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For immediate release

## Speak Mandarin Campaign Online Dialogue 2020 Speak Mandarin, Spark Creativity!

For the first time ever, the Promote Mandarin Council (PMC) is pleased to present a Speak Mandarin Campaign Online Dialogue via Zoom titled “Speak Mandarin, Spark Creativity!”. Featuring distinguished speakers including Dr Woo Yen Yen, Mr Neo Hai Bin, Ms Wang Shijia, Mr Ben Hum and Ms Liu Kuan Yin, the dialogue session will be moderated by member of the PMC, Mr Lee Ee Wurn.

The aim of this dialogue, taking place at 7.30pm on Wednesday 9 Dec 2020, is to inspire and spark interest in youths and young adults to use the Mandarin creatively beyond the classroom.

The PMC would like to invite everyone to join our online dialogue on Zoom as panellists share how they have explored Mandarin creatively in their pursuit of art, design, theatre and music. The first 200 participants to register will receive a free goodie bag!\*

For more information, please visit [www.tinyurl.com/speakmandarinsparkcreativity/](http://www.tinyurl.com/speakmandarinsparkcreativity/), or REGISTER <https://tinyurl.com/SMCdialogue> now!

### Speakers:



#### **Woo Yen Yen**

*CEO, Yumcha Studios and Co-creator of Dim Sum Warriors*

Dr. Yen Yen WOO is the creator of Little Dim Sum Warriors, the bilingual young children’s book and app series, and Dim Sum Warriors, the graphic novel series about kung fu-fighting dumplings that has been featured by Time magazine, the BBC, Fast Company and many others. It was recently adapted into a stage musical in collaboration with 赖声川的上剧场 which toured 25 cities in China. Yen Yen also wrote and directed Singapore Dreaming, winning several international awards for her work in film. She received her Doctorate in Education from Columbia University’s Teachers College, before becoming a tenured professor at Long Island University in New York and a Visiting Professor at National Central University, Taiwan. She is currently the CEO of Yumcha Studios, a content and edtech company focused on bilingual learning through comics.



**Neo Hai Bin**  
*Theatre practitioner/Writer*

Neo Hai Bin is currently a writer and a theatre practitioner. His literary practice involves research works in social issues and the human condition, which then translates into different forms of literary expressions: scripts, prose, critiques or short stories. His literary works can be found at [thethoughtspavilion.wordpress.com](http://thethoughtspavilion.wordpress.com).

Some of his plays include 招: When The Cold Wind Blows (Singapore Theatre Festival 2018), Cut Kafka! (Esplanade Huayi Festival Commission 2018), Merdeka / 獨立 / சுதந்திரம் (Wild Rice, with Alfian Sa'at, 2019), and Tanah•Air 水•土: A Play In Two Parts (Devised with Drama Box, 2019). He is part of the theatre reviewers team “劇讀: thea.preter” since 2017. He co-founded “微.Weï Collective” with lighting designer Liu Yong Huay. He is a founding and core member of Nine Years Theatre Ensemble.



**Wang Shijia**  
*Founder of Ang Ku Kueh Girl and Friends*

Shijia launched her character design studio after a 12-year career in the real estate investment arena. Ang Ku Kueh Girl was originally born to be a cute cartoon character, just for fun. However, as the brand grew, Shijia realised that Ang Ku Kueh Girl can best serve as a companion to children, introducing the beauty of Asian culture and heritage to them. As a mother, Shijia hopes that her children would be curious about their shared Asian heritage. Cultivating a sense of gratitude and thankfulness is also a main objective of the brand.

“Ang Ku Kueh Girl and Friends” is privileged to have collaborated with many international and local organisations on various character licensing projects in different languages. These include digital stickers for communication apps, merchandise, storybooks, comics and events.



**Ben Hum**  
*Singer*

Since gaining 2nd place in Campus Superstar Season 2 in 2007, Ben has been pursuing his dreams in music. Since then, he has been performing and producing many cover songs that have received positive responses locally and overseas. As an avid learner, Ben has learnt song writing and arrangements under industry veteran Eric Ng. On 27 Nov 2020, Ben released his first single- 是你成就我. This song was specially written to thank his fans who have been supporting him through his music journey.



**Liu Kuan Yin**

*Publisher and President of The One Day Magazine*

Kuan Yin received her bachelor degree in Chinese Literature and master degree in Journalism, both from the National Taiwan University. After graduation, she worked as journalist for a daily newspaper and then as a spokesperson of a listed company. She published the book “女子力不是溫柔是戰鬥” which discusses the topic of women empowerment in different life stages.

In 2014, Kuan Yin began to transform the brand of One Day Magazine. Since then, the magazine has published more than one hundred issues. She also has opened seven One Day Magazine shops in Taiwan, which sell a wide range of commodities sharing the same branding.

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