



**“EVERY DAY IS A SCHOOL DAY”**  
**A few more steps on my China journey**  
**Dundee Business Brunch**  
**10 January 2018**

Dave Valentine MBE



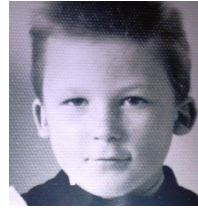
Scotland  
in  
China

# China?

*Never thought what I'll  
do later in life .....*

*Mandarin - never gave it  
a second thought.....*

*I never dreamed I'd  
ever go there .....*



*Visit China? What  
with my Lancashire  
dialect.....?*

*I had no idea what  
was ahead. Me –  
work with China!!!*

# I'm curious...

Rupert



Storytime

# RUPERT

and the Emperor's Gong



*Early influences and inspirations*

Pictures in children's books

Text Books showing real people

Films .....

Comparing - what it must be like

Curiosity.....

BUDDY ADLER PRODUCTION

INGRID BERGMAN • CURT JURGENS • ROBERT DONAT

**THE INN OF THE SIXTH HAPPINESS**

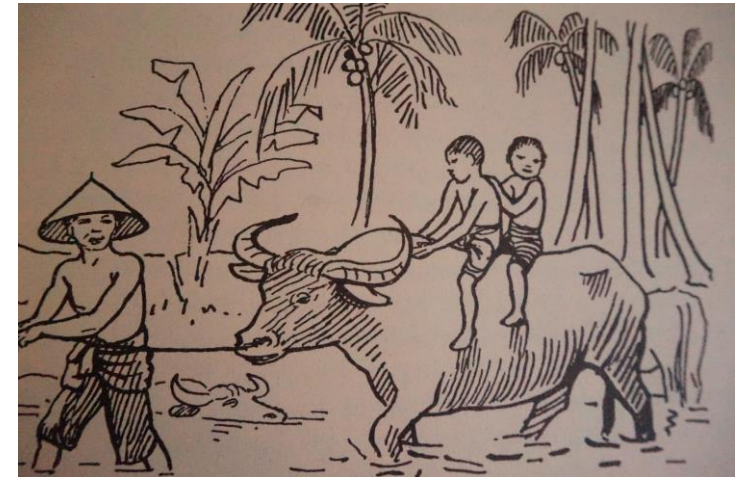
MICHAEL DAVID • ATHENE SEYLER • RONALD SQUIRE • MOULTRIE KELSALL • RICHARD WATTIS • PETER CHONG

COLOR by DE LUXE CINEMASCOPE

MARK ROBSON ISOBEL LENNART

THE INN OF THE SIXTH HAPPINESS





37 yrs Local Government

Economic Development

- Supporting businesses

- Inward investment

- Promotion of Angus

- Tourism

Environmental Health

Consumer protection



VALENTINE INTERNATIONAL  
BUSINESS CONNECTIONS



VIBC LLP  
Established 2012

Simpsons Golf Shop Ltd  
Established 2013 (1883)



# Why China?





ANGUS,  
SCOTLAND



110,000  
population

1

9

9

8

YANTAI, CHINA



6.5 million  
population

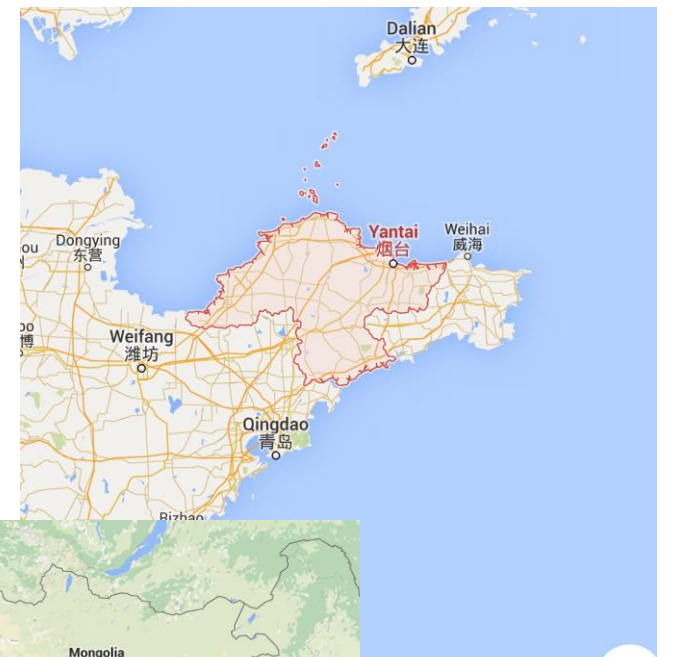


ANGUS  
SCOTLAND

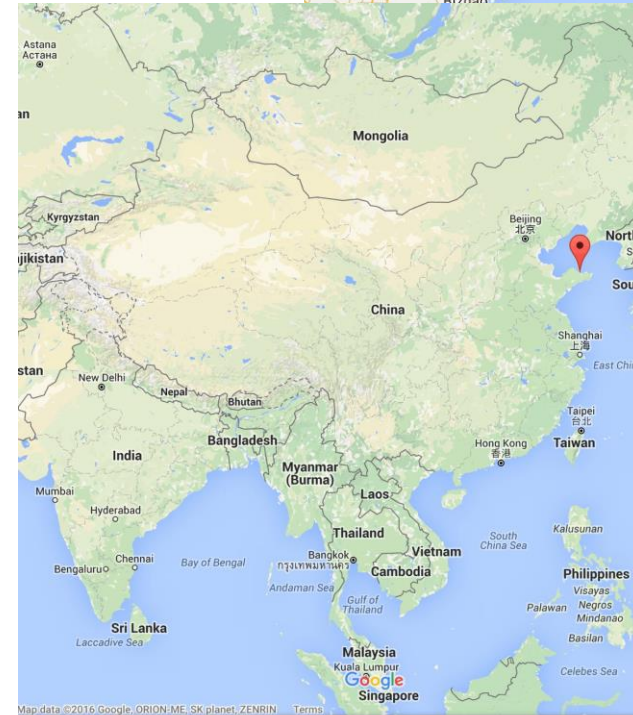


Angus  
Angus

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9  
9



YANTAI  
CHINA



Yantai, Shandong  
Yantai, Shandong, China

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Signing ceremony between  
Tiger Beach & Carnoustie Golf Links – June 2002





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CARNOUSTIE  
LINKS

TIGER  
BEACH





GLAMIS CASTLE

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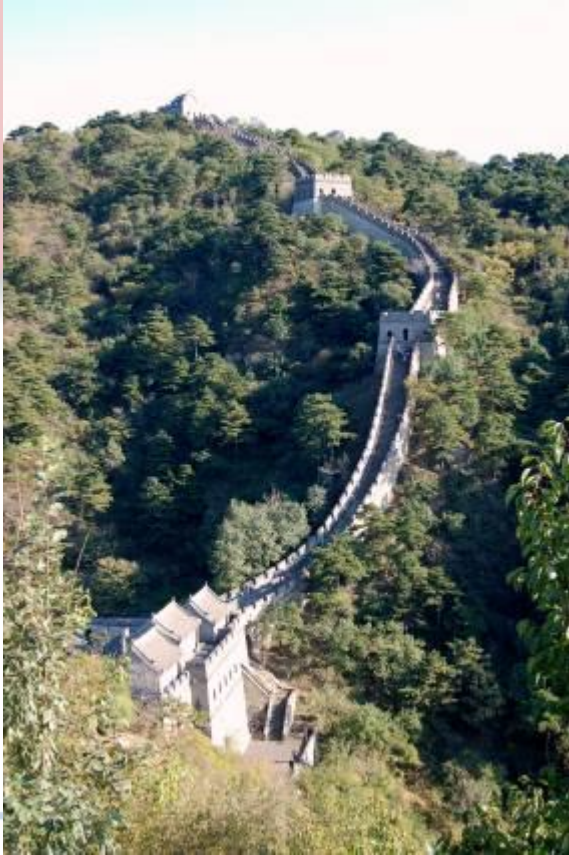
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6



PENGLAI PAVILION

**Great Wall**



**Glamis Castle**

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Scotland  
in  
China

■ Chinese  
SCOTTISH  
Tartan



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# VICE MAYOR OF GUANGZHOU





Wilkie's



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Ritchies





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Chinese Ambassador His Excellency Liu Xiaoming & Madam Hu Pinghua



Long Yong Tu – Vice Minister responsible for China  
joining the World trade Organisation in 2001



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# A taste of "The Angus" set for China



Bottles of The Angus Whisky being collected at the Glencadam Distillery Brechin on Tuesday. Pictured are, from left - Douglas Fitchell distillery manager, Angus Provost Helen Oswald, Fong Yu, Yuet Yu and David Valentine.

2

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## Hope Angus whisky will have China in its hand

By GRAEME STRACHAN, 9 October 2013 5.22pm.

G+ Share Twitter Email



Yuet Yu and Provost Helen Oswald sample a drop of The Angus.

DC Thomson







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6



Zhongshan Luxury Golf Resort – Simpsons Heritage Lounge



BRINGING PILGRIMS FROM THE SIMPSONS LOUNGE TO ANGUS

## FTSE 100 closes above 7,500 for first time

FTSE 100 Index has closed above 7,500 for the first time as inflation fell below the Bank of England's 2.5% target and confidence over economic prospects under a Tory government drove stocks

The blue chip index hit a mid-session record of 7,522.03 points in afternoon before settling at an all-time high of 7,522.03 points for the day.

It was the third consecutive day of gains for the FTSE 100.

Investors were reacting to signs that Theresa May's Conservative party will win a majority in the general election on June 8, while the market started to abandon its bearish stance after data showed inflation reached 2.7%

Among the risers on the London exchange were Vodafone at 219.45p, up from 218.5p, Rio Tinto at 3,100.5p, and BT at 358.2p.

Among the fallers were BT, which was pushed down by a downgrade in its Micro Focus software, down 76p to

# Trade mission bolsters business links with China



**GRAHAM HUBAND**  
BUSINESS EDITOR

Senior business leaders from Dundee and Angus have completed a mission to boost trade relations with China.

The delegation – which included local chamber of commerce president Colin Loveday and chief executive Alison Henderson – visited Shandong Province, the third largest regional province in China with a annual gross

new cities such as Yantai and Jinan opens up the potential for Dundee and Angus businesses to promote and sell goods and services which Chinese businesses and consumers want to need," DACC president Colin Loveday said.

"That demand, together with a more recent policy of 'opening up' to new trading partners and overseas alliances by the Chinese, presents a myriad of opportunities for our local businesses to

Members of the Scottish Chambers of Commerce delegation in China during the trade mission to China.

Dave Valentine, owner of the Simpsons of Carnoustie golf shop.

Mr Valentine organised the mission in his capacity as international ambassador for China for Scottish Chambers of Commerce.

DACC CEO Alison Henderson said the challenge was now to match demand in China with companies locally.

"We will now undertake a deep dive of companies based in Dundee and Angus

SCOTTISH CHAMBER APRIL 2017



PENGLAI PAVILION

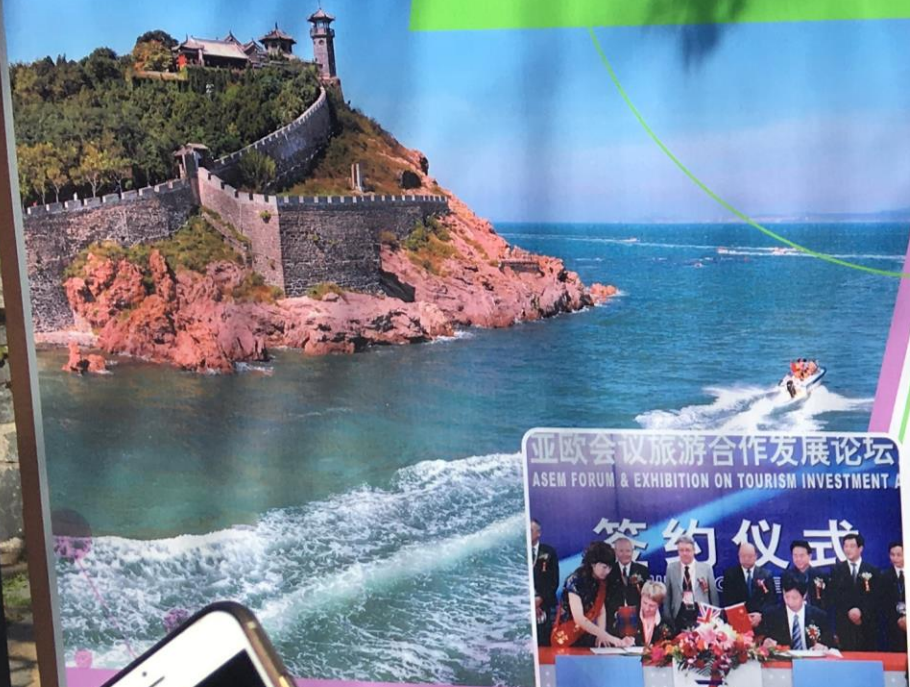


2 MILLION VISITORS EACH YEAR

# PROMOTING GLAMIS CASTLE IN CHINA

## 蓬莱阁景区携手英国格莱美斯城堡 共谱文化旅游新篇章

2006年10月19日，格莱美斯城堡负责人与蓬莱阁景区负责人在烟台国际博览中心签约缔结友好景区。此后，格莱美斯城堡与蓬莱阁景区多次进行友好交流。安格斯市政府及格莱美斯城堡代表团先后于2006年、2008年、2010年、2012年来阁进行访问，2016年蓬莱市政府及蓬莱阁景区代表团赴格莱美斯城堡进行访问。自建立友好关系以来，双方通过在双方网站上互建链接，在双方景区陈列展示与双方相关文字、图片及其他资料等方式进行文化交流与旅游合作，并且在文物古迹保护修复以及旅游可持续发展上定期交流经验。通过不断深入加强交流，蓬莱阁景区与英国格莱美斯城堡定会谱写出文化旅游新篇章！



2006年10月19日，蓬莱阁景区与格莱美斯城堡友好“结盟”



2008年8月安格斯市市长及格莱美斯代表团来阁



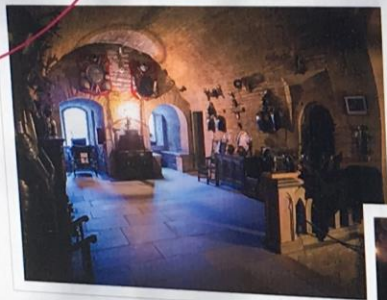
2012年4月安格斯政府及格莱美斯代表团第四次来阁访问



2016年4月蓬莱代表团赴格莱美斯城堡进行友好访问

# 格莱美斯城堡

GLAMIS CASTLE



## THE GLAMIS STORY

英国格莱美斯城堡，位于苏格兰安格斯市，是一个充满传奇与童话的地方。它矗立于苏格兰草原与森林之间，后依格兰扁区山脉，拥有许多塔楼和尖塔，诺曼底式的角楼将古典的苏格兰塔楼围起，兼有法国与苏格兰的建筑风格。它是1372年斯特拉斯摩尔伯爵和金豪尔伯爵的皇家居住地，也是莎士比亚著名四大悲剧之一《麦克白》的城堡原型所在地。格拉姆斯城堡之所以闻名遐迩，还因为这里是苏格兰国王麦克佩斯的住所，是伊丽莎白女王童年的故乡、玛格丽特公主的出生地。

# Confucius Institute for Scotland's Schools (CISS)



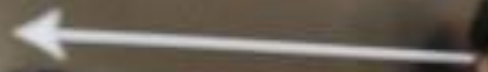
2017



# Model Institute Award 2017



Music  
Museum



Free admission



Chinese Vice Premier  
Madam Liu Yandong

January 2018



# Mandarin?

*How much easier it would be if I could speak just a few words of Mandarin?*



*I don't know Mandarin but I'll practice making a few lines of my speeches in Mandarin and use a few chosen phrases*

*The trouble I go to in checking that my communication is clear and that I fully understand my Chinese partner*

*I'll make an effort to pronounce names correctly*

## Understanding the culture..



2

DAVID VALENTINE MBE

大卫·瓦伦丁

0

CHAIRMAN AND MANAGING  
DIRECTOR

董事长兼总经理

1

VALENTINE INTERNATIONAL BUSINESS  
CONNECTIONS LLP

瓦伦丁国际商务咨询公司

2

瓦伦丁 means Valentine (phonetic) but .....



lee

欢迎欢迎

Welcome welcome

Microsoft Translator

Enjoy the weekend! We look forward to working together.



陈文春

hi David 😊



陈文春

范总好 😊

Good fan 😊

Microsoft Translator

Friday 14:37



lee

欢迎文春总! 娄总已把访问要求发给我了, 还有些细节我得问你, 今天太晚了, 明天联系你吧

Welcome Fumiharu total! Lou sent me total access requirements, there are some details that I have to ask you, today it's too late, contact you tomorrow

We chat translation

Short sentences

Double check with other apps

Reverse translation

湖畔一個面積達500英畝、有15間睡房的城堡，此外還聘請了管家和廚師，以直升機代步，在一周內獵殺了17頭雄鹿。

據《第一財經報道》，馬雲昨日下午通過移動社區應用“扎堆”發佈聲明稱，“今天媒體在傳播我‘花大錢’在英國打獵學‘貴族生活’。學當貴族，我毫無興趣，出生平寒草根，對‘貴族生活’並無嚮往。但學習通過打獵保護環境的知識倒是真事。”

他解釋說，該報導所提及的其實是他兩年前作為大自然保護協會（TNC）成員在歐洲參加的一次野外考察活動，他通過該組織學到了很多專業保護知識，比如科學家稱狩獵是一種自然保護的必要手段，像澳洲袋鼠、歐洲的老、病鹿群等野生動物由於缺乏天敵而野蠻生長，不進行平衡控制性獵殺對環境破壞很大。

“狩獵在我的心目中一直是非常殘忍的事.....說實話，那次狩獵並不快樂，開槍的感覺真的不好。”馬雲說，很多觀點對於生出生在國內的人來說是第一次聽說，但狩獵是一門專業技能，有保護生態物種系統健康的作用。

就在馬雲發聲明前，大自然保護協會通過官方微信發聲明稱，上述報導斷章取義，歪曲事實，“基於科學研究結論開展有計劃的狩獵活動，淘汰老弱病殘的野生動物個體，有助於減少疾病的傳播和動物之間無謂的資源競爭。”

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(Early South Chinese), the Sunday Times reported at the weekend, Alibaba Group founder Jack Ma, a Chinese Tycoon in United Kingdom to cheque-book rental Castle and hunting, and experience life. Mr MA yesterday (August 11) response, said reports mentioning him two years ago as a member of the society for the protection of nature in Europe to participate in a field trip, he didn't aspire to "life", and "feels so bad to shoot." According to the Sunday Times report, MA to about 360,000 yuan in spending a week together with 11 other friends on the banks of Loch Ness in Scotland a rental area of 500 acres, there are 15 bedrooms of the Castle, also hired a housekeeper and Cook, travel by helicopter, killed 17 bucks in a week. According to the CBN report,



Time to call the cavalry!!

Help!!!!  
幫幫我!!!





一旦失窃要报警，切莫姑息又养奸

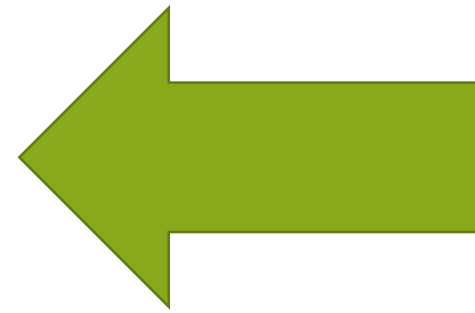
If you are stolen, call the police at **once**.



上海市公安局城市轨道交通分局

Urban Mass Transportation Branch Shanghai Public Security Bureau

[www.english.com](http://www.english.com)





汀步路，

小心滑倒！

Slip and fall down carefully!





STUPID BEAN  
SPROUTS!!!





EXECUTION  
IN  
PROGRESS!!



*WHAT WE SAY - WHAT WE MEAN – WHAT CHINESE PEOPLE THINK WE MEAN*

I HEAR WHAT YOU SAY ...	I'M NOT REALLY INTERESTED	SHE ACCEPTS MY POINT OF VIEW
THAT'S NOT BAD....	THAT'S QUITE GOOD	IT'S NOT VERY GOOD
OH BY THE WAY....	I JUST REMEMBERED A KEY POINT.....	IT'S NOT THAT IMPORTANT
I WAS A BIT DISAPPOINTED THAT ...	I'M ACTUALLY QUITE ANNOYED .....	IT DOESN'T REALLY MATTER
OK – I'LL TRY MY BEST	I'M NOT SURE BUT I'LL GIVE IT A WHIRL	HE SAID HE'LL DO IT

**So we must be very clear and make sure our Chinese friend knows exactly what we mean!!**

# WHAT WE SAY - WHAT WE MEAN – *WHAT CHINESE PEOPLE THINK WE MEAN*

WITH THE GREATEST  
RESPECT

I THINK YOU'RE AN IDIOT      *SHE IS REALLY TAKING ME SERIOUS*

I HAVE A NUMBER OF  
MINOR CHANGES

IT NEEDS A RE-WRITE      *JUST A FEW TYPOS THEN.....*

IT'S PROBABLY MY FAULT

IT'S NOT MY FAULT – IT'S REALLY  
HIS FAULT

*WHY DOES HE THINK IT'S HIS FAULT?*

OH... YES... H'MM VERY  
INTERESTING

WHAT A LOAD OF  
RUBBISH

*HE REALLY LIKES IT*

I'LL BEAR THAT IN MIND

I'LL PROBABLY FORGET

*HE'LL DEFINITELY REMEMBER*

**So we must be very clear and make sure our Chinese friend knows exactly what we mean!!**



KO – KOU – KO – LE

Let your mouth rejoice.....

Happiness in the mouth.....

Before Coke's official Chinese launch in the 1920s a retail chain printed thousands of posters.....

**"bite the wax tadpole" or "female horse stuffed with wax"**, depending on the dialect.

Coke then researched 40,000 Chinese characters and found a close phonetic equivalent: Ke Kou Ke Le, it sounds terrific – it sounds like the original, and means "let your mouth rejoice." Or roughly translated "happiness in the mouth." (have you seen what it can do to teeth?).

So Coke was not to blame .....





## KENTUCKY FRIED CHICKEN

In Chinese, the Kentucky Fried Chicken slogan "finger-lickin' good" came out as

"eat your fingers off."



## PEPSI

Not to be outdone by Coke when Pepsi started a marketing campaign in China and Taiwan, the translation of the Pepsi slogan

*"Come Alive with the Pepsi Generation"* came out as

"Pepsi will bring your ancestors back from the dead."



*It's a hard life but someone had to do it .....*

VALENTINE INTERNATIONAL

BUSINESS CONNECTIONS



For more details please contact:

DAVID VALENTINE MBE 大卫·瓦伦丁

CHAIRMAN AND MANAGING DIRECTOR 董事长兼总经理

VALENTINE INTERNATIONAL BUSINESS CONNECTIONS LLP

瓦伦丁国际商务咨询公司

移动电话 (Mobile): +44 (0)7772806252

电子邮件 (Email): [dave@valentineinternational.co.uk](mailto:dave@valentineinternational.co.uk)

