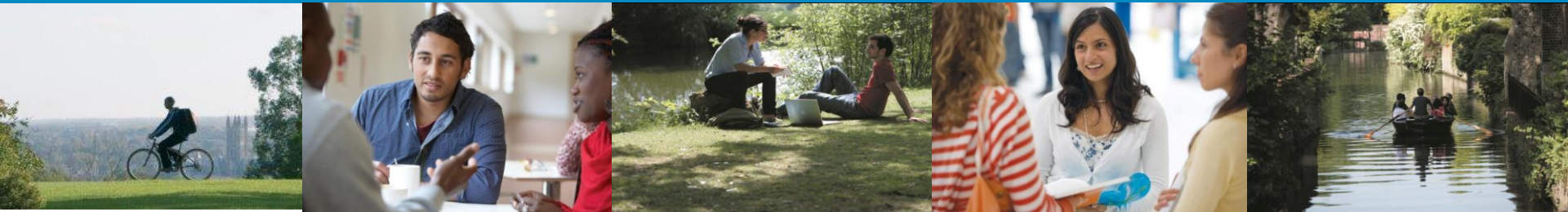


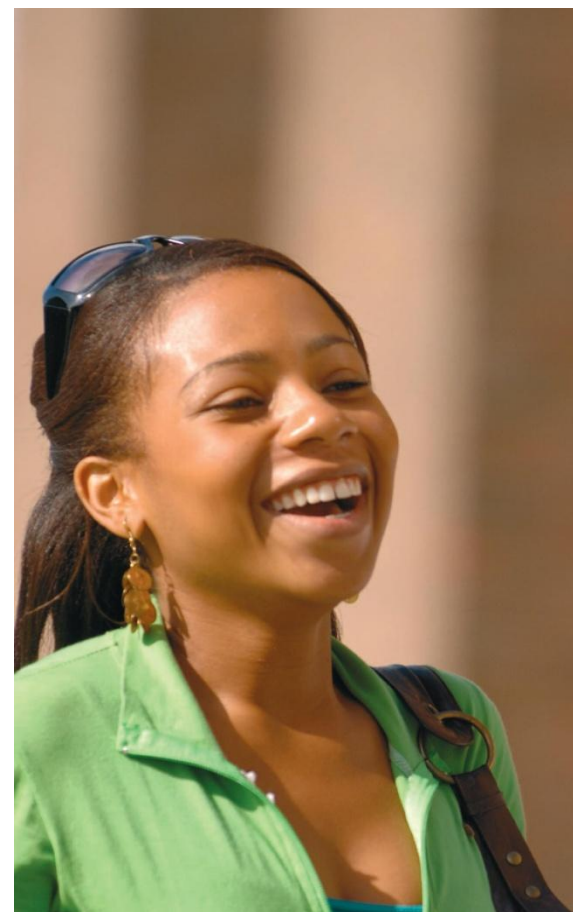
Stephen Wallis
Deputy Director
International Development

The University of Kent's China and Hong Kong Strategy



Background

- Founded in 1965
- 19,000 students
- 2669 international students (outside Europe)
- Over 125 nationalities represented on our campuses
- Canterbury, Medway, Brussels, Paris, Athens



China and Hong Kong

- Kent is a popular destination for students from China and Hong Kong
- Long History
- Distinguished Alumni



Strategy

- Recruitment
- Mobility
- Research
- Alumni

Hong Kong and China
Portal pulls these
elements together

<http://www.kent.ac.uk/hkcp/>



Recruitment

- Recruitment Fairs
- Links with institutions
- Local Representatives
- Articulation Routes
- Jointly offered programmes



Mobility



- Actively encourage
- Two way
- Increasing numbers
- Scholarships
- Strong links with institutions
- Erasmus Mundus



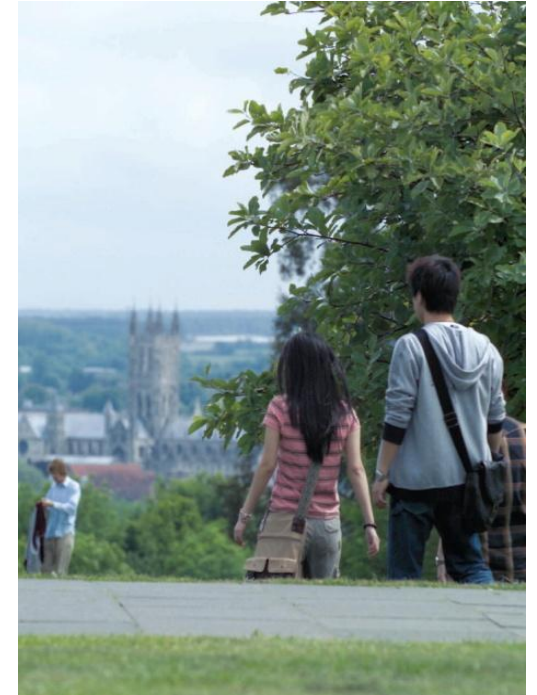
Research



- Research University
- Strong links with both Hong Kong and China
- Portal project will support interaction between researchers in the region and in Europe

Alumni

- Strong Links
- Regular events
- Alumni Committees
- Fundraising
- Supporting activities with other stakeholders



Hong Kong and China Portal

- Established 2010
- Aims to bring together our activities in the region
- Three pronged:
 - Fund raising for scholarships
 - Fund raising for student mobility
 - Staff and research interaction



Advisory Board



- University, Alumni, Parents
- Chaired by Alumnus
- Meets regularly to advise on fundraising and other opportunities





Thank You

Questions?