



Strategic Partnership Program RWTH Aachen University - Tsinghua University Beijing

Strategy:

Why did we choose Tsinghua University as a partner?

- Similar profile
 - Research profile
 - Study programs in English
 - University size
- Trustful relationship & partnership experience
 - Existing MoU & SEAs
 - Existing DD Program Mechanical Engineering
 - Strong commitment to mutual cooperation
- Reputation
 - International and national rankings
 - Student performance

Strategy:

What do we hope to achieve?

Strategic Partnership as part of the internationalization strategy of Aachen University

- Increase international visibility as strong research university
 - Co-Branding by partnership with Tsinghua
- Attract & exchange outstanding students and researchers
 - Scholarships & support services
- Broaden cooperation to more schools & departments
 - Advocacy, support, funding
- Extend structured study programs
 - Advocacy, support, funding

Management:

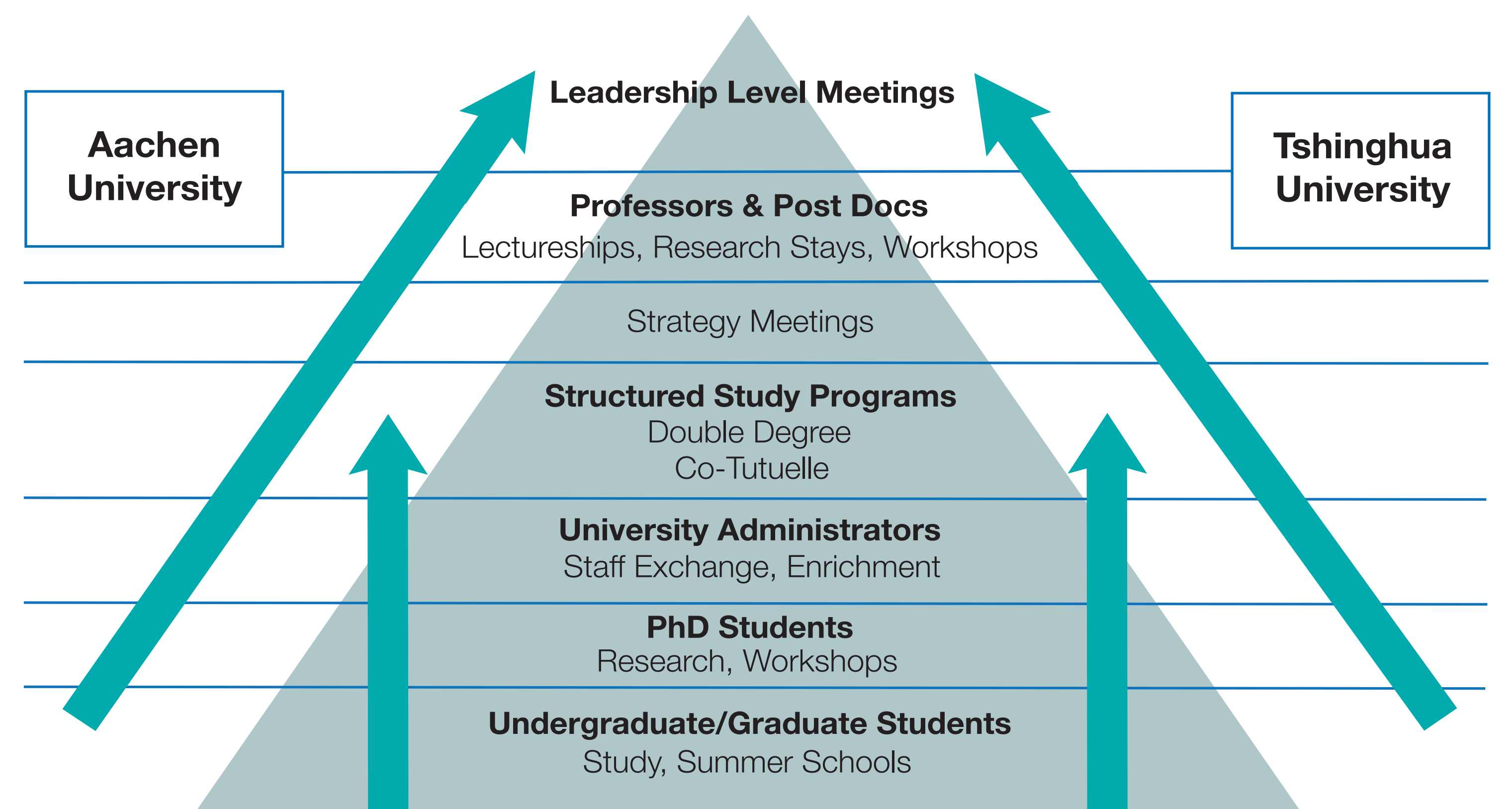
Services to stimulate the partnership

- Advocacy
 - Identify matching potentials
 - Offer proactive support
- Communication & PR
 - Info sessions for target groups
 - Website, newsletter, social media, posters, media contacts etc.
- Scholarships & Accounting
 - for both directions; accounting managed in Aachen
- Support for students & researchers
 - Welcome Services, Be Buddy Program, intercultural trainings, excursions

Lessons Learned

- Advocacy & communication time-consuming
 - Calculate sufficient human resources for leadership & management
- Consider the competition
 - High profile universities choose the best partners worldwide
 - Competition with other scholarship programs
- Build networks & follow up
 - Make use of synergies of central administration, schools & departments

Model and Scope of the Partnership



Governance and Management



Contact

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