



Q LANGUAGE

A View to a Skill

Competitive executives come up trumps when their resumes boast better linguistic competency. STUART McCUTCHEON BARRETT explains why and how Q Language helps you stay ahead.

Catering to the committed language student, private or corporate, Q Language offers a unique multi-national environment in Asia's World City for adult students from overseas with a free in-house HKSAR student visa service and housing management.

The institute specializes in full-time classes, mainly catering to those applicants looking for dedicated studies in English or Chinese with an intensive schedule while most language schools in Hong Kong focus on the local market of part-time courses for children or working students only available in the evenings or weekends.

One-Stop-Shop

"At Q Language, students are given intensive schedules running 5 days per week (Mon – Fri) with morning or afternoon options. Therefore, the niche in our business model attracts overseas students looking for courses to maximize their learning potential in their limited time-frame," says Stuart McCutcheon Barrett, Director of Q Language.

"Students can select an Academic, General or Business goal and will be given a learning structure accordingly. Level assessments and regular guidance sessions on possible university entrance or employment searches are also provided as a free service.

"We also offer a whole package for overseas students covering not only student visa arrangements and housing. You can choose personal Q Language staffed airport transfers (available 24 hours per day, 7 days per week) plus, often daunting tasks for the new arrival, such as purchasing an Octopus card, SIM card or even opening a bank account. With multilingual staff, in-house translation services and housing management for all budgets, we understand the exact needs of the newcomer to Hong Kong.



"Over the years, we have seen students from over 40 different countries each with a unique perspective and expectation on their time in Hong Kong. So, our experience in dealing with the varying demands has well-equipped us to provide a thorough living and study package."

Growth Prospects

Another aspect of Q Language being a strong stand-alone provider in Hong Kong is the ability to adapt to student lifestyle changes as they either move on to degree-level institutions or secure employment within the territory. "Our courses are flexible to shift from group classes to private lessons with no restrictions on when or how they take this step. The reason is to allow students to feel comfortable in the knowledge that their initial schedule is not 'written in stone' and that as their needs change, Q Language will follow accordingly. This can include even making a move from English to Mandarin or vice-versa.

"Over the last 5 years, Q Language has expanded rapidly to cope with the increasing number of arrivals. Our overseas recruitment agency database now covers 35 countries and we are preparing for a swell in numbers as the word spreads that Q Language is the prime choice in Hong Kong for overseas language students. Our dominant Internet presence is now positioning us to reap the rewards of continual brand marketing and high-quality client feedback.

"Our short-term growth policy is to solidify our position for our major client sources in Korea, Japan, Russia, Spain, Mongolia and Saudi Arabia. The longer term will see increased numbers from

Brazil, Kazakhstan, Turkey, France, Italy and Colombia as we are establishing new agencies in these countries. At the moment HKSAR Immigration Dept. is limiting applicants from mainland China. But, this is another door that we are hoping will open in the not-too-distant future allowing mainland Chinese to join us in creating a true 'world school' within Hong Kong."

Best Choice

"To cope with the increasing numbers, additional teaching space will be needed. Obviously, we are considering the options here to either expand within our current location or take a step further and have a 2nd location within Hong Kong. Discussions are also being made for expanding our business model into other English speaking territories within Asia to allow students to choose Q Language in more than one country. For now, we are fully-focused on strengthening our position as the 'go-to' educators for overseas students coming to Hong Kong."

Greater Heights

"Winning the HKMVC Award for the first time came as a great surprise. As we are dealing with mainly non-local residents, we do feel a little 'off the grid'. It was such an honour to be singled out and recognized in this way within our industry. In turn, we know that our service quality will be enhanced further as we aim to maintain and fulfill the role to even loftier heights. New students will feel extremely comfortable booking their courses with Q Language as the award proves our outstanding quality.

"I believe, finally, I should add that this honour should be shared with all Q Language students and staff, past and present, as without them little of our success could have been achieved," concludes Barrett. ■

For additional information please visit www.qlanguage.com.hk