



UK Trade
& Investment
英国贸易投资总署



The
University
Of
Sheffield.



Are you looking for ways to expand
your business in China?

Employ an intern from our
pool of carefully selected
candidates from

The University of Sheffield,
chosen for their knowledge
of Chinese language and
business culture.

The GREAT Ambassadors
(China) scheme is a new
UK Trade & Investment
initiative, piloting at The
University of Sheffield ahead
of a possible nation-wide
rollout.

Our aim is to link businesses
with the growing pool of
Chinese-speaking talent at
UK universities, who can
benefit your business
internationally.

Advantages for you:

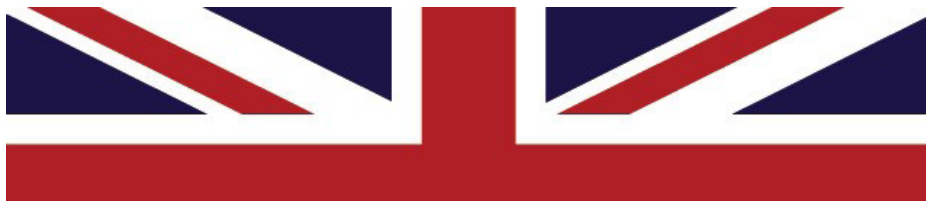
Guanxi – To do business in China, companies need to
foster relationships, or “*guanxi*” – a unique feature of
Chinese society. Your GREAT Ambassador can help you
understand Chinese business networks, both now and in
the future.

Cost-effective talent – The candidates considered for
GREAT Ambassadors will be pre-vetted, guaranteeing a
selection of high-calibre entry level employees, with
knowledge relevant to your business.

Short-term gains and long-term links – Doing well in China
requires commitment and preparation. GREAT
Ambassadors allows you to test a project for the Chinese
market in the short run, with benefits and value-add in the
long run.

Cultural understanding – Having a Chinese intern will give
your company a better understanding of Chinese culture,
and allow you to communicate with existing and new
contacts more effectively.





China is currently the world's second largest economy. It is set to become the world's largest trading nation this year.

Yet despite all its opportunities, China is a unique and competitive market, with significant barriers to doing business effectively, including language and culture.

By offering a Chinese -speaking student **an internship with your company**, you can build lasting business links for future growth, as well as enhancing the educational experience of Chinese -speaking students and graduates.

"The growing common ground between the UK and China make it a 'no brainer' to engage with quality potential routes for staffing where our business understanding and potential for effective engagement with the China market is enhanced."

Sheffield Precision Medical

To register your interest or to find out more, contact the Sheffield University Careers Service.

Tel: 0114 222 0938

Email: gac.scheme@sheffield.ac.uk

Stay one step ahead in the market the world is watching — become a GREAT Ambassadors employer.



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UK Trade & Investment (UKTI) works with UK -based businesses to ensure their success in international markets, and encourage the best overseas companies to look to the UK as their global partner of choice. UKTI has professional advisers within the UK and across more than 100 international markets.