

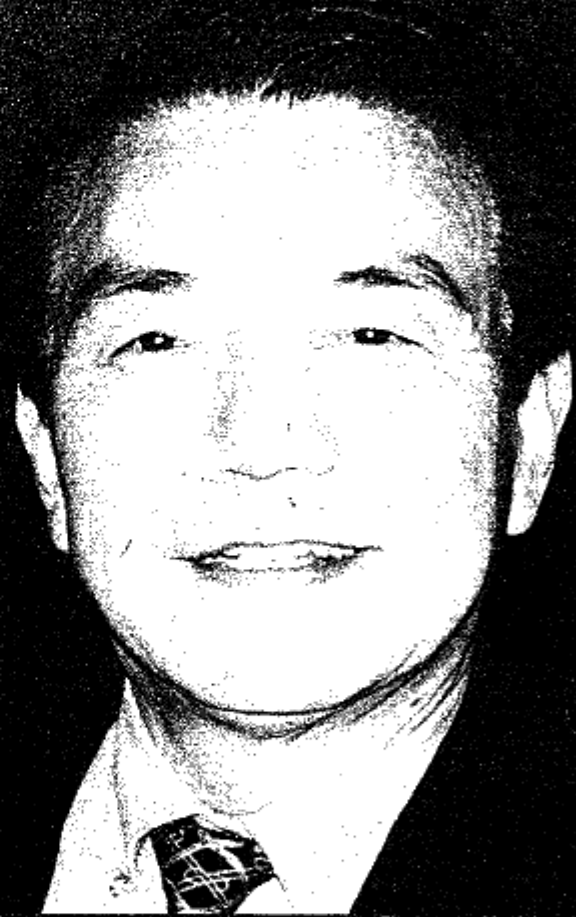


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Professor Yang Jianqing: Vice-Chairman, Tsinghua

China Opens its Doors

China, with a staggering 1.3 billion citizens, is home to around 22% of the world's population. With roughly 11% of the age cohort entering universities, there remains a significant need for additional educational opportunities. Despite 1,030 universities and 1,241 vocational institutes, there remains a big demand for higher education and skills' training to smooth the transition into the global economy.

For many of those in the education business, this represents a huge potential market, particularly as China continues on its accelerated path towards developed nation status. Estimates suggest that within the next 5 years the number of Chinese who can count themselves as members of the middle classes will grow to 250 million. Clearly, the 'sleeping giant' has roused itself from slumber.

Since the 'Open Door' policy was initiated in 1978 by the late Deng Xiaoping, Chinese universities have adopted a much more proactive stance in their relationships with institutions outside the 'Middle

Kingdom.' One of the most energetic of these, Tsinghua University in Beijing, now has links with around 160 universities worldwide. EQ caught up with Tsinghua's Vice President, Professor Yang Jianqing, during his recent visit to Malaysia to sign a Memorandum of Agreement with INTI College Malaysia.

The agreement with China's leading institution is obviously a feather in the cap for INTI Management Services (IMS) and follows 7 years of active discussion. They will jointly organise an Executive Seminar on Business and Investment in China to be held at Tsinghua in December and will run future collaborative training courses in Beijing and Malaysia catering for those with an interest in doing business in China.

With able translation assistance from Professor Cul Guowen, Director of the Centre for Academic and Cultural Exchanges, Professor Yang, 62, talked about Tsinghua's role as China's top technical university.