

**LUO XI, China**

International Business, first year student

**A Research Project took me to a conference in Shanghai, China**

I am a first year student in Kajaani UAS and a former exchange student from last academic year. Many people ask me how come you choose to study in Kajaani UAS? While studying at Kajaani UAS students have the perfect educational facilities and highly-qualified teaching group, but also will get opportunities to participate in real-life projects. My story is one example.

A part of three of our compulsory courses, Introduction to Management, Strategic Management and International Management, is a research project of the ICT industry in Kainuu, focusing on gaming industry. Within the project, I have worked closely with the Kajaani UAS Game Programming programme, both teachers and students to help them to conduct a strategic review and to propose strategic options for them to go forward. As a part of the project, I was able to attend a trip to China and to a Game Developer Conference, GDC China 2010.

During the trip, my main task was to help Kajak Games Osuuskunta (a student-run company at Kajaani UAS) to know more about the Chinese gaming industry and market, and try to find chances to corporate with some Chinese universities or gaming companies. As a first year student, I find this experience valuable as through the trip, I have learned many things not only about projects, such conferences but also about my strengths and things I still need to develop.



(Luo Xi, 1<sup>st</sup> from left)