

“From Monkhood to Motorbikes: My Adventures with Modern Languages so far...”

James Brodie

China-Britain Business Council

SCILT Business Brunch

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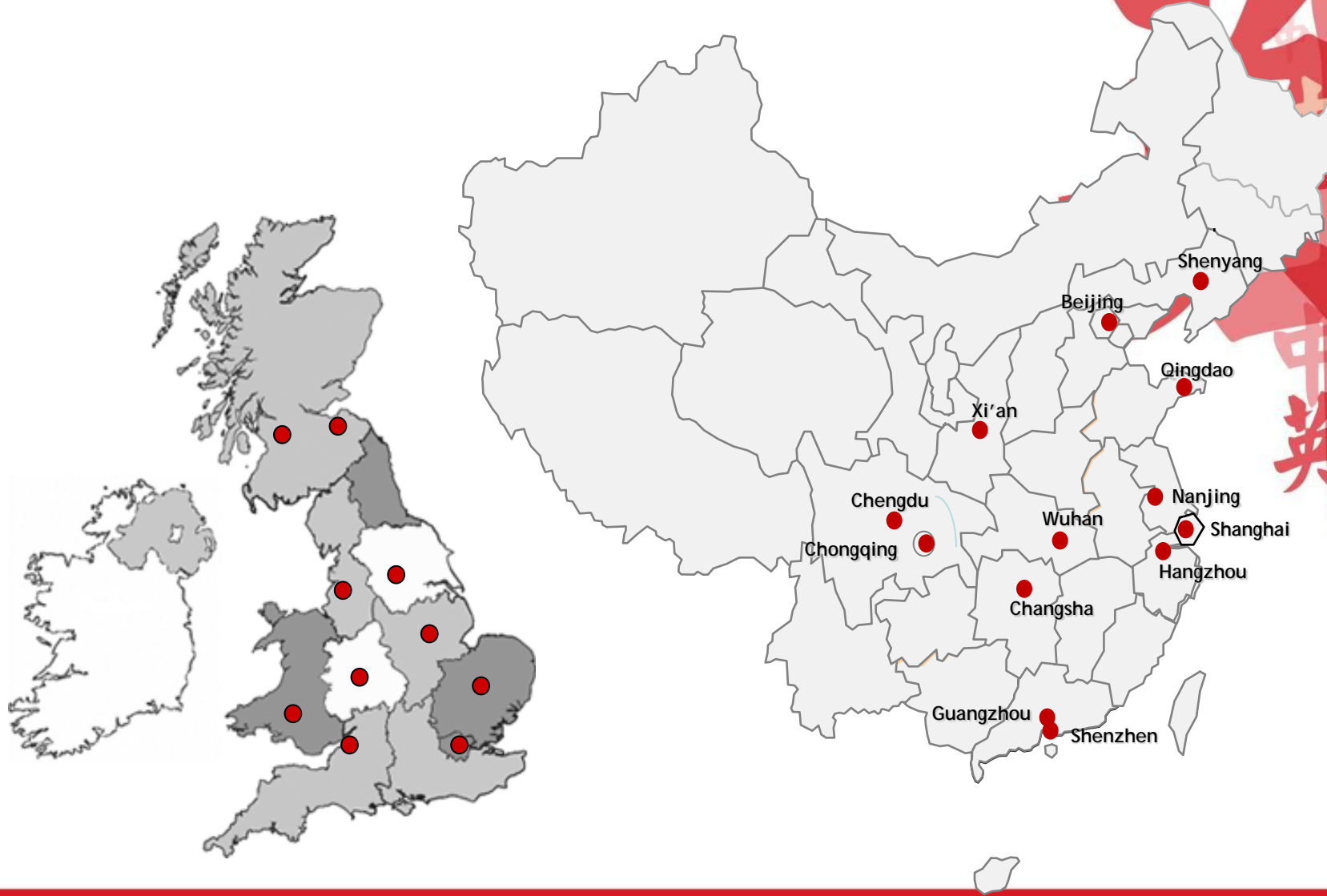


Topics

- CBBC Overview
- My own journey
- Living in a foreign country
- How could you prepare for this?
- Future trends



The CBBC Network





Volunteer in **THAILAND**

*Apply
Now!*

OVERVIEW

DAVE (DESK OFFICER)

RV IN THAILAND

WHY VOLUNTEER HERE?

PROJECTS

Project Trust can o
projects in Thailand





Students become TV stars

Adventure series to be shown in China

Four Sheffield Chinese Studies students – James Brodie, Lucy Johnston, Stuart McClelland and Siân Rogers – will become familiar faces in China with the showing of the *Challenge UK* series on national television.

The four third-year students were chosen, from over seventy applicants nation-wide, as the British participants in an 'adventure challenge' that was filmed during May at different locations around the UK. In the bi-lingual (Mandarin and English) challenge, the Blue Team (James, Lucy and their Chinese team-mates Han Yun and Yao Junfeng) competed against the Red Team (Stuart, Siân, Zhou Yi and Wang Ping) to produce a television commercial, build a bridge, do a room makeover, and negotiate a

two-day survival course on the Brecon Beacons in Wales.

Challenge UK was produced by the documentary television company Infonation and coordinated by the Foreign and Commonwealth Office as part of its 2003 *Think UK* initiative, designed to promote British technology, education and the arts in China. During the individual challenges the two teams received high-level professional advice and mentoring from advertising agencies Ogilvy and BMPDDB, the Inchbald

School of Design, and engineering consultants Scott Wilson, Arup and Balfour Beatty.

The contest was very keenly fought with the Blue Team emerging as narrow victors and winning the £20,000 prize.

James, Lucy, Stuart and Siân talk about the filming of *Challenge UK* on pages 8-9.

- *The Blue Team and their adviser test the stability of their bridge for the judges.*



English + French + Mandarin
(and throw in a little luck) =

THIS











Why could you end up working with China?

- Linguistic or cultural interest
- Future economic superpower
- Explosion of cultural change



How to prepare for this?

- By taking an interest early on
- Getting to know China (on Gap Year?)
- Learning of language
- Focus on an area in which Scotland has comparative advantage (creative sector/engineering/renewables/education/life sciences, niche retail products, etc.)



Learning the language - it can be fun - honest!

日(sun)	+	月(moon)	=	明 (Bright)
人 (man)	+	木(tree)	=	休 (Rest)
力 (strength)	+	田 (field)	=	男(Male)
人 (man)	+	口(enclosure)	=	囚(Prisoner)
女 (woman)	+	子 (child)	=	好 (Good)



Future Trends

- More Chinese coming to Scotland
- More Exporting from Scotland to China
- China is changing fast
- Ultimately for you to determine!





Thank you!
谢谢!

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