

# 消费市场

解放日报《消费市场》广告专刊部主办 电话：63608589 传真：63608590



2004年11月19日 星期五

## 华尔街英语： 李文昊先生一生的事业

作为全球主要英语培训连锁机构的华尔街英语，进入中国的时间虽然只有短短四年，但已经在北京和上海建立了12个英语学习中心，学员1.6万人，牢牢占据了高档英语培训市场头把交椅的位置。

华尔街英语的创始人李文昊先生（Luigi Peccenini）在教育领域经历了漫长的生涯，是国际上教育企业的先锋人物。

1997年1月，这位具有些传奇色彩的意大利人在出售了全球其他地区的所有华尔街英语培训机构之后，花了整整两年思索未来。最后，他决定来到中国，开始了人生的又一次探险。1999年，华尔街英语开进上海，成为申城上千所英语培训机构中的一员。“华尔街英语选择上海，是因为上海是中国发展最快、最具现代意识的城市之一，对外交往十分频繁，国际化程度也最高。”李文昊先生说，“举例说，在上海，我根本意识不到自己是外国人，所有的人都很亲切、很平等的交流。

经过5年的激烈搏杀，李文昊和他的团队在上海站稳了脚跟。至今，华尔街英语在上海已有5个中心，学员已经扩展6000人。在上海英语语言培训的高端市场稳稳占据领先地位。他还想将华尔街发展到中国其他的城市，让更多人知道华尔街，受益于华尔街，这是他心中最宏大的愿望。

李文昊先生，这位完全不懂中文的意大利人是《道德经》的忠实信奉者，并为自己起了“李文昊”这个非常中国的名字，因为这份浓浓的中國情结，李文昊先生向北京市政府捐赠了价值1000万人民币的英语教程；为支持上海申办“世博会”，捐赠了价值800万元人民币的英语教程，并向上海市240名各级政府官员进行为期8年的英语培训……。李文昊先生始终认为，中国的未来也是他自己的未来，正像他所说的那样：“在自己向往的国家开拓自己的事业，并且还有不错的回报，是幸运更是幸福。”

## Wall Street English: the Lifelong Career of Mr. Luigi T. Peccenini

From *Jiefang Daily*

It is only as short as four years since *Wall Street English*, a major player of global English training institutions operated in a chain store mode entered China. However, it has established 12 training centers in Beijing and Shanghai with a total of 16,000 trainees, thus firmly taking the leading position on high-end English training market.

Mr. Luigi T. Peccenini, as the founder of *Wall Street English*, has experienced a long struggle in the education field and is now a pioneering figure among international education enterprises.

In January, 1977, this legendary Italian sold all English training institutions of *Wall Street English* in other regions of the globe and spent two years thinking about the future. Finally, he decided to come to China and start another adventure. In 1999, Wall Street English entered Shanghai and became one of the thousands of English training institutions in the city. "*Wall Street English* chose Shanghai because it develops fastest in China and it is also one of the cities with the strongest modern sense. In addition, due to frequent communication with the outside, it is a highly internationalized city," said Luigi T. Peccenini, "for example, in Shanghai, I can't realize my status as a foreigner at all as all the people here are very amicable and communicate with each other on an equal footing."

After five years' hard struggle, Mr. Luigi T. Peccenini and his team finally gets a strong foothold in Shanghai. Up to now, *Wall Street English* has opened 5 centers with 6,000 trainees. Thus, it firmly occupies the leading position on high-end English language training market. He also wants to develop Wall Street English to other cities in China and make *Wall Street English* known to more people, who may benefit from it. This is his grandest wish.

Mr. Luigi T. Peccenini, an Italian who hardly knows any Chinese, is a faithful follower of Tao Te Ching and even gave himself a typical Chinese name —— Li Wenhao. Just out of this deep Chinese complex, he donated a total of RMB 10 million of English courses to Beijing Municipal Government and gave away RMB 8 million of English courses to support Shanghai in its bid for the world expo. In addition, he is committed to providing eight years' English training for governmental officials at all levels in Shanghai ... Mr. Luigi T. Peccenini has long been adhering the belief that China's future is also his own future. Just as he once said: "To develop my career in a country I have long been longing for with modest returns is a big fortune and a great happiness."