



Loughborough  
University

# A celebration of Loughborough University's relationship with China

越重洋跨云端-2021拉夫堡线上中国行

2021 Loughborough  
online China tour

# Introduction

"I am delighted to invite you to join us for our week long series of events 'A Celebration of Loughborough University's Relationship with China'.

As President and Vice Chancellor of Loughborough University I have been delighted to visit China on several occasions. We value our Chinese students, partners, agents, alumni and friends and have a long history of collaborations in China. We hope to bring our Chinese communities together for a series of interesting, useful, and engaging events throughout the week and showcase some examples of our friendships and collaboration. We are looking forward to strengthening these into the future.

Loughborough University is one of the UK's leading universities, with an international reputation for research that matters, excellence in teaching, strong links with industry, and unrivalled achievement in sport. I am proud to lead our amazing University and watch it go from strength to strength."



Bob Allison,

Professor Robert Allison,  
Vice-Chancellor, Loughborough University



# Programme

## Saturday 20th March

11:00-13:00 UK 19:00-21:00 China

### Opening Ceremony

Tencent VooV Meeting ID: 523 952 115

**Description:** President and Vice Chancellor, Professor Robert Allison, invites all our Chinese communities to join us as we launch our event series. We will be joined by some special VIP's and run through the weeks activities.

**Audience:** This event is public and open to anyone who would like to attend.

## Sunday 21st March

09:00-10:30 UK 17:00-18:30 China

### Pre Departure Briefing Loughborough Campus

Tencent VooV Meeting ID: 266 094 455

**Description:** The International Office will be leading special, essential information sessions for offer holders to Loughborough University. We will cover key information on how to accept offers, visa, accommodation and pre-session English. We will also be joined by our Chinese alumni who will lead a panel to share their experiences of studying at Loughborough University.

**Audience:** Loughborough campus Postgraduate offer holders. By invitation only.

11:00-12:00 UK • 19:00-20:00 China

### Pre Departure Briefing London campus

Tencent VooV Meeting ID: 849 488 660

**Description:** The International Office will be leading special, essential information sessions for offer holders to Loughborough University. We will cover key information on how to accept

offers, visa, accommodation and pre-session English. We will also be joined by our Chinese alumni who will lead a panel to share their experiences of studying at Loughborough University.

**Audience:** London campus offer holders. By invitation only.

### Pre Departure Briefing Undergraduate Students

Tencent VooV Meeting ID: 977 012 664

**Description:** This session will focus on student experience which undergraduate students are interested, including the sports, societies, placement year and employability.

**Audience:** Undergraduate applicants and offer holders or those considering applying in the future.

## Monday 22nd March

09:00-10:00 UK 17:00-18:00 China

### School of Aeronautical, Automotive, Chemical & Materials Engineering (AACME) Offer Holder Event

Tencent VooV AACME Meeting ID: 657 093 457

### School of Social Sciences & Humanities (SSH) Offer Holder Event

SSH Meeting ID: 657 093 457

**Description:** Loughborough University will bring 8 academic schools' academic staff and give you more detail about the schools/departments you will be studying in. You can find out more about the programmes and the employability from the session. Current students and alumni who studied in the department will also join the session to give you some insight from students' view.



**Audience:** All offer holders for students from these Schools. Also appropriate for others who have an interest in programmes and information about the School.

**10:00-11:00 UK 18:00-19:00 China**

### School of Science Offer Holder (SS) Event

**Tencent VooV SS: Meeting ID 788 039 405**

### School of Sport, Exercise & Health Sciences (SSEHS) Offer Holder Event

**SSEHS: Meeting ID 269 044 290**

**Description:** President and Vice Chancellor, Professor Robert Allison, invites all our Chinese communities to join us as we launch our event series. We will be joined by some special VIP's and run through the weeks activities.

**Audience:** All offer holders for students from these Schools. Also appropriate for others who have an interest in programmes and information about the School.

## Tuesday 23rd March

**09:00-10:00 UK 17:00-18:00 China**

### School of Business & Economics (SBE) Offer Holder Event

**Tencent VooV SBE: Meeting ID 523 952 115**

### School of Architecture, Building & Civil Engineering Offer Holder Event

**ABCE: Meeting ID 738 033 824**

**Description:** President and Vice Chancellor, Professor Robert Allison, invites all our Chinese communities to join us as we launch our event series. We will be joined by some special VIP's and run through the weeks activities.

**Audience:** All offer holders for students from these Schools. Also appropriate for others who have an interest in programmes and information about the School.

**10:00-11:00 UK 18:00-19:00 China**

### School of Design and Creative Arts (SDCA) Offer Holder Event

**Tencent VooV**

**SDCA: Meeting ID 388 929 958**

### Wolfson School of Mechanical, Electrical & Manufacturing Engineering (MEME) Offer Holder Event

**MEME: Meeting ID 423 028 285**

**Description:** Join our leading academics, current students and alumni as we update you on the latest information and achievements from the School and present a student/alumni panel.

**Audience:** All offer holders for students from these Schools. Also appropriate for others who have an interest in programmes and information about the School.

## Wednesday 24th March

**09:00-10:00 UK 17:00-18:00 China**

### Agent Director Networking Event

**Description:** At this event we will be inviting China agent Directors to join our President and Vice Chancellor Professor Robert Allison to discuss priorities for the new University Strategy.

**Audience:** Directors and senior leaders of our official China agent representatives. By invitation only.

**09:00-10:00 UK 17:00-18:00 China**

### China Student Market Update

**Description:** Loughborough University partner and friend, Superlink, will be leading a briefing for staff at Loughborough University on the China student market as we move into a post-pandemic world

**Audience:** Loughborough University staff only. By invitation only. Please contact Simon Foster at [s.j.foster@lboro.ac.uk](mailto:s.j.foster@lboro.ac.uk) if you are a Loughborough University staff member and would like to attend

**11:00-12:00 UK 19:00-20:00 China**

### Loughborough University Student Services Event

**Tencent VooV Meeting ID: 295 013 481**

**Description:** This session will give you an overview of Pre-session English, career service, Loughborough Student Union (LSU) and Chinese Students and Scholars Association (CSSA). Learn about the service they provide and how they help you during journey in Loughborough.

**Audience:** All offer holders or potential future applicants for Loughborough University

**11:00-12:00 UK 19:00-20:00 China**

### Chinese Alumni Event

**Description:** Our Chinese Alumni are all invited to join us for a chance to connect with Loughborough University Alumni Office, International Office and each other. We will have addresses from the heads of our Chinese alumni We Chat groups and discuss how we can engage closer together into the future.

**Audience:** Loughborough University China based alumni. By invitation only. Please contact Lu Bai at L.bai@lboro.ac.uk if you are a Loughborough University alumni and would like to attend.

## Thursday 25th March

**08:00-09:00 UK 16:00-17:00 China**

### Higher Education Conference – The Future of Teaching

**Tencent VooV**

**Description:** An exclusive partnership university workshop session “The Future of Teaching”, hosted by Professor Rachel Thomson, Pro Vice-Chancellor for Teaching in Loughborough University. The session will review changes in teaching practice over the past 12 months and explore learning and teaching in a post-COVID world.

**Audience:** Loughborough University and Chinese University Partners. By invitation only.

## Friday 26th March

**09:00-10:00-12:00 UK**

**17:00-18:00 China**

### Closing Ceremony

**Tencent VooV Meeting ID: 502 651 049**

**Description:** President and Vice Chancellor, Professor Robert Allison, invites all our Chinese communities to join us as we close our event series. We will review the highlights of the events, summarise the importance of our relationship with China and announce the winners of our competitions.

**Audience:** This event is public and open to anyone who would like to attend.





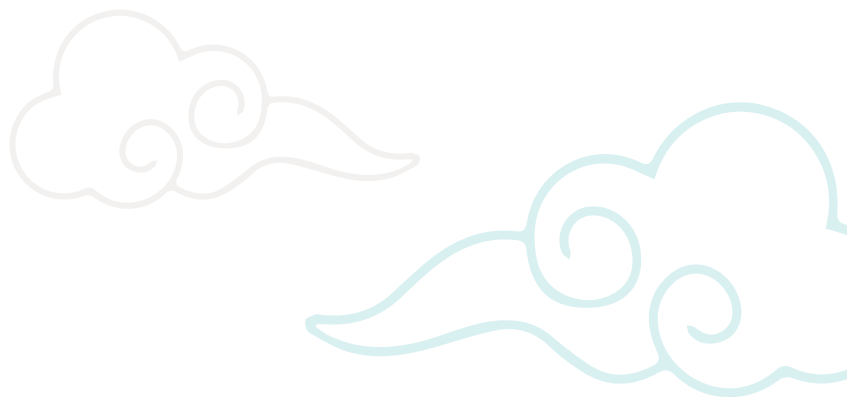
## About Loughborough

At Loughborough, we combine world-class research with an enterprising outlook. We enjoy unparalleled sporting achievement. Our accomplishments are built on the hard work and high standards achieved by our staff and students. We've created something distinctive and truly special. Our determination to succeed motivates everyone to be the best they can be. We continue to flourish.

Our second campus, Loughborough University London, is based on the Queen Elizabeth Olympic Park and offers postgraduate and executive-level education, as well as research and enterprise opportunities. It is home to influential thought leaders, pioneering

researchers and creative innovators who provide students with the highest quality of teaching and the very latest in modern thinking.

Loughborough is in the top 10 of every national league table, being ranked 7th in the Guardian University League Table 2021, 5th in the Times and Sunday Times Good University Guide 2020 and 6th in The UK Complete University Guide 2021 and was named the University of the Year by The Times and Sunday Times University Guide 2019.



# Our relationship with china

Loughborough University has a long and proud history of welcoming students and staff from China and in collaborating with China in ways that have made a difference.

*“At Loughborough University, our research is renowned not just for excellence but also for its impact on culture, society and economy. Our academic community has a passion for solving real-life challenges, across all the disciplines, and we are always looking for talented and creative thinkers to come and join us. As our partnership with China Scholarship Council grows, we are seeing more and more talented new PhD students from China studying with us both on our Loughborough campus and in London.”*

Launching from Saturday 20th March we have recorded some ‘Showcase Seminars’ that will highlight just a few of these many examples. These seminars are available to all our communities in China to watch and will be available from our Youku account <https://i.youku.com/lborouniversity/> and from our Qianliao page <https://m.qqchat.com/wechat/page/live/2000007035956944>

Here is a brief introduction to our Showcase Seminars.

## **Professor Steve Rothberg, Pro-Vice Chancellor, Research** **An Introduction to Research at Loughborough University**

**Description:** Professor Rothberg will join Deputy Director of the International Office, Simon Foster, in conversation to introduce Loughborough University research impacts, discuss our collaborations with China and why Loughborough University enjoys such a strong reputation for Research excellence.

## **Professor Mat Hughes, School of Business and Economics** **Entrepreneurial Orientation: Lessons from China**

**Description:** “Entrepreneurial orientation, the extent to which a firm exhibits a sustained, pattern of risk-taking, innovativeness and proactiveness, is one of the most enduring concepts in entrepreneurship and strategy research. While we know a lot about its potential implications for firm performance, it is also a resource hungry strategy. In this presentation, Professor Hughes talks about his research on entrepreneurial orientation among new ventures in China and, for the first time, sheds new light on why unique actors in the Chinese context affects when and how entrepreneurial orientation is a good thing for new ventures.”



## Dr Didier Soopramanien, School of Business and Economics

### Environmental Behaviour of Chinese consumers

**Description:** “Dr Soopramanien will present two main areas of research that relate to decisions of consumers to adopt sustainable consumption practices. First, will be an outline of his research on the factors that determine why some Chinese consumers purchase an electric car and others prefer to buy petrol fuel cars. Second, we will look at the role of place attachment-the bond between people and places-and the impact that this variable has on residents’ propensity to adopt pro-environmental behaviours in China. The papers that Dr Soopramanien will present use data collected in China and showcase collaborative work with researchers based at Chinese Universities.”

## John Atkin, School of Design and Creative Arts

### A Dialogue with the WARRIORS

**Description:** In 2012, twenty-eight artists representing each EU country, as well as three Chinese artists, were invited to visit the world-renowned Terracotta Warriors burial sites in Xian, China and to consider ways that these icons of the Emperor Qin’s tomb could be reinterpreted within contemporary sculpture in the 21st Century. Each artist responded to the collection of warriors acrobats and servants in a myriad of different ways, and in so doing reflected a discreet aspect of their own individual culture within the EU and China by making a sculpture that responded to this ancient collection. This seminar will showcase this

## Professor Qinggang Meng and Dr Baihua Li, School of Science

### Artificial Intelligence (AI) Projects in China

**Description:** Professor Qinggang Meng is professor in Robotics, Artificial Intelligence and in the department of Computer Science.

Dr Baihua Li is professor of Computer Vision and Machine Learning. They will present some UK-China government funded AI project which Loughborough University is involved in, including Unban – Assistive walking robot (Newton/ Innovate UK) , AI for air quality monitoring and carbon credit trading (Newton Fund) and Agriculture robots (Innovate UK) .

## Professor Qiuhua Liang, School of Architecture, Building and Civil Engineering

### Towards a Sustainable Earth (TaSE) – How climate change, flood risk and SDGs impact each other in large river basin development

**Description:** In 2015, the UN General Assembly set out 17 Sustainable Development Goals (SDGs) for all Member States to action to end poverty, hunger and inequality and protect the planet, ensuring that all people enjoy peace and prosperity by 2030. These ambitious SDGs clearly define the world we want and are currently driving most development policies globally. With 17 goals, 169 targets, and 232 indicators to monitor and track progress, countries may lose sight of the synergies and trade-offs between goals and targets. In this international collaboration project, a team of leading academics from the UK, China and Japan work closely to conduct cutting-edge interdisciplinary research to understand how national level policies related to the SDGs impact development in the ~45,000 km<sup>2</sup> Luanhe River Basin in Northern China, so addressing cross-scale synergies and trade-offs among the goals and between targets. Particularly, we investigate the relationship between development, climate change and flood risk to provide new tools and scientific understanding to inform decision-making and eventually achieve basin-wide sustainable development. This effectively shows how our research can help address global challenges and contribute to world’s sustainable development agenda.





## Find out more

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