



HOW A UK UNIVERSITY SUCCESSFULLY LAUNCHED IN CHINA



King's College London joined CBBC's Launchpad scheme in Beijing in 2013 to give it a local base to recruit Chinese students. From minimal market presence, intake from China for 2016-17 grew to over a thousand, with the King's team growing from two to five staff to meet demand.

Charles Zhang, one of KCL's Beijing-based project managers, says Launchpad has been crucial. "You get access to market intelligence and knowledge that you just wouldn't have otherwise," he explains, pointing out the importance of being in the same time zone as clients. "We have clusters of university representatives in Beijing and Shanghai and there are many opportunities to share information."

Zhang brought local market experience to King's, in addition to his linguistic and cultural understanding, having worked in international education in China for over 10 years previously. He was recruited in Beijing by CBBC's HR department and communicates daily with his managers in London, in addition to regular business trips to the UK.

Quick access to market intelligence and potential clients are the key benefits of the programme, says Zhang. "For any business new to China it's important to understand the market, to cater to clients and to understand competitors," he notes. "Launchpad provides a platform to do this."

King's has also established some notable partnerships since joining Launchpad, including a joint research initiative with Peking University and an agreement to develop a nursing college in Nanjing. It is now in the process of setting up its own wholly foreign-owned enterprise (WFOE) in China, which will enable it to operate independently and reach for new horizons.

"I don't believe we could have come as far as we have in the Chinese market without Launchpad."

**Charles Zhang, Project Manager
King's College London**