

新年快乐 / 新年快樂 (Xīnnián kuàilè) Happy Chinese New Year

This Friday, 12th February 2021, is the Chinese New Year. Celebrated at the second new moon following the Winter Solstice, Chinese New Year is also known as the Lunar New Year or Spring Festival. According to the Chinese Lunar Calendar, this festival marks the end of winter and the beginning of a long-awaited spring! Using the Chinese Zodiac, 2021 is the Year of the Ox.



Watch [here](#) the Chinese New Year message from Dennis, Dominique and Jane.

Ox are known for being industrious and reliable. Also, honest and earnest, Ox are happy to do their thing in the background without needing attention or getting constant praise. Although this means they tend to hide their talent, Ox are always recognised for their hard work.

So, what's in store for the Year of the Ox?

The Ox is methodical (think: ploughing). The Year of the Ox will be a year of endurance. It's no longer just about survival but about anchoring ourselves and concretising our dreams. The Ox is associated with Yin (feminine, receptive) energy. Our responsibilities will feel especially heavy this year. Things that were once easy will require more effort in the Year of the Ox. Our strength is undeniable, but we still must choose our battles wisely.

In addition to the animals, the Chinese Zodiac also cycles through five elemental types. So, this is not only the Year of the Ox, it is the year of the Metal Ox. Metal years bring out our most

dedicated and persistent qualities. Being our second Metal Year in a row makes grittiness a priority.

Overall, this is a year for recovering, making long-term investments, or building a family. Whatever we are pursuing, what we need most in the Year of the Ox is discipline.

What brings Ox luck this year?

The Chinese believe that certain symbols, directions and colours are auspicious for each zodiac sign. During the Year of the Ox, those are:

Colours: Blue, Yellow, Green
Numbers: 1, 4
Flowers: Lily of the Valley, Lucky Bamboo
Directions of auspiciousness: East, South
Directions of wealth: Northwest
Directions of love: South

Let's celebrate together!



Even though this year we cannot celebrate together, we want to share with you a virtual fortune cookie. Click [here](#) and get yours!

Click [here](#) and watch a nice video that we have found for you.

Happy Lunar New Year to our Chinese colleagues and to everyone!