The University of Birmingham has been a CBBC Launchpad client since 2008. Through its Shanghai-based Launchpad representative, the University has seen significant year-on-year growth in student numbers from China and the development of crucial strategic academic and commercial partnerships.

COMPLIANT PRESENCE

Through Launchpad, the University of Birmingham has successfully navigated the legal and Human Resources compliance issues that many organisations encounter when first establishing a presence in China. Launchpad has allowed the University of Birmingham to minimise risk to its business and operations, whilst establishing operations in China.

RECRUITMENT

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MARKET INSIGHTS

As the Chinese education market has evolved, the University of Birmingham has utilised CBBC’s Launchpad platform to shape its student recruitment strategy to best fit dynamic market conditions and the requirements of Chinese students.

EXPERTISE

The guidance received from CBBC’s sector and regional teams, as well as from its dedicated Launchpad representative in Shanghai has enabled the University of Birmingham to make informed strategic decisions on student recruitment and partnership development.

“For any organisation looking to enter the China market, I think that CBBC is a good introductory route, providing a base from which companies and universities can operate. The service also enables institutions to explore the market at a more reasonable cost than if they were to do it directly.”

Mr Jugjit Cheema
Regional Manager (Asia), University of Birmingham

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