

# German & Chinese Cooperation in Economics and in Academia

## 2nd Alumni Event at SISU in Shanghai, China



Prof. Dr. Zhang Honglin

On 21st March 2015, a second alumni event was held by the Bayreuth International Alumni Network for Former Researchers and Students on the SISU campus.

The long-standing and fruitful cooperation between UBT and SISU, in staff and student exchange, joint research and provision of dual programmes of study, made Shanghai the ideal location for the University of Bayreuth's Alumni Network to establish its Chinese hub. The Chinese Alumni Network came into existence in September 2009 on the SISU's campus, with the help of the university's German Studies department. At the opening ceremony for the project, Prof Dr Jiang Lulu, moderator of the dual programme "German/Economics", was named as network coordinator for China.

Looking back upon happy memories of the Chinese network's opening festivities, the University of Bayreuth decided to make plans for a second alumni event, this time centred on "German-Chinese Cooperation in Economics and in Academia". On the programme were such topics as "Trends and Careers in the German-Chinese Economic Landscape" as well as „Trends and Careers in the German-Chinese academic and science Landscape.“ Das Programm beinhaltete die Themen „Trends und Karriere im deutsch-chinesischen Wirtschaftsraum“ sowie „Trends und Karriere im deutsch-chinesischen Wis-

senschaftsraum“. A range of informed personalities were present and able to provide insight into and spark debate on these themes, including Ms Zhang Qianqian, project manager at the foreign chamber of commerce for China, Ms Susanne Günther from the DAAD (German Academic Exchange Service), Mr Alexander Prautsch, alumnus of the University of Bayreuth and financial adviser to PwC China and Dr Guido Rösler. Prof Zhang Honglin, head of SISU's international office, Prof Dr Chen Zhuangying, vice dean of the German Studies Department and Dr Heinemann, head of the University of Bayreuth's international office, all gave welcoming speeches. The alumni themselves also had the chance to speak about their own unique career pathways. More than 50 alumni took the time to reflect together on their private and work lives after their time at university, as well as of course to indulge in some nostalgia about good old times.

You can find more information about the event on our website: <http://www.international-alumni-forum.uni-bayreuth.de/>

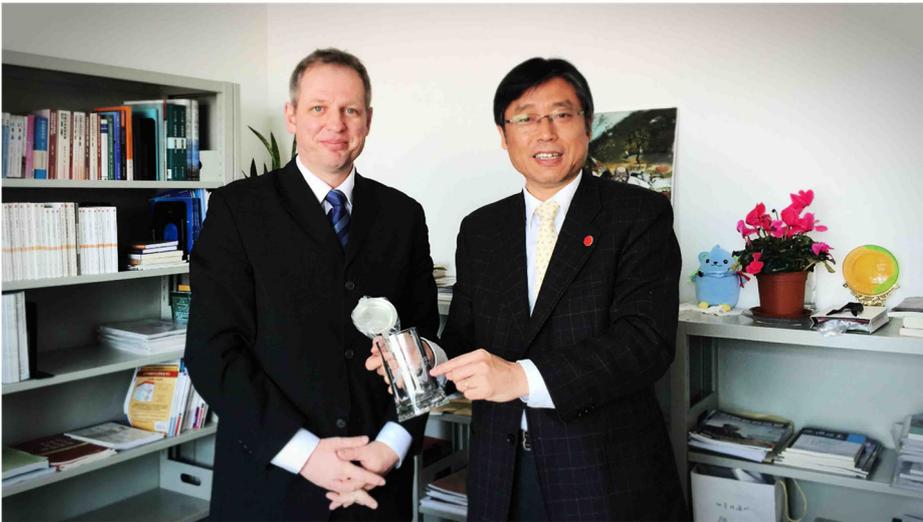
Source: SISU, Shanghai  
(The author is currently studying in her 4th year at the SISU German Studies Department)



Dr. Armin Heinemann, Head of International Office  
University of Bayreuth

## A Successful Partnership with the Shanghai International Studies University (SISU)

### Development of the “German/Economics” joint degree programme



Dr. Jiang Feng, SISU und Dr. Heinemann, University of Bayreuth

Early in the day on the 21st March, on SISU's Hongkou campus, Dr Jiang Feng, president of the Shanghai International Studies University (SISU), met with Dr Heinemann, head of the University of Bayreuth's international office and representative of its president. They reflected upon the successful partnership between the two institutions in providing a “German/Economics” joint degree programme and discussed the future direction the cooperation should take.

The joint programme, first planned in the 1980s and finally established in 1999, has over the more than 10 years since seen a great number of graduates with both excellent German proficiency and profound economic know-how, able to slip seamlessly into careers both in Germany and in China. The programme's success led in early 2015 to it receiving the official seal of approval for joint domestic/international degree programmes from the Ministry for Education.

This was much to the delight of the Dr Heinemann, head of the University of Bayreuth's international office, who also has high hopes for the future development of the programme. Students on the pro-

gramme will soon receive a Bachelors qualification from SISU and from the University of Bayreuth. Further cooperation in the provision of the masters level programme was also discussed.

SISU president Dr Jiang Feng also took the opportunity to introduce SISU's research work in Islamic and Middle East Studies. Dr Heinemann also talked about one of the University of Bayreuth's specialisms, namely African Studies, for which it stands at the forefront of academia in Germany and Europe. Both parties were adamant that further cooperation is on the cards.

Source: SISU, Shanghai  
(The author is currently studying in her 4th year at the SISU German Studies Department)