



科技之旅

Study Tour
Kē jì zhī lǚ

Technology Road

Company
Brochure



Study Tour 2018

'Kē jì zhī lǚ' is a study tour organized and initiated by students of the Electrical Engineering department at the University of Twente. In July of the year 2018 a group of 22 students will travel to the great and ever advancing China.

There, they will get acquainted with the latest developments in Electrical Engineering. As well as gain an insight into the beautiful culture and history of China.



Preamble

In the summer of 2018 a group of 22 students will visit China on a study tour organized by E.T.S.V. Scintilla. The study tour's theme name 'Kē jì zhī lǚ' ('Technology Road') emphasizes the focus on both innovative technology and its cultural underpinning.

China's growing economy has achieved great advancements in innovative technological developments. These are made possible by a culture which is geared towards continuous improvement at a very fast pace.

Through visits to companies and universities we hope to get an understanding of the newest technologies, its underlying tech-culture and the methods used. Creating our own Technology Road connecting two continents.

Pascale van de Ven

Chairman of the study tour 'Kē jì zhī lǚ' 2018



Destinations

Beijing

Beijing is the capital of China. It is one of the Four Great Ancient Capitals of China. Today the city is the center of culture and education of China. As host of the 2008 Olympic Games Beijing has invested a lot in high-tech buildings and transportation services.



Hong Kong

The biggest electronics fair in the world is located in Hong Kong. This fair is known by the name: 'The Hong Kong Electronics fair'. It boasts products ranging from audio visual products to navigations systems and telecommunication devices. One of the highlights of this event is the hall of fame where only unique electronic products are presented that distinguish themselves in their inventive design and functionality.



Shenzhen

Shenzhen, a city located just north of Hong Kong, is like a mecca for Electrical Engineers in China. In this center of industry and technology the 'Hi-Tech Industrial Park' is located which accommodates biotechnology-, computer software-, electronic research and development companies.

Board of Recommendations



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Program director of Electrical Engineering



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Chairman of the Integrated
Circuit Design group.



Stefano Stramigioli

Chairman of the Robotics
and Mechatronics group.



Frans van Houten

Chief Executive Officer of
Royal Philips Electronics.



Partnership





What can we offer?

Case Studies

Enthusiastic and ambitious students will work for your company in small projects. Examples are solving a problem, studying and reporting new possibilities, or designing and simulating new products. Furthermore an individual experienced student can work on your project for their “bachelor’s thesis”. Where he will research or develop a solution to a problem given by your company for up to 400 hours.

Sponsor deals

We have a range of possibilities to approach the students of this project through sponsoring. Note that you do not just reach these students, but other students, companies, and university staff as well.

Excursions

We are eager to visit your company’s branch in China. Of course, we are also interested in visiting the Dutch branch of your company as well. A visit to your foreign branch would give us a considerable insight into the multinational company environment.

Sponsorship

We believe that Kē jì zhī lǚ can provide your company with interesting possibilities for sponsoring. You will reach out to other Electrical Engineering students, besides just the participants, to university staff and to companies both in the Netherlands and China.

How can we help each other?

We are looking for sponsoring in both material and financial form. The material sponsorship can range from e-readers to clothes or even accommodation during the trip. The advantages for your company can be:

- You will reach out to the students; possible employees for your company
- Your company's brand will be advertised
- You create goodwill; you prove that your company invests in education and innovation
- You provide possibilities for connections with academic staff of the University of Twente



Some possible forms of sponsoring are:

- Advertisements in flyers, reports, clothes or our website
- Presentation of your company to students
- Share your company profile through (e-)mail or posters
- Provide workshops related to your company activities

A visit to your company

To complete our study tour through China we would like to visit your company branch in China. These visits will benefit both parties as it will be a valuable and educational experience for the students, and you will develop the interests of our participants for your company. At these excursions you can show us new innovations or interesting projects, or your working principles and company visions. These excursions can be locally in the Netherlands, but preferably in China. This encourages the participants to explore foreign working environments.


Case studies

What is a case study?

Participants of Kē jì zhī lǚ are all Electrical Engineering students that are in the later part of their curriculum. All participants are at least third year students and 32% is in a master stage. These students are willing to use their knowledge and insight to finance the study trip to China. A case study will be performed by a small group of these students. You can assign a project, such as research, development or improvement of existing products, to these students in time blocks of 400 hours.

Kē jì zhī lǚ has students of Electrical Engineering ready to work for your company, without the need to contract them individually. All participants are capable of at least:

- Programming (C, C++, Java, Matlab, etc.)
- Multi domain simulations
- Electrical and mechanical circuit design and implementation
- Academic problem analyzing and solving
- Literature studies



All students have their own area of expertise as a result of the choices they make in their bachelor and master courses. Besides this, students have a broad range of interests outside their curriculum that can aid in the research at your company. Combining their incredible resourcefulness, they can form a perfect team for solving all kinds of problems. We can find the right students for almost any situation.

Bachelor's Thesis

Besides case studies, there are a number of students that could use this chance to do their "bachelor's thesis" for your company. As an individual, the student can invest 400 hours in researching and developing at your company.

The quality of these assignments are assessed by the academic staff and will be a valuable addition to your company's project, as well as the experience of the student.



Advantages

The case studies can help us keep costs at bay for the participants. For these students, the study tour is a unique way to experience working at a company, as well as a good way to come in contact with potential future employers. The benefits for your company are at least as extensive:

- Cost-efficient way for solving problems and designing, simulating, and implementing your ideas
- A fresh look on problems by students often leads to surprising out of the box solutions
- You reach students who will actively participate in studies related to your company



Costs

Advertisement preliminary or final report:

- Half page - Black and white €150
- One page - Black and white €250
- Two pages - Black and white €400
- Half page - color €300
- One page - color €500
- Two pages - color €800
- Advertorial - per page €300

Advertisements on the website:

- Logo/advertisement 250x75 pixels €250
- Logo/advertisement 600x75 pixels €400
- Logo/advertisement 900x75 pixels €600

Case studies:

- Case study €4000
- Bachelor's thesis €5500

Customized Sponsoring? Ask for the possibilities!

Contact

General Information

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