

# News letter

Beijing Normal University at Zhuhai



北京師範大學·珠海  
BEIJING NORMAL UNIVERSITY AT ZHUHAI



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# Newsletter

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# The Opening Ceremony for Students of 2020 Held at BNU Zhuhai

Article source: News Center | Release Date: 2020-09-17



On the morning of September 17, 2020, the opening ceremony for the 2020 students of Beijing Normal University at Zhuhai was held in the Stadium. Cheng Jianping, Chairman of the University Council of Beijing Normal University; Sun Hongpei, Deputy Chairman of the University Council and Secretary of the Disciplinary Committee; Wang Shoujun, Vice President of Beijing Normal University and Director of BNU Zhuhai Administrative Committee; Zheng Guomin, Assistant to the President of



BNU, Executive Deputy Provost of BNU and Provost of BNU Zhuhai; and other leaders of BNU Zhuhai attended the ceremony. Some department leaders, dean of schools from BNU, heads of colleges and related departments of BNU Zhuhai and students of 2020 also attended the ceremony. The opening ceremony was presided over by Fang Zengquan, Chairman of the University Council of BNU Zhuhai.

Wang Shoujun delivered a speech of

*Taking the Trend, Building Dreams.* On behalf of the university, he expressed welcome and congratulations to the new students, and then introduced the splendid educational traditions of Beijing Normal University, as well as its positive contributions to the prevention and control of the epidemic. He explained that BNU Zhuhai is of great strategic significance to the construction of "Double First-Class" of BNU. Wang Shoujun encouraged students to comply with the requirements of the times, respond to the call and the needs of our country, inherit the "red gene" and glorious tradition of century-old BNU, remain devoted to our family and country, consolidate knowledge, improve innovation skills, and strive to grow into greatly responsible youth in a new era. He put forward three expectations for the freshmen. First, set the trend of the times, bear dreams in mind and



fulfill those dreams. He hoped that the students would inherit BNU's original aspirations of serving the country through education, establishing the belief in serving the people, and taking the leading position in teaching. Second, he hoped that students would continue to renew knowledge, read eagerly and practice a lot in university, growing into the nation's mainstay-diligent in learning, willing to think, and good at exploring and being of tremendous ability and strength. Third, he expressed his expectation that students, not fearing hardships, were courageous enough to challenge, to strive hard, and to make achievement that our country and people can be proud of.



Professor Di Zengru, a doctoral supervisor of School of Systems Science, Beijing Normal University and an academician of the International

Academy of Systems and Control Sciences, spoke as the teacher representative. He interpreted the two keywords of the new era: "change" and "connection," hoping that when dealing with the changing and complex world, students will be faithful and upright, pioneering and innovating, walking hand in hand, and becoming talents who can shape the new era.



2019 master's student Xie Qingling, 2020 Chinese Language and Literature student Nong Yuan, and 2020 PhD student Che Zhilu, from the Institute of Economics and

Resource Management, respectively spoke as the representative of graduate students, undergraduates, and PHD students. They said that as the "back wave" of the new era, shouldering the responsibility of the times, they should inherit the fine traditions of century-old BNU, practice the university motto of "Learn, so as to instruct others. Act, to serve as example to all," working hard together to realize BNU's dream of constructing a world-class university and the Chinese dream of the great rejuvenation of the nation.

BNU Zhuhai has established the Institute of Advanced Studies in Humanities and Social Sciences, Advanced Institute of



Natural Sciences, the Belt and Road School, and College of Education for the Future. In July 2020, BNU launched the construction of the first batch of residential colleges in Zhuhai: Leyu College, Huitong College and Zhixing College, to inherit and carry forward more than a one-hundred-year heritage of BNU and an important force to carry out the fundamental task of educating people with morality and to promote "Three-Alls" (all staff, all stages and all-round) education. In 2020, BNU first set up the "Zhiyuan Program" to enroll undergraduates from the on-list 52 national poverty-stricken counties, which aims to cultivate high-quality teachers and future educators with lofty aspirations and enjoyment in teaching in basic education.

This year, BNU Zhuhai welcomed 2,298 undergraduates, masters and doctoral students. Today is a good start for university students. We wish every newcomer would dream big and move forward in this beautiful campus in the next four years.



# Cheng Jianping Discussed with the First Batch Freshmen of “Zhiyuan Program”

Article source: News Center | Release Date: 2020-09-21

On September 17, 2020, the meeting with the first batch freshmen of “Zhiyuan Program” was held at BNU Zhuhai. Cheng Jianping, Chairman of the University Council of Beijing Normal University, had a cordial discussion with 15 representatives of the first batch of “Zhiyuan Program” students. The meeting was also attended by Sun Hongpei, Deputy Chairman of the University Council and Secretary of the Disciplinary Committee; Wang Shoujun, Vice President of BNU and Director of the Administrative Committee, BNU Zhuhai; Zheng Guomin, Assistant to the President and Vice Provost of BNU; as well as heads of the University Party Committee Office and Admissions Office; heads of BNU Zhuhai and teacher representatives. The meeting was chaired by Zheng Guomin.

This year, under the guidance and support of the Ministry of Education, BNU launched the “Zhiyuan Program” to recruit the best candidates for undergraduate teacher education programs with targeted employment from provinces where the 52 national poverty-stricken counties are located. This program was initiated in order to put President Xi’s important thought—“To alleviate poverty, education is a must”—into practice. It aims to help win the battle against poverty, and to assist



in the strategy of rural revitalization. The first 148 freshmen have come to BNU Zhuhai and started their university life.

The 15 students who participated in the meeting came from seven provinces. They shared their original intention of choosing the Program, their understanding of the teaching profession, and their four-year university plans. Many students talked about the guidance and help from the attentive teachers throughout their growing years. It was the teachers’ instruction and careful guidance that had helped them to overcome difficulties, get out of troubles, excel in the college entrance examination and embrace a broader life. Some students were influenced by the urgent need to improve the education in their hometown and expressed the regrets they felt when they served as teaching volunteers that children in poverty-stricken areas could not receive high-quality education. They were also

distressed that the destitute areas could not retain excellent talents. Their words were plain but their emotions sincere. It was these factors that had prompted the students to choose the “Zhiyuan Program” when making university applications. They choose to teach in impoverished areas after graduation, bringing more hope to those children, so as to change their lives through education.

Chairman Cheng Jianping listened to the speeches of 15 students, expressed his appreciation for their determination to pursue great ambitions and their commitment to education, and introduced the origin of the “Zhiyuan Program” to the students in detail. To help the poor, we must first raise their educational level: to reduce the development gap between the east and the west, the most important factors are talents and education. The quality and quantity of talents in

the western regions must be improved through the mechanism of talent “backflow.” Beijing Normal University recruits “Zhiyuan Program” teacher education students, aiming to train high-quality basic education teachers and future educators who have lofty aspirations, enjoy teaching and are good at it for the national poverty-stricken counties, and become the “gold” and “seeds” of the area where they serve to improve the educational level and qualities of local residents comprehensively.

Cheng Jianping put forward three hopes for the students’ college life. One is to strengthen the belief in teaching and make unremitting efforts to become a good teacher with “Four Haves (ideals, morality, knowledge, and love).” Every one of them came with the ideal of education, but during the four years of college, they will without doubt encounter various challenges, hesitations and indecisiveness. In the constant ideological struggle, they must strengthen their belief in teaching and take the “Four Haves” standard to require themselves

to study hard and grow up happily in the university. The second is to be not only a good learner, but more a creator. In its first year, the Zhiyuan Program needs to explore and improve the talent training model. Students should be actively involved and become participants and developers of our education and teaching reform. The third is to help and learn from each other in the community to achieve common development. It is necessary to strengthen the construction of the college and classes, and form a community of unity, friendship, efficiency and mutual help. BNU will continue to provide post-employment

training and improvement support for the students of the Program, and truly help students “get on the horse,” see them off, and provide lifelong support.

Cheng Jianping encouraged the students to be full of confidence in the future and look at problems from a development perspective. The poverty in western China will surely improve year after year. Freshmen of the first batch of “Zhiyuan Program” should start well and set an example to help the Program have a greater impact and encourage more high school graduates and outstanding students to join the shared cause!





# The First Students' Admission Ceremony Held in Leyu College

Article source: Leyu College | Release Date: 2020-09-03



**O**n the afternoon of September 2, 2020, the first student admission ceremony of Leyu College took place in A112, Liyun Building at BNU Zhuhai.

Fang Zengquan, Chairman of the University Council at BNU Zhuhai; Li Nan, Director of the Student Affairs Office; Sun Bo, Deputy Dean of College of Education for the Future; Zeng Xiaodong, Executive Dean of Leyu College; Sheng Shuangxia, Deputy Dean of Leyu College; and Yan Honggeng, Deputy Dean of the Leyu College attended the event. All the 2019 state-funded students participated in the activity chaired by Yan Honggeng.



## 01 Speech by Fang Zengquan

Fang Zengquan said that Leyu College is one of the first residential colleges established by BNU Zhuhai. It will be committed to inheriting and carrying forward more than a century-old heritage of BNU, consolidating its efforts and energy, making reforms and innovation and cultivating "great mentors of the great country with dedication and professionalism." He pointed out that residential colleges were student-centered with the purpose of imparting knowledge to students, increasing their wisdom, as well as cultivating their personality. By

integrating the spirit of residential colleges into modern university education, the core is to inherit its educational ideals, to follow the law and essence of education, and to create a harmonious community of living and learning, as well as to promote healthy growth and development of every individual student. Leyu College students should motivate themselves with models of "Four Haves" good teachers, never forgetting the aspiration of serving the country, keeping in mind the mission of the times, forging ahead and making breakthroughs.



## 02 Speech by Zeng Xiaodong

Zeng Xiaodong put forward her earnest hopes for the first batch of Leyu College students with the speech of, "Achieving success by accumulating small progress." She said that a teacher is first of all a person. To be a good teacher, one must first shape his or her personality, character and habits through continuously creating

small progresses in daily life. We should learn to reduce the risks that come along with the Information Age by communicating with people in real life, paying attention to the process, striving to achieve a sense of control over our life and learning, and accumulating new precious connections in the process.



## 03 Speech by a student representative

Zeng Yuxin, a 2019 state-funded student of teacher education of Leyu College, majoring in Mathematics and Applied Mathematics, spoke as a student representative. Zeng Yuxin shared her many gains and insights from the past year and expressed her joy and identity recognition as one of the first

batch of students of Leyu College. In the new semester, she called on students to stick to their original aspirations, keep their mission in mind, look forward to the future and to strive towards the goal of "great mentors of the great country" with a down-to-earth attitude.



## 04 Wearing commemorative badges

The leaders put on the Commemorative Badge of Leyu College for student representatives. The commemorative badges not only represented the identity of Leyu College students, but

also carried ideals reflected in the BNU motto, the educational philosophy of "pursuing one's studies, self-cultivation, and benefitting the world," and high expectations for the students.



## 05 Singing the university anthem

The first students' admission ceremony of Leyu College in BNU Zhuhai successfully ended with the singing of the anthem of BNU. Standing at a brand-new starting point, Leyu College will always adhere to the goal of

cultivating "great mentors of the great country", exploring the innovative way of educating people in residential colleges, and training "Four Haves" good teachers that can meet the requirements of the times, the country and the society.





# Huitong College Students Admission Ceremony & Dean Appointment Ceremony Held

Article source: Huitong College | Release Date: 2020-09-08

On the morning of September 6, 2020, the Huitong College Students Admission Ceremony and Dean Appointment Ceremony were held at BNU Zhuhai. Wang Shoujun, Vice President of Beijing Normal University and Director of BNU Zhuhai Administrative Committee; Guo Aike, an academican of the Chinese Academy of Science (a famous neuroscientist and biophysicist); Zheng Guoming, Assistant to President of BNU, Deputy Director of BNU Zhuhai Administrative Committee and Provost of BNU Zhuhai; Yu Lihong, Executive Dean of Huitong College; Qi Zhenhua, Vice Chairman of the University Council, BNU Zhuhai; and Xu Ai, Associate Dean of Huitong College attended the ceremonies with about 200 other



participants, including all teachers and student representatives. The ceremonies were presided over by Fang Zengquan, Chairman of the University Council at BNU Zhuhai.

Wang Shoujun, Zheng Guomin, Guo Aike and Yu Lihong unveiled the name plate of Huitong College at BNU Zhuhai. Wang Shoujun, on

behalf of BNU, announced the Dean of Huitong College Appointment document, and conferred the letter of appointment to Dr. Guo Aike.

Wang Shoujun extended his warm welcome to Dr. Guo Aike and expressed congratulations to the teachers and students of Huitong College. He stated that the implementation of

residential colleges is to carry out the "3-Alls" plan proposed by BNU, which is an innovative model of nurturing talents and a significant move to integrate talents cultivation forces. Huitong College is one of the first three residential colleges established at BNU Zhuhai. Wang hoped that under the leadership of Dr. Guo, all teachers and students of Huitong College would maintain an open, inclusive attitude as well as enterprising spirit, consolidate their efforts and work with boldness and innovation to contribute jointly to the advancement of the College. He stressed that BNU, as a centurial university, is the foundation of Huitong College; the College should always prioritize the task of educating people with morality and students should cherish their university years by seizing opportunities and pursuing excellence with great efforts. As developers of the College, teachers and students should further raise awareness of being owners of the College and stay devoted to the College by providing constant feedback.

Dr. Guo expressed his confidence and

determination to build and develop Huitong College, cultivating numerous elite students with ideals, innovation abilities and international dialogue capacities. He stressed that the construction of the College should be established on a high standard, striving to be the new model and new landmark of higher education



for Guangdong province. Rooted in the remarkable location of BNU Zhuhai, Huitong College should take full advantage of resources inside or outside the university, and organize featured activities for the students. The College should also integrate itself with the talent cultivation of the university, actively exploring new paths for development. He expected to work together with teachers and students to jointly create a better future for Huitong College.

Li Xuanzhi, a second-year student majoring in Chinese Language and Literature, delivered a speech as a student representative. He shared his experience on study and life of his freshman year, encouraging new students to seize learning opportunities while probing into career exploration. He also extended a genuine wish to his fellow students for the upmost excellence at Huitong College

After the ceremony, Dr. Guo presented an academic lecture on "Huitong: The Path from Brain Science to Brain-inspired Intelligence" explaining "Brain-Intelligence" relations and brain-inspired intelligence studies from multiple angles. He also introduced many significant progresses made on brain science by researchers in recent years. At the end of the lecture, Dr. Guo shared several Chinese and foreign mottoes of pursuing studies. He hoped that students of Huitong College adhere to the spirit of the university motto "Learn, so as to instruct others; Act, to serve as example to all," and set up lofty ideals and cultivate love for home and country. The lecture ended with applause.





# Zhixing College Held Opening Ceremony to Welcome New Students

Article source: Zhixing College | Release Date: 2020-9-20



freshmen of Zhixing College. The ceremony was presided over by Wu Tian, Deputy Dean of Zhixing College.

The ceremony commenced at 9 am.

Wang Shoujun, on behalf of the University, firstly expressed his welcome and congratulations to the freshmen. He reviewed the original intention of BNU to run a school in Zhuhai and the arduous journey of campus construction in the past 20 years, expounded the definition of "Knowledge" and "Practice" and introduced its origin. In addition, Wang urged the students to develop healthily and study hard in the next two years, keep in mind the university motto of "Learn, so as to instruct others; Act, to serve as example to all," cultivate patriotism, and become talents of the new era that can make the world better.

On the morning of September 19, 2020, Zhixing College of Beijing Normal University (BNU) held the opening ceremony for the 2020 new students at B102, Lijiao Building.

Committee of BNU Zhuhai; Sun Bo, Deputy Provost of BNU Zhuhai; Wan Lipeng, Executive Dean of Zhixing College; Zhou Binxue, Deputy Dean of Zhixing College; and teachers from the Faculty of Geographical Science, Law School, School of Chinese Language and Literature, Business School of BNU, as well as all the

The ceremony was attended by Wang Shoujun, Vice President of BNU and Director of the Administrative



On behalf of the college, Mr. Wan Lipeng expressed his gratitude to all the teachers present and welcomed all the students. Taking the ancient Chinese college as an example, he combined the development concept of the college and put forward four requirements for the students' college life in the next two years. First, be the builder and guardian of Zhixing College. Second, learn independently, achieve self-management and self-service. Third, develop the ability to learn beyond one's own field, and make connections. And fourth, focus on self-cultivation of morality and patriotism. He hoped that the students will temper themselves in the next two years, study hard, be the builders and guardians of Zhixing College, and work



hard towards the goal of becoming a multidisciplinary talent.

Zhang Xinwen, a first-year student majoring in International Chinese Education of Zhixing College, spoke as a student representative and shared her thoughts on her study and life in the next two years. The first is to make clear goals and persevere; the second is to learn from others' strengths and strive to innovate; the third is to concentrate on studies and waste no time; and lastly, to cultivate morality and have a peaceful mind. She called on all the students to be the builders of the southern campus of BNU and contribute to the construction of Zhixing College.

At the end of the ceremony, all the freshmen apprenticed to the teachers and sang the anthem of Beijing Normal University.

As one of the first three colleges set up by BNU, Zhixing College plays an essential role in the development of BNU's "One University, Two Campuses" strategy. "It is not difficult to know, but hard to do." The first batch of students who settle in the Zhixing College are from the four majors including Geographic Information Science, International Chinese Education, Accounting, and Laws. It implements the "academic school+residential college" collaborative education model, put the three-dimensional education into action, and strives to cultivate first-class multidisciplinary talents.

This year, Zhixing College welcomed 226 new undergraduates to study for their second bachelor degree. It is hoped that they act according to their goal, listen to their heart, take their dreams as their guide and drive, and live up to their youth!



# BNU Zhuhai Welcomed New International Students of 2020

Article source: *The Belt and Road School* | Release Date: 2020-09-19



On September 10, 2020, Khan Imran, a Pakistani student of the 2020 MBA program of the Belt and Road School (BRS), arrived at BNU Zhuhai for registration.

2 p.m.

## Registration

The new student was led to Block 2 of Wenhua Garden at around 2 p.m. where the Registry was located. With the help of staff from the International Office, Imran completed his registration and also received a welcome package prepared by the office.



3 p.m.

## Office Visiting

Imran visited Lijiao Building, home to the BRS office. There he met with Prof. Hu Biliang, the Executive Dean of BRS, Zhan Mowen, Director of the Teaching Affairs Office and other staff. He received warm welcome from the dean and all the other staff.



4 p.m.

## Campus Tour

Imran joined a campus tour with three BRS staff and Flora Wu from the International Office. He was guided around the major facilities of the university, including teaching buildings, the library, student cafeterias, and the Sport Stadium. Imran said that he loved basketball and was impressed by the well-equipped facilities of the stadium. When he visited the library, he was introduced to the facilities and rules by the library staff.

Imran said that it was his first time to come to Zhuhai and he was greatly impressed by the beautiful environment of the university. He also expressed his gratitude for the orientation arrangement and his expectation for the new semester.

On the morning of September 17, Khan Imran attended the 2020 new students opening ceremony as the new student representative of BRS. After the ceremony, Imran wrote a letter to express his excitement about being a new student of BNU Zhuhai.



## A Letter from Khan Imran

Honorable leaders of the School, dear teachers, volunteers and students,

Today, it was really a proud moment for me to be part of the Beijing Normal University. Many thanks to all of you for providing us with this wonderful opportunity.

I understand three main points from the opening remarks by the teachers during the ceremony.



- 1) Thousands of graduated students will go to different places of China as well as the rest of the world to play their vital role in the development process, especially in poverty reduction.
- 2) The establishment of BNU Zhuhai, especially the Belt and Road School initiative, is an important part of the development strategy of Guangdong-Hong Kong-Macau Greater Bay Area.
- 3) Beijing Normal University is one of the best universities in China, therefore both Zhuhai and Beijing campus are equally and strategically important.

The moderate and prosperous society in all aspects for the year 2020 is the national strategy of China, which is the clear indicator and broader goal.

Being a new student, on behalf of all 2020 international students, I am very thankful for being provided with this great opportunity to be a part of BRS program and BNU, offered by Beijing Municipal Government, Guangdong Provincial Government and BNU. We strongly believe that after going through the Belt and Road School initiative program we will be able to present the world with the promising economic achievements of China.

Best Regards,

Imran



# The Unveiling Ceremony of Phoenix School and 2020 BNU Phoenix Forum Held

Article source: Phoenix School | Release Date: 2020-12-23



On December 22, Beijing Normal University at Zhuhai held the unveiling ceremony of Phoenix School and the first Phoenix Forum of Beijing Normal University. The topic of the forum was “Global Symbiosis—Education for the Future”. Luo Yonggang, Deputy Director of the Liaison Office of the Central People’s Government in the Macao S.A.R, Zheng Xinyou, Representative of Wang Dong, Acting Commissioner of Office of The Commissioner of the Ministry of Foreign Affairs of The People’s Republic of China in The Macao S.A.R and Director of Department of Information and Public Diplomacy of the Office and Wang Zhiwei, Deputy Director of Office of Hong Kong, Macao and Taiwan Affairs, Ministry of Education, officiated at the ceremony. Sun Hongpei, Deputy Chairman of the University Council of Beijing Normal University; Wang Shoujun, Vice President of Beijing Normal University and other officials attended

the ceremony. Leaders and guests from sister schools, publishing houses, primary and secondary schools as well as kindergartens in the GuangdongHong Kong-Macao Greater Bay Area (GBA) were also present. Wei Wei, Secretary of the Party Committee of BNU Zhuhai presided over the opening ceremony.



At the ceremony, Sun Hongpei read out the approval of the establishment of Phoenix School and the appointment of the dean. Luo Yonggang, Zheng Xinyou, Wang Zhiwei, Wang Hongbing, Chen Zhilin and Wang Shoujun jointly inaugurated the establishment of the Phoenix School.



In his speech, Wang Shoujun said that Beijing Normal University, taking the leading role of teacher education in China, has been a proactive practitioner and promoter in the opening-up of education to the outside world and international exchange. *The Beijing Normal University Global Development Strategic Plan (2020-2025)* released this year sets the goal of participating in global cooperation and development of higher education with a more open attitude and more energetic dynamics, serving the great cause of the rejuvenation of the Chinese nation and the building of a community with a shared future for mankind. Therefore, the Phoenix School of Beijing Normal University was established. The Phoenix School will extensively integrate high-quality educational resources around the globe to build an open, independent and diversified platform for the cultivation of international talents, pressing ahead of the internationalization of school education, and optimizing the cultivation system of “talents with global competence.” The International Education Forum “Global Symbiosis—Education for the Future” is a starting point for the Phoenix School. Availing ourselves of this opportunity, we hope to establish a long-term communication mechanism with all the participants, experts and scholars,



and to contribute Chinese power to global education development and Chinese proposals to global education governance.

Wang Zhiwei noted BNU Zhuhai has been giving full play to its advantages in educational resources in the GBA. Relying on the Ministry’s “Ten-Thousands Talents Program” and other projects, the cooperation with the University of Hong Kong, the University of Macao and other universities has been strengthened. The official inauguration of Phoenix School is another brand-new exploration of BNU Zhuhai and an important embodiment of the construction principle of “High standard, New mechanism and Internationalization.” The establishment of Phoenix School is of great significance in playing the university’s leading role in developing basic education with high quality, and in serving the education of the GBA in a deeper and broader scope.



Gou Renmin expressed that the current situation of education in Macao is substantial, which also contributes to the successful practice of “One country, Two systems” policy in Macao. But, for the medium and long-term development and stability of Macao in the coming 30 years and beyond, education has to be further consolidated for stable and promising prospects. The establishment of Phoenix



School has brought new opportunities to Macao, and Gou hoped that Zhuhai Campus and Phoenix School can assist in the cultivation and training of teachers in Macao. In the end, Gou expressed his belief and sincere wishes that under the active efforts of Beijing Normal University and the Administrative Committee, BNU Zhuhai, with the support of the Ministry of Education, the Diplomatic Office, the governments of Zhuhai and Macao Special Administrative Region, the schools and the relative educational societies, Phoenix School and BNU Zhuhai will surely get better and better!

Chen Xi, Dean of Phoenix School said that Phoenix School, with the goal of promoting the development of international education and training high-level talents with a global vision, would insist on the principles of “carrying on the fine tradition of Beijing Normal University, enhancing cultural exchanges, committing to the cultivation of talents and promoting international education.” The school will fully absorb the teaching resources of first-class universities at home and abroad, and form an all-round, wide-ranging and multi-level educational platform which opens up to the outside world under the guidelines of mutual learning, inclusiveness and inter-connection. She also mentioned that Phoenix School would promote international education in terms of developing high-quality international education projects, opening some courses of professional dual degree and specialty programs, carrying out training projects in Hong Kong and Macao, establishing a multilingual and interactive language village and optimizing the international spread of Chinese civilization.

Sheng Jianxue, Secretary-General of China Scholarship Council secretariat; Zhang Xiuqin, Vice President of China Education Association for International Exchange and Former Ambassador of China to UNESCO; Dr. Huvanandana, a famous educator, former Vice President of Ministry of Education, Thailand and President of China-ASEAN Education Association; and Pan Qingzhong, Executive Vice President of Su Shimin College of Tsinghua University all expressed their congratulations on the establishment of Phoenix School via video link.

At the opening ceremony of the Phoenix Forum of Beijing Normal University (2020) held on the afternoon of December 22<sup>nd</sup>, experts and scholars from institutions and organizations, including the International Center for Higher Education Innovation under the auspices of UNESCO (UNESCO-ICHEI); Zhuhai Committee of Chinese People’s Political Consultative Conference; Guangdong Education Association for International Exchange; American University of Sharjah; Tsinghua University; Peking University; Beijing Normal University; Sun Yat-sen University; Harbin Institute of Technology (Shenzhen); University of Macao; Macao Polytechnic Institute; Macao University of Science and Technology; and Macao International Center for Chinese Studies and Education, etc. gave keynote speeches on the topic of “Global Symbiosis and Education for the Future—A New Track for International Education in the New Era,” and also held in-depth discussions on the topics of “Globally Competent Talents Training” and “Integration and Development of Chinese and Foreign Education.”

In addition, the first Phoenix Lecture of Beijing Normal University was held on the morning of December 23<sup>rd</sup>. The Phoenix Lectures of Beijing Normal University, with the aim of developing students’ global vision and cultivating talents with global competence, provide a platform for students to acquire diversified and international knowledge.



# Press Conference of Future Design Center Successfully Held in Beijing with Future Design Seed Fund and MFA Program Recruitment Launched

Article source: Future Design Center | Release Date: 2020-10-23

On October 15, 2020, the press conference of Beijing Normal University Future Design Center was held at Yingdong Conference Hall of Beijing Normal University.



At the press conference, Wang Shoujun, Vice President of Beijing Normal University (BNU) introduced the Future Design Center (FDC) and Future Design School (FDS) (in preparation) at BNU Zhuhai, and officially launched the Future Design Seed Fund. Gao Peng, Director of FDC and FDS, then introduced the discipline framework of FDC and its MFA program. Leading professionals, including Tan Ping, Wang Min, Xu Ping, Tony Brown, Li Qi, and Tim Yip attended the press conference and were appointed with positions of the FDC academic committee. Chinese renowned enterprises, Haier and Lenovo, were granted as BNU Enterprise Tutorial Base with the witness of enterprise representatives. A cooperative agreement on building a global database for designers with Domus China was also signed at the press conference. Gao Peng signed a cooperative agreement with Xu Hao, Secretary-General of 2020 Dubai Expo China Pavilion Global Promotion Committee of Chinese Tea Culture (Tea Industry), launching the project of "Future Living Space" of 2020 Dubai Expo China Pavilion. Sun Hongpei,



Beijing Normal University at Zhuhai

BNU Deputy Chairperson of the University Council awarded the Certificate of Appointment to enterprise representatives.

The "Future Design Seed Fund," launched at the press conference, is designed to support 10 to 15 design projects, with funding ranging from RMB 500,000-2,000,000 yuan for each project. By fostering innovative design talents with a strong sense of responsibility as well as scientific and professional knowledge, the seed fund aims to promote the participation of teachers and students in experimental cooperation of innovative design, incubating future-oriented teaching teams.

In September, 2020, BNU Zhuhai officially announced the admission of the MFA Program (Part-time) for the Year 2021 Master of Arts, with an estimated enrollment of 30 students. The MFA Program is jointly conducted by BNU School of Arts & Communication



and Future Design School (in preparation) with a 3-year cultivation term. Courses will be instructed at both Beijing and Zhuhai campuses, combining teaching resources within a mobile classroom mode. The scholarship and overseas exchange grant of the MFA program will also cover 50% of the program students.

The Future Design Center is a research-based center established in November, 2019, and it carries out the preparation for the establishment of the Future Design School estimated in early 2021.

# The Forum for Principals of Primary and Secondary Schools in the Guangdong Hong Kong-Macao Greater Bay Area (GBA) in 2020 Held

Article source: Department of Education of Guangdong Province | Release Date: 2020-11-17

In order to thoroughly implement "China's Education Modernization 2035" and "Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area," build an exchange platform for principals of primary and secondary schools in Guangdong, Hong Kong and Macao, and actively fulfill their mission and responsibility in the new era, the Forum for Principals of Primary and Secondary Schools in the GBA in 2020 was held in Beijing Normal University at Zhuhai from November 13 to 14, 2020.

The forum was sponsored by Guangdong Education Research Institute, Hong Kong Principals Professional Development Association, the Association of Education of Macao and Zhuhai Education Bureau. More than 200 guests from the GBA, including representatives of primary and secondary school principals, educational management and educational research workers, had a spirited exchange and discussion both online and offline on the theme of "Building Virtue and Cultivating Talents in the New Era and the Responsibility of Principals in the GBA." FU Ailan, Deputy Director of BNU Zhuhai Administrative Committee, attended the forum and had in-depth discussions with representatives from Hong Kong and Macao on possibilities of future



cooperation. During the forum, the founding ceremony of the Association of Primary and Secondary School Principals in the GBA was held.

This forum discussed the current hot issues of basic education, promoted the exchange and cooperation among principals of the Greater Bay Area, placed their leading role in the high-quality development of basic education, and better shouldered the historical mission and social responsibility of building the international education demonstration zone of the GBA.





# Delegation of Saint Paul School Visited BNU Zhuhai

Article source: International Office | Release Date: 2020-11-23

On November 17, Chen Xinwang, Principal of Saint Paul School, led a delegation to BNU Zhuhai. Fu Ailan, Deputy Director of the Administrative Committee of BNU Zhuhai, and Executive Director of the Institute of Advanced Studies in Humanities and Social Sciences received the guests. Zhang Jun, from the Mental Health Education and Counseling Center, and Guo Kanjun, from the Office of Hong Kong, Macao and Taiwan Affairs of BNU Zhuhai, attended the meeting at the Muduo Building.

Fu Ailan extended her warm welcome to the delegation and briefly introduced the disciplinary advantages, university orientation, vision and mission of BNU Zhuhai, focusing on the development and accomplishment of the Mental Health Education and Counseling Center. Headed by Professor Zhang Houcan, the leading scholar of psychology studies in China, the Center establishes itself in the Greater Bay Area, aiming to develop into a world-class institute. Strong in scientific research with social services as its mission, the Center made efforts

to attract talents around the world and set up a benchmark on mental health service, and is now in a leading position in Guangdong Province, even in the whole of China.

Chen Xinwang expressed his gratitude for the warm reception of BNU Zhuhai and made a brief introduction about the Saint Paul School. Zhang Jun then specified the latest research findings of the Center and shared his valuable experience on student mental health counseling. After that, they discussed the possibility of future cooperation in teachers and parents training, primary and middle school textbook compilation and teenager's mental health counseling based on the excellent teaching

resources and strong academic research of BNU Zhuhai. Both parties hoped to make use of the geographical advantages of the Greater Bay Area to strengthen communication, improve cooperation and contribute to the education development of the Greater Bay Area.

After the meeting, the guests visited Jinfeng Primary School, whose management was entrusted to Beijing Normal University. After the introduction given by Wang Xingang, Principal of Jinfeng Primary School, the guests had a better understanding of the school. They also expressed their admiration for BNU's invaluable achievement in Chinese K-12 education.

Saint Paul School, founded in September 1971, is one of the seven Diocesan Schools in Macao. The School has a unique place in the history of education in the region. With a population of about 3,000 students in its three levels, Kindergarten, Primary and Secondary, Saint Paul School is one of the five schools with the most students in Macao. It is considered as one of the schools with the most advanced educational programs of the region. Saint Paul School holds one of the largest programs of one tablet PC per student in Asia. The School's innovative approach to ICT deployment on such a big scale through its "Classroom 2012" project has received praise from both the press and experts in the field of education.



Beijing Normal University at Zhuhai



# BNU Zhuhai Students Attended "Music Night for University Students from the Greater Bay Area" in Macao

Article source: Youth League Committee | Release Date: 2020-11-28

The Macao Institute for Tourism Studies held the "Music Night for University Students from the Greater Bay Area" in celebration of the 71<sup>st</sup> anniversary of the founding of the People's Republic of China and the 21<sup>st</sup> anniversary of the establishment of Macao SAR to jointly propel the development of the Greater Bay Area. The intent was to strengthen the communication and integration of young university students of Zhuhai and Macao. Member universities of Guangdong-Hong Kong-Macao University Alliance were invited to participate in the event and two students, delegated by BNU Zhuhai, attended the activity.

This "Music Night" activity invited student participants from 16 universities of Guangdong-Hong Kong-Macao University Alliance, such as Jinan University, South China Agricultural University, Shenzhen University, Southern University of Science and Technology, Macau University of Science and Technology, University of Macau,

Macao Institute for Tourism Studies and others from around the Greater Bay Area. There were 20 fascinating performances in total, which included string orchestras, a clarinet duet, choruses and dances.

Wei Duanke and Zhou Ziyang from Huitong College at BNU Zhuhai gave a violin and piano performance, *Proverbs*

of Love, to express their heartfelt love for our beloved country.

"Music Night" enhanced the communication and interaction among students from universities in the Greater Bay Area, brought them closer together, and further promoted integration and development of universities from the Greater Bay area.







# 2020 Advanced Science and Technology Forum on Interdisciplinary Studies Held at BNU Zhuhai

Article source: *Advanced Institute of Natural Sciences* | Release Date: 2020-11-15

From November 13 to 15, the 2020 Advanced Science and Technology Forum on Interdisciplinary Studies (ASTFIS) was held at BNU Zhuhai. The forum was sponsored by the Advanced Institute of Natural Sciences of BNU and jointly organized by eight research centers or laboratories of BNU including the International Academic Center for Complex Systems; the RDC for Watershed Environmental Eco-Engineering; the Center for Biological Science and Technology; the Center for Statistics and Data Science; the Research Center for Mathematics; the Research Center for Applied Mathematics and Interdisciplinary Sciences; the Research Center for Mathematics and Mathematics Education; the Zhuhai Branch of State Key Laboratory of Earth Surface Processes; and Resource Ecology.

The forum included an invited guests' keynote report, one main forum, four sub-forums, a postdoctoral academic salon and a poster exhibition to share the latest research achievements on the frontier of interdisciplinary studies of science and technology.



Wang Shoujun, Vice President of Beijing Normal University and Director of BNU Zhuhai Administrative Committee; Fu Ailian, Deputy Director of BNU Zhuhai Administrative Committee; and Zhuo Yingqiang, Deputy Director of Zhuhai Science and Technology Innovation Bureau, attended the opening ceremony on the morning of the 14<sup>th</sup>. More than 280 students and teachers from more than 30 universities, research institutes and key laboratories of the Chinese Academy of Sciences, representatives of enterprises in Zhuhai, and persons in charge of teaching and research institutes and administrative departments of BNU attended the opening ceremony, which

was presided over by Liu Jingling, Vice President of the Advanced Institute of Natural Sciences of BNU.

Wang Shoujun pointed out that with the development of the times, the cutting-edge scientific researchers needed to break through the restrictions of a single discipline and eliminate the barriers of disciplines. At the National Graduate Education Conference held at the end of July this year, the Ministry of Education decided to add interdisciplinary as a new discipline category, making it the 14<sup>th</sup> discipline category in China. In October, the National Natural Science Foundation of China (NSFC) established the ninth University Department: the Department of Interdisciplinary Science, which was the first new department of science established by the NSFC since the last one was created 11 years ago. Colleges and universities should actively face the future, promote the construction of interdisciplinary research platforms and the cultivation of

interdisciplinary innovative talents from a prospective perspective to serve the national strategic needs with interdisciplinary integration. BNU will vigorously support the interdisciplinary development, and strive to build this forum to be an important platform for the researches of interdisciplinary frontier on natural science and technology. It is hoped that experts and scholars take this forum as an opportunity to establish in-depth communication and cooperation, making greater contributions to the interdisciplinary research and innovation of China.



Zhuo Yingqiang pointed out that with the acceleration of the construction of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), Zhuhai as an important city of the area had encountered a golden opportunity for development. Zhuhai Municipal Government will continue to optimize and improve the science and technology innovation policy system and introduce various supporting policies, creating an excellent policy environment and providing institutional guarantee for innovation and development.

Professor Sir David King, Fellow of the Royal Society, Emeritus Professor of Cambridge University, the first Director of Smith School of Enterprise and the Environment, Oxford University and Emeritus Professor of BNU, congratulated the forum through a video as the representative of experts. He hoped that all countries



would play their parts in green, low-carbon and sustainable development on a global scale.

After the opening ceremony, Academician Guo Aike of the International Academic Center of Complex System at BNU; Prof. Jia Weijia, Prof. Wang Qingguo and Associated Prof. Luo Zongwei of the Institute of AI and Future Networks at BNU; Prof. Huang Huaxiong of the Research Center for Mathematics at BNU; Prof. Zhu Lixing of the Center for Statistics and Data Science; Prof. Qu Lijia of Peking University; Researcher Kong Zhaosheng of the Institute of Microbiology, Chinese Academy of Sciences; and Professor Xu Ming of the Green Innovation Joint Laboratory made keynote reports for the forum.

The forum selected 10 outstanding achievement awards of the 2<sup>nd</sup> ATTIS, 6 postdoctoral outstanding achievement



awards and 6 most popular poster awards, which were voted for online. Academician Guo Aike, chairman of the conference, and Professor Fu Ailian, Deputy Director of BNU Zhuhai Administrative Committee jointly presented the awards.

The postdoctoral academic posters of this forum were on display in the campus library and at Lijiao Building for two weeks. The Advanced Science and Technology Forum on Interdisciplinary Studies is an annual forum sponsored by BNU Zhuhai. It is expected to boost the future development of the GBA and Zhuhai through scientific research, scientific and technological innovation and integration, through the innovative talents nurturing mode of industry-university-research cooperation in Guangdong, Hong Kong and Macao, talents converge on Zhuhai.



# How Do We Communicate with the World in 2020? The 2<sup>nd</sup> Forum On Developing an International Bay Area (2020) Held in Zhuhai

Article source: Institute of Advanced Studies in Humanities and Social Sciences | Release Date: 2020-11-29

On the morning of November 28, 2020, the 2<sup>nd</sup> Forum On Developing an International Bay Area (2020) was held at BNU Zhuhai. The forum was hosted by BNU Zhuhai and co-organized by BNU Research Center for Cultural Innovation and Communication in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), the Institute of Advanced Studies in Humanities and Social Sciences of BNU, the

Institute of Cultural Innovation and Communication of BNU and the Beijing Institute of Culture Innovation and Communication. Experts and guests from government, enterprises, universities and research institutes in the Greater Bay Area gathered together to attend the forum themed "Developing an International Bay Area: Deepening Humanity Exchanges, Promoting Cultural Consensus and High-Quality Development of Belt and

Road Cooperation". The attendees made proposals in terms of facilitating in-depth exchanges of different civilizations, enhancing cultural consensus and mutual learning and making progress in the Belt and Road cooperation.

Zhang Guangping, Deputy Director of the China Center for Contemporary World Studies, International Department, Central Committee of



CPC; Cai Xinhua, Chairman of Zhuhai Federation of Social Sciences; and Wang Shoujun, Vice President of Beijing Normal University and Director of BNU Zhuhai Administrative Committee, affirmed the significance of the forum. Professor Yu Dan, Dean of the Institute of Cultural Innovation and Communication of BNU and the chief expert of the Research Center for Cultural Innovation and Communication in the GBA released a research report on *Intercultural Communication and "the Belt and Road" Public Diplomacy Discourse Strategy Enhancement* in the forum.

As the world undergoes dramatic changes in 2020, Professor Yu Dan pointed out that the destiny of mankind is shared, and the world is an indivisible community. We should strengthen the dissemination and practice of humanity exchanges, and actively provide public goods to the international community. She also believed that China needed to tell the world its own development story and future direction. The report focused on the current situation of intercultural communication and investigated the value and application of intercultural communication cases from the five perspectives, including civilization origins, civilization evolution, civilization interaction, daily life and brand communication,

as well as the corresponding five pairs of cases. Finally, Professor Yu Dan put forward four suggestions on the construction of public diplomacy discourse strategy, namely respecting cultural differences, deepening humanity exchanges, enhancing cultural consensus and integrating digital culture.

Afterwards, the guests of the forum offered their advice and proposals on promoting the joint development and cooperation of "The Belt and Road Initiative." Ke Yinbin, Secretary General and a senior researcher of Chahar Society; Wan Zhe, a researcher of BRS at BNU; and Liu Ying, a researcher of Chongyang Think Tank at Renmin University of China, expressed their own views and suggestions on advancing economic development and cultural cooperation in parallel, as the two wheels driving the construction of the "the Belt and Road" forward. Researcher Li Dingxin, Director of Strategic Research Department of the Center for Contemporary World Studies, compared and analyzed the characteristics of Chinese and foreign cultures from three aspects: civilization origin, development courses, and the prospect. Wu Yihong, senior researcher of Taihe Think Tank, stressed that the construction of international influence

of Chinese culture can be carried out from five aspects: accurate cultural publicity, investigation of media needs in targeted countries, foreign student resources, strengthening of English culture building exchange between the two sides and good agenda planning. Huang Yue, Vice Dean of the Belt and Road Academy of Beijing Language and Culture University proposed that languages as the core of cultural drive were of great significance in building "the Belt and Road" Sinology community.

The forum was strongly supported by the Zhuhai Federation of Social Sciences, the Institute of Social and Cultural Research of Macau University of Science and Technology, Institute of Contemporary China Studies of Hong Kong Baptist University and Tin Ka Ping Foundation. In the process of promoting strategic progress of "the Belt and Road Initiative," The GBA not only takes up significant geographical advantages in term of economic and trade cooperation, but also serves as a crucial channel to bridge the gap between different cultures. In today's complex international environment, enhancing cultural consensus of different countries through cultural communication with the premise of containing cultural confidence is a significant mission of the Greater Bay Area and the manifestation of strength and vitality of it.



## Management Innovation Research Center Successfully Held the Unveiling Ceremony and Academic Conference on “Management Innovation in the Era of Digital-Intelligent Economy”

Article source: Institute of Advanced Studies in Humanities and Social Sciences | Release Date: 2020-12-01

On November 28, 2020, the unveiling ceremony of the Management Innovation Research Center, BNU and the academic conference on “Management Innovation in the Era of Digital-Intelligent Economy” was successfully held at BNU Zhuhai. The attendees included more than 100 scholars and students from more than 10 universities such as Beijing Normal University, Peking University, Nankai University, Sun Yat-Sen University, South China University of Technology and Shenzhen University.

Wang Shoujun, Vice President of BNU and Director of the BNU Zhuhai Administrative Committee; Fu Allan, Deputy Director of the Administrative Committee and Executive Dean of the Institute of Advanced Studies in Humanities and Social Sciences; Li Jiayong, Deputy Dean of the Institute of Advanced Studies in Humanities and Social Sciences, attended the ceremony as unveiling guests.

At the unveiling ceremony, Mr. Wang Shoujun delivered a speech and pointed out that the establishment of the Management Innovation Research Center played a significant role in effectively accelerating the construction of BNU Zhuhai. He addressed the importance and necessity of combining digital economy with management, as well as applying innovative methods to management research. He also mentioned that it was the responsibility for center members



to respond to the construction of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) while striving to improve their own research abilities.

Wan Lipeng, Director of the Management Innovation Research Center, said that the Center would be based on the management frontier of theoretical and applied innovation research to build an interactive platform for cooperation, communication, academic discussion, teaching and training.

After the unveiling ceremony, Liu Shanshi, a professor of the School of Business Administration, South China University of Technology; Jiao Hao, a professor of the Business School of BNU; and Li Yongrui, an associate professor of the School of Government of BNU, delivered keynote speeches to the conference. There were 4 parallel sessions at the conference, respectively themed “Organizational Behavior and Human Resource Management Innovation;”

“Artificial Intelligence and Management Innovation;” “Innovation and Entrepreneurial Management;” and “Financial Management Innovation” in which 19 scholars presented their research results.

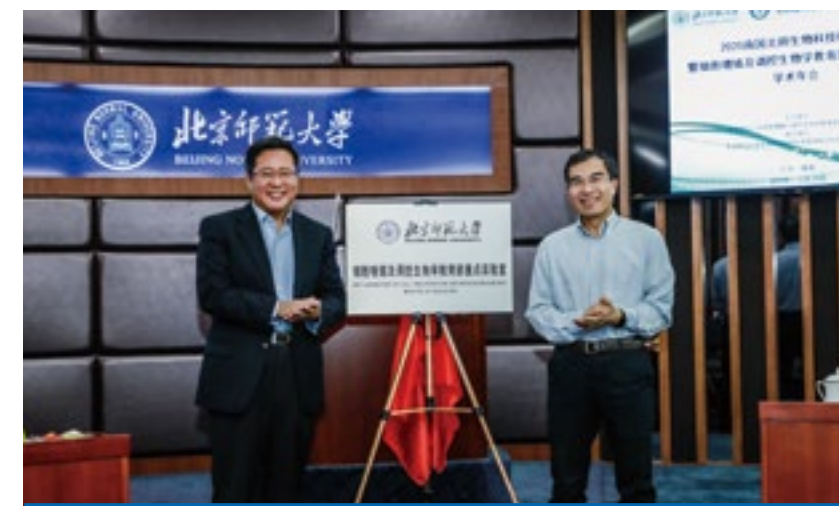
Experts and scholars at the conference agreed that the coming five years (The Fourteenth Five-Year Plan) are crucial for China to build a modern socialist country in all aspects and fulfill the second centenary goal. At the same time, this period is critical for the digital economy to become a new force in the growth of the world economy. In the context of digital economy, organizations are faced with unprecedented opportunities and challenges of management innovation. This conference provided scholars from cross-disciplinary backgrounds with a platform to communicate with each other, analyze existing problems and attempt to put forward solutions in the development and management process, which has a positive influence on promoting scientific research.

## The Symposium on 2020 Biological Science and Technology & the Annual Academic Meeting of the Key Laboratory of Cell Proliferation and Regulation Held

Article source: Advanced Institute of Natural Sciences | Release Date: 2020-12-02

On November 28 to 29, the Key Laboratory of Cell Proliferation and Regulation (KLCPR) of the Ministry of Education, Beijing Normal University (BNU), hosted the annual academic meeting and the Symposium on 2020 Biological Science and Technology at BNU Zhuhai, together with the unveiling ceremony of KLCPR on Zhuhai Campus. The whole event was undertaken by the Center for Biological Science and Technology, Advanced Institute of Natural Sciences, BNU. It was attended by Wang Shoujun, Vice President of BNU and Director of the BNU Zhuhai Administrative Committee, and Academician Chen Yeguang from School of Life Sciences, Tsinghua University as well as more than 40 heads and teacher and student representatives from College of Life Sciences, BNU and Center for Biological Science and Technology, BNU Zhuhai and other units. The meeting was presided over by Professor Zhang Junjie, Director of the KLCPR.

At the opening ceremony, Wang Shoujun introduced the core value, location advantages and long-term planning of BNU Zhuhai, and sincerely invited domestic and overseas young talents to join BNU Zhuhai.



Subsequently, under the witness of experts, scholars and student representatives, Wang Shoujun and Chen Yeguang jointly unveiled the key Laboratory of Cell Proliferation and Regulation Biology of the Ministry of Education.

The symposium also invited a number of senior experts including Zhu Bing, a research fellow of Institute of Biophysics, Chinese Academy of Sciences; Li Chaojun of Nanjing University; Shi Qinghua of University of Science and Technology of China; Chen Quan of Nankai University; Zhang Wenhua of Nanjing Agricultural University; Zhu Dahai of Chinese Academy of Medical Sciences;

Zhao Degang of Guizhou Academy of Agricultural Sciences; and Xu Xingzhi of Shenzhen University. They delivered lectures of the meeting, analyzing and discussing current research progress and hot issues on cell biology and developmental biology, which provided a platform for teachers and students to communicate and share ideas.

KLCPR will fully rely on the rich platform resources and favorable location advantages of BNU Zhuhai to form a joint force with the relevant scientific research units on Beijing campus, and inject new impetus into the overall development and construction of the biology discipline of BNU.



# FDC Joined Hands with Beijing & Zhuhai International Design Week to Build a Foothold in the Greater Bay Area

Article source: Future Design Center | Release Date: 2020-12-04

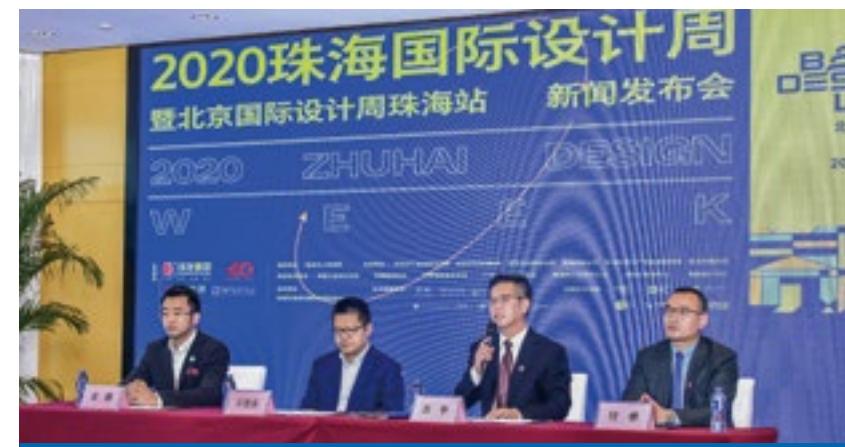
On December 4, 2020, Zhuhai International Design Week and Beijing International Design Week (Zhuhai Station) grandly opened at Zhuhai International Convention and

Exhibition Center. As the academic guidance unit of the Design Week, the Future Design Center (FDC) of Beijing Normal University joined hands with Beijing and Zhuhai International Design

Week to create an international platform which integrates communication, promotion, exhibition and education to promote the development of the design industry in the Greater Bay Area.

## Cross-field dialogue to promote exchanges: FDC experts discuss future design

During the Design Week, more than 40 academicians of the Chinese Academy of Sciences, well-known scientists in various fields, and design experts gathered in Zhuhai for cross-field exchanges. They shared new achievements and development trends in design, science and technology, and explored and promoted the construction of an innovation platform for industrial development in the Greater Bay Area. The overarching goal is to accelerate the transformation of sci-tech innovation achievements, promote industrial upgrading, and continuously enhance the vitality of the real economy in the Greater Bay Area with the power of design. Dr. Gao Peng, Director of the FDC, and Dr. Xu Ping, a member of the FDC Academic Committee, were invited to participate in the Dean's Dialogue and Parallel Dialogues.



In the Dean's Dialogue, Dr. Gao first introduced the development strategy of the Future Design School (in preparation) of Beijing Normal University and gave a brand new interpretation of the term "future". He believed that "future" and "innovation" are similar in a sense, and both are indefinable. He hoped that the

FDS would be an interdisciplinary, unconfined, and experimenting school. Dr. Xu conducted an in-depth discussion on China's industrial design and the development of its design industry. He compared the development and promotion policy of the design industry in various

countries around the world and shared the report of international evaluation of the design industry in China. He also introduced the

development of design education in China. By comparing the design schools in different cities, he pointed out that the resource investment in

design education in the Pearl River, Yangtze River and Yellow River basins is setting off a momentous wave of design development.

## Exploring new design forces: FDC experts participated in the award ceremony of the Design Power Award of the Greater Bay Area

"Zhuhai Design Award—the Greater Bay Area Design Force" is jointly initiated by Zhuhai International Design Week and Beijing International Design Week. It is the first local original IP award in the design field in Zhuhai. By adopting

an international vision and operation method, it focuses on the talent scout including leading design professionals, elite designers, and avantgarde designers, and provides a promotional platform of industrial innovation design

in the Greater Bay Area.

Dr. Gao was invited to serve as the award judge, and Dr. Tony Brown, a member of the FDC Academic Committee, was invited as the guest of proffering the award.

## Multi-drive creative voice: FDC was appointed as the academic guidance unit of the Design Week

This design week was themed "Better City and Great Health." The main events, lasting from December 4th to 6th, included six major events: Academic Exhibition, Design Dialogues, Awards, Exchanges, Design Journey, and Design Expo.

From the launching ceremony of the Design Journey, the Design Week Press Conference to the main activities of the Design Week, Beijing Normal University FDC participated in the academic guidance throughout the whole process and encouraged designers and design

teams from all over the world for the submission of the "Beijing Normal University Future Design Seed Fund." Via this Seed Fund, FDC hopes to attract outstanding designers to gather in Zhuhai, making Zhuhai a hub for innovative design talents.





# The 2<sup>nd</sup> Jingshi Belt and Road Forum Held at BNU Zhuhai

Article source: *The Belt and Road School* | Release Date: 2020-12-25



remarks at the forum. He said that “high standard” and “people-centered” are important principles for the high-quality development of the Belt and Road Initiative. “People-centered” seeks the development that benefits all people, and aims to bring a real sense of gain to people of different countries and to make concrete contributions to the local economy.

Zhang Boli, an academican of the Chinese Academy of Engineering, delivered a speech via video. He pointed out



The Belt and Road Experience Exchange Seminar on Ensuring and Improving People’s Livelihood – “The 2<sup>nd</sup> Jingshi Belt and Road Forum” sponsored by the National Development and Reform Commission and jointly organized by the China Institute of Education and Social Development, Beijing Normal University, and the Belt and Road School, Beijing Normal University was held on December 19 to 20, 2020.

Wang Shoujun, Vice President of Beijing Normal University and Dean of the Belt and Road School, gave the opening



that ensuring and improving people’s livelihood through the development of the Belt and Road in the post-pandemic era is a great and forward-looking topic. Making a post-pandemic plan while carrying out the current epidemic prevention and control, a plan to ensure that the world economic and social development can continue to move forward, and especially that people can return to normal lives as soon as possible, is a very important proposition.



Gan Zangchun, Vice President of the China Law Society, pointed out that the high-quality development of the Belt and Road needs to be based on international cooperation in the rule of law. Jiang Yaoping, the former Vice-Minister of the Ministry of Commerce, explained with abundant data about how the Belt and Road Initiative has been bringing benefits to people of different countries through win-win cooperation since it was implemented seven years ago.

The forum centered on “Improving People’s Livelihood Through the Common Development of the Belt and Road” and conducted in-depth discussions on education, poverty alleviation, medical and health care, elderly care, employment promotion, and other related topics.



Participants offered advice on the high-quality development of the Belt and Road in the post-pandemic era by sharing development experience, proposing approaches for improvement, and examining cooperation opportunities. Over 200 participants, including Wen Hua, Deputy Secretary of Zhuhai Municipal Government, and experts, scholars, and entrepreneurs from Tsinghua University, Renmin University of China, Chinese Academy of Social



Sciences, Xiamen University, China Agricultural University, relevant government departments, and other universities and research institutes, attended the forum.





# "Under the Full Moon, We Wish All the Best for China"

## —Chinese and International Scholars and Students Celebrated National Day and Mid-Autumn Festival

Article source: International Office | Release Date: 2020-09-30

To display the charm of traditional Chinese culture, promote the exchanges between international scholars and students and Chinese scholars and students, as well as to facilitate the construction of a diverse campus, a celebration with the theme of "Under the Full Moon, We Wish All the Best for China" was held on the afternoon of September 27. More than 50 Chinese and foreign teachers and students gathered in the Young Teacher's Building to celebrate the two festivals, conveying their yearning for family reunion and love for



China.

Guo Kanjun, Director of the International Office, pointed out that in order to better serve international students and scholars and promote the communication between them and Chinese students and scholars, the university had established the International Students and Scholars Center, which aimed to become a hub for information, an international cultural exchange center and a communication center for Chinese cultures. It was

hoped that this celebration can serve as a platform for international scholars and students, and their Chinese counterparts to learn more about each other, to exchange ideas and share experiences. She proposed the initiative of joining hands and contributing together to the development of an international and culture-rich BNU campus in Zhuhai.

After being vividly introduced to the origin, ceremonies and activities of the Chinese celebration of National





Day, the teachers and students waved small national flags and sang the song *My Motherland and Me* affectionately.

Afterward, the traditional Chinese holiday Mid-Autumn Festival was introduced through video playing, including the legend of Chang'e flying to the moon, and popular poems depicting the moon. Ms. Yuwei Cui from the College of Education for the Future recited both the Chinese and English version of the famous poem *Prelude to Water Melody* written by Sushi. Her wonderful interpretation of the poem deepened teachers' and students' understanding of the poet's detached attitude towards life, his yearning for family reunion and his best wishes for everyone.



In addition, traditional customs of Mid-Autumn Festival such as moon worshipping and moon appreciation were also introduced, after which a lantern making competition was held. Teachers and students cooperated and completed the lantern making in a relaxed and lively atmosphere.



Dr. Charles Beaupre from the School of Chinese shared his Mid-Autumn Festival experience in China and another version of the legend of Chang'e Flying to the Moon. Professor Steve Wenbin Liu, from the Institute of Advanced Studies in Humanities and Social Sciences, introduced the festive customs in the Yangtze River Delta and Northeast China. Student representatives also introduced the Mid-Autumn Festival tradition in their hometown.



Through the celebration activity, international scholars and students were acquainted with the festive atmosphere of National Day and the Mid-Autumn Festival. It also cultivated the friendship of both the Chinese and foreign teachers and students and facilitated the construction of a culturally rich campus.



## 2020-2021 International Students Cultural Exchanges Activities Officially Launched

Article source: International Office | Release Date: 2020-11-03



On October 30, 2020, 2020-2021 International Students Cultural Exchanges Activities Launching Ceremony & Fenghuang Ambassador Appointment Ceremony was held solemnly on the 2<sup>nd</sup> Floor of Li Shen Xuan Student Learning Center. Over 60 Chinese and international students participated in the event.

At first, a short video was played to introduce the plans for 2020-2021 international students cultural exchange activities, and details of three brand projects including Experiencing China, Exploring the World, and Fenghuang Ambassador. Afterward, guests lit the launching ball together and announced the opening of the 2020-2021 International Students Cultural Exchanges Activities.



The "Experiencing China • Dialogues with the Ancients" project aims to enhance and promote international students' understanding of traditional Chinese culture, which in turn will strengthen the cultural exchanges between China and the rest of the world.

"Exploring the World • Take You to My Home" is expected to enhance and promote cross-cultural activities and deepen mutual understanding between Chinese and international students,

improving their intercultural relations, cultural diplomacy, and intercultural competence. The culture salons and culture archives allow students to better appreciate viewpoints, behaviors, and customs of different cultures. It also provides a platform for international students to introduce and display splendid cultural customs and features from their home countries.

To encourage the active involvement and contribution of international students for international publicity and

the establishment of an international campus, BNU Zhuhai sets up the "Fenghuang Ambassador" Project and appointed international students as international publicity ambassadors and international campus advisors. The expectation is to showcase the beautiful natural scenery and students' life of BNU Zhuhai in forms of short videos. At the Fenghuang Ambassador Appointment Ceremony, international student representatives of the Belt and Road School, Imran Khan, Elisa D'odorico, Aikins Aglago,





and Foday Makalo were appointed as Fenghuang Ambassadors and awarded with Ambassador badges and Letters of Appointment.

International student activities are crucial parts of student activities

in a broad sense at BNU Zhuhai, embodying a diverse campus. In the upcoming months, the International Office will organize various international student cultural exchange activities based on these three brand projects, creating an integrated

international campus atmosphere. It will also endeavor to promote international cultural exchanges and cooperation of other forms, providing platforms and channels to broaden the international vision for both Chinese and international students.

# “Exploring the World • Take You to My Home” Culture Salons Held

Article source: International Office

## The Discovery of Pakistan

On October 30, 2020, the first culture salon of “Exploring the World • Take You to My Home” was held. Imran Khan, a Pakistani student from the Belt and Road School (BRS) began his sharing by greeting in fluent Chinese. He then showed a video and presentation slides not only comprehensively introducing the magnificent natural landscape and diverse tourism resources, rich culture and art,



long history and civilization, astonishing food and cuisine, but also introducing the spectacular landscape and the hospitality of the local people in his hometown-Gilgit Baltistan. He also expressed his confidence in China-Pakistan's long-lasting friendship and expectation for more communication in the coming future.

After the sharing, the audience engaged

in interactions with Imran over his study experience in China. The culture salon of “The discovery tour of Pakistan” introduced the society, economy, beautiful scenery, and rich cultural customs of Pakistan from a unique perspective, promoting students from different cultural backgrounds to communicate, enhancing their understanding and friendship to each other in an open and free atmosphere.





## The Trip to the Water City of Italy

On the afternoon of November 27, the second “Exploring the World •Take You to My Home” Culture Salon — “A Trip to the Water City of Italy” was held at Li Shen Xuan by the International Office. The salon was shared by Elisa D’odorico, an Italian student from Venice, Italy. More than 60 participants, including guests, teachers, Chinese students and international students, gathered together to explore the glamour of Venice.

When the light was on and romantic music with typical Italian melodies was played, the audience was led into the exotic lifestyle of the Mediterranean through a wonderful introductory video clip. The presenter, Elisa, then compared the geographical location



and socio-economic status of Italy with that of China. Followed with the figure comparisons, Elisa then used vivid pictures and lively language to demonstrate the Italian landscape, art, cuisines, traditional festivals, and

education systems. Elisa continued to lead the audience through a trip of the Water City, giving an overview of Venice from its cultural history, geographical location, and well-known tourist attractions.



## Ghana—the Gateway to Africa

On the morning of December 18, 2020, the culture salon "Ghana—the Gateway to Africa" was held at A101, Lijiao Building by the International Office. This activity was the third salon of "Exploring the World • Take You to My Home" in this semester. Over 60 teachers and students participated in the event.

Aikins Aglago, an international student from Ghana, a West African country, demonstrated Ghana's rich natural resources, history, indigenous culture,

and unique local customs through an introductory video, leading the audience on a trip of this peace-loving nation, which is integrated both naturally and culturally. He showed celebrities, architecture, and symbols of Ghana through slides. He then introduced Ghana's rich culture from aspects of the education system, sports and folk games, arts, food, tourist attractions, and customs. The audience appreciated the unique charm of Ghanaian culture through vivid pictures and videos.

To give the audience more hands-on experience of Ghana's music and dances, Aikins performed traditional dances with music. All attendees followed his dance move while some of them were chosen to perform on stage. The room was full of joy and laughter.

Finally, Aikins briefly introduced some Ghanaian greetings. The audience read them aloud and learned how to say "hello," "thank you," "welcome" and "sorry" in Ghanaian language. The event ended with happy conversations among participants.



# “Experiencing China• Dialogues with the Ancients” Culture Classes Held

Article source: International Office

## Searching for Charm of Chinese Characters in 'Valley University'

In order to better carry out the “Experiencing China” and “Fenghuang Ambassador” series of activities, enabling international students to experience charms of Chinese characters, enhancing their understanding of public signs on campus and acting as International Campus Advisors, International Office held a Chinese learning class and a campus public signs discussion with the theme of “Searching for Charms of Chinese Characters in ‘Valley University’” on November 4, 2020.

This activity began as a Chinese learning class. Some Chinese public signs with ambiguous meanings were shown by the presenter, whose

humorous language immediately captured the attention of the international students. Besides, the presenter also explained the connotation and history of names of landmark buildings at BNU, including Xi Garden on Beijing campus, Muduo Building on Zhuhai campus, and other well-known buildings on campuses. For the first time, international students learned profound meanings and cultural heritage of names of university buildings, deepening their understanding of the BNU motto “Learn, so as to instruct others. Act, to serve as example to all”



and the cultural spirit of BNU.

This activity enhanced international students' understanding of the history and culture of BNU through learning Chinese characters on campus public signs and allowed them to appreciate the beauty of Chinese characters. It not only broadened their knowledge about the connotation of Chinese characters, but also established a solid foundation for the upcoming “Experiencing China • Dialogues with the Ancients” lectures and experiential activities including calligraphy, poetry, and crafts. Meanwhile, as International Campus Advisors of the “Fenghuang Ambassador” project, they contributed to the establishment of the international campus by providing suggestions for improvement of English signs on campus.



## The Art of Calligraphy

The International Office held two calligraphy experiential classes, themed “Experiencing China• Dialogues with the Ancients” on November 28th and December 5th, which demonstrated the charm of Chinese characters to international students, enhancing their understanding

of Chinese traditional culture, and having the first-hand experience about the art of Chinese calligraphy. International students from the Belt and Road School attended the classes.

In the first class, the presenter briefly analyzed the distinctions among

characters of different periods. Then, through an engaging video, international students were able to have a better understanding of the origin, developments, and the profound history related to the Chinese characters. In addition to this, the presenter also displayed



some calligraphy masterpieces, such as Chairman Mao's inscription of “Beijing Normal University” and



the noted calligrapher, Mr. Qi Gong's inscription of the BNU motto: “Learn, so as to instruct others; Act, to serve as example to all.” International students practiced the basic strokes—horizontal, vertical, left-falling, right-falling ones and dot. They also tried to write some simple Chinese characters, such as “human” and “mountain.”



Another presenter illustrated two ways of forming Chinese characters in the second class. International students explored the characteristics of Oracles through the comparison between simplified Chinese characters and Oracle, such as “water” and “farmland.” They also drew pictures of wagons and compared them with “che”(wagon) in Oracle to have a deeper insight into the Hieroglyphics, which was a method in Chinese word-formation.

These calligraphy experiential classes gave international students a preliminary insight into Chinese characters, the long-standing Chinese culture and their rich historical connotation. Meanwhile, they experienced Chinese calligraphy for the first time with great interest, and learned the charm of Chinese characters.



## Traditional Customs and Poetry Class



The International Office organized a class on traditional customs of Spring Festival and poetry learning, themed “Experiencing China • Dialogues with the Ancients,” on December 20, 2020, to introduce traditional customs of Spring Festival, the charm of the Chinese language and cultural connotations of poetry to international students. International students from the Belt and Road School attended the class.

First, the presenter Zhang Mingzhu played a video clip about Spring

Festival, introducing both traditional and modern celebration activities in the Spring Festival, such as replacing peach wood charms, setting off firecrackers, reunion dinners, watching the Spring Festival Gala, lion dancing and going Spring Festival shopping, and vividly illustrated the original intentions and meanings of these customs.

Next, the presenters took the custom of replacing peach wood charms as the introduction and presented an ancient poem *Yuan Ri* (The first day

of Spring Festival) for international students. In the explanatory session, Wang Chu carefully selected some important words in the poem, such as “Bao Zhu” (fireworks), “Tu Su” (herb wine), “Tong Tong” (brightness and warmth of sunrise), and “Xin Tao” (new peach wood charms). After the presentation, the presenters invited international students to recite *Yuan Ri* together, patiently listening to their practice and demonstrating correct pronunciation and intonation. Later, they also helped improve their intonations one by one.



## International Students Participated in the 2020 “National Fitness” Sports Meeting

Article source: International Office | Release Date: 2020-11-29

BeNU Zhuhai organized its annual sports meeting on November 21, 2020 at the main track-and-field ground. 2923 players and 221 referees, including undergraduate and postgraduate students, teachers, and supporting staff participated in the meeting. With the theme of “National Fitness,” the sports meeting of this year encouraged all people to actively engage in different kinds of sports to excel physically and mentally.

The sports meeting started at 8:00 a.m. with the flag-raising ceremony and march-in parades. Led by team leaders, representatives of colleges, schools, the postgraduate school, teachers and staff marched into the track-and-field ground and gave well-prepared performances in front of the main stage. Seven students from the Belt and Road School also attended the march-in parade.



The planned activities started around 9:00 a.m. with a fierce 100-meter men’s race. Individual sports such as shot put, high jump, plank, rope skipping, and team sports such as relay race, cheerleading match, tug of war, and team rope skipping were arranged orderly at different places of the venue. Other fun-filled sports like slow cycle race, land dragon boat, and team running attracted many spectators. It was a motivating experience for young people and seniors, students and teachers, who

actively participated with joy and passion.

Jotham, a Ugandan student, and Imran, a Pakistani student from the Belt and Road School also competed in the 1500 meters race. Both of them successfully completed the race and ranked 2<sup>nd</sup> and 7<sup>th</sup> respectively in the competition. The sports meeting displayed the diversity of sports in Chinese universities, manifesting not only vibrant, competitive, and team-building spirit but also relaxing and amusing traits.







# The First Valley Arts Festival Held at BNU Zhuhai

Article source: News Center | Release Date: 2020-12-23

To fully display the achievements of art and aesthetic education and give play to the function of campus cultural activities in cultivating students' aesthetic taste and boosting artistic accomplishment, the first Valley Arts Festival themed "Superior character appears like a valley; All rivers run into sea" was held at BNU Zhuhai from the beginning of November to the end of December.



During the art festival, six activities were organized, which were "Logo Design Competition", "Grassland Music Festival", "Club Carnival", "Musical Flash Mob", "Picking Shells from the Sea", and "The Sounds of Muduo". The lecture On Future Design, as one of the series of activities in "Picking Shells from the Sea", was given both online and offline by Xu Ping, a Distinguished Professor

at BNU; Tony Brown, a Distinguished Professor; and Gao Peng, Director of Future Design Center, in a way that broadened the horizon of teachers and students in the field of art design. The opening night gala "Flame Tree Blossoms", presented by School of Arts and Communication, combined the classical beauty of

Chinese culture with the contemporary cultural factors, showed the deep love for one's family and country through a variety of art forms such as dance, vocal music, and drama. Based on the statue and the folklore of Zhuhai Fishing Girl, the dance drama "The Fisher Girl's Legend", jointly performed by the School of Art and Communication, BNUZ and





Center for Arts Education and Research BNU, expressed humanity's pursuit for brightness, love and peace. The "Li Sheng" musical drama performed by 2020 master students of music education was inspired by the poem given by Mr. Qi Gong to graduates. Apart from such instructing methods as singing, playing musical instruments, and reading, graduate students of music education should also be determined to conduct themselves appropriately, keep learning and serve as an example to all. "A Midsummer Night's Dream" presented by BNU Beiguo Student Art Troupe, a famous club from Students' Art Troupe BNU, brought teachers and students back to this classic romantic comedy in which the audience was immersed in the beauty of youth and love. The Concert named "Xingtan Strings Music", given by masters students from the Music Department of School of Arts and Communication BNU, recounted stories around the world via music. A high-level musical feast was offered to the audience through diversified forms of music such as traditional folk music, Western music and operetta.

On the evening of December 20, teachers and students from BNU Zhuhai, gathering at the foot of Phoenix Mountain at BNU Zhuhai, jointly celebrated the complete success of the first Valley Arts Festival.







## Chinese & International Scholars and Students Celebrated the New Year

▶ Article source: International Office | Release Date: 2020-12-29

To help international scholars and students trace the history of Guangdong and better integrate into local communities, BNU Zhuhai launched New Year celebration activities themed “Experiencing Guangdong • Visiting Heritage and Reflecting on Today,” on December 27, 2020. Chinese & international scholars and students paid a visit to the Museum of Dr. Sun Yat-sen in Zhongshan and Huitong Village in Zhuhai, exploring the residence where this great man had lived, experiencing traditional Guangdong culture and jointly welcoming the new year.

The first stop of the itinerary was the Museum of Dr. Sun Yat-sen. Situated in the ancient, quiet, tree-lined alleys, the museum was full of historical relics where international scholars and students had a comprehensive and in-depth understanding of the extraordinary life of Mr. Sun Yat-sen, as well as the social and historical background of modern



China. Everyone was impressed by the firm will and incredible determination of the great revolutionary pioneer to overcome difficulties through the hard years and to move forward courageously.

The second stop was Huitong Village in Zhuhai, where

scholars and students experienced the custom of traditional Chinese New Year—making dumplings and tasting dumplings. After lunch, international scholars and students had an experience of trying on Hanfu (a traditional clothing of the Han nationality) and learning the etiquette. Dressed in Hanfu, they performed the etiquette of greeting others, and chanted the ancient poem Yuan Ri. Afterward, they experienced the art of paper-cutting. International scholars and students set



out to practice this challenging but interesting traditional Chinese handicraft, and finally admire their work with joy.

This activity provided international scholars and students with a chance to learn modern Chinese history and to experience the charm of traditional Chinese culture, thus, promoting intercultural exchanges and further deepening their understanding of China and Chinese people.









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