I. Executive Summary

A Chinese new media delegation paid a reciprocal visit to the UK from the 10th to the 18th of March 2014. This reciprocal visit was built on the success of the first Sino-UK Higher Education Cooperation in New Media Industry in November 2012 in China and round two of the programme from 1st to 8th December 2013 in Shenzhen, Wuhan and Shanghai, China. The delegation consolidated the Sino-UK institutional links and academic-industry links initiated in China.

The programme aims:

- To showcase creativity and up-to-date innovations of new media discipline in both Chinese and UK higher institutions;
- To facilitate the set-up of strategic partnerships of new media discipline between Chinese and UK higher institutions and
- To foster links between higher institutions and industries to achieve academic-industrial-research cooperation.

Over the eight days, the Chinese delegation visited four UK Universities, where they were met by senior staff, attended a high-profile Sino-UK New Media Forum which was attended by Mr. Xiang Xiaowei, Minister Counsellor for Culture from the Chinese Embassy in the UK and visited local new media companies. This trip has consolidated the initial institutional academic-industry links initiated in China back in December 2013 and the delegates were reportedly inspired by the innovative and close university-enterprise links in the UK.

The reciprocal visit resulted in the following 6 Sino-UK Institutional Links:

- **Joint Course Development** between Glasgow Caledonian University and College of Golf Management in Shenzhen University
- **Staff Development** between Glasgow Caledonian University and Shenzhen Research Institute of Southwest Jiaotong University and Wuhan University
- **3+1+1** between Glasgow Caledonian University and Zhejiang Yuexiu University of Foreign Language and Xian Eurasia University.
- **Joint Research** between Bath Spa University and Jinling College, Nanjing University
- **Teacher exchanges** between Bath Spa University and Zhejiang Yuexiu University of Foreign Language/Xian Eurasia University.
- **Joint Research** between University of Central Lancashire and Jinling College, Nanjing University

And the following 3 Sino-UK Academic-Industry Links:

- **Audience Censors project** between Jinling College, Nanjing University and Falmouth University/ National Digital Computing Center in Holland.
- **Interactive Print project** between UClan and Shenzhen Virtual University Park.
- **Napoleon exhibition** between Shenzhen Munia-Culture Investment Co. Ltd and the four UK universities.

Please refer to the outcome section for more details.

The collaboration project also falls in the Knowledge Economy Partnership strand of the IHE programme, BC’s global initiative on higher education work, which is aimed at providing a platform and framework for the creation of sustainable and multilateral partnerships that link the higher education sector, government and business communities to drive forward global, regional and national knowledge economies.

II. CHINESE DELEGATES:

The delegation was mainly comprised of decision makers from the Chinese universities and the local new media enterprise. Below is the name list of the Chinese delegates:
<table>
<thead>
<tr>
<th>Area</th>
<th>Name</th>
<th>Organisation</th>
<th>Title</th>
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<tbody>
<tr>
<td>South China</td>
<td>Chen Rong</td>
<td>Administrative Center of Shenzhen Virtual University Park</td>
<td>Vice Director</td>
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<tr>
<td></td>
<td>Li Zhicheng</td>
<td>Shenzhen Research Institute of Central South University</td>
<td>Vice Principal</td>
</tr>
<tr>
<td></td>
<td>Qian Hong</td>
<td>Shenzhen Research Institute of Southwest Jiaotong University</td>
<td>Chief Representative</td>
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<td></td>
<td>Lu Hongrong</td>
<td>Shenzhen Munia-Culture Investment Co. Ltd.</td>
<td>President</td>
</tr>
<tr>
<td>East China</td>
<td>Yang Yusong</td>
<td>School of media and communication, Jinling College, Nanjing University</td>
<td>Dean</td>
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<td></td>
<td>Wang Zhenzheng</td>
<td>Jinling College, Nanjing University</td>
<td>Teacher</td>
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<td></td>
<td>He Haixiang</td>
<td>Zhejiang Yuexiu University of Foreign Languages</td>
<td>Executive Vice-dean and Vice Secretary of College of Network</td>
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<td></td>
<td>Yan Jinying</td>
<td>Xian Eurasia University</td>
<td>Assistant to the Dean, School of Culture &amp; Media</td>
</tr>
<tr>
<td>North China</td>
<td>Chu Jing</td>
<td>School of Journalism and Communication, Wuhan University</td>
<td>Vice Secretary of the Communist Party, School of Journalism and Communication</td>
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### III. OUTCOMES:

The well-arranged reciprocal visit to the UK not only consolidated the originally proposed Sino-UK collaborations, but also triggered an array of new collaborations. Please find below a summary of the outcomes:

1. **Sino-UK Institutional Links:**

   **From Glasgow Caledonian University (GCU):**
   Li Xiang, Lecturer in South East Asia Development, Glasgow Caledonian University, paid a return visit to China in April 2014 and further consolidated these collaborations:

   - **Joint Course Development**
     GCU will work with College of Golf Management in Shenzhen University to jointly develop course for golf management.

   - **Staff Development**
     Staff from Shenzhen Research Institute of South west Jiaotong University and Wuhan University will visit Glasgow School for Business and Society(GSBS) at GCU. GSBS will make a programme mainly allows the visitor to observe teaching in GSBS and charge 2000-3000 pounds per teacher.

   - **3+1+1**
     GCU will jointly develop 3+1+1 courses on new media with Zhejiang Yuexiu University of Foreign Language and Xian Eurasia University.

   **From Bath Spa University (BSU):**
   Yang Hongji, Professor and Deputy Director of Creative Computing, Bath Spa University paid an immediate return visit to China from late March to early April and further consolidated these collaborations:
• **Joint Research**
  BSU will carry out a joint research with Jinling College, Nanjing University on a cutting edge new media technology.

• **Teacher exchanges**
  BSU will have a teachers exchange programme with Zhejiang Yuexiu University of Foreign Language and Xian Eurasia University.

From University of Central Lancashire (UClan):

• **Joint Research**
  UClan will carry out a joint research with Jinling College, Nanjing University on ‘drone’ project.

2. **Sino-UK Academic-Industry Links:**

• As a follow up outcome of New Media Phase I, Jinling College, Nanjing University is working with Falmouth University and the National Digital Computing Center in Holland for a research project on audience censors.

• UClan plans to jointly work with Shenzhen Virtual University Park to further develop the Interactive Print project and try to find the local market for it in Shenzhen.

• Shenzhen Munia-Culture Investment Co. Ltd proposed to the four UK universities to jointly develop the new media elements for the large-scale Napoleon exhibition tour in China in 2015.

3. **Media Impact in the UK:**

   The programme was reported in the UK by UK-Chinese Times and also covered widely in China, including State Council Information Office (SCIO). Please click on the links below for details:

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<th>Media(CN)</th>
<th>Media(EN)</th>
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<th>Reach(10K)</th>
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<td>¥20,000</td>
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IV. **ACTIVITIES:**

- **Visits to UK universities**

   The Chinese delegation visited the following 4 universities from 10\textsuperscript{th} to 18\textsuperscript{th} September and was warmly welcomed by the Vice Chancellors/Pro-Vice Chancellor, deans/deputy deans of the UK universities:

   - Bath Spa University
   - University of Central Lancashire
   - Salford University
   - Glasgow Caledonian University

   The visits started with an introduction on the university, covering topics ranging from its courses, teaching
methods, development strategies, collaboration intentions with Chinese universities and industries. This was then followed by a tour to the facilities and equipment of the university.

The highlight of the visits to the universities are the well-prepared collaboration roundtable discussions at each stop, which consolidated the initial Sino-UK institutional and academic-industry links initiated when they were in China. (Please refer to the outcome section for more details.)

- **Sino-UK Higher Education New Media Forum**

On 12 March, Sino-UK Higher Education New Media Forum was successfully organised by British Council and Bath Spa University, co-organised by UK-Chinese Time, at the beautiful campus at Corsham Court of Bath Spa University, attracting over 30 officials and academics from higher education institutions in the UK.

Mr. Xiang Xiaowei, Minister Counsellor of Cultural Office, Chinese Embassy in the UK, attended the whole day forum and sang high praise of the project.
Mr. Xiang Xiaowei(right), Minister Counsellor of Cultural Office, Embassy of the People’s Republic of China in the UK had a close talk with the Chinese delegates and the UK representatives

Professor Andrew Hugill, Director of Creative Computing, Bath Spa University, chaired the Sino-UK Higher Education New Media Forum in an innovative way

● Visit to local new media industries in the UK

As the four UK universities are all doing very well at linkage with the local new media enterprises and provides very wide practice opportunities for the students, the Chinese delegation also visited the local new media enterprises such as Aerian which is linked with Bath Spa University, Media City UK where Salford University is based and Celtic Football Club which is linked with Glasgow Caledonian University.

Aerian, a partner company with Bath Spa University, is a new media company built industry leading campaigns, websites, products and mobile Apps, generated over 2% of the global internet traffic. The Chinese delegates are very interested at the innovated university-enterprise collaboration between the two parties.

Being Located at Media City UK, Salford University provides first class teaching facilities and internship opportunities for journalism and communication students at BBC, CbbC, Chanel One etc.

V. Feedback

Below are some of the quotes from the participants:

“This is a very meaningful and productive programme! It not only fostered the relationship between the universities in the two countries, but also contributed to the new media industry in both countries!”

----Mr. Xiang Xiaowei(right), Minister Counsellor of Cultural Office, embassy of the People’s Republic of China in the UK

“This was the first BC programme I had participated in. The quality of the events, the organisation of our travel,
hotel accommodation and itinerary were exemplary. I think the work the BC do in connecting people is invaluable. We have very well developed Chinese links at UCLan but it would still take us considerable time to achieve the results possible in little over a week on a BC trip like this one. I also think the two day symposium in Shenzhen provided a real chance to show what we had been doing in our respective institutions to people interested in sharing practice or partnering in research. It can often be time consuming just identifying these individuals outside a programme like this.” On a practical level I have had the opportunity to see and meet with academics and companies that I would not have easily been able to meet without this programme.

----Paul Egglestone, Director, Media Innovation Studio, University of Central Lancashire

“When talking about whether we could have achieved the same result if we had not attended this programme, the answer is definitely no, it will be costly for us to approach such many Chinese universities one by one, and there won’t be a guarantee even we approached the universities we will meet the right department. Also BC prepared detailed and comprehensive introduction for all UK universities, the information was shared with the Chinese universities before the event, which made the meeting/discussion very effective.”

---Li Xiang, Lecturer in South East Asia Development, Glasgow Caledonian University

“Thank you very much to British Council for giving me such a great opportunity to visit the UK! It was such a well-organised and productive trip! As a representative from the industry, this UK trip helped our company find so many international collaboration opportunities with the UK universities!”

---Ms Lu Hongrong, General Manager of Shenzhen Munia-Culture Investment Co. Ltd.

VI. FOLLOW UP PLANS

- BC will incorporate the ‘Youth Olympic Micro Video Production’ into the 3rd phase of the New Media project.
- Both the Chinese/UK universities and the enterprises will take further follow up actions to consolidate the collaboration above.
- BC will continue to follow up the Sino-UK collaborations listed above and provide support if needed.
- BC will talk to the Chinese partners to shape the Round 3 programme in 14/15.

British Council China
15 April 2014