

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. These efforts are fostering valuable academic exchanges, deepening research collaborations, and creating new opportunities for students and faculty alike. Join us as we reflect on the impactful connections made and the future possibilities these partnerships hold.

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

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PhD Workshop China 2025: Connecting Talent in Beijing and Shanghai

On September 25 and 27, 2025, our team successfully conducted the PhD Workshop China 2025 in Beijing and Shanghai. We were represented on-site by Mr. Michael Schneider, Deputy Director of the International Office, and Ms. Chen Yiwen, Manager of the Gateway Office Shanghai.



Over two intensive days, we held dozens of one-on-one consultations with highly qualified PhD candidates. Outstanding talents were identified and directly referred to relevant professors at our university, ensuring a high-quality pipeline of prospective doctoral researchers for UBT.



Beyond recruitment, this event significantly strengthened our presence in the Chinese academic landscape, enhancing both our institutional visibility and reputation.

Bayreuth Alumni Gathering in Beijing: Strengthening Bonds

On September 26, 2025, BayChina successfully hosted an exclusive alumni dinner in Beijing. The event was honored by the presence of Mr. Michael Schneider, Deputy Director of the International Office, and Ms. Chen Yiwen, Manager of the Gateway Office Shanghai.

Approximately 20 alumni joined the gathering, representing a diverse cross-section of our community—from graduates of our joint program with BIT to former PhD students and postdoctoral researchers.

The atmosphere was vibrant and convivial. It provided a fantastic platform for attendees to exchange insights on current trends in higher education and industry landscapes in both China and Germany.



The photograph shows a lecture hall with a woman at a podium on the left. A large screen on the right displays a presentation slide. The slide has a red banner at the top that reads "留学德国，开阔视野" (Study in Germany, broaden horizons) and "德国学习交流会" (German Study Exchange Meeting). The slide content includes the University of Bremen logo and the text "University of Bremen Graduate School" and "University of Bremen School of Business Administration". The slide compares two programs: "Master of Science in International Management" and "Master of Science in International Business Administration". The slide also features the University of Bremen logo and the text "University of Bremen School of Business Administration".

A photograph of three people standing in front of a large, illuminated backdrop for the APAIE 2026 Hong Kong conference. The backdrop features the APAIE logo (Asia-Pacific Association for International Education) on the left, the event title 'APAIE 2026 HONG KONG' in the center, and the dates '23-27 February' on the right. Below the title, it says 'Welcome to' and 'Asia-Pacific Partnerships for the Global Good'. The backdrop also includes stylized illustrations of Hong Kong's skyline, including the Bank of China Tower and the Buddha of Peace. The three individuals are a woman on the left in a black blazer and beige skirt, a man in the center in a blue blazer and grey trousers, and a woman on the right in a black dress. They are all wearing lanyards with badges. The floor is highly reflective, showing the people and the backdrop.



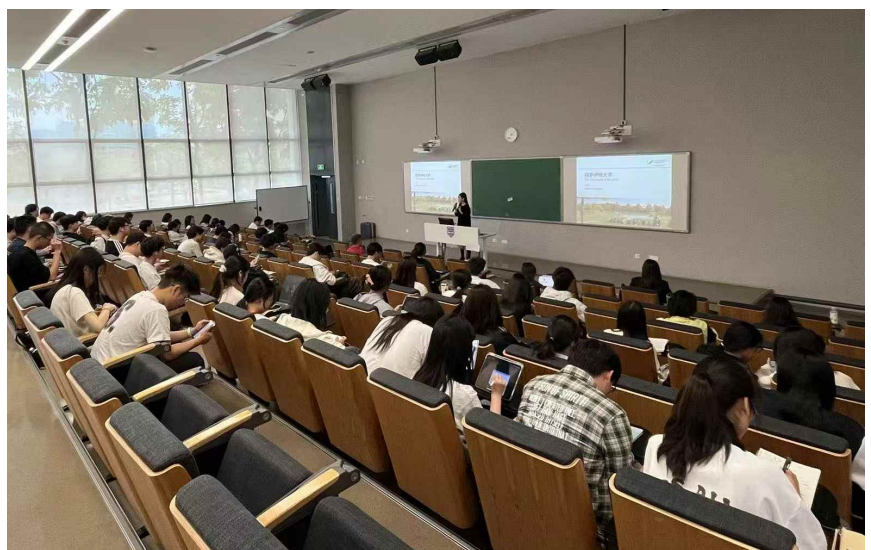
During the three-day main program, our team held constructive talks with key strategic partners worldwide. We reviewed the status quo of existing collaborations and explored avenues for future expansion, while also establishing connections with new institutions. Furthermore, our representatives gained valuable insights into global higher education trends through various parallel sessions and forums.



Concluding the busy agenda, the delegation visited the HKUST campus for a dedicated meeting with our project partners. The discussions focused on the operational progress and challenges of our joint International Business Case Competition, ensuring the continued success of this flagship collaboration.

DAAD Lecture Tour in Shenzhen

From March 17 to 20, DAAD Guangzhou organized a delegation featuring representatives from the University of Bayreuth, University of Cologne, and RWTH Aachen to visit five prestigious universities in Shenzhen, including Shenzhen Technology University, Southern University of Science and Technology, Shenzhen University, Harbin Institute of Technology Shenzhen Campus and Chinese University of HK Shenzhen Campus.



As a key hub for higher education in South China, Shenzhen—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.

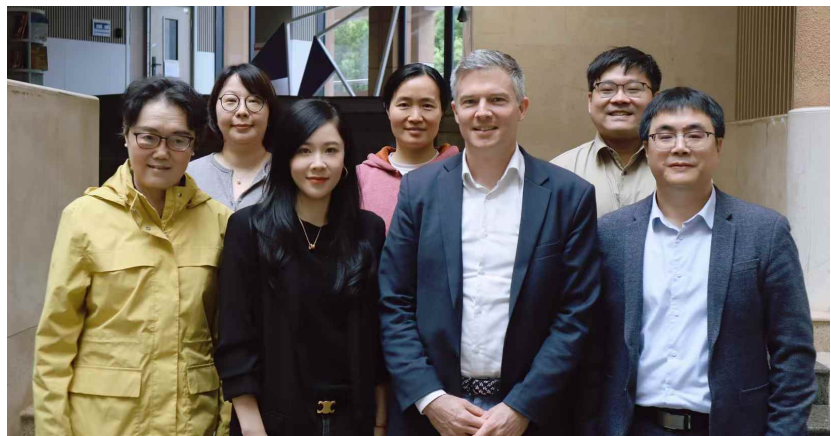
As a special highlight, we were honored to participate in CUHK-Shenzhen's Partners Day, engaging directly with students at their exhibition booth to promote the University of Bayreuth and provide personalized counseling. This visit reinforced the growing demand for German higher education in China and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



Strategic Visit to Ningbo University: Replication Success in BWL

On April 9 and 10, 2026, the University of Bayreuth (UBT) conducted a strategic visit to Ningbo University. Leveraging the decades-long success of our BWL (Business Administration) cooperation with the German Department at SISU, UBT has established a robust model that is now attracting significant interest from other top Chinese universities.

Against the backdrop of global AI disruption, pure language programs face existential challenges, with many German Studies departments urgently needing to pivot or risk closure. Identifying UBT via the SGroup network, Ningbo University sought to emulate our successful integration of language and business studies.



Consequently, Prof. Sebastian Schanz (Dean of Studies, Faculty of RW) visited the School of Foreign Languages at Ningbo University, accompanied by Ms. Chen Yiwen (Gateway Office Shanghai). The meeting yielded positive results, reaching a preliminary consensus on credit recognition, curriculum alignment, and faculty resource allocation. Details will be finalized during the visit of Ningbo University delegates to Bayreuth this July.

Furthermore, our team hosted an info session for current German Studies students, showcasing UBT's Faculty of Law and Business Administration. The session generated considerable enthusiasm among the students regarding the new BWL cooperation opportunities.

German Research Days (Online)

In April 2026, the DAAD Beijing Office organized a highly successful Virtual Research in Germany Information Day, bringing together 8 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 Qingdao

Together with BayChina, UBT joined the DAAD Beijing-organized lecture tour in Qingdao (May 19–21). Accompanied by colleagues from the University of Cologne and FH Bielefeld, we delivered presentations at three local universities: QUST, OUC, and Qingdao University.



Qingdao holds a unique position due to its historical ties with Germany and its status as a sister province to Bavaria. Consequently, local universities place a high value on partnerships with German institutions. Notably, both QUST and Qingdao University currently host well-established cooperation programs with German universities, providing a fertile ground for deepening our engagement in the region.

DAAD Lecture Tour in Chongqing: Targeting Research Talent

On May 26 and 27, 2026, the University of Bayreuth (UBT), in collaboration with the Helmholtz Association, participated in the DAAD Lecture Tour in Chongqing. Organized by DAAD Beijing, the delegation visited three prestigious institutions: Southwest University of Political Science and Law (SWUPL), Southwest University, and Chongqing University.

While undergraduate recruitment remains important, a core objective of this national tour is identifying high-potential PhD candidates and fostering research collaborations. The sessions in Chongqing successfully attracted master's students intending to pursue doctoral studies or research projects in Germany. The subsequent Q&A sessions were highly interactive, with students posing targeted, insightful questions. We were delighted to witness such strong enthusiasm among young Chinese scholars for pursuing advanced research careers in Germany.



Virtual Recruitment Fair “Study in Bavaria”

In June 2026, 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.

Prior to the fair, BayChina effectively promoted all participating institutions through its Chinese partner networks and digital platforms, ensuring strong visibility. On June 24, 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.