

Gateway Office Shanghai

Newsletter

Part II: China

In this issue, we highlight a range of recent initiatives aimed at strengthening ties with Chinese universities and research institutions. From PhD workshops and networking events to DAAD lecture tours and delegation visits, we explore how Bayreuth is expanding its presence in China.

For any questions related to China, please contact: shanghai@uni-bayreuth.de

01 Study Abroad Consultation Day at RW Café

02 PhD Workshop: Finding your Feet in a Globally Diverse Academic Landscape

03 DAAD Lecture Tour in Shenzhen

04 Virtual Recruitment Fair “Study Bavaria”

05 Information Day at East China Normal University

06 German Research Days (Online)

07 DAAD Lecture Tour in Nanjing

08 Belt and Road Leadership Forum at THEi in Hong Kong

Study Abroad Consultation Day at RW Café

On January 9, 2025, representatives from Gateway Office Shanghai and Gateway Office Melbourne — Yiwen Chen and Dr. Irina Herrschner — along with colleagues from the International Office, hosted a full-day study abroad consultation session at RW Café for all UBT students.

The event provided valuable insights into exchange programs and PhD research opportunities in Australia and China, covering application procedures and practical tips. Beyond student consultations, our team also met with faculty members from various departments to discuss ongoing collaborative projects between the university and partner institutions in China and Australia, as well as challenges and future prospects.





This was an opportunity for students to engage in face-to-face discussions with our overseas office representatives and gain firsthand guidance for their international academic journeys.

PhD Workshop: Finding your Feet in a Globally Diverse Academic Landscape

On January 10, 2025, the Gateway Office Shanghai and the Gateway Office Melbourne, in collaboration with UBTGS (University of Bayreuth Graduate School), hosted a PhD Workshop on International Career Planning at the University of Bayreuth.



The workshop provided a deep dive into academic and industry career pathways in Germany, Australia, and China, helping participants understand key differences in academic systems and professional expectations across cultures. A dedicated CV writing and revision session offered practical guidance to strengthen job applications.

This event equipped PhD candidates with valuable knowledge to refine their post-graduation plans, especially for those considering opportunities abroad. The interactive discussions and expert advice empowered students to navigate global career landscapes with confidence.

DAAD Lecture Tour in Shenzhen

From March 4 to 8, 2025, Gateway Office Shanghai joined forces with the DAAD Guangzhou Office and the University of Cologne China Office for a productive visit to five prestigious universities in Shenzhen, including Tsinghua Shenzhen International Graduate School and Chinese University of Hong Kong, Shenzhen Campus.

The tour sparked strong interest among students about studying in Germany, with lively Q&A sessions addressing program applications, language requirements, and academic qualifications. Beyond student consultations, we held strategic meetings with university leadership and international offices, where discussions highlighted a shared enthusiasm for academic collaboration. The Chinese universities expressed interest in partnering with German universities, and our offices will facilitate these connections.



As a special highlight, we were honored to participate in CUHK-Shenzhen's Partners Day, engaging directly with students at their exhibition booth to promote the University of Bayreuth and provide personalized counselling. This visit reinforced the growing demand for German higher education in China and opened doors for future cooperation.

Virtual Recruitment Fair “Study in Bavaria”

In April 2025, representatives from Gateway Office Shanghai and the International Office of UBT took part in the Virtual Recruitment Fair “Study in Bavaria”, an online education fair organized by BayChina Beijing Office. The event brought together 13 universities from Bavaria, including comprehensive and applied sciences universities, to provide virtual consultations for Chinese students.

APRIL



Prior to the fair, BayChina effectively promoted all participating institutions through its Chinese partner networks and digital platforms, ensuring strong visibility. On April 9, our university representatives delivered an engaging online presentation, introducing the University of Bayreuth, its application procedures for bachelor's, master's, and PhD programs, and the welcome services offered by the International Office.

The session was met with enthusiastic participation — Chinese students actively asked questions about studies, admissions, and life in Germany, creating a lively and interactive atmosphere.



Information Day at East China Normal University

On April 16, 2025, Gateway Office Shanghai and the DAAD Shanghai Office visited East China Normal University to host an information session for students interested in studying in Germany.

The event drew over 50 attendees, who actively engaged with our presentation on academic programs, admission requirements, and opportunities at German universities. Students raised thoughtful questions about scholarships, exchange programs, and eligibility criteria, reflecting their strong interest in pursuing education in Germany.



German Research Days (Online)



2025年赴德研究线上宣讲日

German Research Days Online

In April 2025, the DAAD Beijing Office organized a highly successful Virtual Research in Germany Information Day, bringing together eight German universities and institutions with representation offices in China. Each

participating institution was allocated 30-minute sessions, combining informative presentations with interactive Q&A segments.

The event garnered tremendous interest with over 20 Chinese universities promoting the event to their students and more than 400 registered participants demonstrating strong interest in German higher education. This event has further strengthened the academic connections between China and Germany.



DAAD Lecture Tour in Nanjing

From May 12 to 16, DAAD Shanghai organized a delegation featuring representatives from the University of Bayreuth, University of Cologne, and University of Jena to visit five prestigious universities in Nanjing, including Nanjing University and Southeast University.

As a key hub for higher education in East China, Nanjing — with its concentration of top-tier institutions — proved to be an ideal destination for promoting German academic opportunities. The host universities extended warm welcomes and facilitated well-prepared information sessions, supported by effective student outreach. The events were met with enthusiastic participation, marking another successful step in strengthening academic ties between China and Germany.



Belt and Road Leadership Forum at THEi in Hong Kong

From June 4 to 7, Dr. Heinemann, Director of the International Office, was invited by THEi (Technological and Higher Education Institute of Hong Kong) to attend the Belt and Road Leadership Forum in Hong Kong. He was accompanied by Yiwen Chen, representative of Gateway Office Shanghai.

At the forum, Dr. Heinemann delivered a keynote speech on European and German talent development models, using German higher education and the University of Bayreuth's academic system as case studies. His insights highlighted the strengths of Germany's education framework and its alignment with global talent needs.



Following the event, Dr. Heinemann held productive discussions with THEi representatives and delegates from University Malaya, exploring potential collaborations. As a key outcome, the University of Bayreuth plans to establish student exchange programs and internship initiatives with THEi, further strengthening our international partnerships.