

Introduction to

That's Mandarin & NihaoCafe

Chinese Language School
& Learning Platform

Sidaorui Education & Technology Group



01

About
That's Mandarin



21 years

of teaching experience

delivering excellence in Chinese teaching to
international students from all over the world



Our Numbers



2005

founded in Beijing



20,000+

students annually



200,000+

overall students



6 Locations

in Beijing, Shanghai, Suzhou,
Hangzhou, Chengdu & Online

WITH PLANS TO GROW IN 2026



Our Teachers



We have high requirements for our teachers, and **only hire 5% of applicants.**

All our teachers are native Chinese speakers and are university graduates with majors in **Chinese language education or Chinese literature.**

They have also previously obtained a **Teaching Chinese as a Second Language** (TCSL, or TCSOL) certificate before they joined us and successfully completed That's Mandarin's mandatory Teachers Training Course (TTC).

They also have rich experience of at least **5 years** in teaching Chinese to foreigners.



Our Students



Over the years, we've taught Chinese learners from various countries & backgrounds, and all walks of life:

- Embassy officials
- Employees & executives of Fortune 500 companies
- Visiting tourists
- Language teachers
- Expats
- Exchange students
- School students (K12)
- Bildungsurlaub students (Germany)





Our Students Work in...



Lufthansa

SIEMENS



Deutsche Bank



和睦家医疗
United Family Healthcare



THE BRITISH
INTERNATIONAL SCHOOL
SHANGHAI, PUXI
A NORD ANGLIA EDUCATION SCHOOL



Microsoft

DULWICH COLLEGE | BEIJING |
北京德威英国国际学校





02

Courses & Programs



Chinese Courses For Everyone



Various Topics

- Daily Chinese
- HSK exam preparation
- Business Chinese
- Customized courses (e.g. Chinese for engineers)



Various Formats

- On-campus classes
- Online classes
- Door-to-door classes



Intensive Small Group Classes

Immersive
Offline
Program



COURSE DETAILS

SCHEDULE

20 classes (4 per day)
Mon – Fri
08:30 – 12:00

VISA SUPPORT

Yes ✓

LOCATIONS

5 cities in China
(Beijing, Shanghai,
Suzhou, Hangzhou, Chengdu)



Experience
Chinese Language
Immersion



Gain Insights
into Chinese
Culture



Explore China &
Expand Your
Social Circles



Invest
Into Your
Future Career



Private Classes

Online & Offline



Customized Courses

- Intensive & Part-time
- Online & Offline
- Personalized progress tracking & assessment

Chinese Language Level Assessment Report



Jan Wahoff

Beijing, China

NIHAOCAFE LEVEL
LEVEL 4

HSK EQUIVALENT
HSK 3+

THAT'S MANDARIN POINTS*
6.8/10

HSK 1	HSK 2	HSK 3	HSK 4	HSK 5	HSK 6
1	2	3	4	5	6

DATE OF
REPORT

2023/05/228

REPORTING
TEACHER

石敏 | Shi Min

CHINESE SKILLS / AREAS OF IMPROVEMENT

Below are the factors you need to pay attention to in order to improve your language skills most efficiently.

1. AREAS OF KNOWLEDGE

PRONUNCIATION 7/10

- 🔔 Pay attention to the tones
- 🔔 Especially to the 4th tone
- 🔔 Pay attention to these sounds:
z, c, s, j, q, x
- 👏 You know many words
- 💡 When you read Chinese sentences out loud, your pronunciation and tones are not always accurate; this might affect communication. Please pay attention to these two aspects

VOCABULARY 8/10

- 🔔 Sometimes you fail to remember the words learned before
- 🔔 You can increase your learning efficiency with more frequent reviews
- 👏 You know a lot of words, and your vocabulary range is quite wide
- 💡 You're a fast learner, and you will most likely start using your 'passive' vocabulary more fluently and accurately after learning systematically with us





2026 Level System



general level	beginner				intermediate				advanced		
new HSK level	HSK 1		HSK 2		HSK 3		HSK 4		HSK 5	HSK 6	HSK 7-9
That's Mandarin level	1	2	3	4	5	6	7	8	9-12	13-16	custom
number of lessons	16	16	16	16	16	16	16	16	custom	custom	custom
new vocabulary	500+	500+	500+	500+	1200+				1000+	1000+	5600+
old HSK level	HSK 1	HSK 2	HSK 3		HSK 4				HSK 5	HSK 6	-

*1 class = 45 minutes.

**Amount of classes for NC9-12 is chosen individually depending on student's prior knowledge and goals.

Level Summary



Level 1

Learn to have basic conversations in Chinese:

- introduce yourself
- talk about family
- make new friends
- order food in a restaurant
- take a taxi
- ask for directions
- shop for clothes
- buy food and drinks
- make arrangements
- talk about the past, present and future



Level 2

Learn to express yourself in daily conversations:

- use payment apps, taxi apps
- order a takeout
- make a reservation
- buy movie tickets
- buy flowers
- invite friends for dinner
- discuss hobbies, work, daily routine
- deal with feeling sick
- buy train tickets
- book a hotel room
- check in at a hotel, solve hotel-related problems



Level 3

Expand your knowledge:

- express your feelings and thoughts in Chinese
- talk to a cleaning lady
- talk to a real estate agent
- rent an apartment
- negotiate with the landlord
- fix broken things
- deal with problems
- make a complaint
- celebrate CNY in a Chinese family
- discuss sports



Level 4

Use the language in more advanced daily life situations:

- visit a hospital
- discuss your health & well-being
- solve pet-related problems
- discuss modern issues (society, marriage & divorce, children, education)
- attend a job interview
- negotiate with your boss and colleagues
- complete job-related tasks

Level Summary



Level 5

- Discuss various social and work-related topics (employment, job hopping, etc.)
- Write e-mails
- Read and retell simple news and reports in Chinese



Level 6

- Learn and understand Chinese culture
- Talk about history and music
- Compare and discuss cultural differences
- Learn to understand the content in Chinese news or TV dramas



Level 7

- Pick up advanced vocabulary
- Discuss natural phenomena
- Discuss modern issues (global problems, environment, technology, entertainment)



Level 8

- Master the words, phrases and grammar necessary to discuss economic and social news in Chinese (real estate, urbanization, poverty, retirement, etc.)
- Hold extended conversations with native Chinese speakers on various topics

COMING
SOON



Levels 9-16

Currently development

That's Mandarin Cultural Activities



Chinese
Arts & Crafts



Immersive
Workshops & Tastings



Mahjong &
Game Nights

Chinese Camp For Kids & Teens



- 10-17 years old
- 2-week program
- 4 cities: Beijing, Shanghai, Suzhou, Hangzhou
- Different formats (from half-day to 24/7)
- Different accommodation options (hotel, homestay)

More on www.summercampschina.com



Chinese Camp

Full & Homestay Camp



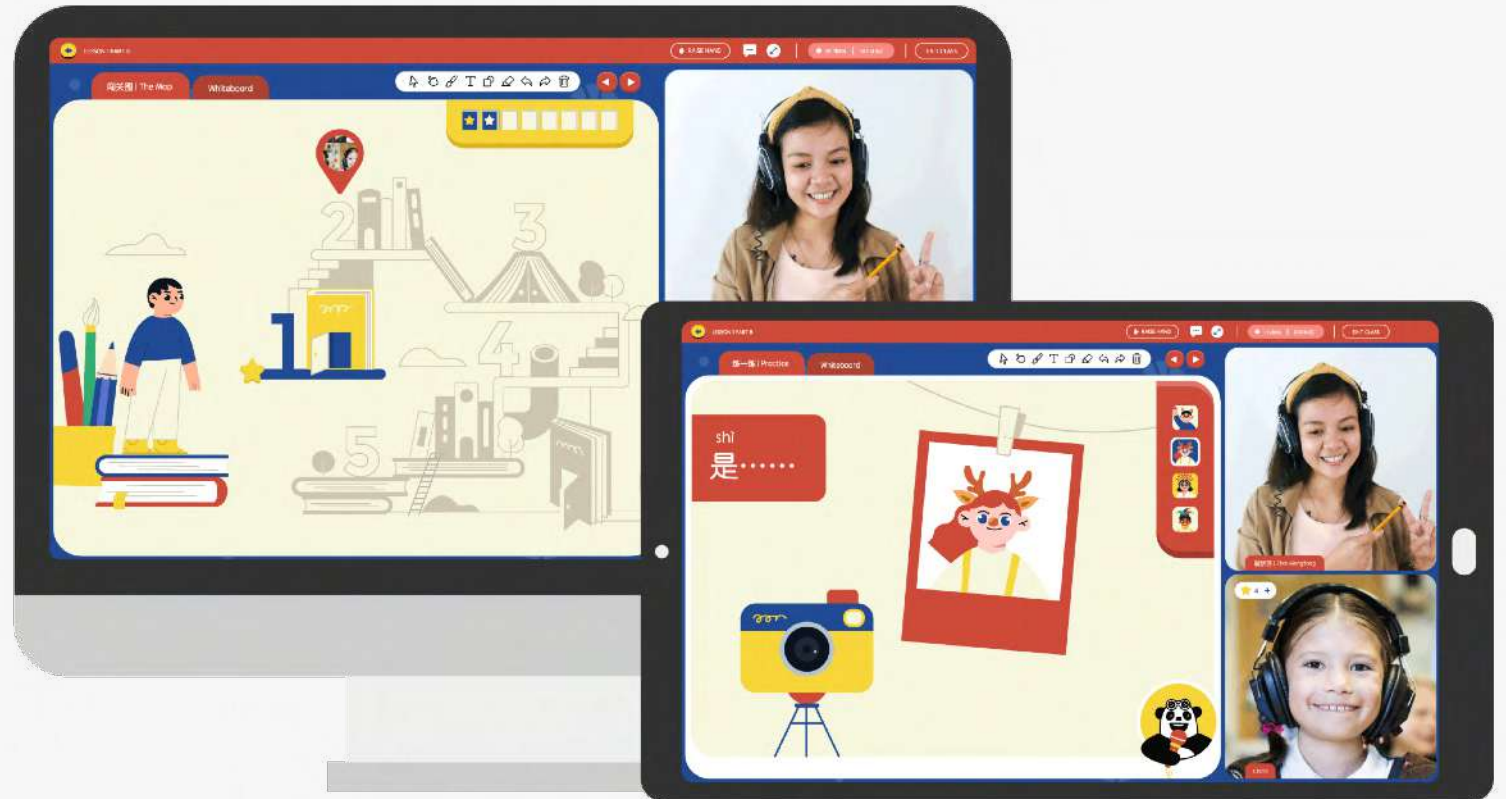
**CHINESE
SUMMER CAMP**

				
program	content	suitable for	schedule	accommodation
Full Camp ▶ ☀ only in July	Chinese classes Camp Pack (books, bags, etc.) Cultural activities Excursions 3 meals a day (Monday to Friday) Evening activities Field trip	Students highly motivated to improve Chinese skills & learn about Chinese culture	09:00 – 15:50 (camp activities) Evening & Weekend activities 1 Field trip 24h supervision	Hotel (shared room)
Homestay Camp ▶	Chinese classes Camp Pack (books, bags, etc.) Cultural activities Excursions 3 meals a day Evening activities with host family Field trip	Students who would like to live with a local family during their stay in China	09:00 – 15:50 (camp activities) 1 Field trip with the school Evenings & weekends with host family	Homestay Family
China School Trip ▶	Custom content	Educators, agencies, and business owners bringing a group of students to China	flexible schedule	accommodation upon request

More on www.summercampschina.com/camp-comparison/



NihaoKids Online Classes for Kids 5-12



- Interactive online classes
- 25 minutes per class
- Enaging games, beautiful design, powerful storytelling
- 50+ games developed specifically for young learners

More on www.nihaokids.com





03

Methodology

Innovative Teaching Methods



In-House Learning
Platform NihaoCafe



Link Words © Method
for Total Beginners



Storytelling
Methodology



Digital class notes
& 24/7 access



Link Words © Technique

Chinese Link Words © is a fun learning method created and used at That's Mandarin to help Chinese learners memorize new words much faster and more easily than via traditional learning methods

Storytelling

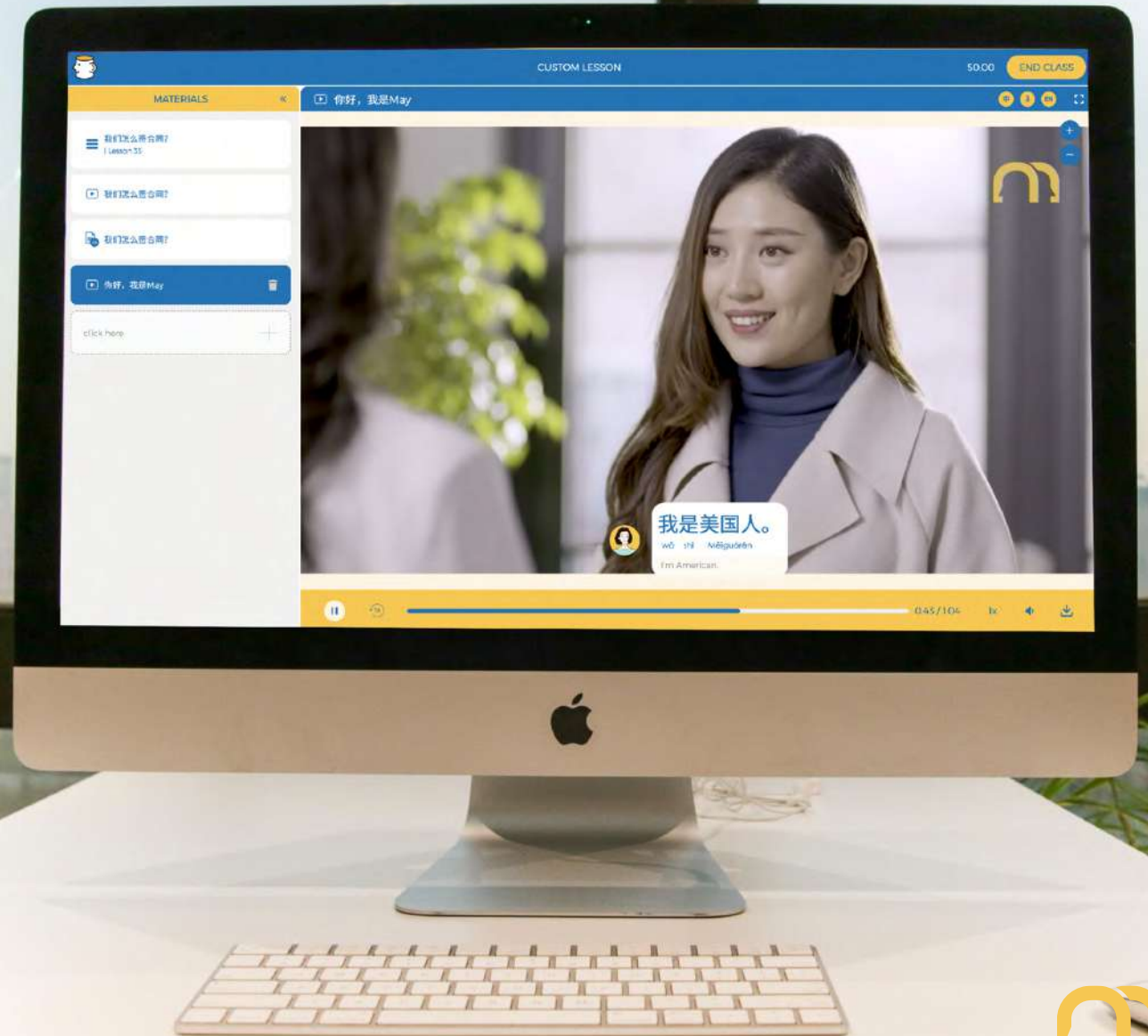
We use proven storytelling techniques that let our students learn authentic Chinese with meaningful storylines.

With stories, students easily gain language confidence, as well as a deeper understanding of Chinese grammar & sentence structures.

Learning with stories also makes Chinese learning much more fun!

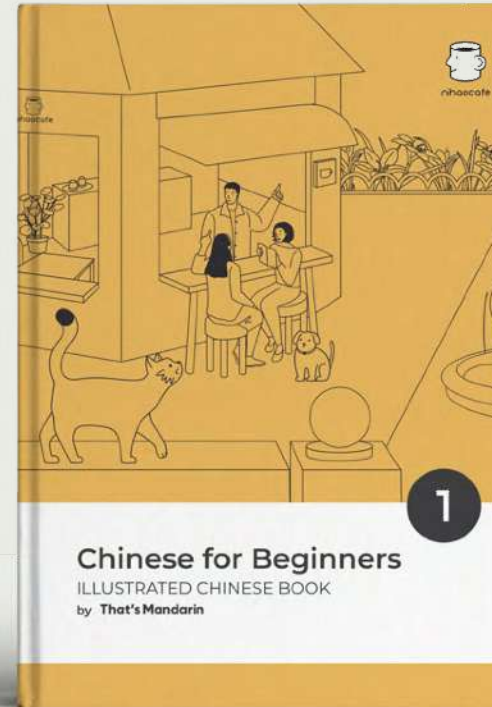
NOTE

The Chinese name of our company, Sidaorui, originated from the English word “story”.



That's Mandarin Textbook Series

- Covers HSK 1-3 with more daily-life vocabulary
- Perfectly accompanies the NihaoCafe system with unique exercises
- Lesson dialogues, vocabulary & grammar introductions in print — for students who prefer to learn with a book
- Additional Vocabulary and “Did you know?” sections to help build cultural awareness and extend the range of expression





04

Online
Platform
NihaoCafe



Learn Chinese Anytime, Anywhere with NihaoCafe

- In-house platform that connects Chinese learners with professional teachers
- Cross-device support, available on Mac & PC, mobile & tablet devices
- Lifelong access to interactive lessons, homework & class notes
- Level tests & exercises
- Learn & practice 24/7



NihaoCafe's Unique Features

- Our own HSK-graded TV series
- Custom materials for all levels (videos, articles, comics)
- Vocabulary & Grammar exercises
- Exercises targeting 4 Chinese skills: Listening, Speaking, Reading & Writing
- Class notes with Pinyin & English
- Automatic Pinyin & English pairing of all Chinese text based on a library of 100,000+ tailor-made vocabulary entries



05

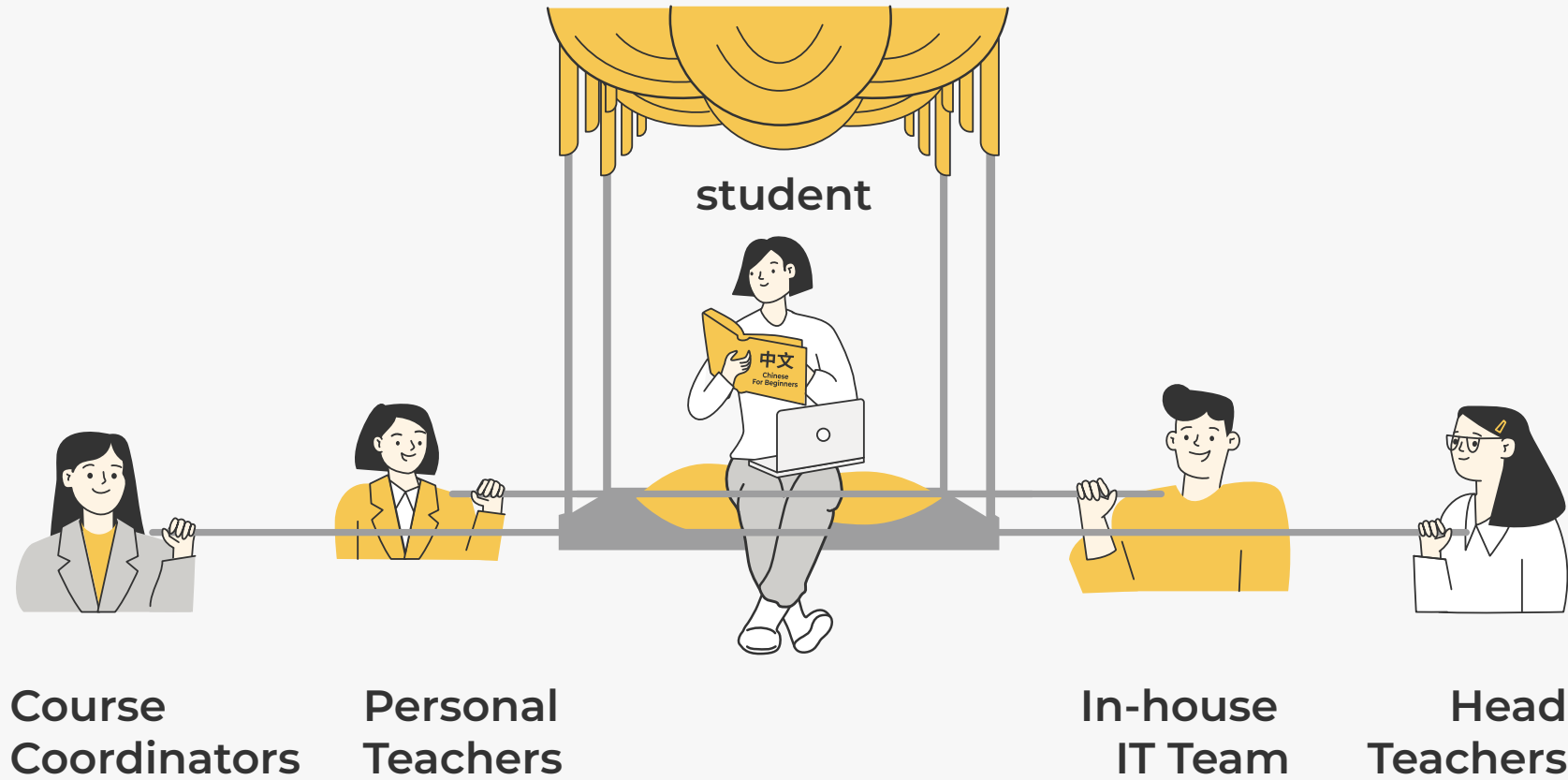
Sign-up Process & Course Pricing



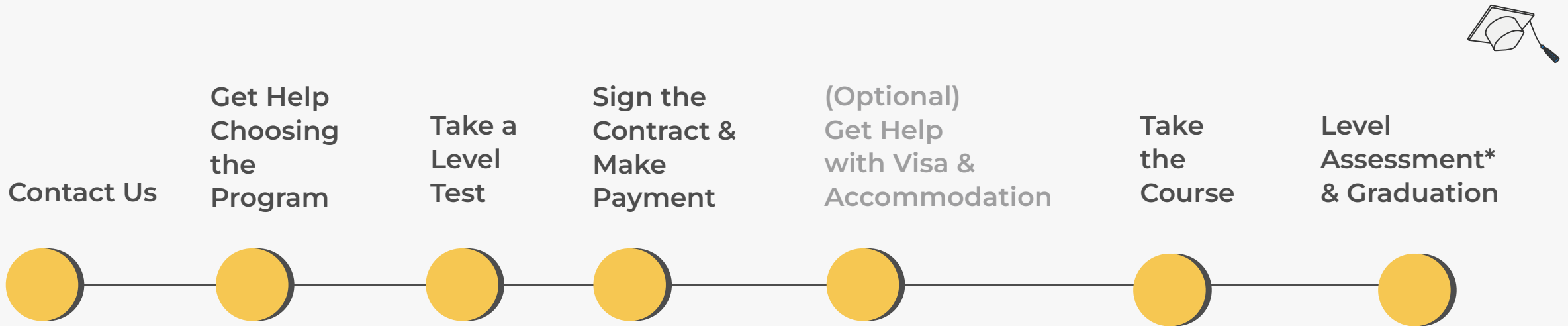
Learning Process



Full Support



Student's Journey



*mid-term reports are also available





06

School Reviews & Awards

School Reviews & Ratings



5.0

Rating on Google



5.0

Rating on Facebook



212K

Followers on Instagram
@thatsmandarin



92.2K

Followers on TikTok
@thatsmandarinschool



School Awards



Top Rated Organization
(That's Mandarin)
on [GoAbroad.com](https://www.goabroad.com) in 2021,
2022, 2023, 2024, 2025, 2026



TripAdvisor
Travelers' Choice Awards
Winner 2024, 2025



Shanghai —
Mandarin School of the Year
That's Shanghai Lifestyle
Awards in 2021, 2023, 2024



Beijing —
Mandarin School of the Year
That's Beijing Lifestyle
Awards in 2023, 2024





07

Our
Campuses







Visit Us Online

Website

www.thatmandarin.com

Instagram

[@thatmandarin](https://www.instagram.com/thatmandarin)

LinkedIn

[@thatmandarin](https://www.linkedin.com/company/thatmandarin)

Partnerships

marketing@thatmandarin.com



...and one more thing :)



NihaoGo

Crash Chinese Course App

Prepare
for your
next China trip

