

Client: University of Derby
Source: Derby Telegraph (Business Weekly)
Date: 19 October 2016
Page: 5
Reach: 20090
Size: 498cm2
Value: 1812.72

We know how great Derby is – now it is time to tell the world!



TALKING BUSINESS

Professor Judith Lamie, pro vice-chancellor (external affairs), University of Derby

DERBY has proven itself to be the UK's capital of innovation and is at the forefront of aerospace engineering and train manufacturing.

It has been very successful regionally and this has been the case for many years. However, it could be said that it has made less impact on the international stage.

While the likes of Rolls-Royce and Bombardier have global stature, how much is the city recognised worldwide?

Derby has so much to offer and now it is time for a change of focus – and the place to look to is China.

The country, which has the world's second biggest economy and the world's largest population, is undergoing a dramatic change in its class make-up. A burgeoning middle-class that is increasingly vocal and outward-looking are forecast to spend heavily on education as it outstrips the USA

as the world's number one economic power.

The higher education sector is becoming increasingly internationalised and universities are locating their strategies and plans within the global sector, through research, learning and teaching.

The university and the city are already making great strides in

developing relationships across China and our institutions and businesses are becoming ever more closely aligned – it was only recently that Rolls-Royce, which has its civil aerospace divisions at Sinfin, signed a £1.1 billion contract with China Eastern Airlines.

The university has close links with several higher education establishments in China, including our College of Engineering and Technology, which is working with a number of universities including Tongji University, located in Shanghai, where colleagues are collaborating on areas focusing on computing and big data.

China, which has 2,800 universities, is home to 13 of the world's top 200 institutions for civil and structural engineering, with Tongji being ranked in the top five – further highlighting the sheer scale of cutting-edge universities that we are dealing with.

Recently, I, along with other senior professionals from the

university, visited Shanghai as part of a ministerial delegation led by Jo Johnson MP, Minister of State for Universities, Science, Research and Innovation, to further strengthen research collaborations between the UK and China.

This comes after an earlier visit to China this year, where a university-led delegation visited the country to develop agreements with a number of institutions,

including Anhui University and Hefei University.

The two Chinese universities conducted a return visit to Derbyshire in June, during which they met with senior colleagues from across the county. This return visit resulted in agreements being signed between Derbyshire and the Anhui province and between the University of Derby and both Chinese universities.

In November, a group from the university will be visiting China again, this time as part of the Midlands Engine delegation to develop links across areas of

education, business, transport and tourism to help attract investment to Derby and to put our city on the map. We want to attract people to invest in Derby, work and build their lives in Derby and be victorious in Derby.

The world is a big place and in order to achieve what we want as a university and a city, we need to remind ourselves why we are doing this.

As a university, it is for the primary benefit of our students. Studying, with an opportunity to link with China, would open up a variety of opportunities to exchange staff, students, research, ideas and culture.

The University of Derby has the capability to be an excellent global institution.

By partnering internationally, we are still able to retain our culture and tradition but it puts us out there on the international stage.

We know how great Derby is, now it is time to let the rest of the world see it for themselves.



Client: University of Derby
Source: Derby Telegraph (Business Weekly)
Date: 19 October 2016
Page: 5
Reach: 20090
Size: 498cm2
Value: 1812.72

