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For the eighth consecutive year Project China, Sweden's largest student projects and collaboration between the Stockholm School of Economics Student's Association the Royal Institute of Technology, is arranged. This year's project is highly topical as it coincides with China's organization of the World Expo in Shanghai, which is predicted to be the largest ever with over 70 million visitors. On location in China are twelve students who will examine China's advance as a center of economy and culture in a growing world.

With the World Expo in Shanghai 2010, China is once again the main focus of a global arrangement after arrangeing the Olympic Games in 2008. The World Expo theme "Better City - Better Life" focuses on the quest for better living conditions in cities. The theme for this year's Project China is "Communication between urban and rural areas" with the Swedish Exhibition's watchwords, "sustainability", "innovation" and "communication" as its cornerstones. This year's project focuses on China's development towards a modern superpower, with a spotlight on how China can help make the future a better place to live in. With China increasingly establishing themselves as an economic superpower and the future center of the world, Project China offers a unique opportunity for Swedish students to take a step into a growing labor market while the companies are offered a base to recruit the workforce of tomorrow.

In June the project group will travel to China to visit the top-ranked universities in Beijing and Shanghai in order to promote and represent Sweden to Chinese students. A visit to the World Expo is of course also on the agenda.

The project collaborates with several major companies operating in both China and Sweden and during the year several events for students in both countries will be organized.

Background Information

Project China started in 2003 at the initiative of students at the Stockholm School of Economics and Royal Institute of Technology and has since been held every year. Regular features each year has been an event in China, one in Sweden and a report book. The goal is to keep developing the relations between Sweden and China and to find platforms for Swedish students to study and work in an expanding Chinese market and for Chinese students to get a unique opportunity to obtain employment at Swedish companies in China and Sweden. The project is financed entirely by donations from sponsors, mainly companies that are active on the Chinese market and who has an interest in exposing themselves towards the best students in both Sweden and China.

FOR MORE INFORMATION AND PHOTOS, PLEASE CONTACT

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