

# CRCC Asia Company Overview

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## CRCC Asia Introduction

CRCC Asia specializes in connecting China and the global community through internships, study abroad programs, and consulting services. The organization has offices in Beijing, London, Madrid, Shanghai, Shawnee (Pennsylvania), San Francisco, Sydney and Venice. As the leading provider of internships in China, CRCC Asia is partnered with a variety of companies in Beijing, Shanghai (and from September 2013, Shenzhen), to provide students and graduates the opportunity to further their personal and professional development in a dynamic international setting.

CRCC Asia established its China Internship Program in 2008 and participation has increased steadily since its launch. In 2009, CRCC Asia placed approximately 250 students on the program; in 2010, that number increased to 500 participants. In 2011, the participation figure doubled again to 1000 students. In 2012 the number increased to just over 1500 students and in 2013, that number is again expected to grow with an anticipated 2000 participants. In recognition of this growth and of the high quality of the program, CRCC Asia won the British Business Awards in 2012, the Cathay Pacific China Business Award in 2010 and the runner up position for The British Chamber of Commerce Most Promising New Business in China Award in 2010. In June 2013, CRCC Asia was also awarded a British Council Government contract to provide fully funded China Internships for students over a 3-year period.

Our programs run for 1 to 3 months, with a start date every month of the year. We offer internships across the most exciting industry sectors in China, with the most popular being Finance, Law, Marketing, Engineering and General Business, as well as an increasing demand for areas such as Pharmaceuticals, Hospitality, Fashion, PR and Journalism. The wealth of sector specific skills and knowledge gained from the Programs puts students above the competition in their professional development.

Upon arrival in China, the interns are picked up at the airport and taken to their serviced apartments which are organized by CRCC Asia and which meet with international standards. The following day, the interns participate in the CRCC Asia Induction Day in which they gain an understanding of Chinese Business Culture and receive a basic introduction to Mandarin Chinese. After a free weekend, the interns begin work in their company, which can be with either an international or a Chinese company that is working in an international context. Throughout the program a variety of social and business events are offered including a China Business Seminar, Business Networking Event, a Volunteer Weekend in a Migrant Children School, and a Karaoke evening. Our organization maintains close contact with alumni who return from the program, many of whom have highlighted how having China work experience on their resume has benefited their career development and job placement.

The China Internship Program has gained worldwide attention in recent years and we have strategic partnerships with various universities worldwide, as well as with government bodies in the United Kingdom, USA, Australia and China.



## Media Coverage

CRCC Asia has been featured in the following publications and at the following events:

- The Wall Street Journal
- The New York Times
- Bloomberg
- Business Week
- The BBC News, BBC Website and BBC Radio 4
- Channel New Asia
- CCTV (China Central Television)
- The Huffington Post
- The Sunday Times
- The Daily Telegraph
- The Guardian
- Sky News
- Australia Business Review
- Cathay Pacific China Business Awards 2010 (Winners)
- British Chamber of Commerce China Business Awards 2012 (Winners)
- Invited to the Great Hall of the People (Beijing) for a meeting with the Vice President of China, Li Yuanchao



## Program Overview

### Locations

Our programs are available in four different cities in China.

#### ***Beijing***

Beijing is China's capital city and is rich in culture, history and tradition. It has been China's center of art, culture and politics for centuries and has various heritage sites including The Forbidden City, Tiananmen Square, The Temple of Heaven and one of the seven wonders of the world - the Great Wall. Beijing also has a booming youth scene with the ultra-modern Sanlitun shopping village and the 798 art district.

#### ***Shanghai***

Shanghai epitomizes East meets West as China's most international and cutting-edge city. The city symbolizes modern China, leading the way in fashion, fine dining and trendy bars and clubs. Its distinctive architecture and atmosphere mixes modern day icons with the quaint and historic streets of the French Concession and old Shanghai. It remains Mainland China's financial center, with a strong presence of international companies and a thriving expat scene.

#### ***Sanya***

Sanya is located in Hainan, a tropical island often referred to as 'China's Hawaii'. Feeding directly off China's booming economy, the country's smallest province now sees about 80% of its income washed ashore by tourism. It has China's best beaches, thick canopies of forest, and Li and Miao villages.

#### ***Shenzhen***

Shenzhen is a major city in the south of China, and only a 45 minute train journey to Hong Kong. The area became China's first, and one of the most successful, Special Economic Zones. The bustling, vibrant city is home to the Shenzhen Stock Exchange and is headquarters of numerous high-tech and finance companies from around the world.

\*Some elements of certain programs may not be available in all locations.



## The Internship

CRCC Asia works with over 400 companies across a variety of sectors, including Finance, Law, Marketing, Engineering and General Business. A phone interview is conducted with each applicant and the intern is matched with a suitable host company based on their individual background and experience. Our host companies have worked with CRCC Asia over a period of time and understand our procedures, including visa requirements, and the need to provide a rounded work placement, and an English-speaking supervisor.

Due to confidentiality reasons, we are not able to give a full list of companies that we work with, but we cover almost every business and professional field. The following is a small sample of our host companies, both MNCs and domestic, from Beijing and Shanghai:

- KPMG (Finance)
- Mirae Asset (Finance)
- Gaotime (Finance)
- British Chamber of Commerce (International Trade Policy/Business)
- American Chamber of Commerce (International Trade Policy/Business)
- Hilton and Sheraton hotels (Business/Hospitality and Tourism Sectors)
- Save the Children Fund (NGO/International Relations)
- Habitat for Humanity (NGO/International Relations)
- International Green Economy Association (NGO/International Energy policy)
- International Energy Conservation & Environmental Protection Association (NGO/International Environmental Policy)
- Costa Coffee (Business/Retail Sector)
- Cartier (Business/Luxury Retail sector)
- Virgin Atlantic (Business/Aviation sector)
- Rolls Royce (Business/Aerospace and Marine Engineering Sectors)
- Ebaotech (I.T.)
- Zhonglun (Law)
- Mallesons (Law)
- Kaboom! (Marketing, Media and Brand Management)
- Millward Brown (Marketing)
- China Energy Fund Committee (Green Tech)
- Etrilum (Green Tech)
- BBC (Journalism)

## What's Included

The CRCC Asia China Internship Program includes the following services alongside provision of the work placement, job description, and English-speaking supervisor:

- Pre-departure information and advice
- Official visa processing and support
- Accommodation (a serviced apartment of international standard)
- Welcome Pack including prepaid SIM card, Travel Card, Business Cards and Guidebook
- Airport pickup in CRCC Asia minibus.
- Welcome banquet with fellow interns and the CRCC Asia team
- Chinese business etiquette training and training manual
- Weekly Chinese language training
- Full support and guidance from our teams on the ground
- Social events, including acrobatics show, karaoke night and weekend charity visit
- Networking and business events including China Business Seminar
- Personalized business cards, certification and T-shirt
- Membership of CRCC Asia Alumni Network including access to Alumni Funds

## Visa

All international students require a relevant visa in order to legitimately engage in an internship in China. CRCC Asia provides the necessary paperwork and oversees the visa process by working with each of our host companies to provide an official Invitation Letter for the intern. The CRCC Asia Regional Offices in London (UK), San Francisco (USA) and Sydney (Australia), use this letter and work with the Chinese Embassy to process the Business Visa. This service is included as part of the Internship Program cost, unless not required by the individual. Through its 'agency status' with the Chinese Embassy in London, CRCC Asia is regularly informed of all changes to the Chinese visa regulations, including new criteria that are scheduled to be introduced in the Summer of 2013.

## Accommodations

CRCC Asia recommends that interns stay in our accommodations during their time on the Program. Based on experience, hotel apartments, compared to university dormitories or homestays, provide a greater degree of comfort for the interns. This has proved to help them adapt to living and working in a foreign environment, and has ensured that their time in China is a more positive experience.

CRCC Asia interns stay in serviced apartments located in the heart of the Downtown area or Central Business District. The apartments are always within walking distance to the nearest subway station and a short taxi journey to CRCC Asia offices.



Participants share the apartments with one or two other interns of the same gender. Each person has a private bedroom and shares a bathroom, living room and kitchen. All apartments have central heating, air conditioning, Internet access, and a television. The apartment service includes provision and changes of bed linen and towels and weekly cleaning. There is a front desk reception and concierge service if required.

Our teams are contactable and available throughout the program, providing our interns with a 24-hour support system.

### **Orientation**

CRCC Asia interns receive a full day induction, which includes an introduction to China's geography, demography, history and economic development. This is followed by a comprehensive session on business etiquette, how to communicate with company supervisors, how to get the most out of their internship and how to understand Chinese Business Culture concepts including *Mianzi* and *Guanxi*. We also give interns other practical information such as how to get around the city on public transport, how to do laundry and where to go to buy things they need. In this seminar, we also reiterate health and safety procedures and who to contact in case of an emergency.

On the evening of the induction day, all interns attend a welcome banquet, which provides them an opportunity to meet each other and learn about Chinese dining etiquette. The interns meet the full CRCC Asia team in person and meet participants from the previous month's program.

### **Social and Networking Events**

Networking is a crucial part of conducting business in China and CRCC Asia is fully aware of the active nature of the business-networking scene. CRCC Asia helps participants maximize networking opportunities by keeping them informed of all relevant events through our weekly email, and supplying them with business cards to take with them to events. CRCC Asia has strong contacts with various Chambers of Commerce in China, whose events are frequently attended by our interns.

CRCC Asia Program Coordinators are also responsible for a variety of weekly events. These include a Karaoke night, China Business Seminar, where a member of the business community is invited to give the interns a presentation on a relevant business topic and a Cultural event such as Acrobatics or Chinese Dumpling making. Interns are also given weekly Mandarin lessons, which are provided by our partner school Mandarin House.

Once per month, CRCC Asia also organizes a weekend volunteer day at a Migrant Children School in which the interns interact with under-privileged pupils through English teaching and organized activities, and once per year, we host an Annual Charity Day, in which we support five different charities per city on the same day.



### **Intern Safety and Supervision**

All CRCC Asia offices have full time Program Managers, who are well acquainted with China and are on hand 24 hours a day to offer any support or guidance throughout the program. All Program Manager teams include Chinese nationals and Western staff and they are in daily contact with the interns to provide details of all events and classes and to provide advice for both professional and personal matters, if required.

Interns are also given a Beijing or Shanghai City Guide, which has been written and produced by CRCC Asia and covers a variety of topics including Restaurants, Tourist Attractions, Mandarin Phrases and Maps. The Guide also has a section with all details of relevant Consulates, Embassies and Police Stations as well as recommended hospitals if required.

### **Post-Program Support & Alumni Network**

Many CRCC Asia interns return to their home country with a newfound passion for China, and go on to pursue China related careers. CRCC Asia runs an exclusive Alumni Network to help alumni stay in touch and profit from a wealth of shared knowledge and contacts. CRCC Asia holds regular networking events and reunions and we have an online presence on both LinkedIn and Facebook ensuring that the CRCC Asia Alumni community gets stronger every year.

- All past participants automatically become a member of the CRCC Asia Alumni Network upon their return to their home countries
- Quarterly alumni newsletters with information regarding China-related events in their area, job opportunities and CRCC Asia reunion dinners are sent to all alumni
- Alumni groups on Facebook and LinkedIn are set up to help maintain personal and professional networks online
- Alumni Entrepreneurship Fund: CRCC Asia provides an annual investment fund of up to 15,000 USD into an alumnus who has started a China-related business.
- Annual Fellowship Grants: CRCC Asia offers discretionary grants of up to 500 USD for alumni who want to pursue charity work or research related to China.



## Additional CRCC Asia Programs

### China Business & Finance Course

As China is fast becoming the most important economic center in the world, knowledge of its business and financial systems are essential. Companies worldwide are watching China's progress and are increasingly looking for graduates and professionals who have a good understanding of China's unique business environment.

Few graduates have such understanding, and in taking CRCC Asia's Business & Finance Course you will also:

- Learn about the Chinese capital markets and the development of finance in China;
- Get ahead in the competitive world of international business and finance;
- Develop your ability to speak with confidence about China's businesses and financial markets
- Gain exposure to Chinese Business skills;
- Develop your knowledge and confidence to engage with Chinese clients in your career;
- Demonstrate your commitment to understanding international business and finance;
- Experience finance in both China's Political and Economic Capital's – Beijing and Shanghai; and,
- Develop connections with industry professionals and help you to expand your business network.

### China Internship Program in Sanya (Hainan)

- Provides participants with a new and exciting opportunity to experience life in China while gaining valuable work experience in the hospitality industry.
- Participants will engage in a two or three month full-time internship at a Leading International Hotel in the city of Sanya, southern Hainan.
- The hospitality internship will provide participants with the opportunity to deepen their Chinese business knowledge and to gain practical experience in one of Asia's and soon to be the world's most prestigious hospitality resorts.

### Chinese Language & Internship Program

- One or two month Intensive Mandarin Course followed by Internship
- Students will have 20 hours a week of intensive Chinese classes with guaranteed small class sizes and an option for one-on-one training.

### China Internship & Travel Program

- One or two month Internship followed by a 20-day travel tour around rural China with our subsidiary company 'The Dragon Trip'



- The trip visits 8 locations all over China and includes the un-missable sights, such as a visit to a deserted section of the Great Wall to watch sunrise, the Terracotta Warriors and a panda breeding centre, but also stops at incredible off-the-beaten-track locations such as a mountain farm surrounded by waterfalls nestled in the heart of wild panda country, a visit to an orphanage near the Shaolin Monastery, which is home to children lost on China's Railways, bamboo rafting amongst karst peaks in Yangshuo and swimming in crystal clear lagoons in a bamboo nature reserve.

## CRCC Asia Media Coverage Links

CRCC Asia Internship Program Video - <http://www.youtube.com/watch?v=E-QXLxhXfil>

CRCC Asia Internship Video - <http://www.youtube.com/watch?v=aZfXM9ojfrQ>

CRCC Asia Mandarin Language Video - <http://www.youtube.com/watch?v=gjuueCHoll4>

Business Week Coverage - <http://www.businessweek.com/articles/2012-03-23/china-the-next-internship-frontier>

The Independent Coverage - <http://www.independent.co.uk/student/career-planning/understanding-china-is-vital-for-todays-graduates-8513453.html>

Cathay Pacific Business Award - <http://www.crccasia.com/news/british-business-awards-2012/>

CRCC Asia Company News - <http://www.crccasia.com/about-us/company-news/>



## Contact Information

### Contacts

For further information, please contact:  
Chiara Patron [c.patron@crccasia.com](mailto:c.patron@crccasia.com)

### Mailing Address

Via Antonio da Mestre 19/6  
30171 Venezia

### Phone

0039 0410983675

### Website

For further information please visit our website – [www.crccasia.com](http://www.crccasia.com)

