

华尔街英语——交际英语人才的摇篮

— An Interview With Mr. Luigi Tiziano Peccenini, Founder of Wall Street Institute-China and President of Beijing Kangpei College English Learning Center

—访华尔街英语创始人、北京康培研修学院理事长李文昊 (Luigi Tiziano Peccenini) 先生

随着世界经济全球化和国际市场一体化进程的加速，人们在对外经济活动的交往中，语言的交流对经济的发展和商务活动的成败起到了至关重要的作用。中国已经加入世界贸易组织，北京申奥成功，中国人对外交往的机会越来越多，人们对学习外语，提高外语水平提出了更高的要求。华尔街学院预见到中国对英语教学的巨大需求，于2000年进入中国，先后在北京成立了康培研修学院并设立了四个英语教学中心；2001年又在上海设立了四达培训中心，都取得了成功。日前，记者来到中国国贸

中心采访了华尔街学院创始人、康培研修学院理事长 Luigi Tiziano Peccenini 先生。

初见理事长 Luigi Tiziano Peccenini 先生，给人一个深刻印象是精明，又见多识广、博学多才，他精通6国语言，但对人十分谦和。

理事长 Luigi Tiziano Peccenini 先生介绍说，美国修文公司成立于1971年，是国际英语教学与培训的领头羊，在80多个国家拥有自己的办事处，同时还经营着1900多个教学中心，负责向家庭、学校和公司提供英语教育服务。华尔街学院作为美国修文公司的一个子公司，在5个国家设立有430多个中心，成为世界上最主要的英语教学机构之



华尔街英语创始人、北京康培研修学院理事长 李文昊 (Luigi Tiziano Peccenini) 先生
Mr. Luigi Tiziano Peccenini, Founder of Wall Street Institute-China and President of Beijing Kangpei College English Learning Center

一，每年有150多万学生在华尔街学院参加了英语学习。华尔街学院教学系统积累了30年丰富的教学经验，它将学习技巧和人力资源巧妙的结合起来，确保学生快速掌握英语。理事长 Luigi Tiziano Peccenini 先生说，根据现有的一项调查，有88%的公司中认为，他们的雇员应具备相当的英语基础，各公司都把英语作为一种国际通用语言，加大了英语的培训投入。为了更好地帮助中国企业提高英语水平，华尔街英语中心创建了公司客户部，致力于成人及专业人士的英语教学，为公司员工设计个性化的课程，以满足不同企业对

英语学习的需要。

华尔街英语的教师都来自英语国家，具有大学以上的学历和较丰富的教学经验。该学院在聘用教师时严格把关，首先衡量教师对职业的态度和水平，同时对他们进行专门的职业培训。该学院在教学方面具有30年丰富的教学经验和在教学方面采取一整套科教办学的先进方法，同时拥有先进的教学硬件设备，从而，形成了华尔街英语自身独特的教学特色：1、采取Multimethod（“多元化”教学）系统，技术与人的结合。2、为不同的学生设计个性化的学习计划，使一百多万学生的英语水平得到了明显的提高。3、对待公司高层管理人员采用“量身定做”

方法, 灵活安排课程和专门指导, 特派教师到他们办公室进行单独辅导。4、使用多媒体设备进行个人学习, 在使用华尔街学院系统进行学习时, 一开始就使人完全沉浸在英语会话的气氛中, 在互动式和多媒体计算机的支持下的这种学习方法, 最实用、最简单和最让人乐于接受, 能使学生对英语口语的应用能力迅速提高。5、华尔街学院的服务还包括交流课程, 组织有益于教学的社交活动, 包括英语之角和社交俱乐部。这些教学模式都为学生创造出一个良好的学习环境。

理事长Luigi Tiziano Peccenini先生告诉我们, 学院培养的对象是社会各阶层人员, 包括年龄在25—50岁的各类专业人员、大学生及公司经理, 高级经理、中级经理及政府官员。目前所教的是普通英语, 注重语言交流。今后还要开设一些商业英语。目前在北京参加学习人员达7000人, 上海达1000人。

凡在该中心学习的学生都会得到高效的培训, 使每一个学生能熟练地掌握英语这门当今最重要的国际性语言, 用较少的投资取得丰厚的回报。该学院还能提供不限学时的培训计划, 学生可以自由选择课时, 使学生在最方便的时间学习英语, 不至影响工作, 并可以根据自己的能力, 自己掌握英语学习进度, 不必放弃自己的工作去适应他人的进度。华尔街学院用最先进的技术和训练有素的专业人员组合起来, 使学生只需用几个月就能掌握英语, 而不必花费几年的时间。

最后, 谈到下一步的发展计划时, 理事长Luigi Tiziano



Peccenini先生对华尔街英语的在华发展前景充满信心。他准备在中国投入巨大的资金, 并针对中国的国情和学生现状, 创造一种更新更适合中国人学习英语的教学模式, 调整和兴办更大的社交俱乐部, 进一步办好补充课和英语角。理事长Luigi Tiziano Peccenini先生强调说: “这样做对华尔街英语来说是一次大胆创新, 同时也是一次冒险和挑战, 但是我们愿意为中国的教育事业作一次拼搏。”

我们衷心祝愿华尔街英语在中国的英语教育事业更加发达与辉煌。



康培研修学院设在北京招商大厦的英语学习中心
Kangpei established English Learning Center in China Merchants Tower Beijing



學院設在東方廣場的英語之角
English Corner in Oriental Plaza

As globalization and the integration of international markets accelerates, communication will unceasingly play a vital role in economic development. Now that China has entered the World Trade Organization and Beijing has gained the sponsorship of the 2008 Olympic Games, Chinese people will have more opportunities to communicate with foreigners. Consequently the demand for English skills will strong them. Wall Street Institute correctly anticipated the huge need of Chinese to learn English and came to China in 2000. It soon established Kangpei College and set up 4 English learning centers in Beijing. In 2001, it set up Sida Training Center in Shanghai. All of its projects have been successful. Recently, our reporters went to the China International Trade Center and had an interview with Mr. Luigi Tiziano Peccenini, Founder of Wall Street Institute-China and President of Beijing Kangpei College English Learning Center.

Our impression of Mr. Luigi Tiziano Peccenini was that he is a very knowledgeable and erudite person. He knows 6 languages and is very modest and amicable.

Wall Street Institute, a subsidiary of Sylvan Learning Systems, Inc., has established more than 430 centers in 25 countries and has become one of the world's major English teaching organizations with more than 1.5 million students. Wall Street Institute has been operating for over 30 years. It's approach combines a powerful method with human resources to ensure that individuals learn to use English

with confidence. President Peccenini said that a recent survey indicated that 88% of selected companies wanted their employees to know English. These companies also increased their investment in their employees' English training because they regarded the language as the language for international communication. To better help Chinese enterprises in this respect, Wall Street English centers set up corporate training for adults and professionals and individualized courses for company employees so as to satisfy the various needs of business executives.

The teachers of Wall Street Institute all come from English-speaking countries and hold a university or higher diploma. They bring their rich teaching experiences to Wall Street. This college is very strict about the employment of teachers. First of all, it appraises their career attitudes and abilities, and then trains them to develop professional knowledge and skills. Wall Street Institute applies a complete set of advanced and scientific teaching methods and employs state-of-the-art teaching equipment. The following are the unique features of Wall Street English teaching: 1. It uses a "Multimethod" (teach multiple disciplines) system to combine technologies and people. 2. It designed individual learning programs for different students and had thus advanced the English levels of more than 1 million students. 3. It uses tailor-made methods for the members of senior management with flexible course schedules and special help, including individual tutorship at their offices.



小教室授课
Small Classroom Teaching

4. It applies multimedia equipment for individual study. Wall Street Institute students are completely immersed in the atmosphere of English conversation immediately after starting their programs. Supported by interactive and multimedia computers, this learning method is the most useful, and effective system which quickly promotes the practical abilities of students in oral English. 5. Its courses also include exchange courses, like social activities in the English Corner and the Social Club. All aspects of Wall Street help to create a good study environment.

President Luigi Tiziano Peccenini told us that the targets included people from all sectors of the society including a variety of professionals 25 to 50 years old, college students, company executives, senior managers, secondary managers and government officials. Currently there are 7000 students in Beijing and 1000 in Shanghai studying at a Wall Street Center. Any student studying at its centers would get effectively trained and become proficient in English. English is the most important international language of this age, which would

bring a rich return from a small investment. The Institute also provides training programs without fixed schedules, allowing students the freedom to take courses at their convenience without disrupting their work. This way, the students could arrange their study according to their own progress and abilities. With advanced technologies and well-trained professionals, Wall Street Institute enables students to master English in several months instead of several years.

Talking about the development plan of the institute, Mr. Luigi Tiziano Peccenini said that he was fully confident about the prospect of his

institute. He planned to invest heavily in China and create a new English teaching mode to better suit Chinese students and the situations of China. He also planned to adjust the Social Club and organize bigger ones, as well as hold effective complementary courses and English corners. Mr. Luigi Tiziano Peccenini emphatically said, "It will be an innovation as well as an adventure and challenge for Wall Street Institute, but we are willing to struggle for the educational cause of China."

We sincerely wish the Wall Street Institute success.



学员们运用先进的教学设备进行英语听力和口语练习
Kangpei provides advanced teaching facilities for students to improve their listening and speaking skills