



**Bournemouth  
University**

A series of overlapping, colorful geometric shapes (pentagons and hexagons) in yellow, red, pink, purple, teal, and blue, arranged in a fan-like pattern.

# FESTIVAL of LEARNING

China

**Global Festival of  
Learning-China 2017**

Capital University of Physical  
Education and Sports and  
Bournemouth University

**18 May 2017**

[www.bournemouth.ac.uk/global-fol](http://www.bournemouth.ac.uk/global-fol)

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## Key

These icons show the type of event

### Activity type



Interactive workshop



Lecture/talk



Exhibition



Cultural performance

### Audience type



General audience



Academics and students



Businesses/industry/NGOs

## Photography & filming

Photographs and video footage will be taken at the GFOL for use in promotional material. If you do not want to be featured, please let us know at the registration desk.



WELCOME

**We are delighted to welcome you to our Global Festival of Learning China 2017. Our Global Festival of Learning builds on our popular UK-based Festival which is now in its fifth year running.**

The Festival of Learning is a celebration of learning and has showcased BU's research and expertise to a wide and varied audience over the last five years. In recognition of our home-grown Festival's growing popularity and reputation, and following a highly successful pilot in 2016, we are now taking the Festival of Learning global again this year. This year's China Festival of Learning has been designed to showcase and disseminate the expertise of both our institutions and in doing so, we hope

it will inspire learning, encourage new thinking, and nurture creativity and innovation. We know that the success of this Festival is made possible by the many people who have worked so hard in planning and organising such a rich and varied schedule of interactive sessions and activities. A huge thank you therefore to the staff and students from both our institutions who have got us to this point. We wish you all a very enjoyable and productive Festival and a memorable experience.

**Professor John Vinney, Vice-Chancellor, Bournemouth University**

**Professor Zhong Bingshu, President, Capital University of Physical Education and Sport (CUPES)**

**The Global Festival of Learning is our way of celebrating learning and knowledge and what better way to start this event than to be here with colleagues in China? Although this is only the second Global Festival of Learning it is already attracting much attention and this year we focus on some of the more pressing issues that are being faced in the UK and China.**

Together with Capital University of Physical Education and Sport (CUPES) we have arranged a fantastic programme of keynotes, plenary sessions and cultural activities, covering topics on sports management, innovation and talent development in sports industry, coaching & leadership development for sports professionals. We look forward to engaging and sharing thoughts with colleagues and people during the Festival and experiencing the fantastic programme of social and cultural activities arranged for us by our wonderful hosts, CUPES.

**Dr Sonal Minocha, Pro Vice-Chancellor (Global Engagement)**

The Global Festival of Learning is more than just an event – it is how BU works closely with our valued partners to co-create impact with communities and regions across the globe. We are confident that you will meet like-minded people, create new ideas, share common professional ground, inspire others and celebrate the joy of learning so that the Festival is both stimulating and rewarding.

**Professor John Fletcher,  
Pro Vice-Chancellor  
(Research and Innovation)**



## FEATURED EVENTS

### 18 MAY 2017

**Interactive sport activities:  
A vehicle for physical development &  
social mobility**



11:00- 13:30



Take part in a series of innovative, practical activities that use sport and technology to engage new audiences in physical activity. Learn how activities are used to engage wider populations in the promotion of health and wellbeing in a secure, coach-led, games-driven environment where activities act as a tool for physical development, increased social mobility and greater community engagement.





## Event programme

**Theme: Sports management, innovation and UK-China collaboration in the sports industry**

- 08:30 **Coffee and registration**  
**BU Go Global Exhibition and Posters**
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- 09:00 **Welcome and Opening Ceremony**  
Prof Zhong Bingshu, President of Capital University of Physical Education and Sports  
Dr Sonal Minocha, Pro Vice-Chancellor (Global Engagement), Bournemouth University
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- 09:15 **Keynote**  
**Developing future sports talent in China**  
Prof Zhong Bingshu President, Capital University of Physical Education and Sports
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09:45	<b>Keynote</b> <b>UK-China sports collaboration: Opportunities and challenges</b> Dr Yanqing Xue, President, Asian University Sports Federation
10:15	<b>Q&amp;A</b>
10:30	<b>Refreshments</b>
10:45	<b>Keynote</b> <b>Achieving sporting excellence in the UK</b> Susannah Rodgers, MBE – Paralympic Gold medallist swimmer
11:15	<b>Keynote</b> <b>Strategies for removing the barriers to women in sport: The case of China</b> Prof Jinxia Dong, Director of the Research Office of the Department of Physical Education, Beijing University
11:45	<b>Q&amp;A</b>
11:00	<b>Interactive sport activities: A vehicle for physical development &amp; social mobility</b> Barry Squires, Business and Partnerships Manager, BU Stuart Martin, Strength and Conditioning Services Manager, BU
12:30	<b>Lunch</b>

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- 13:30 **Plenary session:**  
**Strategic collaboration between the UK and China football industries: Creating and developing future football talent in China**  
Invited speakers / professionals and coaches from football industries from both UK and China as well as academics from BU and CUPES.
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- 15:00 **Campus tour and fringe events**
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- 15:30 **Experiencing Chinese Kung Fu**
- 
- 15:50 **Break**
- 
- 16:10 **BU-CUPES football friendship match**
- 
- 17:10 **Break**
- 
- 18:30 **Gala dinner**
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### **Professor Zhong Bingshu**

#### **President , Capital University of Physical Education and Sports (CUPES)**

Prof Zhong Bingshu is the President of Capital University of Physical Education and Sports (CUPES) since 2011. Before joining CUPES he was the Vice-President of Beijing Sport University from 2001-2011. He is an internationally well-known scholar and professional coaching expert in sports management, coaching science and development. He has also held many senior executive roles in international sports associations and committees including the Director of the IAAF Regional Development Centre in Beijing, Vice President of International Council for Coaching Excellence, Vice Chairman of the Chinese Volleyball Association (2009), Vice Chairman of the Federation of University Sports China (2004), Chairman of the Sports Coaching Commission (2010). He was also the volleyball team coach in the Angeles College Madrid in 1991-1991 and the head coach of the men's volleyball team of BSU from 1985-1988.

### **Dr Yanqing Xue**

#### **President, Asian University Sports Federation**

Dr Xue is currently President, Asian University Sports Federation; Vice President of Federation of University Sports of China; Vice President, Federation of School sports of China. Dr Xue has worked as a senior government officials in the Chinese government including Ministry of Education, Chinese Consulate General in Sydney Australia and State Education Commission and Chinese Consulate General in Manchester, UK. Dr Xue has rich experiences in international education, collaboration and exchange. He received his Doctorate degree in Education from the University of South Africa.



## Dr Sonal Minocha

### Pro Vice-Chancellor (Global Engagement), Bournemouth University

Sonal has over ten years of senior management experience across the public and private sectors in global HE. Sonal started her career as a business graduate before moving into a teaching career which started at the University of Northumbria, UK. Since then, Sonal has worked in both public and private sectors of Higher Education globally. In recent years, she held the position of Executive Dean at the University of Bedfordshire Business School before joining Bournemouth University in the summer of 2014.

Her appointment as Pro Vice-Chancellor (Global Engagement) brought with it a re-energised institutional approach towards internationalisation and the creation of a long-term vision for a global BU that is anchored to, and complimentary of, the university's wider strategic vision. Amongst the key areas of work that Sonal has led at BU has included the fusing of employability with internationalisation through the pioneering Global Talent Programme.

Her main academic interests lie in exploring global higher education, graduate employability, management education and practice, strategic creativity and organisational learning.

## Susannah Rodgers, MBE

### Paralympic Gold medallist swimmer

Susie has competed in two Paralympic Games at London 2012 and Rio 2016. She also works professionally as a Non-Executive Director on two Boards, chairing two Sub-Committees. She is Patron of London Disability Swimming Club, Disability Sports Coach and King Edward VI High School for Girls assisted places scheme.

She was selected to compete for Great Britain at the 2012 Summer Paralympics in London, United Kingdom, as part of a 44-swimmer squad and won bronze medals in the 100 metres freestyle and the relay. Susie completed a hat trick of bronze medals by finishing third in the 400 metres freestyle, setting new European records in both the heats and the final, to win Great Britain's one hundredth medal of the Games.

## Dr Jinxia Dong

### Professor of Peking University, Director of the Peking University Research Centre for Gender, Sports and Society

Dr Dong received her Bachelor's and Master's degrees from Beijing Sports University in the 1980s and her PhD from the University of Strathclyde (UK) in 2001. She has authored hundreds of articles both in Chinese and English on sport, the Olympics, culture and gender. Her award-winning book *Women, Sport and Society in the New China* received international accolade. She was invited as visiting scholar at Yale, and selected as an advisor for ICSSPE and IWG Editorial Board, Member of the extended Executive Board of ISSA. She is the youngest scholar ever to receive the International Max & Reet Howell Award of North American Society of Sports History in 2007.





**HOW TO  
FIND US**

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