Invest in education and research - the Nordic Centre Building at Fudan University

The Nordic Centre – background

The Nordic Centre is a Nordic platform for cooperation within research and higher education between Nordic and Chinese universities and institutions. We are located at Fudan University, ranked as the 3rd best university in China. Today, the Nordic Centre consists of 26 top universities, representing China and all the 5 Nordic countries. When the Centre was established in 1995, it was the first Nordic university collaboration in Asia and is still the only joint Nordic academic institution in China today. The centre hosts an increasing number of international academic activities, and is a unique platform which has become a model for other academic platforms.

The New Nordic Centre Building

The increasing scope of activities has created a need for larger premises, and we have been given the unique opportunity to build a Nordic Centre Building within Fudan University’s main Handan campus. The new building will be named The Nordic Centre and will include offices for the Nordic Centre, our member universities liaison offices, offices for researchers, and Fudan Foreign Affairs Offices. We will also have classrooms, lecture hall, meeting rooms and a reception area as well as a study/library for students and researchers affiliated to the centre. The new building will further strengthen this unique platform. 1 000 000 EURO will be raised to finance the project and our member universities, the Nordic governments and private investors have already contributed a majority of the money. The project has started and the new building is scheduled to be finished in the end of 2009.

Why sponsor the Nordic Centre?

Fudan University is leading within several research fields, such as Life Sciences, Bio-Sciences, Medical sciences, Management studies and Engineering. Fudan holds several state key laboratories and is recognized as one of China’s key state institutions for higher education and research. Our Nordic member universities represent the top universities in the Nordic countries and they have extensive and increasing collaboration with Fudan University. This is a great opportunity for companies to become better known among students and scholars both from Nordic and Chinese top universities. The Nordic Centre arranges several activities where companies are invited to participate, such as job fairs, company guest lectures, courses and seminars such as “Nordic Culture and Management”, and “Doing Business in China.” Several of our member universities offer high quality MBA education both in China and at home and we also have frequent visits by MBA classes from all Nordic countries to the Nordic Centre. Companies that sponsor the Nordic Centre will have a unique access point to enhance their brands and recruit top students.

How to contribute?

Corporate sponsors will have three opportunities for sponsorship;
1. Sponsor a specific object - a room, a lecture hall etc, and thus get their name and logo placed in a highly visible spot in this room/hall in the Nordic Centre
2. Provide a general sponsorship with the logo on a plate at the entrance, showing clearly who has contributed to the building of the Centre. (You can choose between two sums, 5000 or 10,000 EUR)
3. Promote own products (ex. furniture, lightning etc.)

All options will involve a great opportunity for promotion during the official opening of the new building. When the centre was opened in 1995, the Norwegian Prime Minister Gro Harlem Brundtland attended, and a similar high scale visits is planned for our opening of the new building.

We believe this is a unique opportunity to promote Nordic society, culture and education among China's future decision-makers, and we sincerely hope that your company will consider sponsoring the project.

More information about our daily activities can also be found on our web page www.nordiccentre.org