

MEDIA RELEASE  
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## New Zealand Chinese Language Week dates announced for 2019

**New Zealand Chinese Language Week announced to run from 22 - 28th of September 2019**

Following the success of the 2018 cultural initiative, the New Zealand Chinese Language Week (NZCLW) Trust is excited to announce the dates of the 6th annual language week for 2019.

Celebrating multilingualism in New Zealand, NZCLW encourages more New Zealanders to consider picking up Mandarin when looking to learn a new language.

In our increasingly globalised community, NZCLW recognizes the political, creative and economic rewards to be gained in bridging the cultural and linguistic gap between China and New Zealand.

Co-chair of the New Zealand Chinese Language Trust, Raymond Huo, shares the initiative's significance: "In its fifth year, New Zealand Chinese Language Week has highlighted how important it is for future generations to prepare for a world in which business is increasingly interwoven with the Asian market."

"As New Zealand's most important trading partner, it is essential that Kiwis learn the basics of Mandarin when seeking to form strong relationships with our Chinese friends, business partners and colleagues".

In 2018 the Kiwi-driven initiative doubled the number of events held across the week and drove a national conversation on the benefits and accessibility of learning Chinese in New Zealand.

Co-chair of the Trust, Jo Coughlan says, "With the sixth Chinese Language Week falling in the 2019 China-New Zealand Year of Tourism, it is more important than ever that Kiwis actively seek to strengthen their relationships with the Asian region and language is one of the best ways to do so."

"Mandarin is often seen as too challenging to learn or too difficult to access. New Zealand Chinese Language Week is all about showing Kiwis just how easy it is to get started by putting all the information and resources in one place and celebrating the wealth of advantages to be gained from a deeper understanding of this culturally-rich country."

In the lead up to the 2019 China-New Zealand Year of Tourism, Immigration New Zealand has introduced a [streamlined visa process](#) for select Chinese applicants in the hope of attracting more Chinese tourists to our shores and highlighting just how important the China-New Zealand relationship is.

## 2018 Key Highlights

- Saw [11 Mandarin Superstars](#) share their talents in short videos shared online and in the media.
- Chinese was officially spoken in the Chamber for the first time when NZCLW Co-Chair and MP Raymond Huo read the Parliamentary Prayer.
- Messages of encouragement were shared by the Prime Minister, Opposition leader Simon Bridges and Minister for Tourism Kelvin Davis.
- The [#5days5phrases](#) challenge proved widely popular, attracting Kiwis from all corners of New Zealand to give Mandarin a go by learning five basic phrases and sharing their progress on social media.
- 5 lucky Kiwis, sponsored by China Southern Airlines, won an [all expenses paid trip to Guangzhou, China](#), after submitting NZCLW 2019 will be celebrated with hundreds of cultural and linguistic events held across New Zealand during the week of the 22– 28th of September 2019.

If you would like to be involved in NZCLW 2019 (whether by hosting an event, sponsoring the week or with anything else) please visit <https://www.nzclw.com/contact-us>.

## NOTES TO EDITORS

PICTURES: A selection of images and marketing assets can be found at [www.nzclw.com](http://www.nzclw.com).

If you wish to speak to any of the Mandarin Superstars or other NZCLW participants, please get in touch with Brigitte Morten on the contact below.

### Media Contact

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