COMPANY PROFILE 2026–27

STUDY IN CHINA WITH CHINESE CHIWCHIW

Mandarin · Camps · Study Abroad

Thailand's Gateway to China







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ABOUT US

From a Mandarin classroom to a new future for Thai students

Chinese Chiwchiw is a Thai-founded education company that helps Thai students learn Mandarin and move on to study in China with confidence.

We started in **2021** as an online Mandarin teaching platform and have grown into a full learning and study-abroad service: from the first Chinese lesson to the day a student starts at a university in China. The company, Chinese Chiwchiw Co., Ltd., was registered in 2025, when we launched **Chiwchiw GoAbroad**, our study-in-China service.

600+ students taught and advised	**100+** students on our camps in China	**30+** students sent to study at Chinese universities
160K+ followers across our social channels	**5** official university and partner appointments	**2021** founded in Thailand

Our mission 1

Engaging, effective Mandarin teaching for Thai learners at every level, from beginner to advanced.

Our mission 2

End-to-end support for students going to China: choosing a city and university, applications, visa, accommodation and life on arrival.

Our goal is for every student and parent to feel that **someone is beside them**, from the first Chinese lesson to their first day at university.





OUR FOUNDER



Nadear Lap-itti
CEO & Founder, Chinese Chiwchiw

Nadear founded Chinese Chiwchiw at 18, teaching Mandarin online. Having learned Chinese and studied abroad on her own, she wanted Thai students to have the guidance she never had.

She went on to study law in London and still leads the company's academic advising, university partnerships and student community herself.

> **"Make education easy and easily accessible."**
> Nadear Lap-itti, CEO & Founder

LLM, International Business Law
London School of Economics (LSE), Merit

LLB, Law
Queen Mary University of London

Mandarin
HSK 5; studied Mandarin in China, including at Fudan University

Education forums
Invited guest, HSBC × Forbes China 4th International Education Forum, Chengdu, April 2026





WHAT WE DO

One team from the first lesson to graduation in China

1. **Mandarin Courses**
   Private, group and online classes from beginner to advanced, with HSK / HSKK preparation and Business Chinese, taught by Thai teachers who studied in China.

2. **Short-Term Camps in China**
   2-week language and culture camps hosted at our partner universities (e.g. SCUT Guangzhou, SWUFE Chengdu): morning Mandarin classes, culture workshops, city trips and a Thai team with students 24/7.

3. **Chiwchiw GoAbroad: Study in China**
   Advice and applications for language programmes (1 term – 1 year), bachelor's, master's and PhD degrees, plus scholarships, visa, accommodation, pre-departure events and support after arrival.

4. **Chiwchiw Match**
   Our own online tool that matches students to suitable Chinese universities and programmes by level, budget and interests, and passes the lead to our advisors.

5. **Chiwchiw Scholarship**
   Funded from company profit: two scholarships awarded so far, for our SCUT 2025 and SCUT 2026 camps.





OUR PARTNERS IN CHINA

Official representative appointments

SINCE JUN 2025

South China University of Technology (SCUT) · Guangzhou
Official Educational Representative, School of International Education (renewed). Short-term camps, semester language programmes and degree pathways.

MAY 2026

SCedu – Sichuan International Education Exchange (Chengdu) Co., Ltd.
Exclusive Educational Representative in Thailand.

SINCE OCT 2025

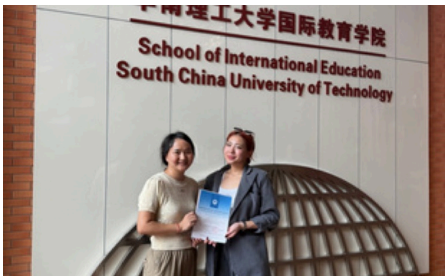
Southwestern University of Finance and Economics (SWUFE) · Chengdu
Official representative. Camps hosted on campus; Nadear spoke at SWUFE with its admissions team in April 2026.

SINCE JUN 2025

SILC Business School, Shanghai University · Shanghai
Official representative for English-taught business programmes.

SINCE OCT 2025

Qingdao City University · Qingdao
Official representative for language and degree programmes.





OUR NETWORK IN THAI SCHOOLS

We meet senior high school students where they are: in their schools and at national education fairs

CHIWCHIW NEXT Roadshow

We bring a study-abroad guidance session into schools: Mandarin and study-in-China pathways, scholarships, camps, talks from students who studied in China, and a "letter to my future self" goal-setting workshop.

- **Sriracha Vocational College** · Aug 2025
- **Wat Nuannoradit School** · Aug 2025
- **Wat Nairong School** · Aug 2025
- **Amnuay Silpa School** · Aug 2025

Education fairs & stages

- **Dek-D Fairs** · 5 fairs, Bangkok & Pattaya, 2025–26
- **TCSA China Fair** · booth 2026; booth confirmed for 15–16 Jan 2027
- **OCSC International Education Expo** · Nov 2025
- **MHESI Fair (อว.แฟร์)** · Aug 2025
- **ATSA Expo "Wings of Ambition"** · Jul 2025
- **Edvoy Fair** · talk, Jan 2026
- **Go Study in HK** · invited partner, Mar 2026
- **Pre-Departure Events** · our private events for Year 12–13 students & parents, 200+ attendees in 2026

All roadshow activities are **free for schools and students**. Our aim is to open up study options and scholarships to as many Thai students as possible.







OUR AUDIENCE & MEDIA

One of the largest Thai online communities about learning Chinese and studying in China

2.1M Instagram views in the last 30 days	**1.1M** Facebook views in the last 28 days	**607K** people reached on Facebook in 28 days
133K Instagram followers (verified account)	**160K+** followers across all our channels	**100%** recommend us on Facebook (38 reviews)

Figures from Instagram and Facebook dashboards, October–November 2026.

Our channels

- **Instagram** · @chinese_chiwchiw (verified)
- **Facebook** · Chinese Chiwchiw เรียนจีน & เรียนต่อประเทศจีน (verified)
- **TikTok & YouTube** · Chinese Chiwchiw
- **LINE Official** · @chiwchiw
- **Nadear's own blogs** · Facebook (Nadear Lap-itti) and LinkedIn (linkedin.com/in/nadearlap), writing for Thai students, parents and professionals

Stages & international networks

- **The Icons** · Nadear presented at The Icons Bangkok Networking Evening, Nov 2026
- **HSBC × Forbes China 4th International Education Forum** · invited guest, Chengdu, Apr 2026

WHY PARTNER WITH US

Direct access to Thai students who are choosing their university now

Our strongest channel is **senior high school students in Mattayom 5–6 (Year 12–13)** and their parents: the students deciding where to study next year.

Year 12-13	Schools	2M+
senior high school students in Thailand	roadshows and guidance sessions on campus	monthly views on Instagram alone

1. **Join our roadshows and private events**
   Present your university to Year 12–13 students in Thai schools and at our private Pre-Departure events (200+ students and parents in 2026), in person or online, with our team running the session in Thai.

2. **Featured at our fair booths**
   Your programmes and scholarships on our stand at TCSA China Fair 2027 (15–16 Jan, booth confirmed), Dek-D and other national fairs.

3. **Camps as a pathway to degrees**
   Short-term camps on your campus let students and parents experience the university before applying.

4. **Full application support**
   We prepare complete, checked applications, guide students through interviews, visas and accommodation, and look after them after arrival.

5. **Featured on our channels**
   Thai-language guides, videos and posts about your programmes to 2M+ monthly views, plus features on Nadear's own blogs on Facebook and LinkedIn.

6. **International media opportunities**
   When Chinese Chiwchiw is featured in international media and business networks such as The Icons, we highlight the universities we work with.

LET'S WORK TOGETHER

We would be glad to visit your campus or arrange an online meeting.

Nadear Lap-itti

CEO & Founder, Chinese Chiwchiw

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LINE	**@chiwchiw**
Social	**Chinese Chiwchiw (Facebook, YouTube, TikTok) · @chinese_chiwchiw (Instagram)**

Chinese Chiwchiw Co., Ltd. (บริษัท ไชนีส ชิวชิว จำกัด)
Company registration no. 0205568033020 · Thailand

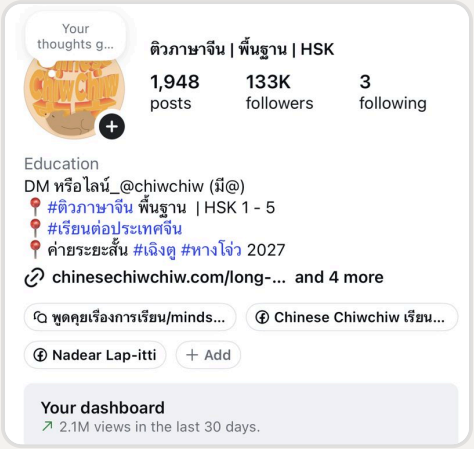




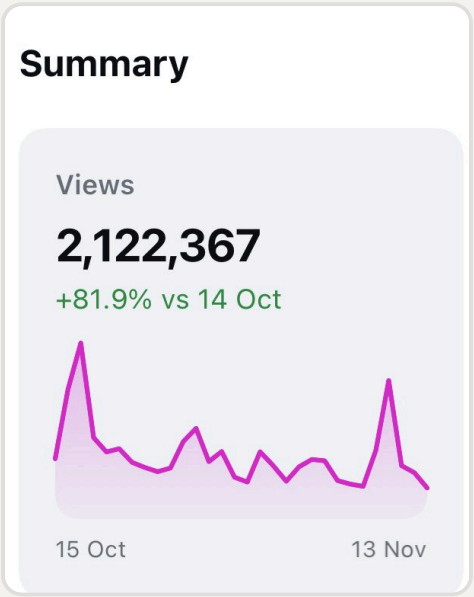


APPENDIX: SOCIAL MEDIA

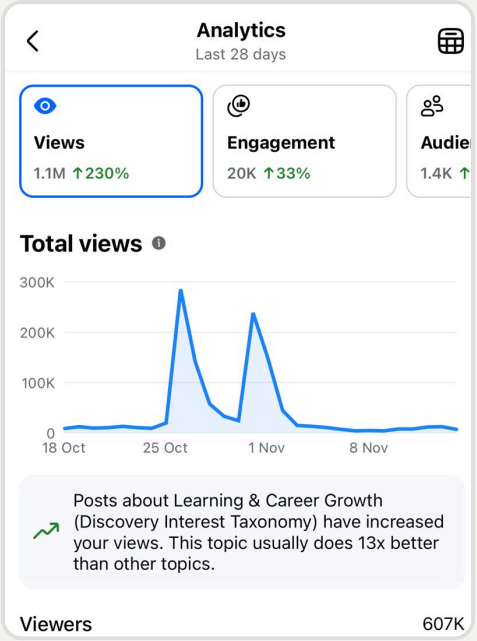
Screenshots of our account dashboards, taken 15 November 2026, for reference



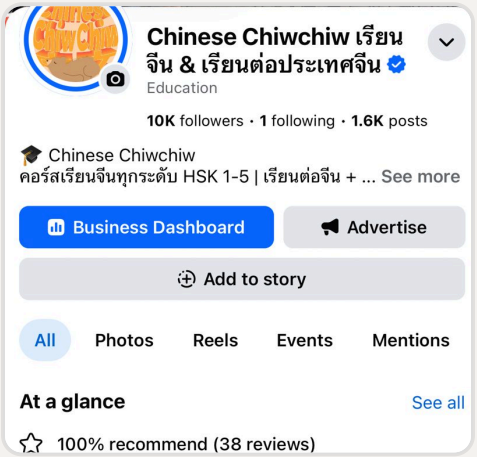
Instagram @chinese_chiwchiw · verified, 133K followers, 2.1M views in the last 30 days



Instagram dashboard · 2,122,367 views, 15 Oct – 13 Nov 2026



Facebook analytics · 1.1M views and 607K viewers in the last 28 days



Facebook page · verified, 100% recommend (38 reviews)