

# Developing Industry and TVET Partnerships: A Case Study with Chery Jaguar Land Rover in China



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# Developing Industry and TVET Partnerships



**A strategy for ambition: building bridges and finding opportunities in uncertain times**

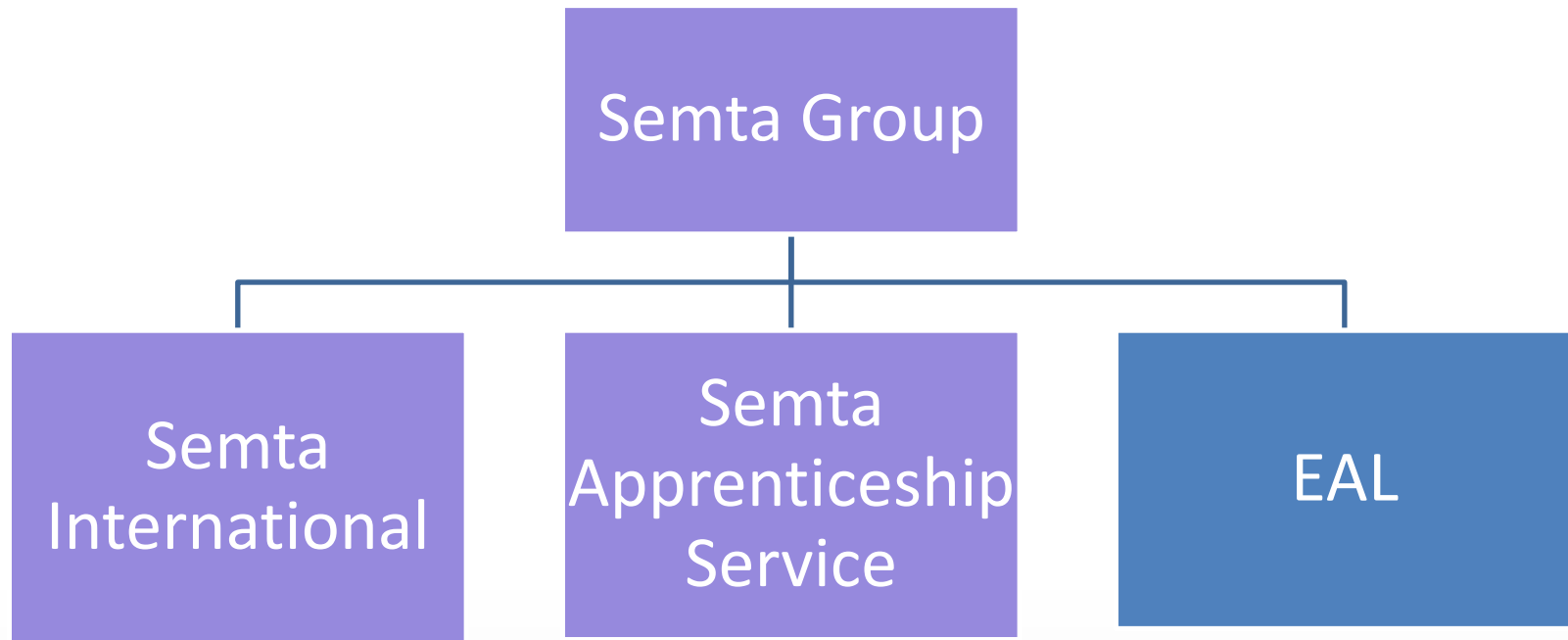
**Developing industry and TVET\* partnerships**

**\* technical and vocational education and training**



- **Semta: what we do**
- **Industry-TVET collaboration:**
  - **getting started**
  - **challenges**
  - **opportunities.**

# SEMTA GROUP



# WHAT WE OFFER

**semta**

**Group**



# PARTNERSHIPS



**AIRBUS**

**ATKINS**

**BAE SYSTEMS**  
INSPIRED WORK

**BRITISH COUNCIL**

*Cranfield*  
UNIVERSITY

  
Department  
for International  
Development

**eal**

**We are Central**

**Emtec Colleges Limited**  
PART OF CENTRAL COLLEGE NOTTINGHAM

 **Erasmus+**

  
**European Bank**  
for Reconstruction and Development

  
Foreign &  
Commonwealth  
Office

**Institution of  
MECHANICAL  
ENGINEERS**

  
**JAGUAR**

  
**LAND  
ROVER**

  
الجمعية العمالية للخدمات النفطية  
Oman Society for Petroleum Services

  
**ROLLS  
ROYCE**

**Rolls-Royce**

**semta**

**SIEMENS**

  
Sultanate of Oman  
Ministry of Manpower  
Occupational Standards and Testing Center

  
**UCL**  
ELECTRONIC & ELECTRICAL  
ENGINEERING

**Watchstone.**

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International

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**Working with government  
and employers globally to  
deliver world-class vocational  
engineering skills,  
from apprenticeships to  
professional levels.**

**To seek out and establish commercially sustainable international programmes that help partners to meet their economic and social goals.**



# TVET IN CHINA

**China is upgrading its industry, and seeking sustainable development.**

**Closer relationship with industry.**



# TVET IN CHINA

**Emphasis on higher-level vocational training**

**An *apprenticeship* mechanism of training high skill workers**



## What is an Apprenticeship?

## What's so great about Apprenticeships?



## What does this mean in practice?

Chery Jaguar Land Rover + Changshu College



Developing Industry and TVET Partnerships

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# Automotive Mechatronics Apprentices



## But... how?



- 1: Identify partner/s, and collaborators?**
- 2: Prepare business case, including...**
- 3: Project delivery plan**
- 4: Contract terms**



# Project delivery commences





# Developing Industry and TVET Partnerships

1

- **Audit/needs analysis**

2

- **Action plan**

3

- **Assessor and Internal Quality Assurer (IQA) training**

4

- **Centre recognition**

## Issues

### Cultural differences

What they are and how do they impact?

### Internal challenges



## Top Tips

- Be clear about your strategy
- Research your market, and ‘horizon scan’
- Develop relationships
- Stay focussed – but be open to opportunities



**Thank you for listening.  
Any questions?**

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