



2008 - Present

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.

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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.

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Mr Jugjit Cheema

Regional Manager (Asia), University of Birmingham



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