



2013 - Present

King's College London is ranked amongst the top 10 UK universities in the world (QS World Rankings 2020), and is the fourth oldest university in England. It has over 31,000 students from some 150 countries and over 8,500 employees: creating a truly global impact.

STUDENT RECRUITMENT

King's College London joined CBBC's Launchpad scheme in Beijing in 2013 as a means to have a local base from which to recruit Chinese students. From a minimal market presence, intake from China for 2018-2019 grew to 3,000 students, with the university's team in China expanding from two to five staff in response to increasing market demand.

A CHINA PRESENCE

CBBC's Launchpad platform has allowed King's College London access to market intelligence and knowledge in China which otherwise would have been difficult to attain. In particular, the presence of clusters of university representatives in Beijing and Shanghai have allowed the university to operate in the same time zone as its clients: providing plentiful opportunities to build client relationships and share information.

EXPERIENCED REPRESENTATIVES

King's College London's, Launchpad Project Manager, Charles Zhang, brings extensive local market experience to his role with over a decade of previous-experience in international education, as well as linguistic and cultural understanding. He was recruited in Beijing by CBBC's HR department and communicates on a daily basis with his colleagues in London, in addition to taking regular business trips to the UK.

NOTABLE PARTNERSHIPS

King's College London has 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. The university looks forward to its continuing participation in CBBC's Launchpad programme, and its continued growth in China

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

Charles Zhang, Launchpad Project Manager
King's College London



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