



The following are some examples of how students from the University of Sheffield supported UK organisations expanding their activities in China.

Mia Zhao (Chinese name: Xian Zhao): Graduate of Msc in Creative and Cultural Industry Management, the University of Sheffield, worked as a placement student for Patients 2 People Ltd. and then went on to work for the Department for International Trade in China

When Mia was studying at the University of Sheffield, she took part in the Sheffield China Gateway Scheme to support Patients 2 People Ltd. in exploring the China market. She carried out an initial desk-top market research, translated the company's marketing materials from English to Chinese, and accompanied the company on the trade mission to China in March 2016, acting as a coordinator and interpreter. Here is the feedback from the company:

This young lady, in my opinion has to be one of the Greatest Ambassadors for Sheffield College/ University, never have I met such a young and enthusiastic student, Mia is so professional in her approach to any given task, can clearly think outside the ranges required, able to manage the intricacies of the tasks put before her, with complete professionalism and utter confidence.

Lee Gillam

Associate Director

Patients 2 People

After she completed her placement and study at the University of Sheffield, Mia was employed by Department for International Trade, to work as the Senior Trade and Investment Officer, based in British Consulate-General Chongqing, China. Benefited from her placement experience in the UK's healthcare sector, she is now responsible for facilitating communications and business activities between the two countries, specifically for collaborations in the healthcare area.

Leanne Liu, Graduate of MA in Intercultural Communication, the University of Sheffield, worked as the Project Coordinator for China market for Yee Kwan Ice Cream to export products to China

Leanne started working for Yee Kwan Ice Cream in May 2015 initially as a part-time student intern while she was studying in Sheffield University. She proved that she was a great asset and continued to work for the company full time after she graduated.

Her job involved:

1. translating the company's marketing material and ingredients labels from English to Chinese
2. planning and implementing the company's China marketing campaign and IP trademark application
3. building strong working relationships with potential partners / customers in China
4. learning the process of manufacturing, logistics, sales and marketing of the products

Here is the company's feedback on her work:

Leanne had worked for the company for more than one year, she was responsible for developing and maintaining our international business in China, before unfortunately she had to leave the UK due to visa restrictions.

Throughout her employment she was a great asset to our small team, she demonstrated that she was a conscientious, enthusiastic, professional and loyal team player who really wanted to help us with growing our business in China.



She was self-motivated and innovative and was able to approach potential Chinese customers proactively with a professional manner, with her knowledge of Chinese language and intercultural communication skills.

Yee Kwan Chan

Managing Director

Yee Kwan Ice Cream Ltd.

Qingxuan Lin, Graduate of MA in International Political Economy, the University of Sheffield.

Went on to work for Global Recycling Metals Ltd. as a trader, responsible for exporting to China

During her work at Global Recycling Metals Ltd., Qingxuan carried out a market investigation to the Chinese non-ferrous scraps market and researched China's custom policies. Her work greatly contributed to the company's China market strategy. Here is the feedback from the company:

Your efforts have been fantastic thus far and we are confident that we have found an individual who can really push our business forward.

James Bowers

Managing Director

Global Recycling Metals Ltd.

Adam Lai, Graduate of MSc in International Management & Marketing, supported Cumulus Energy Storage on the company's trade mission to China

Adam took part in the Sheffield China Gateway Scheme when he was studying at the University of Sheffield and supported Cumulus Energy Storage Ltd. on their trade mission to China in March 2016.

I am very impressed with Adam's professionalism, dedicated support both prior and during the visit – he translated my business cards, including company name, into Mandarin. He also translated our single-page summary, so I could hand this to companies we visited in China.

Adam also educated me about business customs and Chinese culture, On a very practical note, he introduced me to Wechat and arranged taxis/tube/trains as required.

His help proved invaluable and I'm looking to continue working with Adam.

The Careers Service at the University of Sheffield's great support in the whole process made this internship possible. I would certainly recommend this service to other UK businesses."

Nick Kitchin

CEO

Cumulus Energy Storage Ltd.