

# 上海人学英语的热情让我感动

## ——访华尔街英语培训机构创始人李文昊

本报记者 林琳

作为全球主要英语培训机构的华尔街英语，进入中国虽然只有短短4年，但在北京和上海已有了12个授权学习中心，学员1.6万人，牢牢占据了高英语培训市场头把交椅的位置。在华尔街英语上海的第一个授权学习中心——上海四达华尔街英语金茂大厦学习中心，华尔街英语的创始人李文昊(Luigi Peccenini)接受了媒体的采访。李文昊是国际上教育业的先锋人物。这位具有传奇色彩的意大利人精力过人、富于人情。他曾经一下旧金山至上海飞机后，就直奔足球场踢满全场比赛。采访中，他总是专心注视着提问的记者，答时常常借助手势加强语气。

### “我的中文名和事业很贴切”

1997年1月，李文昊在出访了全球其他地区所有华尔街英语培训机构之后，定来到中国，开始人生的又一次探险。这样做，不仅仅是因为做生意，更因热爱中国博大精深的文化和她的人民，

特别是对中国重视教育的传统感到由衷地钦佩。”他动情地说。

很难想像，这位完全不懂中文的意大利人竟然是《道德经》的忠实信奉者。据说他在国外的家，连游泳池池底和池边都做成了中国古代的阴阳太极图案。“我开始钻研老子的思想时只有35岁。我觉得‘文昊’这个名字和我的事业非常贴切。”

为支持北京“申奥”，李文昊向北京市政府捐赠了价值1000万元人民币的英语教程；为支持上海申办“世博会”，他捐赠了价值800万元人民币的华尔街英语教程，并向上海市240名各级政府官员进行为期8年的英语培训。华尔街英语还承担了为中国8个部委的副部级领导进行为期2年的英语培训。在“非典”肆虐时，李文昊自始至终都留在中国，所有的学习中心仍然开放，以此来表示对中国政府战胜“非典”的支持和信心……李文昊说：“在自己向往的家开拓事业，是幸运更是幸福。”

### “在上海我感到很自在”

2001年，华尔街英语授权上海四达培训中心开展课程，成为申城上千所英语培训机构中的一员。“选择上海，是因为她是中国发展最快、最具现代意识的城市之一，对外交往十分频繁，国际化程度非常高。”李文昊说，“举个例子，在上海，我根本意识不到自己是外国人，所有的人都亲切、很平等地交流，这让我感觉很自在。”

经过3年的激烈搏杀，华尔街英语在上海站稳了脚跟。至今，学员已有6000人。“听说上海有100万人(包括小孩和成人)正在英语培训机构学习，有60%的年轻人参加过各类英语培训。上海人学习英语的热情之高、劲头之大，非常让我感动。”李文昊感慨道，“上海人更容易接受新鲜事物，具有开放的视野，上海地区的竞争也更加激烈，人们都意识到，投资在英语上是值得的。”

虽然华尔街英语属于高端培训，但李文昊表示，华尔街英语并不仅针对职业经理人和白领，学员中也有很多普通人，甚至还有大学生，他们都希望通过在华尔街的学习提高口语交际能力。

### “培训机构有硬指标”

李文昊建议，选择培训机构要看硬性指标。在英语培训方面，国际上有个行业协会，华尔街英语就得到国际ISO9001:2000的认证，这能帮助学员辨别机构的服务水平。对外教的鉴定也有硬性标准。华尔街英语的母公司就有一



李文昊先生

个专门聘请外教的机构。他们会在国外根据华尔街英语的标准聘请教师，外教都至少要有两年以上的教学经验。此外，学员与培训机构签订协议也很重要，内容应包括收费、课程安排、教师配备、监督、承担责任和时效性等。

李文昊认为，目前上海乃至全国的英语培训市场还不规范。华尔街英语有很多模仿者和抄袭者。不过，他相信，随着市场有序化竞争和教育培训政策的不断完善，这一局面会改变。

这位通晓6国语言的意大利人微笑着表示，他打算学习汉语，希望以后能用汉语与朋友聊天。李文昊真诚地说，他已在上海购置了居所。中国让他学到了生命中最重要的一课。▲

## **I am Touched by the Fervor of Shanghai Citizens in English Learning**

— an Interview with Mr. Luigi T. Peccenini, Founder of Wall Street English  
Training Institution

By reporter Lin Lin

As one of the major players in the global English training market, *Wall Street English* has established fourteen franchised learning centers in Beijing and Shanghai with around 16,000 trainees within only four years since its entry into China. Now it takes firmly the leading position on the high-end English training market. Luigi Peccenini, founder of Wall Street English accepted the interview by the reporter at the first franchised learning center in Shanghai of Wall Street English — Shanghai Sida Wall Street English Learning Center in Jinmao Plaza. Mr. Luigi Peccenini is a pioneer among international educational enterprises around the world. This legendary Italian is exceptionally energetic and is full of enthusiasm. Once, he immediately went straight to the soccer field to finish the game as soon as he got off the plane from San Francisco to Shanghai. In this interview, he listened to the questions posed by the reporter attentively and often answered the questions with gestures to strengthen his tones.

### **“My Chinese name is closely related to my career”**

In January, 1997 after he sold Wall Street English Training Institutions in other parts of the globe, he decided to come to China and began his second adventure in life. “I came here not only for the purpose of doing business. I came here, for the most part, because I have been deeply attached to Chinese culture which is all-inclusive and profound and to Chinese people who have long been famed for the importance they attach to education,” he said excitedly.

It is hard to believe this Italian who doesn't know any Chinese is actually a faithful embracer of Tao Te Ching. It is said the Yin and Yang and Taiji Diagrams can be even seen on the sides and bottom of the swimming pool of his home in Italy. “When I set out to study the thoughts of Lao Tzu, I was only 35. I felt my Chinese name Wenhao stroke a perfectly harmonious chord with my career.”

To support Beijing's Bid for the Olympic Games, Li Wenhao donated a total of RMB 10 million of English courses to Beijing Municipal Government; To facilitate Shanghai's bid for the World Expo, he donated RMB 8 million of Wall Street English courses and promised to provide eight years' English training for 240 governmental

officials at all levels in Shanghai Municipality. In addition, Wall Street English has also assumed the responsibility to provide two years' English training for vice ministers of eight departments of China. When SARS raged the whole country, Li Wenhao stayed in China all through the epidemic. More over, to show his support to Chinese government in its fighting against SARS, all the learning centers of *Wall Street English* were still open. Li Wenhao said: "I am fortunate, even much happier to be able to explore and develop at the homeland I have been long aspiring to come."

### **"I feel at ease in Shanghai"**

In 2001, *Wall Street English* authorized Shanghai Sida Training Center to open English courses. Thus, it became one of the thousands of English training institutions in Shanghai. "I chose Shanghai because, as one of the major cities in China, Shanghai enjoys the fastest development and boasts the most progressive and modern concepts, and it is highly internalized thanks to its frequent communication with the outside world," said Li Wenhao, "For example, I can hardly realize that I am a foreigner when I am in Shanghai. All the people are very friendly and amicable and I can communicate with them with an equal standing. This makes me feel at ease."

After three years' hard struggle, *Wall Street English* now stands firm on the English training market in Shanghai. Up to now, it has more than 6000 trainees. "I heard that there are a million people (including children and adults) currently learning English in various types of English training institutions and 60% of young people have taken part in English training programs of miscellaneous kinds. I am deeply touched by the increasingly surging enthusiasm and vigorous efforts of Shanghai citizens in English-learning," said Li Wenhao, "People in Shanghai have a wider field of vision, therefore, they find it easier to accept new and fresh things. Due to increasingly heated competition in the city, people all realized that investment in English-learning is worthwhile."

### **"There are established criteria for training institutions"**

Li Wenhao suggested that people should keep an eye the criteria of training institutions. In English training field, there is an industrial association. Wall Street English has won the certification of ISO 9001: 2000. Certification systems like this can help trainees discern the service level of training institutions. There are also criteria for the qualifications of expatriate teachers. The parent company of Wall Street English has a special institution responsible for the recruitment of expatriate teachers. They will recruit teachers from abroad according to the standards and requirements of Wall Street English. All expatriate teachers must have at least two years' teaching experience. In addition, it is very important for trainees to sign a training agreement with training institutions. The contents of an agreement should include tuition, course schedule, teachers provided, supervision and assumption of relevant responsibilities and efficiency, etc.

Li Wenhao believes that English training market in Shanghai, even in the country at large is far from standardized. Consequently, Wall Street English is followed by many imitators and copycats. Even so, he is still convinced that this situation will change with the constant perfection of orderly competition on the market and relevant education and training policies.

Li Wenhao (Luigi Peccini), an Italian who is well versed in six languages said with a smile that he planned to study Chinese and hoped to chat with friends in Chinese in the future. He also said earnestly he had bought an apartment in Shanghai and had learned the most important thing in China.