



2018 - present

CL Global was founded in 2011 with a focus on educational exchanges between China and the rest of the world. The company's main business objective in the UK is the running of summer schools and executive programmes with its partners in Cambridge, London and Oxford. Amongst which the CL Global **Cambridge Summer Academic Programme ('CSAP')** is a flagship programme.

As of January 2020, CL Global has run more than 300 programmes with over 4,000 students in the UK. In China, the company works with more than 60 universities to customise their study abroad programmes.

INITIAL GOALS IN CHINA

CL Global first approached CBBC in 2018 with the goal of working with CBBC to form more partnerships with Chinese schools and universities and promote the CSAP.

In 2019, CL Global recruited over 750 students for CSAP. Successfully expanding CL Global's share of the competitive educational exchange market in China remains an ongoing key objective for the company.

THE POWER OF PARTNERSHIPS

Through collaborating with CBBC, CL Global has been empowered to build effective new links with Chinese universities and partners.

In 2018, CBBC and CL Global worked together to co-organise the annual **Cambridge International Education Seminar (CIES)** which has been running since 2016. This partnership generated strong results, with CL Global's involvement in the seminar enabling it to connect with six Chinese universities which have since become partners: having successfully referred over 100 of their students to participate in the CSAP.

IDENTIFICATION OF AGENTS

In addition to CBBC and CL Global's cooperation in the organisation of the CIES: in early 2018 CL Global commissioned CBBC for a project to identify suitable agents in China to work with the company and promote CL Global's programmes. Out of the agents identified, two have since become highly effective partners which have referred more than 50 students to participate in CL Global's programmes over the last two years.

PLANS FOR THE FUTURE

CL Global plans to continue working with CBBC in the future, and CBBC will support CL Global with a new digital research initiative targeting Chinese universities and students.

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CBBC has been a great partner to us when working on some key challenges in the Chinese higher education market. CBBC has greatly helped us in identifying partners through the events we work on together. One of the highlights of our partnership has been the Cambridge International Education Seminar (CIES) which we co-organised with CBBC. The success of CIES over the past four years has helped us to build our credibility and links with our Chinese partners. The team at CBBC is very pleasant to work with and they are the best at what they do.”

Allen Hao, CEO