



International Competition 2015, Philippines

International Expansion



ALOHA Star



New Ideas



ALOHA Competitions



International Presence

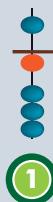


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The ALOHA Mental Arithmetic International Competition 2014

On the 8th of June, 2014, students from across the country and indeed across the oceans flocked at Dong Cheng Elementary School in beautiful Hangzhou city, "the paradise on the earth", Zhejiang, China.

It was like a gathering of the budding mathematicians and a great opportunity for Master franchisees, parents and management to meet each other. Approximately children from eight countries in total participated, which was absolutely fantastic: China, Malaysia, Philippines, Indonesia, India, Bangladesh, Spain and Mexico.



The Zhusuan Awards of the Year 2014 were given to those who had contributed significantly to the development of ALOHA International. It was the proudest moment for the recipients of that prestigious Award. It was an honour indeed. A lot of work goes into making a competition successful.



We would like to say huge thanks to Principal Mr. Liu Jin Bin without whom this event would not have been a success, our chief guests Mr. Chen, Madam Fei and Mr. Tsai Chin Yu from Taiwan, the ALOHA team who worked day and night to make this event a memorable one.

Participants greatly enjoyed the experiences during the competition as there is a high level of excitement in being a part of this spectacular event. Such competitions give the students an opportunity to travel nationally and internationally, which is an experience to cherish and learn many new things!



Successful Expansion



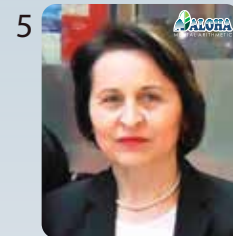
ALOHA Philippines successful expansion

From its beginning in 1993, ALOHA Mental Arithmetic has been very successful. The first success was in Malaysia, the country of origin, with the endorsement of Malaysia Abacus and Mental Association (MAMAA) and the Abacus Association of Zhejiang (China).

The program's success quickly reached the neighboring countries entering India first, where, thanks to Mr. Kumaran, the educational curriculum was improved; and then the other countries of Asia, Middle East, Australia, Europe and America. The leap to the other side of the ocean was made with the implementation of ALOHA Mental Arithmetic in the USA and Canada, where the program is considered to be a turning point in the teaching of arithmetic and the early mental stimulation. Later, the program arrived to Spain, where ALOHA Mental Arithmetic was adapted to the European quality standards, reaching a resounding success in Latin America and Europe. In these past twenty-one years, the program has been implemented in many countries across the five continents reaching over thirty territories which are now part of the ALOHA Mental Arithmetic international network.

- | | |
|--|-------------------------------------|
| 1 ALOHA Portugal
Rosario González | 4 ALOHA Ireland
Lorcan Oneil |
| 2 ALOHA Portugal
Juan Carlos Feijoo | 5 ALOHA Croatia
Branka Novosel |
| 3 ALOHA Ireland
Rocio Maldonado | 6 ALOHA Morocco
El Meskani Nihal |

We are pleased to present the new members of our team: Portugal, Ireland, Croatia and Morocco.



New Centres and Promotions



Images of National Competitions



ALOHA Malaysia



ALOHA Canada



ALOHA India



ALOHA Brazil



ALOHA Mexico



ALOHA Peru

Images of National Competitions



ALOHA India



ALOHA Andorra



ALOHA Bangladesh



ALOHA Turkey

With immense pleasure, ALOHA International announces the most awaited "ALOHA Mental Arithmetic International Competition 2015"

Venue: Manila, Philippines
Date: Sunday, 26th July, 2015
Time: 9 am to 5 pm

It is going to be a great event, please encourage the students of your country to participate and witness the same, the motto behind this competition is to motivate the students to demonstrate and test their ALOHA computational skills on an International stage to win a trophy and recognition apart from traveling and exploring a new country, which will enrich their knowledge!

Manila, Philippines.

About The Philippines

1. The Philippines was named in honor of King Philip II of Spain.
2. The Philippines has 7,107 island divided into three groups, Luzon, Visayas and Mindanao. 2,000 of those islands are inhabited.
3. There are 175 languages and dialects in the Philippines, of which 171 still are active languages.
4. The Puerto Princesa Underground River located in Palawan was chosen as one of the New 7 Wonders of Nature Last November 11, 2011.
5. The flag of the Philippines is the only one in the world that is placed differently depending on whether the country is at war or at peace: in peacetime, the blue side is put up above and in war times, the red.



Puerto Princesa Underground River

About Manila

- Manila, capital of the Philippines, is the most densely populated city in the world with 43,079 inhabitants per square kilometer.
- Manila was originally named Ginto, which means the Land of the Gold.
- The name of the city Manila was derived from "Nilad" which was a kind of plant which used to grow abundantly in that area and hence was named "May Nilad". As time passed it became Maynila or Manila.

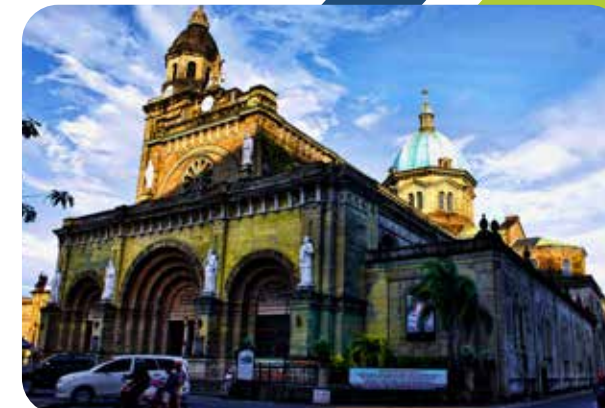
Gastronomy Of Manila

- The Manila's cuisine is known for its seafood, hearty stews and tasty meat broths.
- The wide variety of ingredients including rice, eggs, cured meats, vegetables, fruits and fish, have provided to Manila a varied and delicious cuisine.
- Some typical dishes are: Lechon, Sinigang, Kare-kare, Adobo and Sisig.
- For dessert: Taho, Arnibal, Sago Pearl and Kamote-Cue.

Places to visit in Manila



Intramuros, the Walled City, is the oldest district of Manila and is rich in culture and tradition.



The Manila Cathedral is a Roman Catholic basilica. It was established in 1581.



Rizal Park, also called the Luneta, is located next to Intramuros. It was built as a tribute to the national hero, Dr. Jose Rizal, who was shot in the same place in 1896.



The Manila Ocean Park. It is one of the advanced ocean parks in Asia.

Also very close to Manila...



Tagaytay, at only 55 km from Manila, Philippines. Pagsanjan falls, less than 100 km from Manila.

Marketing Ideas

Quality as the stand-out element: ISO 9001:2008

Faithful to its commitment to quality and the effort to stand out from the competition, ALOHA Spain has successfully finalised the procedures to obtain the quality seal ISO 9001:2008. The ISO 9001:2008 is a norm established by the International Organization for Standardization (ISO) exclusively granted to those companies whose working methods are oriented to excellence and user satisfaction.



A 95% increase in the number of website visitors

With the purpose of taking advantage of Internet's incredible potential and keep positioning ALOHA Mental Arithmetic as the leader brand within the education sector in the country, ALOHA Spain has just set up a specialized department in online Marketing. The SEM (Search Engine Marketing) investment was targeted at: Google Network search Ads, Ads on the Google Display Network and Remarketing.

Thanks to the investment in SEM, during the campaign for the beginning of the school year 2014-2015 (september - october), the visits to the website increased a 95% with respect to the previous year. More specifically, it rose from 65,126 visits to 127,355 visits.

Sponsor National Champions

ALOHA Mexico, as a motivation strategy for students, announced on its National Competition that they will sponsor all champions to travel and participate in the Competition in Hangzhou, China, last 8th June, 2014. This sponsor generated huge interest in students and they obtained various International Champions trophies.

As a result, on the next school year, registration in ALOHA programme increased and ALOHA Mexico was benefited in expansion area by getting new franchises.

2043 calendar

ALOHA Brazil created a promotional calendar of the year 2043. The idea was to emphasize that a children that is now 5 years old, in year 2043 will be 33; at that age is when they will make good use of all the education received when they were young. Of course, by being ALOHA students they will get more benefits by increasing their cognitive abilities. So: "Invest NOW in the FUTURE of your children".

Also important to mention that a 2043 calendar is exactly same as a 2015 one.



Marketing ideas - Brazil



Marketing Ideas - Mexico

Musings of ALOHA Abacus Learning

Learning is the act of acquiring new, or modifying and reinforcing, existing knowledge, behaviors, skills, values, or preferences and may involve synthesizing different types of information.¹ Though learning is an ongoing process, what is taught during formative years plays a vital role in shaping the child's personality because learning involves using one's senses, feelings, intuition, beliefs, values and will. The proper pedagogical structure of any educational program will make the learning curve of the learner more concrete and the learnings gained through the training will produce relatively permanent changes. The pedagogy of ALOHA Abacus learning follows Jean Piaget's theory of Cognitive development. According to him Intellectual development follows four stages. These stages can be mapped at the pedagogy of ALOHA:

1. Sensorimotor stage-(Newborns -2years). During this stage, an infant's knowledge of the world is limited to his or her sensory perceptions and motor activities. Abacus can be given as a play tool to a child at this stage.

2. Preoperational stage- (2-7 years). Children develop their thinking by using language, letters and pictures which are abstract symbols. They can learn single letters, numbers and pictures at this stage. Abacus is introduced as a calculating device and is taught the representation of the values of the numbers on it.

3. Operational stage- (7-11 years). During this time the child gains a better understanding of mental operations, changing from perceptual illusions and acquiring the cognitive operations that enable them to comprehend. So it can be teach how to do arithmetic operations with the abacus.

4. Formal Operational Stage. (11- Adulthood). Children above eleven are mature in their thinking. They can analyze by the abstract formal logic. They can be taught abstract concepts as algebra and geometry. Thus, complex arithmetic problems can be taught using the Abacus. This explains how the teaching methodology of the Abacus is in line with Piaget's theory of cognitive development.

Another salient feature of ALOHA Program are the ludic activities taught during the course. The Play has been approached by several theorists as the first form of learning and the ALOHA program always integrate playful activities, so children learn while they play. Having various activities as the part of the Pedagogy of ALOHA Abacus enhances the holistic development of children by stimulating aspects like Physical-biological, Socio-Emotional, Verbal-cognitive and Academic. Thus, well-structured Pedagogy of Abacus ALOHA program benefits students in many ways to strengthen reasonably their learning curve.

1. (<http://en.wikipedia.org/wiki/Learning>).

Dr.Vasuki Mathivanan, Psychologist

Important Announcement



ALOHA International headquarters is shifting to a new location from April, 1st 2015

**42, JALAN LAPANGAN SIBER 1,
BANDAR CYBER IPOH, 31350
IPOH, PERAK, MALAYSIA .
TEL: 05- 3132233**

ALOHA Star

Mr. Salvador Vila

"Quality means doing it right when no one is looking."
Henry Ford

There is absolutely no doubt this has been always the vital mantra of Salvador Vila Horrach, ALOHA Spain CEO and this year ALOHA Star who with hard work, perseverance and a strict focus in quality the businessman has made a distinctive contribution to the brand promotion within Europe. When in 2000, Mrs. Kiran Motwani joined Mr. Vila Horrach's company; nobody could have foreseen they would be teaming up in the future to lay the foundations of ALOHA in Europe. Nevertheless, when in 2009 Mrs. Motwani presented the program to Mr. Vila Horrach, he soon realized it was the kind of program Spanish students needed to learn, and so he embarked in this journey. To understand his determination, it should be mentioned that this self-made man has not only raised several companies, given employment to thousands of people but also he has devoted himself to improving the quality of life of those around him. His concern with social issues, had led him to take active involvement in several organizations such as Rotary Club.



ALOHA Spain Management team

ALOHA SPAIN

The first ALOHA group started in November 2009 in Palma de Majorca with just 72 students. In these six years the program has experienced a sustained growth reaching more than 10,000 students who nowadays enjoy the benefits of the program in one of the 500 centres spread all over Spain. A tremendous success based on the hard work of all the ALOHA team headed by Mr. Salvador Vila Horrach.

ALOHA was the first one to lead its way in launching such a unique concept of brain development and learning Mathematics in the continent of Europe, which was a herculean task Mr. Vila Horrach did shouldered by Mr. Ricardo Almeida, ALOHA Spain Director, Mr. Sergio Vila, Mr. Kamal and Mrs. Kiran Motwani.

The adventurous spirit of Mr. Vila Horrach and the success achieved in Spain instigated the team to traverse the extra miles with the launch of the program in Europe.



ALOHA Spain team



ALOHA EUROPE

In 2011 Mr. Vila Horrach embarked in another journey with his trusted team and set up ALOHA Europe with the aim of continuing spreading the program benefits abroad.

The quality focus approach laid down by Mr. Vila Horrach which borne its fruits in Spain, was also inoculated in ALOHA Europe. Thus, the team drafted all the necessary documents and much more material which meet the European standards by using innovative and creative ideas.

The engrained strategy conceived by the managers in order to position ALOHA Mental Arithmetic as the leader program in mental development proved worthwhile and the program has already delegations in Portugal, Germany, Ireland, Croatia and Andorra.

The aim of Mr. Vila Horrach has always been to reach the zenith of excellence; working constructively, slowly but surely. A vital mandate he has always applied and, together with his optimism, earned him the admiration, respect and affection of those who had the privilege of knowing him.