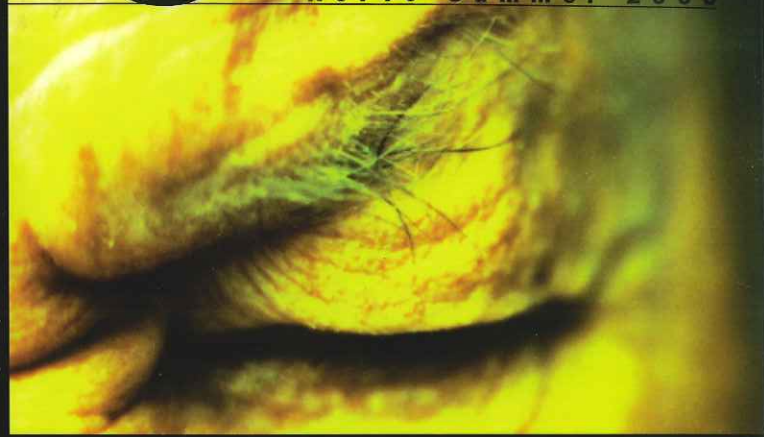


# HongKong **Echo**

Euro €8 / Hong Kong HK\$50

No. 40 Summer 2006

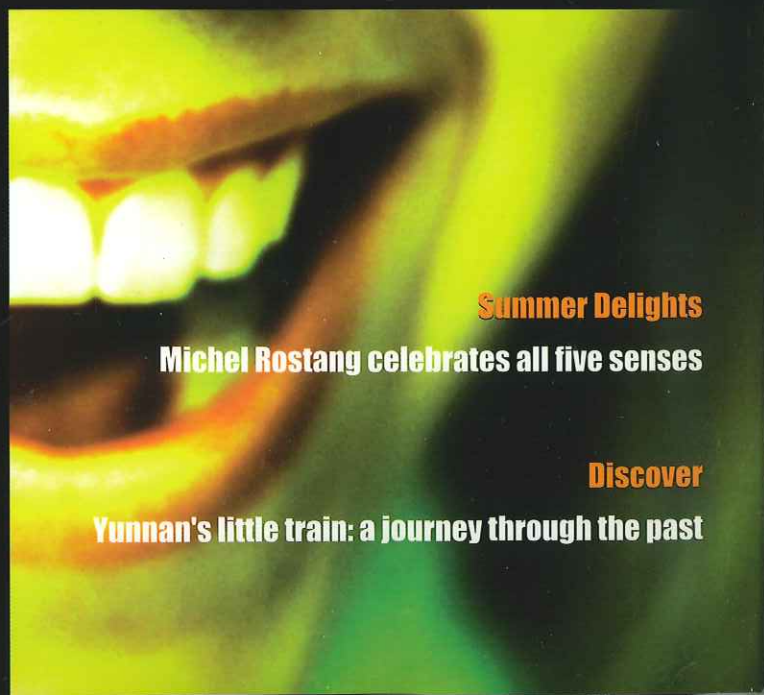


## Foreign Presence in Hong Kong

**How investors perceive Hong Kong**

**Allan Zeman: The man who entertains Hong Kong**

**Local consumers like global expertise**



**Summer Delights**

**Michel Rostang celebrates all five senses**

**Discover**

**Yunnan's little train: a journey through the past**

## Wise Creative Centre: The Importance of Phonics

With little guidance most young children will develop the ability to understand spoken language. However, though they may have mastered the complexities of speech, they do not know that spoken language is made up of discrete words, which are made up of syllables, which themselves are made up of the smallest units of sound, called "phonemes". This awareness that spoken language is made up of discrete sounds appears to be a crucial factor in children learning to read.

Phonemic awareness is not only helpful in decoding new reading words, but is also a critical skill for making educated guesses when spelling unknown words. Children who do not have satisfactory phonemic awareness skills will not only suffer slower reading progress, but will become severely frustrated when trying to spell words.

In the world of phonics you may have come across the terms diagraphs and blending. Diagraphs are groups of letters which just have one sound e.g. "sh" in ship. Blends are groups of letters which have two or more sounds such as "st" in stop. When encountering a word, the process of saying the sounds and then hearing the word is called blending. While some phonic teaching approaches will break and teach the blends separately, we believe that blending should be encouraged from an early stage.

Jerome, from Wise Creative Centre, believes that phonics is the foundation of good English learning. Wise Creative Centre is offering its own phonics programme called "Wise Phonics" for children aged four and above.



*Member's website: [www.WiseCreative.com](http://www.WiseCreative.com)*

## 10<sup>th</sup> Anniversary for Thomas, Mayer & Associés



The French and international law firm of Thomas, Mayer & Associés (TMA) celebrated their 10<sup>th</sup> anniversary on 30<sup>th</sup> March this year at the Café des Artistes in Lang Kwai Fung.



The firm has been actively involved in the local and international business and legal communities and has been providing a legal, cultural and business link between Hong Kong and France for more than a decade. Its areas of practice include international business law, mergers and acquisitions, immigration law and, above all, foreign investment in China. TMA has an association with the distinguished law firm of Fred Kan & Co under which both firm share premises and a staff of more than 70.

At the cocktail party, where champagne flowed until late in the night, members of the French community, business contacts and friends met and witnessed the recognition gained by Thomas, Mayer & Associés over the years in Hong Kong.

*Member's website: [www.tmabk.com](http://www.tmabk.com)*