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### Interesting stories while expanding business overseas

There were not only obstacles Tai Chiang Ching encountered, but also some interesting stories that happened when he was expanding his career overseas.

#### Tai Chiang Ching's signature suit and tie

Tai Chiang Ching, founder of CMA, had expanded his institute from Taiwan to 20 countries only within ten years utilising his unique and special marketing approach. The story below would tell of Tai's vision and wisdom in operating the CMA.

In November 2009, CMA in Malaysia organised the third annual competition of abacus mental arithmetic. As usual, the organizer invited Tai to watch and as a guest of honour. A few days before Tai arrived at Malaysia, two franchisees were chatting about Tai's outfit. They then began to argue about what kind of suit and tie Tai would wear to attend the competition. One of the franchisees said, "Mr. Tai would definitely wear the same suit he wore ten years ago while recording the teaching VCD."

The other franchisee did not agree and said, "That's impossible. He's a successful entrepreneur, so he won't wear the same suit as ten years ago. He must be wearing a set of new suit and tie." They then made a bet on it.

Finally, when Tai arrived at the competition hall, he did wear the same suit and tie that he wore ten years ago while recording the VCD. The franchisee who lost the bet asked Tai, "You are already a successful entrepreneur. Why are you still wearing the old suit from 10 years ago?"

Tai said, "I want the franchisees, students and their parents to know that CMA has its own traditional core value. I believe I can use my power and belief to overcome the barrier of time and location and carry out the influence of CMA. Whether it's today or

ten years ago, when people see me, they will see my outfit and then associate with CMA, Two-handed Abacus Manipulation, and children learning abacus mental arithmetic happily. This is the best effect of promotion.”

Thereafter everyone realised Tai’s intention. Further Tai humorously said, “I even regularly maintain my signature suit.” Everyone then laughed out loud upon hearing this.

Here is another story: In Malaysia, Tai once heard a parent say, “I have to urge my son to attend other talent classes. He usually stops going after only attending few sessions. However, as for the class in CMA, he always actively goes to class without my reminder.” That parent jokingly said, “Is my son bewitched by you? Why does he love to attend your class?” Tai replied, “Because your son is smart and found the subject he loves. Of course he’s self-motivated for what he’s interested in.”

On an occasion, Tai was strolling around in a department store in Malaysia. He wanted to go to the toilet, but he doesn’t speak Malay. He then asked a security guard by pointing to his “private part.” The security guard laughed and told him the direction of the washroom.

Tai remembered when he first went to Malaysia, he saw Malay food on the table. He thought that was “zong-zi” (rice-pudding) from Taiwan. He then ordered it, which became a joke later in Malaysia.