

**For Immediate Release**

**WSI CENTRE DIRECTOR HIGHLIGHTS IMPORTANCE OF IMPROVED  
ENGLISH STANDARDS AS POST-CNY JOB RESHUFFLE APPROACHES**

**(19 January 2006, Hong Kong)** -- As the peak season for job relocation approaches, it's likely that Hong Kong's improved economic prospects will lead to a return to the pre-SARS market confidence when a significant proportion of the workforce looked to change jobs after picking up their Chinese New Year bonuses.

Speaking on Metro Broadcast radio today, Wall Street Institute (WSI) Senior Centre Director Yannie Cheng pointed to the importance of English in providing an advantage to job seekers who want to move in to positions with better prospects or more responsibility.

"Today, considering Hong Kong's importance as an international city and gateway to China, almost everyone in the Hong Kong workforce needs to be reasonably proficient in English," Ms. Cheng contended. "Now that the economy is improving, more jobs are being created and many of them will require at least some English. The other day, I spoke with a student who said even Chinese medical practitioners now need to have good English because of the growing international appeal of Chinese medicine."

"With better English, people are also in a better position to consider a move to new job environment when it suits *them*," added Ms. Cheng. "Good English is important in the workplace but it's also beneficial in job applications and interviews. For example, some job applicants memorise by rote how they will answer questions at an interview because they are afraid that their English will not be good enough to impress the employer. All this achieves is making applicants appear wooden and mechanical. Those who have made the effort to improve their English will have a much better shot at landing the job that they want."

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Wall Street Institute is Hong Kong's market leader in adult English language education and employs a language instruction model centred around innovation, interactivity and the most sophisticated technology. The company has grown into the largest specialist English education organization in the world since it was established in 1972. Currently, WSI operates more than 350 centres in 25 countries worldwide. WSI's international headquarters is in Baltimore, Maryland in the United States; its regional headquarters is in Barcelona, Spain.

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