

Opportunity -

Call for partner institution to establish a joint campus in East China - Wenzhou Business School

Project Introduction

Wenzhou City Government and Wenzhou Education Bureau are very keen to establish Wenzhou Business School, aiming at introducing high-quality resources from first-class education providers. The project has been listed as one of the first priorities of Wenzhou Government this year.

Level: Postgraduate level, i.e. MBA, EMBA, FMBA, EDP, focusing on finance, trade, entrepreneurship and logistics supply chain

Possible Chinese partner institution: Wenzhou Medical College, one of the two universities in Wenzhou with the power to award degrees up to doctorate level in Wenzhou

Ambitions from Chinese partner:

- Investment: RMB 3 billion (GBP 300 million), 67 hectares campus land, construction and operation of the campus
- Enrolment target: 500 at first batch for full-time and short-term programmes, with the aim of doubling the capacity in the long run and extending to undergraduate level
- Benefit for city development: a leading project to support long-term Wenzhou city reform strategy

Requirements for UK institution:

- Highly-ranked business schools will be considered
- UK institutions are required to take responsibility of the academic teaching, quality assurance, concepts, syllabus etc.
- Support in building up the brand and reputation of the Wenzhou Business School

Reference:

Policy on UK-China Partnerships

- Regulation statement from Ministry of Education China (MOE):
<http://www.crs.jsj.edu.cn/index.php/default/news/index/3>

- Agenda of the Chinese government:

Working in China with a good partner is highly encouraged by the Chinese government. The UK's Secretary of State for Education, Michael Gove and China's Education Minister Yuan Guiren signed the UK-China Partners in Education at the 2011 UK-China Education Summit, encouraging more high quality China-UK partnership programmes. In any pursuit of partnerships between China and UK, quality instead of quantity is the top priority for the Chinese government as well as the educational institutions.

City of Wenzhou¹

Wenzhou is located in Zhejiang province (East China) and was among the first cities to adopt pro-market reforms. Thousands of family enterprises were formed, with Wenzhou and surrounding cities developing a large number of small and medium-sized enterprises (SMEs) producing low-cost goods for export. This is an extremely entrepreneurial city and the entrepreneurs here have a deserved reputation for adaptation and creativity. Wenzhou has established a number of leading domestic companies; for example, Yueqing and Ruian are among the top ten counties in China for trademark registration.

Wenzhou features as one of China's leading cities for the sale of luxury goods. A report by US consultancy firm, McKinsey, estimated that nine cities, including Foshan and Guangzhou, account for one-third of luxury consumption in China. More broadly, Wenzhou is expected to become a major regional shopping destination, catering to southern Zhejiang and northern Fujian.

The city is home to the second-largest number of people with personal assets worth over RMB 10m after Hangzhou. According to a Chinese magazine, the 2009 *Hurun Wealth Report*, there are 18,200 such individuals in Wenzhou, compared with 42,300 in Hangzhou.

However, note that this entrepreneurial city is still about low cost manufacturing and in terms of international exposure, quality higher education offers and 'positioning' Wenzhou falls far behind other cities in Zhejiang province such as Hangzhou and Ningbo.

Approved/Existing Joint Campus Overview - East China

- University of Nottingham Ningbo Campus (Ningbo, East China) <http://www.nottingham.edu.cn/en/index.aspx>
- Xi'an Jiaotong Liverpool University (Suzhou, East China) <http://www.xitlu.edu.cn/en/>
- Shanghai Sino-Britain College (Shanghai, East China) <http://www.sbc-usst.edu.cn/en/index.asp>
- Shanghai New York University (Shanghai, East China) (to start recruitment in 2013) <http://shanghai.nyu.edu/>
- Wenzhou Kean University (UG level, recruitment starts this year) <http://kean.wzu.edu.cn/>

Actions required:

This is a Wenzhou government initiative and we strongly advise any institutions interested in this project to arrange for a telephone discussion with Jazreel Goh, Director Education Marketing **before proceeding** with any proposal submission. Contact details:

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¹ EIU – China Access Wenzhou report 2012