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The Institute for Manufacturing (IfM)

The IfM is part of the University of Cambridge. It brings together expertise in management, technology and policy to address the full spectrum of issues which can help industry and governments create sustainable economic growth.

The IfM carries out:

- **Research**: bringing together specialists in management, technology and policy to provide a unique perspective on the challenges facing manufacturers of all sizes, from start-ups to multinationals.
- **Education**: giving the next generation of manufacturing leaders a thorough grounding in management and manufacturing technology, based on real industrial experience.
- **Practice**: applying IfM research to help organisations achieve their strategic goals. Findings from these projects directly inform future research.
The Overseas Research Project
An overview

- What is the aim of the project?
  - Contribute to the IFM’s research into international manufacturing.
  - To expose students to a wide variety of manufacturing settings and help develop their experience, technical skills and analytical thinking.

- What does it involve?
  - Students choose a theme of interest related to their studies, and travel to an international destination for two weeks to research manufacturing practices. This culminates in a group report interpreting the findings.

- Who is involved?
  - The project is organised and driven by the students, with department members offering guidance. Following the trip the students will present a review of their research to sponsors and IfM Faculty members.

- When is it?
  - 26th June to 2nd July - Final Cambridge-based preparation
  - 3rd to 17th July - ORP
The Overseas Research Project

2017 Project Details

Theme
- “Lean Clean Production Machines” – Examining Japan’s pioneering technologies and efficient manufacturing methods.

Destination
- The Overseas Research Project 2017 will be held in Japan, a country with a rich manufacturing heritage and an exciting future. The group will visit various factories from a range of industries, from large scale consumer goods manufacturers to hi-tech start-ups.

Objectives
- Examine lean manufacturing technologies in their birth place and how they are evolving.
- Analyse Japan’s response to manufacturing trends such as “Industry 4.0”.
- Understand how the Japanese can innovate their manufacturing techniques to sustain a competitive advantage.
- Compare the approach of Japanese multi-nationals to start-ups in their manufacturing and management techniques.
The Overseas Research Project

Previous years

Previous projects have addressed a wide range of research topics.

USA ‘07
Sustainability through technology: The Californian Model

Denmark & Sweden ‘15
Focussing on industrial symbiosis in Scandinavia

India ‘09
Outlining India’s key to industrial success

China ‘16
Analysing innovation and sustainability

Brazil ‘08
Unpicking the fabric of Brazil’s industrial development

Germany & Italy ‘13
Seeking insights into industrial growth strategies

Malaysia & Singapore ‘10
Assessing business model innovation
IFM Graduate Careers

MET and the ORP have equipped previous students with industrial experience and an extensive skill set. They have since moved on to make a difference in a wide range of roles across many industries.
**Why sponsor?**

**Recruitment**
Opportunities to connect with over 100 Cambridge Manufacturing students from undergraduate to PhD.

**Company Profile**
Establish a presence within the MET community and develop long term awareness in the minds of future stakeholders.

**Networking**
Meet potential suppliers, customers and leading academics in your field at IfM networking events.

**Packages**

**Gold - £7,000**
Unrivalled opportunity to build your brand and form relationships with top-quality graduate hires.

**Silver - £5,000**
Enhanced access to a range of students in their final two years of undergraduate study.

**Bronze - £2,000**
A chance for growing companies to establish a presence with students and staff at the IfM.

*Higher level packages have limited availability due to time constraints.*

*Note* — all packages are open to negotiation.

**Alternative sponsorship**

Sponsorship need not be solely financial. You can assist the ORP by sharing your company’s resources. Past examples include:

- Access to company booking systems for accommodation, flights and other travel arrangements.
- Knowledge and expertise in the area of research.
- In-country contacts and local connections.
### Package options

<table>
<thead>
<tr>
<th>Recruitment opportunities</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Starter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Invitation to pre-tour sponsors evening</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to meet students and hear about the trip</td>
<td></td>
<td></td>
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<tr>
<td><strong>Lunchtime recruitment event</strong></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>One hour pitch to IfM students</td>
<td></td>
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<tr>
<td><strong>Customisable evening event</strong></td>
<td>✓</td>
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<td></td>
<td></td>
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<tr>
<td>Hosted at the IfM and tailored to your needs</td>
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</tbody>
</table>

### Other

<table>
<thead>
<tr>
<th>Other</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Starter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Internal promotional email</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sent to all students with your content</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Logo in ORP report</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Bigger sponsors will have greater visibility</td>
<td></td>
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<tr>
<td><strong>Invitation to select IfM events</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Includes the MET Design Show and IfM Annual Open Evening for Industry</td>
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<tr>
<td><strong>Social media posts</strong></td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Representation on the ORP blog and twitter page, which will be promoted by the IfM</td>
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<tr>
<td><strong>Feature in IfM internal newsletter</strong></td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Includes company info and acknowledgment of sponsorship</td>
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<tr>
<td><strong>STEM outreach event</strong></td>
<td>✓</td>
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<tr>
<td>Optional for companies who wish to support STEM in schools (subject to geographic limitations)</td>
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<tr>
<td><strong>Logo on tour clothing</strong></td>
<td>✓</td>
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<tr>
<td>Raise your profile in Japan</td>
<td></td>
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<tr>
<td><strong>Influence on project research</strong></td>
<td>✓</td>
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<tr>
<td>Contact us if you would like to steer 2,000 hours of project research</td>
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OVERSEAS RESEARCH PROJECT ’17

Contacts

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