

China – a tiger in the supply chain

*A Cambridge University research programme investigating
China's developing role in the global supply chain*



China...

A tiger in the supply chain

China is increasingly important to the business community and the global economy as a whole. The Manufacturing Engineering Tripos (MET) annual overseas research programme has a long tradition of visiting areas of great importance to global manufacturing, presenting honest and challenging findings about current manufacturing trends. This year, the focus of its investigations will be China.

Programme objectives

- investigate the opportunities and problems of investing in China
- understand the nature of, and potential for, manufacturing there
- raise awareness of the emerging trends and economic benefits of Chinese operations
- foster links between UK and Chinese industry

Focus

The programme will concentrate in particular on:

- the evolution of China beyond its role as a low cost manufacturing base
- China as a centre for innovation and R&D
- the growing domestic market in China

Implementation

A team of 32 Manufacturing Engineering Masters graduates and staff will complete a two-week tour in China (Beijing, Shanghai, Hong Kong) from 3-17 July. During this period, the team will visit around 40 Chinese and multinational companies. The tour will build on a foundation of research and analysis to be carried out by the team in Cambridge between January and July.

Report and conference

The detailed findings of the project will be communicated in two ways:

- A comprehensive written report
- A presentation at the Institute for Manufacturing's workshop 'Making it in China' at the end of July in Cambridge



Sponsorship opportunities

The Institute for Manufacturing will cover part of the cost of the research project, but the majority of the finance will be raised from external sponsorship.

Sponsors will benefit from up-to-date information and analysis on manufacturing industry in China. Other benefits to sponsors will include:

- detailed report about China as a centre for innovation and manufacturing, and as a booming domestic market
- analysis of the skills base and resources available
- opportunities for involvement in selecting the focus of the research
- prominent publicity both at home and abroad (see details below)
- privileged access to Cambridge University Manufacturing Engineering students for recruitment purposes

Sponsorship packages

Various levels of sponsorship are available. Companies can also choose to support a particular item such as travel expenses or printing costs.

	Main sponsor (£5000)	Co-sponsor (£3500)	Corporate sponsor (£2000)	Individual sponsor (£500)
Report - 2 copies of the final report	✓	✓	✓	✓
Acknowledgement - project website - publicity flyers - published report	✓	✓	✓	✓
Publicity Company name and logo on: - posters, leaflets - project website + homepage link	✓	✓	✓	
Enhanced company profile Company logo on: - garments worn before and during tour - front cover of final published report - slides and handouts at the programme presentation	✓	✓		
Influence - influence on research themes - opportunity for Cambridge graduate recruitment drive - social event with manufacturing students	✓			

MET

MET (Manufacturing Engineering Tripos) is a unique two-year programme comprising the 3rd and 4th year of the Cambridge engineering degree. Students cover marketing, design, manufacturing engineering and factory operations, all within a financial and business context. A thorough theoretical basis is combined with the opportunity to put ideas into practice in industry.

MET graduates are much sought-after for demanding jobs, not only in manufacturing industry but also in other branches of engineering, consultancy or commerce and a range of unrelated fields. Students are well-placed to start their own companies, having not only gained a thorough understanding of how business works, but also having made contact with a large number of companies throughout the course.

The culmination of the MET course is the international research programme and tour, which is entirely organised by the students. Previous tours have included 'Baltic Horizons – the accession to the EU of the Baltic States' in 2003 and 'Making manufacturing work' - a study of strategic responses to international pressures in California, Texas and Mexico in 2004.

Institute for Manufacturing

The Institute for Manufacturing (IfM) aims to assist companies to grow and to increase their competitiveness across the business cycle, thereby helping industry to create wealth more effectively.

Established in 1998 as part of the University of Cambridge, the IfM employs approximately 170 people delivering innovative research, high-calibre education and valuable services to industry. Specialist areas include strategy and performance, international manufacturing, economic policy, technology management, industrial sustainability, production processes, decision support and automation and control.

Further information

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