

中文名字

Say who you are with a  
personalised, tailored, researched  
**CHINESE**  
**NAME**

A dilemma faced Chinese workers and businesspeople  
as they traded in the late 20th century.

Chinese names were unfamiliar to their trading partners,  
so they adopted English names to become relatable in the West.  
A consequence of this cultural intelligence by Chinese people  
has been the domination of Asian trade in the West  
and the advent of the Asian century.

We should pay attention to this.

When in Shanghai,  
do as the Shanghainese do.

Understand that **people do business with people they know love and trust.**

Your personalized, researched Chinese name is your calling card  
to demonstrate you have cultural intelligence.

Don't just choose any Chinese name. RCN Asia's translation teams research and handcraft  
a name that reflects your family history, your values, and how you want to be known.

<https://www.rcn.asia/personalised-chinese-name>





# How Chinese names work

## WEST

Firstname (My name):

SIMON **YANG (YOUNG)**

Lastname (My family's name)

YOUNG **JIN HONG**

## EAST

**Family name first,  
then my name.**

The language reflects the thinking of China going back 5000 years.  
See me, see my family and all we represent.

In just three characters, you will communicate who you are,  
how you want to be perceived, and what value you bring.

You'll also communicate your cultural intelligence and respect  
– a solid foundation to work from.

**"名正言順"**

**孔子**

*"If names be not correct, language is not in  
accordance with the truth of things."*

Confucius

Your meaningful Chinese name is an instant talking point  
and positions your personal brand in the Asian century  
as streaks ahead of your competitors  
who are just in it for the short term.

China is all about "relationships first" so if people know, love and trust who you are,  
they will listen to what you have to share, whether it's a product or service.

If you are committed to engage Asia, let it show,  
with your personalized Chinese name

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# Why you should have a Chinese name

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Order your personalised Chinese Name



WeChat support Simon Young

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