



## Moon Festival – Hang Up Your Lanterns

The Chinese Moon Festival, or Zhongqiu Jie, which translates literally to Mid-Autumn Festival, is one of the most important traditional events for Chinese people. The Chinese Moon Festival occurs on the 15th day of the 8th lunar month in the Chinese calendar. For most of us using the Gregorian calendar, the festival occurs in mid- or late-September; in 2014 it falls on 8th September. The date is parallel to the autumn and spring equinoxes when the moon is at its fullest and roundest.

The Chinese Moon Festival is full of legends - many tell tales of a lady named Chang E. This is how one of the stories goes ... Hou Yi was a tyrannical ruler for all eternity if the despot Hou Yi lived forever, stole and drank the elixir herself and floated up to the Moon where she has remained ever since as the mythical Moon Goddess of Immortality. You might be able to see her dancing on the moon during the festival.

### HOW PEOPLE CELEBRATE

The festival is a holiday in China (6 – 8 September 2014). Farmers traditionally mark the holiday as a celebration of the end of the summer harvest. Chinese families will use the occasion to organize family reunions. When the full moon has risen family members gather to watch the moon, recite poems, and eat moon cakes.

Lovers view the Chinese Moon Festival as an especially romantic evening and Chinese people believe that the festival will bring happiness to couples and families.

Celebratory customs include carrying lanterns, burning incense to pay respect to deities including Chang E, planting trees and performing dragon dances. Eating red foods during the Mid-Autumn Festival is said to bring good luck. Salmon, lobsters, apples, pomegranates, cooked soy beans and roasted peanuts are some of the foods typically enjoyed during the festival.

### ABOUT MOON CAKES

Another good story... During the Mongolian Yuan Dynasty (1280 – 1368 AD), the Mongolians conquered the majority Han Chinese and ruled China. A rebel Han leader called Liu Fu Tong wanted to overthrow the Mongolians and return China to Chinese rule. He dreamed up a plot and while giving gifts to ‘honour’ the Mongolian emperor, he was plotting a coup. The gifts he gave were round moon cakes. Inside Liu’s moon cakes were secret messages with details of the planned rebellion to take place at mid-Autumn. The rebellion was successful, of course, and the Ming Dynasty overthrew the Yuan. The tradition continues today, minus the secret messages.

There are many types of moon cakes but the most traditional are made with lotus seed paste. Other moon cakes can be made with ingredients such as red bean or black bean paste but today you can find moon cakes with nuts, fruits, ham and even ingredients like icecream! For Cantonese style moon cakes, the inner part of a moon cake is very salty and an acquired taste. A whole egg yolk represents the moon. Other versions of the moon cake may contain four egg

yolks which represent the four phases of the moon. Moon cakes are meant to be shared with family. You can find a huge range in Chinatowns or Chinese bakeries, or you can make your own (think mince pies!) – [see our recipe and have a go!](#)

### GIFT TRADITIONS

Before the Moon Festival, it is customary to give gifts to relatives, including at least one box of moon cakes per family. The moon cakes with the most yolks are considered to be the best gifts in the southern, Cantonese-speaking areas. For other parts of China there are hundreds of varieties with prices ranging from a few yuan to a few thousand yuan per box including other delicacies like wine, wine glasses and even watches thrown in. Other gifts include food items such as meat and seasonal fruit. Children typically receive paper lanterns. Greeting cards are also popular things to purchase for family members and friends.

### THE FESTIVAL TRADITIONS

In the days leading up to the Moon Festival, there are specific traditions followed by celebrants.

— On the 14th day of lunar August (the day before the Moon Festival), the moon has almost reached its fullest shape and people will begin to walk outside carrying lanterns. This evening is referred to as the Moon Welcoming.

— On the 15th of lunar August (the day of the festival), families gather for dinner. People typically either stay at home to watch the moon or walk with a lantern.

— On the 16th of lunar August (the day after the festival), people will return to the street to admire the moon once again. The tradition is referred to as “moon chasing”.

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# Meeting Your Chinese Counterparts – How To Get The Communications Right

## A GOOD EXAMPLE TO FOLLOW SET BY THE VICTORIAN GOVERNMENT

At the end of July, Chin Communications successfully pulled off a “bigger than Ben Hur” job. We assisted the Victorian Government in its celebration of 35 years of the Sister-State partnership with Jiangsu Province; we mustered our forces to deliver Chinese translations, brochures, videos, interpreting and general support with a fast changing plan. As well as rapid written translations, the program of events included meetings, breakfasts, lunches, dinners, tailored site visits, business matching and a Chinese delegate regional tour. Looking back, we believe it is helpful to our readers to share some key pointers should you be planning an event and hosting visits from Chinese counterparts.

Read the interview between our Marketing Communications Manager, Yao Cheng, and our Director Kate Ritchie. As the magician behind the curtain, Kate managed to coordinate numerous last minute changes and pull together a team of over 20 professional, qualified interpreters/translators and supply the necessary equipment to achieve a successful program.

## GIVE US A BIT MORE BACKGROUND.

Any relationship lasting 35 years is rare! The Victorian Government was prescient in setting up this Sister-State partnership very early in 1979 just after China opened up – both China and Victoria have benefitted greatly from the connection. It is important to celebrate every milestone and we’ve been lucky to be part of many of these – sister-city, sister-state and diplomatic relationship commemorations – over the last 20 years.

Victoria hosted a large trade delegation and guest-of-honour, the Jiangsu Vice-Governor, to mark the occasion. An exciting program emanated and a new initiative was the launch of the Victoria – Jiangsu Regional Alliance. This initiative, for the first time, engaged directly with all of Victoria’s regions and will take the Victoria and Jiangsu relationship to a new level. On show was the diversity of Victoria from the citrus and wine regions, to tourism and education, from grain products to dairy.

## WHY DO YOU BELIEVE SUCH GOVERNMENT LEVEL EVENTS ARE SO IMPORTANT TO BUSINESSES?

Government support is vital for Victoria to strengthen its relationship with China, and to foster more opportunities for regional and broader cooperation across various sectors. Trade missions

like this one – in both directions – give participating businesses a fillip and we encourage businesses to join and benefit from a solid track record, shared history and connections. A trade mission led by a minister or premier or prime minister attracts a great deal of interest and is regarded very seriously by Chinese counterparts – senior, decision-makers come out and you have a chance to meet them.

In 1979, two-way trade between Australia and China was just over \$100 million. Jiangsu and Victoria’s Gross State Product (GSP) was approximately \$25 billion and \$31 billion respectively. Now, 35 years later, two-way trade between Australia and China exceeds \$150 billion. Looking back to 1979 the choice seems enlightened: Jiangsu is now China’s second-largest provincial economy, with GSP of more than \$850 billion. When it is all said and done, the Victorian Government chose a ripper of a province to connect with.

## FOR AN IMPORTANT OCCASION LIKE THIS, WHAT ARE THE KEY ASPECTS TO CONSIDER TO GET THE COMMUNICATIONS RIGHT?

1. Early preparation should be the top priority. You must have your materials well prepared with good translations, including a double-sided business card with your title correctly rendered.

If you want to do business with China, you need to make it easy for your offering to be clearly understood and show respect; relying on a Chinese counterpart to translate your materials into Chinese means it probably won’t happen, or if it does it may not be correct. Leaving them in English means you’re not serious – and plenty of other businesses will step



up. Materials at minimum should include an introduction to your organisation, a program, any presentations to be given, even menus and hotel/ emergency contact details should be considered.

2. Interpreting: hosting a visit from Chinese delegates usually means a range of activities starting with the meeting/ greeting and concluding with a farewell banquet. The arrangements definitely require a Chinese Interpreter/s on your side to help you navigate the event and manage the flow of communication. For a senior-level event like the Jiangsu visit, the leader travels with his own interpreter, so all engagements from the Australian side demand a good interpreter too.

When it comes to meals, business-matching, site visits, tours – again the choice of the right number and style of interpreters is important. How many delegates, what are their sectors, how many meetings, subject, duration, location

– all are important considerations. In the Jiangsu visit, we were able to arrange one interpreter on each table - one interpreter for each of the Victorian regions represented; two interpreters to cover the regional visit of a large group; even specialist interpreters to handle site visits including biotechnology, manufacturing and physics; and our Chief Interpreter accompanying the VIP group at all times.

For formal events, or presentations, you need to consider an efficient way of delivering the interpreting and also ensure the interpreters are well prepared to be as effective as they can. Preparation and briefings are important.

## CONSECUTIVE AND SIMULTANEOUS INTERPRETING – WHICH ONE DO YOU NEED?



A good question; partly it will depend on budget. But first of all what is the difference: Consecutive Interpreting is what you most often see at events – speaker speaks, pauses, interpreter interprets; Simultaneous Interpreting (SI) is what happens at conferences and in the UN – teams of interpreters listen through headphones and, without delay, interpret the speeches in real time – takes a lot of training and experience and a team of at least two interpreters. The types of events that you ought to consider SI for are conferences, presentations, a keynote address, large numbers of delegates, training, packed programs. We do a lot of bilateral government meetings like this too. In the Jiangsu visit, a morning of presentations was delivered in SI mode and other key events in consecutive mode.

## WHAT ARE THE PARTICULAR VENUE AND EQUIPMENT REQUIREMENTS?

Specialised equipment is required for SI work – you need to have a soundproof interpreter booth installed, together with the equipment required to get interpreting out into the receivers and headphones of the delegates. We need to know if speakers will be presenting in more than one language (i.e. English and Mandarin). If so, all attendees will need headphones to be able to hear the interpreting in their language. For the Jiangsu presentations, time and space commitments meant we had to use a portable system which is ideal for short engagements and small groups. It was a good compromise.

## HOW SHOULD AUSTRALIANS FOLLOW UP CONTACTS MADE?

Oh that’s important – you need to be proactive, grab an interpreter, go and meet delegates, exchange business cards, and then follow up with them after the event.

## New Visa Rules to Attract More Chinese Visitors and Investors

This year the item at the top of the China agenda for the Federal Government is to push through a Free Trade Agreement to boost the bilateral trade and investment framework. Critical to facilitating trade, is making visa processing smoother.

Recent changes to Australia's visa framework for Chinese visitors are seen as important enhancements to attract more business arrivals and new investment from China. Could the next move be to remove visa requirements for business people altogether?

### CHANGES TO MULTIPLE ENTRY VISAS FOR BUSINESS TRAVELLERS

At the end of 2013 the Australian government announced that Chinese business travellers would be able to apply for a three-year multiple-entry visa, instead of having to renew every 12 months.

The ABC reported Australian Trade Minister Andrew Robb's endorsement of the changes: "Now we've got literally many tens of thousands of Chinese businesspeople coming – the easier we can make this the more they enjoy the experience. There are other things we're doing as well but this is symptomatic of making business easier. We want to be a destination where the ease of doing business is second to none." (ABC/Australia Network News 12 Feb 2014)

The Minister drew a direct correlation between the changes and facilitating further growth in the overall trade and investment relationship: "Total Chinese investment in Australia grew more than eight-fold between 2002 and 2012 to \$23 billion and we want to see stronger continued growth. In the first quarter of 2013-14, China overtook Britain as the Number one source of business entrants, representing 18.5 per cent of all applicants." (The Australian 8 Feb 2014)

The introduction of the three-year, multiple-entry visa for Chinese business travellers follows closely on the decision to grant increased seating capacity to Chinese airlines, especially targeted at increased demand for travel to Australia during the Chinese New Year holiday period.

Australia's Immigration Minister Scott Morrison has publically acknowledged: "These changes would not be possible without the good compliance record of Chinese visitors." (Speech to Tourism and Transport Forum Leadership Summit 19 March 2014)

### CHINESE TOURISM GOING GANGBUSTERS

Visas for tourists need an overhaul too if Australia is going to get its fair share of the huge tourist numbers out of China. Tourism Research Australia forecasts the number of Chinese entrants could increase from 749,000 in 2013 to 1.8 million in 2020 (Tourism Australia). Already the rise in Chinese tourist visits has been 110% over

the last four years. They are the number one spenders at \$5 billion and spend the most nights here; forecasts see \$13 billion being spent per year by 2020. As a footnote, Chinese made 98 million trips abroad in 2013, spending US\$120 billion. Australia is a popular destination, but we need to try harder. Making visas easier to procure would be a good start.

### OVERHAUL FOR THE SIGNIFICANT INVESTOR VISA (SIV) PROGRAM

The other significant visa change expected in 2014 is from the Federal Government's announcement of a major review of the Significant Investor Visa (SIV).

The SIV program was introduced by the previous Labor Government in November 2012 and was intended to encourage greater foreign investment by enabling wealthy foreigners to migrate to Australia if they invested \$5 million for four years in a range of approved areas. Chinese investors were the major target of the new visa class.

In its initial implementation period under the previous Labor government, the SIV program attracted widespread criticism; primarily that it was too slow and cumbersome.

In announcing the review, the Coalition's Assistant Minister for Immigration and Border Protection Michaelia Cash acknowledged: "We recognise there are significant implementation issues that are currently holding up the progress of this programme and want to get this review underway to send a clear message that Australia is open for business on this visa." (7 March 2014 Media Release)

Business certainly is open: analysis released by investment and real estate advisory firm Korda Mentha claims the scheme brought in \$440 million to the Australian economy in 2013, with over 90% of SIV applications coming from China. (China Spectator 4 Feb 2014)

### GET YOUR CHINESE TRANSLATIONS IN ORDER

The competition for investment from this SIV class is huge – businesses, fund managers, financial institutions, property developers and governments (in Australia and other countries) are targeting Chinese investors – more than 60 funds have been started in Australia to capture the money and Baker & McKenzie lawyers reckon the flow of money could reach \$10 billion per year. (Bloomberg – Washington Post 22 July 2014). To be in the hunt, as well as frequent targeted visits to China, memoranda, prospectuses, applications and marketing materials must be prepared in quality Chinese translation – both to attract the investors and to protect the



promoters' interests. Even the concept of a 'fund' is something unfamiliar to most Chinese who are much more comfortable investing in real estate. Direct real estate investment is not eligible under the SIV, but property or mortgage funds are, so education is an important way of reaching out to these investors. Successful investors will also need to purchase a home and educate their children, so the flow-on benefits to Australia are also significant.

At Chin, we have experienced a large increase in translation projects related to this visa – a big part of that being education. We've also noticed that there are two different translations of the name for SIV – one far more popular than the other – so even in something seemingly simple like a Visa Class, it is important to seek advice and use the right one: 显赫投资者签证 and 重大投资者签证 - the latter is far better known.

Since the launch of the SIV in November 2012, the Department of Immigration has approved over 300 visas – equal to \$1.5 billion in investment in Australia – inflows of \$200 million per month. Victoria has been the beneficiary of almost half of these, with NSW at 36%.

The China Spectator revealed that Chinese CCTV had recently launched an attack on the Bank of China for helping SIV applicants to launder money via the scheme. The report claims that the China Banking Regulatory Commission is investigating the means by which wealthy investors are able to circumvent strict currency controls that are supposed to allow only around \$50,000 to be sent abroad per year. Assistant Minister Cash asserted: "the government has robust integrity measures in place to ensure that the SIV program is not targeted by economic fugitives or used for money laundering." (Property Observer online 11 July 2014)

Australia needs to get this scheme right and if it does it will benefit future generations through investment in infrastructure and housing and increased employment. Fund managers need to get it right too - competition is strong. The right offering, a good marketing approach and the right language will help convert these significant investors.

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Some may be promising leads, others may become valuable contacts. I'd suggest you write them an email and attach some background information in Chinese to remind them about your business and interests. They may not respond immediately but don't give up; if you are on wechat – hook up with them here too – anyway persevere.

If you are reading this article and have Chinese colleagues and contacts, you better think about putting together a Moon Festival greeting – don't forget to include the families of your contacts too.

Good luck!

# Chin Communications Presents – The Mandarin Interpreter

Have you seen Catherine Tate playing 'The Interpreter'?

There is now a sequel in Mandarin. Hopefully you'll get a laugh out of it and not find yourself in familiar territory.

Doctor Who's assistant was up to the task, but no interpreters on Planet Earth could interpret so many languages professionally. We should ask how many 'interpreters' take on a task which is beyond them – and how would you know?

### "THEY THINK WE'RE NOT HELPFUL!"

A long-time client expressed her reaction to being frequently asked: "Can you do the interpreting for this meeting?" Being bilingual can be a trap for the unwary – whether you are the one being asked to interpret, or the one needing an interpreter.

Our client, luckily, knows the difference between being bilingual and being able to interpret at a professional standard for meetings or other engagements. And here is the crux of the problem: a client doing business with Chinese has to trust 100% in an interpreter – if the interpreter is not good, neither will the deal be.

We've seen bilingual assistants who feel pressured into doing a job – out of their depth, but wanting to help, or unable to say no, the results can be very risky and embarrassing.

It's not just the standard of language:

- it could be inability to translate every detail in rapid speech – small details like numbers are always important and easy to get wrong
- not knowing the process of interpreting – how to interact with both sides and control the flow of speech
- inability to pick up things being said by the other side
- the issue of 'face' – if you don't have a good interpreter at your side

Bear that in mind when you are thinking about engaging an interpreter for an event – professional interpreters can make a huge difference to the result. They save you time and money too.

This brings us to the video we've made – we're sure even Catherine Tate will laugh!

Watch 'The Mandarin Interpreter' and let us know what you think.



# Team Chin Powering On!

— As well as producing our new video, Team Chin has been flat out with some interesting projects recently. As you read inside, we worked on the Jiangsu-Victoria 35th Anniversary milestone which saw the Chin interpreting team out on the hustings.

— Further from home, we've been assisting The 12 Apostles area developing a strategy for their ever-increasing numbers of Chinese visitors. A few ideas that don't use the entire budget can make a big difference to ensuring visitors feel welcome. Well done 12 Apostles Visitor Centre!

— We've recently assisted Melbourne's Chinese Museum with some pro bono work to improve the overall experience of visitors to the Museum in terms of signage and language. Incidentally, if you are in Melbourne, don't miss their Chinese ANZACS exhibition on now until just before Christmas. In World War 1, some Chinese Australians were rejected because they weren't 'white' enough; they replied "If Australia is good enough to live in, it is good enough to fight for."

— Following Chin's national interpreting award in 2013, our dairy translation team has been doing some great work: as well as piles of labels and marketing materials, for the tenth consecutive year, we've supported Dairy Australia's fantastic scholarship program, which trains industry leaders from the region and benefits Australia in more dairy exports.

— Chin's Marketing and Communications Manager, Yao Cheng, has also been training more clients in the whys and wherefores of Weibo – helping them to tailor the right approach and get onto this powerful social media platform.

FROM PAGE 1

### MOON FESTIVAL IN AUSTRALIA

There are many countries that celebrate Mid-Autumn Festival around the world. Australia is one that embraces the tradition and every year over a million Chinese, Korean, and Vietnamese descendants celebrate the day. Moon cakes are sold in Chinatowns and there are many celebrations in the weekends leading up to the Festival that include fireworks, dragon and lion dancing, and traditional drumming. If you are a business with colleagues or clients in China, or Chinese customers, don't forget to send a traditional Moon Festival gift, card or message to honour the tradition.

### Happy Moon Festival

中秋节快乐

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

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### CHIN COMMUNICATIONS

Level 4, 221 Queen Street

GPO Box 221  
Melbourne Victoria  
Australia 3001

Phone 1300 792 446  
Fax 61 3 9670 0766  
info@chincommunications.com.au  
www.chincommunications.com.au

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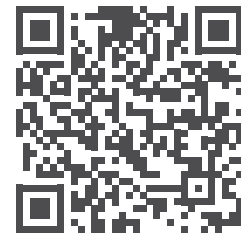
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*Moon Festival is  
celebrated from  
6–8 September.  
Join in and give  
moon cakes  
to your friends  
& clients*