

CIT Attended International Real Estate World Summit

On Oct. 25, 2012, On behalf of Director of Confucius Institute at Troy University (CIT) Dr. Iris Hong Xu, Professor Xiaofeng Chen, Deputy Director of CIT and CIT staff Guoxin Sun, attended International Real Estate World Summit held in Destin, Florida. About 70 entrepreneurs at home and abroad in Real Estate field attended the event.



陈晓枫女士在会上讲述中国文化特点
Deputy Director Ms. Xiaofeng Chen Introducing Chinese Culture Characteristics

The topic for Dr. Xu' presentation is Harmony between Western and Eastern Cultures: Doing Business under Chinese Context. Director Xiaofeng Chen first introduced Troy University and Confucius Institute at Troy University. She presented with PPT prepared by Dr. Iris Xu, displaying the differences between Chinese and Western cultures and added many examples from her personal experience in vivid and humorous language. It was a successful presentation and after the presentation, many people asked information of Troy University and CIT for

future cooperation opportunities. Her presentation provided very helpful cultural guidance for American entrepreneurs to successfully do business with their Chinese counterparts, contributing to further economic cooperation between China and the U.S.

特洛伊大学参加国际房地产世界峰会

2012年10月25日，应特洛伊大学孔子学院院长徐弘博士之托，中方院长陈晓枫副教授带领孔子学院孙国欣老师开车前往位于佛罗里达的 Destin 参加国际房地产世界峰会。房地产峰会约有 70 人左右参加，大多数是来自于美国各地甚至于全世界各地的房地产领域的老板或者精英。

在世界房地产峰会上，徐弘博士事先安排好的讲座题目是：中美文化的不同及与中国做生意的文化视角分析。陈晓枫院长首先介绍了特洛伊大学和特洛伊大学孔子学院，之后进入正题，利用徐弘院长事先准备好的幻灯展示材料，并且结合自身所见所闻的经历，形象生动地介绍了中西方文化差异以及从文化差异的视角为美国企业家与中国企业家做生意提供指南。讲座非常成功，收到了热烈欢迎，讲座之后很多人围过来探寻合作机会。

这次会议开拓了特洛伊大学孔子学院的视野，结识了很多企业界和房地产业的精英人士，为以后特洛伊孔院为企业界服务提供了更加广阔的平台；同时这次讲座极大程度地宣传了特洛伊大学和特洛伊大学孔子学院，同时切切实实并形象生动地为企业家人士尤其是房地产业的精英提供了关于中美文化差异的信息和为与中国企业家或者潜在业主成功做成生意提供了文化视角上的指南，为未来的促进中美两国更多经济合作成功铺垫了更广阔的平台。