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In 2014 the Lancaster China Catalyst Programme (LCCP) took its first group of companies to China at the start of their two-year journey to explore the markets in China, meet and partner with Chinese companies, and together undertake collaborative research and innovation projects in both the UK and China, resourced by graduate students from the Masters degree programme in International Innovation. LCCP was designed specifically to address the needs and concerns of SMEs about establishing international markets for their products and services, and aimed to provide a fully supported route to establish the knowledge, capacity and relationships that would provide the foundation of successful new business opportunities in China.

As LCCP now draws to a close in 2018, we can look back on our achievements, the companies that we have helped on their journey, and the students who have gained a ‘once-in-a-lifetime’ experience to work with companies on real projects in both the UK and China while studying for a postgraduate degree.

This brochure will give you a summary of the Lancaster China Catalyst Programme, its achievements and outcomes, a selection of the companies that have participated in the programme and the projects they have undertaken, as well as the stories from some of the students who participated.

I hope you enjoy reading about the Programme and find it informative.
Introduction

China is now, more than ever, an important market for the UK and is eager to partner with companies and organisations that have the ability to help it transform its own economy through knowledge exchange and innovation, not only in traditional market sectors such as manufacturing and engineering, but emerging sectors such as computing, energy, the environment and life sciences.

However, it is well known that while the ability to grow and internationalise a business is a key success factor for many companies, SMEs often find this difficult because of their size and lack of resources to dedicate to what may be seen as a high-risk activity. To help break this cycle, not only is support needed to provide information, guidance and access to international markets, but also resources that can help to kick-start new initiatives in new markets.

With a wealth of experience in working closely with SMEs and having established many collaborative research engagements in China over a long period, Lancaster University developed the Catalyst Programme to build on this expertise and provide a route for SMEs to establish successful collaborative partnerships with Chinese companies in the areas that would lead to the creation of new and innovative products and services for both the Chinese market and markets world-wide.

But more than just a business-engagement programme, the Lancaster China Catalyst Programme set out to include an education and training component that would provide a solid grounding and experience for a new generation of international entrepreneurs. Alongside the business engagement element, a new two-year multi-pathway Masters level programme was established to provide education across a range of science disciplines.

Throughout the programme, students work in multi-disciplinary teams with the companies on two projects, the first based at the University in the UK, while students travel to China for their second project where they spend six months working with Chinese partner companies and organisations. This not only provides the students with a unique and immersive educational experience, it also provides companies with valuable resources needed to kick-start their initiatives.
Lancaster University established the China Catalyst Programme to achieve the following objectives:

• To overcome identified barriers for SMEs to the development of new products and services for the Chinese market.
• To leverage the value of our international partners’ commercial and academic networks for the benefit of UK SMEs.
• To develop the leadership capacity of SMEs to realise their ambitions to trade internationally.
• To provide SMEs with graduate-level human resources and academic supervision to undertake collaborative R&D, product development and commercialisation projects that underpin development and sales in China.
• To combine our expertise as a top UK university in terms of the number and value of SME collaborations, with our leadership of the UK-China Management Centre, a UK-China Science Bridge project (2008-2011) and a Confucius Institute for the benefit of SMEs and students.
• To produce a talented, highly employable and sustainable cohort of graduates to underpin SME export ambition, new product development and international commercialisation.
• To generate and leverage cash matched funding from the University, SME partners, Lancashire County Council, and Chinese partners.

Objectives of the Lancaster China Catalyst Programme

• To enable SMEs to create new jobs and further contribute to their local economies.
• To provide a model of university-business partnership worthy of evaluation for wider adoption across the sector.
LCCP Programme and the M.Sc.II

To deliver these ambitious objectives, the Lancaster China Catalyst Programme was developed as a two-year engagement split into three stages called ‘Investigate’, ‘Accelerate’ and ‘Collaborate’. Each stage has a number of activities designed to build knowledge and capabilities, and lead a participating company along a journey to partner with a Chinese company around a collaborative research and innovation project.

**Stage 1: Investigate**

During this stage, UK companies are introduced to potential Chinese partners through a match-making process which identifies common interests between the two parties. During a week-long visit to China, UK companies meet with potential partners, are introduced to supporting organisation, participate in seminars and briefings, and are taken on site visits in order to explore and “investigate” the Chinese market. This allows the companies to generate new business ideas for collaborations, or continue to develop existing ones, as well as gain an understanding of the Chinese market and business culture.

**Stage 2: Accelerate**

This stage is designed to continue to develop and enhance the UK-China collaborations started during the Investigate stage. An Executive Workshop is delivered to build capacity in the UK companies in a number of key areas such as doing business in China, intellectual property, collaboration contracts and finance, and a second trip to China is undertaken to continue to build relationships with chosen partners. As the partnerships develop, they also have the opportunity to make a competitive bid for additional project funding in China made available through the Guangdong Provincial Department of Science and Technology (GDST).

**Stage 3: Collaborate**

During the Collaborate stage, the UK company is assigned a multi-disciplinary team of graduate students from the Masters in International Innovation with skills that meet the project needs of the company. The students work on two substantive projects, the first based in the UK with a duration of 5 months, and the second based in Guangzhou, China, with a duration of 6 months. During their time in China, the students may work collaboratively with a Chinese partner company or organisation.

Alongside the business engagement program, a new two-year Masters degree in International Innovation (M.Sc. II) was created in order to provide a pool of talented graduate students to resource the collaborative company projects. Students can choose one of six pathways as part of the new scheme which combines both academic disciplines alongside Chinese language and culture, and entrepreneurial skills development. The six pathways are Computing, Design, Engineering, Environmental Science, Entrepreneurship, and Telecommunications.

During the first year of their studies, students have the opportunity to meet and get to know the companies participating in the programme and their project proposals. Project teams are then chosen and allocated to companies prior to the commencement of the first project in the UK, toward the end of the first year. During their second year, students travel to China to undertake their second project, and on completion provide a written report and presentation to the company about their work and findings. They then return to the UK to write and submit their Masters dissertation.

During the programme, operational support for LCCP was provided by dedicated teams based in the UK and China.

The two-year engagement was run three times during the course of the programme, with each ‘cycle’ corresponding to a new intake of students on the Masters degree.

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**PATHWAY**

- Environmental Science
- Engineering
- Computer Science or Telecommunications
- Design
- Entrepreneurship

**BACKGROUND**

- Environmental science or related disciplines
- Engineering or related technological disciplines
- Computer science, physics or mathematics disciplines
- Design or digital and creative disciplines
- Business or management disciplines

**LED BY**

- Lancaster Environment Centre
- Engineering Department
- School of Computing and Communications
- Lancaster Institute for the Contemporary Arts
- IEED Management School
The Lancaster China Catalyst Programme has been supported by numerous organisations both in China and the UK, and without whom delivery of the programme would not have been possible.

**Funding**

The Lancaster China Catalyst Programme has been funded by grants from HEFCE (£3.5M) and Lancashire County Council (£0.5M).

**China**

LCCP’s main partner in China is the Guangdong Provincial Department of Science and Technology (GDST) that provided access to business networks in China. It also provided LCCP UK/China company partnerships access to additional funding in China of up to RMB 1M per project.

The Guangzhou Institute of Geochemistry and the South China University of Technology provided operational support to the China LCCP team and to the M.Sc.II students during their 6 month projects in China.

During the course of the LCCP programme, LCCP signed agreements with the Guangdong Development District (GDD) and WIOT that gave additional access to business networks throughout Guangzhou.

**UK**

The China Britain Business Council (CBBC), Department for International Trade (DIT), and the Foreign and Commonwealth Office (FCO) provided advice and guidance to LCCP, as well as training and support both in the UK and China to the LCCP UK companies.

The British Chamber of Commerce in Guangzhou provided advice, guidance and training through its member companies to LCCP UK companies during their visits to China.

Gowling WLG provided legal and intellectual property training and advice to UK companies, both in the UK and China.

The Confucius Institute based at Lancaster University provided Chinese language and culture training to the M.Sc.II students in preparation for their 6 month projects in China.

The Confucius Institute 兰卡斯特大学孔子学院

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The Confucius Institute 兰卡斯特大学孔子学院
Company Case Study: LanHai Career Management Ltd

Students from Lancaster University’s China Catalyst Programme worked with LanHai Career Management to adapt their internationally renowned online e-learning system.

UK Partner: LanHai Career Management Ltd.
LanHai (Mandarin for Blue Ocean) Career Management (LHCML), based in Preston, is spearheading the development of high quality online career development and professional skills training resources for use in universities and businesses in China with its UK partner Abintegro. This service is currently used by careers services, professional bodies and other organisations providing career management services in several countries.

Chinese Partner: Xuanyuan Industrial Development Co., Ltd.
Xuanyuan is a leading IT solutions provider to the university, telecom, finance, government and hospital sectors in China, and has more than 1000 clients across the South China region.

Expertise Sought:
- Web/smartphone interface development for Chinese clients
- Data mining and management
- Online learning environments
- Translation/interpretation
- Business development (sales/marketing/financial management)

The Solution
MSc International Innovation students from the first cycle worked with LanHai and their Chinese partner, Xuanyuan Industrial Development Co Ltd based in Guangzhou, China, to adapt the Lanhai online e-learning system, which provides career development learning tools and business skills resources for universities and businesses, to the Chinese market. The system had already been adapted for use in 10 different countries including a version in Arabic for Saudi Arabia.

The students involved in this project researched the differences between the markets for online career management resources in China and the UK – specifically how the markets operate, how users pay for these services and how the markets differ due to the scale of the country and the nature of the Chinese economy.

The project posed technical IT challenges as the translated and adapted resources had to operate from UK-based servers, but link in with and function effectively with data mining and job vacancy information in China. It was vital that the design of the interface remain compatible with the core of the UK-based system, but also allowed it to operate effectively in the Chinese market in a way that outperforms the competition, and appear in China to be a locally delivered service. The user interface also needed to function effectively on laptops, tablets and smartphones.

Impact
The project resulted in Chinese versions of smartphone apps for the Abintegro platform, an online Chinese language professional development training package, and a Chinese online career development learning platform.

LanHai Career Management Ltd and Xuanyuan secured GDST funding for their project with a value of RMB 1 million (around £100,000) that will allow further development of the platform in China for targeted markets.

Benefits to the company:
- Development of new commercial products
- Anticipated increase in turnover after year one

Benefits to society:
- Chinese versions of smartphone apps
- Online Chinese language professional development training package
- Chinese online career development learning platform

“This cooperative business partnership which can make a real impact on student and graduate employability challenges in China would be unlikely to have been possible without the support of the China Catalyst Programme.”

Dr Peter Sewell, Managing Director - LanHai Career Management
Company Case Study: Yordas Group

Yordas Group expands into new markets thanks to support from LCCP and M.Sc. International Innovation students.

UK Company: Yordas Group

The Yordas Group (formerly The REACH Centre) is one of the leading international providers of regulatory guidance, scientific and analytical services, and training to industry in the field of chemicals management and risk assessment. Their integrated services ensure the customers are able to effectively manage and comply with current and future chemicals legislation. The company participated in all three cycles of LCCP.

Expertise Sought

- Understanding of chemical regulations
- Cloud-based systems
- Translation and localisation of documentation for Asian-Pacific markets
- Business development for entry into the Chinese market (sales/ marketing/ networking/ financial management)

Cycle 1: Student Project

The overall aim of the Yordas Group’s first project with the Lancaster China Catalyst Programme was to secure access to supply services to the Chinese market and building a services platform in China to proving specialist expertise on Chinese regulations and legislations to European and American customers.

Cycle 2: Student Project

The Yordas Group continued with the programme for the second cycle. Their second student project addressed key needs to support the expansion of the business and setting up an office in the Asia Pacific region.

The Solution

A team of four M.Sc. International Innovation students from the Environmental Science, Entrepreneurship and Design pathways worked with the Yordas Group to gain overall understanding of Chinese chemicals regulations; undertake market assessment and scoping; manage the localisation/adaptation of regulatory services; and validate identification of routes to market.

Impact

Through their engagement with the program expanding the business in China and extending into Asia Pacific, Yordas Group has created more than 30 jobs and benefited from increasing revenue. With the knowledge gained, Yordas Group has also developed new services aligned to regulatory requirements in China.

Benefits to the company

- Understanding of Asia Pacific chemicals regulations
- Adaptation and localisation of regulatory services
- Understanding of the Chinese market
- Support opening a new branch in Tokyo
- Access to student expertise

Yordas Group continues with the programme again for the third cycle. The purpose of the project is to leverage on different backgrounds of the students to support the business’ expansion into different sectors into China and form partnerships in Asia Pacific.

The Solution

During the third cycle, Yordas Group set five students from the Environmental Science, Entrepreneurship and Design pathways the task of researching the regulatory framework of biocides and plant protection in China; identifying business partners in Asia Pacific; and exploring the oil and gas industry in the Asia Pacific region.

Impact

Through their engagement with the program expanding the business in China and extending into Asia Pacific, Yordas Group has created more than 30 jobs and benefited from increasing revenue. With the knowledge gained, Yordas Group has also developed new services aligned to regulatory requirements in China.

Overall, it has been an exceptionally good experience for Yordas Group, which has helped the business to gain a holistic understanding of the Chinese market, as well as identifying potential problems to overcome.

Benefits to society

- Access to up to date guidelines on chemicals regulations for the Asian market
- New job creations, with two students from Cycle 1 hired as full time employees
- Contribution to students’ learning by providing substantial support and mentoring
- Understanding of the Asia Pacific chemical regulations market

“The trip was a real eye-opener for us regarding the business opportunities there are for us over in China. We were impressed by the organisation of the visit and also of the quality of the potential partners we met”

Judith Friesl, Marketing Manager

Yordas Group
Company Case Study: Cresset

Student project strengthens ties between UK company Cresset and technical partners at Chinese university.

UK Partner: Cresset

Cresset delivers software and consulting services that help chemists discover, design and optimise the best small molecules for their project. Computational chemists and synthetic chemists from the world’s leading research organisations use their software on a daily basis.

Beyond pharmaceuticals you will find Cresset anywhere where excellent tools are required to ensure optimum R&D efficiency.

Chinese Partner: Research Center for Drug Discovery, Sun Yat-Sen University

The Research Center for Drug Discovery (RCDD) is based in the School Pharmaceutical Sciences at Sun Yat-Sen University in Guangzhou. The Centre was founded in April 2009 by Prof. Jun Xu, a medicinal and computational chemist.

The centre is committed to integrating the advantages of both talents and resources in drug discovery, providing the postgraduate education, and innovating medical solutions.

Expertise Sought

- Research into the Chinese drug design market
- UK-China business partnership development

The Solution

Through the LCCP student project, Cresset have strengthened their alliance with the Research Center for Drug Discovery (RCDD) at Sun Yat-Sen University, with regard to a strategic cooperation for drug design technology.

M.Sc. International Innovation student, Victory Damisa (Entrepreneurship), worked with the RCDD team to quantify the market size for the drug design technology, and to specifically identify and document the optimal license model and pricing strategy aligned with funding and spending trends in the Chinese market.

Impact

Victory’s project broadened Cresset’s understanding of the Chinese market and strengthened their relationship with their technical partner at RCDD. Cresset are building on this with a view to releasing a joint software product with the RCDD in the future.

Benefits to Cresset

- Improved understanding of the Chinese drug design market
- Development of relationship with Chinese technical partner
- Access to student expertise

Benefits to Chinese Partners

- Strengthened UK-China business partnership
- Potential new drug design software product
- Business development (sales/marketing/pricing)

“The LCCP created a three-way partnership that brought together expertise and innovation in development of technologies for computational molecule design. We continue to build on the commercial opportunities that have been identified to deliver new technology to the market for the advancement of drug design.”

Dr David Bardsley, Commercial Director, Cresset

Cresset’s current molecular design software in use by clients around the world.
Company Case Study: Institute of Brewing and Distilling

Global professional body expands to embrace the Chinese market thanks to student project.

**UK Company: Institute of Brewing and Distilling**

The Institute of Brewing & Distilling (IBD) is the world’s leading professional body for people working in brewing and distilling. As an international professional and educational body, the IBD promotes “The advancement of the education and professional development in the science and technology of brewing, distilling, and related industries.”

Dating back to 1886, IBD now has over 5,000 members is the largest global professional body for brewers and distillers and the only one with a worldwide footprint. IBD supports its members through lectures, technical visits, seminars and conferences worldwide.

**Expertise Sought**

- Market research on qualification accreditation
- Development of a market strategy for China

**The Solution**

Prior to joining LCCP in March 2016, IBD already has a global member base with 3,000 registrants per year across 60 countries, grouped by sections: UK, Africa, Asia Pacific, Irish, and International. With activities in over 100 countries and examinations taken in Japanese, French and Spanish, the IBD expects China to be one of the next big markets to develop for brewing and distilling education.

IBD joined LCCP looking for help to develop the Chinese market for its unique educational and training products and services. The aim of the engagement was to gain a better understanding of the demand and entry barriers to the Chinese market and to form collaborations that would enable the development of e-learning packages and opportunities for the re-launch of its Beer & Cider Academy courses.

Technical challenges to be addressed included the development of an appropriate and secure learning platform that conforms to the requirements of the UK training and examination accreditations while also being usable in China.

**Impact**

The project was supported by two M.Sc. International Innovation students: Thomas Macfarlane (Design) and George Levy (Entrepreneurship).

Leveraging the work done during the UK phase of the project where IBD had identified several opportunities and options for approaching the Chinese market, the students helped to develop these options further with feedback from Chinese companies and organisations and so produce a workable market development strategy and plan for IBD.

**Benefits to Company**

- Development of training products for the Chinese market
- Development of a strategy to enter the Chinese market
- Access to student expertise
- Access to the Chinese market

**Benefits to Society**

- Development of brewing and distilling industry qualifications for the Chinese market
- Global professional body expands to embrace the Chinese market
These collaborations were supported by three projects undertaken by MSc II students; Yaseen Noorani (Engineering), Viet Hoai Thuong, Le (Entrepreneurship), and Jacob Fuller (Environmental Science). Coming from different backgrounds, the students leveraged their knowledge and expertise to research the market in China, develop new traps and undertake tests to evaluate their performance in both laboratory and field conditions.

**Impact**

This work has helped IPS gain a better understanding of the market and opened up a path for new commercial opportunities in China with both existing products and new trap designs.

**The Solution**

IPS specialises in formulating pheromones, manufacturing traps and lures used to complement and promote sustainable integrated pest management (IPM) that does not rely solely on the use of pesticides that may be harmful to the environment. These IPM strategies are aimed predominantly at agriculture, horticulture, storage, urban and forestry settings with a goal to promote a more effective, economical and sustainable approach to pest management by incorporating IPS formulated pheromones and trapping systems with IPM principles and science.

Looking to expand the business, IPS joined LCCP in June 2016 to source products to complement their position in the market, as well as find a Chinese collaborator to work with in developing products for both Chinese and global markets.

Through LCCP, a collaboration agreement was formed between IPS and Zhongkai University of Agriculture and Engineering to research and develop new traps, while another collaboration with Guangzhou Ruifeng Biotechnology in China was formed in order to provide access to the Chinese market.

**Company Case Study:**

**International Pheromone Systems**

International Pheromone Systems Ltd. worked with students from Lancaster University's China Catalyst Programme and Chinese partners to develop and test new pest management products.

**UK Partner: International Pheromone Systems**

Founded in 1985 and based in Cheshire, International Pheromones Systems (IPS) is a family owned and managed company that develops, produces and supplies high-quality insect pheromones and trapping systems to a growing international customer base.

**Chinese Partner: Zhongkai University of Agriculture and Engineering**

Established in 1927 to improve agricultural knowledge for food production, Zhongkai University of Agriculture and Engineering expanded to include sciences and the liberal arts, whilst maintaining a central focus on agriculture and engineering. The University is based in Guangzhou, China.

**Expertise Sought**

- Market research and data analysis
- Business development (marketing/networking)
- Design and development of new product
- Testing and analysis of new product

These collaborations were supported by three projects undertaken by MSc II students; Yaseen Noorani (Engineering), Viet Hoai Thuong, Le (Entrepreneurship), and Jacob Fuller (Environmental Science). Coming from different backgrounds, the students leveraged their knowledge and expertise to research the market in China, develop new traps and undertake tests to evaluate their performance in both laboratory and field conditions.

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**Benefits to Company**

- Development and testing of new product
- Improved understanding of the Chinese market
- Two partnerships with Chinese collaborators
- Access to student expertise
- Access to testing facilities in China
- Access to the Chinese market

**Benefits to Society**

- Development of a new pest management product
- Business development (sales/marketing/financial management)
Together with Hisense (Guangdong) Air Conditioner Co. Ltd, Upside Energy applied for and received funding of RMB 1 million (equivalent to around £80,000) from the Guangdong Provincial Department of Science and Technology. The project focused on the research and application of a networked intelligent air conditioner system for a smart grid cloud platform monitoring system.

Continuing the work from their UK projects, the MSc II students took the knowledge gained about Upside Energy and its markets, technology, and objectives to work onsite in China with Hisense to integrate their air conditioning products into the Upside Energy cloud platform.

Dr Graham Oakes of Upside Energy meeting with potential Chinese business partners in Guangzhou, May 2016.

Benefits to Company
- Improved understanding of the Chinese market
- Partnerships with multiple Chinese collaborators
- Joint funding award of 1 RMB (£80,000)
- Access to student expertise
- Access to the Chinese market

Benefits to Society
- Integration of cloud-based systems in UK and China
- Business development (sales/marketing/financial management)
Impact

The success of the company’s engagement with Yanan and the rest of the student project team lead to the Yordas Group’s continuance with the Lancaster China Catalyst Programme for the second and third Cycles.

Since graduation, Yanan has been working as a Business Development Analyst for the Yordas Group in the UK.

Student Journey: Yanan Wang

Studying for the MSc International Innovation leads student to gain expertise and employment.

Yanan Wang enrolled as an Entrepreneurship student on the first cohort of the MSc International Innovation degree. She graduated in 2016.

Motivation to Apply

Yanan was told about the MSc degree by a friend who also enrolled on the course. Her decision to apply for the degree was motivated by the appeal of undertaking a two year course, i.e. one year learning and one year gaining real industry experience by working with companies.

Project

Her student team worked on a project for the Yordas Group, with Yanan’s contribution aiding the company’s understanding of the market entry strategy and the selection of strategic alliances in the Asia Pacific region.
Traveling to China with the M.Sc. International Innovation provides student with unique skillset, ready for the employment market.

Giulia Ravasi (Entrepreneurship) graduated in 2017 as part of the second cohort of the M.Sc. International Innovation degree.

Motivation to Apply

Giulia decided to apply for the M.Sc. International Innovation as she believed the work experience in China would enhance her employment and career prospects. Having been to China previously for a short exchange programme, Giulia wanted to have the opportunity to China for a longer time and gain some work experience. She saw the degree as an opportunity to achieve that ambition.

Project

Giulia’s student project team worked with Lancaster Brewery to develop their business for entry into the Chinese market. Giulia’s research helped the company to overcome a number of difficulties to form effective partnerships with companies in China.

Impact

Thanks to her experiences on the “one of a kind” M.Sc. International Innovation, Giulia is now living and working in full time employment in a graduate post in China. The degree equipped her with a series of skills and professional competencies that she developed whilst on the work placement in China. These include inter-cultural awareness, language skills, and knowledge of international trades and business etiquette in China.

Speaking about the course, George said, “I have really enjoyed the programme... I have learned a lot and developed my skills.”

Some of the skills George developed on the course include business and client communication - especially communicating in another language - and good research skills.

“\textit{I am genuinely interested in Chinese culture and their economy, and I saw this degree as a good opportunity to carry on experiencing China.}”

George Levy
M.Sc. International Innovation Student


George Levy studied as part of the third cohort of the M.Sc. International Innovation degree, pursuing the Entrepreneurship degree pathway. He graduated in July 2018.

Motivation to Apply

George’s decision to apply for the M.Sc. International Innovation was influenced by the opportunity to improve his command of Chinese, and to experience living and working in China. George wasn’t aware of any other UK-based degree course offering the chance to work outside the UK.

Project

The student project team George was assigned to worked with the Institute of Brewing and Distilling. The organisation wanted to develop their training provisions for the Chinese market, and George’s work helped them to identify opportunities and develop an effective strategy to enter the market successfully.

Giulia Ravasi
(M.Sc. International Innovation Student)
Achievements

By the end of its 4-year duration in April 2018, the Lancaster China Catalyst Programme had achieved the following:

• Engaged with a total of 429 companies in the UK having an interest in doing business in China.
• Undertaken 66 separate engagements and introduced 60 different UK companies to China.
• Facilitated the establishment of 38 collaborative agreements (MoU, Cooperation and Commercial) between UK and Chinese companies.
• Helped 11 UK/China company partnerships successfully receive a total of RMB 10.5M in Chinese funding for their projects from GDST.
• Enabled 88 students from the M.Sc.II to travel to China for 6 months, with most students engaging with Chinese partner companies on 37 different projects.

Impact

The Lancaster China Catalyst Programme successfully achieved what it set out to accomplish in acting as a catalyst for collaborative partnerships between UK SMEs and Chinese companies and organisations, while providing an immersive educational experience for the next generation of international entrepreneurs through the M.Sc.II.

An independent evaluation of the programme has estimated the economic impact of the programme as follows:

• The delivery of benefits in the future would result in a Cost Benefit Ratio of 5:1 for the total investment (a return of £5 in economic growth as a result of every £1 invested).
• An estimated 23 jobs created in the UK at the end of the programme, with another 224 created within 5 years.
• A Gross Value Added (GVA) to the economy estimated as £2.4M at the end of the programme, with £21.8M within 5 years.
• The additionality of the support for companies is high at around 90% (i.e. businesses would not have undertaken these activities without the LCCP support, or it would have taken them longer, or activity would have been of a smaller scale.)

LCCP has also been widely used as a case study in reports and presentations at conferences helping to inform future directions for policy and strategy.