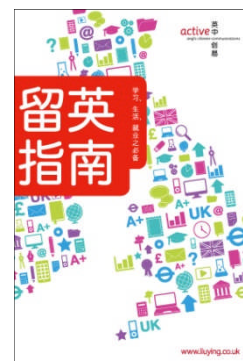


Introduction of Sponsorship Opportunities

with the 'UK Guide for Chinese Students' and its complementary website (www.studyaway.co.uk)

Every business worth its salt is keeping a watchful eye on China, and they're right to do so. With the wealth of opportunity provided by a growing economy, Chinese students, particularly those who have invested in a British education will be the decision-makers of the future. Equally, relationships developed with Chinese people are respected and sustained throughout a lifetime. I am writing to you today to advise you of a way in which you could establish a long-term relationship with the movers and shakers of the future. I am offering you the opportunity to sponsor our 'UK Guide for Chinese Students'.

This guide allows *us* to support Chinese students whilst they are studying in the UK. It helps them to immerse themselves in British culture and make the most of their time in Britain, enhancing their future prospects. This guide allows *you* to engage with these future high-earners and establish a relationship which will allow you to fulfil your own business aims. Your association with this project will support Chinese students, strike a chord with their parents, increase brand awareness of your business and most importantly, establish enduring links with Chinese society.



Since the launch of the project, we are delighted to have established a partnership with the UK Visa and International Education Centre (UVIC), the reputable UCAS and OISC member, and a "highly trusted agent" to the British Council. UVIC will act as our distribution partner through their offices in China and the UK.

As a result, as a sponsor, you will be able to reach a very specific targeted audience, prior to their arrival and during their stay in the UK for minimal outlay. We will bear the distribution costs, and you will benefit from our established relationships; relationships which would take you years to develop and nourish.

We hope you will agree this project offers immense potential for a company like yours which is seeking to engage with Chinese students. We are extremely excited about the project and the benefits it will offer students and businesses alike.

In the meantime, if you would like to talk further, please do not hesitate to contact me on yintong@activeukchina.com or telephone: 0208 372 7269.

Yintong Betser
Active Anglo Chinese Communications