

Canada / China Language and Cultural Training

Country:	China
Source of Funding:	Canadian International Development Agency (CIDA)
Total Project Value:	\$25,000,000
Sectors:	English and French Language Training, Cross-Cultural Training
Start/End Dates:	1982 – 1997
Duration:	15 years
Description:	The primary purpose of this project was to improve the capacity in China to provide language training and in Canada to provide cross-cultural orientation and support to Chinese trainees sponsored by the Canadian International Development Agency (CIDA).

The project had a number of integrated components. This included the management and staffing of language training centres at the University of International Business and Economics in Beijing and at Beijing Normal University. These centres provided language/testing services (English and French), curriculum and materials development, and cultural training for Chinese professionals coming to Canada under CIDA sponsorship. In addition, extension centres were also established in five other centres in different parts of China. Over the ten years of operation, these arrangements provided language training to over 2000 trainees from all over China.

The project also included the management and staffing of four Regional Orientation Centres at universities across Canada, including Saint Mary's University. The role of these Centres emphasized the need to understand the Chinese and Canadian cultural differences as an essential means of improving the cross-cultural communication process.

In addition, strong management and communication strategies needed to be developed and carried out given the complexity of the project. In addition to the various institutions directly involved in the project, given that the client base was drawn from other CIDA funded Chinese projects, communication and networking systems in China and Canada were an integral part of the project's success.

Partner Institutions:	Beijing Normal University, China University of Business and Economics, Beijing, China University of British Columbia York University Universite de Montreal University of Ottawa
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