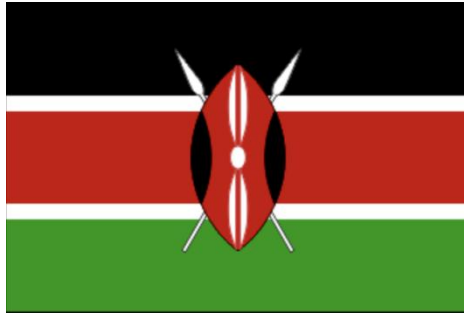


## 附件 3

# 肯尼亚莫伊大学孔子学院简介

肯尼亚 Kenya



### 莫伊大学孔子学院

#### **Confucius Institute at Moi University**

东华大学与肯尼亚莫伊大学共同主办的莫伊大学孔子学院（简称“莫伊孔院”）是全球第一所以纺织服装为特色的孔子学院，2015年3月30日正式揭牌成立。该孔院是肯尼亚境内继内罗毕大学孔子学院、肯雅塔大学孔子学院、埃格顿大学孔子学院之后成立的第四所孔子学院。莫伊大学在肯尼亚众多大学的综合排名之中稳居前三，其校区众多。该校的校属纺织产业——东非 Rivatex 纺织有限公司，是肯尼亚最大的纺织公司，让该校在非洲地区独树一帜。东华大学地处中国上海，是教育部直属、国家“211工程”建设的全国重点大学。经过近十年努力，莫伊大学孔子学院已经成为所在地区校际合作、经济合作、政府合作的重要沟通平台。

The Confucius Institute at Moi University was launched on 30<sup>th</sup> March, 2015. CIMU, the globally first Confucius Institute featuring textile engineering and fashion design, is co-hosted by Moi University and Donghua University. It is also the fourth Confucius Institute established in Kenya after the Confucius Institute at the University of Nairobi, the Confucius Institute at Kenyatta University and the Confucius Institute at Egerton University. Moi University is one of the top three in the overall ranking of many universities in Kenya with many campuses. East Africa Rivatex Textile Co., LTD., the largest textile company in Kenya, affiliated to the University, makes the school unique in the African region. Donghua University (DHU), located in Shanghai, China, is a national key university directly under the Ministry of Education and member of the state "Project 211". CIMU, with its endeavors of almost 10 years, has become the communication platform between universities, companies and the governments in China and those in Kenya.

## 孔院特色内容

### 1. 课程设置与中文教学

#### Curriculum Development & Chinese Language Teaching

莫伊孔院面向莫伊大学学生以及所在社区民众开设中文和文化课程、汉语水平考试辅导，同时深耕“中文+”课程，推出中文+旅游、中文+商务、中文+服装设计、中文+纺织等专业汉语课程。课程覆盖莫伊大学主校区、Annex 校区、蒙巴萨校区、埃尔多雷特以及附近郡县。逐步成为肯尼亚西部地区颇具影响力的汉语教学机构。

As an institution of Chinese language teaching and cultural promotion in Eldoret, CIMU offers the courses in Chinese language, Chinese culture and tutoring classes(for HSK tests) to Moi University students and people in the community. Chinese courses are available in Moi University's Main campus, Annex campus, Coast campus and nearby counties. Meanwhile, CIMU works hard on “Chinese+” courses, such as Chinese+Tourism, Chinese+Fashion Design, Chinese+Textile etc. With these efforts, it has become a quality provider of Chinese Teaching in the western part of Kenya.



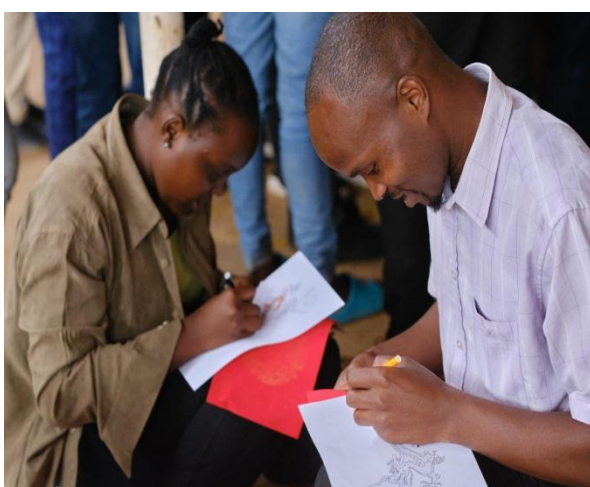


## 2. 文化活动以及学生社团建设

### Cultural Activities and Student Clubs

莫伊孔院积极推介中国文化，同时致力于中肯文化互通、互鉴。每逢中肯重大节日，孔院就会组织内容充实、形式活泼的文化活动，因而成为内陆地区民众了解中国的窗口。莫伊孔院文艺俱乐部设有歌唱团、舞蹈团、美食团、模特队等，活动丰富多彩，倍受学生喜爱。

The Confucius Institute at Moi University actively promotes Chinese culture and is committed to cultural exchanges and mutual learning between China and Kenya. Every major festival in China and Kenya, CIMU will organize cultural activities rich in content and lively in forms, thus becoming a window for people in inland areas to understand China. The Club of Arts with a singing group, a dance group, a food group, a model group and other activities, makes it very popular among students.







### 3. 纺织服装特色发展

#### Featured Development in Textile and Fashion

莫伊大学孔子学院依托中方承办院校雄厚的纺织服装实力，与莫伊大学、肯尼亚其他孔院以及中肯纺织服装行业密切合作，不断尝试，积极探索、在纺织服装特色发展中走出了一条新路。特色活动逐步形成时尚创意、社会推广、产业应用的完整过程。

With the support from Donghua University, the host institution in China, the Confucius Institute at Moi University has worked closely with Moi University, other Confucius Institutes in Kenya and the textile & apparel companies in China and Kenya, constantly trying to explore ways in the featured development. The activities gradually form a complete process of creativity, promotion and industrial application.

# SOLIDARITY & PROSPERITY

FIRST CHINA-KENYA CREATIVE CULTURAL AND ART JOINT DESIGN COMPETITION  
TEXTILE AND APPAREL CULTURE FESTIVAL FOR CELEBRATING THE 60TH ANNIVERSARY  
OF THE ESTABLISHMENT OF DIPLOMATIC RELATIONS BETWEEN CHINA AND KENYA

# FASHION SHOW

12:45-13:00 DECEMBER 14TH, 2023

SAIROCK HOTEL, MALINDI ROAD,  
MOMBASA, KENYA



## 融·荣 2023

### 首届中肯文创艺术联合设计大赛

中肯建交60周年纺织服饰文化节

决赛作品时装发布会

主办机构：东华大学 莫伊大学  
承办机构：莫伊大学孔子学院 东华大学服装与艺术设计学院  
东非纺织服装有限公司 内罗毕大学孔子学院  
埃格顿大学孔子学院 肯雅塔大学孔子学院 马查科斯大学  
指导机构：上海时尚产业发展中心 上海服装行业协会  
上海服装设计师协会 SFIDC数字艺术教育联盟  
策划执行：东华大学创意集成WORKSHOP





## 4. 沟通协作平台

### Platform for Communication and Cooperation

莫伊大学孔子学院不仅是东华大学与莫伊大学沟通合作平台，也是肯尼亚西部地区中肯人民、企业、政府等合作与友谊的重要桥梁。莫伊孔院努力推动中肯人员互动，协助中肯企业合作，促成中肯政企沟通，深受当地人民的欢迎以及政府的重视。

The Confucius Institute at Moi University is not only a platform for communication and cooperation between Donghua University and Moi University, but also an important bridge for collaboration and friendship between the peoples, enterprises and governments of China and Kenya. CIMU has made great efforts to promote the interaction of people in the two countries, assist the cooperation between Chinese and Kenyan enterprises, and promote the communication between the government and enterprises, which has been welcomed by the local people and valued by the government.

