

NEWSLETTER ALOHA INTERNATIONAL

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International Expansion process



Ronit and Samir Motwani



ALOHA Competitions



Scientific study



Marketing ideas



ALOHA Star



ALOHA Mental Arithmetic in the World



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Mr. Loh Mun Sung is the founder and CEO of ALOHA Mental Arithmetic. He commenced in the business world in 1993 with the creation of a small group of abacus students.

Mr. Loh Mun Sung

It was a small initiative from me to introduce the concept of mental arithmetic using Abacus as a tool. The concept has gained recognition and has become a global movement. It is a matter of pride to all of us at ALOHA Mental Arithmetic to see it grow across the globe. We are now present in more than 28 countries across all the continents.

ALOHA Mental Arithmetic is a concept where children enjoy and learn to work with numbers and solve arithmetic calculations. The program has gained respect and acceptance from students parents and teachers alike.

Its proven impact on the children's cognitive development has been recognized and appreciated all

over the world. ALOHA International and its team have worked hard to turn ALOHA Mental Arithmetic into an International brand which stands for excellence in teaching and product deliverance.

Our team of Master Licensees, sub licensees teachers and our students has been our major supports and pillar of success. We are a global company due to their efforts. I wish to thank each and every member of our ALOHA Mental Arithmetic International family for this support and their belief in ALOHA Mental Arithmetic as a concept.

I firmly believe that soon ALOHA Mental Arithmetic will become a house hold name across the world in the years to come.



Mrs. Kiran Motwani, International Director of ALOHA Mental Arithmetic and founder partner of ALOHA Spain. Her total confidence in the program had led her to travel all over the world to spread ALOHA Mental Arithmetic.

Mrs. Kiran Motwani

As a mother of two little children, Ronit and Samir, I look for activities which stimulate their intelligence and enhance their mental development. In this search, during a trip to India, I discovered the ALOHA Mental Arithmetic program, which meant a change in our lives.

My children started practicing the program in India and I got surprised every day when seeing their enthusiasm to attend classes. That is why, when we returned to Spain, I kept on practicing with them and supporting them so they would not stop learning. After a few months, their calculation speed and precision surprised teachers and friends, who started asking me if there was a similar program in Spain.

This was the starting point for ALOHA in Spain. In the year 2009, with

the support and help of Salvador Vila, Ricardo Almeida, Sergio Vila, Stephane Guyot and my husband - Kamal Motwani, the ALOHA Mental Arithmetic program was introduced in Spain. The success with the introduction of the program in Spain reassured my willingness to continue the expansion of ALOHA Mental Arithmetic in other countries.

Today, I feel proud to say that Venezuela, Peru, Colombia and Mexico are also included in the count of new territories imparting this unique concept to today's generation.

I am confident we can expand ALOHA network to other countries, since I'm convinced that the program, wherever is implanted, will have a great impact and will contribute to the development of the mental capabilities of a great number of children.

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A successful internationalization process



ALOHA Mexico signature, the country joins the growing program international family

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

In the last year, ALOHA Network has been spread to Latin America. We are pleased to present the new members of our team:



The program success quickly reached the neighboring countries entering India, where, thanks to Mr. Kumaran, the educational content was improved; and other countries of Asia, Middle East and Australia.

The leap to the other side of the ocean was made with the implementation of ALOHA Mental Arithmetic in the USA, 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 these past nineteen years, the program has been implemented in many countries across the five continents reaching over twenty-five territories which are now part of the international ALOHA Mental Arithmetic network.

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Ronit and Samir Motwani



Ronit and Samir are the world champions of mental arithmetic with the program ALOHA Mental Arithmetic

As ALOHA Mental Arithmetic students move forward in the program they acquire greater speed and precision in calculation, so their abilities are impressive to the public. This fact has attracted the media attention since the beginning of the program. In this way, the media have shown an interest for the ALOHA Mental Arithmetic program, especially, for the abilities of the world champions, Ronit and Samir Motwani.

Ronit and Samir have travelled all over the world doing mental arithmetic demonstrations

Both enjoy huge media attention due to their incredible capacity to solve complex mathematical problems with exactitude in a few seconds. In this way, both children have been featured in programs in many countries such as India, Canada, Mexico or Peru.

The world champions continue demonstrating their mathematical abilities

The first appearance of the champions, Ronit and Samir, took place in one of the most important franchises' fairs in Spain, where ALOHA Mental Arithmetic was presented.

At this time, the announcement of a mental calculation demonstration from the champions served to raise interest from the communication media, which hasn't stopped growing ever since. More recently, one of the main Spanish television channels have emitted a space, in its prime time, in which the children have competed with other "Incredibles" proving their calculation dexterity and impressing those attending the program and the people who watched it from home.



Snapshot of the participation in the program the "Incredible" in Antena 3, a Spanish TV channel



Ronit and Samir in the Spanish Competition



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International ALOHA Competition



Arithmetic calculation demonstration with abacus by the students who participate in the Competition

Every year, the ALOHA International Competition is held. A meeting which, in this edition, took place in two phases: the first one, in May 2012, was celebrated in Ipoh, Malaysia and the second phase, in August, took place in Sydney, Australia.

Hundreds students came from many countries to take part in the event

The event received hundreds of students from countries such as China, Malaysia, Bangladesh, India, Indonesia, Spain or Australia, who travelled with

their parents to take part in the championship. The competition, conducted in seven groups, began, as usual, with the participants showing their calculation and focus capacity in an initial demonstration. After this, the official competition started, where students attempted to complete 70 sums of various computations and complexities in just five minutes.

At the end of the ceremony, there were trophies for the winners and special awards were given to well deserving students.



Some students doing the Arithmetic calculation test



Participants with the Competition trophy



Above: award ceremony in the ALOHA Mental Arithmetic USA Competition. Below in the left: Australia ALOHA Mental Arithmetic Team. Below in the right: The closing ceremony. Down: Special award ceremony



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The Impact of Abacus Learning of Mental Arithmetic on Cognitive Abilities of Children

This particular research was designed to study the Impact of Abacus learning of Mental Arithmetic on Cognitive abilities such as Concentration, Problem Solving Ability, Working Memory, Spatial Ability, Associative Memory, Creativity and Concept Formation among Children. The **research design adopted for the present study was quasi experimental** design with multiple post tests.

For this study, it was used simple random sampling and purposive sampling. There were created two groups of research: experimental group, of abacus learners, and control group, of non abacus learners. Both of them consisted of 160 children of both genders and from ages ranging from eight

to twelve years. To gather the data required for the research, standardized psychological tests as per the variables selected were used.

Results indicated that those who underwent **abacus learning of mental arithmetic program were better positioned than their peer group** in all the aspects. That is results of the research indicated that Abacus learners are better in cognitive abilities like Concentration, Creativity and Concept formation than Non Abacus learners. Specifically a significant improvement was seen across the levels of training with respect to gender that is girls showed better levels of concentration and boys were more creative.



Dr. K. Vasuki, P.H.D. in philosophy and author of the study which proves the benefits of the ALOHA Mental Arithmetic program in the children learning.

The following conclusions were arrived from the results of the study relating to selected variables:

Concentration

Lack of concentration is very common among students and also this is one of the important factors for their poor performance or under achievement in their academics.

An ancient device like the abacus, used for calculations, enables the child to improve one of the major aspects of cognitive abilities that is concentration. The results of the present study showed that there is a significant improvement from one stage to another irrespective of gender.

Memory

Developing children's working memory is essential as it is the work bench where new and old materials, are constantly being processed, transformed and combined.

Abacus learners show improvement in their working memory just after the first level of training itself, which is three months of joining the course. Also a significant upliftment could be noticed in their working memory during level three training. This is the period when children finish learning the necessary formulas and start practicing mental calculation

Spatial ability

When numeric manipulations are presented to students, they have to imagine the abacus, the movements and then do the arithmetical operations needed. Through such practices spatial ability of children gets enhanced, from the very first level of abacus training. Improvement is observed for the Non Abacus learners also.

Problem solving

Problem solving abilities are crucial to academic success in all stages of school. The abacus training teaches the student to use all the formulas learnt and then adopt the suitable one in order to give the right answer. This ability to solve problems is used in everyday life. A significant improvement it is found in those students who underwent ALOHA Mental Arithmetic.

General mathematics

General Mathematics is one of the important subjects in the school curriculum. With ALOHA Mental Arithmetic children become number friendly as they manipulate many digits in an easy and effective manner. Additionally, they are given practice to do the sums within a given time without making careless mistakes. Results indicated a remarkable improvement in abacus learners from the initial stage.

Creativity

Creative thinking contributes to both decision making and problem solving by enabling the individual to explore the available alternatives. Abacus learning encourages creativity by offering activities which give then an active role in their own learning, like letting children call out sums, handle teacher's abacus, do speed writing etc. ALOHA Mental Arithmetic creates the environment for a comprehensive and wholesome experience.

Associative memory

Associating the numbers with the beads of the abacus and vice versa is basic exercise done in the training. This exercise allows the student to enhance the Associative memory progressively as the level goes on. Those students who have not been taught with the abacus did not show any significant improvement.

Concept formation

Across all the levels of the program, concept formation has a significant improvement but there is a strong upward shift during the third level of the training. This may be due to the fact that during the first two levels of training all the necessary formulas are taught and by end of the second level, the child is expected to know all the formulas. A limited improvement is found in those students who did not practice with abacus.

Academic performance

Academic performance is used as a yard stick to identify children as good performers or need further support. It is one of the criteria which is given priority by the academicians, parents and also by the society from primary till the child completes education and enters into his career. Those students with the better concentration levels, associative memory, creativity etc. are better positioned than those who have not undergone abacus training.

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ALOHA Europe

Due to the success of the program in Spain and the good relations between ALOHA Spain and ALOHA Malaysia (ALOHA's headquarters), both companies have signed an agreement by which ALOHA Spain is given the rights for the expansion of the program to countries inside the European Union.

Based on this agreement, ALOHA Europe S.L. was created in July, 2012; a company exclusively created to manage the expansion of the program in the European Union. In short, the company functions as a centre for sales and management of the Master's rights.

Multilingual books

One of the objectives of ALOHA International is to reduce the "time to market" to the minimum for their associates in this way, they can start recovering their investment from the first moment. For this reason, over the past months, all written reference on the inside of the books has been eliminated and an iconographic code has been established, which greatly simplifies the adaptation task into other languages.

Funnier didactic material

The ALOHA Mental Arithmetic program is divided into two cycles: Tiny dots - for children beginning the program aged 5 to 7 years old; Kids- for children initiating classes aged 8 year or above.

A study of the preferences of students and teachers showed the need to give the Kids cycle material which is more playful and has more interactive content. From there, work was started to include didactic games, illustrations and an iconography adapted to the taste of the children of those ages. The new books are set in different countries, and in them are presented the adventures of three characters specifically created for this project.



ALOHA Mental Arithmetic works dedicatedly to position the program as one of the best on the international benchmark of children's education. To achieve this, it is very important to involve the parents, students, educational centers... but also the communication media.



Calculation set

Every day, more and more adults depend on a calculator to perform even the simplest mathematic operations. Because of this, ALOHA Spain communication department thought it a good idea to give as a present to media representatives and VIP people a somewhat special calculator. The peculiar ALOHA calculator was presented as a small cardboard box, inside which an abacus and an instructions guide was included for its use.

It was a different communication action which got to attract the attention of some of the most recognized journalists in our country and show them the true value of the teaching and visualization with the abacus developed by ALOHA Mental Arithmetic.

Video 3D

To explain how the program affects the mental development of children in an entertaining and simple way, ALOHA International is working on the development of a video 3D.

For the elaboration of the video, ALOHA Mental Arithmetic have had the endorsement of a specialized neurology department, which has supervised and confirmed the quality of the statements used.



Workshops

ALOHA Spain and ALOHA Turkey has celebrated some workshops in reference centers and entities to show how an ALOHA Mental Arithmetic class works. The increase in the number of students confirms the workshops as an effective promotional tool, due to its reduced economical costs. These workshops allow us to advertise the program and associate it with the relevant brands in the national/international territories.

"Outstanding student" motivation medals

This motivation tool consist in colorful award stickers, each of them recognizing the student's effort in one of the following aspects: mental arithmetic, abacus calculation, school material maintenance, participation in class and good behavior.

It is an easy but yet efficient instrument which has prove to have a double function: on one hand, inform the parents about those aspects in which the child outstand and, in other, motivate the student.

Medal giving is not done randomly, each child should receive monthly at least one sticker recognizing him as a "outstanding student". In this way, one of the main aspects of ALOHA Mental Arithmetic is enhanced: self-esteem.



Ricardo Almeida

ALOHA International is pleased to present the new ALOHA Star: Mr. Ricardo Almeida, Director of ALOHA Spain. A Telecom Engineer by profession, Mr. Ricardo Almeida has Master in Business Administration.

The coerce in him to do something for his country in terms of education made him hooked to the unique concept of ALOHA program. He was quite captivated by the smooth yet roller coaster ride in finding answers to complex mathematical problems.

He was spellbound by the brain development it offered the kids while undergoing the process of solving the problems.

ALOHA Spain growth

His experience with ALOHA Mental Arithmetic has been a fine-looking one. His ardor for success has been transformed into the rising number of students enrolled in ALOHA program. ALOHA Spain has climbed many pinnacles of success under the aegis of Mr. Ricardo Almeida.

ALOHA Mental Arithmetic was one of the firms to lead its way in launching such a unique concept of brain development and learning Mathematics in

the continent of Europe. Mr. Ricardo ascribes its success to the cumulative efforts of his team from ALOHA Spain. Shouldering his steps towards reaching the zenith of excellence is Mr. Salvador Vila the CEO of ALOHA Spain, Mr. Sergio Vila, Mr. Stephane Guyout, Mr. Kamal Motwani and Mrs. Kiran Motwani. The success achieved in Spain has instigated the team to traverse the extra miles with the launch of the program in Europe.

International expansion process

Mr. Ricardo has envisaged a resolutely engrained strategy for ALOHA Spain by increasing the enrollment of students to 15,000 by the end of this year and also selling two countries under the aegis of ALOHA Europe.

ALOHA international wishes to place on records it's appreciation to Mr. Ricardo and his team in bringing an upheaval in the field of learning and brain development. The team has finely drafted the documents and much more material which meet the European standards by using innovative and creative ideas.

Thanks to the collaboration of ALOHA Spain all this documentation has been provided to the Latin American countries also.



Ricardo Almeida is Telecom Engineer by profession and Master in Business Administration. He has plenty of experience in business administration and human management. Since 2009 he is Director in ALOHA Spain.



ALOHA Spain Management partners



ALOHA Spain team

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