

Study tour Lián Xì 2012



Lián Xì

The name of study tour Lián Xì originates from Mandarin and means 'to get in touch with'. This covers the theme, which is 'Connecting Technology'.

The Great Wall of China

This wall, once built as a defense against hostile nomad nations, is over 10 000 li (6440 kilometres) long.

Connecting Technology

We hope to make a connection with the Chinese technological culture, by looking at the differences between social and technological aspects.



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About the studyproject

A group of 26 electrical engineering students at the University of Twente is currently organizing a three week study tour to China. During this tour the students will visit companies, universities and other organizations in China. By means of this study tour the participants will attempt to gain insight into China's numerous technological advances and into its illusive culture.

China was chosen as the destination for this study tour as it has the fastest growing economy in the world. With the investments in research, development and more important, higher education it is likely that China will be a one of the most important countries in the future of technology. It will be interesting to see how the country is developing in such a high pace into an innovative high tech region.

Theme

The theme of the study tour is 'Connecting Technology', which emphasizes the social and technical sides of the study tour. This theme also refers to the connections between people all over the world, obtained by new technologies, like the internet and mobile phones. The rapid development of these technologies over the last few decades tickles the imagination on what would be possible in the decades to come.

It is a good thing for students to get insight in other cultures and get a feeling of the methods used in foreign companies. Therefore the students will be more innovative and creative in this globalizing world.

For this world, and China in particular, to keep the developments in technology there is a need for creativity and innovation. This study tour makes it possible for the students to make a connection between two continents. The connections they make will help to understand and use the developments in technology, social and economics.

Destinations

At the moment the exact details concerning the visit to China is unknown, since this will mainly depend on the companies and universities that will be visited. However, a preliminary plan is already made.

Shanghai

Shanghai is the largest city of China and also one of the biggest metropolises on earth. Shanghai is the financial centre of China. It is not only the biggest city of China, but also has one of the best educational systems of the country. The number of highly educated people has doubled the last few years and the city has more than 30 universities including the University of Shanghai. This university rises quickly on the university rankings in the area of applied science and fundamental science.

Hong Kong

The world most biggest electronics fair is located in Hong Kong. This fair is also known under the creative name 'The Hong Kong Electronics fair'. Products ranging from audio visual products to navigations systems and telecommunication devices are presented on this fair. One of the highlights of this event is the hall of fame where only unique electronic products are presented that distinguish themselves in their inventive design and functionality.

Shenzhen

Shenzhen, a city located just north of Hong Kong, is the mecca for Electrical Engineers in China. In this centre of industry and technology the Hi-Tech Industrial Park is located which accomodates biotechnology-, computer software-, electronic research and development companies.

Beijing

Beijing is the capital of China. It is one of the Four Great Ancient Capitals of China. Today the city is the center of culture and education of China. As host of the 2008 Olympic Games Beijing has invested in high-tech buildings and transportation services.



Shanghai

Shanghai is the largest harbor of the world.

Our own port Rotterdam had to give up this position since 2004.

Previous tours

Other study tours of study association Scintilla include tours to Japan, Canada, Malaysia, Singapore, Vietnam, South Korea and the United States of America.

Teaching staff

During the study tour we will be accompanied by several members of the teaching staff and professors.

Terracotta Army

Chinese farmers made in 1974 the largest archeological finding in the 20th century.

The students

The study project consists of 26 Electrical Engineering students from different phases. The proportion bachelor/master students is about 40/60.

Website

For more information please see our website. The URL of our website is www.studyproject.nl. The website contains information on the tour, the participants and about you, our sponsors.

Previous assignments

A few assignments that have been done during the previous study tours include "Energy generation using Kelvin's thunderstorm", "Energy harvesting from thermoelectric generators", "Market research on VoIP usage" and "BSc assignment: On-chip ESD protection".



Sponsorship

A study tour is a very costly affair and to cover these costs we aim to have three sources of income. Part of the required finances will be paid by the participating students and another part will be subsidized by the University of Twente. The remaining part will be obtained by means of sponsorships and paid assignments.

We now offer you the opportunity to enlarge the awareness for your company among the participants and the other Electrical Engineering students at the University of Twente and give them insight in some in and outs of your company. In return we ask for a financial contribution for this study project.

Several ways you can sponsor this study project can be found below.

Advertisements

During the course of this project we will publish two books. The first book will be our preliminary report/travel guide in which we will publish all our preliminary research and also provide detailed information on the study tour for the participants. The second book will be our final study tour report in which we publish the rest of our research, our daily study tour reports and reports on the case studies and the other assignments we plan to carry out during this project. It is possible to advertise in both publications. A third advertisement option is to place a banner on our website.

Casestudy

Another way you could support this project is by means of a case study. A case study is a theoretical or practical assignment carried out by 8 of our student during a full weekend. Including time preparing and creating a report they will spend a total of about 160-180 hours on a subject of your choosing. Findings of this assignment will also be published in our final report (with your approval of course), giving you some extra exposure.

Bachelor assignment

If your company has a research assignment that requires more time or depth it is possible to have this assignment done by a single student as a part of his or hers Bachelor Electrical Engineering. At the the end of their Bachelor every student has to do a so called 'Bachelor assignment', which is a 11 European Credits (about 320 hours) Assignment that encompasses all the knowledge gained during their Bachelor. If you have an assignment of an academic level, please contact us. We will then attempt to find a student best suited to the assignment and we will link you both to a professor here at the university. This professor will overlook the execution of your assignment and he will also provide the grade and credits.



Hong Kong

In the southeast of China along the coast of the South China Sea lies the big city Hong Kong. This city has a surface area of more than 1100 square kilometres.

Overview sponsoring options

We offer the following products for a reasonable price. All prices are negotiable. Also, you are free to propose any option that is not listed by below.

Case study	€4000
Bachelor assignment	€5500

Advertisement preliminary/final report:

Half page - Black and white	€150
One page - Black and white	€250
Two pages - Black and white	€400
Half page - colour	€300
One page - colour	€500
Two pages - colour	€800
Editorial - per page	€300

Advertisements on the website:

logo/advertisement 300x75 pixels	€250
logo/advertisement 640x75 pixels	€400
logo/advertisement 960x75 pixels	€600

Printing

About 150 copies will be made of all printed materials used during the study project. This ensures there is plenty for everyone!

Advertisements

Most companies possess their own advertisements which we can print. Should you not have such an advertisements, then we can produce one for you.

Editorial

An editorial is an article written by you about a subject of your choice.



Contact

A stylized illustration of a dragon's head in shades of red and orange, with large eyes and a prominent horn, set against a dark red background.

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