



Talal Abu-Ghazaleh – Confucius Institute

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TAG-Confucius Institute:

The Institute was established in September 2008 to introduce the Chinese language and culture, as well as achieving a greater mutual understanding between the Arab and Chinese cultures. This unique initiative is based on the cooperation agreement between TAG.Global and Confucius Institute in China. The Institute has been named after the great intellectual, mentor and philosopher, Confucius, whose ideas had influenced China and other regions around the world for over 2,000 years.

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TAG-Confucius Institute is the first institute accredited by the Chinese Government to teach Chinese language in Jordan.

TAG-Confucius Institute is holding a new course to teach the basics of the Chinese language for beginners:

A. Threshold Level for Adults: starting 13/1/2025

Schedule: Monday – Wednesday from 6:00 – 8:00 pm

B. Threshold Level for Kids: starting 11\1\2024

Schedule: Saturday – Wednesday from 3:00 - 4:30 pm

***All Chinese language teachers are from China specialized in teaching Chinese language for foreigners and accredited by the Confucius Institute in China.**

‘Abu-Ghazaleh Confucius Institute’ and Chinese Cultural Center in Jordan Celebrate 2025 Chinese New Year and Spring Festival

AMMAN – Under the patronage of HE Dr. Talal Abu-Ghazaleh, founder and chairman of Talal Abu-Ghazaleh Global Digital (TAG.GD), the Talal Abu-Ghazaleh Confucius Institute (TAG-Confucius), in collaboration with the Chinese Cultural Center (CCC) in Jordan, has organized a celebration marking the 2025 Chinese New Year and the Spring Festival.

The celebration, held at the Talal Abu-Ghazaleh Knowledge Forum headquarters, was attended by Ms. Shi Wei, the Cultural Counselor at the Chinese Embassy, the Director of the Chinese Cultural Center, and representatives of the Chinese diplomatic mission to Jordan, TAG-Confucius Executive Director, Mr. Mamoun Abu Sebaa, Dean of the Institute Dr. Yang Songfang, along with TAG-Confucius students and their families, and members of the



Chinese community in Jordan.

In his opening speech, Dr. Abu-Ghazaleh congratulated the Jordanian and the Chinese people on the occasion of the New Year 2025 and the Chinese Spring Festival, emphasizing the deep Jordanian-Chinese relations that are based on friendship and mutual

respect throughout history.

Dr. Abu-Ghazaleh expressed his pride in previously receiving the Award for Outstanding Contributions to Sino-Arab Friendship from the Chinese President His Excellency Xi Jinping, recognizing the services provided by TAG.GD

in developing and strengthening ties between China and the Arab countries across various fields including economy, culture, education, and technology, in addition to its partnership through the ‘Abu-Ghazaleh-Confucius Institute’ for teaching the Chinese language in the Arab region.

It is worth mentioning that TAG-Confucius was established 16 years ago to become a leading destination for those interested in learning Chinese and exploring Chinese culture, not to mention that Dr. Abu-Ghazaleh’s grandchildren were among the first graduates of the Institute.

“I had the honor of participating in the Beijing Conference on the joint reconstruction of the Belt and Road Initiative,” Dr. Abu-Ghazaleh said, indicating that such an initiative is one of the most ambitious infrastructure and economic development projects in modern history, that seeks to connect and strengthen direct trade channels between Asia, Europe, and Africa.

For her part, Ms. Wei welcomed the attendees and thanked Dr. Abu-Ghazaleh for patronizing the event and for his deep interest in the Chinese culture, as well as his unwavering commitment to strengthen both the Jordanian and Arab-Chinese relations alike.

She further pointed to the ongoing growth of cultural exchange



between China and Jordan, where the Chinese language helps connect Jordanian youth to China, providing them with extensive cultural and business opportunities.

During the ceremony, TAG-Confucius students and teachers presented several artistic performances highlighting both Chinese and Jordanian

cultures, including singing, poetry recitation, and traditional Chinese fashion shows. They also performed the Chinese dance, and the Jordanian folk dance “Dabke”, along with the Chinese traditional games.

The festival concluded with a dinner that included a diverse selection of dishes from the Chinese cuisine.

‘Abu-Ghazaleh-Confucius Institute’ Offers Chinese Language Programs for ‘Sukhtian Trading Group’ Employees



AMMAN – Talal Abu-Ghazaleh Confucius Institute (TAG-Confucius), a member of Talal Abu-Ghazaleh Global Digital (TAG.GD), has signed a cooperation agreement with Munir Sukhtian Trading Group to provide training programs for teaching Chinese language to the Group’s cadres.

This cooperation comes as part of TAG-Confucius’ commitment to supporting its partners in achieving their goals, where Sukhtian Group seeks to improve its employee’s language skills, in order to expand the Group’s business in the Chinese market as well as to strengthen its international relations.

In this context, TAG-Confucius Executive Director, Mr. Mamoun Abu Sebaa, stated that the Institute’s mission thoroughly focuses on teaching the Chinese language and culture by providing a wide range of Chinese language training courses to meet the diverse needs of learning the language. He added that TAG-Confucius also offers the “Hanyu Shuiping Kaoshi (HSK)” and Chinese Proficiency Test, and it also organizes activities that promote the Chinese language and culture.

For their part, the participants expressed their pride in collaborating with TAG-Confucius, praising the Institute’s team of highly skilled teachers with extensive experience in professionally simplifying grammar and teaching pronunciation. They also emphasized that the interactive teaching approach facilitates a smoother and a more effective learning process, significantly enhancing their skills and contributing to the Group’s strategic plans.

It is worth mentioning that Munir Sukhtian Group is a leading diversified multinational corporation with business operations in different sectors in Jordan including pharmaceuticals, construction, manufacturing, animal feed, consumer electronics, chemicals, agricultural products, and generic drugs. The Group is also involved in the distribution and installation of security and telecommunications systems, travel services, furniture manufacturing, cosmetics, and household chemicals.

Chinese Family Structure and Traditional Values

The family has long been cherished in China. According to an old proverb, “The family is essential under Heaven.” The elder brother should be gentle with the younger brother, and the younger brother should respect the elder brother. Good farming and reading traditions should be passed down from generation to generation. A family should be run with diligence and thrift.

These family values have been ingrained in our people’s DNA and left an indelible impression on their thoughts. They are cherished as a priceless heritage of Chinese family politeness and have been handed down through the years as a crucial moral strength.

Chinese Family Structure

Family Unit	Confucian philosophy underscores the importance of family roles, such as parent and child, senior and younger brother, and husband and wife.
Confucian Duties	While Confucian duties are not strictly followed, filial piety remains essential. Children are expected to respect elders, and elders' opinions are considered in important decisions.
Collective Identities	Families are seen as possessing a collective identity and reputation, known as the "face" phenomenon, where individual actions impact the family's perception.
Financial responsibilities	Modernization has shifted family dynamics; education is highly valued, and financial success is a major status symbol. Frugal living and prudent money management are emphasized.
Gender Role and Values	Traditionally, fathers or eldest sons were patriarchs, and mothers cared for the home. Gender roles are evolving, with more women working and matriarchal family structures in some regions.
marriage and Dating	Couples often meet through social events or mutual friends. Matchmaking and online dating are growing. Public displays of affection are increasing, and premarital sex is more accepted.
Views on Virginity	There is a generational gap regarding the importance of virginity before marriage. While some still see it as crucial, younger generations are more accepting of premarital sex.
Marriage Practices	Marriage is significant, seen as a step toward adulthood. Socioeconomic factors are considered in mate selection. Young people may choose to live together before marriage.

Chinese Family Structure

According to Confucian philosophy, the family is the unit that matters most to a person and serves as the cornerstone of every social structure. The roles of parent and kid, senior brother and younger brother, and husband and wife, for example, are all well-defined. In exchange for her obedience and affection, a husband or father is supposed to show compassion and control to her. In exchange for her respect and obedience, he is expected to provide direction and protection for his children.

Confucian duties are no longer followed to the letter. Children are still expected to respect their elders and obey their parents, though. This is consistent with the Confucian principle of filial piety, which emphasizes the value of age. For instance, family elders are supposed to be consulted when making important choices in the majority of Chinese areas. In addition, kids are supposed to take care of their parents as they get older. It is seen as humiliating to place elderly parents in an aged care facility.

In China, families are also seen to possess a collective identity and reputation. This is known as the “face” phenomenon, in which the actions of one person affect how others see every member of the group. It is believed that the family’s interests would take precedence over an individual. It is also anticipated that family members would be given preference in exchange for their fidelity to the family.

[Chinese Family Structure and Traditional Values - GeeksforGeeks](#)



TAGTech

PRODUCTS

-  Intel Core i5
8th Generation
-  8 GB RAM
DDR4
-  256 GB SSD



FLIP



-  Intel® Core i7
10th Generation 1065G7
-  8 GB RAM
DDR4
-  128 GB SSD
+ 512 GB SSD



PRO



-  Intel Celeron N4100
-  4 GB LPDDR3
-  256GB SSD
+ 64GB EMMC



UNI C

-  Intel® Core i3
10th Generation 1005G1
-  4 GB RAM
DDR4
-  128 GB SSD



EDU

-  Intel® Core i7 10th
Generation 10510U
-  8 GB RAM
DDR4
-  128 GB SSD
+ 1 TB HDD



PLUS I

-  Intel® Core i7 10th
Generation 10510U
-  8 GB RAM
DDR4
-  128 GB SSD
+ 512GB HDD



PLUS II



-  Intel® Core™ i7
1255U
-  8 GB RAM
DDR4
-  256 GB SSD
+ 1 TB HDD

-  Intel® Iris®
Xe Graphics

-  4500 mAh

-  AX (wifi 6) BT 5.1

PLUS III

7022

New





**Intel® Core™ i5
1235U**



**8 GB RAM
DDR4**



**256 GB SSD
+ 1 TB HDD**



**Intel® Iris®
Xe Graphics**



5000 mAh



**AC WIFI
BT 4.2**

**PLUS III
5022**

New



**Spreadtrum
SC7731E Quad-core**



2 GB



32 GB



TAG-TAB Kids II



**MediaTek MTK
8788 octa-core**



8 GB



128 GB



TAG-TAB III



**Front: 16 MP
Rear: 20 MP**



6 GB



128 GB



**TAG-PHONE
Special**



**Spreadtrum
SC9863 Octa-core**



4 GB



64 GB



TAG-DC



**Front: 8 MP
Rear: 16 MP**



4 GB



128 GB



**TAG-PHONE
Plus**



**Front: 16 MP
Rear: 16 MP**



6 GB



128 GB



**TAG-PHONE
Advanced**

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