

MEMBER SPOTLIGHT

会员聚焦 – 凯茜阿姨儿童中心

Member Spotlight is a new installment from BritCham Southwest designed to give a brief highlight of the successes of just one member company in the region.

会员聚焦是中国西南英国商会为会员订制的会员公司简介及商务推广服务。

This week's spotlight:



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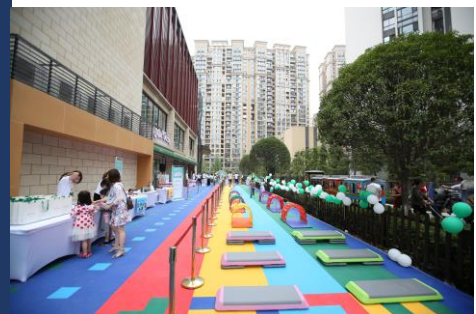
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About Miss Cache 凯茜阿姨儿童中心

United Education started in Chengdu in January 2017. The company is focussed on early child education. By Jun of 2017, United Education had obtained the UK CACHE International Centre qualification and later successfully developed a Chengdu CACHE Centre with the Normal School of Chengdu University. By June of 2018, United Education has invested and opened a large scale, top quality Child Centre named Miss Cache (凯茜阿姨) in the city of Chengdu.

广合优培教育管理有限公司于2017年1月在成都成立，公司专注于早期儿童教育领域。2017年6月，广合优培获得英国护理、健康与教育资格管理委员会颁发的CACHE国际认证资质，并，继而联合成都大学师范学院成立了英国 CACHE国际认证成都中心。2018年6月，广合优培教育管理有限公司在成都开设了Miss Cache（凯茜阿姨）的高品质大型儿童中心。



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About Miss Cache 凯茜阿姨儿童中心

United Education has also developed a number of specialty education programmes and curricula for young children including; VM Mathematics and Science, bilingual Strength programmes and English for youngsters. United Education plans to open and operate a number of Miss Cache child centres, kindergartens, baby care centres in the near future. Miss Cache is based in Chengdu and plans to expand its operations throughout Southwest China. We are confident that Miss Cache will be a recognised name in quality child education provision, with the highest UK standards throughout China.

United Education has a strong key team of highly professional and internationally diverse team members. The team has a combined background in both educational and financial investment fields.

广合优培还为0-12岁儿童幼少儿研开发了一系列专业的特色教育课程及体系，如：VM可视化数学（思维感统训练课程）、VS科学思维启蒙训练课程、ABC双语体适能课程以及英语阅读课程。广合优培计划在未来几年内开设并运营一系列的Miss Cache（凯茜阿姨）儿童中心，幼儿园，婴儿护理中心；Miss Cache（凯茜阿姨）将驻扎在成都，并扩展其在中国西南地区的业务。我们相信，Miss Cache（凯茜阿姨）将成为中国西南地区及全国拥有最高英式教育标准的优质儿童教育品牌

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Interview with General Manager – Moore Liu

采访总经理– Moore Liu

What is the mission statement? 你们的使命是什么？

We believe that every child has the right to a quality education in a warm, safe and caring environment. We believe that every child is unique, with different interests and abilities that need to be nurtured and developed over time. We value play as an important part of learning that supports the holistic development of language, communication, physical, social and emotional skills. We value the child's voice by listening to and respecting their ideas and opinions. We value the being part of an honest and transparent learning community.

我们相信每个孩子都有权在温暖，安全和关爱的环境中接受高质量的教育。我们相信每个孩子都是独一无二的，不同的兴趣和需要随着时间的推移而培养和发展。我们重视游戏是学习的重要组成部分，支持语言，交流，身体，社交和情感技能的整体发展。我们通过倾听和尊重他们的想法和意见来重视孩子的声音。我们高度重视成为诚实和透明的学习型社区的一部分社区。

Why Southwest China? 为什么选择中国西南地区？

The early child education industry in the Southwest of China has great growth potential in respect to increasing number of child organisations, quality and standards. It is the mission of United Education to promote international teacher qualifications in order to better serve the international educational ideas and philosophies and to set higher professional standards in the early child education sector in Southwest China.

中国西南地区的早期儿童教育产业不管是在机构数量、教学服务质量及标准方面都具有巨大的增长潜力。广合优培旨在通过CACHE资历培训认证，提升幼儿教育行业师资力量，同时专注执行国际早期教育高标准及先进教学理念，提升中国西南地区的早期儿童教育标准与服务。

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Interview with General Manager- Moore Liu **采访总经理-Moore Liu**

What are the biggest challenges you have faced while working here?
你在这里工作所面临过的最大的挑战是什么？

Co-ordination with various partners and the constantly changing business environment.

与各种合作伙伴之间的配合，以及不断变化的商业环境。

Do you have any advice for other businesses?
你对其他公司有什么建议吗？

- Ensuring that in-depth market research is done before the project is started.
- Having trustworthy and strong local partners is also key for success.

确保在项目开始之前进行深入的市场调查；且拥有值得信赖和强大的当地合作伙伴也是成功的关键。

Where are you looking for support?
你在哪里寻求支持？

UK experts and exchange programs for early child education.

英国早期儿童教育专家及相关交流计划。

Who has helped you?
有谁帮助过你吗？

CBBC and UK Consulate General in Chongqing.

英中商贸协会以及英国驻重庆总领事馆。



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What do you predict for the future of Southwest China?
你怎么看待中国西南地区的未来发展？

This region has great potential, there is a high demand for quality educational organisations for young children, like kindergartens and baby care centres. Poorly managed child organisations will slowly die out. We, United Education, will be able to provide what modern parents are looking for, by offering top quality educational programs and facilities.

中国西南地区的未来发展潜力巨大。对高品质的幼儿园和幼儿中心等幼儿机构的需求很高。管理不善的儿童组织将逐渐被市场淘汰。广合优培将通过提供最优质的教育体系和场地设施迎合现代父母的教育需求。

What are the strengths of the UK?
英国的优势是什么？

The UK is well known for its top quality early child education. It is our plan to import the expertise and experts from the UK to further build the Miss Cache brand.

英国以其高质量的早期儿童教育而闻名。我们计划从英国引进专业的体系内容及专家，以进一步在早期儿童教育领域建立我们的Miss Cache（凯茜阿姨）品牌。

