

# 2019 GUCCDC

## Global University Career Development (China) Conference

 lecko inChina  GUCCDC  GUCCDC

Beijing | Qingdao  
Invitation & Agenda

2019



# Contents

- Preface
- Introduction of 2019 GUCDC
- 2019 GUCDC Schedule
- Invited Employer List
- Accommodation
- City Introduction
- How to Participate
- 2018 GUCDC Review
- About Lockin China & GUCCU

# PREFACE

---

**R**esearches have shown that in 2018, a total of 750,000 talents with overseas background are coming to China for career development. By 2019, proximately over 3 million talents from different countries are expected to work in a great variety of industries in China. With the rapid growth of Chinese economy these last decades, an increasing number of employers are looking for Chinese returnees as well as foreign graduates wanting to settle in China. However, most of the Chinese returnees and international graduates lack job seeking skills and knowledge about the Chinese job market. Their understanding of Chinese enterprises is insufficient; resulting many talents have to face these obstacles in the future.

Global talents are facing a big challenge, which also results in difficulty of global universities.

Although global talents spent a very long time, money and effort on studying in university for years, it still takes them a very long time to find their first job, and their first job is often not what they are expected. Additionally, the salary status of their first job hardly meets their expectation. 90% of student mentioned their problem of not connecting close enough with career services while they are studying and the majority of them have not gained relevant work experience before they graduate.

This phenomenon has drawn much attention of the society. It also has a tremendous impact on the confidence of global talents in their journey of finding their first job. The lack of connection between students, career services and employers has become a crucial factor. What is the prior expectation that employers have for fresh graduates? How can university career service support their students to find their perfect opportunity? What is the most effective way to supply relevant information to students?

In these years, through our effort, the number of Chinese students with internship experience before graduation has increased by 30%. The number of students successfully secure their first position within 3 months after graduation has risen from 56% to 73%. Job search success rate and speed are significantly improved.

The uncertainty of career life is a real problem, how to high efficiency to allocate global talents resources which we are confident this can be solved as long as Careers Service teams are well prepared and dedicated to helping global talents to catch up global opportunities.

# Introduction of GUCDC

---

Global University Career Development (China) Conference (GUCDC) is an annual conference host by Lockin China and Global University China Career Union (GUCCU). In order to better provide professional career support to overseas talents who seek careers in China, the conference invites both career officers from global universities and HRs from famous employers in China to have face-to-face conversations on the fast-changing employment status. It provides a great opportunity for career advisors to understand more about China's labour market and build relationship with top Chinese employers. You will meet 50+ Chinese employers and gain an insight of their demand in recruiting overseas Chinese talents.

During the conference, we aim to deliver challenging possibilities, practical and proven tools and more answers than questions. We encourage all delegated to reflect their practice and plan for the new challenges that lies ahead in the career development and employability field. An updated version of Chinese returnees' career development report will be published as well, as we did in previous years.

Thanks to China's rapid economic development, an increasing number of Chinese enterprises are seeking candidates with overseas studying and working experience. However, a large population of overseas talents misses out a lot of valuable opportunities due to the lack of the understanding the ever-changing labour market and the latest talent demands in China. Therefore, we hope to work together with Career Service team at universities to help them to be prepared before coming back to China.



GUCDC

# Introduction of 2019 GUCDC

---

In 2019, the 4th GUCDC will be held in Qingdao and Beijing from 23rd March 2019 – 30th March 2019.

Conference theme to be – Highly Efficient Allocation of Global Talents Resource: Establish more effective connections between global employers, career services and students.

In the previous three years of the event, we have led the universities from all over the world to feel the rapid development of the first-tier cities in China, and understand the huge demand and mature management system of top Chinese enterprises for overseas talents. This year, we will present to you the rising power of China's second-tier cities to the whole world.

During the company visit, we will invite you to visit many companies located in Qingdao. Qingdao is China's most important manufacturing enterprise concentrated city. China's high-speed rail, Airbus helicopters, automobiles, well-known home appliances and even Tsingtao beer are considered as important industries of Qingdao. Qingdao

has three world-class companies and more than 70 well-known Chinese companies. Enterprises in Qingdao mainly focus on innovation, rapid development attaches great importance to the changes brought by overseas talents. Therefore, in recent years, the number of overseas talents recruited by Qingdao enterprises has increased day by day, and a unique talent training system has been formed, giving full play to the value of talents.

As the capital of China and the leading city in China's Internet development, we have arranged a visit to Beijing. Enterprise that we are going to visit includes financial, internet and other popular industries that attracted many global talents.

Great thanks to the cooperation with nearly 1,000 universities around the world, the employment rate of overseas students has increased year by year. We will also award universities and employer that have made outstanding contributions to the professional development of Chinese students as well as the various support provided by Chinese employers.

Date	Key Event	Content
2019.3.23	Welcome Dinner	Networking and enhance understanding for coming week's meeting schedule
2019.3.24	Job Fair in Beijing	To understand the form of Chinese job fairs and take this opportunity to in-depth communicate with corporate HRs and Alumni.
2019.3.25	Company Visit in Beijing	Visit two corporate headquarters in Beijing to understand the actual working environment and the demands of Chinese employers for returnees
2019.3.27 - 28	Company Visit in Qingdao	Visit four corporate headquarters in Qingdao to understand the actual working environment and the demands of Chinese employers for returnees
2019.3.28 - 30	Conference & Award Ceremony	Main Conference, Chinese Overseas Talents Career Development Analysis Report releasing, networking with business representatives and other university representatives, Awards Ceremony.

\* Schedule to be confirmed upon arrival

# 2019 GUCDC Schedule

\* Schedule to be confirmed upon arrival

---

## Day 1 Saturday – Beijing

23<sup>rd</sup> March 2019 – Arrive in Beijing

18:00 – 20:00 Welcome Dinner

## Day 2 Sunday – Beijing

24<sup>th</sup> March 2019 – Job Fair in Beijing

*\* In order to increase efficiency, it's not compulsory for universities to set up exhibition booth. University delegates may arrive prior the job fair for networking.*

12:00 – 14:00 Set up & Connecting with employer

14:00 – 18:00 2019 Lockin China Global Talents Career Fair

## Day 3 Monday – Beijing

25<sup>th</sup> March 2019 – Company visit in Beijing

9:00 – 11:30 Employer Visit

12:00 – 13:00 Lunch

14:00 – 17:00 Employer Visit

## Day 4 Tuesday – Travelling

26<sup>th</sup> March 2019 – Travelling to Qingdao and Qingdao Tour

9:35 – 14:30 G-Series Train to Qingdao (Lunch Provided on Train)

14:30 – 15:30 Hotel Check-in

15:30 – 18:00 Qingdao Tour

18:30 – 20:00 Dinner

## Day 5 Wednesday – Qingdao

27<sup>th</sup> March 2019 – Company Visit in Qingdao

9:00 – 11:30 Employer Visit

12:00 – 13:00 Lunch

14:00 – 17:00 Employer Visit

## Day 6 Thursday – Qingdao

28<sup>th</sup> March 2019 – Company Visit in Qingdao

9:00 – 11:30 Employer Visit

12:00 – 13:00 Lunch

14:00 – 17:00 Employer Visit

17:30 – 18:30 Travelling to Conference Hotel

18:30 – 20:00 Dinner

## Day 7 Friday – Qingdao

29<sup>th</sup> March 2019 – Conference and Gala Dinner

### Conference Theme

**Highly Efficient Allocation of Global Talents Resource:  
Establish more effective connections between global  
employers, career services and students.**

8:30 – 9:30 Opening Speech by Lockin China CEO Crystal

Kong Release of 2019 Chinese Overseas Talent Career

Development Analysis Report

9:30 – 10:10 Keynote Speaker – Industry Expert

10:10 – 10:30 Coffee Break

10:30 – 11:10 Keynote Speaker – Industry Expert

11:10 – 11:50 Keynote Speaker – Industry Expert

12:00 – 13:30 Lunch

13:30 – 14:10 Employer Representative Sharing

14:10 – 14:50 Employer Representative Sharing

14:50 – 15:10 Coffee Break

15:10 – 15:50 Employer Representative Sharing

15:50 – 16:30 Employer Representative Sharing

16:30 – 17:00 Panel Discussion

18:00 – 18:30 Welcoming

18:30 – 21:00 China Career Development Award Ceremony

## Day 8 Saturday – Qingdao

30<sup>th</sup> March 2019 – Conference and Farewell Lunch

9:00 – 9:50 University Representative Sharing

9:50 – 10:40 University Representative Sharing

10:40 – 11:00 Coffee Break

11:00 – 11:50 University Representative Sharing

11:50 – 12:40 University Representative Sharing

13:00 – 14:00 Farewell Lunch

\* For University Representative Speech opportunities, please send your request to [contact@guccu.org](mailto:contact@guccu.org), all request will need to be approved by GUCDC management team.

# Invited Employer List

\* Invited employer list to be confirmed.

## Beijing:



Goertek

## Qingdao:



# Accommodation Hotel Information

---

## Beijing

**23<sup>rd</sup> March – 25<sup>th</sup> March**  
**Hotel New Otani Chang Fu Gong**  
**3 nights**

\*Chinese Returnees Career Development Fair will take place at Hotel New Otani Chang Fu Gong.

\*Please feel free to make your own accommodation choices in Beijing, we have arranged a bus to pick up at Hotel New Otani Chang Fu Gong.

### **Hotel New Otani Chang Fu Gong (北京-长富宫饭店)**

Address: 26 Jianguomenwai Avenue, Beijing, China.

Tel: +86-10-6512-5555

### **Special Rate Information:**

Superior Room (Double Bed) ¥900 per room/night

Check-in time: After 12PM 23rd March 2019

Check-out time: Before 14PM 26th March 2019

To book a room with a discounted price, please fill in the Payment Authorisation provided by the Hotel New Otani Chang Fu Gong, then send it back to – [lixiang@cfgbj.com](mailto:lixiang@cfgbj.com) to complete the booking procedure.

**No prepayment is required for the hotel, pay on arrival.**



Hotel New Otani Chang Fu Gong is perfectly located at the intersection of Chang An Avenue and the East Second Ring Road. It borders the Central Business District, Wang Fu Jing commercial area, Embassy quarter, and the People's Congress Hall. The hotel is only 1 kilometer from Beijing Railway Station, 3 kilometers from Tiananmen Square, and 30 kilometers from Beijing Capital International Airport.

The design and decoration of Hotel New Otani Chang Fu Gong combines the traditional styles of China and the modern elements of Japan. It has 460 appointed rooms, 12 multi-functional banquet halls and 4 restaurants in different styles. Staying at Hotel New Otani Chang Fu Gong will bring you the comfort and luxury traveling experiences, and take you to explore an elegant and romantic lifestyle.



# Accommodation Hotel Information

---

## Qingdao

**26<sup>th</sup> March-27<sup>th</sup> March**  
**Intercontinental Hotel & Resorts**  
**2 nights**

\*Please feel free to make your own accommodation choices, we have arranged a bus to pick up at Intercontinental Hotel & Resorts.

### **Intercontinental Hotel & Resorts (青岛-洲际酒店)**

Address: No. 98 Ao Men Road, Qingdao, Shandong, China

Tel: +86-532-6656-6666

### **Special Rate Information:**

One King Bed Deluxe City View ¥ 650per room/night

One King Bed Deluxe Ocean View ¥ 800per room/night

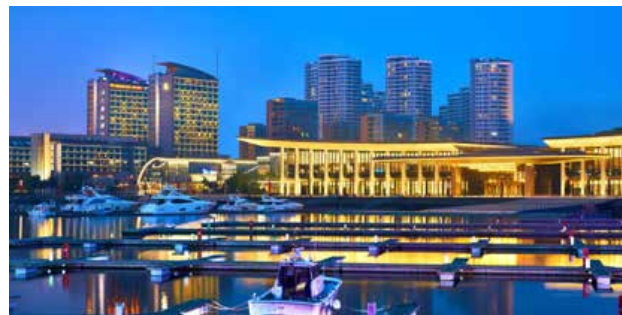
Check-in time: After 14PM 26th March 2019

Check-out time: Before 12PM 28th March 2019

To book a room with a discounted price, please fill in the Payment Authorisation provided by the, then send it back to – [vivian.wang@icqingdao.com](mailto:vivian.wang@icqingdao.com) to complete the booking procedure.

**No prepayment is required for the hotel, pay on arrival.**

The award-winning InterContinental Qingdao is located at the waterfront in the Olympic Sailing Centre, next to the brand-new Qingdao International Conference Center – held for SCO Summit. By a 10-minute walk to the No.2 Subway line, you can easily reach Qingdao Railway Station. Surrounded by various dining, shopping and entertainment venues, it provides easy access to yachting, sailing activities and Qingdao's brand new International Conference Center.



# Accommodation Hotel Information

---

## Qingdao

28<sup>th</sup> March-29<sup>th</sup> March

Hilton Qingdao Golden Beach

2 nights

\*Please note that all delegates are required to stay in Hilton Qingdao Golden Beach from 28<sup>th</sup> March-29<sup>th</sup> March during our visit in Qingdao.

### Hilton Qingdao Golden Beach (青岛-金沙滩希尔顿酒店)

Address: No.1 Jialingjiang East Road, Huangdao District, Qingdao, Shandong, China

Tel: +86-532-8315-0000

### Special Rate Information:

One King Bed Deluxe Room ¥ 600 per room/night

One King Bed Deluxe Ocean View ¥ 750 per room/night

Check-in time: After 14PM 28th March 2019

Check-out time: Before 12PM 30th March 2019

To book a room with a discounted price please fill in the Payment Authorisation provided by the Hilton Qingdao Golden Beach, then send it back to – [reservation.qingdaogoldenbeach@hilton.com](mailto:reservation.qingdaogoldenbeach@hilton.com) to complete the booking procedure.

**No prepayment is required for the hotel, pay on arrival.**

Set by the soft, wide sands of Golden Beach, with the Laoshan Mountains as a backdrop, the Hilton Qingdao Golden Beach hotel is an architectural masterpiece, combining old-world ambiance and modern design. Located on the southeast of Phoenix Island in Qingdao – The Pearl of the Yellow Sea – this contemporary hotel is located in Qingdao's Economic and Technology Development Zone (ETDZ), 20km from downtown Qingdao, and is close to many Fortune 500 companies. Liuting International Airport is only an hour's drive away.



# City Introduction

---



## Beijing

Being capital of the People's Republic of China, Beijing is the nation's political, economic, and cultural centre. Located in north China, close to the port city of Tianjin and partially surrounded by Hebei Province, it also serves as the most important transportation hub and port of entry.

As one of the six ancient cities in China, Beijing has been the heart and soul of politics throughout its long history and consequently there is an unparalleled wealth of discovery to delight and intrigue travellers as they explore the city's ancient past and exciting modern development. Now it has become one of the most popular travel destinations in the world, with about 140 million Chinese tourists and 4.4 million international visitors in a year.



## Qingdao

Qingdao also spelled Tsingtao; is a major city in the east of Shandong Province on China's Yellow Sea coast. It is the largest city in its province. Administered at the sub-provincial level, Qingdao has jurisdiction over six districts and four county-level cities. As of 2014, Qingdao had a population of 9,046,200 with an urban population of 6,188,100. Lying across the Shandong Peninsula and looking out to the Yellow Sea, it borders Yantai to the northeast, Weifang to the west and Rizhao to the southwest.

Qingdao is a major seaport, naval base, and industrial centre. The world's longest sea bridge, the Jiaozhou Bay Bridge, links the main urban area of Qingdao with Huangdao district, straddling the Jiaozhou Bay sea areas. It is also the site of the Tsingtao Brewery, the second largest brewery in China.

# How to Participate

---

Please register your interest on our website

<https://www.guccu.org/gucdc/participate>

Please note that places are limited and will be allocated on a first come first served basis.

## Registration Fee

GUCCU Member: \$499

Non GUCCU Member: \$699

If you are unsure whether you are a GUCCU member, please contact – [contact@guccu.org](mailto:contact@guccu.org)

**Fees Include:** compulsory group transportations (transportation to different employer visits)

**Fees exclude:** round trip air tickets, G-series high-speed train from Beijing to Qingdao, visa fees, accommodation fees and fees occurred for individual activities.

\*All meals listed on conference schedule page (page 6) are included

\*Assistance with purchase of G-series ticket available upon request

\*Hotel estimate price – 1,000RMB per person, per night

When		What	Where
2019-03-23	Saturday	Arrival Welcome Dinner	Beijing
2019-03-24	Sunday	Job Fair	
2019-03-25	Monday	Employer Visit	
2019-03-26	Tuesday	Travelling to Qingdao	Qingdao
2019-03-27	Wednesday	Employer Visiting	
2019-03-28	Thursday		
2019-03-29	Friday	Conference & Gala Dinner	
2019-03-30	Saturday	Farewell Lunch	

# 3<sup>rd</sup> Global University Career Development Conference - 2018

The 3rd Global University Career Development Conference (GUCDC) was held in Guangzhou, Shenzhen, and Sanya from 24th March 2018 to 31st March 2018, attracted more than 50 career officers from global universities, HRs from Chinese enterprises and media representatives. Led by the Global University China Career Union (GUCCU) and Lockin China, the conference featured many topics and rich contents, presentations focusing on how to provide better career supports for Chinese returnees. By bringing career professionals from all around the world, GUCDC once again showed the rising prosperity of research and recruitment in Chinese overseas graduates and its growing maturity as a leader in the field.

The Development Conference was held in Sanya. 2018 Chinese Overseas Talents Career Development Analysis Report was published during the conference. The report is based on the analysis of 200,000 overseas students, foreign students and thousands of businesses around the world, as well as 20,000 online businesses and 42,000 overseas professionals stored in Lockin China's database.





## Participated Companies:



## Company Tour Headquarters Visiting

During the visit in Guangzhou and Shenzhen, university representatives from the UK, the US, Australia, Singapore, France and Spain have visited leading Chinese companies in different industries, such as Decathlon, Midea, DJI Innovation, CSOT and Vanke. The company visits ensure career officers to gain an insight into the development of Chinese companies and how do they set up recruitment strategy in China's job market.



## 2018 Career Development Award

The award winner university career service team has a strong sense of missions to students' employment and always actively engage in employment training programs. The activeness of the award winner university career service team working with Chinese enterprises and us have achieved a significant effect on students' employment. The award winner university career service team also takes the initiative, actively seek cooperation with Chinese enterprises, and effectively help graduates with their employment. As a result of the efforts of the award winner university Career Service Department, their students have always been kept active with opening positions. The award winner universities also have the world's leading professionalism, strong discipline and excellent reputation in the recruitment industry in China.



### University Career Service Best Practice

University of Birmingham  
University of Warwick  
University of Adelaide  
University of Sydney  
Michigan State University



### Employers' Choice University Careers Service

University of Liverpool  
University of Edinburgh  
The University of New South Wales  
University of Minnesota  
University of Illinois Urbana-Champaign  
University of Southern California  
Northeastern University  
University of Technology Sydney



### Most Proactive University Career Service Team

University of Reading  
Bournemouth University  
Newcastle University  
University of Hertfordshire  
The George Washington University  
University of Delaware  
University of Nottingham  
University of Rochester  
University of Exeter

# 2018 GUCDC Review

---



## Lockin China

www.lockinchina.com is China's largest global career development platform for young professionals, we are dedicated to solve employment problems in China for overseas students, returnees and foreigners by providing them with assistance in career and life development in China. As of early 2018, Lockin China has more than 35,000 registered companies, providing more than 150,000 jobs opportunities.

Lockin has over 500,000 registered global students and returnees. We currently cooperating with 1,000+ overseas university partners exclusively and we have covered majority of the world's top 500 universities.



## GUCCU – Global University China Career Union

The Global University China Career Union (GUCCU), is the very first non-profitable union founded by global leading Universities and Chinese leading recruitment platform – Lockin China. We are dedicated to uniting the career center of global universities and thousands of Chinese employers to provide career help to Chinese overseas students as well as other international students and alumni who are willing to seek opportunities in China.



---

**2019** GLOBAL UNIVERSITY  
CAREER DEVELOPMENT  
CONFERENCE (GUCCDC)

# Work Together Gain More

**Contact:**

[contact@guccu.org](mailto:contact@guccu.org)

[alice.hu@lockinchina.com](mailto:alice.hu@lockinchina.com)

[william.xie@lockinchina.com](mailto:william.xie@lockinchina.com)