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### Critical 2002, begin to expand overseas

Starting from Taiwan, CMA's first stop in establishing the franchise system overseas was Hong Kong, and then Malaysia, Singapore, New Zealand, etc. CMA's franchises have been established in over 20 countries and regions within the last decade.

After years of preparation, CMA finally expanded overseas beginning in 2002.

Before expanding overseas, much work was done by Tai Chiang Ching as CMA's backup force. Tai constantly improved his teaching method and published variety of image materials for teaching. With the widespread use and application of computers, Tai also created teaching materials in multimedia formats, such as videodiscs. Information and the invention of computers changed people's lives, and also brought great impact to traditional industries. Facing the challenges of the new era, some people retreated, but some people took it as an opportunity to change and transform. Obviously, Tai Chiang Ching took it as an opportunity.

While personal computers started to become popular, Tai began to learn how to type and use the computer. Gradually, use of the Internet started to become widespread. Tai Chiang Ching began to plan the contents for establishing CMA website in 1997.

He shared his ideas with professional computer engineers and spent hundreds of millions of New Taiwanese Dollars in order to build a website for CMA to showcase its work and achievements effectively. Tai also created teaching materials in the format of videos based on his practical teaching experience of 30 years that had trained numerous "abacus arithmetic talent children." In this way he could share his teaching methods of abacus mental arithmetic through the Internet with the world. His teaching materials then became a model for other teachers in training to teach.

Many people were convinced that abacus mental arithmetic and computer Internet could be integrated harmoniously after visiting CMA website.

Hong Kong, the first stop

Hong Kong was where Tai Chiang Ching first launched his international enterprise. However, he didn't reach his goal as perfectly as he had hoped.

In 2002, Tai Chiang Ching arrived at Hong Kong, Pearl of the Orient, the first stop in Tai's plans to expand his career to China. The agent who originally spoke with Tai about the franchise business was eager to recover profits on recruitment, but he did not reach an agreement on CMA's teaching philosophy with Tai. Tai realised that if he wanted to maintain the CMA's teaching quality and core value, he had to have one who was interested in core values training. In other words, they had to pass the test of "Core Values training," and then "complete its test."

Only if they could really understand the true intentions that Tai established CMA and its teaching system and materials on. In this way they could experience the true spirit of CMA, and become more confident and determined to join CMA to promote its franchise system.

As for the franchisee, they may choose to participate in the workshops held by the agents, or those who are interested in teaching can join the teacher training session.

Tai Chiang Ching knew that his institute was not well known in the world yet, so he tried to find a way to have people believe that the brand of CMA had potential to grow in the world market. Therefore, he decided to choose the most difficult path: to operate his abacus mental arithmetic institute in the foreign country on his own.

Therefore, he purchased teaching equipment and rented a space to function as the teaching centre and taught classes personally. He also recruited franchisees by placing advertisements and arranging interviews with media. Tai thought that if he could succeed in this way, he could replicate the whole system to every branch he

established. At that time, learning abacus mental arithmetic was popular in Hong Kong. Therefore, Tai's first franchise workshop had attracted more than 40 people to take part.