

# **SPEAK MANDARIN CAMPAIGN 2009**

## **PARTNERS**

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Chinese Language and Culture Fund  
Clear Channel Outdoor  
ComfortDelGro Corporation Ltd  
SMRT Corporation Pte Ltd  
Asian Civilisations Museum  
Confucius Institute  
Drama Box  
Eduplus Language Centre  
Hwa Chong Institution  
National Library Board  
Renhai Corporation and Renhai Clinic  
Tea Chapter  
The Theatre Practice  
YMCA of Singapore

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### CHINESE LANGUAGE AND CULTURE FUND

In order to raise the standard of Chinese language and to promote Chinese traditional values, so as to preserve the cultural heritage of Singapore Chinese, as well as make Singapore competitive in the global market, Mr Wee Cho Yaw, the chairman of Singapore Federation of Chinese Clan Associations (SFCCA), suggested setting up the Chinese Language and Culture Fund, during a dinner to celebrate the appointment of the Honourable Mr Lee Hsien Long as Prime Minister of the Republic of Singapore, on 19 October 2004.

Mr Wee announced that SFCCA and Singapore Chinese Chamber of Commerce & Industry would set up a Chinese Language and Culture Fund (CLCF) to promote Chinese language and culture “to support the Government’s announced efforts to promote the Chinese language.” CLCF’s objective is to support registered societies and companies and educational organizations, which are involved in enhancing the standard of Chinese language and promoting Chinese culture among younger Chinese Singaporeans.

Since CLCF’s inauguration till date, the fund has co-organised and sponsored more than 50 events/activities.

#### Programmes

The Chinese Language and Culture Fund, Business China, Asian Civilisations Museum, National Library Board, and the Speak Mandarin Campaign will be partnering to present a key initiative for the Speak Mandarin Campaign 2009.

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### **CLEAR CHANNEL OUTDOOR**

Clear Channel Outdoor (NYSE:CCO) is the world's largest outdoor advertising company with close to one million displays in 49 countries across 5 continents. In the United States, the company operates just under 200,000 advertising displays and has a presence in 49 of the top 50 Designated Market Areas. It also operates airport, rail, taxi and mall advertising businesses worldwide. Its Spectacolor (U.S.) and DEFI (international) divisions are the global market leaders in spectacular sign displays, including in New York's Times Square. Clear Channel Adshel is the company's international street furniture division, which operates over 3,500 municipal advertising contracts worldwide. Clear Channel Outdoor also operates digital displays and networks in most of its divisions. More information may be found by visiting [www.clearchanneloutdoor.com](http://www.clearchanneloutdoor.com).

### About Clear Channel Singapore

In May 2001, the LTA appointed Clear Channel Singapore (CCS) to build, design and operate 3,200 bus and taxi shelters island-wide for a period of 20 years. This has been described as the world's largest street furniture contract. CCS appointed top international architects (such as Ong & Ong, Richard Meier, etc), to design these bus shelters. Under the contractual agreement, CCS also cleans and maintains the shelters daily.

In Nov 2005, Clear Channel Singapore, an outdoor media business unit became a subsidiary of Clear Channel Outdoor Holdings Inc.

### Programmes

In support of the Speak Mandarin Campaign 2009, Clear Channel Singapore is sponsoring advertising media space in the form of filler poster sites around the island to publicise the Speak Mandarin Campaign's message.

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### COMFORTDELGRO

ComfortDelGro is the world's second largest land transport company with a total fleet size of close to 45,000 buses, taxis and rental vehicles. It has operations in several countries including China, the United Kingdom, Ireland, Australia, Vietnam and Malaysia. Currently, overseas ventures account for 43% of Group turnover. The Group aims to derive 70% of its total turnover from overseas within the next five to seven years. We have been supporting the Speak Mandarin Campaign by providing free advertisement space on our buses for several years now.

#### Programmes

In support of the Speak Mandarin Campaign 2009, ComfortDelGro is sponsoring 10 double-deck bus advertisements this year to create greater public awareness of the Speak Mandarin Campaign's message.

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### **SMRT CORPORATION LTD**

SMRT Corporation Ltd is Singapore's premier multi-modal transport service provider offering integrated island-wide transport services. It delivers safe, reliable and friendly travel for commuters through its comprehensive network of 51 MRT stations, the Bukit Panjang Light Rail System, as well as a fleet of over 3,000 taxis and 800 buses. In addition, SMRT leverages its experience and unique strengths to offer maintenance consultancy and project management services for railway systems, as well as commercial and advertising space within its transport infrastructure.

#### Programmes

In support of the Speak Mandarin Campaign 2009, SMRT and SMRT Media are sponsoring advertising media space in high-traffic MRT stations to publicise the Speak Mandarin Campaign's message.

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### ASIAN CIVILISATIONS MUSEUM

Located by the historic Singapore River, the Asian Civilisations Museum (ACM) traces the cultural roots of modern Singaporeans. A descendent of the Raffles Museum, it features a diverse collection from Southeast Asia, South Asia, China and the Islamic World of West Asia. Gallery displays are complemented by interactive hosts and multimedia displays.

In addition, the Singapore River Gallery tells the moving story of immigrants who lived and worked on the Singapore River, the source of Singapore's rich multi-culturalism.

The first and only museum in the region with a focus on Asian cultures, the ACM also presents a programme of changing special exhibitions throughout the year.

For more information, please visit <http://www.acm.org.sg>.

### Programmes

The Asian Civilisations Museum, Chinese Language and Culture Fund, Business China, National Library Board, and the Speak Mandarin Campaign will be partnering to present a key initiative for the Speak Mandarin Campaign 2009.

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### CONFUCIUS INSTITUTE

Confucius Institute, Nanyang Technological University (CI-NTU) is jointly established by the Ministry of Education of the People's Republic of China and the Nanyang Technological University of Singapore (NTU). Inaugurated in August 2005, CI-NTU aims to strengthen Singapore's Mandarin capabilities, providing Singapore with a common platform in learning the Chinese language and culture, and enhancing the communication link between Singapore and Chinese communities in other parts of the world. CI-NTU has hosted eminent lecturers, scholars, writers and Chinese elites who gave lectures to school teachers, students, social organisations, enterprises and the public. The new CI-NTU premise was officially launched by Minister Mentor Lee Kuan Yew on 14 July 2007.

#### Programmes

In support of the Speak Mandarin Campaign, the Confucius Institute is a major partner of the Campaign's *Yang Sheng – The Chinese Way to Wellness* series.

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### DRAMA BOX

Drama Box is a non-profit contemporary Mandarin theatre company with charity status. Formed in 1990, it has since gained a respectable reputation for its acute sensitivity and perception in heightening social awareness and civic responsibility. Our productions remain fun and entertaining, yet thought provoking and reflective.

In creating a theatre that is essentially about life, Drama Box's mission is to be a contemporary Mandarin theatre company that liberates life!

Helmed by Artistic Director Kok Heng Leun, the company's artistic profile includes Koh Hui Ling as Artistic Director of NeNeMas (education arm of Drama Box) and Li Xie, Lee Shyh Jih, Rei Poh, Koh Wan Ching and Ng How Wee as Associate Artists.

Drama Box's main programmes engage different people on and off stage, with our strong belief in using theatre to liberate life. The programmes are: Main Season productions, NeNeMas (our education arm), Community Performance tours, ARTivate (our youth wing), the Blanc Space training series and International Outreach.

#### Programmes

In support of the Speak Mandarin Campaign, Drama Box presented *David the BEST!* from 19 to 22 November 2008 at the Drama Centre Theatre. This one-person talk show is the stage debut of celebrity Radio 100.3 DJ, Huang Wenhong, which is a satirical take on what it is like being small in a big world.

*David the BEST!* is a collaborative effort co-created and directed by Kok Heng Leun (Outstanding Young Person of Singapore 2006), co-created and starred Radio100.3 DJ Huang Wenhong (Most Popular Male DJ, OMY Radio Awards 2007), and had set design by world-renowned architect Tan Kay Ngee. In conjunction with the theatre production, a forum, "A potential 3 million strong consumer base but only 3,000 consumers. What is happening to the Mandarin theatre scene in Singapore?" on the state of Chinese theatre in Singapore was held on 8 Nov 2008 at [library@esplanade](mailto:library@esplanade).

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Drama Box will also be presenting *BLANC SPACE: THE NEW PLAY SEASON*, which features new original Mandarin theatre plays, young scriptwriters, and up-and-coming theatre directors. *BLANC SPACE* is the fruit of the Drama Box Playwright Programme, which is an 18-month long new script incubating programme where aspiring writers work with established local playwrights.

For more details, visit [www.dramabox.org](http://www.dramabox.org)

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### EDUPLUS LANGUAGE CENTRE

Established 15 years ago under the Eduplus Language Corporation, Eduplus Language Centre is a professional Chinese language school, whose strength lies in tapping Singapore's bilingual environment to develop innovative pedagogical approaches.

Over the past 10 years, it has focused on effective communication with parents via an array of educational programmes. The seminars and talks organised run the entire gamut of topics from pre-school linguistics, familial influence on linguistic development, assimilation of primary content, expansion of vocabulary, elocution, to tertiary level literary expression and development of cognitive skills. It has also launched various Chinese-centric initiatives and participated in community development programmes, contributing its resources to the promotion of the Chinese language.

#### Programmes

In support of Speak Mandarin Campaign, Eduplus Language Centre will be organising, for the third year, a "Daddy and Mummy Story-telling Competition" that allows parents and their children to work together and tell a story in Mandarin. Children will be the judges of this contest.

For more information, please visit [www.eduplus.com.sg](http://www.eduplus.com.sg)

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### **HWA CHONG INSTITUTION**

Hwa Chong Institution is Singapore's premier independent school, with a rich history of 90 years. The institution is the culmination of the watershed merger in 2005 between the former Chinese High School (founded 1919) and Hwa Chong Junior College (founded 1974). The school's mission is to nurture leaders for the nation. To date, the institution has produced 49 President's Scholars – the highest number amongst all junior colleges in Singapore. Virtually all the school's students go on to leading universities, with a strong entry each year to Cambridge, Harvard, MIT, Oxford, Princeton, Stanford and Yale. Hwa Chong is the first independent school to set up a Beijing satellite campus and pioneer the FutureSchools@Singapore project.

#### Programmes

In support of the Speak Mandarin Campaign 2009, the Singapore Chinese Chamber of Commerce & Industry, the Singapore Federation of Chinese Clan Association, Singapore Press Holdings, the Promote Mandarin Council and Hwa Chong Institution will organise the annual Inter-School Group Story-Telling Competition to encourage the use of Mandarin amongst students and foster creativity through story-telling. The Inter-School Group Story-Telling competition sees more than 250 primary and secondary school students participating each year.

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### **NATIONAL LIBRARY BOARD**

The National Library Board's mission is to provide a trusted, accessible and globally-connected library and information service through the National Library and a comprehensive network of Public Libraries. Also under its management are 2 community children's libraries, and 17 libraries belonging to government agencies, schools and institutions. Through its innovative use of technology and collaboration with strategic partners, NLB ensures that library users have access to a rich array of information services and resources that are convenient, accessible and relevant. More information on NLB can be found on [www.nlb.gov.sg](http://www.nlb.gov.sg)

### Programmes

The National Library Board (NLB), Chinese Language and Culture Fund, Business China, the Asian Civilisations Museum, and the Speak Mandarin Campaign will be partnering to present a key initiative for the Speak Mandarin Campaign 2009.

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### RENHAI CORPORATION AND RENHAI CLINIC

Dr Hong Hai, 64, is Professor and, until last September, Dean of Nanyang Business School, Nanyang Technological University. Under his leadership, the Nanyang Business School's MBA Programme achieved significant recognition and was ranked among Asia's top three business school by the Economist Intelligence Unit as well as the Financial Times.

From 1990-2003, he was President and Chief Executive Officer of Haw Par Corporation. He continues to serve on public company boards, which include China Merchant Pacific Holdings, MMP Reit and AsiaPharm Ltd. Dr Hong started his career with the Singapore Economic Development Board, then General Electric (USA) in Singapore, before proceeding to graduate studies in business. He served as the Member of Parliament for Bedok GRC between 1987 and 1991, and was Chairman of the Parliamentary Committees on Transport and on Health.

Dr Hong Hai was a Colombo Plan Scholar graduating in Electrical Engineering with First Class Honours and "Senior Scholar" from the University of Canterbury, New Zealand. He subsequently obtained a Masters in Public Administration from Harvard University and a PhD in Economics from Carnegie Mellon University in the United States. A believer in life-long learning, he completed a part-time six-year programme in Traditional Chinese Medicine (TCM) in 2003 and since then has been a registered TCM Practitioner, practising on a volunteer basis with a charity clinic. Dr Hong Hai also holds a bachelor's degree in Chinese Language and Literature, which he pursued purely out of personal interest, and has just completed a Master's degree with a dissertation on health cultivation philosophy in the literary works of Ji Kang of the Six Dynasties Period.

#### Programmes

In support of the Speak Mandarin Campaign, the Renhai Corporation and Renhai Clinic is a major partner of the Campaign's *Yang Sheng – The Chinese Way to Wellness* series.

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### TEA CHAPTER

Tea Chapter was established by 13 friends in Singapore on 1 October 1989. 18 years on, it has developed into Singapore's largest teahouse. Not only has it established itself as a prominent icon in Singapore, it has also extended its reach overseas. The mission of Tea Chapter is to promote and enhance the understanding of Chinese heritage through tea appreciation and participation in related cultural activities. Tea Chapter is known for their relentless efforts in promoting Chinese culture and the art of tea brewing and drinking.

In support of the Speak Mandarin Campaign 07/08, Tea Chapter will continue to play host to students who come on educational tours to learn about Chinese tea drinking culture as well as to sample the various types of Chinese tea. Through activities such as this, Tea Chapter hopes to bring the art and beauty of tea and Chinese traditions to Chinese Singaporeans.

For more information, please visit [www.tea-chapter.com.sg](http://www.tea-chapter.com.sg)

#### Programmes

In support of the Speak Mandarin Campaign, Tea Chapter is a major partner of the Campaign's *Yang Sheng – The Chinese Way to Wellness* series.

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### THE THEATRE PRACTICE

In a little island called Singapore is a little street called Waterloo. On this street is a Hindu temple, and just beyond sits a weather worn building. Peek on the 2<sup>nd</sup> floor of this aging centre, and you'll find an office, a temperamental air-conditioner, and corridors dotted with rooms big and small.

Venture along and you'll be stopped by raucous laughter and heartrending cries, or caught unawares by an agitation of shapes and shadows. Blink and you'll miss that shock of costume and colour, open your eyes and you'll find a trove of splendid props in every unexpected corner...

Meet The Theatre Practice! We may not be all shine and swanky polish, but our charm lies in our unwavering commitment to our vision and beliefs. Born in 1986 and founded by Kuo Pao Kun, we are Singapore's first bilingual theatre company! Firmly rooted in our home, we celebrate diversity with a belief in harmony.

Whether we are young or old, of supple limb or weathered step, our boundless energy springs from our passion for creativity and the arts. Our work runs the gamut of theatre, from traditional to modern, classical to devised, realist to experimental.

And on the road ahead, we will continue to objectively critique life, respectfully entertain audiences, and always, explore new uncharted waters.

Welcome to The Theatre Practice.

### Programmes

In support of the Speak Mandarin Campaign 2009, The Theatre Practice will be holding Story Challenge 2009, an original Mandarin and English storytelling competition which saw tremendous success in previous years. The Story Challenge 2009 is a competition designed to develop a student's ability to analyze, express, and have fun with language, and will challenge its contestants to create and perform their stories according to specific topics

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and conditions within a set amount of time. The Story Challenge is open to all Primary and Secondary school students.

The Theatre Practice will also be presenting the hit Mandarin musical *If There're Seasons*, written by Raymond To and featuring popular songs by Liang Wern Fook, and *Rashomon*, the classic suspense thriller based on the short story by Ryūnosuke Akutagawa, famously made into a film by Akira Kurosawa. Both productions will be presented in Mandarin, with English subtitles.

The Theatre Practice will also be conducting courses for children under the banner of the Practice Performing Arts School in support of the Speak Mandarin Campaign. The *Story Banq* course teaches children the ABCs of creative expression through storytelling, theatre games, speech and movement activities, while *Talking Art* is a Chinese speech refinement course where children can master the nuances of Mandarin and absorb themselves in the rich Chinese tradition and history.

For more information, please visit [www.ttp.org.sg](http://www.ttp.org.sg)

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### **YOUNG MEN'S CHRISTIAN ASSOCIATION**

YMCA of Singapore is a Christian organisation, affiliated worldwide, which seeks to serve and enrich all members of the community, regardless of race, language or religion, through wholesome programmes, to develop body, mind and spirit, which are based on Christian principles. YMCA was conferred the 2008 Outstanding Non-Profit Organisation Award by the National Volunteer & Philanthropy Centre on 13 November 2008.

#### Programmes

Leveraging on the experience of having organized the Plain English Speaking Awards for twenty years, the YMCA of Singapore inaugurated the 1st YMCA Mandarin Speaking Awards (MSA) in 2006. By having this annual event, the organizers desire to provide an avenue for students to sharpen their speaking skills, build confidence in public speaking, and to promote speaking in Mandarin as an important social and academic skill.

The Promote Mandarin Council has partnered with YMCA of Singapore in co-organising the YMCA Mandarin Speaking Awards (MSA) since its inauguration in 2006. The Council has rendered invaluable support as a co-organiser for the event through financial sponsorship, provision of judges and representatives for the MSA Organizing Committee. The former Chairman of the Council, Mr Kenneth Tan, has served as Chairman of the MSA Organising Committee since 2006.