



UNIVERSITY OF
BIRMINGHAM

CHINA INSTITUTE

CHINA INSTITUTE 2022 ANNUAL REPORT

伯明翰大学中国学院 2022 年年报





WELCOME 欢迎辞

It gives me great pleasure to introduce the University of Birmingham's China Institute Annual Report covering the calendar year 2022.

岁末年初，很高兴能在此呈上伯明翰大学中国学院2022年度工作报告。

The last year has been one of international turmoil and change and even though many countries have shown signs of emergence from the COVID pandemic, considerable challenges remain. Regular travel between the UK and China, in particular, has been very difficult and has restricted our ability to have face-to-face meetings with our Chinese partners.

过去一年，国际形势动荡多变。尽管不少国家已有走出疫情的迹象，但前路依然面临重重挑战。尤其是中英两国之间难以开展定期商务差旅，这极大限制了我们与中方合作伙伴的面对面沟通。

Despite the travel-related challenges, our established China Institute Office in Guangzhou has enabled us to continue to engage with partners and stakeholders, augmented by the all too familiar opportunities provided by video platforms.

尽管如此，我们通过在广州成立已久的中国学院办公室，并借助大家广为熟悉的视频平台，得以与合作伙伴和相关各方保持联系。

The Guangzhou team has seen a few changes over the last year, and we are delighted to welcome our new team members, Faye Fei and Petula Liao, as Project Managers, supporting development of our partnerships. This year we also welcomed Huijun Fan, Qiuyue Lin, and Junjun Liang to our staff base supporting the Jinan University-University of Birmingham Joint Institute.

去年，我们的广州团队略有调整。我们很高兴迎来团队的新成员费菲菲和廖倩好的加入。这两位新成员担任项目经理职务，助力推进合作伙伴关系的发展。今年，我们的工作团队还迎来了范慧君、林秋悦和梁君君等新生力量的加入，支持暨南大学-伯明翰大学联合学院（暨伯学院）工作。

In-person teaching has gradually returned across the University's campuses in Birmingham and Dubai, and in spite of continuing restrictions, we have begun to see our staff going to Guangzhou to deliver our Mathematics degrees to the students in the Joint Institute with Jinan University (J-BJI).

目前，伯明翰校区和迪拜校区已逐步全面恢复线下教学，我们的教职人员也克服了疫情封控的重重困难，前往广州为暨伯学

院的学生讲授数学学位课程。

We are proud to have graduated another cohort of students, again with a very high number of first-class degrees, and this time to almost 200 students.

我们自豪地看到，又一批暨伯学子顺利毕业。本届毕业生大多数获得一等学位，人数也达到近200人。

Partnership development, either through growth of existing links or the launching of new collaborations has continued, and you will find a selection of these and their successes throughout this report. A number of MoUs (Memorandum of Understanding), agreements and contracts were signed via virtual ceremonies and this year saw us participating in a wide range of Chinese university anniversary celebrations.

我们通过扩大现有合作或开展新合作的方式，持续推动合作关系的发展。本年度报告挑选了部分成功的突出的合作项目予以详细介绍。我们还通过线上仪式签署了多份谅解备忘录、协议及合同，并在今年广泛参与了中方合作院校的各类校庆活动。



As we have moved back to in-person teaching, so we have also gradually transitioned from fully virtual events to some that are hybrid, and we were delighted to be able to host the UK-China Joint Institute Alliance Annual General Meeting and conference, at which most of the participating 38 UK institutions and their Chinese counterparts were represented.

随着线下教学的回归，各类线上活动也逐步过渡为线上线下相结合的形式。我们很荣幸地主办了中英合作办学机构联盟年会和主题研讨会，38所英方成员院校及中方合作机构大部分派代表参加了此次活动。

2022 represented a big step for the University in terms of the recognition of its research. The UK Government Research Excellence Framework concluded that 9 research areas at the University are in the UK Top 5, several of which are central to our engagements with Chinese partners, including Earth and Environmental Sciences, Computer Science, Sport and Exercise Science, and Public Health and Primary Care.

2022年，我们向前迈进了一大步，科研工作获得了更多认可。根据英国政府“卓越研究框架”的评价，我校有9大科研领域位居英国前5名，其中几个领域也是我们与中方合作伙伴开展合作的核心领域，如：地球与环境科学、计算机科学、体育与运动科学，以及公共卫生和基层医疗。

We look forward with anticipation to 2023, when we expect to see many of our partnerships thriving, new ones being developed, and importantly, to the opportunity to travel so that we can further enhance our collaborations and friendships through face-to-face meetings, for which there is no perfect substitute.

对于2023年，我们满怀期待：期待我们的众多合作能蓬勃发展、期待新的合作项目能顺利启动；同时，我们更期待交通出行能恢复正常，让我们能通过无可替代的面对面沟通，进一步加强合作，加深友谊！



Professor Jon Frampton
Deputy Pro-Vice-Chancellor (China)
Director of University of Birmingham China Institute

乔恩·弗兰普顿教授
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





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2022 YEAR IN REVIEW

2022 年回顾

Information up to date as of the period 29th Nov – 13th December 2022

1,357 
Twitter followers

33,905 
Weibo followers
(14% growth)


26,601 
WeChat followers
(20% growth)

3 
major events

5,000+ 
event attendees
(in-person and online)

6,000+ 
Chinese students studying at
the University of Birmingham
(including transnational
education)

864 
Publications
with Chinese partners

6,458 
Chinese media publications
mentioning the University
of Birmingham

£1.96 billion
Advertising Value Equivalent
(AVE)

2022年11月29日至12月13日期间的统计数据:

1,357 
推特 (Twitter) 关注人数

33,905 
微博关注人数
(增长率为14%)

26,601 
微信公众号关注人数
(增长率为20%)

3 
重大活动

5,000+ 
活动参与者
(现场和在线)

6,000+ 
伯明翰大学的中国留学生数量
(包含跨国教育)

864 
与中方合作发表文章

6,458 
提及伯明翰大学的中国媒体刊物

19.6 亿英镑
广告价值当量 (AVE)

CASE STUDIES

成果展示

THE EARLIEST KNOWN JAWED VERTEBRATES DISCOVERED IN CHINA

史上最早的有颌脊椎动物在中国发现

Dr Ivan Sansom, Associate Professor in Palaeobiology and Senior Lecturer in the School of Geography, Earth and Environmental Sciences

伊万·桑索姆 (Ivan Sansom) 博士, 地理、地球与环境科学学院古生物学高级讲师

Dr Plamen Andreev, Honorary Research Fellow, School of Geography, Earth and Environmental Sciences, Qujing Normal University

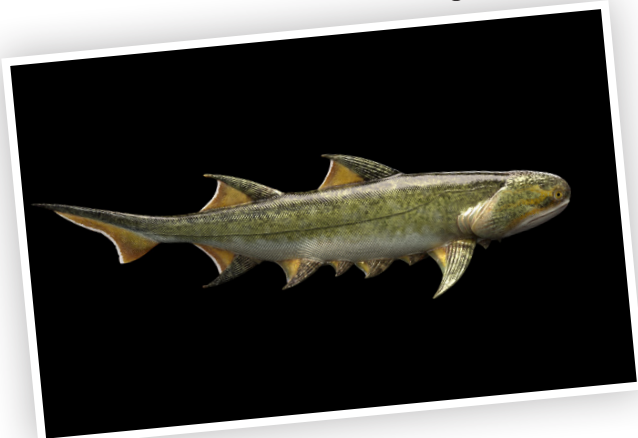
普莱曼·安德列夫 (Plamen Andreev) 地理、地球与环境科学学院荣誉博后 及曲靖师范学院

Working as part of an international team led by Professor Zhu Min at the Institute of Vertebrate Paleontology and Paleoanthropology, Chinese Academy of Sciences, University of Birmingham (UoB) alumnus Dr Plamen Andreev and Dr Ivan Sansom have recently published two papers in the journal *Nature* describing the oldest direct evidence for jawed vertebrates.

伯明翰大学校友普拉门·安德列夫博士和伊万·桑索姆博士是中国科学院古脊椎动物与古人类研究所朱敏院士带领的国际团队成员。近期,他们在《自然》杂志上发表了两篇论文,为有颌脊椎动物提供了最早直接证据。



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Based upon large samples from a remote site in the Guizhou Province of south China, we were able to extract minute fossils representing the teeth and skeletal components of two types of early 'shark' that the team named as *Qianodus duplicis* and *Fanjingshania renovata*, respectively. The specimens were isolated from the rock using weak acetic acid and examined with a combination of light microscopy and synchrotron tomography, meaning we were able to study their internal structure and growth patterns confirming their vertebrate nature and assignment to early sharks.



从中国南部贵州省一处偏远地区采集的大型样本中，我们成功提取出了含有两种早期“鲨鱼”牙齿和骨骼成分的微体化石，研究团队分别将其命名为双列黔齿鱼（*Qianodus duplicis*）和新塑梵净山鱼（*Fanjingshania renovata*）。我们利用弱乙酸从岩石中分离获取化石，并使用计算机断层扫描和同步加速器扫描相结合的方法进行检查，这意味着我们有能力通过研究标本的内部结构和生长模式来判定其是脊椎动物及早期鲨鱼种类。

The presence of primitive sharks in the 439-million-year-old shallow seas that covered south China during the Silurian Epoch goes some way to fill in a curious gap in the early fossil record of jawed fish.

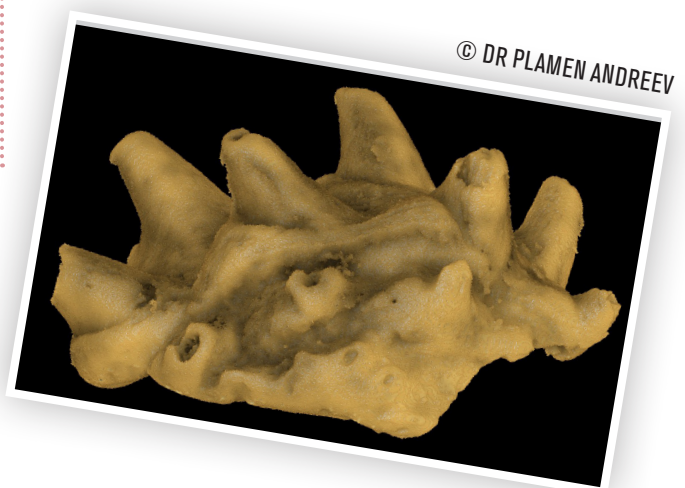
4.39亿年前志留纪时期，中国南方的浅海中存在原始鲨鱼，这在某种程度上填补了有颌鱼早期化石记录中一段不为人知的空白。

We have been seeing hints in the shape of scales that suggested these fish evolved much earlier in geological time than previously thought, but these new fossils provide definitive evidence for this hypothesis. These specimens also question existing models of vertebrate evolution by significantly condensing the timeframe for the emergence of jawed fish from their closest jawless ancestors. This knowledge will have profound impact on how we assess evolutionary rates in early vertebrates and the relationship between morphological and molecular change in these groups and will provide the agenda for ongoing collaboration between the UoB and the Chinese Academy of Sciences.

其实，鳞片的形状已经暗示我们，这些鱼类进化的地质年代比我们之前的设想要早得多，而新化石的出现为此提供了确凿的证据。这些标本极大地缩短了有颌鱼从与它们最近的无颌祖先进化到有颌鱼的时间进程，因而也对现有的脊椎动物进化模型提出了质疑。这也会对我们如何评估早期脊椎动物的进化速度、以及这些脊椎动物群体的形态和分子变化之间的关系产生深远的影响，并为伯明翰大学与中科院的持续合作提供议题。

Our two papers have been widely covered by more than 250 global media outlets and were part of a collection of four related publications featured on the front cover of *Nature*. They have been reported by more than 350 Chinese media outlets and generated 610 million views on Weibo within days, becoming one of the most widely read scientific studies on the Chinese web.

我们的两篇论文已被250多家国际媒体广泛报道，并和另外两篇相关论文一起荣登《自然》杂志封面。350多家中国媒体也对此进行了报道，短短几天内，微博阅读量突破6.1亿次，成为中国网络阅读量最高的科学研究之一。



CASE STUDIES

成果展示

JOCKEY CLUB SPORTS EMPOWERING PROGRAMME 赛马会体育赋能计划

Professor Joan L Duda, Professor of Sport
and Exercise Psychology

琼·杜达 (Joan L Duda) 教授
体育与运动心理学教授



Coach behaviours significantly impact how young people feel about and develop through their sport participation. To help coaches in Hong Kong better understand and apply principles supporting optimal engagement and psychosocial development in youth sport, Professor Joan Duda is collaborating with Dr Ka Man Leung and her team from the Education University of Hong Kong. The three-year 'Jockey Club Sports Empowering Programme' project, funded by the Hong Kong Jockey Club Charities, involves coaches and the children they coach from five sport associations specialized in hockey, rugby, tennis, basketball, and dragon boat.

教练的行为极大地影响年轻人参与运动的感受以及运动促进身心发展的效果。为帮助香港的教练更好地理解 and 运用促进青少年体育参与和心理发展的原则，琼·杜达教授与香港教育大学梁家文 (Ka Man Leung) 博士及其团队合作，开展了一项为期三年的“赛马会体育赋能计划”。计划由香港赛马会慈善信托基金资助，来自曲棍球、橄榄球、网球、篮球和龙舟五个体育协会的教练及其指导的儿童参与了该计划。

The over-arching project aims to promote healthy and adaptive motivational climates in youth sport, and enhance character development via sport, through the systematic training of sport coaches. One component of the training package to be delivered to the coaches is the evidence-based *Empowering Coaching™* programme. Professor Duda, who is an internationally-known researcher in this area and the founder of *Empowering Coaching™* (www.empoweringcoaching.co.uk), has been training 17 tutors to deliver the workshop to youth sport coaches in Hong Kong.

计划旨在通过对体育教练进行系统培训，为青少年体育运动创造健康、适宜的积极氛围，以运动促进人格发展。教练培训项目中包含一项循证“教练赋能™”计划。杜达教授是该领域的国际知名研究人员，也是“教练赋能™”计划 (www.empoweringcoaching.co.uk) 的创始人。她为17位指导老师提供持续培训，使其能在香港的青少年体育教练中举办相关的研讨会。



Via support from the University of Birmingham Hong Kong Foundation, a one-year project commencing in 2023 will provide added value to this ongoing work by delivering the training to teachers in Hong Kong schools. Objectives are to translate, tailor, and pilot test a bespoke version of *Empowering Coaching™* for secondary Physical Education teachers in each of the three regions of Hong Kong (Hong Kong Island, Kowloon, and the New Territories). The project will produce an *Empowering PE™* Hong Kong training programme that will be ready for subsequent roll out in the Hong Kong school systems.

伯明翰大学香港基金会将在2023年支持启动一项为期一年的项目，为香港的学校教师提供培训，增添其当前工作的附加值。项目目标是为香港三个地区（香港岛、九龙和新界）的中学体育教师解释、量身定制和试行定制版的“教练赋能™”计划。该项目将推出“香港体育赋能™”培训计划，随后在香港学校系统内全面推行。



CASE STUDIES

成果展示

PREDICTING CLIMATE EXTREMES IN CHINA 中国的极端天气预测

Professor Gregor C. Leckebusch, Chair of Meteorology and Climatology, Met Office Joint Chair at the University of Birmingham

格雷戈尔·C·莱克布希 (Gregor C. Leckebusch) 教授
气象学和气候学讲席教授、伯明翰大学气象局联合主任

Dr Kelvin Ng, Post-Doctoral Research Fellow

伍世昌 (Kelvin Ng) 博士
博士后研究员

Climate extremes can have devastating socioeconomic impacts on East Asia and amongst the most dangerous threats are those posed by extensive flooding, e.g., of the Yangtze River, due to extreme precipitation. A crucial part of this rainfall is related to the so-called Mei-yu front, which emerges during the East Asian summer monsoon season over Southern China and the West Pacific, moving northward during the season. An accurate prediction of extreme Mei-yu precipitation thus plays an important role in decision-making and policy development for disaster risk reduction and mitigation, especially for future climate services combating anthropogenic climate change.

极端气候会对东亚产生毁灭性的社会经济影响，其中最危险的威胁是由极端降水引起的大面积洪水，如长江洪水。这种降水的一个关键原因与所谓的梅雨锋有关，梅雨锋在东亚夏季季风季节在中国南部和西太平洋上方形成，并在整个季节向北推进。因此，准确预测极端梅雨降水在制定减少和缓解灾害风险的决策和政策中发挥着重要作用，特别是应对人为气候变化的未来气候服务。

The principal and most sophisticated tool enabling climate predictions on longer scales are so called 'climate models'. These dynamically simulate future weather and climate patterns, providing scenarios of future greenhouse gas emission developments. Despite many advances having been made in climate modelling, these often struggle to simulate the full magnitude of extreme precipitation. This is partly related to their coarse resolution or their inability to fully represent all necessary processes on scales relevant to

extreme precipitation.

能够实现长期气候预测的最主要、最复杂的工具是“气候模型”。利用“气候模型”，通过设定未来温室气体排放情景，可以动态模拟未来的天气和气候。尽管气候建模已取得了诸多进展，但仍然难以模拟出完整规模的极端降水。这在一定程度上与模型的分辨率低、或无法充分表现极端降水所有必要过程的相关规模有关。

The project PRE-CAX, led by the University of Birmingham in collaboration with the University of Reading, funded by the Newton Fund/Met Office CSSP-China programme, aims to improve the representation of extreme Mei-yu precipitation in climate models by making use of the well-simulated, larger-scale components of the climate system. PRE-CAX combines recently developed machine learning and data driven techniques with classical statistical approaches.

The methodology developed has improved the representation of extreme Mei-yu precipitation based on climate models and thus can improve the estimation of future changes of extreme Mei-yu precipitation. A similar approach is just developed for extreme precipitation from tropical cyclones.

PRE-CAX 项目由英国伯明翰大学主导，雷丁大学参与合作，由牛顿基金/英国气象局中英“气候科学支持服务伙伴关系中国项目”(CSSP-China) 资助。项目旨在利用气候系统中模拟良好的大规模组件，改善极端梅雨降水在气候模型中的表征。PRE-CAX 将最近开发的机器学习和数据驱动技术与经典的统计结合起来，其方法改善了基于气候模型的极端梅雨降水的表征，因此可以改进对未来极端梅雨降水变化的预判。沿用类似方法，我们刚研发出应用于模拟热带气旋的极端降水的模型。





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 K K Cheng, Professor of Public Health and Primary Care, Director of the Institute of Applied Health Research

郑家强 (K K Cheng) 教授

伯明翰大学公共卫生及基层卫生教授、应用卫生研究院院长

Lin Hu, China-UK Project Manager, Institute of Applied Health Research

胡琳

伯明翰大学应用卫生研究院中英项目经理

Sun Yat-sen University First Affiliated Hospital (SYSUFAH) is probably the largest hospital in South China, and it recently attained the status of a National Clinical Academic Centre. During the last decade, there has been extensive collaboration between the University of Birmingham (UoB) and SYSUFAH in research and training.

中山大学附属第一医院堪称华南地区规模最大的医院，近期又获批成为国家医学中心。过去十年中，伯明翰大学和中山大学附属第一医院在科研和培训方面开展了广泛的合作。

This year, led by Prof K K Cheng, Director of the Institute of Applied Health Research (IAHR), UoB and SYSUFAH have entered into a major new strategic collaboration.

今年，伯明翰大学在应用卫生研究院院长郑家强教授的带领下，与中山大学附属第一医院开展了一项新的重大战略合作。

This unique partnership adds an additional dimension to the work undertaken in our sister city of Guangzhou, which is identified as a key priority in UoB's strategic approach to China. The ambitious project will build a multi-centre research platform in the South China region consisting of a number of clinical research projects.

这一独特的合作关系为我们在姐妹城市广州所开展的工作增添了新的维度，而我们在广州的工作已确定成为伯明翰大学中国战略方针中的关键优先事项。本合作项目高屋建瓴，将在华南地区打造一个多中心研究平台，由多个临床研究项目构成。

The partnership will also develop a community-based cohort study, the outcomes of which will serve as a foundation for further epidemiological, clinical and laboratory research on important health issues ultimately leading to better informed decision making and improving health outcomes for the people of Guangzhou. In addition to giving UoB researchers access to a project of significant scale, the collaboration will also help strengthen the research capacity of SYSUFAH in the discipline of Geriatrics.

通过此次合作，我们还将开展一项基于社区的队列研究。队列研究的结果将成为进一步对重要健康问题开展流行病学、临床和实验室研究的基础，最终促成更好的决策，改善广州人民的健康状况。此次合作不仅为伯明翰大学的研究人员提供参与大规模项目的机会，还有助于加强中山大学附属第一医院在老年病学领域的科研能力。

The establishment of a centre of excellence for clinical and population-based research will bring long-lasting benefits for improved healthcare delivery, public health and academic developments in South China and beyond.

该卫生研究中心致力于开展一流的临床和人群研究，将为提升华南等地区的医疗服务、公共卫生和学术发展带来持久的益处。



CASE STUDIES

成果展示

BA ENGLISH AS A MODERN FOREIGN LANGUAGE

现代外语英语文学学士

Dr John Goodyear, Lecturer (Teaching), English as a Modern Foreign Language

约翰·古德伊尔博士 (John Goodyear)
现代外语英语讲师 (教学)

Qiuyu Deng, Huaichong Yao, Leyuan Zhang, BA English as a Modern Foreign Language

邓秋语, 姚怀懂, 张乐源
现代外语英语专业文学学士

In 2020, we launched the BA English as a Modern Foreign Language programme (EMFL), aimed at equipping non-native speakers of English with an in-depth knowledge of English and sophisticated language skills to communicate nationally, internationally, and globally. This year, we are delighted that three students from Chinese partners have joined this programme, and we asked them to reflect on their experience:

2020年, 我们推出了现代外语英语文学学士课程, 旨在培养非英语母语人士掌握深入的英语知识和复杂的语言技能, 助其实现国内、国际乃至全球的沟通交流。今年, 我们很高兴迎来三位来自中方合作院校的同学入读该课程, 以下是他们的体验分享:

"Having been involved in the EMFL programme since this September, I have learned a lot from this programme and the people I met here. There are five hours of English core seminars every week, several options of translation projects

and some other selective courses. It is such an experience to join the EMFL group, which is not just my main course, but also a kind of connection to the local culture and an opportunity to meet people from different backgrounds. Cultural encounters offer international students' chances to be more inclusive, allowing me to have conversations with the world outside of mine."

- Qiuyu Deng

"我于今年9月入读现代外语英语 (EMFL) 课程。课程本身的学习以及课程中结识的人, 都让我获益匪浅。每周我们有5小时的英语核心研讨课, 还需要选择性地参与翻译项目和学习一些选修课。参加EMFL的学习是一次难得的经历, 在这个过程中, 我不仅在完成我的主修课程, 更是与当地文化构建一种联系, 并结识不同背景的人。这种文化的交流碰撞为我们国际生提供了机遇, 让我能以更包容的心态与外面的世界对话。" - 邓秋语

"The University of Birmingham boasts outstanding faculties and well-designed facilities, leading me to experience my overseas life in a harmonious atmosphere. EMFL is a fantastic programme with our excellent programme leader, Dr Goodyear, and brilliant classmates. In the dynamic and informative class, I embrace the profound culture of the English world, enhance my language skills, and 'map' a blueprint for my future. I am fortunate to have joined the EMFL."

- Huaichong Yao

"伯明翰大学拥有优秀的师资和精良的设施, 我的海外生活也因此充满和谐的氛围。EMFL课程精彩纷呈, 这里有我们优秀的项目负责人古德伊尔博士和才华横溢的同学们。课堂内容丰富, 充满活力, 让我在博大的英语文化世界中畅游, 提高语言技能, 并“勾勒”出自己未来的蓝图。参加EMFL的学习, 我深感有幸。" - 姚怀懂



"The EMFL programme and the experience I have had here since I started at the end of September have given me three strong impressions. Firstly, the learning model here has helped me increase my autonomy in my studies, and I need to organise my time wisely to balance my life and studies. Secondly, the programme has helped me to see myself and the world from a different perspective and broaden my horizons. And finally, although living and studying abroad can be stressful, it has taken me out of my comfort zone and is helping me to develop my independence and skills."

- Leyuan Zhang

Led by Dr John Goodyear, Lecturer (Teaching) English as a Modern Foreign Language (EMFL), this brand-new programme supplements the suite of languages offered by the Department of Modern Languages at undergraduate level: French, German, Spanish, Italian, Russian, Chinese, and Japanese. The introduction of the programme is informed by the considerable departmental strengths of foreign language delivery, blending Content and Language Integrated Learning (CLIL) with the teaching and learning philosophy of the Birmingham Language Graduate (BLG). The introduction of the programme has also been supported by the China Institute with its knowledge base, its network of contacts and its institutional ties with Chinese partners. This support has been definitive in securing the first high-calibre students through our articulation agreements, something that has benefited the EMFL programme, the Department of Modern Languages and also the wider university.



全新的EMFL课程是现代语言系本科阶段的语言学习体系(法语、德语、西班牙语、意大利语、俄语、汉语和日语)的补充。本课程负责人为现代外语英语讲师约翰·古德伊尔博士。课程的推出体现了学院在外语教学方面的雄厚实力,将语言和内容整合教学法(CLIL)与伯明翰语言毕业生(BLG)教学理念相结合。同时,中国学院也利用其知识库、业务联系网络以及与中方合作伙伴的关系为课程的推出提供了重要支持,并通过我们的衔接协议确保了首批高素质学生的入读,让EMFL课程、现代语言系乃至整个大学都因此而受益。

"我在9月底开始学习EMFL课程,在这里的学习经历给了我留下了三个深刻的印象。首先,这里的学习模式提高了我的学习自主性,让我学会合理安排时间,平衡生活和学习。其次,项目让我学会了从不同的视角看待自己和世界,开阔了我的眼界。第三,虽说在国外生活和学习会有压力,但这也让我走出了自己的舒适区,增强了我的独立性,也提升了各种技能。" - 张乐源

CASE STUDIES

成果展示

AUTOMOTIVE COLLABORATION IN CHINA 与中国在汽车领域里的合作

Professor Hongming Xu, Director of the Birmingham CASE-V Automotive Research and Education Centre
徐宏明教授 伯明翰先进汽车技术与教育中心主任

Dr Quan Zhou, Assistant Professor in Automotive Engineering
周泉博士
汽车工程助理教授

Despite restrictions caused by the pandemic, collaborations in China around Automotive Engineering continued to strengthen throughout 2022.

在整个2022年期间，我们克服了疫情封控的重重困难，继续强化与中国的汽车工程合作。

Professor Hongming Xu was elected the founding chairman of the Global Alliance of Overseas Chinese Societies of Automotive Engineers (GAOCASE) which is accepted as a strategic partner of the International Federation of Automotive Engineering Societies (FISITA). This group worked with other members of the alliance in organising the second Global Connection of Overseas Chinese Automotive Engineers that was held on 4-6 November 2022 and was attended by 158,000 people.

徐宏明教授当选海外华人汽车工程师协会全球联盟（GAOCASE）的首任轮值主席。该联盟是国际汽车工程师学会联合会（FISITA）认可的战略合作伙伴。小组与联盟其他成员合作组织了第二届“海外华人汽车工程师全球连线”，该活动于2022年11月4日至6日举行，参与人数达15.8万人次。

The Birmingham CASE-V Automotive Research and Education Centre (CASE-V) worked closely with the China-Britain Business Council, hosting a CBBC Automotive Event in Jan 2022 and is set to organise a second networking on the University campus in Jan 2023.

伯明翰先进汽车研究与教育中心与英中贸易协会紧密合作，于2022年1月共同举办了英中贸易协会网上汽车研讨会，并计划在2023年1月在伯大校园举办第一届汽车圆桌会。

The CASE Centre hosted its industry forum in Sep 2022 and welcomed a senior engineer from Chang'an UK to deliver a talk about fuel cell technology.

CASE中心于2022年9月举行了行业论坛，邀请来自长安汽车英国研发中心的高级工程师进行关于燃料电池技术的演讲。

In July, the University of Birmingham hosted the annual conference for the Association of British Chinese Professors (in which Professor Xu is Vice-President for Membership and Events). The Conference attracted over 400 registered participants from the UK and China (over 200 on site), and also other countries and regions. Professor Adam Tickell, Vice-Chancellor and Principal of the University of Birmingham, attended the conference and delivered a talk in the opening ceremony.

7月，伯明翰大学主办了全英华人教授协会（徐宏明教授担任协会会员与活动事务副主席）年会，吸引了400多位来自中英两国以及其它国家和地区的注册会员参加，（其中200多位亲临现场）。伯明翰大学校长亚当·蒂克尔（Adam Tickell）教授参加了年会并在开幕仪式致辞。



Working with colleagues from partner institutions in China, including the prestigious Tsinghua University of Beijing, Professor Hongming Xu and Dr Quan Zhou organised international academic events including the IEEE/CAA International Conference on Vehicular Control and Intelligence (CVCI) and the CSICE Conference on Transportation Energy and Intelligent Power (TEIP), both of which were attended by over 300 participants.

徐宏明教授和周泉博士与中方合作机构，包括清华大学等名校的同事们合作，组织了多场国际学术活动，包括由美国电气与电子工程师协会（IEEE）和中国自动化学会（CAA）共同举办的中国车辆控制与智能化大会（CVCI）以及中国内燃机学会（CSICE）举办的交通能源与智能动力大会（TEIP），两项活动均吸引了300多位参会人员。

All of these activities have continued to establish a firm foundation from which we will build in 2023, further expanding our research and teaching into this key area of international collaboration.

2023年，我们将以这些学术活动为基础，继续开展工作，将研究和教学进一步拓展到这一关键的国际合作领域中。



CASE STUDIES

成果展示

NEW RESEARCH COOPERATION WITH SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS (SWUFE)

与西南财经大 (SWUFE) 的新型研究合作

Professor David Dickinson, Department of Economics
大卫·狄金森 (David Dickinson) 教授
经济系

The Department of Economics has had a long-established cooperation with SWUFE, based in Chengdu, involving research as well as educational cooperation. In the last 12 months, discussions have led to the creation of the joint SWUFE/Birmingham Climate Finance Laboratory at the Research Institute of Economics and Management (REIM). Professor Dayong Zhang, an alumnus of the University of Birmingham, is a member of REIM and a key figure at SWUFE in the creation of the Laboratory. The provision of market-led finance, to support the development of sustainable production and consumption, is an important mechanism to mitigate climate change and move the world to a sustainable economic structure. The creation of the Laboratory will strengthen the joint research between Birmingham and SWUFE and help tackle these critically important challenges.

The Journal of Climate Finance, to be launched in early 2023 in cooperation with Elsevier, is a joint venture with Professor Alessandra Guariglia of the Department of Economics. The work of the Climate Finance Laboratory will feed into this journal and will provide a way of enhancing reputation. In addition, the work of the Laboratory will link to that of the Sustainable Financial Innovation Centre led by Professor Hisham Farag of the Department of Finance at Birmingham. There are plans for the Laboratory to hold an annual conference and to publicise the work to financial markets and institutions that are involved in the provision of Green/Climate Finance. If there are any questions about the Laboratory please contact Professor David Dickinson at the Department of Economics (d.g.dickinson@bham.ac.uk).

伯明翰大学的经济系与位于成都的西南财经大学 (SWUFE, 西财) 是长期的合作伙伴, 合作领域涵盖研究和教学。在过去一年里, 经多轮讨论, 两校联合创立了西南财经大学经济与管理研究院 (REIM) 西财/伯大气候金融实验室。西南财经大学经济与管理研究院的张大永教授是伯明翰大学的校友, 也是西财推动实验室建立的重要人物。建立市场主导的金融环境, 不仅能够支持可持续生产和消费的发展, 同时也是减缓气候变化、推动全球形成可持续经济架构的重要机制。实验室的建立将加强伯大和西财的研究合作, 有助于应对上述的重大挑战。《气候金融学报 (Journal of Climate Finance)》将于2023年初与爱思唯尔联合创刊, 这是伯大经济系亚历山德拉·瓜里格利亚 (Alessandra Guariglia) 教授的一个合作项目。气候金融实验室的成果将会收录在学报中, 这也是提升实验室学术影响力的渠道之一。此外, 实验室的成果还会与伯大金融系希沙姆·法拉格 (Hisham Farag) 教授主持的可持续金融创新中心的成果进行对接。未来, 实验室还计划举办年会, 向涉及绿色、气候金融业务领域的金融市场和机构公布其研究成果。如对实验室有任何问题, 敬请联系经济系的大卫·狄金森 (David Dickinson) 教授 (d.g.dickinson@bham.ac.uk)。





CASE STUDIES

成果展示

NINA MORRIS: A SHINING EXAMPLE OF SUPPORT FOR UOB-CHINA PARTNERSHIPS, CULTURAL AMBASSADORSHIP, AND IMPROVING EDUCATION EXPERIENCES

妮娜·莫里斯 (Nina Morris)：促进伯大-中国合作、当好文化大使、提升教育体验的优秀范例

Dr Simiao Sun, Assistant Professor in Hydrogeology (Groundwater Science)

孙思淼博士

水文地质学（地下水科学）助理教授

Nina Morris, China Institute Officer, has been instrumental in every aspect of the University's work with China, helping to forge and manage partnerships, being a British-Chinese cultural ambassador, and improving education experiences for applicants and students. Nina's acute cultural awareness, her creative problem-solving, her tailored approach to different situations and people, and her dedication, have made many impossible situations possible in an environment of considerable challenges.

伯大中国学院官员妮娜·莫里斯 (Nina Morris) 在伯大与中方合作的各个方面，无论是促成和管理合作项目，还是担当中英文化大使和优化申请人和学生的教育体验，都发挥了重要作用。凭借敏锐的文化感知度、富有创意的解决方案、因人因事制宜的具体方法、以及对工作的投入和奉献，使得她多次在困难重重的情况下扭转乾坤，将不可能变为可能。

Nina has supported a large number of entry and articulation agreements, spanning the full spectrum of disciplines that the University offers. She is the go-to-person for all China-related people, projects, the most up-to-date information, and China-related achievements at UoB – which collectively represents an extensive and valuable expertise. In her unique position, Nina has also supported early-career Chinese academics by connecting them with the relevant people, networks, and opportunities.

妮娜为众多联合办学及科研合作项目协议提供支持，涵盖了伯大所设置的所有学科。她是伯大的中国通，对所有与中国相关的人员、项目、最新消息以及在伯大所取得的与中方合作成果，都了如指掌，这也是她广泛和宝贵的业务专精的体现。借助自己所处的特殊位置，妮娜还为刚刚开启职业生涯的中国学者提供支持，向他们介绍相关人士、人脉和机遇。

Cultural awareness and creativity in problem-solving have been particularly important in navigating around the significantly different systems while promoting positive progress. Nina is particularly good at finding the commonalities that resonate with both audiences. At the same time, she is able to tailor her support to accommodate some delicate yet significant differences for different partners.

解决问题时需要具备文化意识和创意，这对于需要在截然不同的办学体系间协调运转并推动积极发展的工作来说尤为重要。妮娜十分擅长寻找引起双方共鸣的共性。此外，她还能够根据不同的合作伙伴，提供有针对性的支持。

We often assume that education is provided by academics, underestimating how important administrative support has been in directly contributing to students' full educational experience. One example involves Nina's role in introducing the University and student experiences during China-facing recruitment events. Nina is able to present her talk in a combination of Chinese and English, which is often the most popular talk during such events. Prospective applicants and our partners are usually very impressed by Nina's effort, which elicits notable respect and provides reassurance for the Chinese audience that Birmingham staff will go above and beyond to help them.



我们经常认为教育是由学者们提供的，而往往低估了行政支持对学生完整教育体验具有重要而直接的作用。比如，妮娜的其中一项职责，是负责在面向中国的招生活动中介绍伯大的情况和学生体验，她能够在此类活动中使用中英双语进行介绍，往往是整场活动中最受欢迎的讲座。妮娜的表现给潜在的申请人和我们的合作伙伴留下了深刻的印象。这不仅赢得了各方极大的尊重，也让中国的听众们更有信心，相信伯大的教职人员会竭尽全力为他们提供帮助。

The prospective students also appreciate the witty and interesting content being delivered and hence are more likely to reach out to Nina via her WeChat. Nina's WeChat is not only a helpful part of being a cultural ambassador, but also has been used to connect applicants to prospective schools to aid their smooth transition to becoming a student.

潜在的申请人也很喜欢活动中妮娜聪慧风趣的风格和内容，因而更有可能通过妮娜的微信与她联系。妮娜的微信号不仅是她作为文化大使的得力工具，还能为申请人和相关学院牵线搭桥，助力他们顺利入学。

This is by no means an exhaustive list of Nina's work, but some examples of the great work that we are fortunate to have witnessed.

妮娜的工作当然绝不限于上述内容，这只是我们有幸得知她的优异工作中的举例。



EDUCATION WITH CHINA

中英教育交流合作

Our Chinese student population remains a strong and vital part of our community. In November 2022, over 6,000 Chinese students were studying at our campuses in Edgbaston and Dubai, at the Jinan University-University of Birmingham Joint Institute (J-BJI), and on programmes we deliver at the Singapore Institute of Management, across all levels.

中国学生依然是伯大社区强大而重要的组成部分。2022年11月，在伯大埃德巴斯顿校区、迪拜校区、暨伯学院(J-BJI)学习、以及在新加坡管理学院攻读伯大课程的中国学生共计6000多人。

JINAN UNIVERSITY – UNIVERSITY OF BIRMINGHAM JOINT INSTITUTE

暨南大学-伯明翰大学联合学院

**Rachel Du Croz – Transnational Education Officer,
College of Engineering and Physical Sciences**
雷切尔·杜克罗兹
工程与物理科学学部跨国教育官

The Jinan University – University of Birmingham Joint Institute (J-BJI) continues to go from strength to strength, and we are proud to report that J-BJI successfully passed the Ministry of Education audit, meaning that it has met the requirements of quality delivery for the running of schools in China.

暨伯学院(J-BJI)继续发展壮大，顺利通过了中国教育部的审查，符合中国高质量办学的要求，我们对此深感自豪。

Students studying at J-BJI completed dual degrees in Mathematics with Applied Mathematics, Information Computing Science, Economics, or Economic Statistics. The advantages of both international and local teaching methods are clearly demonstrated with many graduates pursuing further study around the world and in China or entering business at companies such as Deloitte, PWC, Ernst & Young, Tencent, and Bank of China.

暨伯学院的学生在校完成数学与应用数学、信息与计算科学、经济学或经济统计学专业的双学位课程后，其中很多毕业生或在世界各地和中国继续深造，或进入德勤、普华永道、安永、腾讯、中国银行等知名企业，充分体现了国际和本地教学模式相结合的优势。

This year, we were also proud to celebrate our second graduating class, who achieved an incredible 103 first class degrees. This year's graduation was a live hybrid ceremony with students and colleagues gathering in Guangzhou. Vice Chancellor Professor Adam Tickell from the University of Birmingham and Professor SONG Xianzhong, President of JNU, presided over the ceremony, as Professor Chris Good, Deputy Dean and Head of the School of Mathematics, read the names of the graduates receiving their degrees on behalf of the University of Birmingham from Ms Vivian Zheng, Director of the Guangzhou China Office.

今年，我们也很自豪地庆贺暨伯学院第二届毕业生顺利毕业，其中103人荣获一等学位。学院的同学和同事齐聚广州，参加了线上线下相结合的毕业典礼。伯明翰大学校长亚当·蒂克尔教授和暨南大学校长宋献中教授主持了毕业典礼，伯大数学学院院长兼暨伯学院副院长克里斯·古德教授代表伯大宣读了由伯大中国办事处总监郑颖颐女士提交的获得学位的毕业生名单。



As well as progressing to study at PGT level in Birmingham on subjects aligned to Mathematics, destinations for our J-BJI alumni also include Yale University, the University of Cambridge, and the Harbin Institute of Technology.

暨伯学院的校友除了在伯大继续学习与数学相关的授课型研究生课程外，也有成功申请到耶鲁大学、剑桥大学和哈尔滨工业大学深造。

We have been pleased to be able to return to some in-person teaching this year, which has been very well received by students, who welcomed the team back with (literal) cheers! It has also been a time of change within the senior leadership, and we are delighted that Professor Jamie Alcock has joined the University of Birmingham as Deputy Dean for J-BJI. Jamie joins us from the University of Oxford with a wealth of experience of running international programmes and working in China.

我们很高兴今年能够回归部分备受学生好评的线下教学。教学团队归来时受到同学们的热烈欢迎（毫不夸张）！同时，管理层也有一些调整，我们热烈欢迎杰米·阿尔科克教授加入伯明翰大学，担任暨伯学院副院长。之前他曾在牛津大学任职，具备丰富的国际课程管理经验和中国国内工作经验。

We are also happy to welcome J-BJI Study Abroad students to our Edgbaston campus again this academic year, as well as supporting two excellent student activity projects in Badminton and Student Training through our Student Culture Fund. Finally, we are looking forward to being able to return more fully to in-person teaching in China as COVID restrictions continue to ease.

我们也热烈欢迎暨伯学院的交流学生在本学年再度来到伯大的埃德巴斯頓校区，也很乐意通过学校的学生文化基金，支持羽毛球和学生训练这两个优秀的学生活动项目。最后，随着疫情封控的进一步放开，我们期待能够在中国更全面地回归线下教学。



EDUCATION WITH CHINA 中英教育交流合作

ARTICULATION AND ENTRY AGREEMENTS 合作交流项目

We welcome students from our partnerships in China onto a range of programmes on both our Edgbaston and Dubai campuses, in disciplines including Engineering, Mathematics, Business, Modern Languages, Psychology, and Sports and Exercise Sciences – to name a few. This year we were delighted to welcome the first three students from partners onto BA English as a Modern Foreign Language (see earlier case study) and we are looking forward to continuing to welcome students in the coming years.

我们非常欢迎来自中方合作院校的同学们来到伯大埃德巴斯顿校区和迪拜校区，攻读工程、数学、商科、现代语言、心理学以及体育和运动科学等专业课程。今年，我们很高兴迎来了首批共三位来自合作院校、升读伯大现代外语英语文学学士学位课程的同学（参见前文案例研究）。我们期待来年能迎来更多的同学。

CHINESE SCHOLARSHIP COUNCIL 中国国家留学基金管理委 员会

The University of Birmingham's partnership with the Chinese Scholarship Council (CSC) continues to flourish, and this year we were pleased to once again fill our quota of 10 co-funded PhD places, funding the study of successful applicants at the University of Birmingham across a range of disciplines.

伯大与中国国家留学基金管理委员会（CSC）的合作继续蓬勃发展。今年，我们很高兴再次完成10个共同资助的博士名额指标，为伯大各专业的成功申请人提供了资助。



EVENTS 活动



LUNAR NEW YEAR 农历新年

At the start of 2022, we were pleased once again to host our annual Lunar New Year Concert in a special online fusion of live music and performances sent to us from partners in China. To celebrate the Year of the Tiger, world-class pianist Di Xiao was joined by flautist Eimear McGeown, performers from Chinese musical arts centre Euphoria China, and featuring pre-recorded performances from the Nanjing Acrobatic Troupe and, for the first time, students studying at J-BJI in Guangzhou. The concert was streamed on social media platforms Facebook, YouTube, and WeChat, reaching a global audience of over 5,000.

2022年伊始，我们再次举办一年一度的农历新年音乐会，并在线上播放了中方合作伙伴发来的现场音乐和表演。为欢

庆虎年，世界一流的钢琴家肖荻、长笛艺术家艾米尔·麦格恩、来自艺曲中英民乐中心的演奏家奉献了精彩纷呈的节目。此外，音乐会还奉上了预先录制的南京市杂技团的精彩表演、以及广州暨伯学院同学们的首秀。本次音乐会在社交媒体平台Facebook、YouTube和微信上进行了直播，全球观众超过5000人。

We were delighted to be able to share this wonderful concert with friends and colleagues across the globe, and to be able to include students from J-BJI in our celebrations.

我们很高兴能够与世界各地的朋友们和同事们分享这场精彩纷呈的音乐会，并能让暨伯学院的同学们也参与到此次节庆活动中。



EVENTS

活动

2022 AGM AND TRANSNATIONAL EDUCATION CONFERENCE FOR THE JOINT INSTITUTE ALLIANCE (JIA)

2022中英合作办学机构联盟（JIA）年会和跨国教育大会

On 13th –14th October, the University of Birmingham was proud to host the 2022 AGM and TNE conference for the JIA, supported by the British Council. This was an opportunity for staff involved in the running and delivery of collaborative education in China to meet in-person and online.

在英国文化教育协会的支持下，伯明翰大学于10月13日至14日，承办了2022中英合作办学机构联盟（JIA）年会和跨国教育大会，为从事中外合作办学项目运营和教学的人士提供了线下和线上交流的机会。

We were honoured to welcome Minister Counsellor for Education, Ms Jin Zhang, from the Chinese Embassy in the UK; Mr Mark Crossey, Interim Assistant Director – Policy and Global Engagement and Mr Eduardo Ramos, Head of Transnational Education from UUKi; and Mr Andrew Seaton, Chief Executive of the China Britain Business Council. We were joined online by Ms Leina Shi, Director Education China, British Council, and were delighted to receive a special video message from Ms Yan An, Deputy Secretary General, CEIA. We were also very grateful to be addressed by senior colleagues from our partner institute Jinan University; Vice President An Hong and Prof Chunchao Wang, Dean, J-BJI.

我们很荣幸地邀请到中国驻英国大使馆公使衔教育参赞张晋女士、英国大学联盟国际部政策和全球参与临时副总监马克·克罗西先生、跨国教育主管爱德华多·拉莫斯先生和英中贸易协会首席执行官奚安竹先生莅临大会。英国文化教育协会中国区教育总监史蕾女士也在线参会。我们也很高兴收到中国教育国际交流协会副秘书长安延女士的特别视频致辞，同时也很感谢我们的中方合作院校暨南大学的领导洪岸副校长以及暨伯学院院长王春超教授为大会致辞。

The event was hosted by Professor Jon Frampton, Deputy Pro-Vice Chancellor (China), and the delegates were welcomed by Professor Stephen Jarvis, Head of the College of Engineering and Physical Sciences and incoming Provost and Vice-Principal.

伯大执行副校长（中国区事务）乔恩·弗兰普顿教授担任本次大会主持人，工程与物理科学学部负责人、待任教务长兼副校长斯蒂芬·贾维斯教授亦对与会代表致以热烈欢迎。

Panel discussions on High Quality Opening-up in Chinese Education, and TNE partnerships and ambitions within a legal and policy context led to insightful discussion among participants. Professor Sue Welburn, UK Convener of the JIA and Executive Dean of Zhejiang-Edinburgh Institute provided an update on progress from the last AGM and calls for new projects, and the Professional Services and Senior Managers network presented data on Joint Institutes and how the network can promote and support academic delivery in China.

与会者就中国教育的高质量开放、以及在法律和政策的框架下建立跨国教育合作伙伴关系、发展跨国教育等主题，进行了深入的小组讨论。中英合作办学机构联盟英方院校会议召集人、浙江大学-爱丁堡大学联合学院执行院长苏·韦尔伯恩教授介绍了上届年会后的最新进展，并呼吁开展新项目。“专业服务和高级管理人员”网络提供了联合学院的相关数据，并介绍了该网络如何推广和支持国内教学。



The conference continued on day two with updates from the funded projects of the JIA looking into important issues on Supporting TNE communities during and post-pandemic, as well as Fostering Entrepreneurship Skills Development.

第二天的会议介绍了中英合作办学机构联盟资助项目的最新情况，探讨了在疫情期间和疫情后支持跨国教育社区以及培养创业技能等重要议题。

This was a wonderful opportunity to meet friends and colleagues online and in-person to discuss UK-China Joint Education Institutes and share good practice.

参会的同事们和朋友们籍此良机，开展线上和线下交流，探讨了英中联合教育机构的相关事宜并分享成功经验。



EVENTS 活动

LI SIGUANG LECTURE 李四光讲堂

In our second 'in person' event of 2022, we welcomed Prof John Loughhead, CB, OBE, FEng, FTSE to deliver our annual Li Siguang Lecture on the topic of 'Science Diplomacy with China – behind the headlines'. The talk focussed on how science diplomacy is used to advance the UK's national needs, address cross-border interests, and meet global needs and challenges, whilst highlighting the way in which the UK works specifically with China in this context. The lecture was very well attended, and prompted many questions from engaged audience members. Following the lecture, a networking session allowed for further discussion and connections between Professor Loughhead, the audience, and members of the China Institute.

在2022年的第二次线下活动中，我们很荣幸邀请到约翰·劳赫德教授（巴斯同袍勋章、官佐勋章获得者、英国皇家工程院院士、澳大利亚技术科学与中国工程院外籍院士）在李四光年度讲堂，发表题为“与中国的科学外交——头条新闻背后”的演讲。演讲侧重讨论了如何利用科学外交来推动英国的国家需求、处理跨境利益以及应对全球需求和挑战，同时强调了英国在这方面与中国的具体合作方式。演讲得到了观众们的大力支持，引发了观众们的众多提问。讲堂结束后的交流会上，讲者、观众和中国学院的同事们进行了更深入的讨论和交流。



SIGNING CEREMONIES

签约仪式



Although regular travel to China has been challenging, we have continued to strengthen partnerships in China through hybrid signing ceremonies. Below is a small sample of some of the partnerships which we have facilitated through virtual signing ceremonies.

尽管正常前往中国出差仍有较大难度，但我们仍通过线上线下相结合的签约仪式，进一步发展在中国的伙伴关系。以下是我们通过网上签约仪式建立伙伴关系的一小部分项目。

- In April, we signed a MoU with Tsinghua Shenzhen International Graduate School, to promote four areas: Biomedical and Health Engineering; Data Science for Healthcare; Smart City; and Environment Protection – working groups in each of these areas are being established to promote collaboration and we are exploring opportunities for exchange of postgraduate research students.
- 4月，我们与清华深圳国际研究生院签署了谅解备忘录，推动四个领域：生物医学和健康工程；医疗数据科学；智慧城市；环境保护的合作。我们正在组建相关工作组促进合作。双方正在探讨研究生交换学习的机会。
- Also in April, we signed a tripartite agreement with Jiangsu Industrial Technology Research Institute and Shanghai Yangtze Delta Innovation Institute that will strengthen the joint development of innovative research that creates real-world impact in areas such as nanoparticle technology, biomedicine, recycling solutions, and low carbon clean energy.
- 同是4月，我们还与江苏省产业技术研究院和上海长三角技术创新研究院签署了三方协议，加强联合创新研究工作，以期在纳米技术、生物医药、循环利用解决方案和低碳清洁能源等领域，产出能影响现实世界的成果。



MEDIA AND DIGITAL COMMUNICATIONS

媒体和数字传播

We promote our work in China through a variety of channels, including social media platforms WeChat, Weibo, Twitter and LinkedIn. 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.

我们通过各种渠道推广在中国的项目，包括微信、微博、推特和领英等社交媒体平台。我们还与中国的伙伴院校密切合作，与中国媒体互动，通过印刷品、网络和广播报道，提高我们合作办学和研究的知名度。

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. As of 30th November 2022, we have 26,601 WeChat followers, representing a 20% growth on last year, and 33,905 Weibo followers, representing a 14% growth on last year. Weibo and WeChat stories that received the most engagements (reposts, comments, likes for Weibo and views for WeChat), have focused on a range of disparate topics, including posts celebrating the University's birthday, our Research and Excellence Framework (REF) performance, and the Commonwealth Games. Other popular topics include student information, for example, pre-arrival information and information on language requirements.

伯明翰大学通过官方微信和微博账户与在中英两国的中国学生、员工和相关方进行互动。截至2022年11月30日，我们拥有26601名微信粉丝，较上年增长了20%；33905名微博粉丝，较上年增长了14%。微博和微信的互动最多（微博转发、评论、点赞和微信阅读），聚焦了各类不同的主题，其中包括了关于伯大校庆、REF（研究卓越框架）排名和英联邦运动会的帖子。其他热门话题包括学生资讯，例如，出行前的相关准备和语言要求。

This year, we also developed two reputational campaigns across our Chinese social media channels, designed to raise awareness of key research at UoB and increase engagement and followers. Our first piece, at the start of the year, covered research relating to discoveries in vertebrate palaeontology of China, and generated 90 new followers, 62 reposts, and 142 likes. Sticking with the theme of palaeontology, our second campaign later in the year focussed on the research taking place in the Guizhou Province of Southern China, leading to extraction of minute fossils representing the teeth and skeletal components of two types of early 'shark' (see earlier case study). This campaign achieved over 575 article views and generating 185 new followers.

2022年，我们还通过中国社交媒体开展了两次形象宣传活动，旨在提高公众对伯大重点研究领域的认识，增加互动和粉丝。今年年初，我们的第一篇帖子报道了与中国脊椎动物古生物学发现相关的研究，增加了90名粉丝，有62个转发和142个赞。立足于古生物学这一主题，今年晚些时候，我们的第二次活动聚焦于在中国西南贵州省进行的研究，研究提取出了两种早期“鲨鱼”牙齿和骨骼组成部分的微体化石（参见前文案例研究）。这项活动的文章浏览量为575，新增了185名粉丝。

Our China Institute Twitter account has 1,354 followers and is aimed at internal stakeholders and the local community. Popular posts were linked to events on campus, for example, our annual Li Siguang Lecture, the JIA conference and our Lunar New Year concert.

伯大中国学院的推特账户有1354名粉丝，面向内部相关方和当地社区。热门帖子与校园活动相关，例如，年度李四光讲堂、中英合作办学机构联盟大会和农历新年音乐会。

In terms of international media coverage, over the course of 2022, there were 6,458 articles published in Chinese media which referenced the University of Birmingham, and we achieved an Advertising Value Equivalent of £1.96 billion.

在国际媒体报道方面，在2022年，共有6458篇发布在中国媒体的文章提及伯明翰大学，广告价值当量为19.6亿英镑。

CONTACT 联系方式

For more information about the China Institute, or for further details on any of the projects and engagements referenced in this document, please contact Nina Morris, China Institute Officer: uobchina@contacts.bham.ac.uk

如需了解更多有关中国学院的资讯、或本文所述项目和活动的更多详情，请与中国学院官员妮娜·莫里斯（Nina Morris）联系：uobchina@contacts.bham.ac.uk

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