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Dr Zhang is a Professor of Chinese and Director of the Centre for Modern Languages in Richmond, the American International University in London. He is a vice president of the European Association of Chinese Teaching (EACT/AEEC) and an honorary fellow of the Chartered Institute of Linguistics. Professor Zhang has taught languages for many years, during which he has also managed projects related to Chinese language learning and teaching, including the first EU co-funded European Benchmarking Chinese Language Project (EBCL), which he coordinated between Nov 2010 and Oct 2011. Professor Zhang previously was the Director of SOAS Language Centre, University of London and the Director of London Confucius Institute, the first CI in the UK. He served as the Chair of British Chinese Language Teaching Association (BCLTS) between 2006 and 2008 and is currently on its advisory board. Professor Zhang has researched and published on language policy, language learning and teaching, teacher training, intercultural communications and cross cultural business management. He is the author of a number of books, including Chinese language textbooks, of which Chinese in Steps series won the Outstanding International Chinese Teaching Material Award in December 2010.

张新生博士现为英国理启蒙大学 (Richmond, the American International University in London) 教授，现代语言中心主任。英国特许语言学家协会荣誉会员，欧洲汉语教学协会副会长。曾任伦敦孔子学院院长、伦敦大学亚非学院语言中心主任、欧盟汉语能力标准项目负责人 (2010-2011) 和英国大学汉语教师协会会长等职。在英从事汉语教学和教师培训工作多年，2003 年创建了英国大学首个非师范汉语教师培训证书和文凭课程。著有《英国成人教育史》，主编汉语外语系列教材《步步高中文》并参与步步高中文系列《高级商务汉语》和《大家学中文》等教材的编写工作，其中《步步高中文》系列教材在 2010 年的第五届孔子学院大会上获“优秀国际汉语教材奖”。个人研究和发表的论文涉及文学、教育、语言政策，英汉语教学及跨文化交际等领域，并应邀参与过很多学校及孔院组织的师资培训和进修活动。