



Sino Matters® Ltd.  
中事纵横咨询（北京）有限公司

## VIPMandarin - Testimonials

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## The VIPMandarin Method

Most foreign business leaders in China are frustrated at not being able to speak Mandarin. Despite being high achievers, it seems impossible to combine Chinese studies with successfully running their companies.

Sino Matters was founded in 2007 to research and overcome the difficulties associated with learning spoken Chinese. The result is the first truly time-efficient teaching method specifically designed for the busy, and frequently traveling Chief Executive that makes learning to speak Mandarin fast, easy, and fun.

Have we succeeded? Please have a look at what our clients say about us and scan to see some of our clients in live action.

Welcome to Sino Matters!

Curt Bergstrom  
President

Mail: [curt@sino-matters.com](mailto:curt@sino-matters.com)





"Despite having lived and learned local languages in multiple countries, Mandarin proved to be the biggest language challenge. Upon arrival to China, I did try the traditional way of learning Mandarin and made slow progress. In contrast, the VIPMandarin method was a motivating experience from day 1. After trying it for a couple of months I found it to be so efficient that I decided to offer it to all of our most senior executives. The progress is very encouraging and the motivation to continue is very high."

**Hubertus Troska**, Member of the Board of Management of Mercedes-Benz Group AG. Greater China



"Being able to speak Mandarin is of course of great value in China. Unfortunately, learning this difficult language with traditional methods takes more time than most foreign executives can afford to invest. Sino Matters' unique, and highly efficient method, now changes this and it even works for a frequent traveler like me. Studying Chinese while traveling by car, train and plane, as well as making use of lessons via WeChat video call, have changed my ways of acquiring the language. I'm very pleased with the result and I'm now encouraging my executive staff members to follow me in learning Chinese."

**Prof. Dr. rer. pol. Dr.-Ing. E. h. Jochem Heizmann**, Member of the Board of Management with responsibility for China (2012-2019), Volkswagen AG.



"After 6 years of struggle with on and off Mandarin lessons, I was finally introduced to Sino Matters' unique approach. Six months later I felt able to converse with confidence - not just in taxis and restaurants, but also in those inevitable awkward business moments where the resident translator has left the room and the silence falls. After further study, I can now engage directly with clients and government officials in their own language and confidently address large audiences. While the lessons are engaging and fun, they still require strong motivation and commitment, but the rewards are almost instantaneous."

**Sean Green**, President and CEO of BMW Group Region China



"I knew Mandarin was going to be difficult, but after only a couple of weeks with Sino Matters, I was able to give directions to taxi drivers and with the method's great balance between positive pressure and fun, progress was fast and has absolutely been worth the effort. I now give speeches in front of employees, to government officials, and at major industrial events. My Chinese audiences' appreciation for my Mandarin efforts has been truly overwhelming and the business impact is obvious."

**Dr. Erwin Gabardi**, CEO, Volkswagen (Anhui) Co., Ltd.



"How do you learn a top challenging language like Mandarin when time is your most rare and precious commodity? You look for a method with a proven record of efficiency that offers the flexibility of having lessons wherever you are: in the car, on the train, at the airport. Add a great team that you can tell loves what it is doing, always motivating you to make progress. That's Sino Matters' winning formula."

**Juergen Model**, CEO, Siemens Mobility Greater China.



"Any foreign executive who would like to increase their impact during a long-term assignment in China needs to seriously consider the VIP Mandarin course. Being able to grasp the structure of the language, and fundamentally converse, provides an invaluable insight into Chinese culture. Traditional classroom-style teaching methods are too onerous. This method combines fun with a sense of achievement!"

**Arno van der Merwe**, BBAC President & CEO, Beijing Benz Automotive Co.,Ltd.



"Learning Mandarin with Sino Matters opened another door to China for me. The method requires discipline and motivation, but thanks to highly competent teachers and content focused on the needs of foreign Top Managers, Sino Matters' method is amazingly efficient. Arriving in China without a single word of the language, I was able to give my first speech already after a few months."

**Jens Pfitzinger**, Executive Vice President HR, Volkswagen Group China.



"Being able to communicate with Mandarin-only speaking locals has allowed me to have a keener understanding of the culture, develop deeper guanxi, and express respect for China as a foreigner. Sino Matters' approach helped me learn full sentences and have the confidence to interact with locals from day one. The teachers are super supportive, the lesson timings flexible, and the material focuses on the phrases foreigners most likely want to know first."

**Brent Young**, Vice President and Head of Global Markets Strategy  
Intel Corporation



"After several years in China and two attempts to combine learning Chinese the traditional way with the hectic schedule of running a business, I was annoyed with my limited progress. Finally, I tried the Sino Matters approach which dramatically has improved my Mandarin so that I now can have easy conversations and deliver short speeches. The method allows me to study wherever and almost whenever I want to. With the great teachers it is also a lot of fun. This is why almost my entire foreign top management team also uses Sino Matters. Strongly recommended!"

**Dr. Stephan Woellenstein**, CEO (2019-2022) Volkswagen Group China,  
Member of the Board of Management.



"I never had an experience like this, where learning an extremely difficult language turns into having fun, being always motivated to prepare well, looking forward to the next lesson and really enjoying the progress that you can experience every day. And on top of it, it is a warm-hearted community of teachers making you feel very welcome and part of their family."

**Prof. Dr.-Ing. Hans Georg Engel**, Senior Executive Vice President,  
Head of Mercedes-Benz Research & Development China



"It was a real pleasure to learn Chinese with SinoMatters. At the beginning I didn't think that I would come that far. The combination of daily listening to recordings plus having regular face-to-face lessons is from my point of view nearly the only way to combine a busy schedule with learning Chinese. All the teachers who took care of my lessons through the 3 years' journey were really motivated and did their best to facilitate my learning of Chinese."

**Dr. Uwe Gerecke**, Senior Vice President and CFO Digital Industries Greater China, Siemens Ltd., China.



"After months of postponed lessons, I gave up on the traditional "teacher-comes-to-the-office classes". Sino Matters' method is a game-changer. I am able to have classes wherever I go. The teacher team motivates me to prepare well for each class, sometimes making the Mandarin lesson the highlight of my day. Within a short time, I was able to give my first small speech in Chinese boosting my confidence and motivation to learn more. This is the only way to learn Mandarin!"

**Thilo Halter**, President, MANTruck & Bus China.



"Fluency in German, English, French, Spanish, Italian was of little benefit when facing the challenge of learning Chinese. Luckily, Sino Matters' method offers an efficient solution when facing thousands of similar sounding words and hard to pronounce sentences. Sino Matters' teacher's pay close attention to every detail and provide great encouragement. Being able to use the local language is a most important asset when working and living in China. I'm gradually getting there."

**Dr. Jens Puttfarcken**, President & CEO (2018-2022), Porsche China.



"I lived in Shanghai for about 6 years, semi-diligently studying Mandarin the traditional way. However, after completing HSK2 it was embarrassing to not being able to have even a basic conversation in Chinese. Discovering Sino Matters' innovative method, and their focus on verbal and listening skills, has finally made me believe that speaking Mandarin might not only be possible, but also fun."

**Dr. Bradley Morrison**, Senior Vice President - Operations & Site Management, BASF (China) Co., Ltd.



"Sino Matters has made it possible for me to learn Mandarin and to understand some of the Chinese culture. After a couple of months, I gave my first speeches in Mandarin to my employees and I was pleased by their positive reaction. Privately I also enjoy using my Mandarin while shopping at the morning market. As my Chinese has progressed, I'm now able to give speeches at dealer and press events."

**Kelley Platt**, President & CEO (2018-2021), Beijing Foton Daimler Automotive.



"If you want to speak and understand Chinese, then Sino Matters VIPMandarin is the only way to do it. It's fun, it's flexible, it's relevant, and the methodology lends itself to those, like me, whose time, ability, and inclination to attempt to learn it as if still at school, is limited. A very rewarding experience. Just great!"

**Nicholas J. Speeks**, President and CEO (2012-2019), Beijing Mercedes-Benz Sales Service Co., Ltd.



"After years in China and trying different methods, I luckily came across VIP Mandarin. The method's way of listening and talking was inspiring, fun and effective. Sino Matters' intelligent and efficient coaches kept me on track and helped me overcome all difficulties. In China things happens very fast. The same can be said about learning with Sino Matters. Warmly recommended."

**Kai Utela**, VP Operations, DT Detection Technology, a global leader in X-ray imaging and threat prevention.



"After 20 years in Asia, it felt like a failure not to have learned some Chinese. Fortunately, a friend recommended Sino Matters. Their unique approach and truly excellent teachers enabled me to make fast progress. Whereas previously learning was painful, with Sino Matters it was great fun. In addition, lessons via WeChat and conversation tapes meant I was able to study consistently from wherever I was travelling to and no matter how busy I was. I highly recommend Sino Matters."

**Tim Smith**, Chief Executive, Chief Executive Asia at APM Terminals Division of the AP Moller-Maersk Group.



"Sino Matters came highly recommended. The combination of excellent teachers with a unique teaching method enables quick progress and sustainable success. Their teaching system allows for flexibility. I can even have lessons in my car going to work. Most importantly, Chinese business partners understand my Mandarin which doesn't seem to be the case with many other Chinese language courses."

**Dr. Michael Baier**, Senior Vice President Senior, Battery Materials, Catalysts Division, BASF (China) Co., Ltd.



"As a dental surgeon in Beijing, my environment is Chinese-speaking. I tried to learn Mandarin, but the progress was slow. Sino Matters changed that. It's rare that a product is better than the sales pitch, but VIP Mandarin is. It's a marvel of efficiency. In a few months, I started to speak Mandarin allowing me to be more productive with my staff and to directly connect with my patients."

**Dr. Luis Gallardo**, CEO, Dental Medical Consulting Hong Kong. Medical Director, Beijing Heidelberg United Dental.



"After trying two other methods I came across Sino Matters. Within a couple of months, I could talk to our business partners in Mandarin, opening up doors and building trust. The coaches highlighted intercultural matters making understanding Chinese so much easier. The material and the scheduling flexibility make learning from anywhere at any time possible, perfectly fitting with my daily schedules."

**Daniel Schubert**, Sr. Vice President, CFO Asia Pacific (2018-2021), ZF Friedrichshafen AG.



"After trying to teach myself Mandarin through an App based program, I had given up hope of ever being able to understand the basics of the Chinese language. I will be forever grateful for having found Sino Matters. Their teaching method is a break-through and I look forward to each and every lesson. Very soon I was able to converse with taxi drivers, order food in a restaurant, and give simple speeches in Mandarin. I came to realize how important speaking Mandarin is to understand a culture."

**Ian Burton**, President (2017-2019), Mars Wrigley Confectionery China.



"I have just finished the Sino Matters curriculum and I am very satisfied. The method focuses on real-life spoken language that I could put to immediate use. The WeChat video lessons allowed me to have lessons also during busy travel periods. A key success factor was Sino Matters' excellent coaches who also helped me prepare speeches to employees and customers. Sino Matters' method really works and is definitely worth the investment."

**Patrik Riese**, President Sales Region Eastern China, FAW-Volkswagen Sales Company Ltd, China.



"After several years in China and only able to speak a few words of Chinese, I moved to our Chinese Joint Venture, a large state-owned enterprise. Mandarin became a necessity. SinoMatters deserves their stellar reputation having helped me dramatically improve my Mandarin so that I now can have conversations with my Chinese colleagues, which in turn, has built trust and led to closer relationships. Super coaches, super methodology and super fun. It doesn't get any better than this."

**Stuart Lennie**, Senior Vice President, Global Brand and Commercial at the Volvo Group JV partner DongFeng Trucks in China.



"Living abroad opens exciting opportunities. Business and cultural understanding opens up through understanding the local language. Sino Matters provided me with the chance to develop basic Mandarin communication capabilities through their unique and tailored program. This has given me many new experiences both in business and private life!"

**Dr. Sascha Brozek**, Senior Vice President and global head of Major Projects, KONE Corporation.



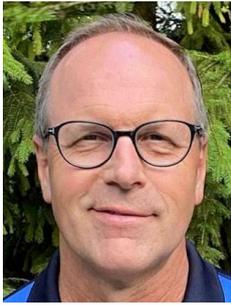
"I spent five years learning Chinese through various methods but I couldn't really speak it. While I could manage the basics, I was unable to communicate with confidence and fluency. After 6 months of studies with Sino Matters, I'm now at a point where I can interact with my Chinese colleagues in their own language which has had a significant positive impact and I feel a tremendous sense of achievement."

**Eleanor Prescott, (-2022) Principal, Wellington College, Shanghai**



"Not a language geek, I had high respect for learning Mandarin. With Sino Matters, it turned out to work very well and also to be a lot of fun. The progress is immediate and the content is focused on the areas that really matter. Along also comes insight into Chinese traditions, history, and culture. If you would like to leave the "expat bubble", I can wholeheartedly recommend Sino Matters."

**Thilo L. Zimmermann**, General Manager (2019-2022), SEB Shanghai. SEB is a large Swedish financial group.



“My experience with the Sino Matters team could not have been better. I was in China for about two and a half years and was able to get through the entire Sino Matters lesson series. While difficult, the process allowed me to understand not only the language, but also the Chinese culture and subtle nuances of this amazing country which also meant having a much more engaged experience with my Chinese co-workers. Very much worth the effort.”

**Douglas Lange**, President, North Star BlueScope Steel, part of BlueScope, a world leader in steel materials, products systems and technologies.



"After many years in China and having had a lot of Chinese classes I was demotivated by my lack of progress. I decided to try Sino Matters. Their sophisticated and personalized language coaching triggered my learning and I soon became conversational in Chinese. After my first speech, I could not stop. The smooth learning curve is addictive."

**Sebastian Frey**, Executive Director Vigeres (Shanghai) Co., Ltd., Technology & Governmental Affairs Consulting.



"I speak six languages and find language studies easy but my first attempt at studying Chinese was a disaster. I was unable to utter even the simplest of sentences. Sino Matters results-driven approach changed that. Now, more than one year into the program, I have no regrets. The teachers are fun to work with, the classes enjoyable, and most importantly, I can see the results in my day-to-day environment where people are impressed with how my Chinese is evolving."

**Magnus Sprenger**, Partner, Ernst & Young Hua Ming LLP.



"Learning Mandarin presents a great challenge. Sino Matters' approach - focusing on spoken sentences - meant that I was able to start applying some Mandarin in private life and work situations already within a few weeks. The realization that this was achievable is a great motivator. With the talented and dedicated teachers, I always look forward to my morning classes."

**Magnus Sahlholm**, Vice President Business Development, Volvo Trucks China.



"Learning Mandarin at age 60, with a busy job, not living in China? To my amazement, Sino Matters' methodology really works and the wonderful teachers did an excellent job in training and motivating me. After almost two years, I can now handle myself quite well at airports, train stations, hotels, restaurants, have a conversation, and (yet to be tested because of Covid-19), give a company presentation in Mandarin. Please do not think twice if you get the chance to learn Mandarin with Sino Matters."

**Robert van Vuure**, Senior Vice President, International Product Development, emerchantpay, a trusted online payment provider.



"Despite being a polyglot, my early endeavors to learn Chinese felt as if I was drowning with mental overload: characters, pinyin, meanings, and pronunciation. Then I hear about this Sino Matters thing and I skeptically give it a go! Fast forward 9 months - I'm floating on air, learning via an intelligently structured layered teaching approach delivered by an amazing team. I do have one regret - not starting with Sino Matters when I arrived in China! "

**Gianpiero (Peter) Wyhinnyj**, First Executive Vice President(2017-2019),JAC-Volkswagen.



"Thanks to VIPMandarin I rapidly learned to speak simple Mandarin with colleagues and clients. After some time, I was even able to make small speeches and have more advanced discussions with our customers. I don't know of any method more efficient than this."

**Elisabeth Lindstrom-Dupuy**, GM Sales Area North Asia, Sandvik Coromant Cutting Tools Co., Ltd in North Asia.



"I was committed to learning Mandarin, though after a few weeks of one-one tutoring I was nowhere near having a basic conversation. Fortunately, I was introduced to Sino Matters whose methodology made studying part of my daily routine and I was soon able to speak and understand basic Mandarin. Professional and fun coaches inspired me to learn more. Mandarin has greatly improved my quality of life in China and my understanding of the culture around me."

**Wiebe Wilbers**, Director of Supply Strategy, Mars Wrigley Confectionery Asia.



"I struggled through years of classes using traditional methods and made little spoken Mandarin progress. Finally, I discovered Sino Matters, and my journey changed, and I was soon able to speak Mandarin with confidence in daily life situations. For those that have struggled through the traditional teaching methods, it is not wasted provided you can find Sino Matters afterward. I am forever grateful to Sino Matters' talented coaches for their dedication and patience."

**Hamish McLean**, Supply Chain Manager (2008-2016), Chevron China.



"Having completed the Sino Matters Mandarin training I am pleased to say that it has been a true highlight of my experience of living and working in China. It is great to be able to converse in Mandarin with my colleagues, customers, suppliers, and people that I meet in everyday life. I am very grateful for the experience I had with Sino Matters making the training both stimulating and fun. I recommend them highly."

**Bernie Landy**, President(2011-2017), BlueScope China, a world leading steel producer with over 16,000 employees in 17 countries.



"VIP Mandarin rapidly allowed me to communicate in Chinese which has greatly improved my quality life in China and allowed me to thrive professionally. The method is intelligent, flexible (you can study when travelling), and time efficient. Well worth the financial investment. The lessons were the highlights of my day."

**Sampsa Karhunen**, Chief Financial Officer, Buro Ole Scheeren, a leading international architecture firm.



"Being a passionate polyglot with many languages under my belt, I expected to add Chinese without too much pain, but it is a very difficult language to learn. Sino Matters' approach minimized the difficulties, allowing me to speak the language in a relatively short time frame. I really recommend Sino Matters to everyone who is serious about learning to speak Chinese."

**Antonio De Gregorio**, Managing Director, Central & Eastern Europe, CIS at Thomson Reuters.



"Besides my native English, I also studied Spanish and Arabic, German, French, and Italian. When trying the same method with Chinese I realized I could not rely on reading to help with my speaking. SinoMatters' memory-based methodology and verbal approach allowed me to quickly familiarize myself with the culture, increase my autonomy, and grasp a language more foreign to me than I originally realized."

**Nathan Kolmodin**, Director (2016-2018), PwC China.



"I started highly motivated at a big language school only to quit deeply frustrated a few months later. I never thought I would give it another try. Sino Matters' transformative method, skilled and motivated coaches, together with WeChat sessions changed everything and put me onto a path of success. I enjoy every class and find the progress I'm making astounding. Well worth the time and hard work required."

**Dr. Torsten Schonert**, Head of Future Center Asia (2018-2020), Volkswagen (China) Investment Co., Ltd.



"I wish I had started with Sino Matters directly instead of wasting time with a traditional school. Sino Matters makes learning Mandarin FUN and with the fast progress and positive feedback from colleagues and clients it's easy to stay on track. My Sino Matters experience has been hugely rewarding and my conversations and speeches keep getting better and better."

**Dr. Stephan Lange**, Vice President (2014-2020), Animal Health Greater China of Boehringer Ingelheim, a world leading pharmaceutical company.



"After almost two years in the program my living and working in China has dramatically changed for the better. It is a big personal investment that definitely pays off. Interacting with colleagues and customers has become much more rewarding. It also generates a lot of respect when you try to integrate into the Chinese environment."

**Leon Coolen**, CEO(2012-2015), Friesland Huishan Dairy Co., Ltd., a joint venture between Hushian Dairy and Friesland Campina.



"Working with Sino Matters has been a challenging, but immensely rewarding experience for me. Firstly, in being able to learn Chinese and secondly, to have worked with so many wonderful and enthusiastic coaches to achieve such a great result."

**David Martin**, Managing Director, Spaceframe Construction and Engineering Co., Ltd.



"I feel great about visiting and working in China, with much thanks to the fantastic feedback I receive when I'm able to say a few words in Chinese. It truly opens doors and improves relations. Thank you to my Sino Matters teachers. Your method really works and stored Mandarin in my head without me even realizing it was happening."

**Rolf Berlin**, Chief Technical Officer, ATS Advanced Technical Solutions, a leader in laser based measurement solutions.



"When I first arrived in China I started lessons and I hated them. When work pressure increased, I stopped. When I did try again it was with Sino Matters and I immediately made progress. For any executive with limited time, I can fully recommend this as a fun way to tackle the Great Mandarin Wall, with really encouraging results."

**Laurence Barron**, Chairman(2013-2017), Airbus Group China.



"My Mandarin learning curve had flattened out. Tired of my complaints a friend introduced me to Sino Matters and soon things fell into place. People outside the class room could actually understand me - although I didn't put in much effort. My China experience has been immensely enriched by Sino Matters and I only regret it took me 9 months in China before I found them."

**Simon D. Strom**, Partner (2013-2017), PwC.



"I was very fortunate to early on be guided to Sino Matters and their excellent teaching system. My customers truly appreciated the fact that I put the effort into learning Mandarin and it has allowed me to achieve one of my main goals when moving to China: creating deep and lasting relationships with my key clients and colleagues."

**Dr. Mark Lyons**, President and CEO, Alltech, a leader in animal health, crop science and food & beverage.



"I had great respect for learning such a complex language in such a busy business environment. The method and learning style applied at Sino Matters is tailor made for the needs and capabilities of foreign executives, and makes learning the language enjoyable and extremely efficient. I do not think that I could have developed such Chinese speaking capabilities with any other method in a comparable time frame."

**Müslüm Yakisan**, Executive Vice President (2011-2016), Siemens Ltd., China.



"Besides the great flexibility of SinoMatters, I am impressed by their systematic approach to overcome the hurdles of learning Chinese. The result is sustainable and immediate results. A positive side effect: it is a lot of fun!"

**Tilo Quink**, President and CEO (2013-2016), ThyssenKrupp(China) Ltd.



"My ambition was to create a good atmosphere with colleagues and customers by partly being able to use Mandarin in my work and by being able to give prepared speeches in Mandarin. This happened much faster than I ever thought was possible. I truly enjoyed the lessons with inspiring, skilled coaches. I can really recommend Sino Matters."

**Hakan Andersson**, General Manager (2013-2016), Atlas Copco Industrial Technique Greater China.



"I first used the traditional method of learning Mandarin, but it was inefficient and time consuming. After 6 months with Sino Matters innovative verbal approach, my spoken Mandarin has dramatically improved."

**Fredrik Ektander**, Chief representative (2006-2016), SEB, a large Swedish financial group.



"I have tried various "classical" Mandarin study methods and they all failed me. In my opinion, VIP Mandarin is the only way for a busy executive to learn to speak Mandarin. This method is also incredibly convenient: efficient video conference lessons boosted by self-study recordings while commuting, travelling, or working out. The results speak for themselves."

**Jan Molenkamp**, Managing Director Asia-Pacific (2013-2016), Prestando Wuxi, a leading Swedish metal forming company serving automotive, construction and environmental industries.



"My excuse was always that I don't have time to learn a new, difficult language. However, after a handful of VIPMandarin lessons, I could easily recognize my own development. After only a few months my comfort level in China had increased incredibly. This system is fun, energetic, and worthwhile!"

**Lars Olofsson**, Director (2014-2016), Finnair Greater China.



"Like many I went through a number of false starts, materials and schools. The learning style did not work for me and the quality of the delivery was highly variable. Sino Matters' VIPMandarin method addressed both aspects. Continuous motivation is about experiencing real progress – The method, company, and coaches facilitate that."

**Graham Kill**, CEO (2007-2015), Irdeto, a world leader in software security and media technology.



"When arriving in Beijing ten years ago I tried a few lessons with a language institute and concluded that I would never ever learn Chinese. Simply too difficult. Sadly it took eight years until I discovered Sino Matters. Thanks to their fun, and super-efficient method, I'm now able to use Mandarin in my daily life."

**Ralph Lofdahl**, Chief Technology Officer (2004-2015), Ericsson, Region North East Asia.



"My initial motivation was just to learn basic Chinese to better manage daily life and to pay respect to my host country, but finally it become one of my favorite hobbies. Not only did I enjoy every single one of the inspiring lessons, but I'm also getting rewarded daily by the amazing feeling of being able to understand and communicate in basicMandarin."

**Angelika Alt-Scherer**, Partner (2012-2015),KPMGShanghai.



"I felt that my Chinese was going nowhere and it was driving me crazy. Since starting with Sino Matters my progress continues to be tangible and I am congratulated on my good Chinese, in particular my clearpronunciation. I now have confidence in communicating with native Chinese speakers in many settings."

**Mike Haederle**, Chief Geoscientist (2012-2015),CRTX, a joint venture between Aluminum Corp. of China and Rio Tinto.



"I regret not starting with Sino-Matters earlier. It's a way of learning that truly works! Within 6 months I could with considerable ease maneuver in shops, restaurants, airports, hotels, book meetings and generally get along in my daily life. The teachers are dedicated, enthusiastic, and make learning this difficult language great fun."

**Tom Nygren**,Vice President Legal Affairs China & North East Asia (2007-2014), Ericsson (China).



"My Chinese studies used to conflict with the demands of my job, making progress impossible. VIPMandarin offers a much more effective and fast approach which allowed me to quickly start communicating with my co-workers in a meaningful way. This is a great investment and a gift to any foreigner looking to connect with China!"

**Timur Senturk**, Managing Director (2012-2014), J Hotel Shanghai Tower, in the world's second tallest building.



"I am indebted to the old China hands who guided me to Sino Matters. Being able to have simple social dialogues in Mandarin allows me to connect with my clients in a sincere way. Sino Matters' unique approach to teaching spoken Mandarin and their excellent staff have greatly enhanced both my professional and private life in China."

**Vidar Skjaeveland**, President (2012-2014), Statoil China.



"I know from personal experience how difficult Mandarin is for a busy Executive. Thanks to Sino Matters, my Mandarin is well underway. Their method is almost magical and with little time beyond classes, I am now able to participate in business talks, give speeches in Chinese to our clients, and to our staff at Chinese New Year."

**Dr. Marc Wucherer**, Executive Vice President (2010-2014), Siemens Ltd., China. President, Industry Sector North East Asia.



"My initial efforts with a traditional teacher were unstructured and infrequent due to my busy schedule and the lack of progress frustrating. With Sino Matters I'm now speaking with growing confidence in restaurants and shops, as well as occasionally in the workplace, suggesting that the VIPMandarin method works for me."

**Steve Wilson**, President (2010-2013), Chevron China Energy Company.



"Like most other foreign executives in China, I tried learning Mandarin, but gave up since I didn't have the time and I didn't see the results coming. Sino Matters' approach will get you speaking Chinese faster than any of the traditional learning methods. The beauty is that you can remember all what you have learned."

**Dr. Benno Freiherr von Canstein**, Chief representative (2009-2014), Allianz.



"I kept hearing the name Sino Matters from fellow foreign executives. Their Mandarin method is breathtakingly effective. Starting on day 1, you learn phrases that you can actually use in daily life. Within weeks I was having simple exchanges with taxi drivers with zero fear. After a few months, I did simple business introductions and short opening statements in Chinese when giving keynotes. I recommend Sino Matters to anyone who needs to learn Mandarin fast."

**David P. Ryan**, Managing Director (2012-2014), Greater Asia, Health & Life Sciences Group Intel Corporation.



"I have never regretted my decision to start with Sino Matters. Their method allows for freedom to study whenever suitable. I used to find language learning boring, but the VIPMandarin method has kept my enthusiasm to further climb the learning curve. Now I make myself understood in restaurants, shops, and when traveling. It simply works."

**Peter Sjöblom**, Managing Director (2010-2014), Scania Sales China Co., Ltd.



"After a frustrating year of trying to learn Chinese, I switched to Sino Matters and found that learning Chinese can be both enjoyable, and very productive. I was soon able to talk with our partners in their language which helped build trust and respect. I recommend this approach to anyone serious about working in China."

**Andrew Cole**, CEO and General Manager (2011-2013), Chinalco Rio Tinto.



"Since I landed in Beijing in 1980, I have been constantly in a Chinese-speaking environment. I bought a pile of Chinese language books, cassettes, CDs, and I tried private teachers. All in vain and my poor Chinese was a source of frustration. Sino Matters proved to be the only method that works for my hectic schedule, now allowing me to have a conversation with local people."

**Gilbert Van Kerckhove**, Management Consultant and recipient of the China Friendship Award and the Great Wall Friendship Award.



"This is the only way to learn Mandarin. It is that good. VIPMandarin has greatly enhanced my life in China."

**Lee Gilbert**, Financial Director and Controller (2005-2012), Qualcomm Wireless Communication Technologies (China) Ltd.



"This is unbelievable. For the first time, after many years in China and many tentatives with different methods, I am making real progress with my Mandarin. I became addicted to Sino Matters and I am always looking forward to my next session with my coach."

**Serge Janssens de Varebeke**, Chief Representative(-2012), BNP Paribas Fortis in Beijing. President Emeritus (2004-2007), the EU Chamber of Commerce in China.



"Learning Mandarin is about showing respect to my Chinese stakeholders and to better understand China. This method is the optimum solution for very little time available. I listen on my way to work and then start the day with an hour of speaking Chinese. It perfectly fits my agenda and is a great start of the day!"

**Ghyslain Wattrelos**, Chief Executive Officer (2007-2013), Lafarge Aggregates & Concrete China.



"At the time when I arrived in China my knowledge of the Mandarin language was just a plain field. The VIP Mandarin learning method set me onto a steep learning curve from day one: it combines content useful in daily life with a teaching format that fits into any busy agenda."

**Carlo Pandolfi**, Project leader (2007-2011), IPR2 EU-China Project on the Protection of Intellectual Property.



"Learning to speak Mandarin is like climbing Mount Everest. It takes a lot of will power and endurance. If you attempt it, make sure you have a great climbing map and the very best support team you can find. I'm Sino Matters' biggest fan."

**Sean Maloney**, Executive Vice President(-2012), Intel Corporation. Chairman, Intel China.



"Learning Chinese will always be an exceptional challenge, particularly for Senior Executives. VIPMandarin is the optimal method to generate pleasing results. I don't know how it works, but I appreciate the outcome."

**Alfred Wewers**, President and CEO (2005-2012), ThyssenKrupp (China) Ltd.



"Starting with Sino Matters was a great decision. The VIPMandarin method is an ingenious way of learning Chinese. I only wish I had started on my first day in China instead of wasting my time with the traditional methods."

**Peter Herweck**, Executive Vice President and President of Industry Sector China and North East Asia (2004-2011), Siemens Ltd., China.



"I wish I had started to learn Chinese this way. I tried and failed several times. I used to tell my friends that I would pay a million dollars to the person who could teach me to speak Chinese. I never thought the day would come, but now it is finally happening, so I had better start saving."

**Edwin Maher**, News Anchor (2004-2017), CCTV International and a well known face to millions of viewers in China and around the world.



"After more than two years in China the best I had mastered was the time and the names and addresses of my apartment and office. After just a few months of lessons, in between a very busy work schedule, I felt a lot more confident to make myself understood in daily life. Very good value!"

**Peter Hern**, Sales Manager (2007-2010), Baldor Electric (Shanghai) Co., Ltd., a world brand in energy efficient electric motors, drives and transmissions.



"Can you get by without speaking Chinese in China? Yes, just like you can drive a car through the rain with bad windscreen wipers. Fortunately, VIPMandarin really delivers results in addition to being highly enjoyable."

**Wilfried Meyer**, Executive Vice President and head of HR (2005-2010), Siemens Ltd., China.



"Sino Matters has helped me enormously in getting a basic grip on the Chinese language. The focus on verbal skills suited my needs and I much appreciated the innovative and very intuitive methods used. So very different from the way I had to learn foreign languages at school!"

**Mikael Lindström**, Ambassador (2006-2010), Sweden to China.