

Business and professional Chinese language training at Chennai

The Fourth Session of Language Training Programme conducted by FIEO's Business and Professional Language Training Centre commenced on March 10, 2012. The session was on "Business and Professional Chinese Language Training Programme". The programme is spread over 25 hours and will be completed by April 15, 2012.

Mandarin Chinese, spoken by around 850 million people, is also the top language worldwide for business other than English. This language finds majority of its speakers in China Mainland (PRC), Taiwan, Hong Kong, Singapore, Malaysia, Macau, the Philippines, Australia, Indonesia, Mauritius, Peru, Canada and the US.

China is emerging as one of the great economic powers of the world. To take advantage of this huge economic shift and opportunities, business people who speak Mandarin have a huge advantage in tapping into the Chinese market. It is much easier to develop all-important relationships if one can speak Mandarin.



Chinese Language class in progress.

With thousands of years of history, Chinese culture is endlessly fascinating; knowledge of Mandarin will enrich understanding of Chinese culture. There is a growing necessity among Indian businessmen to learn Mandarin Chinese as bilateral trade has been growing at a healthy 35-40% and is likely to achieve the \$100 billion mark by 2013.

Participating in this programme aimed to help the participants to communicate with their Chinese partners, spoken as well as written communication including emails, letters etc.

The Language Training Centre will also be having programme on Spanish and Arabic which will be held during April 2012. ■

Breaking news for the Indian Air Cargo Industry **CSC welcomes its first international air cargo handling customer at Greenfield Cargo Terminal**

Having been operational for about a month now, the wait finally paid off well for CSC-ians when Hercules Aviation approached CSC to move their 150 MT General Export shipment from CSC facility on April 3, 2012. The shipment, headed to Kabul via 3 freighters over 3 days, was professionally handled by CSC's experienced and efficient Warehouse Staff and Management, even though the order was received at a very short notice of a few hours. CSC's Management and staff worked their days and nights out, while the customer relaxed at ease.

Mr Rajiv Tandon, Commissioner, Customs (Exports) cut the ribbon at the export shed on April 4, 2012 marking the beginning of customs activity at the Greenfield Terminal. Mr Tandon was highly pleased with the facility and the professional attitude of the staff who welcomed him. He also encouraged CSC-ians to put their best foot forward and

revolutionise the way air cargo has been handled till date in India.

Having served on the export side, CSC received an opportunity to handle the 106 MT of imports in Emirates freighters for a BSF shipment from Italy on April 11. The customer was highly satisfied by the services provided by CSC.

This is just the beginning. CSC will keep working whole-heartedly to upgrade the current standards of air cargo handling in India and delight the customer. If any member-exporter wants to avail of the expertise of CSC for handling cargo, they may get in touch with:

Cargo Service Centre, Cargo Terminal 2, Gate No. 5, IGI Airport, New Delhi-110 037. Tel: 011-4649 5588 / 4649 5507; Fax: 011-4649 555; Website: www.cscindia.in