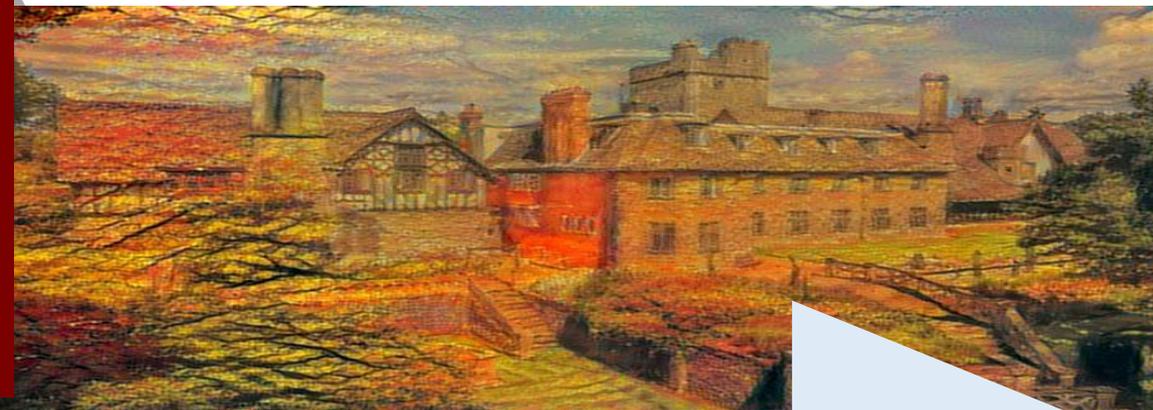




PHBS UK
Peking University
HSBC Business School

NEWSLETTER

**ISSUE 7
FEBRUARY
2022**



**Welcome Message from the new
Dean of PHBS
Prof Pengfei Wang**

21 September 2021 is a monumental occasion for everyone here at PHBS-UK as we are all gathered to celebrate the opening ceremony for AY2021-22. The past 18 months have been a challenge for many and this academic year we welcome the opportunity to gather and learn from each other.

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**A New Milestone of Collaboration
between PKU and LSE**

Peking University HSBC Business School (PHBS) and Confucius Institute for Business London (CIBL) at London School of Economics and Political Science (LSE) signed a Memorandum of Understanding (MOU) on January 19 to promote cooperation and advancement of international understanding in academic and executive education, marking the launch of a cooperative

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**PHBS-UK Inaugural
Hongmen Dialogue**

Language is a bridge of communication, a carrier that nurtures civilization, and a bond that connects all civilizations. In order to promote the Chinese culture, to share teaching and learning Chinese as a foreign language, and to promote the development of Chinese learning in the UK, PHBS-UK

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20
22

Welcome Message from the new Dean of PHBS Prof Pengfei Wang



Dear Members of the PHBS UK community,

Welcome all of you to the new academic year! We are thrilled to be a part of your exciting journey of learning and discovery. Whether you are a returning student or first-year, I hope that you will find unlimited opportunities to enjoy campus life by learning, exploring, and engaging together.

This academic year marks the 4th year of the UK Campus. Over the past few years, PHBS UK Campus has grown rapidly to become a centre of research and academic excellence, especially as the past 18 months have been a challenge for all of us. I am grateful to the faculty, staff, and students who have worked tirelessly and risen up to the challenges posed by the pandemic to ensure that the standards of teaching and learning are maintained. Your determination, strength, and perseverance are highly commendable.

Vital to the excellence, creativity, and innovation here at PHBS is our commitment to cultivating an environment of rich diversity inclusivity. I am very glad to see that

our international student community is represented by all of you, who come of diverse backgrounds and rich cultures, and who are joining us both online and in-person from all over the world. As we work together and encourage each other, we celebrate and embrace our differences. This is the core value of the PHBS community – Global



Insight. Together we can achieve great heights.

Thus, I am very pleased to welcome our international students at our UK Campus both in-person and online this semester for a hybrid form of teaching and learning. The plans for the UK Campus are based on the advice of public health experts and on all

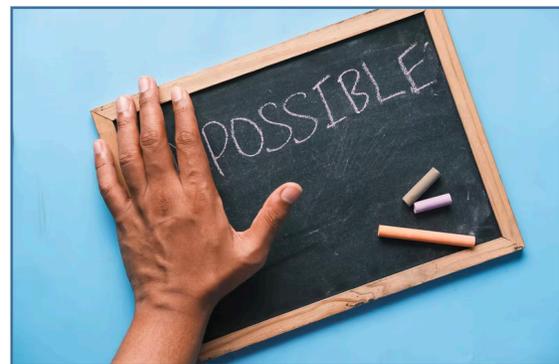
that we have learned last year from successfully reactivating research as well as in-person and online teaching across campus. This year, we aim to create the most enriching educational environment possible, by incorporating a hybrid form of teaching and learning, while at the same time prioritizing the health and safety of faculty, staff, students, and all those we encounter in the broader community.



As we enter into the new Academic Year of 2021/22, we are all reminded of the energy and potential we have when we study and learn together, both online and in-person. It is very heartening to see how the campus comes alive when the PHBS community, made up of a vibrant and creative community of people from all over the world and so many different cultures and backgrounds, can come together and experience all that our university can offer, both online and in-person. This can be evidenced by this very opening ceremony where we are joined by students and faculty online and in-person.

Online learning was a huge part of our lives the past 18 months and I truly appreciate the hard work undertaken by the faculty, staff, and students in overcoming these challenges. It was a learning experience for us all. As we move into a new era of hybrid teaching and

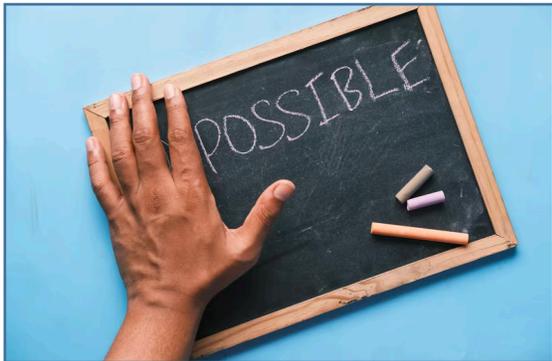
learning, I am eagerly anticipating what we can achieve when faculty and students return to the classroom as well as incorporating and sharing their teaching, learning, and research online. Our gradual return to this new form of teaching and learning will be strengthened by our determination and resilience that was built from remote working, teaching, and learning. It was a steep learning curve and I am heartened to see that the PHBS community came out so much stronger. By merging new educational tools and technological innovations with our on-campus and online resources, I am sure that we will be able to further stimulate learning and collaboration across the university and between both Shenzhen and UK Campuses. One thing that the pandemic has shown us is that with determination and perseverance, we can overcome all challenges and come out on top.



From the beginning of the pandemic, the UK campus has shown both an enthusiasm for on-campus teaching and an ability to keep the rates of COVID-19 amongst staff and students extremely low. At the same time, I know that the uncertainty of the pandemic and its challenges have taken a toll on every one of us. The return to campus for all those who have been away for the year can bring about new challenges. I urge you to learn

about and use the student welfare resources that the UK campus has put in place.

Although we all look forward with excitement to the eventual return to in-person teaching and learning, the fluid nature of the pandemic might again require us to adjust our teaching and learning. Last week, the UK government has updated their plans in tackling COVID-19 in the autumn and winter periods. As you read the news, rest assured that PHBS UK Campus will be ready to modify their policies as needed to safeguard your health and the general public's health.



The UK Campus has implemented many actions to promote the safety and welfare of the community, such as visitor policy, vaccine policy, as well as arrival COVID-19

testing for students, and ongoing testing for all students living in congregate housing.

I am grateful to the faculty, staff, and students who have worked tirelessly to ensure that PHBS can continue to engage in education, research, scholarship, preservation, and practice of the highest caliber despite the challenges of an ongoing pandemic. I hope that you will join me in welcoming the new academic year with gratitude for the strength, determination, and resilience of the PHBS community. I hope that you are all filled with excitement about the prospect of being able to support each other both online and in-person, and finally, I hope that you will join the PHBS community this academic year with a dedicated commitment to safeguarding our community's health.



Campus Events

Opening Ceremony for AY 2021-22 and Mid-Autumn Festival Double Celebration

21 September 2021



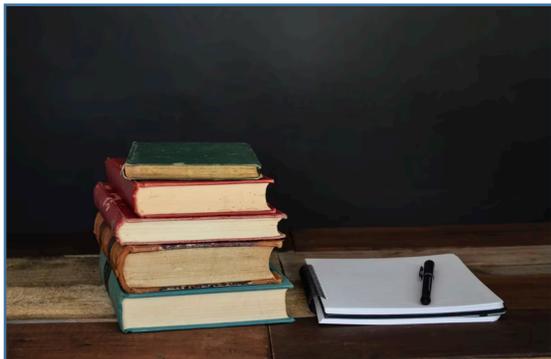
The 15th day of the 8th month on the Lunar calendar is always a day of great celebration in China for millennia. It is a time of gathering and thanksgiving for a bountiful harvest. This tradition of thanking the gods for a bountiful harvest on the first full moon in autumn is not unique to China and this tradition of mid-autumn celebrations is celebrated by many Asians and international friends alike. This year, it falls on 21 September 2021.

Coincidentally, this date falls on the second week that we welcome our international MA students and MBA students back to campus for the AY2021-22. The past 18 months have been a challenge for many – staff and students alike - and this academic year

where we could all meet together in person and learn from each other together. Thus, on this mid-autumn afternoon, we give thanks for the opportunity to gather as one family to welcome our new students to the new academic year.



The opening ceremony was one filled with excitement and elation, mixed with a strong sense of grit and emotion. It is the first time gathering in the lecture hall as one family since the pandemic began in 2019. And we have come a long way since then. As Prof Pengfei Wang, Vice-chancellor of the Shenzhen Graduate School has aptly put, as we welcome the new Academic Year with zeal and excitement, we must always bear in mind the lessons that we have learnt in the past 18 months, and remind ourselves of the determination and strength that we all inherently possess as we rise up to meet new challenges and overcome new obstacles in the new year. We have all come to realise how fluid and quickly things can change and it is with the spirit of perseverance that is inherent in all of us that we can learn to adapt and change.



Students are the future leaders of the world, and as students from one of the most prestigious universities in the world, all the speakers at the opening ceremony – faculty, business mentors, research sponsors – have one take home message for them: they are here to learn to change the world for the better. Our faculty representative, Dr Domenico Tarzia encouraged them to utilize their strengths to learn how to make the world a better place. As international students in a highly globalized world, it is up

to them to show the world how we can all work together as one for the betterment of mankind.



Our business mentor, Dr Baoli Zhao echoed this message. He encouraged all the students to innovate, to keenly observe our surroundings, spot the problems, and take the opportunity to make it a better place. Despite our fortunes and successes, there are billions of people who are under the poverty line. Dr Zhao encouraged all students to take the opportunity to spark their entrepreneurial skills, develop their creativity, and seize the chance to expand their talents to make the world a truly global and equal one for all.



Our visiting professor and research sponsor Prof Andros Gregoriou echoed this message by announcing the award of a PhD

scholarship sponsored by the company he has co-founded – Evai. Evai is the world's first decentralized cryptoset ratings platform that was founded from his research. Truly the epitome of how research can benefit the world around us. Prof Gregoriou encouraged our students to apply for the PhD scholarship and use their talent and creativity to innovate the world around us.



Finally, the Head of Campus, Prof Guy Liu, sent home the message to all of our students. He reminded them that as students from Peking University, the first University in China that was established to reform the Chinese educational system and in itself China, it is the inherent task of all students to make sure that they carry on the mantle of this great responsibility – to take what they learn to make themselves a better person, to make their community a better place, to make their home country a better place, and finally, the world a better place. Nothing summarizes this better than the Chinese adage, 修身齐家治国平天下.

As we segue to the early evening, everyone is gathered in the Great Hall for our mid-autumn festival celebrations. Staff, students, and invited guests milled around in the Great Hall and the outside gardens. There were

jokes about expecting to see the zoom background images behind us as we speak to each other in real life, or the fact that we can't mute ourselves or others anymore. That last joke set everyone off to a big round of laughter.



It was truly a lovely sight to behold, everyone interacted with a respectable social distance and with the eagerness of interacting in-person. It is truly a great step forward as we embrace the challenges of the new year and the hope that the pandemic will be behind us. It was an event filled with mirth and laughter as staff and students whom we all communicated with online for the past 18 months were finally all in one room together in person.



As we move into the new Academic Year, we take with us the many lessons learned from the past 18 months and we aim to embrace the new opportunities ahead of us with vigor and face any challenges with perseverance and determination.

We at PHBS-UK wish one and all a very happy Mid-Autumn Festival and we look forward to a year filled with fun and excitement!



The New China Began 72 Years Ago

A Tea Reception on the National Day of China

1st October 2021

On Friday 1st October Professor Liu invited us all to have a Tea Reception with him and the PHBS-UK staff to celebrate Chinese National Day in the Hall of the Campus. All countries have their own National Day or National Day to commemorate. Today is China's National Day.

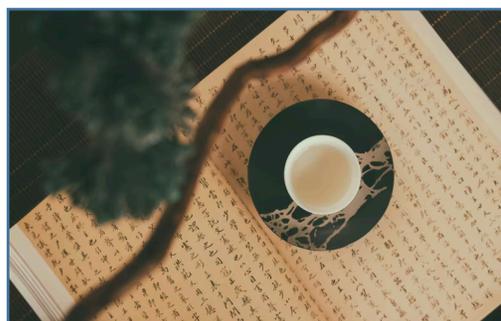


“Chinese people are grateful for the New China, founded 72 years ago, that has changed the history of China”, said Professor Liu, who gave a talk explaining the history and significance of the National Day of China. He also went on to explain to us how the Chinese people generally commemorate the formal proclamation of the establishment of the People's Republic of China, which is celebrated annually on the 1st October, followed by a week of national holiday, commonly known as the Golden Week. Festivities and concerts are usually held nationwide on this day, including fireworks and cultural events.

Professor Liu gave a very interesting talk, and it was a great opportunity for all of us to

learn about China's National Day. We finished off listening to the song 我和我的祖国 (My Motherland and I), a song generally played during the Golden Week, and well-known by all Chinese nationals.

The event ended with light refreshments, where we were able to enjoy a cup of English tea with Chinese sponge cakes – a fusion of two cultures, very much like our campus! The event also gave us the opportunity to socialise with members of staff and fellow



students. Thank you PHBS-UK for giving us the opportunity to learn more about China and its culture



A New Milestone of Collaboration between PKU and LSE

19 January 2022

Peking University HSBC Business School (PHBS) and Confucius Institute for Business London (CIBL) at London School of Economics and Political Science (LSE) signed a Memorandum of Understanding (MOU) on January 19 to promote cooperation and advancement of international understanding in academic and executive education, marking the launch of a cooperative program “PHBS-CIBL International MBA.”



The signing ceremony at PHBS, Shenzhen (from left to right, Associate Dean Ouyang Liangyi, Founding Dean Hai Wen, Dean Wang Pengfei, and Associate Dean Zhang Fanshan)

As China becomes increasingly appealing to companies trying to expand internationally, there is a growing demand for the mastery of knowledge on China. Thus, the cooperative program is well designed to offer opportunities for corporate executives, government officials, business practitioners, and private entrepreneurs to develop their

connectivity in China and leadership capability in business management.

Hai Wen, vice chairman of Peking University Council and founding dean of PHBS, highlighted the significance of this endeavor, “PKU and LSE, in particular, have a long history of cooperation in research and education programs. With the opening of our UK Campus in 2018, and now the signing of this MOU with LSE, this is definitely a clear sign of how we are continuously building bridges of mutual understanding and learning!”

“This partnership is going to strengthen the learning and sharing opportunities so that we can understand better our languages and culture,” remarked Dilly Fung, pro-director for education of LSE, referring to the school’s global commitment and enormous potential of this new program.



Representatives attend the online



The MOU was jointly signed by Professor Wang Pengfei, Dean of PHBS and Dr Catherine Xiang, UK Director of CIBL at LSE. According to the MOU, both sides will provide in tandem a two-year part-time postgraduate study program in business management and Chinese culture and language, integrating management and entrepreneurship studies with in-depth knowledge and understanding of Chinese culture and business. Students admitted into the program could not only take PHBS MBA courses, but also develop proficiency in Mandarin Chinese and intercultural communication expertise. The program will run in the evenings and weekends in London, UK.

Upon meeting the graduation requirements of PKU, graduates will be conferred with a PKU degree of Master's in Business Administration (MBA). After completion of the requirements for CIBL, the Certificate of Chinese Language and Culture for Business (CLCB) will be awarded alongside a Hanyu Shuping Kaoshi (HSK) qualification in accordance with students' Mandarin level. By the end of their studies, graduates will be equipped with professional management skills and language proficiency to better

navigate their careers in ever-changing business settings.

“Our graduates are equipped with a globalized business sense and a Chinese focus. With this new program with LSE, it is my hope that we can continue to develop this dedication, to transform business education, and to empower our graduates from home and from abroad,” said PHBS Dean Wang Pengfei, looking forward to the bright prospect of this partnership.

Paul Kelly, chair of CIBL academic steering committee, added that “the program is unique in that it combines the study of mandarin language which is increasingly common in UK and global leading universities, with business insights and cultural communication.”

Since HSBC serves as one of the founding corporate sponsors for CIBL as well as a key partner for PHBS, Rebecca Leung, director of Greater China affairs, HSBC, spoke highly of this new partnership, concluding: “This new collaboration between PHBS and LSE marks another important milestone. It opens a new chapter of university-to-university collaboration in the global dimension for benefits of UK-China communities.”



About PHBS UK Campus of Peking University



With its main campus located in the thriving and entrepreneurial city of Shenzhen, China, PHBS has taken a bold step to open a new campus in 2018 at Boars Hill, Oxfordshire, United Kingdom. The UK campus presently offers Master of Finance, Master of Management, international MBA programme (iMBA), and short-term visiting study programmes, all of which are designed to focus on professional knowledge of China's economy, financial market and corporate management.

About CIBL at LSE



The Confucius Institute for Business London (CIBL) is a non-profit educational partnership between LSE and Tsinghua University. It was launched in 2006 with five sponsoring companies: HSBC, BP, Deloitte, Swire and Standard Chartered. Specialising in business communication, CIBL helps London business communities to learn Mandarin and to develop their understanding business cultures in China. Alongside delivering business Chinese classes, CIBL also hosts a number of events offering insights into UK – China commercial relations. Most of these events are open to the general public. The range of courses CIBL provides includes its executive programme Chinese Language and Culture for Business (CLCB), in company Business Chinese classes, HSK preparation and bespoke 1-2-1 teaching and events.

Student Events

Walking Tour of Oxford City

Oxford Stories – A Town of 900 years

After arrival of Oxford about 3 weeks, which was Wednesday 15th September 2021, the UK Campus of Peking University HSBC Business School organized a walking tour to the City of Oxford for us.



Oxford has it all. A university that dates back to the 11th century, magnificent sandstone architecture and the kind of scenery that means you can't help but snap away with your camera.

The tour introduced us to many of Oxford's famous colleges and university buildings.

There are 38 Oxford University colleges and six permanent private halls in the university alone. They're dotted all over the city, some closely grouped together, others further out.

Some of the highlights on the walking tour included **Christ Church College** and **Christ Church Meadows**, which is owned by the college. **The Sheldonian Theatre** which is used for the university's matriculation and graduation ceremonies. **The Bodleian Library**, one of the oldest libraries in the UK and is also one of the biggest. **The Radcliffe Camera** which is an iconic landmark and is linked to the Old Bodleian Library by the underground Gladstone link. **University Church of St Mary the Virgin**, this has been a church on the site of St Mary's for over 1,000 years.

At the end of the afternoon the tour finished with a group photo.



Learning Culture from the Heart of England

On Sunday 19th September PHBS UK Campus organised a trip to the Cotswolds with the Student Experience & Support Manager, Ms Jacqueline O'Brien.



The Cotswolds cover a huge area, almost 800 square miles and runs through five counties Gloucester, Oxfordshire, Warwickshire, Wiltshire, and Worcestershire.



We started the tour in **Bibury**, which is a short drive from the capital of the Cotswolds, Cirencester in Gloucester. Bibury is a charming village which has also been described as “the most beautiful village in England” We visited Arlington Row originally built in 1380 as a monastic wool store, which was then converted into a row of weavers’ cottages in the 17th Century. A group photo

was called for outside the cottages.



From Bibury, we then stopped off at **Burford** - a town on the River Windrush. Burford’s main street slopes gently down to the river and is lined with old houses and ancient cottages and many shops all of which appear little changed since Tudor times. There were wonderful little side streets to explore, old pubs, tea, and antique shops. We decided to stop here for some lunch before heading off to another Cotswold’s town - Bourton-on-the-Water.



Bourton-on-the-Water is known as the Venice of the Cotswolds and is famed for its five stone arched bridges, meandering streams, and waterways which cut their way through the town. They also have a model

village which is an exact replica of the town, and a motoring museum packed with classic & vintage cars. We spent some time here exploring the town and walking along the river. We even treated ourselves to an ice cream cone! Of course, another group photo was taken in the picturesque town.



After leaving Bourton-on -the-Water we then drove through the villages of **Lower Slaughter & Upper Slaughter** which is only accessible via narrow lanes, stopping briefly

to take photos before heading on to our final destination Stow-on-the-Wold.



Stow-on-the-Wold is a historic market town and many years ago when the Cotswold wool industry was at its height, Stow was famous for its huge annual fairs where as many as 20,000 sheep were sold at a time at the busy market square. The square is now mainly used for parking. This was our final stop before heading homeward bound to Oxford.

International Students Pizza and Quiz Night

An in-house quiz competition was organised on the evening of Wednesday 13th October for the students. The evening started at 6pm, with pizza and refreshments generously provided by Professor Liu.



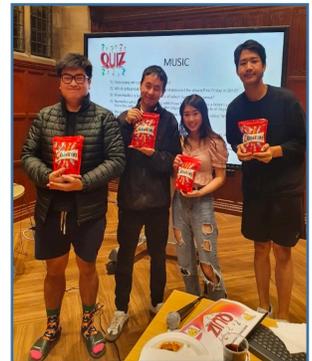
The quiz was run by Student Experience Manager, Jacqueline O'Brien and it consisted of 6 rounds which covered topics ranging from Photo, General Knowledge, Around the world, Films, Food & Drink and Music.

There was a total of 5 teams, each with 4 members, and creatively the students came up with their own interesting team names - **The Spice Girls**, **Italians do it BETTER**, **Team Alpha**, **Come here for Pizza**, **Bao Zis**.



Whilst devouring our pizza, we had the first round of the competition which was "Name the Photo". There were 12 famous faces we had to name, and it was funny how we didn't recognise them in the photos! After the barrel of laughs, we went on to round 2, consisting of ten questions on General Knowledge.

The competition was intense. After the 3rd round of questions, **Come here for Pizza** were leading in 1st place with 30 points, closely followed by **Team Alpha** securing 29 points and **Italians do BETTER** one point behind with 28 points. We continued with the next 3 rounds eagerly before a break and results were declared.



Once the scores were in, **Bao Zis**, the dark horse of the competition had made a comeback from 4th position to be declared the winners on the night with 55.5 out of 62 points. Prizes were handed out followed by a team photo. Second place went to **Come here for Pizza** and third place went to **Team Alpha**. The quiz competition was lots of fun, laughter and overall, a huge success.

Chinese Music Seminar at St Hugh's College

On Tuesday 19th October, some of our international students attended a Chinese Music Seminar at St Hugh's college in Oxford. The event was organised between Student Experience Manager Jacqueline O'Brien and PKU-Oxford University Student Liaison Officer Sirui Ning.

At 7:10pm on arrival at St Hugh's college, the students were met by Sirui, who welcomed everyone warmly before giving the students a tour of his college and then heading over to the University of Oxford's China Center for the seminar.



The seminar held in the Louey Seminar Room was hosted by Ms Cindy Ma. Cindy is a first-year student studying music at St Hugh's College, Oxford University and has been studying music for 14 years. Cindy is interested in ethnomusicology, composition, and the music psychology. Cindy is incredibly talented; she can play the piano, flute, and she can also sing very well.

Cindy first gave our students a brief introduction and told us that she was very proud and honoured to be able to introduce Chinese traditional music and engaged in a discussion of the similarities and differences between Chinese traditional music and western art music with our students.

During the seminar, Cindy also selected several representative Chinese musical instruments, such as the Guzheng, Erhu, Chime, to introduce them – their sounds and structure - to our students, and then she finished off by playing a selection of music videos which are representative of traditional Chinese instruments and Chinese music composition to enable the students have a unique and personal understanding of Chinese traditional music encompasses and entails.

Cindy's seminar opened our students into the wonderful world of traditional Chinese music, and this interest was clearly demonstrated when our students enthusiastically asked her a variety of questions ranging from instrumentation, orchestration, and composition.

After the seminar, our Student Liaison Officer offered to take the students to visit the college library, college bar, student common room and chapter to enable the students to experience the unique history, culture, and atmosphere of a quintessential Oxford college.

Spooktacular Culture Experience

Halloween at PHBS-UK

On Friday 29th of October a Halloween party was organised on Campus for the students in the school's library.

Halloween (or All Hallows' evening) is a celebration observed by many countries on 31 October, the eve of the Western Christian feast of All Hallows' Day – a time in the liturgical year dedicated to the remembrance of the dead, which includes saints (hence the name Hallows), martyrs, and all the ones who have departed.

One theory suggests that Halloween traditions were rooted in pagan rituals and were greatly influenced by Celtic harvest festivals, such as the Gaelic festival of Samhain – a festival marked by gatherings, feasts, and the opening of ancient burial mounds. Souls of the dead were believed to revisit their homes seeking hospitality. Traditionally, Samhain would see people lighting bonfires, and going door to door in costume reciting verses in exchange for food. Donning costumes were seen as a way of either imitating, and/or disguising oneself from the pagan spirits or fairies. Over time, Halloween has evolved into a day of activities, a gathering of friends, spooky parties, and keeping with tradition, donning costumes and trick-or-treating. To celebrate this ancient festival, and to share with all our students the huge variety of cultural traditions and activities that are an integral part of student experience here on Campus, we hosted a Halloween party so that they could personally experience the

cultural traditions of Halloween. Excited, many of the students came dressed in creative and spectacular costumes – vampires, mummies, witches, and fairies - which during the night, helped to create a truly Halloween-ish atmosphere.

Thanks to our student experience and welfare manager, Ms Jacqueline O'Brien, the library was completely transformed with spider's webs, skeletons, witches, bats, rats, pumpkins and flashing lights. No decoration effort was spared to make the library shine with horror!

The party activities included Pumpkin Carving, Mummy Wrap & Pass the Malteser. The students had great fun and a barrel of laughs, as you can see in some of the pictures taken on the night.



PHBS-UK Photo Competition

Coming to the UK and being a student in PHBS UK will definitely be an unforgettable experience.

To capture this, we held a photo competition for all the new students to be able to show their first impressions of the UK and life at PHBS UK – What they felt, first impressions, feelings, cultural shocks, nice moments, unique places, new traditions, all of which can be a very special way to pay tribute to their adventure.

The competition ran from when the students first started in September until 31st October and the winner was announced on Wednesday 3rd November. The prize for the competition was £50 in Amazon vouchers kindly provided by Professor Liu.

A judging panel was then asked to individually select a photo that they thought most fitted the criteria. The winner was then announced!

The winning student was ROBERTA LAZZERI with her photo and paragraph ‘new beginning’s’

There is always something fascinating about a new beginning, and this time even more. After more than one year of online classes we had the opportunity to start our master’s program in the PHBS UK campus. Being here, surrounded by nature and amazing friends gives me a sense of peace and gratitude. This picture represents a new beginning, our new beginning.



2021-22 PHBS-UK Seminar Series

Navigating the Cryptocurrency Market Using Unbiased AI and ML

AY2021/22 Seminar 1
29 September 2021

In answer to the changing educational landscape during a pandemic, PHBS UK campus rises to the challenge and is adopting a unique hybrid teaching structure. Our students both on campus and those having to stay in their home countries due to the pandemic, is able to attend live classes and seminars, as well as being able to engage with the lecturers and invited speakers.



The first hybrid seminar of AY2021/22 kicked off with a very engaging talk by our research partners Evai. Evai is the world's first unbiased and decentralized cryptoasset ratings platform and is also Peking University HSBC Business School's research partner. Evai has donated £25,000 pounds towards our research fund this year and has also sponsored a PhD Scholarship towards the studying of the use of AI and ML and their role in cryptoassets ratings. Joining the

PHBS-UK family today are CEO and founder of Evai, Mr Matthew Dixon, Chief Research Officer and co-founder of Evai, Professor Andros Gregoriou, and Evai's Communications Manager, Mr Nick Hamilton.



With the strides that technology has made, the staff and students had the pleasure of having Matt joining the seminar via Zoom from Evai's offices in Dubai. Matt's expertise bridges the worlds of traditional finance and cryptocurrency. Before founding Evai in 2019, Matt had designed and implemented Algo Trading funds that were regulated by the FCA. After studying his Finance & Investment MSc at the University of Brighton in 2018, and subsequently meeting Prof Andros Gregoriou, he founded Evai and has

overseen its development and funding rounds which have raised over \$5 million.

Having with us in person at the seminar is Professor Andros Gregoriou and Nick Hamilton. Prof Andros is no stranger to us as he has been a visiting professor with PHBS-UK for the past 3 years. Prof Andros is also the professor of Finance at the University of Brighton. He has written over 100 peer reviewed academic papers and his research has formed the foundations of the Evai.io platform. Prof Andros leads the Ratings Research team at Evai and is one of the original founders.



Nick is Evai's communications manager and he has a wealth of experience in PR and marketing which saw him developing global campaigns on behalf of leading brands like Adidas, Coca-Cola, Heineken, Vodafone, and Jaguar and Land Rover. He joined Evai in early 2020 and has been working closely with Matt, Andros, and the wider marketing team to build the Evai brand and grow its global community.

The seminar was a very interactive and engaging one. Matt gave a very enlightening overview of Evai and what the Evai ratings platform can help investors avoid the pitfalls within the cryptosphere and how they can use the Evai ratings platform to identify

valuable assets in the emerging marketplace. Crucially, Matt pointed out that the 2008 financial crisis was caused by a failure of financial ratings – incorrect ratings and human bias resulted in a global economic crisis. As a result, Matt pointed out how AI and ML have evolved to remove human bias and emotional trading. This is the fundamental principle behind Evai's ratings platform – it is decentralized unbiased. An impartial ratings platform based on a multi-factor AI and ML model without human intervention is born.



Prof Andros then presented the research that powers the ratings platform. He explained the Multifactor Model and how it feeds into the AI and ML. Using Evai's Cryptoasset Rating Criteria, Prof Andros used examples of cryptocurrencies like Bitcoin, Ethereum, and Solange to illustrate how each different factors in the Multi-Factor Model contribute to the ratings system.

For the final part of the seminar, Nick took the staff and students through on how to register onto the Evai's ratings platform and how to navigate around the platform – such as putting one's favorite cryptoasset on the homepage. In addition, thanks to Evai's generosity, the marketing team have put together a promotion for the students, staff,

friends and family of PHBS – 100 \$50 Evai tokens to use as they wish. Nick also took the audience through how to set up a trust wallet and how to redeem their Evai tokens.



It was a very enlightening session on how cryptoassets are rated on the Evai ratings

platform and it is a very informative session as our staff and students asked the Evai team many questions that ranged from the prediction of black swan events in the cryptosphere to the possibility of AI and ML taking over human input in investing and trading. We at PHBS-UK thank the Evai team for their time and kind generosity and we look forward to welcoming them back for another seminar soon!



The Role of Innovative Entrepreneurship in Economic Growth

AY2021/22 Seminar 2

6 October 2021

For our second hybrid seminar of Academic Year 2021/22, we had the pleasure of having Dr Baoli Zhao speak to our staff and students on the topic of “The Role of Innovative Entrepreneurship in Economic Growth”. Dr Zhao is no stranger to us. He has previously given a webinar to our students last academic year. This year, for our new and returning students, we have him back on campus in person with a new role with PHBS-UK – MBA Business Mentor - to give a seminar for our students and to have a business mentorship session with our MBA students.



Dr Zhao is the founder and Managing Director of Allsee Technologies Ltd, a manufacturer of Digital Signage Displays. The company was awarded the Queen's Award for Enterprise in Innovation in 2017. The company has been recognised for their flexible all-in-one Digital Signage solution that allows users, regardless of budget and IT resources, to implement future-proof commercial displays in a diverse range of settings. Their innovation makes Digital Signage accessible to everyone, allowing

small businesses to promote their services and products in an exciting and dynamic way.

Dr Zhao is a mentor at Oxford University Innovation to help the university spin-outs with Intellectual Property, new venture creation, investment raising and technology marketing. Dr Zhao is also an Ambassador of the Be the Business movement that was established to bring together companies large and small and make the UK home to the most ambitious firms in the world. Dr Zhao holds a PhD in Speech Recognition from Nottingham Trent University and has just completed his EMBA studies from Saïd Business School, University of Oxford.



During this webinar, Dr Zhao actively engaged the students and explored the reasons why innovative entrepreneurship is essential for economic growth. Beginning with the basics of the driving factors of

economic growth this talk will delve deeper into the definition of innovation and arbitrage in relation to entrepreneurship. Dr Zhao used concrete examples from the car industry, such as Mercedes Benz, as well as the computer industry, such as IBM and Apple, and to demonstrate why innovation is integral to the growth of the company and as a happy consequence, the resultant economic growth from such entrepreneurial innovation.



Using examples and hypotheticals, Dr Zhao also engaged the students in a case study. In doing so, demonstrating why innovation is fundamental for entrepreneurs. For Dr Zhao, no answer is a wrong answer and a problem is always an entrepreneurial opportunity. Dr Zhao encouraged all students to be observant and turn adversity into challenges that drive innovation.

Finally, Dr Zhao discussed how universities can support pioneering start-ups and encourage entrepreneurial ideas amongst our students. Dr Zhao suggested that universities can start engaging with industry to provide funding opportunities and mentorships for students – much like what

PHBS-UK is doing for our students. Ideas need to be encouraged and incubated. While entrepreneurship needs capital and labour, proper guidance and support need to be given so as to support our budding entrepreneurs. The future is in our universities and we need to do our best to encourage it.

After the seminar, Dr Zhao had lunch with our students in the Common Room and shared his personal insights on what entrepreneurship means to him. After lunch he also spent an afternoon talking to our MBA students about their upcoming field study at his company Allsee Technologies as well as discussing with the MA students their academic and career goals.

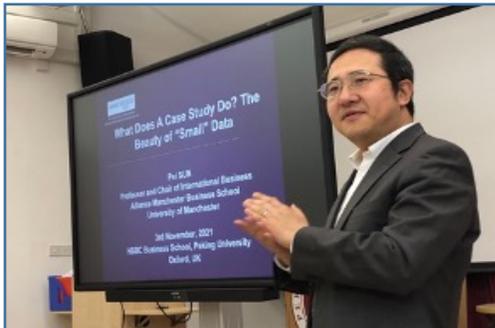
We thank Dr Zhao for his time and for an invigorating and stimulating seminar. He has certainly given our students much food for thought and we thank Dr Zhao once again for being our MBA Business Mentor so that our students would be able to continue to learn from Dr Zhao!



What does a Case Study Do? The Beauty of Small Data

AY2021/22 Seminar 3
3 November 2021

On Wednesday, 3 November 2021, Peking University HSBC Business School – UK Campus (PHBS-UK) had the honour of having Professor Pei Sun, Professor and Chair of the International Business at Alliance Manchester Business School (AMBS), University of Manchester, here with us to talk about the importance of case studies and the beauty of small data.



Professor Sun received his BA (Economics) from Peking University, Beijing, China and his PhD in business economics and strategy from Judge Business School, University of Cambridge, U.K. Before joining AMBS, he was a Professor of Economics and Strategy at the School of Management, Fudan University, China. His research interests include corporate governance and nonmarket strategy, with a particular focus on how foreign and domestic firms manage and exploit institutional complexity and changes in emerging economies. He is senior

editor of Asia Pacific Journal of Management and associate editor of British Journal of Management. He serves on the editorial boards of Academy of Management Perspectives, Corporate Governance: An International Review, Journal of International Business Studies and Journal of World Business. He has published papers in renowned academic journals such as Academy of Management Journal, Academy of Management Perspectives, Cambridge Journal of Economics, Economics Letters, Journal of Business Ethics, Journal of International Business Studies, Journal of Management, Journal of Management Studies, and World Development. He is a frequent commentator on Chinese economic and business issues in both Chinese and global media (e.g., China Business News and Financial Times), and has provided policy advice and consulting service to numerous multinational and domestic companies in China.



8 Paradoxes of Agile Leadership

AY2021/22 Seminar 4

24 November 2021

On the morning of 24 November 2021, the staff and students of Peking University HSBC Business School – UK Campus (PHBS-UK) had the pleasure of having with us the multi-award winning executive coach and founder of ACESENCE, and #1 international best-selling author, Ms Chuen Chuen Yeo, give a webinar on “8 Paradoxes of Leadership Agility: How to lead and inspire in the real world”.



Ms Yeo was named the “Best Agile Leadership Development Coach” in Singapore for two years running, both 2020 and 2021 by Vision Magazine. She has over 1500 hours of coaching experience and she has coached senior leaders from Fortune 500 companies from over 40 countries. Ms Yeo’s focus on agile leadership has made her a highly sought after strategic partner in the business world. She is also one of the very few Singaporeans accepted by the Forbes Coaches Council. Thus we are very honoured to have Ms Yeo here to give us more insights on agile leadership as well as sharing with us her insights which inspired her award winning book, “Navigating the 8 Paradoxes

of Leadership Agility in a Complex Business World”.

Leaders are expected to respond decisively, with clarity and confidence no matter the challenges. We all know what kind of leaders we do not like to work with, their bad habits and pet peeves. However, how do we know that we are not becoming the very leaders we despise? How do we learn to be agile leaders? In the webinar, Ms Yeo shared with the students how every leader can accelerate their growth, be more effective through using the Re4 Coaching Model which she developed herself. What is interesting about the Re4 Coaching Model is an approach where individual leaders reach solutions that work uniquely for them.



Leadership is not just in the working context but also in our daily personal lives. Ms Yeo also shared with us her insights, particularly for those of us who want to be different and effective agile leaders - personally and professionally, and how to bridge the gap between leadership theory and practice. To

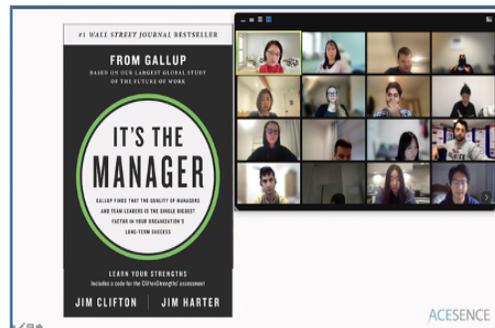
quote Ms Yeo, “Agility is about the ability to flexibly navigate uncertainties and complexities while maintaining a sense of ease and authenticity.” (pp. 2).



To be relevant and effective, it is no longer enough to follow age-old models of “great” leadership, to study Sun Tzu’s Art of War, follow examples of Machiavelli’s Prince, or glean insights from studying world famous leaders. Ms Yeo shared with our students that to be a relevant leader of the modern world, we need to constantly re-examine our assumptions. To be an agile leader, we must challenge and test the relevance of our assumptions, to update or to redefine past definitions of management. The world is a dynamic place that is constantly changing and updating. As leaders, we need to be continuously improving ourselves, updating our knowledge and be agile to deal with the challenges that we face everyday.



In the webinar, Ms Yeo led a very interactive session where our students were asked to answer questions on what they think about agile leadership focusing on the 8 paradoxes that she outlined in her book, namely: 1. Task vs People; 2. Individuals vs Teams; 3. Self vs System; 4. Leading vs Following; 5. Bottom-Up vs Top-Down; 6. Executing vs. Inspiring; 7. Enforcing vs Empowering; 8. Principled vs Adaptable.



The students raised numerous questions related to the 8 paradoxes and Ms Yeo practiced and exemplified with the students the different authentic scenarios related to the 8 paradoxes, using new interactive software such as Slido – an online polling platform, which increased audience engagement and interaction. The use of Slido was a stroke of genius by Ms Yeo – it was a relatively new platform and not many of our students know how to use it. Through its implementation in the webinar, it was a clear example of how we can challenge our original assumptions about the use of a new piece of technology, how we respond and use it, and how we make it work – very similar to the ethos of leadership agility!

The webinar was indeed a very informative session where we all learned about how we should read the situation and adjust our thinking and methodology before reacting – the very essence of agile leadership! At the

end of the webinar, Ms Yeo very kindly offered all our students who have read her book and attended her seminar an online accreditation – the Intermediate Credential in Agile Thinking and Leadership.

What's Next?



01. Start from Talents, Finish with Strengths
02. Take the foundation course in Agile Thinking and Leadership
03. Notice each paradox one at a time



PHBS-UK thanks Ms Yeo sharing her knowledge and expertise with us and we hope that we can all apply different aspects of agile leadership in our daily endeavours and strive to be agile leaders in our every day life!

The Future of Social: China and Beyond

AY2021/22 Seminar 5

1 December 2021

Talk to anyone these days and ask them about social media and social media influencer marketing, you receive a myriad of responses – ranging from the disdain and resignation, to wild enthusiasm and eagerness. The concept of influencer marketing is not new but it has become wildly popular in the past few years, especially during the pandemic where everyone is turning to online shopping. However, as the world around us become more technologically advanced, what is the place of influencer marketing in the new epoch of technology?



Metaverse was the biggest thing in 2021 and will be the thing of the future, with tech CEOs like Mark Zuckerberg of Facebook or Satya Nadella of Microsoft talk about it being the building block of a new form of social communication, where everyone would be using digital avatars, virtual reality, and AI to communicate and to interact. What is the future of influencer marketing in the metaverse?

To answer these questions, we here at PHBS-UK were very honored to have Mr Arnold Ma, Founder and CEO of Qumin coming back to PHBS-UK, this time in person, to give our staff and students a seminar on 1 December, 2021 on how the future of social media marketing, using China as an example, illustrating how social media marketing is turning away from influencer/Instagram-based model to a content driven model of marketing.



Arnold is no stranger to the PHBS-UK community. As we all know, he is a prolific speaker, writer, podcast host, and of course, the founder of Qumin, Europe's first Chinese digital creative agency. The official line is that 'Qumin delivers creative marketing campaigns based on Chinese audience behaviors'. However, over a steamed bun in Camden Town, Arnold will tell you that his bigger purpose in life is to 'Open the World to China'. His belief is that only Digital can make both the official and personal happen quickly. To walk the talk, Arnold is active on Digital and Social Media platforms. You can connect with him on LinkedIn, Clubhouse, WeChat, Instagram, Dao Insights, and 9gag.

What makes him interesting is despite his laid-back demeanor – he still wears flip-flops to work! Arnold is a powerhouse in creative marketing and his ideas on Digital are leagues ahead of many others in the industry. Thus, we are very delighted to have him back as a speaker, this time, in person, at our UK Campus on Boars Hill.



In his seminar, Arnold shared with us how many brands and companies utilise social media platforms like Facebook, Instagram, and TikTok, and especially with the rise of social media influencers in the past decade, how they use celebrities like the Kardashians to the common person on the street, to promote their brands and services. However, as technology advances and with the recent pandemic which saw the whole world in lockdown and sitting in front of their computers and devices, there has been a saturation of these social influencers on these platforms. Further, with instances of social media influencers defrauding companies, and how certain celebrities and influencers are mired in scandal, many companies and brands are re-evaluating their marketing approach. The past couple years with the world in lockdown, we saw technology advance in leaps and bounds, particularly how we interact with each other on the social media space. Throwing in the chatter on Metaverse and AI, it is of little

wonder that brands and companies are turning to digital avatars and virtual reality to appeal to the masses.



With the concept of metaverse and increasing engagement with the audience, Arnold shared with us how marketing is also changing towards becoming more purpose-driven content marketing. People are no longer interested in the fame of celebrities and influencers, and wanting to buy products to be like them. Rather, the new generation of consumers are looking to connect with brands based on shared interests, such as a cause or a belief. Arnold shared with us that the future of digital marketing is to focus on purpose-driven content, where brands align their purpose with the consumer, determine what matters to their target audience, and create a sense of shared purpose and cause that make sense between the brand and the consumer.



Finally, using digital marketing in China as an example, Arnold shared with us how digital avatars, virtual reality, and content creation are creating waves in China. In particular, Arnold shared with us how the virtual ghost hunter, Li Yexin, landed on Douyin (China's version of Tiktok) through a 2-minute video and received over 2.34 million likes and brought the new account 1.95 million subscribers. In less than 3 days. More than any human influencer can bring. The video is not affiliated with any brand yet but this showcased how the audience is attracted to content more than fame. China is on the forefront in terms of digital marketing and digital avatars in the metaverse. Mei Se Tian, the first Chinese talkshow host born in the metaverse, made her debut on 4 September, and Ayayi, China's first 'meta-human', just to name a few. As Arnold rightly put it, one can look to China to see firsthand how purpose-driven content marketing and digital avatars are making a splash and how brands can make use of them to further market their products and services.

The ideas that Arnold shared with us in the seminar were so forward thinking and relevant in the tech-driven environment that we are now surrounded by. Naturally, this

resonated with our Gen Z student population and they, of course, asked a plethora of questions ranging on how they can market their own companies with avatars to how to make use of this concept of purpose-driven content to improve their social media presence.



It was a lively discussion with a lot of engagement between the Arnold and the audience. We at PHBS-UK would like to thank Arnold for his time and for sharing his experience and expertise with us. We hope that we will continue to build a meaningful relationship with Arnold and we look forward to future collaboration with Arnold and Qumin as well as inviting him and his staff back onto campus for a lecture series on digital marketing!

Infrastructure Private Equity

AY2021/22 Seminar 6

12 January 2021

Private equity and the concerns regarding the sustainability of their attractive returns are being questioned lately particularly in the light of large amounts of dry powder and the increased reliance on various forms of leverage. Despite some skepticism of private equity's near-term outlook, it has been clear since 2018 that the private market infrastructure has been encroaching slowly, albeit surely, into private equity methods. The past year of 2021 saw an accelerated increase in the shift of infrastructure firms into private equity. Thus, for our first seminar of 2022, this was an opportune time to have Mr Osman Qureshi, founder of Qureshi Capital I, and a seasoned infrastructure and industrials investor, here with us in person at Peking University HSBC Business School - UK Campus, on 12 January to talk to our staff and students on infrastructure private equity.

Before co-founding Qureshi Capital I, an infrastructure investment advisory firm, and First Alpha Energy, an energy-focused private equity firm, Osman helped found and manage Mubadala Infrastructure Partners (MIP), jointly owned by Mubadala, GE, and Credit Suisse, where as a C-level investment professional he originated, executed, and managed investments for its highly successful first fund. Before MIP, Osman was the Head of the Industrials Vertical at Istithmar (Dubai Government), leading landmark investments including the acquisition of P&O Ports and other LBOs in Europe. Preceding his 17 years in private equity, Osman worked for 10 years as an investment banker in New York, mostly at Lehman Brothers and Deutsche Bank, specializing in U.S. power and utilities M&A, and corporate and project finance. Osman received his M.A. from Columbia University and B.A. from Lafayette College.



It is definitely an honour for us to have Osman here at our UK Campus. Osman has spent his 27-year career as an infrastructure and industrials investor and financial adviser.

In his talk, Osman touched on various topics of infrastructure private equity. As seen in the current private equity market, there have been numerous “core infrastructure”

firms adding on opportunistic investments which were either structured as growth equity or as majority transactions, such as sustainability assets like renewable energy, water and wastewater, electric vehicle transportation, into project developer platforms. Thus, it was especially enlightening for Osman to about the specific differences between infrastructure private equity, i.e., “core infrastructure”, regular private equity, and these new “add-ons” known as “core-plus infrastructure”.



In the past, those investors with long-term goals such as public and private pension funds, sovereign wealth funds, endowments, and insurance companies, would invest in infrastructure assets as they would provide stable returns and protection from inflation and market swings – people do not stop using transportation and tunnels just because a market is in recession. However, recently, many analyses have shown that many infrastructure funds were not only below market rates, they were also volatile and sensitive to business cycles and private equity investments. Thus, there is a need by infrastructure firms to look into different avenues, i.e., venturing outside core infrastructure investments into “core-plus infrastructure”.

Osman explained to the audience that the shift from “core infrastructure” to “core-plus infrastructure” was due to a variety of reasons, such as the low-yield financial market, the increasing appeal of sustainable assets, and most noticeably, how private infrastructure has performed well over the past decade. Thus with strong absolute returns, there is a pressure to chase higher absolute returns. As a result, with “core infrastructure” firms starting to extend themselves, and making growth equity investments into “core-plus” project developments, the lines are blurring between venture capital, private equity, and infrastructure.



Naturally, there are many questions from the audience – many wanted to know what does this mean for infrastructure investors and does it mean that such firms would need to build up their efforts in private equity? As Osman put it, it could be a steep learning curve for some firms which need to understand the different approaches such as deal structuring and due diligence between infrastructure and PE style approaches with new learnings and new hires.



In line with the recent climate-change movement and the proceedings from COP 26, Osman highlighted that for sustainability entrepreneurs and developers, the move into “core-plus” is very promising. If this trend continues, with infrastructure investors continuing to adopt private equity approaches, if the capital providers learning how to adapt and operate within the new approaches and models, and if entrepreneurs would be able to better position themselves with infrastructure capital providers, this partnership would

deliver many much-needed climate solutions.

We would like to thank Osman for sharing his valuable insights into infrastructure private equity to our staff and students. It was an incredible learning experience for all of us to be able to hear from someone as experienced and as knowledgeable as Osman to tell us about infrastructure investment. We look forward to future collaborations with Osman and for him to share with us more about private equity in a series of lectures.



Research News

PHBS-UK Campus' first "Hongmen Dialogue"

4 December 2021



Language is a bridge of communication, a carrier that nurtures civilization, and a bond that connects all civilizations. In order to promote the Chinese culture, to share teaching and learning Chinese as a foreign language, and to promote the development of Chinese learning in the UK, the PHBS-UK campus held its inaugural Hongmen Dialogue on the 4th of December, 2021.



The theme of the dialogue is: "Theory and Practice of Global Chinese Teaching – a comparative perspective". While the UK is in

the early stages of winter and the weather was cold and damp, but all the participants were so full of energy and enthusiasm! A total of more than 160 academics and industry stakeholders from China and the UK participated in this Dialogue both online and offline.

At the beginning of the forum, Professor Guy Liu, the Head of PHBS-UK campus, delivered a rousing welcome speech, expressing his warm welcome and heartfelt thanks to all the guests who took the time to participate in our inaugural "Hongmen Dialogue". We also had the honour of having Mr Gary Miller, Head of Asian Desk at Mischon de Reya LLP, deliver a welcome address in perfect Chinese, to all our guests and participants. It was certainly an inspiration for all Chinese language teachers and learners in the audience.

This Dialogue consists of three dialogues and a keynote cultural lecture. The first session was an "Professors Dialogue" consisting of a panel of experts in Chinese language teaching and learning.



These distinguished professors are Professor Katharine Carruthers, Assistant Vice President of East Asian Affairs at University College London (UCL) and Dean of the Confucius Institute at the University College of Education at the University of London, Professor Zhang Xinsheng, Director of the Language Center, Professor Zhao Yang, Dean of the School of Chinese as a Foreign Language of Peking University and Professor Yang Defeng, School of Chinese as a Foreign Language of Peking University, and Professor Yu Yijiao, Associate Dean of the Faculty of Arts, Central China Normal University. This expert session was presided over by Professor Zhang Xinsheng, Professor of Chinese and Director of the Centre for Modern Languages at Richmond, the American International University in London. These five experts discussed a variety of topics, like improving foreign language acquisition through increasing learners' motivation and attention, the theory of feature reorganization in second language acquisition, the grammar teaching model in contemporary Chinese textbooks, and the cultivation of a master's degree in international Chinese teaching. The

Professors Dialogue also included discussions on how to engage the teaching community to reform of the pedagogy and the relationship between teachers' teaching concepts and international Chinese education.



This Dialogue also has a special session - "Teacher Dialogue" where four UK teachers were invited to participate. They are Mr. Yanbing Sun from Magdalen College School, a top private school in the UK, Mr. Chris Webster, Director of Oxford Swire Chinese Centre, Ms. Lucy Wicks, Director of the Chinese Department at Didcot Girls' School, and Mr Zhou Zhaojin, Chinese Director of Dartford Grammar School. Based on their own teaching practices, these four teachers shared with the audience their pedagogical methods and experiences on a variety of topics such as, how to apply theoretical research results to the classroom, how to integrate Chinese lessons into the UK curricula, and how to use the sentence pattern practice as a teaching method. The discussion was very interactive and engaging and we hope that in the future that future Hongmen Dialogues would be the platform for more of such exchanges for local and international Chinese teachers to discuss their research and share their unique practices.



The third feature of the Hongmen Dialogue is the "Learner Dialogue". This segment aims to explore the experiences of Chinese language learning from a learner's perspective. Participating in this learner segment is Mr Michele Maggi from the London School of Economics and Political Science (LSE), Mr William Bowen from the HSBC Business School of Peking University, and Mr Adrian Bullock from the Confucius Institute at Oxford Brookes University. All three learners shared very different and very personal Chinese language learning stories.



Michele is Italian and he only started learning the Chinese language in November last year, during the height of the pandemic. He was deeply attracted by the charm of the

Chinese language. In just one year, his command of the Chinese language was very impressive, and this was aptly demonstrated in his narration, delivered in fluent Chinese. Needless to say, the audience was captivated and impressed.



William hails from Oxford, United Kingdom and he shared his journey of how he learned fluent Chinese through evening drinks with his Chinese host family. His story exemplified the Latin adage *In Vino Veritas* (in wine there is truth) and with this truth, he made the audience laugh in agreement.



Finally, we have the 76-year-old learner Adrian, who graduated from Oxford University in his early years. From his first visit to China in 1987, he since has been to China 25 times. Adrian has always maintained an interest in Chinese, and he described his language learning history in a humorous way. As the first batch of learners

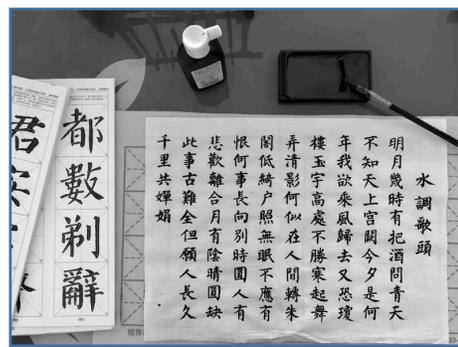
who started to learn Chinese since the founding of the Republic of China, Adrian's Chinese language learning process showcases the entire historical development of Chinese teaching as a foreign language in China and beyond.



The keynote cultural speech of the Hongmen Dialogue is entitled, "Ancient and Modern Dialogue: Chinese Philosophy from a Contrastive Perspective" by Dr. Zhao Jingyi, ISF and Needham Research Fellow, Needham Research Institute, Clare Hall, University of Cambridge. In her speech, she provided a broad as well as deep philosophical perspective on language and culture. In particular, she established a background towards a better understanding of the conflict and struggles between culture and language.

The three dialogues and the keynote speech were very interactive and engaging, and both online and offline audiences participated in a myriad of ways, through asking questions, sharing insights and engaging in discussions. The inaugural Hongmen Dialogue came to a successful close after the speeches by Dr Catherine Xiang Hua, Director of the East Asia Department of the London School of Economics, and Dr Mamtimyn Sunuodula, Director of the East Asia Department of the Bodleian Library, University of Oxford.

The very first PHBS-UK "Hongmen Dialogue" is a successful example of how we can bridge theory with practice; where a lot of profound academic theories were discussed and practically implemented. This Dialogue also saw discussions on various aspects of international Chinese teaching from different perspectives, which deepened the participants' understanding of the subject. This event attracted the attention of both the Chinese and international participants who are interested in the Chinese language and the Chinese culture.



The UK Campus hopes to deepen the exchanges and cooperation between China and the UK in various aspects of Chinese language teaching theory and research as well as teacher training through future "Hongmen Dialogues", and provide a platform for all scholars, teachers, and learners to communicate and share their experiences.

We look forward to jointly promoting the development and research of Chinese international teaching and learning with all of you in the future!