



8 February 2016 to 27 January 2017

May All Your Wishes Come True

猴呈得意 (hóu chéng dé yì) wishing you prosperity and happiness in the year of the monkey

Creative, Curious, Crafty, Cunning, Charismatic, Cheerful, Clever – that sums up our Monkey pretty well and after the sedate sheep, the year is set to go a bit Crazy under the Charming Monkey. Who wouldn't want to be a Monkey! Chin Communications also started business in a Monkey year – 24 years ago.

While the sheep is laid back and needs guidance in money matters, the Monkey is hyperactive, adept in making money and lucky in finances. The enthusiasm of the Monkey should see a fast ride in 2016. **The Monkey swings into action on 8 February 2016 and will return to the jungle on 28 January 2017** when the rooster crows.

MONKEY BUSINESS

Monkeys are born to business and while it could get a bit risky at times in 2016, overall it should be positive and exciting if you stay on board. Monkeys are inventive and success will come to those who stick with it.

The Chinese calendar, commonly known as the Farmers' Calendar (农历; nónglì), not only records the time and seasons, but is also a tool for fortune-telling. A person's destiny from his birth data can be read and all information about time of birth – year, month, day and hour are presented in terms of the five basic elements – metal, water, wood, fire and

earth, which are believed to be the basic components of everything in the universe. The relationship between the five elements accurately helps predict one's fortune and by using this knowledge one can either multiply good luck or minimize bad luck. The Monkey ranks ninth in the Chinese Zodiac and this year is the Red or Fire Monkey's turn. Fire brings passion, creativity and joy – sounds good doesn't it! Fire types are strong, dynamic and can overcome obstacles.

According to these beliefs, the industries that will perform well in the year of the Monkey will be industries related to Fire and Water elements. Fire industries are energy, stockmarket, finance, and entertainment. Water elements mean transport, shipping, communication, AND translation. In general, the Fire Monkey year is a symbol of optimism and progress. That should be hopeful news to all of us watching markets at the end of the Sheep Year.

猴儿 - hóu ér: a metaphor for a clever child. Babies perform well in the Monkey Year too – sheep years being less positive. With the removal of the One Child Policy it can only be good news for infant formula sales in China!

MONKEY SUITS

As well as the very positive list above, Monkeys are lively, flexible, witty and versatile; they love to be active and they enjoy sport.

Often highly intelligent, they are talented problem solvers, good at maths and love to gamble.

Innovative with strong practical ability, Monkeys have an insatiable desire for knowledge and show amazing creativity in their work. With their skills and quick wits, they make good leaders.

They love being the centre of attention

and are talkative and extroverted – in fact they need to have a long list of admirers to talk to.

It's not all good news though! The weaknesses of the Monkey include being egotistical, arrogant, crafty, restless and impatient, and they can look down on others from the treetops. If they don't succeed at something, they can be discouraged – they want things to go their way. Their short attention span can mar their initial enthusiasm as they turn attentions to getting a winning position on the next project.

As the Monkey is one of the most self-interested signs, they may have difficulty understanding others and showing empathy. Furthermore, the mischievous Monkey is a practical joker and can sometimes take things too far.

WHAT WILL HAPPEN IN MONKEY YEAR, 2016

- **Rio de Janeiro will host the Olympic and Paralympic Games**
- **China will start the longest undersea tunnel in the world.** China's latest megaproject is a 122 km undersea tunnel running from Dalian to Yantai in the Bohai Sea. It surpasses the combined length of the world's two longest undersea tunnels – Japan's Seikan Tunnel and the Channel Tunnel between Britain and France. With journeys cut by 800 miles, it forms a vital high-speed rail link between the north and south, boosting economic growth. Elections are an important theme:
 - **US presidential election** will be held on 8 November 2016.
 - **Australian Election** - when is anyone's guess
 - **UN Secretary General.** By the end of 2016, there will be a new UN chief and there is a good chance it will be a woman or even Kevin Rudd!

GIVE A MONKEY'S IDIOMS

- 杀鸡儆猴 – shā jī jǐng hóu: killing a rooster and showing it to a monkey – punish someone as a warning to others
- 沐猴而冠 – mù hóu ér guān: a monkey with a hat on – a devilish person with imposing attire.
- 心猿意马 – xīn yuán yì mǎ: a heart like a capering monkey and a mind like a galloping horse – restless and jumpy mood
- 猴年马月 – hóu nián mǎ yuè: the year of monkey and the month of horse - an unpredictable future
- 树倒猢猻散 – shù dǎo hú sūn sàn: when the tree falls, the monkeys scatter - When the chief falls from fortune or power, his followers disperse all at once – sounds very appropriate in the Chinese context, doesn't it!
- 猴急 – hóu jí: in a great rush

MONKEYING AROUND - COMPATIBILITY OF THE MONKEY

- Perfect Matches: Rats, Dragons and other monkeys
- Bad Matches: Tiger, Horse, Rooster. Monkeys love to have many children!

The Year of The Monkey 2016

Pictures of monkeys are often placed on walls and doors to bring good fortune. And the Monkey year is a good one to follow closely as anything can happen. The exuberance of the Monkey usually means that things will work out well in the end – better communication, good humour and solutions to problems that have proved intractable. Business should flourish and it is a great year to start a business (just look at Chin Comms!)

With the poor start to the year for financial markets there will be some ongoing uncertainty and there have been currency crises in previous years, but Monkey years should be good for finances, real estate and even politics – two important elections this year – the Australian Federal election and the US presidential election. The Monkey can be a bit tricky so it is important to double check things and not rely on emotions for decision making or you'll be left with just the shells!

Science and technology and – Malcolm Turnbull will love this – innovation do well in Monkey years – he must have known that! Ingenious ideas, courage, plus some wild schemes – hold on to your monkey bar for a fast and furious ride. Just might be a few tax issues to sort out first though!

It was in a Monkey Year when the Sydney Harbour Bridge was completed; the first manned space mission – Apollo 7 occurred; kidney dialysis, in-sunscreen and the polio vaccine were invented in Monkey years, the first successful heart transplant took place; the first ATM launched, and – more fun than a barrel of monkeys – Post It Notes became indispensable.

Above all, monkey years reward individual effort and education will pay dividends – it doesn't matter what – but study something that is of interest or useful in your career. Harness the energy and have a go! Find out more about previous monkey years (www.chincommunications.com.au/chinesenewyear/monkey-year-history.php).

Charles Darwin, in *On the Origin of Species*, identified the close relationship between monkeys and humans. He believed that humans and monkeys came from a common ancestor, with humans and monkeys having something akin to a cousin relationship. We now know that humans are more directly related to apes. In fact, humans and apes have more in common, gene pool-wise, than monkeys and apes!

MONKEY KING

The Monkey King has been described as Star Wars to the Chinese. In one of the most famous stories in Chinese folklore – *Journey to the West* – the Monkey King with supernatural powers defeats evil spirits and ghosts and helps his companions to reach their destination. The monkey had to escort his master monk and Buddhist sutras from India to China. The monkey learns 72 different body transformations into animals or objects. He can duplicate

himself using his hair. He can travel on a cloud. He can jump 108000 Chinese miles. He has x-ray eyes and can see through any disguise. His ears can hear voices from miles away. He can shrink his body and transform into a small flying animal. Who wouldn't want to be a monkey!

PEPSI'S HUGE HIT IN CHINA WITH NEW MONKEY KING AD – 20 MILLION VIEWS IN 2 WEEKS

Pepsi has a winner on its hands about the actor who portrays the Monkey King. You might remember an earlier Pepsi ad – Come alive with the Pepsi Generation that translated in Chinese to “Brings your ancestors back from the grave!” This time it is the “Bring Happiness Home” campaign, a six-minute mini-epic about legends, shared over four generations. The actor, Zhang Jinlai, comes from a pedigree of actors who portrayed monkeys – his father, grandfather and great grandfather all played magical monkeys and now it is this young boy's turn.

This is a great example of using Chinese storytelling and cultural identities to tap into Chinese hearts. Decide for yourself: youtube.com/watch?v=p2kZrvYf6ko

Are you a Monkey's Uncle – to find out what sign you are (www.chincommunications.com.au/chinesenewyear/chineseastrology.php).

GOING APE

Chinese: Empress Wu Zetian of China's Tang Dynasty (618 - 907); Tso Tsung-t'ang, Chinese statesman and military leader in the late Qing Dynasty; Yao Ming 姚明; Joey Yung 容祖儿, **Tsai Ing-wen** 蔡英文 Taiwan's new President – why is she called Yingwen? (Hanyu Pinyin spelling, which means English – find out on www.chincommunications.com.au/chinese/newyear.php)

Leaders: Harry S. Truman, Lyndon B. Johnson, Nelson Rockefeller, Queen Sirikit of Thailand, Salvador Allende, Julius Caesar, Jacques Chirac, Pope John Paul 2, John Curtin, Harold Holt

Pollies: Bob Brown, Julie Bishop, Mark Dreyfus

Leonardo da Vinci, Charles Dickens, George Byron, Mick Jagger, Miley Cyrus, Hugh Jackman and Daniel Craig – is there a 007 theme here?, Johnny Cash, Kylie Minogue, Mel Gibson, Federico Fellini, John Milton, Paul Gauguin, George Lucas, Julio Iglesias, Danny De Vito, F. Scott Fitzgerald, James Stewart, Simone de Beauvoir, Gustav Mahler, Arthur Hailey, Omar Sharif and Peter O'Toole.

Sporty Monkeys: The two famous Martinis – one named after the other – Martina Navratilova and Martina Hingis, Venus Williams, Bjorn Borg, Bernard Tomic, WG Grace, Don Bradman, Sebastian Coe, Grant Hackett

MONKEY A MONKEY

Actor, salesman, politician, air traffic controller, entrepreneur, teacher, stockbroker, lawyer, banker, accountant, engineer; careers in public relations and even e-commerce.

To read more about the monkey
www.chincommunications.com.au/chinesenewyear.php

澳大利亚秦皇翻译公司

Chin Communications Pty Ltd
Chinese Translation Specialists
ABN 36 062 687 085

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CHIN COMMUNICATIONS

Level 4, 221 Queen Street
MELBOURNE VIC 3000

Level 17, 9 Castlereagh Street
SYDNEY NSW 2000

Phone 1300 792 446

Fax 61 3 9670 0766

info@chincommunications.com.au

www.chincommunications.com.au

www.chintranslations.com.au

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“An American monkey, after getting drunk on brandy, would never touch it again, and thus is much wiser than most men.”
Charles Darwin