



# **BACES**

## Brussels Academy for China and European Studies



# BACES website

## www.baces.be

Pleinlaan 5



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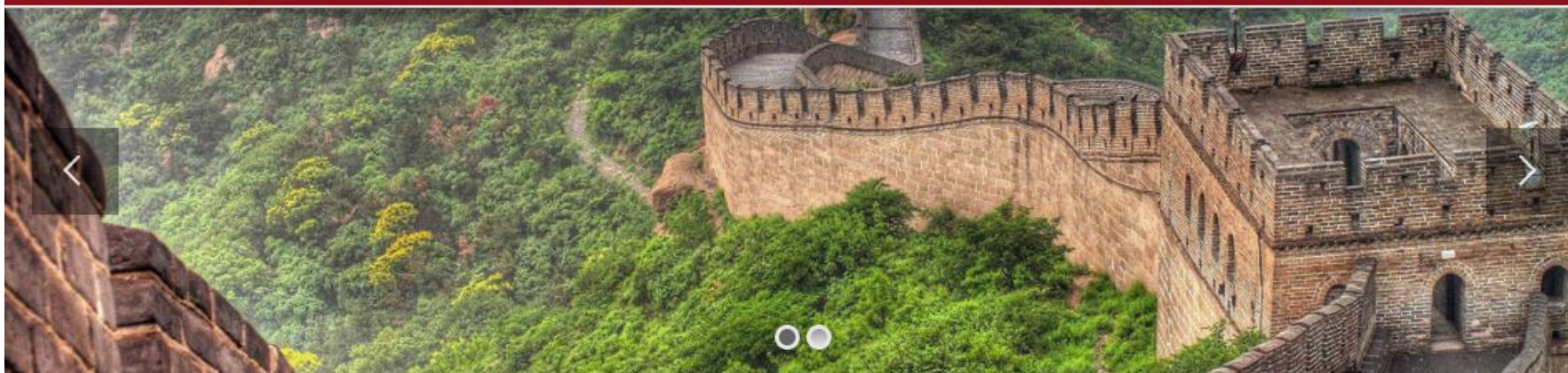
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## Introduction

BACES – Brussels Academy for China and European Studies – is a platform for exchanging academic ideas, for promoting understanding between Chinese and European people and is established in the framework of the China-EU “High Level People-to-People Dialogue”. The Academy has an assignment in the field of education, research and policy advice.



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EU-China Cross-Border Investments



EU-China Cross-Border Innovation & Technology  
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EU-China Cross-Border Communication

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## EU-China Cross-Border Investments Project

### Context and vision:

Over the last decades there has been a substantial increase of both Chinese foreign direct investment (greenfield, M&A) and portfolio investments in Europe, and of European investments in China. These trends in EU-China cross-border investments pose several fundamental and applied financial research challenges which we aim to address within this project.

### Applied research:

The objective of this project is to attract funding to build a joint capacity of collecting and diffusing data on the evolution of the EU-China cross-border investments (both aggregate and at the more granular levels of sector and country), and of the drivers of investments (performance, risk, policy, exchange rates). Besides providing an easily accessible interface to the relevant data, the aim is also to publish on a regular basis the applied research results. These white papers will need to discuss the evolution in monitored statistics as well as present-day interview-based case studies of EU-China cross-border investment decisions. As such, this strand of applied research will contribute to the creation of a more fact-based image of the impact of Chinese investments in Europe and of European investments in China.

### Fundamental research:

In terms of fundamental research, the EU-China cross-border investment project aims to develop statistical methodologies and mathematical models to improve the EU-China cross-border investment decision-making from both an individual investor's perspective, the institutional investor's perspective as well as the macro perspective. The approach needs to take into account the differences in utility functions (i.e. the objective functions considered) between European and Chinese investors, the specifications of available data, the types of investment and the differences in the economic and financial market structures. Models will need to take into account and explain the sources of non-normality and non-linear time series and cross-sectional dependence. Based on these models, the project aims to propose a framework to optimise the financial decisions and evaluate the quality of the decisions.

### PhD Topics

**BACES CSC PhD Topic 1:** Chinese Portfolio Investment in Europe and European Portfolio Investment in China

### Activities

Under construction



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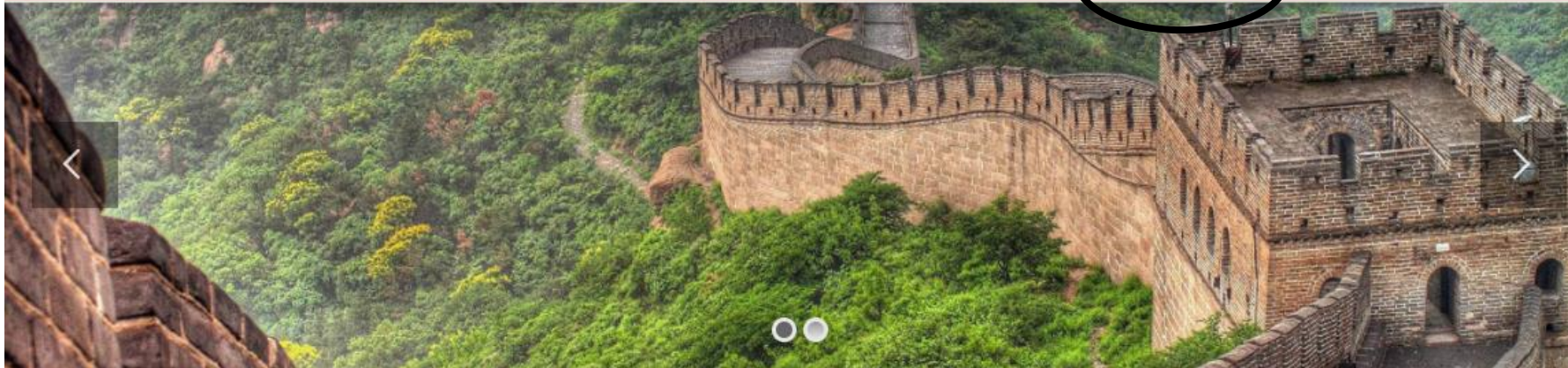
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Lost your password? Please enter your username or email address. You will receive a link to create a new password via email.

RESET PASSWORD



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### Administrative documents

Contact Sheet for Partners – January 2017 – OPEN (pdf)

MoU BACES – OPEN (pdf)

Bylaws Academic Board BACES – OPEN (pdf)

Bylaws Governance Committee BACES – OPEN (pdf)

Governance and Organisation of BACES (08/2015) – OPEN (pdf)

### Documents for Affiliate Partners

Presentation form – Candidate Affiliate Partners BACES – OPEN (word)



# BACES website [www.baces.be](http://www.baces.be)



Google Analytics

## 1-13 April 2017:

72 individual views

### Top 3 geo locations:

- BE
- US
- China

### Top 3 landing pages:

- Homepage
- Eu-China-Cross-Border Investments
- Research

## 1 April – 2 May 2017:

132 individual views – 150% increase

### Top 3 geo locations:

- BE – 60%
- US – 13.64%
- China – 5.45%

### Top 3 landing pages:

- Homepage
- Eu-China-Cross-Border Investments
- Research



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### Next steps for the website:

- Important to **keep current** with news, events, updates for content, photos:
  - **News** can also include short articles post-event, links to interesting articles or news
  - **Library** element: any documents to be added/removed (just as important!) so the information is up to date for partners and affiliates
  - **Photos** – important to have high resolution photos (jpeg, png) linked to events, news items. Stock photography will only go so far....
  - **Videos** can be uploaded too but need to be:
    - High quality, short (max 2 minutes!), and relevant to an item, project, etc.
    - Can be related directly to an event, or a testimonial, etc.



# BACES

## communication tools

### More communication tools:

- The website forms the basis of the BACES visual identity
- Next steps to look at a **leaflet** (as a leave-behind at events, etc) and a **brochure** (more expansive with more information on projects and with intention to attract more partners, more funding, etc)
  - => both print versions to be updated annually to keep costs down.
  - => PDF versions can be updated more regularly and put on the website
- Work on a **templates for ppt, word** to ensure consistency in correspondence from BACES
- Work on a **popular annual report** (print and online) to generate more awareness



# **BACES**

## **communication tools**

**What more is needed?**

**Feedback on website**

**Feedback on templates leaflet & brochure**

**Feedback on developing templates for ppt and word tools**

**Anything more?**



# **BACES**

## **communication tools**

For more information please feel free to contact  
me:

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**Thank you.**