WHY IS IT IMPORTANT TO STUDY CHINESE CIVILIZATION AND CULTURE?
• China is one of the world’s oldest, continuous cultures, over 4000 years old.
• China is the most populous nation in the world, with 1.3 billion people.
• One fifth of the planet speaks Chinese. Mandarin Chinese is the mother tongue of over 873 million people, making it the most widely spoken first language in the world.
• China is the second largest economy in the world and will likely pass the U.S. within two decades.
• China is an increasingly important trading partner for Canada.
• Many Canadian companies do business in China and have long-term investments there—the opposite applies as well.
China has become a huge market, and business leaders are looking for people who can speak Chinese and operate successfully in a Chinese cultural context. Knowing Chinese culture and language may give you an edge when competing for an important position.