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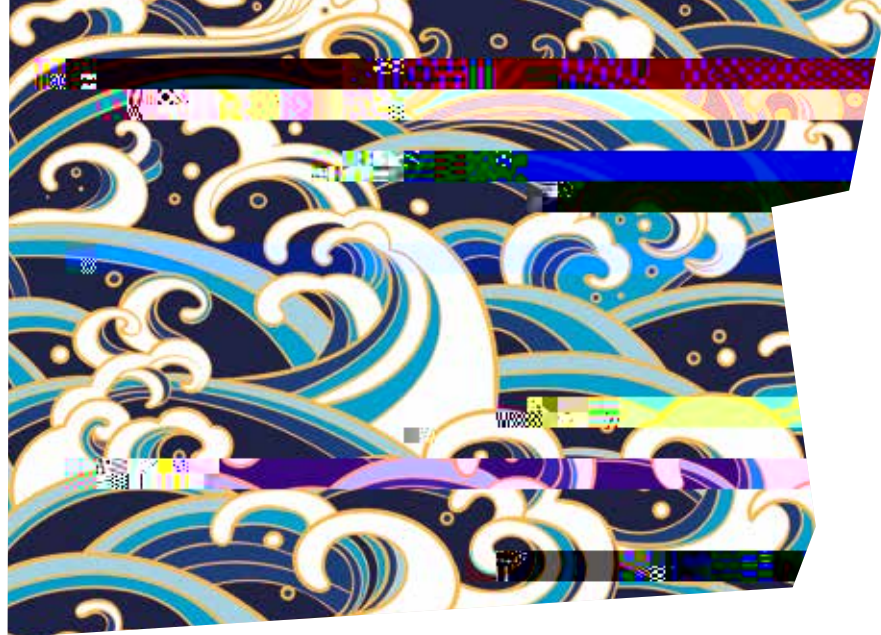
World Festival of Learning and Creativity 2017.0

The Festival of Learning is a celebration of learning and has showcased BU's research and expertise to a wide and varied audience over the last five years. In recognition of our home-grown Festival's growing popularity and reputation, and following a highly successful pilot in 2016, we are now taking the Festival of Learning global again this year. This year's China Festival of Learning has been designed to showcase and disseminate the expertise of both our institutions and in doing so, we hope

it will inspire learning, encourage new thinking, and nurture creativity and innovation. We know that the success of this Festival is made possible by the many people who have worked so hard in planning and organising such a rich and varied schedule of interactive sessions and activities. A huge thank you therefore to the staff and students from both our institutions who have got us to this point. We wish you all a very enjoyable and productive Festival and a memorable experience.

Together with Capital University of Physical Education and Sport (CUPES) we have arranged a fantastic programme of keynotes, plenary sessions and cultural activities, covering topics on sports management, innovation and talent development in sports industry,

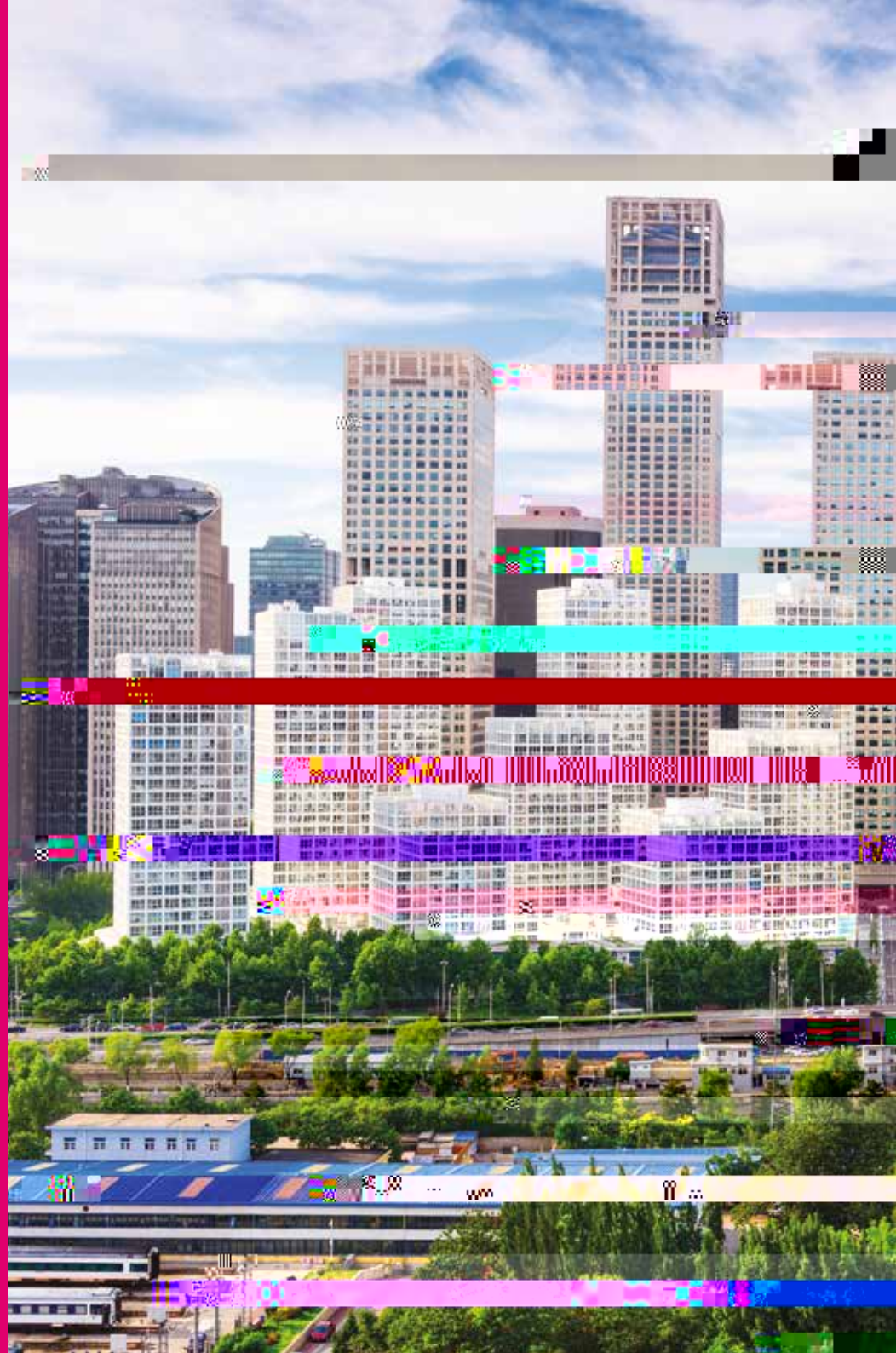
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09:45	<p>Keynote UK-C a c ab a :O a c a Dr Yanqing Xue, President, Asian University Sports Federation</p>
10:15	<p>Q&A</p>
10:30	<p>Refreshments</p>
10:45	<p>Keynote Ac c c UK Susannah Rodgers, MBE – Paralympic Gold medallist swimmer</p>
11:15	<p>Keynote S a ba :T ca C a Prof Jinxia Dong, Director of the Research Office of the Department of Physical Education, Beijing University</p>
11:45	<p>Q&A</p>
11:00	<p>Interactive sport activities: A vehicle for physical development & social mobility Barry Squires, Business and Partnerships Manager, BU Stuart Martin, Strength and Conditioning Services Manager, BU</p>
12:30	<p>Lunch</p>

13:30	Plenary session: Strategic collaboration between the UK and China football industries: Creating and developing future football talent in China Invited speakers / professionals and coaches from football industries from both UK and China as well as academics from BU and CUPES.
15:00	Campus tour and fringe events
15:30	Experiencing Chinese Kung Fu
15:50	Break
16:10	BU-CUPES football friendship match
17:10	Break
18:30	Gala dinner







HOW TO FIND US

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