



Japan-UK Higher Education Programme

REVIEW

on our Visit to the

North East of England

Delegates from The University of Kitakyushu

2007, May 21st-25th

A large three-masted sailing ship, likely a historical vessel, is docked at a pier. The ship's complex rigging and masts are prominent against a blue sky with light clouds. In the foreground, a person with a backpack is seen from behind, looking towards the ship. Another person in a suit is partially visible on the right. The pier has a metal railing and a black lamppost. Buildings with red-tiled roofs are visible in the background.

Introduction

Similar Historical Background

Importance of Region-based Strategy

A large three-masted sailing ship is docked at a quay. The ship's complex rigging and masts are prominent against a blue sky with light clouds. In the foreground, a person with a backpack is seen from behind, and another person in a suit is partially visible on the right. The quay has a metal railing and a stone wall. In the background, there are buildings with red-tiled roofs.

Region-Based Strategy

HEFCE-NE Region

RDA-One NorthEast

Poor Economic Performance



University Association

Happy Marriage

—win-win Relationship—



Happy Marriage

—win-win Relationship—

Univ.

Univ.

Community

Univ.

Univ.

Univ.



Happy Marriage

—win-win Relationship—



Happy Marriage

—win-win Relationship—



HEFCE & RDA as Marriage Broker

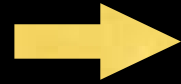
A large three-masted sailing ship, likely a historical vessel, is docked at a quay. The ship's complex rigging and masts are prominent against a blue sky with light clouds. In the foreground, a person with a backpack is seen from behind, looking towards the ship. To the right, another person in a suit is partially visible. The quay is bordered by a metal railing. In the background, there are buildings with red-tiled roofs.

“Placing Universities and Colleges at
the Heart of Regional Economy”

(One NorthEast)

Strong Regional Identity

unis4NE



“Knowledge House”

Missions may differ among universities

The University of Teesside

Forensic Science Classes

—First in England—

The University of Teesside

Entrepreneurship

—Allowed to use facility for three years—

The University of Sunderland

Nissan Plant 1984

Contract to Nissan



NEPA Project to support
regional manufacturers

“Passion” is important

- Passion of the university staff
- Passion of the NISSAN staff
- Leadership ← “Live” Organization

Human Resources

as the Engine for Improvement

Everybody knows everybody

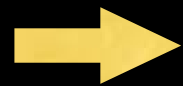
“Everybody knows Helen & Nicola”

Similar Collaborations

Science City

Digital City

Software City



How different?



Thank you very much.



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