



UIBE News

UIBE November 6, 2009 - by Cui Xuyan

The Bavarian Minister of Scientific Research and Art (Germany) visits UIBE

A delegation headed by Dr. Heubisch, Minister of Scientific Research and Art for the German region of Bavaria, visited UIBE on the afternoon of Oct 22. Meeting the delegates were UIBE's Party Secretary Mrs. WANG Ling, and Vice-President LIN Guijun. Secretary WANG welcomed Director Heubisch on behalf of UIBE, and mentioned the long and close cooperation UIBE has with many colleges and universities in Germany; especially with Erlangen-Nuremberg University (ENU), a famous university located in Bavaria. Dozens of students have been



sent by Erlangen-Nuremberg University to UIBE since the agreement began in 2001. There is a stable flow of undergraduate MBA candidates from UIBE. A healthy collaboration has been built up between the faculty of ENU and UIBE thanks to frequent communication between the two universities. "We are satisfied with the almost ten-year cooperation with German colleges and universities," said Secretary WANG; "we are pleased that the cooperation projects have been more than blueprints on paper, and have been successfully launched in detail." Indeed, UIBE are eager for wider

cooperation with German universities and colleges, especially for MBA programs and business risk management.



Then Secretary Wang introduced UIBE's vision and mission, improved subjects, enhanced employment opportunities for the graduates, and high-quality education for international students. UIBE is committed to nurturing talented students, starting with with an international vision and increased competitiveness for the job market.

Currently, resulting from the global economic crisis, China has the challenge of helping 25 million university and college students find employment. The job-hunting market has become fierce. UIBE needs to be dedicated to developing the practical skills of students, and strengthen their self-development. IN this regard the collaboration with German Univeristies is of increased importance. With a reinforcement of the combination of educational theory and practice.

WANG emphasized UIBE should focus on measuring the performance of the cooperation with the universities and colleges of other countries.

Discussing further areas of possible cooperation, Secretary Wang emphasized that following the Ministry of Education's strategy of "reaching out", many Chinese companies are in an urgent need to acquire better knowledge of the social and economic situation of Germany for example, and seeking out potential business partners and opportunities. On this point UIBE



UIBE News

and universities of Bavaria could join hands and offer relevant training to the senior management staff of



Chinese companies.

Minister Heubisch thanked WANG for her hospitality. He mentioned that as some universities and colleges in Baravia offer special curricula and research in the areas mentioned by WANG, they can appoint their liaison officer to go into areas of detail with UIBE, and in order to make cooperation available.

Dr. Heubisch and Dr. LIN Guijun met to discuss areas of the further cooperation. XIA Haiquan, Director of Department of Cooperation and Exchange; LIU Jinlan, Party Secretary of School of Foreign Studies (SFS) at UIBE; and FAN Yaling, Dean of Department of German also attended the meeting.

At the meeting between UIBE's Chinese German language students and German students from ENU and Postdam University who are studying in UIBE, Director Heubisch and the delegates provided the students with information concerning education in the German region of Bavaria, its education policies and universities or colleges, and the life of UIBE students in Germany universities. The delegates spoke highly of the Department of German Language at UIBE and the quality of its students after haing been informed in detail of the study and life of the Germany students in UIBE. Then the delegates answered some questions and invited UIBE students to study in Bavaria. HUO Yuan, who is from Center for the International Promotion of Chinese Language at UIBE showed the

delegates around the facilities. PAN Yaling, Dean of Department of German Language, chaired the meeting.

Headed by Minister Heubisch, the delegates included Frau Dr. Heubisch, wife of Director Heubisch; Prof. Dr. Godehard Ruppert, President of Bamberg University; Prof. Dr. Gunter Schweiger, President of Ingolstadt University of Applied Sciences; Prof. Dr. Michael Lackner, Head of Department of language and culture of Middle and Far East & Chairman of Center for Chinese Studies; Prof. Dr. Reinhard Meckl, Professor of University of Bayreuth & Chairman of the Board of China higher education center in Bavaria; Philipp Dengel, Director of China higher



education center in Bavaria; ORR Holzheid, Personal Assitant to Director; RRin Dr. Nina Viereck, officer of International Division; Prof. Dr. Li Changke, representative of Sino-German Center of Beijing University; and Kai-Ingo Voigt, Professor of ENU, who is an old friend of UIBE, was consigned by President of ENU to participate in this visit to Beijing.

Article provided by by Cui Xuyan