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After they confirmed the location for setting the office, they started to renovate the office, purchased equipment, recruited staff and formulated internal operating standards. After two months of preparation, Xiamen office finally officially opened on April 10, 2009.

Wang Sen-liang put together the following operating strategies for the CMA agent office at Xiamen: Provide an excellent learning environment, high quality teaching standards, provide sincere service, effective marketing, etc. In order to enhance the quality of teaching, Tai for the first time considered deploying teachers from Guangzhou. He deployed four senior teachers, Chen Chai, Liu Feifei, Yang Liyun, and Hu Juan, to assist the teachers in Xiamen. As for the marketing, they created innovative products for promotion, in addition they distributed great amounts of flyers.

They also held workshops and free trial classes for recruitment. Under these intensive promotion and marketing events, within the five months leading up to mid-August in 2009, CMA at Xiamen had recruited more than 80 students, showing their strategies had been highly effective.

After half a year of operation, Tai prepared to transfer the agent authority of Xiamen to Chen Chai, who showed interest in taking over the office. Chen had been the best candidate to take over the Xiamen office not only because he had rich experiences in teaching but also because he was an ambitious, kind, and hard-working teacher. Tai finally reached an agreement with Chen and completed the procedures of general agent authority transfer in October, 2009. Now Xiamen's agent office has accomplished a great achievement and was highly recognised by local parents and children. After Chen arrived in Xiamen, he started to receive training and instruction from Tai Chiang Ching and Wang Sen-liang. He not only learned how to operate an institute, but also fulfilled his own will of establishing his own enterprise, something that he had never dared to dream would come

true.

## Establish agent office in Changsha

Changsha, once called the “city of star” located in Hunan province, is a central city of politics, economy, cultural education, business and trading, transportation, and travel.

With a population of 660 million people, Changsha is located in the central China, with Jiangxi province in the east, Yungui in the west, Guangzhou in the south and Wuhan in the north. Changsha city has five districts of Furong, Tianxin, Yuelu, Kaifu, Yuhua, and subordinate prefectures of Changsha Country, Wangcheng County, Ningxiang County, and Liuyang City.

Changsha is also the capital of Hunan province and a cultural city with more than three thousand years of history. The Yulu Classical Academy located in downtown is the best of the four classical academies in China. Hunan University also took it as “Millennial Lecture Hall.” Thus local residents in Changsha generally must be placing great emphasis on education so it was a good place to be an educational institute.

Then, the CMA approached its developed collection of resources like Chinese traditional treasures, valuable assets of cultural heritage that had been created and improved through the CMA franchising system, establishing offices throughout the world, in order to develop children’s intellectual potential and train more talents in abacus mental arithmetic, thus becoming a largest and most professional cultural institute involved in the teaching of abacus mental arithmetic in the world.

Especially for China, which had become the centre for CMA’s development in the future.