

# Chinese Education Research and Exchange Centre (CEREC)

Providing Knowledge and Research Support

CEREC Director, Prof. Seppo Hölttä

CEREC Project Coordinator, Mrs. Cuihong Jin-Muranen

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UNIVERSITY  
OF TAMPERE

# Cotents

- \* **Who is CEREC?**
- \* **Why CEREC?**
- \* **What is CEREC 's mission?**
- \* **How CEREC can serve you?**

# Who is CEREC?

## Who work for CEREC

**Prof. Seppo Hölttä**

CEREC Director

Head of Higher Education Group (HEG)

**Dr. Yuzhuo Cai**

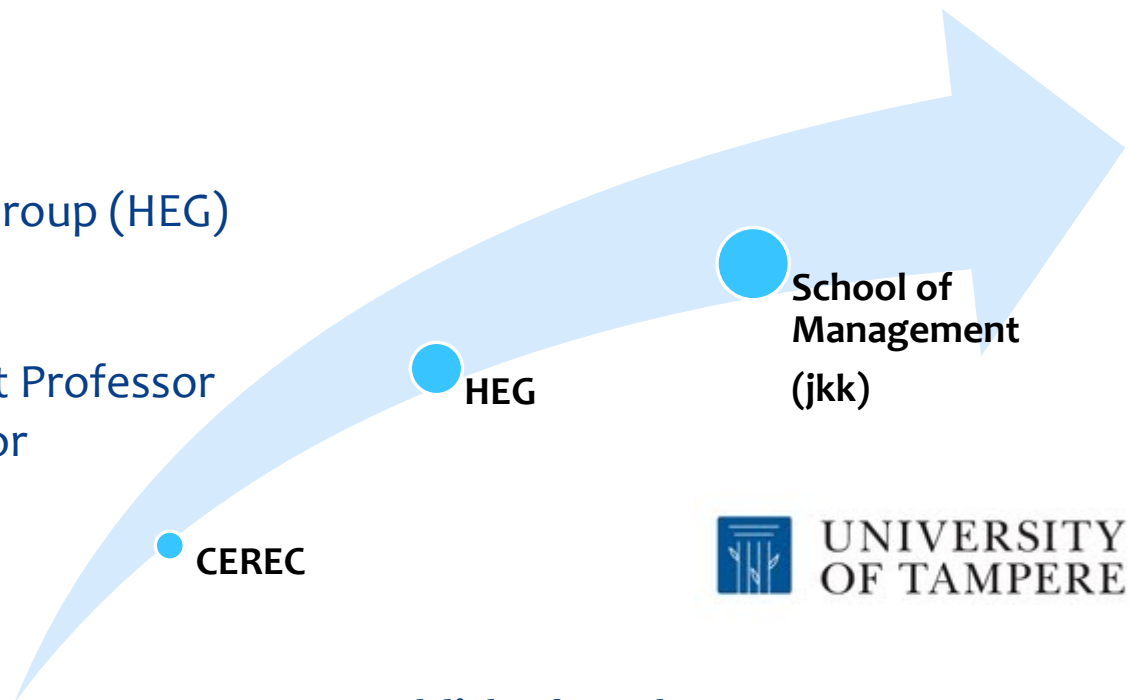
University Lecturer, Adjunct Professor

CEREC Research Coordinator

**Mrs. Cuihong Jin-Muranen**

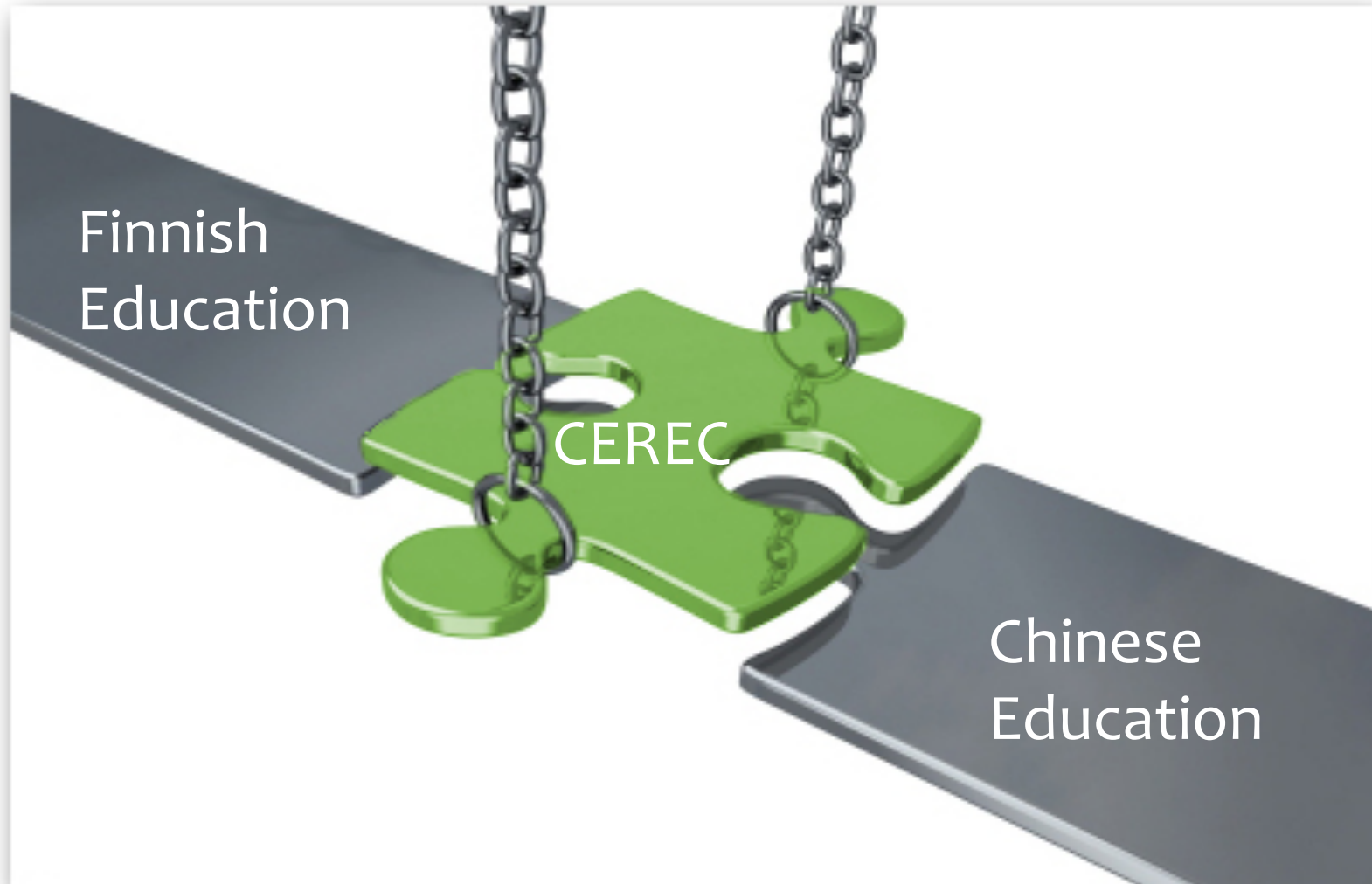
CEREC Project Coordinator

## Where CEREC Locates



Established on the 1st Sep. 2011

# Why CEREC?



# Gap 1

- \* People in China know little about Finnish education and vice versa
- \* Challenge for education exchange between the two countries
- \* **There is a need to increase mutual understanding between the two countries on higher education**

# Gap 2

- \* Increasing cooperation between Finnish and Chinese education institutions
- \* But most activities are on individual bases, lacking of information sharing and coordination
- \* **A need for national coordination and integration of all actors and resources involved in the cooperation between Finnish and Chinese education**

# What is CEREC's Mission?

- \* Playing a national role in building network among actors and activities involved in education cooperation and exchange between Finland and China
- \* Providing knowledge and research support for the actors' practice

# How CEREC can serve Finland?

- \* **Research:** Empirical research with special focus on Finnish and Chinese related topics and fields together with both Finnish and Chinese partners
- \* **Publication:** Books, News, Newsletters, Working papers
- \* **Networking and Conference:** Sino-Finland Forum on Higher Education
- \* **Coordinating training for Chinese:** education administrators, principals, teachers and students
- \* **Providing knowledge for Finns:** CEREC lecture series
- \* **Consulting:** Think Tank for FLF, CIMO (so far free service), for Norwegian Centre for International Cooperation in Education---SIU (fee-based)



# How CEREC can serve Pirkanmaa SMEs?

- \* As a **window** to help you understand the market of Chinese education , including educational technology product and meet Chinese customers/ partners
- \* As a **marketing interface** to market your education services to China--CEREC is the only Chinese Education Research Centre in Europe with high reputation and recognition among Chinese governmental agencies and education institutions
- \* As an **advisor** for your education cooperation with or marketing to China and to develop tailor-made education service product for Chinese market
- \* As a **project manager** (optional) for concrete education services you provide to Chinese clients
- \* As an **investigator** to study the training and analyze the feedback of learners



**Thank you!**

Please contact us:

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