



UNIVERSITY OF
BIRMINGHAM

China
Institute

China Institute 2023 Annual Report

伯明翰大学中国学院
2023 年年报



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Introduction

欢迎辞

Once again, it gives me great pleasure to introduce the University of Birmingham China Institute Annual Report, covering the calendar year 2023. It seems like a long time since I wrote my introduction for 2022, largely because the intervening twelve months have been so eventful.

岁末年初，很高兴能再次呈上伯明翰大学中国学院2023年度工作报告。执笔2022年度工作报告的欢迎辞，似乎已是许久之前的事，这主要是因为在这过去的十二个月里，我们经历了许多事情。

We started 2023 still unable to travel to China due to the continuing restrictions related to the COVID pandemic. Thankfully, the situation changed rapidly in the first months of the year, meaning that travel became possible once more – this was akin to a cork coming out of a bottle as we rushed to plan how to catch up on all of the missed opportunities over the previous three years.

2023年伊始，由于新冠疫情导致的相关限制仍未解除，我们仍然无法前往中国。所幸形势在年初迅速转变，出行得以恢复—我们如同离弦子弹，迅速计划要如何重获过去三年错过的所有机会。

The first tangible consequence for the University was that our staff from the School of Mathematics who teach in our Joint Institute with Jinan University in Guangzhou ('J-BJI') were able to return to face-to-face teaching in February – making Birmingham the first UK university fully to return to in-person teaching of a joint education programme/institute since the pandemic. In those first months of relaxed restrictions, we started to plan how best to re-engage with our partners of many years that we had only seen on Zoom since early 2020.

对伯明翰大学而言，第一个切实的行动就是，我们数学学院在广州暨南大学-伯明翰大学联合学院（暨伯学院）执教的教职员在二月份就恢复了面授，使伯大成为英国第一所完全恢复新冠疫情前工作方式的大学。在疫情限制放宽的头几个月，我们开始计划如何以最佳方式与我们多年的合作伙伴重建联系，因为从2020年开始，我们与这些伙伴们的联系仅限于Zoom的线上会面。

I was lucky enough to be one of the first UK university senior leaders to return to China when I visited Nanjing and Guangzhou in April. It all felt a little strange, at least in the anticipation of that trip, but as soon as I was on the ground in China, meeting our China Institute team in Guangzhou and then some of our long-standing partners, the years of the pandemic quickly seemed like a distant memory! I enjoyed every meeting on that first trip and crammed as much as possible into the week – an experience that became something of a trend as I returned three more times this year.

今年四月，我有幸作为首批重返中国的英国大学高层领导中的一员，前往南京和广州。一切都让我感到有些陌生，至少在我设想这次出行的时候是这样的。但当我一踏上中国的土地，在广州见到我们中国学院的团队以及一些长期合作伙伴时，几年的疫情似乎很快就变成了遥远的回忆！我很享受首次重返中国的每一次会面，并在一周的时间里尽可能地把日程排满—今年我又来了中国三次，而这样日程满满的体验已经开始成为一种新的习惯。

One visit stands out for me from that first trip in April because it exemplifies how our teams in China and Edgbaston managed to maintain effective communication and project development in spite of all of the difficulties imposed by the pandemic and out of which grew new and exciting projects. This was my first time to actually be in the new Borui Life Science Research Institute in Nanjing, which in part is a collaboration with the University of Birmingham. This exciting new institute concept evolved during the pandemic involving many Zoom meetings and interviews with potential funders and supporters. The Borui Institute, directed by Southeast University (SEU) Professor Yu Sun, a Birmingham alumna and now honorary professor, will focus on brain

science and involves Birmingham together with SEU, the Nanjing municipal and Jiangning district governments as well as some private investors.

四月首次重返中国期间的一次访问让我印象深刻，因为它充分展现了我们在中国和英国埃德巴斯顿校区的团队是如何克服疫情带来的种种困难，保持有效的沟通和项目开发，并从中孕育出令人振奋的新项目。那是我第一次真正来到新成立的南京伯睿生命科学研究院，这也是伯明翰大学部分参与的合作共建项目。这个令人振奋的新研究院概念在疫情期间逐渐形成，期间涉及我们与潜在资助者和支持者通过Zoom进行的多次线上会议和交流。伯睿研究院由东南大学（SEU）孙钰教授（伯明翰大学校友，现为名誉教授）牵头，重点研究脑科学。研究院的合作方包括伯明翰大学、东南大学、南京市政府和江宁区政府以及一些私人投资者。

Without doubt, the highlight of 2023 was the degree awarding ceremony at the J-BJI in Guangzhou. Presided over by the Vice-Chancellor, Professor Adam Tickell, this was the first cohort of three to graduate from the J-BJI that was actually able to receive their University of Birmingham degrees in person. Almost 180 students graduated in a ceremony that can only be described as joyous, if somewhat hot and humid, especially in full academic dress! The Vice-Chancellor not only handed the degrees to each student, he also posed for photographs with each and every one and all of their parents as the culmination of a truly great day.

毫无疑问，2023年的最大亮点是在广州暨伯学院举行的伯大学位授予仪式。仪式由伯明翰大学校长亚当·蒂克尔（Adam Tickell）教授主持。在暨伯学院的头三届毕业生中，这是第一届能在线下亲手领取学位证书的毕业生。近180名同学参加了毕业典礼。尽管当天天气有些闷热潮湿，尤其是身着全套学士服的学生们，但整个典礼洋溢着欢乐的气息！校长不仅向每位同学颁发了学位证书，还与每位毕业生及其家人合影留念，将这最美好的一刻完美定格。

Several very large-scale events have also typified the last few months as communication and exchange between Chinese and foreign universities began to pick up. I was fortunate to be able to participate in a World President's Forum in Beijing at the end of July, which was impressive in terms of the huge number of senior university leaders who attended, as well as a UK higher education mission in September that brought 20 universities to meet with counterparts, funders, and UK government representatives.

随着中外高校间的沟通和交流日渐恢复，数个超大型活动也在过去几个月拉开帷幕。我很荣幸能参加7月底在北京举行的世界大学校长论坛，与会的高校高层领导数量之多，令人印象深刻。此外，我还参加了9月的英国高等教育代表团活动。该活动汇集20所英国大学以及教育同行、企业家和英国政府代表，开展沟通交流。

Of course, the UK-China people traffic has not been unidirectional from the University of Birmingham perspective – we have already received a whole host of Chinese visitors on the Edgbaston campus, all of them eager to revitalise pre-pandemic activities and explore new opportunities around education and research. I was particularly pleased in March to receive a delegation from the Huazhong University of Science and Technology (HUST) in Wuhan, led by Vice President Professor Jianguo Chen, whom I

have known for many years. Over the years of our acquaintance, Professor Chen and I have worked towards establishing links in medical-related disciplines, which culminated during the pandemic in us formulating the plans for a dual degree programme in biomedical science and pharmacy. This programme, which is due to launch on the new HUST international campus in 2024, is expected to be the first of several joint education initiatives with HUST in healthcare education and will complement our established mathematics education programmes in the J-BJI in Guangzhou.

当然，从伯明翰大学的角度来看，中英人员往来并不是单向的—我们已经在埃德巴斯顿校区接待了一大批来自国内的访客。大家都急切地希望能恢复疫情前的活动，并探索教育和科研方面的新机遇。尤为欣喜的是，我在三月份接待了由副校长陈建国教授率领的、来自武汉的华中科技大学代表团。我与陈教授相识多年，这些年来，我们俩一直在努力，希望能在医学相关学科建立多维度合作。疫情期间，随着两校生物医学和药学双学位课程项目的最终敲定，这一夙愿终于得偿。该中外合作办学项目将于2024年在华中科技大学新建的国际校区启动，预计将成为伯大与华中科技大学在医疗卫生教育领域开展的若干合作办学规划中启动的首个项目，也是在伯大在广州暨伯学院开设的数学教育合作的有益补充。

I am always looking forwards to the future of our work with our Chinese partners and colleagues, many of whom I would call true friends. I suspect that 2024 will be the beginning of a new era for our University in China as we continue to capitalise on our successes with the J-BJI, start teaching biomedical science in Wuhan, and push the boundaries of research in areas ranging from medical imaging and healthy ageing, to environmental science, climate action, and energy sustainability.

我期待伯大与国内合作伙伴和同事们携手共进，在未来能结出硕果。其实我早已将这些同仁们视为真正的朋友。我相信，2024年将会是伯大在中国开启新纪元的一年。我们将继续依托暨伯学院的成功，启动在武汉的生物医学合作项目，并推动医学影像、健康老龄化、环境科学、气候行动和能源可持续性等领域的研究发展。

PROFESSOR JON FRAMPTON

DEPUTY PRO-VICE-CHANCELLOR (CHINA)
DIRECTOR OF THE UNIVERSITY OF
BIRMINGHAM CHINA INSTITUTE

乔恩·弗兰普顿（JON FRAMPTON）教授
英国伯明翰大学执行副校长（中国区事务）、
伯明翰大学中国学院负责人



2023 year in review

2023年回顾

Information correct as of 1 December 2023

截止2023年12月1日的最新信息

31,464

WECHAT FOLLOWERS (17.57 PER CENT GROWTH)

微信公众号关注人数为31,464 (增长率为17.57%)

1,000+

PUBLICATIONS WITH CHINESE PARTNERS

与中方合作发表文章 1,000+篇

36,533

WEIBO FOLLOWERS (5.59 PER CENT INCREASE)

微博关注人数为36,533 (增长率为5.59%)

9,300

CHINESE MEDIA PUBLICATIONS MENTIONING UOB

提及伯明翰大学的中国媒体刊物: 9,300篇文章

6,000+

CHINESE STUDENTS STUDYING AT UOB (INCLUDING TRANSNATIONAL EDUCATION)

伯明翰大学的中国留学生数量 (所有校区) 6,000+

£2.6 亿英镑

BILLION ADVERTISING VALUE EQUIVALENT (AVE)

广告价值当量 (AVE)



High level visits

高层互访与联系

Nina Morris

Global Partnerships Manager, Birmingham Global

妮娜·莫里斯，全球合作关系经理，伯明翰大学国际处

As travel between the UK and China has become viable once again, high-level visits in both directions have taken place during 2023.

随着中英两国之间出行限制的解除，双向的高层访问在2023年也得以顺利开展。

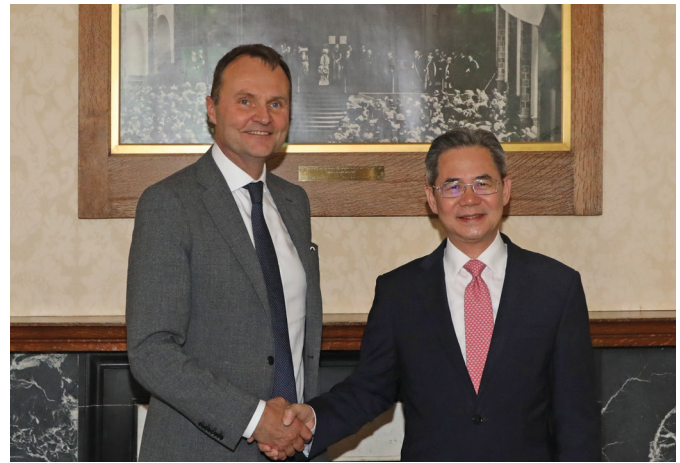
In June 2023, a Vice-Chancellor-led delegation to Hong Kong and to Guangzhou took place. This was the first visit that Professor Adam Tickell had undertaken to the region since coming into post as Vice-Chancellor at the University of Birmingham (UoB). The visit was timed to coincide with the first in-person graduation ceremony of the UoB degree awarded through the Jinan University-University of Birmingham Joint Institute (J-BJI), about which a case study is provided later in the report. Also during this visit, Professor Tickell and the delegation met with key partners from our sister cities of Guangzhou and Nanjing and signed a number of Memoranda of Understanding (MoUs) and Agreements to take our partnerships from strength to strength. Professor Tickell also undertook alumni engagement whilst in Hong Kong, culminating in a special ceremony with Birmingham's Hong Kong Foundation, marking the sterling service of its inaugural chair Dr Conrad Wong by presenting him with the University of Birmingham Hong Kong Medal.

2023年6月，伯明翰大学校长亲自率领代表团访问香港和广州。这是亚当·蒂克尔（Adam Tickell）教授担任伯大校长以来首次访问该地区。此次访问恰逢暨南大学-伯明翰大学联合学院（暨伯学院）首次举办线下毕业典礼暨学位授予仪式（详情请参见本报告后文“成果展示”）。在访问期间，蒂克尔教授率领代表团与来自伯明翰市的姊妹城市广州和南京的主要合作伙伴会面，并签署了多项谅解备忘录和协议，以期进一步加强双方的伙伴关系。蒂克尔教授在访港期间还参加了校友活动，并出席了伯明翰大学香港基金会举行的特别典礼，向首任主席黄天祥博士（Dr Conrad Wong）颁发伯明翰大学香港奖章，以表彰其卓越的贡献。

Also in June, the City of Birmingham received a visit from the Chinese Ambassador to the UK and we were delighted to welcome him to our campus. Ambassador Zheng Zeguang, along with his wife Counsellor Hua Mei, and members of his delegation, met with senior University staff including Vice-Chancellor Professor Adam Tickell, Pro-Vice-Chancellor (International) Professor Robin Mason, Deputy Pro-Vice-Chancellor (China) Professor Jon Frampton, and other senior professors from the University of Birmingham.

中国驻英国大使也在6月份访问了伯明翰市，我们很荣幸接待大使一行到访伯大校园。郑泽光大使携夫人华梅参赞及代表团成员会见了伯明翰大学高层领导，包括伯大校长亚当·蒂克尔教授、副校长（国际事务）罗宾·梅森教授（Robin Mason）、执行副校长（中国区事务）乔恩·弗兰普顿教授（Jon Frampton）和其他资深教授。

During this visit, Ambassador Zheng heard from UoB colleagues on areas of important research across engineering, health sciences, and environmental sciences, and joined senior UoB leaders to unveil the English Heritage Blue Plaque to UoB alumnus and geology pioneer



Li Siguang.

访问期间，郑泽光大使听取了伯大同事对工程、医疗卫生和环境科学等重要研究领域的介绍，并与伯大高层领导一起为纪念伯大校友、地质学先驱李四光先生的英国遗产蓝牌进行揭牌仪式。

In August, a delegation from the Nanjing Municipal Government (NMG) visited Birmingham, and the China Institute hosted a visit in the Exchange, bringing together leaders from Birmingham City Council, the delegation from NMG, and UoB colleagues to discuss civic links and opportunities for future collaboration.

2023年8月，南京市政府代表团访问了伯明翰，中国学院在交流中心主办了一场访问活动，伯明翰市议会领导人、南京市政府代表团以及伯大同事共聚一堂，探讨民间交流和未来合作机会。

As well as the events above, many other visits from partners and colleagues have taken place during 2023, clearly demonstrating that there is a strong appetite to resume and revitalise collaborations in the post-COVID era.

除了上述活动外，在2023年期间，合作伙伴和同事们还开展了其它众多访问活动，明确体现了在后疫情时期携手共进、加强合作的强烈愿望。



Case studies

成果展示

An exciting time to work together with China after the COVID years

后疫情时期迎来与中国合作的大好时机

Professor Yufeng Zhang

Chair in Operations Management, Head of the Department of Management, Senior Fellow of the Higher Education Academy (SFHEA), Turing Fellow

张玉锋，伯明翰大学运营管理教授、管理系主任、高等教育学院（SFHEA）高级研究员、阿兰·图灵研究所研究员

We are at an exciting time for working with China. Although collaborations with China continued in the COVID years, communication was less effective due to travel difficulties. This complex environment was both a challenge and a stimulus for working together with our partners in China. Thankfully, visiting China became possible in the early part of this year. I got my visa in May and planned two visits to China soon after that.

现在正是我们与中国合作的大好时机。尽管疫情期间，我们与中国的合作从未间断，但由于出行受限，相互之间的沟通效率不甚理想。这种复杂的环境给我们双方的合作带来的不仅是挑战，也是一种激励。值得庆幸的是，今年年初，中国放松了出行限制。5月份我获得了签证，随即便安排了两次到中国的出访。

One of my visits was in the North—Beijing, Qingdao, Xuchang, and Harbin—and the other in the South—Hongkong, Shenzhen, Shanghai, and Hangzhou. My previous visit to the country was four years ago! The changes, and especially their pace and scope, were breath-taking! I noticed the incredible progress of digitalisation across the economy, society, and industry. The country has produced a series of sophisticated plans to advance digital economy, ranging from technology foundation, infrastructure, urban planning, and governance and administration. I needed to



carry my mobile phone all the time from the moment of preparing immigration check to paying for a cup of coffee. I attended a wide range of conferences, meetings, and seminars during the visits. In nearly all the events there was someone talking about digital innovation and smart applications. The unbelievable speed of changes updated my perception on technology/economic development in China. I was a regular visitor of Zhejiang University before COVID due to my visiting professorship there. It was a mind-blowing experience to see the new extension of the Zijingang campus – it has been transformed from a construction site to a fully functioning, massive scale, beautiful campus just in the past a few years. See the stunning view from the Dean's office of Qingshan College at the end of a gallery of Chinese paintings!

一次出访是去华北地区，包括北京、青岛、许昌和哈尔滨；而另一次则是去华南地区，包括香港、深圳、上海和杭州。这距离上一次我到访中国，已经有整整四年时间了！这些年中国发生的变化，尤其是变化的深度和广度，都让人惊叹不已！我看到中国的数字化在经济、社会和工业领域取得了令人难以置信的进步。国家在技术基础、基础设施、城市规划、治理管理等方面，制定了一系列完善的数字经济发展规划。从办理入境手续到购买咖啡，我必须随时携带手机。在访问期间，我参加了各类会议和研讨活动。几乎所有的活动都谈及到数字创新和智能应用。变化之迅速，着实令人难以置信，也刷新了我对中国技术/经济发展的看法。疫情之前，因为我是浙大的客座教授，经常有机会访问浙大。看到在过去的几年里，紫金港校区经过扩建，由建筑工地华丽蝶变为一座功能齐全、规模庞大的美丽校园时，我感到无比振奋。在中国国画画廊的尽头，从青山商学高等研究院院长办公室可以欣赏到让人叹为观止的景色！

Establishing a collaborative centre for health research with Sun Yat-sen University First Affiliated Hospital

与中山大学附属第一医院共建卫生研究合作中心

Professor KK Cheng

Professor of Public Health and Primary Care

郑家强, 公共卫生及基层卫生教授

Lin Hu

China-UK Project Manager, Institute of Applied Health Research

胡琳, 中英交流项目经理, 应用卫生研究院

Over the last decade, we have collaborated with Sun Yat-sen University First Affiliated Hospital (FAH-SYSU) in several areas, including clinical trials and general practice training. In 2022, a major new programme was initiated (PI: KK Cheng). This covers several areas, including the development of a community-based cohort study, up to three clinical trials, and the enhancement of research capacity within the discipline of Geriatrics.

在过去的十年中, 我们与中山大学附属第一医院(中山一院)在多个领域开展了合作, 包括临床试验和全科医学培训。2022年新启动的一个重大项目(项目负责人:郑家强)涉及若干领域, 包括开展以社区为基础的队列研究、三个临床试验以及加强老年医学学科的研究能力。

The clinical trials being planned are in the area of Anaesthesia and Obstetrics. Through these beacon efforts, we aim to establish multicentred networks that would facilitate future clinical research. The community-based cohort study encompasses broader healthcare settings in Guangzhou and will involve institutions such as the Guangzhou Center for Disease Control and Prevention and those in primary care, with the endorsement of the Guangzhou Municipal Government and Guangzhou Health Commission.

规划当中的临床试验项目关注麻醉学和产科领域。通过这些项目的引领, 旨在建立多中心网络体系, 以促进未来的临床研究。以社区为基础

的队列研究涵盖了广州更广泛的医疗机构, 包括广州市疾病预防控制中心和社区医疗机构, 并得到了广州市政府和广州市卫生健康委员会的支持。

Designing our work requires methodological innovations within the health and social care sector, and involves complex interventions, qualitative studies, health economic assessments, and patient-reported outcomes, among others. Patient and Public Involvement and Engagement (PPIE) is also central to our approach.

我们的工作设计要求卫生和社会保障领域的方法创新, 并涉及复杂的干预措施、定性研究、卫生经济评估和患者报告的结果等。患者及公众的参与和互动对于我们的工作方法而言也至关重要。

Our early successes in the programme initiated in 2022 have led us to explore new ways to expand our collaboration. After lengthy discussions, both parties decide that research in healthy ageing could form a new focus for our next phase of collaboration. A Memorandum of Understanding was signed between the two institutions. As one in three babies born this year in Guangzhou are likely to live until 100 years of age, and that one third of the Chinese population would be over 60 by 2050, the importance of healthy ageing cannot be overemphasised. Our plan is to launch an international, multidisciplinary research institute on healthy ageing in the Greater Bay Area in summer, 2024.

在这个2022年启动的项目中, 我们取得了初步成功, 从而进一步推动我们探索、扩大合作的方式。经过长时间的讨论, 双方确定将健康老龄化研究作为下一阶段合作的新重点, 并签署了谅解备忘录。鉴于今年在广州出生的婴儿中有三分之一可能活到100岁, 且到2050年中国三分之一的人口将超过60岁, 健康老龄化的重要性再怎么强调都不为过。我们的计划是在2024年夏季成立一个坐落在大湾区的国际化、多学科的老年健康研究机构。



The Joint Birmingham-Shenzhen Clinical Research Institute

伯明翰-深圳联合临床研究所

Professor Fang Gao

Professor of Anaesthesia, Critical Care and Pain, Birmingham Acute Care Research, Institute of Inflammation and Ageing

高昉教授（麻醉、重症监护和疼痛），伯明翰急性护理研究、炎症与衰老研究所

Claire Lindow

Birmingham-Shenzhen Joint Clinical Research Institute, Project Manager

克莱尔·林多（Claire Lindow），伯明翰-深圳联合临床研究所项目经理

Dr Jinqiu Jacky Yuan

Associate Director, Clinical Research Centre, The Seventh Affiliated Hospital, Sun Yat-sen University

袁金秋 博士，中山大学附属第七医院临床研究中心副主任

The University of Birmingham and the Seventh Affiliated Hospital of Sun Yat-sen University signed a collaboration agreement to set up a Joint Clinical Research Institute in 2021. From the UoB side, the Institute is led by Professor Fang Gao (Institute of Inflammation and Ageing) as the Director, with Professor Georgios Gkoutos (Institute of Cancer and Genomic Sciences) as Co-Director. From the SYSU side, Professor Changhua Zhang (Centre of Gastrointestinal Cancer) is the lead with Dr Jinqiu Yuan (Epidemiology and Statistics) as Co-Director.

伯明翰大学与中山大学附属第七医院于2021年签署合作协议，成立联合临床研究所。伯大方面由高昉教授（炎症与衰老研究所）担任研究所主任，佐治·古托斯教授（Georgios Gkoutos）（癌症与基因组科学研究所）担任联席主任。中山大学方面则由张常华教授（胃肠道肿瘤研究中心）担任主任，袁金秋博士（流行病学与统计学）担任联席主任。



Our collaboration aims jointly to develop high-quality clinical studies, disseminate findings, and promote the translation of our findings into clinical practice. We have worked together to secure external funding from China and the UK over the last few years and are now developing education and training in clinical research.

双方旨在通过合作共同开展高质量的临床研究，分享科研成果，并促进科研成果转化为临床实践。在过去的几年里，我们共同努力，从中英两国争取外部资金，目前正开展临床研究的教育和培训。

In 2023, Professor Gao and Dr Yuan succeeded in obtaining funding from the UoB Institute of Advanced Studies for a Vanguard Visiting Fellowship and a Workshop. Dr Yuan spent four weeks visiting UoB and University Hospitals Birmingham and the inaugural workshop was held on 4 October. The workshop was hosted by Professors Gao and Gkoutos and Dr Yuan and involved both colleagues from the Seventh Affiliated Hospital, who attended online, as well as UoB colleagues in person from Applied Health; Earth and Environmental Sciences; Cancer and Genomic Sciences; Mathematics; Biosciences; Immunology and Immunotherapy; and the Birmingham Clinical Trials Unit. In addition to providing an introduction and overview of the Joint Institute, there were extensive scientific discussions on a wide range of topics of interest to both institutions and many exciting opportunities for collaboration were identified.

2023年，高教授和袁博士成功获得伯大高等研究院的先锋访问奖学金和研讨会资助。袁博士对伯大和伯大附属医院开展了为期四周的访问，并于10月4日举行了首届研讨会。研讨会由高教授、古托斯教授和袁博士主持，参加研讨会的成员有来自附属第七医院的同事（线上参与），来自伯大应用卫生、地球与环境科学、癌症与基因组科学、数学、生物科学、免疫学和免疫疗法等专业、以及伯明翰临床试验小组的同事。会上除了介绍联合研究所的简介与概况，还就双方感兴趣的系列主题进行了广泛的科学探讨，并发现了许多令人振奋的合作机会。

Sustainable Cooling and the Cold Chain 可持续制冷和冷链

Dr Xinfang Wang

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王欣芳博士，伯明翰大学化学工程部，能源研究所，助理教授

Professor Yifeng Zou

Research Centre for Cold Chain and Standardization, School of Management, Guangzhou

邹毅峰博士，广州大学管理学院，冷链与标准化研究中心，副教授

Junzhang Wu

Doctoral Research Fellow, University of Padova (Italy) and a visiting PhD researcher at the School of Chemical Engineering, University of Birmingham

吴俊章，意大利帕多瓦大学，博士后研究员；伯明翰大学化学工程部能源研究所，访问学者

Around one-third of all human-produced food worldwide is lost or wasted in the supply chain, with poor temperature management being one of the main contributors. Temperature-controlled delivery is an integral segment of the cold chain for perishable foods and vaccine supply chains. Globally, over four million refrigerated vehicles are currently in operation with an annual growth rate of 2.5 per cent. In China, the annual growth rate of refrigerated vehicles reached 19.1 per cent, with over 340,000 units in 2021, which is likely due to the increasing demand for perishable food cold chains. The Internet of Things (IoT) technology has been explored as a potential solution to achieve real-time temperature monitoring throughout food cold chains.

全球约有三分之一的人类可食用食品在供应链中丢失或浪费，其中温度管理不善是主要原因之一。合理的温控配送是生鲜食品和疫苗供应链的一个重要环节。目前，全球超过400万辆冷藏车处于运行状态，年增长率为2.5%。在中国，仅2021年保有量超过340,000辆，其年增长率高达19.1%，这主要得益于居民对生鲜食品冷链的需求日益增加。物联网（IoT）作为一门新兴技术，已被视为实现食品或药品全程冷链且实时监控的潜在解决方案。



Existing 'rule-based' monitoring solutions are limited to the direct use of air temperature data of the vehicle used for transport, which can differ significantly from the real temperature of the food being assessed. Thus, this study focuses on developing a new artificial neural network (ANN) model precisely to estimate the temperature of food products that are stored in multi-temperature refrigerated transport vehicles with minimum sensors. In addition to identifying the temperature in the car, the model also receives input from a multi-source dataset that includes various information such as the outside temperature, initial food temperature, door status, and loading and unloading times.

事实上，现有的“基于规则”的温控监测解决方案仅限于直接使用运输车辆内的空气温度数据，这将导致食品的实际温度与所监测温度之间存在显著差异。因此，本研究致力于开发一种新的人工神经网络（ANN）模型，以较少的传感器精确估计一辆多温区冷藏运输车中食品的真实温度。除了识别车内温度外，该模型还接收来自多源数据集的输入，包括外部环境温度、食品初始温度、开关门状态、装卸时间等各种信息。

The project, led by Guangzhou University in collaboration with the University of Birmingham and the University of Padova, aims substantially to enhance estimation accuracy and reliability with fewer temperature sensors in the transport vehicle. The model developed could decrease the root mean square error of food temperature estimation by 77 per cent and 79 per cent for chilled and frozen zones, respectively. Our study precisely tracks the real-time food temperature even with sudden ambient changes, thus enabling precautions to take place when required [1].

该项目由广州大学主导，与伯明翰大学和帕多瓦大学共同合作。团队成员旨在应用机器学习和多源数据方法，使用更少的传感器，提升运输车辆中温度监测的准确性和可靠性。团队所开发的模型将多温冷藏车中冷藏区和冷冻区的食品温度估计均方根误差分别下降77%和79%。而且通过现场试验证实，研究能够精确追踪食品的实时温度，即使面对突然的环境变化下，模型仍能采取预防措施，保障食品供应链安全。

The cooperation between Nanjing Borui Life Science Research Institute and the University of Birmingham in the UK opens a new chapter in the field of intelligent medical engineering and brain health

南京伯睿研究院与英国伯明翰大学的合作开启智能医学工程和脑健康领域新篇章

Professor Yu Sun

Director of International Laboratory for Children's Medical Imaging Research, The University of Birmingham (UoB) and Southeast University (SEU), Co-Director of Joint Research Center of Biomedical Engineering, UoB and SEU University (China), Director of Nanjing Borui Life Science Institute

孙钰教授，东南大学-伯明翰大学国际儿童医学影像研究实验室，主任，东南大学-伯明翰大学生物医学工程联合研究中心，联席主任，南京伯睿生命科学研究院，院长

The establishment of Nanjing Borui Life Science Research Institute (BRI) is based on the support of the University of Birmingham, Southeast University Joint Research Centre for Biomedical Engineering, and Nanjing Jiangning Development Zone High-Tech Industrial Park. This new research institute is a high-tech industry-university research platform founded by a Chinese-British team led by Professor Yu Sun. The institute has a high-level R&D and innovation team and aims to focus on intelligent medical engineering, medical imaging, brain science, and brain health. The institute objective is to explore the industrialization of high-end scientific research and technological innovation deriving from these principle areas.

南京伯睿生命科学研究院。是在伯明翰大学-东南大学生物医学工程联合研究中心和南京江宁开发区高新技术产业园的支持下成立的。这个新型研究院是由孙钰教授带领中英团队创办的专注于智能医学工程和脑科学健康研究的高科技产学研平台，拥有一支高水平的研发和创新团队。研究院的研发重点是智能医学工程，医学影像、脑科学和健康等，专注于发掘与脑疾病，脑健康紧密相关的高端科研和技术创新的产业化。

In June this year, the BRI and the University of Birmingham launched a formal collaboration. Professor Adam Tickell, Vice-Chancellor of the University of Birmingham, and Professor Sun Yu, Director of the BRI, signed a cooperation agreement at a ceremony held in the University of Birmingham China Centre in Guangzhou. This collaboration will focus on cutting-edge research in the field of brain science, including the application of artificial intelligence. 今年6月，南京伯睿生命科学研究院（Nanjing Borui Life Science Research Institute）与英国伯明翰大学（The University of Birmingham）在脑科学领域展开了正式的合作。伯明翰大学校长教授 Adam Tickell 和南京伯睿生命科学研究院院长孙钰教授在广州伯明翰大学中国中心举办的启动仪式上签署了正式合作的协议。这次合作将聚焦于研究人工智能在脑科学和大健康领域中的应用，并旨在推动脑科学领域的前沿研究。

The two parties will carry out in-depth research in the fields of brain diseases and brain science, aiming to develop new intelligent multi-modal brain disease and health decision support systems, and



using data science better to understand the mechanisms and functions of the brain, including strengthening the role of brain science in the field of education practice. This cooperation will give full play to the respective advantages of the University of Birmingham and the Nanjing BRI Institute, jointly promote cutting-edge research in four key areas, and make more contributions to the implementation and industrialisation of artificial intelligence in the field of brain diseases and health.

双方将在脑疾病和脑健康领域展开深度合作，共同研究开发新的智能多模态脑疾病辅助诊断系统，同时利用数据科学更好地了解大脑的机制和功能，从而加强脑科学在教育领域的实践。这次合作将充分发挥伯明翰大学和南京伯睿生命科学研究院自有的优势，共同推动4个重点领域的前沿研究，为人工智能在脑疾病和健康领域中的应用以及产业化做出更多的贡献。

Professor Adam Tickell spoke at the launch ceremony: 'The signing of this agreement marks the beginning of what I hope will be a fruitful partnership. I look forward to the University of Birmingham and the Nanjing BRI working together to achieve a huge success in health in the future. We are a global university with a civic outlook and this collaboration builds on our partnerships with Southeast University and Nanjing. Our new industry-university-research platform can help improve China and beyond the health of millions of people in the region.'

伯明翰大学校长Adam Tickell教授在启动仪式上发言：'这项协议的签署标志着我所希望的，成为富有成效的伙伴关系的开始，我期待伯明翰大学和南京伯睿研究院共同努力，未来在大健康领域取得巨大的成功。我们是一所具有公民世界观的全球性大学，这一合作建立在我们与东南大学以及南京的合作伙伴关系基础之上。我们的新产学研平台可以帮助改善中国及其他地区数百万人的健康状况。'



MA Education and MSc TESOL Programmes

教育学硕士和对外英语教学硕士项目

Dr Meng Tian

Associate Professor in Educational Leadership, Global Engagement Lead for the School of Education

田梦博士，教育领导学副教授，教育学院全球合作主任

Hailing Zhang

MSc TESOL student

张海琳，对外英语教学硕士项目在读学生

Tianyi Liu

MA Education student

刘天义，教育学硕士在读学生

In the School of Education, we proudly offer two popular postgraduate programmes: MA Education and MSc Teaching English to Speakers of Other Languages (TESOL). Our programmes attract students from various countries, including Bangladesh, Chile, China, Cambodia, Ghana, Germany, India, Iran, Kazakhstan, Malaysia, Nigeria, Vietnam, the UK, and the USA.

伯明翰大学的教育学院有两个广受欢迎的硕士项目：教育学硕士和对外英语教学硕士项目。这两个项目吸引了来自全球各地的学生，包括孟加拉国，智利，中国，柬埔寨，加纳，德国，印度，伊朗，哈萨克斯坦，马来西亚，尼日利亚，越南，英国和美国等。

Currently, we have established a programme based on the 1+1+1 model in collaboration with two esteemed partner universities in China; namely, Zhejiang University and Northeast Normal University. This collaborative effort ensures a seamless transition for students across institutions, enriching their learning experiences.

目前依托1+1+1模式我们与两所著名的中国大学，浙江大学和东北师范大学，建立了双学位硕士项目。这样的合作模式确保了来自中国的硕士研究生能够获得丰富且无缝对接的跨国学习体验。

In addition to the non-pathway route, the MA Education programme offers four specialist pathways designed to equip students with profound knowledge and skills in leadership; Social Justice, Inclusion and Disability; and Comparative and International Perspectives. Meanwhile, the MSc TESOL programme provides a well-rounded curriculum covering modules on second-language teaching and learning, alongside educational research modules. To further enrich a student's experience, they have the opportunity to go abroad for short-term overseas placement or summer/winter school with the support of the Turing Scheme.

我们的教育学硕士项目分为通识路径和专业路径。专业路径确保学生能够获得教育学某一领域的专业知识和技能，这些专业路径包括：教育领导学，社会公平和正义教育，全纳和特殊教育，以及比较和国际教育。我们的对外英语教学硕士项目为学生量身定制了一套结合第二语言教学和教育学研究的课程。此外，在就读硕士期间学生还能够申请图灵奖学金参加短期海外实习和冬/夏令营课程。

Graduates from both programmes have the opportunity to enhance their qualifications with an International Qualified Teacher Status (iQTS) at our University of Birmingham Dubai campus. Our MA Education and MSc TESOL graduates have consistently achieved a remarkable 100 per cent employment rate over recent years. They have ventured into diverse career paths, securing employment in state schools, international schools, national and local education authorities, universities, and language training institutions.

在完成硕士项目后，我们的学生还能够前往伯明翰大学迪拜校区参加教学实习并获得国际教师资格证。在过去的几年中，我们的硕士毕业生获得了100 per cent的就业率，并在多个职业领域取得发展，包括公立学校，国际学校，国家和地方教育部门，大学和语言培训机构。

To offer a glimpse into student experiences, I've invited two of our current Chinese students to share their perspectives below. We are enthusiastic about fostering further partnerships with Chinese universities and extending our collaborative network.

以下我邀请了两位来自中国的在读硕士研究生分享他们的学习体验。我们非常期待与中国的高等教育机构和部门建立和拓展合作。非常感谢。

Dr Meng Tian

Associate Professor in Educational Leadership,
Global Engagement Lead for the School of Education

田梦博士，教育领导学副教授，教育学院全球合作主任



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The University of Birmingham holds an exceptional reputation for its academic programmes, and the School of Education is widely recognised as having excellence in teaching languages and research, which are the reasons why I chose to study here. Having knowledgeable and motivating teaching faculty with MSc TESOL skills and experience is beneficial for my academic studies. After studying here, the open and multicultural learning environment really impressed me.

As a Chinese student, I made an effort to take opportunities to interact with a diverse community of students and teachers in order to improve my entire educational experience and acquire a worldwide perspective on teaching and learning languages.

伯明翰大学的学术课程享有盛誉，教育学院在语言教学和研究方面的卓越表现也得到了广泛的认可，这就是我选择在这里学习的原因。拥有知识渊博、具有硕士TESOL技能和经验的教师团队对我的学术研究是有益的。在这里学习后，开放多元的学习环境给我留下了深刻的印象。作为一名中国学生，我努力利用大部分机会与不同群体的学生和老师互动，以提高我的整个教育经验，并获得教学和学习语言的全球视角。

HAILIN ZHANG,
MSc TESOL student

张海琳 对外英语教学硕士项目在读学生



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Every day at the University of Birmingham and the School of Education is fortunate and exciting. In the MA Education programme, teachers and students from around the world presented many fresh perspectives in response to the age-old topic of education, sharing observations and reflections in different contexts. During the course, we had the opportunity to critically examine the position and problems of education in the process of globalisation, and to learn about the richness of the profound proposition of how school improvement is measured. At the same time, we are provided with comprehensive guidance on how to conduct educational research and how to write a dissertation.

在伯明翰大学以及教育学院学习的每一天，都令人感到活力与期待。在教育学硕士项目中，老师与世界各国的同学提出了许多回应教育这一古老话题的新颖视角，分享了不同语境下的观察与思考。在课程中，我们有机会对教育在全球化过程中的定位以及问题做出批判性的研讨，学习到学校提升如何评估这一深刻命题内的丰富内容。同时，课程对如何开展教育研究以及如何进行论文写作进行了全方位的指导。

TIANYI LIU,
MA Education student

刘天义 教育学硕士在读学生



Health Sciences collaboration with Southern Medical University

与南方医科大学的医学科学教育合作

Nina Morris

Global Partnerships Manager, Birmingham Global

妮娜·莫里斯，全球合作关系经理，伯明翰大学国际处

One partnership that has flourished despite the travel restrictions of the previous year is our partnership with Southern Medical University in the fields of Applied Health Sciences, Sport and Physiotherapy, which provide routes for students to enter onto PGT programmes in the University of Birmingham. Binglin Han (韩炳琳小姐) one of our students from the MSc Health Economics and Health Policy has shared her experience:

在去年出行受限的情况下，我们与南方医科大学在应用卫生科学、运动和物理治疗领域的合作伙伴关系仍然得到了蓬勃发展，为学生提供了升读伯明翰大学多个授课型硕士课程的途

径。韩炳琳 (Binglin Han) 是通过该合作项目入读我校卫生经济与卫生政策专业的其中一位同学。以下是她的体验分享：

'In 2021, I enrolled in the collaborative programme between Southern Medical University and the University of Birmingham. Subsequently, I embarked on a journey to study Health Economics and Health Policy in the University of Birmingham. This educational voyage not only provided me with specialized knowledge in Health Economics but also afforded me the opportunity to get acquainted with exceptional teachers in Health Economics Unit. Throughout this journey, I gained a



profound appreciation for the charm of cross-cultural learning, while also nurturing my capacity for independent thinking and problem-solving. My tenure of study in Birmingham has etched the most treasured memories in my heart.'

‘我在2021年加入了南方医科大学与伯明翰大学合作的硕士项目，随后，我踏上了在伯明翰大学学习卫生经济学和卫生政策的旅程。这次学习之旅不仅让我获得了卫生经济学方面的专业知识，也让我有机会结识了许多的优秀教师。在这段旅程中，我深刻体会到了跨文化学习的魅力，同时也培养了自己独立思考和解决问题的能力。在伯明翰的学习生涯给我留下了最珍贵的回忆。’



Global Futures Programme, Hong Kong

全球未来课程项目，香港

Dr Sammy C.H. Li

Assistant Director of Student Affairs (Postgraduate and Equality, Diversity, and Inclusion)

李卓瀚博士，学生事务助理总监（研究生及共容事务）

In June 2023, 32 Birmingham Scholars who came from widening participation backgrounds in higher education embarked on the Global Futures programme in Hong Kong. The four-week programme consisted of three stages: Immersion, Internship, and Reflection. The programme began with a week-long leadership development training course with peers from the University of Hong Kong before providing the Scholars the opportunity to apply these new skills in internships with various organisations in Hong Kong. During the month-long programme, Birmingham Scholars went beneath the surface of the city through cultural immersion activities and spent time with businesses, government agencies, and NGOs in the local communities. Three weeks were spent in an organisation on a work placement to gain workplace experience and contribute to real-life projects that would make a meaningful difference to the organisation.

2023年6月，32位来自高等教育普及计划的伯大学生在香港开启了全球未来课程项目。课程项目为期4周，包括三个阶段：沉浸式学习、实习和反思。学生们首先与香港大学的同学一起，参加了为期一周的领导能力发展培训课程；然后他们获得了在香港不同机构开展技能实践的机会。在为期近一个月的项目中，伯明翰学生们通过沉浸式文化活动深入了解城市的脉搏，与当地社区的企业、政府机构和非政府组织探讨交流，并在定点机构开展了为期三周的实践，不仅积累了工作经验，也切实推动了对实践机构有积极影响的项目。

The programme was fully funded through the University of Birmingham, the Turing Scheme, and donations from our alumni in Hong Kong. This summer opportunity offered Birmingham Scholars a real opportunity to explore new places and gain confidence and intercultural skills. The cohort joined the Vice-Chancellor to meet with our Hong Kong alumni at the evening reception of the University's Hong Kong Foundation, and also engaged with local alumni for social and professional development activities during their time in Hong Kong.

该课程项目由伯明翰大学、图灵计划和伯大香港校友的捐款全额资助。此次暑期培训为伯明翰学生提供了实实在在的机会，去探索新领域、累积自信心和跨文化技能。学生们还与校长一起，在伯大香港基金会的晚宴上与香港校友相聚，并在访港的四周期间，与校友们一起参与了在香港的社会及专业发展活动。

'I wanted to embark on a journey of professional development, gain confidence, and immerse myself in a new culture. Little did I know that this decision would lead to an adventure that would change the course of my life.' – Muna Khalif, Birmingham Scholar and Global Futures programme student.

‘我希望能展开一段提升专业能力、增强自信和沉浸式体验全新文化的旅程。没想到这个决定竟会给我带来一次会改变我人生轨迹的大冒险。——蒙尼·哈丽夫 (Muna Khalif)，伯明翰学生和全球未来课程项目学员。

'I have never had exposure to a new setting as I chose to live at home for university, thus this global experience has elevated my emotional and cultural intelligence, and I have met various individuals on this trip, some of whom have become my lifelong friends. This global experience was truly life-changing and I encourage everyone to do this.' – Eman Sanullah, Birmingham Scholar and Global Futures programme student.

‘我住在家并选择于本地求学，所以从来没有机会接触过其他的环境。此次国际体验提升了我的情商和文化认知，过程中我接触到各种各样的人物，其中有几位已成为了我的毕生好友。此次跨国之旅给我的生活带来了深刻的变化，我也鼓励大家都要经历一次。——埃曼·萨纳乌拉 (Eman Sanullah)，伯明翰学生和全球未来课程项目学员。

2023年毕业典礼

J-BJI graduates go from strength to strength

暨伯学院毕业生发展步步高

Rachel Du Croz

Transnational Education Officer, College of Engineering and Physical Sciences

雷切尔·杜·克罗兹 (Rachel Du Croz)，工程与物理科学学院跨国教育主管

In June 2023 we were delighted to hold our first in person graduation ceremony in Guangzhou, for the Jinan University-University of Birmingham Joint Institute (J-BJI). After two online graduations (due to the pandemic), Professor Adam Tickell presided over the ceremony in his first visit to Guangzhou since taking up the role as Vice-Chancellor at the University of Birmingham.

2023年6月，伯明翰大学为暨南大学-伯明翰大学联合学院（暨伯学院）毕业生在广州举办首次线下毕业典礼，而此前两届毕业典礼因疫情原因都是线上举行。亚当·蒂克尔教授主持了此次毕业典礼，这也是他担任伯明翰大学校长职务以来首次访问广州。

The President of Jinan University (JNU), Professor Song Xianzhong attended the ceremony, where the students received their certificates in front of family and friends.

暨南大学校长宋献中教授参加了毕业典礼，毕业生们在亲友团的见证下接受了校方颁发的毕业证书。

The ceremony included traditional elements of the Birmingham graduations, with staff attending from the UK and a special ceremonial mace that had been commissioned especially, shipped out to China. Professor Tickell also took time to meet and have photos taken with students, providing great memories for them and their families.

毕业典礼融入了伯明翰大学毕业典礼的传统元素，来自英国的老师们也参加了典礼，还有特别运至中国的仪式权杖。蒂克尔教授还特别安排时间与学生们见面合影，为学生及其家人定格美好回忆。

This year we are also delighted to report that over 300 of our undergraduate students have progressed to postgraduate programmes, with 76 per cent of this year's cohort gaining places at global top 50 institutions. The UK remains the most popular destination, with students securing places at Cambridge, Edinburgh, and LSE, amongst others. Around a quarter of students have chosen to continue their education in mainland China, Hong Kong, and Macau. Meanwhile those embarking on their careers have secured roles in Fortune 500 companies such as Tencent, Huawei, Bank of China, PwC, and Deloitte.

今年，让我们欣喜的是，我们有300多名毕业生顺利升读研究生，其中76 per cent的学生进入了全球排名前50的高等学府。英国仍然是最受欢迎的留学目的地，学生们在剑桥、爱丁堡和伦敦政治经济学院等高等学府获得了一席之地。大约四分之一的学生选择在中国大陆、香港和澳门继续求学深造。与此同时，还有一部分毕业生步入职场，加入了腾讯、华为、中国银行、普华永道和德勤等财富500强公司。

Recruitment for the new 23/24 academic year was also very positive, with the incoming class receiving the highest Gaokao scores to date. 273 new students joined the J-BJI in September and began their exciting journey to becoming graduates. Later this academic year will see the launch of our Alumni Association and we look forward to engaging with more of our graduates and developing exciting events for our students and alumni.

23/24新学年的招生形势也十分乐观，入学新生的高考成绩是迄今为止最高的。今年9月，273名新生进入暨伯学院，开启了他们令人振奋的学习之旅。本学年后期，我们将启动校友会，期待与更多毕业生沟通交流，并为我们的学生和校友举办各种精彩的活动。



UoB alumnus Shenshou Zhang honoured at the Study UK Alumni Awards 2023-24

伯明翰大学校友张申守荣获“英国杰出校友大奖2023-24”中国区奖项

Faye Fei

Project Manager

费菲菲，项目经理

The Study UK Alumni Awards is an internationally acclaimed accolade hosted by the British Council, recognising the exceptional achievements of UK alumni in China. 2023 marked the tenth anniversary of this award ceremony, and it received an overwhelming response with over 1,450 applications from international UK alumni in more than 90 countries, representing over 140 UK higher education institutions.

英国杰出校友大奖由英国文化教育协会设立，旨在表彰留英校友在各自领域所取得的杰出成就。今年是英国杰出校友大奖设立的第十年，一共收到来自90多个国家、140余所英国高等院校机构、逾1450名留英校友的申请。

This year, among the distinguished recipients, a UoB alumnus, Mr Shenshou Zhang was recognised with the Social Action award for his contributions and commitment to creating positive social change and improving the lives of others. Other recipients included alumni from the University of Cambridge, University College London, among others.

今年，在众多中国区英国杰出校友大奖候选者中，我校校友张申守因他在创造积极的社会变革、改善他人生活方面的投入与贡献荣获“社会行动贡献奖”。其他的入围者包括来自剑桥大学、伦敦大学学院以及其他英国高校的校友。



Mr Zhang Shenshou graduated from the University of Birmingham in 2014, having studied MSc Human Resource and Development Management. During his studies, he undertook a module in NGO Management and was inspired by his dissertation tutor Dr Adrian Campbell. Mr Zhang consequently achieved his vision in setting up his own foundation in China, the Shanghai Yizhiling Foundation. These welfare programmes have benefited over 10,000 youth in distress, and have won national and Shanghai public welfare awards.

张申守为伯明翰大学2014届校友，毕业于我校的人力资源发展与管理专业。在伯大读研期间，受导师Adrian Campbell教授指导毕业论文的启发和非政府组织管理课程的学习，回国后最终完成了最初树立的公益梦想，创建自己的慈善基金会-上海益志领公益基金会。基金会成立后发起的多个公益项目，帮助和服务的困境青少年超过万人，并先后获得了国家级和上海市级公益大奖。



Media engagement and digital communications

媒体和数字传播

We promote our work in China through a variety of channels, including social media both in the UK and in China. We also work closely with partner institutions in China to engage with Chinese media and raise the profile of our education and research collaborations through print, online, and broadcast coverage.

我们通过各种渠道，包括中英两国的社交媒体，宣传推广我们在中国所做的工作。同时，我们也与中国的伙伴机构密切合作，与中国媒体互动，通过纸媒、网络和广播报道提高伯大在教育 and 科研合作方面的知名度。

The University of Birmingham engages with Chinese students, staff, and stakeholders based in China and in the UK through its official WeChat and Weibo accounts.

伯明翰大学通过官方微信和微博账号与在中英两国的中国学生、员工和相关机构进行互动。

In the past 11 months (1 January to 1 December), both our Weibo and WeChat accounts have continued to grow. With only organic activities this year, our total Weibo account follower number is 36,533, an increase of 5.59 per cent (a net growth of 1,933). Our total WeChat account follower number is 31,464, an increase of 17.57 per cent (a net increase of 4,702).

在过去的11个月里（1月1日至12月1日），我们的微博和微信账号都在持续发展壮大。仅通过平台非付费的自然活动，我们的微博关注总人数达到36,533人，增长5.59 per cent（净增1,933人）。微信关注总人数达到31,464人，增长17.57 per cent（净增4702人）。

Our top WeChat post celebrated the University's 123rd birthday, demonstrating the cultural importance of recognising such landmark dates. Other popular posts focussed on our QS

rankings, graduation ceremonies, and top-level delegation visits such as that by the Nanjing Municipal Government, and the visit from Huazhong University of Science and Technology, during which we signed our collaborative agreement to deliver a Dual Degree in Biomedical Science and Pharmacy.

我们最受欢迎的微信热帖是关于伯大123周年校庆，这体现了庆祝这些里程碑式纪念日的重要文化意义。其他热帖则聚焦了伯大QS排名、毕业典礼和高层代表团的访问，如南京市政府的来访、华中科技大学的来访、以及访问期间我们所签署的关于生物医学科学和药学双学位的合作协议。

Top Weibo posts also focussed on partnerships and the University's 123rd birthday, but also included our response to the City of Birmingham's bankruptcy declaration, in which we sought to reassure stakeholders that this would have no material impact on the University or students' studies. It was important for the University to act quickly to address concerns from the market, and Weibo offered us a quick and wide-reaching platform by which to do this.

微博热帖主要也是聚焦在合作伙伴关系、伯大的123周年校庆，还包括我们对伯明翰市破产声明的回应，以此向各方保证，这不会对伯大或学生的学习产生实质性影响。对于伯大而言，迅速采取行动解决市场疑虑是非常重要的，而微博为我们提供了一个迅速和有广泛影响力的平台。

In terms of international media coverage, over the course of 2023, there were 9,300 articles published in Chinese media that referenced the University of Birmingham, and we achieved an Advertising Value Equivalent of £2.6 billion.

在国际媒体报道方面，在2023年期间中国媒体发表的文章中有9,300篇提到伯明翰大学，相当于26亿英镑的广告价值。



Lunar New Year

农历新年

Each year we celebrate the Lunar New Year with a special concert, and in February 2023 we were able to hold our concert in person for the first time since 2020! This concert was doubly special because it represented the tenth anniversary of our concert series. To celebrate the Year of the Rabbit, world-class pianist Di Xiao was joined by a host of phenomenal performers, including dancers Hanghou Zhou and Dan Du, percussionist Beibei Wang, multi-instrumentalist Michael Skelton, flautist Max Gittings, face-changing artist Shuai Zhao, and young artists from the Overseas Chinese Association School.

每年我们都会举办一场特别的音乐会来庆祝农历新年，而在2023年2月，我们终于能够举办自2020年以来的首次线下音乐会！更特别的是，本年度的音乐会还是该系列音乐会的十周年纪念版。为喜迎兔年的到来，世界级钢琴家肖荻与舞蹈家周杭宇、牡丹、打击乐独奏家王贝贝、多乐器演奏家迈克尔·斯凯尔顿（Michael Skelton）、长笛演奏家马克斯·吉廷斯、变脸艺术家赵帅以及华联社中文学校的年轻艺术家们共同参加了此次演出。

The audience heard several well-loved pieces including Colourful Cloud Chasing a Silver Moon (Peixun Chen), Bull Fights Tiger (Baocan Wang), Marimba Spiritual (Minoru Miki), and My Homeland.

观众们欣赏了陈培勋的《彩云追月》、王宝灿的《牛斗虎》、三木稔的《马林巴圣曲》、《我的祖国》等几首深受喜爱的曲目。

The concert also featured greetings messages and warm words from our partners celebrating the Lunar New Year around the world, in China, Singapore, Malaysia, USA and more!

音乐会也收到了来自中国、新加坡、马来西亚、美国等世界各地的合作伙伴发来的新年问候和祝福！



Guangzhou office relaunch

广州办公室重装开业

The University of Birmingham's representative office in Guangzhou opened in 2011 and has been supporting University of Birmingham partnerships for twelve successful years. As we move forward, the decision to update the facilities was made! The relaunched office features open plan flexible working spaces, a conference room for meetings, a catering area, and space to welcome visitors. We were delighted to hold a grand opening on Dragon Boat Day, with the University of Birmingham's Vice-Chancellor, Professor Adam Tickell, inviting friends and partners to join us.

伯明翰大学驻广州代表处成立于2011年。十二年来，代表处成功为伯明翰大学的合作伙伴关系提供了强有力的支撑。随着代表处业务的不断发展，其办公空间的更新改造也提上日程！改造后的办公室具有灵活开放的工作空间、会议室、餐饮区和迎客空间。代表处在端午节举行盛大的开幕式，伯明翰大学校长亚当·蒂克尔教授也邀请了朋友和合作伙伴参加了开幕活动。



If you are visiting Guangzhou or wider China, please do not hesitate to contact the office to see how they can support your activity.

如果您正在访问广州或中国其他地区，请随时与代表处联系，了解他们能为您提供哪些支持。





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