

Proposed Open Day Programme: Thursday, July 09, 2026

Location: Athens Business Confucius Institute, 46 Kefallinias St., 11251 Athens, 1st Floor

Proposed Time: 17:00 – 20:00

1. Target Audience

The event is primarily addressed to:

- Current students of the Athens Business Confucius Institute
 - Participants of HSK examinations
 - Members of the AUEB community
 - Prospective students interested in learning Chinese language and culture
 - Individuals interested in HSK examinations, scholarships and study opportunities in China
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2. Promotion

The event will be promoted through:

- Athens University of Economics and Business communication channels
 - Athens Business Confucius Institute website
 - Athens Business Confucius Institute social media accounts
 - Printed flyers distributed to current students and HSK examination participants
 - Direct communication with students and institute contacts
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3. Aim of the Event

To present the educational, cultural and international activities of the Athens Business Confucius Institute through interactive language and cultural experiences, information on Chinese language studies, HSK examinations, scholarships and study opportunities in China.

The event will provide visitors with the opportunity to experience Chinese language and culture through practical activities while interacting with teachers and Institute representatives in an informal and welcoming environment.

4. Event Organisation and Staffing

The Open Day will be organised and delivered exclusively by the Athens Business Confucius Institute team, consisting of:

- Chinese Director
- Academic Operations Officer
- Four Chinese Language Teachers

The event structure has been designed according to the Institute's available personnel and resources, ensuring continuous visitor support, effective activity delivery and meaningful interaction throughout the event.

Staff Allocation

Main Hall – Tea Culture & Study Opportunities Hub

Staffed by:

- Chinese Director
- Academic Operations Officer

Responsibilities:

- Visitor welcome and guidance
- Information on courses and programmes
- Information on HSK examinations
- Information on the HSK examinations scheduled for December 2026
- Information on the 2026–2027 academic year course schedule
- Registration procedures and enrolment options
- Scholarships and study opportunities in China
- Tea Culture Corner
- Informal discussions with visitors
- Distribution of informational material and souvenirs

Activity Room 1 – Introduction to the Chinese Language

Facilitated by:

- Chinese Language Teacher

Activity Room 2 – Chinese Calligraphy & Write Your Name in Chinese

Facilitated by:

- Chinese Language Teacher

Activity Room 3 – Chinese Arts & Crafts

Facilitated by:

- Chinese Language Teacher

Floating Activity Support

Facilitated by:

- Chinese Language Teacher

Responsibilities include:

- Visitor assistance and guidance between activity areas
 - Support of activity rooms when required
 - Assistance with visitor participation and flow
 - General event support throughout the Open Day
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5. Indicative Programme

17:00 – 17:20 | Welcome & Registration

Visitors are welcomed at the entrance and provided with information regarding the activities of the day.

Programme leaflets and informational material will be available.

17:20 – 17:25 | Welcome Remarks

Brief welcome by representatives of the Athens Business Confucius Institute.

17:25 – 17:27 | Introduction to AUEB

A short presentation of the Athens University of Economics and Business and its international outlook.

17:30 – 20:00 | Open Activities & Cultural Experience

Visitors may freely participate in the activities and move between rooms at their own pace.

All activities will be facilitated by the Institute's teaching staff and visitors may participate freely according to their interests.

Main Hall – Tea Culture & Study Opportunities Hub

The central area will serve as the main meeting, information and cultural interaction point of the event.

Activities

1. Tea Culture Corner

- Introduction to Chinese tea culture
- Tea tasting experience

2. HSK Information Point

- Information on HSK examinations
- Chinese language proficiency levels
- Information on the HSK examinations scheduled for December 2026
- Registration procedures and examination requirements

3. Scholarships & Study Opportunities

- Scholarships to China
- Partner universities
- Study opportunities in China

4. Meet the Institute

- Information on Chinese language courses and programmes
- Information on the 2026–2027 academic year course schedule
- Registration procedures and enrolment options
- Placement procedures for new students
- Information on upcoming HSK examinations
- Informal discussions with visitors

5. Cultural Presentation Area

A large display screen located in the central area will continuously present:

- Chinese culture and landmarks
- Chinese festivals and traditions
- Activities of the Athens Business Confucius Institute

- Chinese language learning opportunities
- HSK examinations
- Scholarships and study opportunities in China
- Partner universities and educational cooperation activities
- Student experiences and photographs from Institute activities

The Tea Culture & Study Opportunities Hub will also provide visitors with the opportunity to meet Institute representatives, ask questions and obtain information regarding courses, the 2026–2027 academic year schedule, registration procedures, the HSK examinations scheduled for December 2026, scholarships and educational opportunities in China.

Activity Room 1 – Introduction to the Chinese Language

Short introductory sessions repeated throughout the event.

Session duration: approximately 15–20 minutes.

Indicative Session Times

- 17:30 – 17:50
- 18:00 – 18:20
- 18:30 – 18:50
- 19:00 – 19:20
- 19:30 – 19:50

Activities

1. Brief Introduction to the Chinese Language

- Overview of the Chinese language and its characteristics
 - Basic greetings and everyday expressions
 - Introduction to Chinese characters
 - Basic rules of expressing numbers in Chinese
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Activity Room 2 – Chinese Calligraphy & Write Your Name in Chinese

Drop-in workshop running throughout the event (17:30–20:00).

Visitors may join at any time.

Average participation time: 15–20 minutes.

Activities

1. Introduction to Chinese Calligraphy

- History of Chinese calligraphy
- Evolution of Chinese character forms
- Traditional calligraphy tools (brush, ink, paper and inkstone)
- Chinese characters and symbolism

2. Guided Calligraphy Practice

- Basic calligraphy exercises
- Hands-on participation using traditional materials

3. Write Your Name in Chinese

- Visitors will have the opportunity to receive their names written in Chinese characters
 - Introduction to the meaning and pronunciation of Chinese names and characters
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Activity Room 3 – Chinese Arts & Crafts

Drop-in workshop running throughout the event (17:30–20:00).

Visitors may join at any time.

Average participation time: 15–25 minutes.

Activities

1. Chinese Paper Cutting

- Introduction to traditional paper-cutting techniques
- Creation of decorative cultural designs

2. Chinese Lantern Crafts

- Simple lantern-making activities
- Introduction to the symbolism of lanterns in Chinese culture

3. Chinese Character Bookmarks

- Creation of bookmarks featuring Chinese characters and cultural motifs

Visitors will be able to create and keep their own cultural souvenirs.

19:45 – 20:00 | Closing & Souvenir Distribution

Visitors are invited to return to the Main Hall for final discussions and questions.

Small promotional souvenirs of the Athens Business Confucius Institute will be distributed as a thank-you gift for participation.

6. Expected Visitor Experience

Visitors will be able to freely explore the Institute's premises, participate in language and cultural activities, learn about Chinese language studies, HSK examinations and study opportunities in China, interact with teachers and Institute representatives, and experience Chinese culture in an informal and welcoming environment.