



市场描述

五年前，华尔街英语涉足中国市场。迄今，在北京、上海两地已开办了12个培训中心，注册学生33,000多人，为500多名中国人提供了工作机会，从中还培养了一批培训行业的职业经理人。作为外资英语培训机构的代表品牌，华尔街英语已经成为高端英语培训的权威。以北京地区为例：根据北京地区媒体的粗略统计，北京地区共有知名英语培训机构十五、六家，在高端英语培训项目中，以学生人数计算，华尔街英语所占据的市场份额以明显的优势名列第一。

无限的激情、积极的贡献、独特的系统、优良的服务、卓越的效果，这一切的一切通过口口相传，使华尔街英语在中国，特别是在京、沪这两个精英人才荟萃的地方拥有极其优异的市场口碑。目前，华尔街英语不但拥有33,000多名学生数、近百名外籍教师这样一个庞大的教学阵容，而且，许多学员都是来自像国家发展改革委员会、商务部、教育部、民航总局、中国建设银行、中国人寿保险、中远集团、摩托罗拉、可口可乐等国家部委、中外大型企业之类关系到整个国家经济走向的重要机构。



荣誉之路

由于其在课程设计、开发、执行和质量监控的一流表现，2004年5月份，华尔街英语荣获ISO9001:2000国际认证，从而成为世界上少数几家获取认证的英语语言教学机构之一。

发展历史

华尔街英语于1972年创建于欧洲，现在全世界25个国家拥有400多个学习中心，已经在全球范围内成功地培训了100多万学员。华尔街英语是一家主要面向个人、公司、



政府和学校进行英语培训的专业机构。其母公司美国桂冠教育集团(Laureate Education, Inc.)是在美国纳斯达克上市的全中国最大的教育集团。

产品介绍

华尔街英语因独创的多元学习法而闻名于世，其特点主要表现为六大优势：1、自定进度的个性化培训；2、母语为英语而又经过专业培训的高水平外教；3、灵活的学习时间；4、有双语的个人学习顾问来指导和帮助学员学习；5、社交俱乐部和英语角，使学员能够在完全的英语环境里进行活动和交流；6、虚拟社区是学员的全球俱乐部，可以在此与全球各地的华尔街英语的学员聊天、交友。

华尔街英语共分为“英语入门”、“英语在线”、和“商务英语在线”三

个部分。“英语入门”两个级别，“英语在线”十七个级别，“商务英语在线”六个级别，由多媒体教学、外教小班面授课、外教补充课、外教主持的社交俱乐部、英语角和英语讲座、全球虚拟英语社区等不同课程组成，还配有“关注新生”、“成功保证书”等多种多样的服务方式。

与其他培训机构相比，华尔街英语在四个方面存在明显的区别：1、大量的外教授课小班教学；2、以学生为主体的教学服务；3、最一流的学习环境；4、高科技的运用。华尔街英语的教学软件，是由20多位英语教学、心理学、语言学以及电脑程序方面的专家用四、五年的时间精心设计而成的。以传统方式学习英语是一件非常艰苦的事情，华尔街英语力求让学习成为一件轻松、有趣、激动人心、令人愉悦的活动，从而使人们的英语学习能够达到更好的效果。

近期战略

在当今极具挑战的新时期，华尔街英语坚持不懈地履行着自己的历史使命——以自己优良的服务和有效的方法，为帮助受训者寻求更好的职业机会、提升自身的生活价值，并最终促进经济和社会的发展。与此同时，华尔街英语还在不同时期、为适应不同的环境和变化不断更新换代、推陈出新。进入中国以后，根据中国学生的文化背景、心理状况、



学习特点，华尔街英语特设了许多在世界其他国家的华尔街英语所不曾设立的学习、服务系统，如：双语的学习顾问、针对新生的英语入门课程、英语角活动等。

营销推广

自2000年5月在中国建立第一个中心以来，华尔街英语一直关注中国的发展，并努力配合每一个发展进程，为帮助中国政府 and 市民学习英语做出了积极的贡献，得到了中国政府、社会、特别是京、沪两地市民的充分肯定：

2000年12月，为支持北京申办2008年奥运会，华尔街英语向北京市政府捐赠了价值1000万人民币的免费英语课程，为期七年。迄今，已有来自北京市政府所有主要市一级领导共30名高级官员、以及160多名北京市各级政府各部门及各行业的领导学习了华尔街英语课程。

2001年12月，由时任国务院副总理的李岚清先生亲自过问、受中华人民共和国教育部委托，华尔街英语为中国政府八个部委的八位副部长提供了为期一年的英语培训。这是中华人民共和国建国以来首次委托外资机构为政府高级官员集中进行英语培训。

2002年5月，为支持上海申办“世博会”、提高上海市干部素质，在“上海跨世纪干部学英语活动”中，华尔街英

语又向上海市政府捐赠了价值800万人民币的英语课程，为期8年。预计将有240位上海市政府高级官员在华尔街英语参加学习。



品牌价值

目前，对京、沪两地的许多市民来说，学习英语、特别是学习华尔街英语不但成为一种职业需要，更成为了一种生活时尚。正像2003年《时尚》杂志上刊登的调查所显示的那样：对于当今的许多市民来说，去华尔街英语学习，就像去健身房锻炼和去“星巴克”喝咖啡那样已成为了一种时尚。可以想见到，如果华尔街英语遍布中国主要城市的话，将

对中国广大市民的生活产生怎样的影响。

华尔街英语在中国英语培训市场上之所以能够取得成功，靠的是勤奋努力、职业水准、服务经验和管理模式。仅仅凭借从国外雇用的母语教师，或者在高档写字楼租些门面，是无法获得挑剔的中国白领们的青睐的。更为重要的是，华尔街英语从不自负，尊重竞争对手，能够对他们做出正确的评估。就像华尔街英语创始人 Luigi T Peccenini所说的那样：

“我们的成功靠的是三十多年的经验、以

及不断地从自己的错误中吸取教训、完善自我。同时，靠的是我们强烈的服务他人的意愿、对客户需求的理解和对教育事业的激情与执著。”

**鲜为人知
华尔街英语**

- 作为华尔街英语的奠基人，Luigi T Peccenini一生近四十年的坎坷创业经历、积极达观的生活态度、充满人性的哲学思想及其不言放弃的人格特质，一直以各种方式、在各个方面影响着华尔街英语以及华尔街英语的员工。
- 继Luigi T Peccenini之后，华尔街英语后起之秀、来自英国的David Kedwards于2001年出任华尔街英语（中国）的首任首席执行官至今，掌管着目前华尔街英语北京、上海的12个培训中心和500多名员工。
- 作为全球70位最令人鼓舞的良师之一，Luigi T Peccenini的成功经验已被收进《与智者同行》一书，并于2002年5月由MENTORS出版公司在美国出版发行。





Wall Street English

THE MARKET

Four years ago, Wall Street English tapped into the China market with a US\$25 million capital investment. Today, in Beijing and Shanghai, Wall Street English has 11 learning centres with more than 16,000 registered students and 500 Chinese employees, including professional managers in the training industry. Many of the previous and present senior managers of famous English training institutions located in Beijing and Shanghai learned their craft at Wall Street English.

Wall Street English dominates its market despite a competitive environment. In Beijing, for example, there are about 15 English training institutions competing for the high-end market business, but Wall Street English is far ahead in terms of the number of registered students.

The company currently has about 16,000 students and nearly 100 expatriate teachers. Many students came from the biggest names in national and international private and public sectors, including the National Development and Reform Committee, Ministry of Commerce, Ministry of Education, Civil Aviation Bureau, CCB, China Life, COSCO Group, Motorola and Coca Cola.

ACHIEVEMENTS

Wall Street English obtained ISO9001:2000 certification in May 2004, a reflection of its excellent performance in the design, development, implementation and quality control of curriculums. It is one of the few English-learning institutions in the world with this accreditation.

HISTORY

Established in Europe in 1972, Wall Street English operates more than 400 learning centres in 25 countries and has trained more than a million people. As a professional English training institution serving individuals, government agencies, corporations and schools, Wall Street English entered the China market in May 2000. It has since opened seven training centres in Beijing and four in Shanghai, and now has more than

16,000 registered students receiving professional English training. Laureate Education Group, the parent company of Wall Street English, is a Nasdaq listed company and the largest education group in the world

THE PRODUCT

Wall Street English is famous for its unique multi-method programme, which demonstrates values in the following six aspects:

- Tailor made learning schedule
- Native-speaking teachers trained to the highest standards
- Flexible scheduling
- Personal advisors who are bilingual
- Social club and English corner providing students with a pure English environment
- Virtual community connecting students to their fellows around the world through Wall Street English's global network

The programmes offered by Wall Street English comprise English Basics (two levels), English Online (17 levels) and Business English Online (six levels), which are presented in rich forms including multimedia education, small classes hosted by native English speakers, social activity club hosted by foreign teachers, English corner and speeches, English movies and global virtual community, plus Care Freshmen and Success Guaranty, etc. Students have the flexibility to arrange personalised study times and programmes, and can choose between classes at the learning centre or in their offices or homes. Experienced expatriate teachers conduct face-to-face English courses and communication practices. Students have multi-lingual personal advisors – available on-site or by telephone – who help design the study plans and supervise the follow-up implementation. The Wall Street English virtual community and club serve as effective channels for students to get to know and learn from each other through a large variety of activities.

Wall Street English achieves excellence via the following practices:

- Small classes hosted by foreign teachers
- Student-oriented education
- First-class study environment
- Use of the proprietary technology – Wall Street English has developed its own English learning software, the result of a five-year effort by more than 20 experts in English training, linguistics, psychology and computer programming. While learning English in traditional ways is difficult for most students, the Wall Street English programme makes learning English easy, fun and exciting – as a vast number of satisfied customers confirm, a pleasant experience

RECENT DEVELOPMENTS

Entering a new era full of challenges, Wall Street English keeps in mind its historical

mission to help trainees seek better career opportunities and thus improve their lives and the lives of their families, and ultimately boost development of the economy and society as a whole.

Wall Street English has developed and implemented many China-specific systems in line with cultural background, psychological conditions and study habits of Chinese students, such as bilingual advisors, English fundamentals for entry-level students and English corners.

PROMOTION

Since the establishment of the first learning centre in May 2000, Wall Street English has actively participated in each step of China's national economic and social drive and, in particular, its contribution to the learning of English by Chinese government and corporate citizens, especially in Beijing and Shanghai.

In December 2000, Wall Street English donated Rmb10 million worth of English courses, to be provided over a seven-year period) to the Beijing Municipal Council to demonstrate its support for Beijing's 2008 Olympics Game bid. Since then, 30 senior government officials and another 160 officials from all levels of government and industry have attended English courses offered by Wall Street English.

In December 2001, Mr Li Lanqing, former vice-premier of the State Council, personally contacted Wall Street English and, entrusted by the Ministry of Education, the latter agreed to provide a one-year English training programme for eight vice-ministers selected from eight national government ministries. This is the first time that the central government of the PRC has invited a foreign-owned training institution to provide English trainings for senior officials. The huge successes achieved within 12 months led to a two-year extension of the programme.

Further, Wall Street English accepted an invitation from government agencies to install multimedia English learning systems for several senior government officials (including two vice-premiers and one member of the State Council) to facilitate their English studies as part of their busy schedules.

In May 2000, Wall Street English donated Rmb8 million worth of English courses to participate in the New Century English Learning Program of the Shanghai Municipal Council and support Shanghai's bid for the World Expo. It is estimated that 240 senior Shanghai municipal officials will attend the English study programmes offered by Wall Street English over the next eight years.

BRAND VALUES

Many citizens of Beijing and Shanghai now regard studying English at Wall Street English not only as a career need but as a kind of lifestyle. As indicated by a report in

a 2003 issue of *Vogue*, studying at Wall Street English is as fashionable today as going to a gym or drinking at Starbucks.

Demand for English language education in the PRC surged after China's entry into the World Trade Organization, and again after Beijing's success in winning its bid to stage the Olympic Games in 2008. But the success of Wall Street English is also largely attributable to its perseverance, diligence, professional service, experience and management capabilities.

Wall Street English respects its competitors and is able to assess them objectively. Mr Luigi T. Peccenini, founder of Wall Street English, explained this philosophy as: "We achieve our success from three decades of experience, learning from mistakes, and non-stop self-improvement. Besides, we are service-minded, customer-oriented and passionate about, and devoted to, the course of English education."

THINGS YOU DIDN'T KNOW ABOUT Wall Street English

- Mr Luigi T Peccenini, founder of Wall Street English, influences every member of his corporate family through his four decades of experience, positive attitude to life, philosophy and perseverance
- Mr David Kedwards, from England, succeeded Mr Peccenini as chief executive officer of the PRC operations in 2001
- Mr Peccenini's stories of corporate and personal success have been collected in a book, *A Journey with the Wise*, published in the US by Mentors in May 2002