



reliable
partner

Nordic Expert Academy

Dear partner,

At Nordic Expert Academy, we emphasize collaborations - both from among the team members and from our network of educators, educational institutes, activity providers, resellers, partnering companies and associations. Through the application of short-term education programs that nurture high-level learning, we are excited to share the expertise of Nordic philosophies and practices with international learners through online learning and educational field studies.

This document is created to assist you on understanding this amazing experience and offerings in educational tourism. We appreciate you taking the time to read it over, and we are always around when you have questions.

Last but not least, nothing makes us happier than the opportunity working with you!

All the best wishes from,

The Nordic Expert Academy team

<https://www.hohot.fi/nordic-expert-academy>

<https://nordicexpertacademy.com/>

Nordic Expert Academy

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Part 1: Nordic Expert Academy in a Nutshell

Nordic Expert Academy facilitates education collaborations between Finland and China. Based in major cities in Finland and China, Nordic Expert Academy specializes in higher education and adult training programs for international students and professionals in the Nordic countries.

With a proven track record of trip management for hundreds of international visitors, and close collaborations with Finnish universities, governmental organizations, industry experts and companies, we offer customized trilingual packages combining education and travels among Nordic countries. The focused educational areas which are included are Nordic innovation and entrepreneurship, Nordic design, MBA training, technical visits, internship, winter sports training, Nordic welfare system in healthcare, health technology and eSports.

Part 2: The Team



Zara Kukkamaa
CEO, MBA
Oulu, Finland



Xiaowen Xiong
Acting Chairperson, M.Sc
(Econ)
Oulu, Finland



Eva Yao
Co-founder, International
Themed Tourism, B.A.
Santiago, Chile



Tairu Zhang
Senior Advisor, Professor
Nantong, China



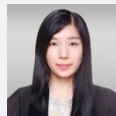
Laura Savikoski
Legal Specialist, MCL (Laws)
Helsinki, Finland



Aaltje Bos
Communication &
International Health, MHS
Oulu, Finland



Dr. Yuan Jiang
Legal Specialist
Helsinki, Finland



Huiru Ding
Regional manager, MBA
Beijing, China

Part 3: Reference Projects and Testimonials

Reference 1: Working with Aalto Ventures Program, Aalto University in 2019 Nordic Start Up Summer program

Together with Aalto Ventures Program, Aalto University, Nordic Expert Academy organized Nordic Start-Up Summer program in which 33 students and teachers from 5 top Chinese universities participated. Participants not only have the chance to receive Finnish high-quality education regarding areas in entrepreneurship and innovation, but also may experience the unique beauty of the Nordic wilderness and cultures through 6 cities in Finland, Sweden and Estonia.



Testimonials:

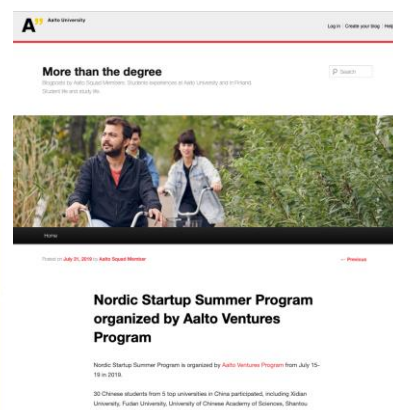
"This study program has really broadened my horizons and familiarized me with the basics about innovation and entrepreneurship, as well as the know-how to start a business, which would definitely contribute a lot to my participation in the "Internet +" Innovation and Entrepreneurship Competition in the future. This may also change my future career planning, in short, this study tour has brought a huge impact on my future path. - **Jia from Xidian University**

"Finland is indeed a hot spot for innovation and entrepreneurship. The education system, welfare system and the concept of equality between men and women can help open doors for young entrepreneurs. Thanks to the teachers and students who participated in this program, which made this trip in Northern Europe unforgettable." - **Liu from Fudan University**

"The higher you stand, the farther you see. This program provided us with an unprecedented and amazing platform that deepened our understanding of the entrepreneurial journey of European entrepreneurs and has greatly expanded our horizons." - **Yang from Xidian University**

"By participating in this innovative and entrepreneurial study program, I've learned that there are many possibilities in life. Starting from something small, being down-to-earth, realizing your own entrepreneurial dreams and creating positive values for society. I have come to realize that failure teaches success. The failures of each entrepreneurial venture is used to accumulate experience for that next successful idea." - **Lu from Fudan University**

"The two-week Nordic trip, travelling around picturesque Finland, is full of an entrepreneurial atmosphere and innovative discussions, then on to Estonia, which is an international leader with the world's top digital development. Then on to Helsinki with clear blue skies and white clouds to the quiet streets of Stockholm; my biggest gain was the joy I found from the flashes of different thoughts and inspiration. These ideas of innovation and entrepreneurship that can change the lives of many people and may be generated in our discussions." - **Liu from Fudan University**



Related links:

- **Report from Aalto University**
<https://blogs.aalto.fi/studentambassadors/2019/07/31/nordic-startup-summer-program-organized-by-aalto-ventures-program/?fbclid=IwAR1t-LGCHtiN8gc8LqshJ8b-HB8I3EHSpWw2JcZbwar3VioKHWzh1YHkFo>
- **Press release from Fudan University**
<https://mp.weixin.qq.com/s/LfGunXEJxaIDbg9yNpWjiw>
- **Press release from Xidian University**
<https://news.xidian.edu.cn/info/2106/205176.htm>
- **Press release from Hohot Consulting**
<https://mp.weixin.qq.com/s/ZOKCBdqHB2h2giyi3vUFjw>

Reference 2: Managed Oulu Business School's short-term study programs during 2017-2018



Testimonial:

"For a number of years, we worked closely with Hohot team in our short-term International Study Program where visiting university students from all over China were able to take accredited courses at the University of Oulu while also travel around the surrounding countries for empirical studies. The consultants from Hohot have contributed greatly in many aspects of the program from planning of events to the execution. This was including but not limited to program promotions, recruitment processes, communication with partnering universities and agencies, study orientation sessions, lecture planning, company and government visits, internship arrangements and cultural or travelling activities. Their rich understanding toward how to bridge Chinese and Europeans professionals in order to develop lasting connections have been of considerable contribution to our study program's achievements. The team handled their responsibilities with profound professionalism and commitment. We highly recommend Hohot Consulting for facilitating your organization's success towards Chinese market."



Antti Kauppila
Programme Director
Executive MBA -programme
University of Oulu

Reference 3: Facilitated Chinese students' experience and study visits to Kalajoki Resort 2016-2018

In the last 3 years, our collaboration with University of Oulu and visits to Kalajoki, we were able to organize the passage of numerous Chinese students to visit Kalajoki Resort. Here, students were able to participate in life changing learning experiences with the local tourism industry, activities around hosting workshops in order to provide first-hand feedback to Kalajoki for localizing their services for Chinese tourism, to conduct social media marketing campaigns by using the creation of promotional videos and as well as to create business plans for Kalajoki to approach Chinese market demands.



Testimonial:

"The students give us very important insights and useful information about the level of suitability of our destination and existing services for Chinese tourists (especially from young visitors' point of view). They provided us essential feedback and practical tips on how to develop our services to serve our Chinese guests better. This kind of visit also gives us a pleasant opportunity to get familiar with the Chinese culture and habits."



Johanna Nakkula
Sales and marketing manager
Visit Kalajoki

Reference 4: Facilitated Student Internship Programs working for Finnish companies 2017-2018

As another form of study program in Finland, students have the opportunity to learn first-hand business practices by having hands-on experience through the application of internship programs where students work directly with entrepreneurs. Nordic Expert Academy has been very lucky to be able to coordinate these amazing programs with local businesses from Oulu and other regional supporting organizations that provide real world opportunities for students to learn from.



Reference collaborating companies:

- Socfri Oy (Njetwork Inn)
- Polar Device Oy
- RSM Finland (Oulu office)
- Ritvamedia (Mrs. Santa Claus Finland)
- Marketing Freelancer MP

Reference 5: Testimonial from Business Finland

"We have worked with Hohot in both medical and educational tourism. Hohot team is very collaborative and has provided valuable market information for our firm. They are an exciting and pleasant company to work with and will easily adapt to the customer's needs."



Päivi Antila
Project Manager
Health and Educational Travel, Business Finland

Reference 6: Testimonial from OP Financial Group

"OP Lab was hosting a workshop for a group of Chinese university students. Their visit was organised by Hohot Consulting Oy. We were happy and eager to collaborate and were highly satisfied with the results of the workshop - we were able to learn many valuable lessons for our future projects and gather a great deal of useful data from the students."



Päivi Järvenpää
Partnerships Lead, OP Financial Group

Nordic Expert Academy

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Reference 7: Managing Chinese social media (Weibo) for KAMK



Sina Weibo (shortly Weibo) is a microblogging website in Chinese language (a hybrid of Twitter and Facebook). Launched in 2009, it is the second most popular social media in China with its user base nearing 500 million users. As of Q1 2020, Weibo had 550 million monthly active users, growing by nearly 100 million users in 2019 alone. Followers or other Weibo users can interact by liking, commenting or re-posting the updates.

Kajaani University of Applied Sciences (KAMK) sees the potential of Chinese market for overseas student recruitment. Requested by KAMK, with intension to gain a growing awareness in China, Nordic Expert Academy team has been managing KAMK's Chinese social media account (particularly on Weibo) since 2017 to share the school's study programs, admission processes, as well as answering questions from Chinese students about application, interacting with other accounts active in Finnish higher education export field.

KAMK Weibo: https://weibo.com/kajaani?profile_ftype=1&is_hot=1#_0

Part 4: Nordic Expert Academy Introduced by Partnering Organizations

1: Introduced as Visit Finland Educational Tourism Service Provider



NORDIC EXPERT ACADEMY (BY HOHOT CONSULTING OY)

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xiaowen.xiong@hohot.fi

More information: www.hohot.fi

The Nordic Expert Academy is a higher education and expert training brand launched by Hohot Consulting Oy in September 2019. However, the team has been successfully operating short-term education and training programs in the Nordic countries for the last 4 years. In close collaboration with Nordic universities, educational institutes and industry players, Nordic Expert Academy offers education programs in Nordic innovations and entrepreneurship, Nordic education systems, the Nordic healthcare and welfare system, Nordic design and other topics. With our educational programs, we focus on the students' and trainees' innovative abilities, unique learning experiences, and the demands of international growth.

Location: Oulu

Main Area: Coastal areas & Archipelago

Duration: 1-30 days

Price: 100-200 EUR / person / day

Group size: 5-35



Download: https://www.businessfinland.fi/48f485/globalassets/julkaisut/visit-finland/tutkimukset/2020/vf_educational-manual_english_2020.pdf

2: Introduced as Visit Oulu Educational Tourism Service Provider



NORDIC EXPERT ACADEMY



NORDIC INNOVATION STUDY PROGRAMME (EDUCATION, HEALTHCARE, MEDICAL AND TECHNOLOGICAL INNOVATION)

Various themed programmes can be offered, such as Innovation and Entrepreneurship, Internship Programme, Teacher training, MBA and study, Certificate and research training, Healthcare and Medical Innovation.

In our start-specific programme, apart from classroom lectures, program also features an experiential practical activities, including visiting innovation incubators, businesses and government agencies, learning to entrepreneurs' personal experience, and participating in workshops and hands-on tasks. Through this programme, we aim to develop students' innovative awareness and their ability to access relevant resources.

Target group: International students, professional adults in career life and industry professionals
Minimum age: 18 years old
Participant maximum: maximum 30
Language: English, Finnish and Chinese
Interpretation services: Yes, English, Finnish and Chinese
Availability: Year-round
Length of the programme: 1-30 days
Location of the activity: programme companies in Oulu
Distance from Oulu: within 100 km
Certificate: Diploma of participation, yes, company certificate



MENTAL WELL-BEING TRAINING AND RETREAT

Conducted in the beautiful nature, this programme through workshops, outdoor activities, individual and group.

Short introduction
Harmed by life as the happiest country in the world and blessed with clean air and nature forests, Finland provides the perfect setting for people to release stress, improve sleep and recharge. Conducted in the beautiful nature of Northern Finland, this mental well-being training and retreat programme is designed to help you boost your energy, through workshops, outdoor activities, individual and group work you'll receive the opportunity for self-reflection, learning and relaxation, and recapture the joy of life. Of course, your retreat can be customized to fit your wishes and needs.

Why a Stress, Silence and Solitude Retreat?
Stress is a chronic issue in our society and if left unattended, it can have serious effects on physical and mental health. We understand that stress is a painful warning signal that something in your life is not right. During the programme, we will help you to recognize and understand the mechanisms that cause the stress and support you to regain control over your life.

Challenge yourself! Take time to step away from your familiar surroundings and focus on your wellbeing in a calm and peaceful setting.

Why this programme?
We want to help you to recognize, address and remove obstacles towards a balanced life in a quiet and cozy place in the tranquility of the Finnish countryside.

- A well-structured and designed retreat with a variety of activities
- A proven track record of trip management
- A professional, bilingual team
- In-depth knowledge of the Scandinavian countries

About the expert

Aidjo (aka Aidjo) is an experienced health expert, and has worked for a psychiatric and general hospital in the Netherlands and Germany with strong academic background. Aidjo holds Bachelor's degree in nursing, Master's degree in Health Sciences, a teaching degree, is currently studying toward an MBA in International Healthcare Management at the University of Cantabria. Aidjo has worked for the City of Oulu for more than 16 years in the areas of digital health, business development, communications, journalism and corporate coaching. Aidjo feels she is acutely aware of the need for cross-cultural sensitivity and clear communication.

Programme for the camp

During the retreat, we will help you to recognize and understand the mechanisms that cause the stress in your life and support you to regain control over your life. Expect indoor group classes / workshops, depending on the season, relaxing activities such as snowshoeing, hiking, canoeing and fishing will be included in the retreat. And of course, from September to April, we'll keep an eye on the Arctic night sky for the special life Northern lights.

Day 1
Arrival office has
Introduction-The theory of stress and burnout-lecture
Identification of stressful and happy times individual work
Identifying the causes of stress and coping strategies-individual work
Stress, silence and solitude-embracing solitude -be with yourself-outdoor activity

Day 2
Closing strategies lecture
Self image, and what others hear and see-individual exercise
Stress communication and body language group exercise
Stress on stage: The story of my life group exercise
Private
Outdoor activities

Day 3
Loneliness-communication and body language
Connecting with others-individual work
Observing body exercise-outdoors
Stress not full relaxation

Day 4
Loneliness and the pros and cons of technology-lecture
Stress on stage: The story of my life
Making change-ready to do for tactics tough things-goals for the time to come
Farewell and departure

Target group: Anyone consistently feeling locked with stress and anxiety from their work and life, preferably have suffered from sleep disorder.
Minimum age: 18 years old
Participant maximum: maximum 30
Language: English, Finnish, Chinese and French
Interpretation services: Yes, English, Chinese and French
Availability: Year-round
Length of the programme: 4 days
Location of the activity: programme companies in Oulu
Distance from Oulu: within 100 km
Certificate: Diploma of participation, yes, company certificate



INTERNSHIP IN OULU

This programme provides international college students an opportunity to work with Finnish businesses and entrepreneurs, and to experience the authentic culture of Nordic life.

Globalization requires modern students to be equipped with more international background and knowledge. Internship abroad allows students to broaden their horizon, learn how to build team spirit and trust colleagues from all around the world so they can understand and adapt to various cultural backgrounds more easily and gain more confidence when working with international companies after graduation. Hohot Consulting Oy, as one of the largest consulting firms in Northern Finland focusing on international business and education collaborations between Finland and Asia, has an extensive network with Finnish companies and years of experience organizing internship opportunities for international college students in Finland. During their internship in Finland, international students not only can gain the working experience, but also experience the authentic culture of Nordic life.

Practical:
Paper application → Online communication → Matchmaking → Online interview → Internship agreement → Travel arrangements → Arrive in Oulu → Training on working in Finland → Internship → Certificate → Return home


Why Internship in Finland
Working directly with Finnish entrepreneurs
- Pure nature and authentic Nordic culture
- World famous Nordic innovations and start-ups
- Recommendation letters generated by Finnish companies
- International experience and insights





Note:
- Possible to add tourism leisure activities into the programme.
- Internship companies have the final decision whether to accept the student.

Target group: College students, young professionals
Minimum age: 18 years old
Participant maximum: maximum 1-30
Language: English, Finnish, Chinese and French
Interpretation services: Yes, English, Chinese and Finnish
Availability: Year-round
Length of the programme: 1 month
Location of the activity: programme companies in Oulu
Distance from Oulu: within 100 km
Certificate: Diploma of participation, yes, company certificate

Download: https://issuu.com/businessoulu/docs/oulu_educational_and_technical_visits_program_2020

3: Article published by PINO Network, which is a community focused on Finnish education exports





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ARCTIC EDUCATION FORUM



News

Hohot Consulting is building a bridge between Finland and China

August 13, 2019



Hohot Consulting was established 2016 to build a co-operation bridge between Finland and China. The company is a coordinator and operator for business consulting services and marketing supporting. They also offer legal specialist services and operate in educational tourism.

For example, this summer **Hohot Consulting** brought 33 students and teachers from five high qualified universities from China to Finland, to study Nordic innovation and entrepreneurship. The visitors attended courses organized by AVP, Aalto university and had workshops in Oulu and visited Estonia and Sweden. They also had a great opportunity to interact Finnish people and explore cities, culture and companies.

Link: <https://www.pinonetwork.fi/news/2019/8/13/hohot-consulting-is-building-a-bridge-between-finland-and-china>

3: Article published by Business Oulu



The Nordic Expert Academy focuses on Nordic higher education, healthcare and medical and technological innovation, creating unique degree programs.

Nordic Expert Academy is a top-class training brand recently launched by Hohot Consulting Oy. It focuses on Nordic higher education, healthcare and medical and technological innovation. The degree programs created by the Nordic Expert Academy focus on developing students' and trainees' innovation skills, providing a unique learning experience and responding to international growth.

Hohot Consulting has previously launched the Nordic Innovation and Entrepreneurship training program together with Aalto University's Aalto Ventures Program and received a huge amount of positive feedback from both its partners and Chinese students. In addition, Hohot Consulting has developed training programs for teachers with the University of Oulu.

In the future, several courses on various topics will be added to the Nordic Expert Academy platform, e.g. Art and Design Innovation, Healthcare and Medical Innovation, University Student Internship Program, Teacher Training, MBA Visit Study, and CleanTech and HealthTech Training. The main target groups of the degree programs are talented students, adults who have already graduated and are involved in working life, and experienced professionals. Representatives of these groups are potential future tourism consumers in Finland and potential business decision-makers in China.

A student from Fudan University commented on his experience as follows: "The two-week trip to the Nordic countries started in Finland, where there is a strong entrepreneurial atmosphere and full of innovative ideas. The journey progressed from blue-skinned Helsinki to stylish and quiet Stockholm and finally to Estonia, which is world-class in the field of digital development. The best thing about the trip was the joy and insight brought by different streams of thought that many new revolutionary innovations and entrepreneurial ideas can really start with our exchange of ideas and interactive interaction with others."

To this, another student from South China University of Technology adds: "Every day spent in Finland felt really meaningful. I felt very energetic and excited and I fell asleep every night with a smile on my lips. I want to remind you of these moments of joy and enjoyment in Finland. I was completely immersed in the Finnish spirit and felt a deep connection to the world around me. Long daily walks and numerous rewarding conversations made me feel wonderful. I have never felt alive the same way I did during the trip."

The Nordic Expert Academy is interested in cooperating with Nordic partners who want to offer training, company visits, workshops, lectures or courses, or network and share experiences in investment, startups, general business, entrepreneurship, internships, healthcare and medical innovation, art and design. Ideas and business innovation.

For more information and contacts:

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Link:

<https://www.businessoulu.com/fi/uutiset/hohot-consulting-oy-lanseeraa-nordic-expert-academyn-markkinoidakseen-suomalaista-koulutusta.html>

Part 5: Results Recognized by Media

1: Kaleva (Finland), July 25th 2019

8 K1
UUTiset

TORSTAINA 25. HEINÄKUUTA 2019 KALEVA



-Ruoka on erilaista, mutta ehdottomasti suomalaista ruokaa voi syödä. Syödään meilläkin valikasta kananjalkoja, toteavat Louix Lu (vas.) ja Suzy Song.

Ainutlaatuinen vapaus ja lasisauna merenrannalla

Kiinalaiset tutustuvat Oulussa erilaiseen opiskelukulttuuriin.

ARJA MIKKOLA
OULU

11 kiinalaista on opiskellut kuluvalle viikolla yritystaloutta Oulussa. Ensimmäinen viikko Aalto-yliopistossa, ja Oulussaakin opinnot jatkuvat ilta- ja aamukursseilla. Bineselämää on tuotu lähelle muun muassa ideoinnalla startupeja, mutta erityisesti opiskelijat tulevat muistamaan valoisat kesäyöt.

Keskiviikkona opettaja Yanhong Xi takoi kurssilaisille sitä, että yritys aiheuttaa aluksi kuluja. Tarvitaan siis pääomaa.

Nokia saisi lainaa, mutta lainausko pankki rahaa sinulle, hän kysyi kurssilaisilta Oulun yliopistolla.

Louix Lu arvelee, että kenestä vain voi tulla yrittäjä, kunhan on idea.

-Sitä varten ei tarvitse treenata. Opiskelukulttuuria sen sijaan on pitänyt harjoitella. Lusta oli aluksi vaikea sopeutua siihen, ettei ohjeita tarjota valmiina.

-Suomessa opiskelijat tekevät työtä. Kiinassa opettajat luennovat ja opastavat, ja on seurattava askelaskelalta. Täällä annetaan aihe, mutta miten siihen tutustutaan, riippuu sinusta. Täällä on ainutlaatuinen vapaus. Aluksi olin hukassa, en tiennyt, miten toimia tehokkaasti. En sanoisi, että tämä on ehdottomasti parempi tapa. Joissakin tehtävissä tarvitaan vinkkejä.

Lu on vasta päättänyt soveltaa kielitieteen opinnot Shanghaissa. Hän on matkailut Kanadassa ja Tukholmassa sekä opiskellut lukukauden Kiinassa. Nyt hän suunnittelee lisäopintoja. Mielessä olisi rahotusala.

-Moni vaihtaa alaa. Poikkitieteellisyys avaa horisonttia.

Lu katsoo näytelmäsihtööri-yliopiston terassilla.

-Rakastan tätä. Luonto on niin kivaa. Olen elänyt suurkaupungissa. Siellä on kiireistä, huono ilma. No, tietysti nyt on kesä. Ehkä tal-

valtoihin, mutta vanhemmat olivat huolissaan suurvaltojen kaupustelusta.

-Suomessa on turvallista.

Lisäbonuksena tuli valoisuus. Songin mukaan Kiinassa on pimeää kuuudesta alkaen.

Kokemuksista pulpahti yritysideoita.

-Aurinko, kesä ja meri, Song listaa.

-Siltä tulee auringonottoa paikka, merenrantabispes, joka yhdistää nämä kolme hienoa asiaa, Lu kertoo.

Hän oli sattunut Helsingissä klubille, jossa oli vain pari ihmistä. Jos kaikki kerran viihtyvät kesällä rannalla ja valoa riittää yötä myöten, miksei järjestetä kunnan juhlaa?

-Lisäksi haluamme sinne lasisaunan.

Hohot Consulting Oy on tuonut tänä kesänä Ouluun yhteensä 31 kiinalaisopiskelijaa.

Ulkomaankokemus lueaan ansioksi, kertoo koulutusyrittäjä Zaira Kukkamäe.

18 päivän kuluessa vierailleen myös Rovaniemellä ja Tallinnassa.

Yrityskursseilla jatkavat opintomatkansa vielä Tallinnassa.

Kesäkuun Oulu on hurmannut myös Suzy Songin. Hän on vasta aloittanut kansainvälisen talouden opinnot Guanzhoussa ja vieraillee ensi kertaa Euroopassa.

-Täällä on hiljaista ja monilla on pyörä. Täällä ollaan vapaita ja onnellisia, Song sanoo.

Paikallisten ystävällisyys ja puheisuus on yllättänyt hänet.

-He puhuvat vieraille ja näyttävät paikkoja, kuten merenrannan, missä ihmiset uivat.

Sekin on ihmeellistä, että liikuntaa voi harrastaa ulkona eikä vain salissa.

Oikeastaan Song halusi Yhdys-

Link:

<https://www.kaleva.fi/uutiset/oulu/ainutlaatuinen-vapaus-ja-lasisauna-merenrannalla-kiinalaiset-tutustuvat-oulussa-erilaiseen-opiskelukulttuuriin/824057/?fbclid=IwAR0fXbz-8MYWjEqM6y9H09hWx8KUy3XphPz4Jt5GliuutMpCnH8jI65wSLk>

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Opiskelijavierailut Kiinasta kehittävät Oulua

Oulun yliopisto on viime vuosina pyrkinyt kansainvälistymään voimakkaasti.

Elmo Rautio
Oulu

Antti Kauppi kauppa- ja kauppakorkeakoulun Martti Ahtisaari-instituutissa on ohjelmajohtajana hankkeessa, joka järjestää lyhytkestoisia vierailu-ohjelmia Kiinasta saapuville opiskelijoille. Vaihdo-ohjelma kestää opiskelijoiden oltua kolmesta neljään viikkoa. Kaikki niistä vietetään Oulussa, loppu toisissa kaupungeissa ja naapurimaissa.

Tällaiset lyhyet vaihto-ohjelmat ovat aivan erinomaista sille, että opiskelijat pääsevät tutustumaan Ouluun toimintaympäristönä. Oulussa asuu myös paljon kiinalaisia, jotka ovat tulleet vaihto-opiskelijoina mahdollisuuden tutustua Ouluun ja suomalaiseseen kulttuuriin myös omalla kielellään, Kauppi kertoo.

Opiskelijat tekevät Oulussa paikallistilaisille yrityksille erilaisia toimeksiantoja, esimerkiksi juuri Kiinaan suuntautuvien markkinointin liittyen. Tällaisia ovat esimerkiksi erilaiset esittelyt ja markkinointisuunnitelmat. Hankkeen tavoitteena on vastata Oulun alueen kansainvälistymisha-



Elmo Rautio

Yuegang Xu ja Xiyue Yu ovat yksi ohjelmajohtaja Antti Kauppiin lukuisista kiinalaisvieraista Oulun Yliopistolla.

teisiin. Vientyritysten lisäksi myös yliopistolla on oma tavoitteensa. Kiinaan suuntautuvaa koulutusvientä halutaan kehittää.

Koska pystymme sisällyttämään nämä opinnot yritysjärjestelmän sisällyttämiseen, opiskelijat saavat kertyneitä opintopisteitä jo täällä vieraillessaan. Heillä voi jatkossa hyödyntää kiinnostusta ko ko tutkinnon suorittamiseen Oulun yliopistossa. Kauppi lausuu.

Kokemukset hankkeesta ovat olleet positiivisia.

Useita satoja sertifikaatteja on jo opiskelijoille kirjoitettu vuosien mittaan, Kauppi toteaa.

Kahdeksantoistavuotias Xiyue Yu, tai "Emily", ku-

sua, on yksi hankkeen mukana Ouluun saapuneista opiskelijoista. Shanghaista kotiin oleva Yu on ehtinyt viipäillä Oulussa vasta muutaman päivän, mutta on jo ihastunut pohjoisen talviseen ilmamaahan.

Pidin kaupungista todella paljon. Erityisesti rakastan lunta! Olen nähnyt lunta kotonaikin, mutta täällä sitä on niin paljon enemmän. Eilen illalla rakensimme lumikonkin, Emily hehkuu.

Emily on ollut mukana kehittämisessä yritysideaa, joka on tarkoitus esitellä Polar Bear Pitchin -tapahtumassa helmikuussa. Tapahtumassa osallistujat esittelevät yritysideansa avoimella palautteella. Ajatus on Emilyn mielestä upea, mutta samalla pe-

lottava.

Se on ihan hullua! Kotos- na Kiinassa tällaista ei tulisi edes ajatella. Meillä ei edes ole niin kylmiä vesiastioita, jossa avantoitua voit harrastaa. Rakastan ideaa, mutta en ole ihan varma, onko minusta siihen. Emily miettii.

Oulussa jo kolmatta kertaa vierailleva Yuegang Xu on iloinen siitä, miten hanke on edistynyt kiinalaisten mielenkiintoa Oulu kohtaan. Myös omlaiselaiset yritykset ovat reagoineet kiinalaisvieraan.

Esimerkiksi Kiinassa ku-

kaan ei enää maksu kortilla tai käteisellä, vaan maksuli-

kenne hoidetaan puhelimen-

la. Pitkään se oli iso syy, mik-

si kiinalaiset eivät halunneet

tulla Ouluun. Nyt yhä useam-

pi omlaisyritys tarjoaa mah-

dollisuuden maksaa puheli-

mella, Xu kertoo.

Sassin Liikenne

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11.-17.3.2018 430€/hlö (2hh)
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KUUSAMOTOLON KEVÄTKAUSI TÄYDESSÄ VAUHDISSA

Ke 7.2. klo 19
Janne Tuohi ja Tuinen sydin
Omia hittejä, Tapio Rautavaara
sekä rakkauslauluja eri
vuosikymmeniltä. Liput 15€.

To 15.3. klo 19
Kuhon Kamarimusiikki
Vieraina huopavuolet Sergei
Malov, Minna Penttinen ja Antti
Tikkanen. Liput 18/15/8€.

Ke 14.2. klo 19
Lapin Kamariorkesteri
"Tuhatkymmenen,
parisikymmenen,
kolmasikymmenen"
Adrian Pienchen johtaja ja
lyömäsoittimet. Ohjelmassa
mm. ranskalaisen säveltäjän
musiikkia. Liput 18/15/8€.

Su 18.3. klo 15
Hevissaurus
Koko perheen suosikivaihtelut.
Liput 15€, 4 hio ryhmä 48€.

Pe 16.2. klo 19
Revontulijazz
Huipulta jazzin parissa!
Nuori jazztri Mito & Moses
selvi upeasta jazziin ja soul-
lauluja. Liput 18/15/8€.

To 22.3. klo 19
Michael Monroe
Odottavissa huikaa rockin
lounastal. Liput 12€.

Pe 23.2. klo 19
Jannika B
Tahdet, tahdet -ohjelmassa
yhteisön lauloillaan harrastanut
suosittu popartisti. Liput 18€.

Ke 25.4. klo 19
Bigfreet & Lala
Rheittinen rhythm & blues,
soul, jazz & soul konsertti.
Soul, maaginen blues laulaja
Marjo Lemonen. Liput 15€.

La 10.3. klo 19
Maja Viikkinen
Lähies 400 000 albumia myynyt
huikaa artistti. Liput 20€.

La 6.5. klo 19
Pete Parkkonen
Suomen kuulin miespoppari
Liput 20€.

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Arinan edustajiston vaalien ehdokasasettelu käyntiin

Osuuskauppa Arinan edustajiston vaalien ehdokasasettelu on käynnistynyt ja jatkuu 14.2. asti. Vaalit käydään 3.-18.4. Edustajisto valitaan ensimmäistä kertaa suoraan henkilövaaleilla.

Ehdokkaita voivat esittää Arinan omistajat, joita ovat sen noin 160 000 henkilöjäsentä. Myös ehdokkaan tulee olla Arinan varsinainen jäsen. Esimerkiksi jäsenen kanssa samassa taloudessa asuva muuta henkilöä ei voi asettaa ehdokkaaksi.

Ehdokasnimittämiskä-

sestä ehdokaslistaan. Edustajiston valitaan jäsenluokit-

teiden yhteensä 65 eniten henkilökohtaisia ääniä saanut ehdokas.

Edustajisto on osuuskaupassa päätösvaltaa käyttävä toimielin ja verrattavissa osakeyhtiön yhtiökokoukseen. Sääntömääräisin päätöksin kuuluvat muun muassa tilin-

pidoksen käsittely ja vahvistaminen, hallintoneuvoston ja tilintarkastajien valinta sekä kokouspalkkiot. Sääntömääräisiä kokouksia on kahdeksi vuodessa. Arinan mukaan

edustajistolla on kokousten lisäksi vaikutusvaltaa viestintätoimien ja johdon välillä. Edustajiston jäsenet valitaan kuudesta jäsenalueesta alueellisiin jäsenmääriin perustuen. Palkat jakautuvat seuraavasti:

1. Oulu, Ii, Muhos, Uta-

järvi, Vaala, ulkopuoliset: 32

paikkaa

2. Pyhäjoki, Pyhäntä, Ra-

he, Siikajoki, Siikalatva: 5

paikkaa

3. Haapavesi, Kempele, Li-

minka, Lumijoki, Tyrnävä: 5

paikkaa



Petra Takamäki



Link: <https://www.kaleva.fi/uutiset/oulu/hohot-consulting-tarjoaa-startup-oppeja-kiinalaisille-opiskelijoille-oulu-business-schooliin-saapuu-kesan-aikana-runsas-sata-kiinalaisopiskelijaa/798709/>