



2010 - Present

The University of Exeter is a member of the prestigious Russell Group of research-intensive universities. It offers a wide range of subject areas in a dynamic and international environment, situated across three different campuses in the South West of England.

RECOGNISED EXPERTISE

The University recognised CBBC's team as experts in China and used the Launchpad programme as means to enhance its partnerships with research-intensive institutions in China. Launchpad offers a cost-effective solution for the University in expanding and solidifying its global reach and influence

EXPERIENCED TEAM MEMBERS

Via Launchpad, the University of Exeter benefits from a team of bilingual representatives in CBBC's offices in Beijing and Shanghai. The representatives, who are employed by CBBC on the University of Exeter's behalf, are all local education experts who are able to draw upon a wide range of resources offered by CBBC. The Launchpad scheme has also meant that the University has avoided many of the legal and HR issues that an international organisation could typically encounter when first establishing a presence in China.

STRONG PARTNERSHIPS

Since joining Launchpad, the University of Exeter has developed effective relationships with prestigious local universities such as Tsinghua University in Beijing and Fudan University in Shanghai.

CBBC's expertise and experience have helped the university strengthen its partnerships. For example, in 2017, the University of Exeter and Tsinghua University co-organised a joint conference on takeover law. CBBC worked to promote the event amongst its network of key contacts in the Beijing legal community, greatly increasing the impact of the event for all parties involved.

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We have reached a larger audience through CBBC's network, in order to enhance the University's engagement with practitioners, prestigious universities and the public. ”

Richard Foord

Deputy Head of the International Partnerships,
University of Exeter



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