHINESE TAI CHI & MARTIAL ARTS CLASS


IBACC invited Zhiyuan Yue, a professional teacher in Chinese Tai Chi & Martial Arts from Copenhagen Business Confucius Institute, to give a series of introductory courses to the motivated students of IBACC.


These special Tai Chi & Martial Arts classes took place in the frame of the weekly Chinese Corner at IBA, Kolding. The main purpose was to introduce these Chinese training forms to students and inform them about the health benefits of Chinese exercise, while enjoying the relaxing and uplifting melodies of Tai Chi music.

The participants could try on different Martial Arts uniforms in which they could practise the acquired techniques and movements.

FACTS

 Organizer: IBACC

 Venue: IBA

 Date: 31 March, 5 May 2017





CHINESE TAI CHI CLASS

On the 10th November, IBACC invited a special guest, Sara Kim Hjortborg, to present a class about this ancient Chinese martial art to any students with an interest in Chinese culture.

It was not only IBACC students who participated in the event, but also enthusiastic students from IBACC's teaching spot, Kolding Realskole, who took part in the event.

Sara had the students carry out exercises in pairs, such as one-legged squats, and taught them how to perform the basic movements correctly. Tai Chi challenged the participants' balance immensely, in every way.

FACTS



Organizer: IBACC



Venue: IBA



Date: 10 November 2017



CHINESE FOLK MUSIC CONCERT

IBACC, in co-operation with Kolding Realskole, organized a Chinese folk music concert in collaboration with Shaanxi Folk Music Orchestra from China.

More than 80 students enjoyed the one-hour concert, where five talented musicians in the fields of national instruments, Shaanxi local folk music and folk local opera music, gathered in Kolding Realskole to give a high standard performance. The group performed five pieces, starting with a Chinese String Quintet which brought the audience into the solemn and mysterious mood. The shows continued with a Zhongruan and Erhu solo introducing a drum solo and a horse racing folk music respectively. The fourth piece introduced a

pipa and guzheng dute, which is a rework of a traditional well-known song, XiYang XiaGu, dating back to the Ming Dynasty.

Lastly, a Chinese String Quintet, with the name of 'Why The Flowers Are So Red', adapted to a Tajik folk song.

At the end of the concert, the musicians invited the students to the stage and showed them how to play these special Chinese folk instruments. The pupils of Kolding Realskole enjoyed this interactive ending to the event, which certainly remains a unique experience.

FACTS



Organizer: IBACC in cooperation with Realskole



Venue: Kolding Realskole



Date: 15 June 2017



CHINESE MOVIE NIGHT

IBACC organized a special Movie Night for the students of IBACC to watch a Chinese movie together in a lovely environment. A drama/action movie called 'The House of Flying Daggers', chosen by the students, portrayed a secret organization that opposes the government.

The students enjoyed the excitement of the movie with different drinks, popcorn and Chinese candies, to bring the real cinema atmosphere to IBA.

FACTS



Organizer: IBACC



Venue: IBA



Date: 4 April 2017



CHINESE FOOD CORNER

On Friday 27th October it was all about food, at the Chinese corner event. In a sense, the event came in two halves: seeing and doing.

The attendees saw videos, along with short lectures about Chinese cuisine and some of its different regional varieties.

The 'doing' part revolved around one of the most important foods for the Chinese: dumplings. Their importance is due partly to their symbolic connection to wealth and fortune... but mostly due to their deliciousness. In the north of China, where this type of dumpling comes from, they are frequently eaten during the winter solstice to provide warmth. While October is not officially winter time, that warmth was nonetheless very welcome during the Danish autumn.

The students both tasted freshly made dumplings, cooked with the assistance of Chinese IBA students, and had their go at shaping their own. The dumplings were eaten with China's most popular chili sauce brand.

For creating the dumplings, both the dough outers and the fillings had been prepared ahead of time; but many still found it challenging and rewarding to try and shape them in the correct manner. Students expressed how much they'd enjoyed trying to make them, and were allowed to take away with them all the dumplings they'd created, so they could cook them freshly at home.



FACTS



Organizer: IBACC



Venue: IBA



Date: 27 October 2017



MEMBERS

BOARD



Niels Egelund - Chairman,
President of IBA



Morten Kier - Board Member,
Associate Professor at IBA



Ulrik Dahl - Board Member,
CEO - Danish Export Association



Klaus Bo Jensen - Board Member,
Manager System & Product
Architecture, Alfa Laval



Chen Jingying – Board Member,
Vice President, Shanghai Lixin
University of Accounting and
Finance



Li Weidong – Board Member,
Director of International Office,
Shanghai Lixin University of
Accounting and Finance

STAFF



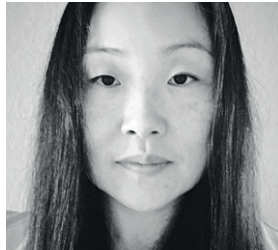
Ildikó Antal - Director of
IBACC



Xu Xiaoqing - Chinese
Director of IBACC



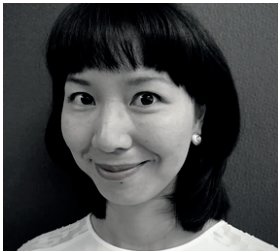
Dóra Péter - Coordinator
of IBACC



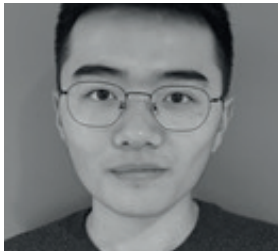
Ying Chen- Teacher



Yu Min – Teacher



Ting Chen – Teacher



Wang Junyu – Intern



Zheng Yue - Intern

PROMOTION

Website

On IBA's website, IBACC has a separate section to itself, to announce different news, upcoming activities, courses and events, and to reflect on past activities and events.

Social media

IBACC's Facebook presence makes it possible to inform students about news and upcoming events, and to keep them engaged through social media.
IBACC's Instagram page allows social media users to stay informed about IBACC's main arrangements, and to view its colourful pictures about past events.

Press

To enhance the influence of IBACC, our activities have been reported several times by both local newspapers and by the Southern Denmark newspaper Jyske Vestkysten – activities such as the inauguration ceremony, cultural activities, and business-related events.

Shanghai Lixin University of Accounting and Finance news

SLUAF regularly reports IBACC's language-based cultural and business activities and events.

