

## ENQUIRIES

### Telephone

+44 1202 965068

### Email

globalbu@bournemouth.ac.uk

Southwestern University  
of Finance and Economics,  
Chengdu

Dream Town, Hangzhou

Capital University of Physical  
Education and Sports, Beijing

Great Festival of Innovation,  
Hong Kong

[www.bournemouth.ac.uk/global-fof](http://www.bournemouth.ac.uk/global-fof)

8630-03/18



Bournemouth  
University



西南财经大学  
SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS

# FESTIVAL of LEARNING

China

## Festival of Learning – China 2018

Southwestern  
University of  
Finance and  
Economics,  
Chengdu  
19 March 2018

Dream Town,  
Hangzhou  
21 March 2018

Capital University  
of Physical  
Education and  
Sports, Beijing  
22 March 2018

GREAT Festival  
of Innovation,  
Hong Kong  
24 March 2018



BU官方微信公众号

[www.bournemouth.ac.uk/global-fof](http://www.bournemouth.ac.uk/global-fof)

# CONTENTS

Welcome & introduction	3
Venues	4
Day 1	5
Day 2	6
Day 3	10
Day 4	13
Day 5	15
Speaker profiles	16
Booking and enquiries	20

## Photography and filming

Photographs and video footage will be taken at the Festival of Learning - China for use in promotional material. If you do not want to be featured, please let us know at the registration desk.



WELCOME

## Introduction

**The Festival of Learning is our way of celebrating learning and knowledge, and what better way to showcase our Festival season than to be here with our international partners in China?**

The FOL-C will focus on some of the more pressing issues that are being faced in China and the UK. Our theme this year is Global Education 2050: The Future of Learning in China and UK, and across six days, in Chengdu, Hangzhou, Beijing and Hong Kong, we will explore change in the areas of sport, media and animation.

Together with the Southwestern University of Finance and Economics, Dream Town, and Capital University of Physical Education and Sports, we have arranged a fantastic programme of keynotes, lectures, and panel discussions, covering topics ranging from sport management, motion capture in sport

to discussions around talent development in the creative industries in China and the UK. We look forward to engaging and sharing thoughts with partners and other collaborators during the Festival.

The Festival of Learning is more than just an event—it is how BU works closely with our valued partners to co-create impact with communities and regions across the globe. We are confident that you will meet like-minded people, create new ideas, share common professional ground, inspire others and celebrate the joy of learning so that the Festival is both stimulating and rewarding.

**Dr Sonal Minocha**  
Pro Vice-Chancellor (Global Engagement),  
Bournemouth University

**Professor John Fletcher**  
Pro Vice-Chancellor (Research and  
Innovation), Bournemouth University

## The FOL – China venues

### Chengdu: 18-20 March

FOL-C 2018 will start in Chengdu at the Crowne Plaza Hotel Chengdu City Centre, and Southwestern University of Finance and Economics. Collaborating with representatives from Chinese industry, and colleagues from Peking University, Chengdu Sports University, and Shanghai Sports University, we will hold a series of panels, workshops and presentations at the Crowne Plaza Hotel Chengdu City Centre on Sunday 18 March and at Southwestern University of Finance and Economics on Monday 19 March.

### Hangzhou: 21-22 March

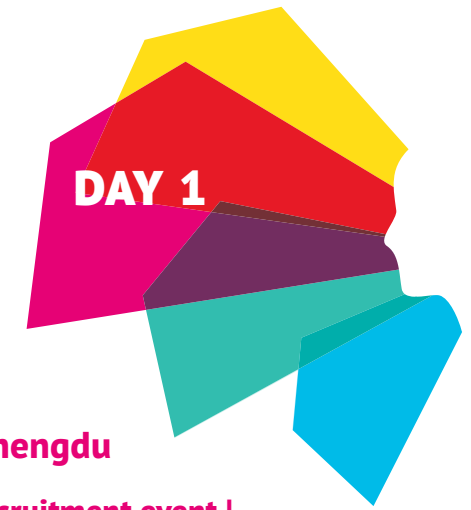
The second part of the FOL-C 2018 (Wednesday, 21 March) will feature a series of keynotes, presentations and panel discussions on the future of talent in the creative industries in the UK and China.

### Beijing: 22 March

The third part of the GFOL-C 2018 will take place in Beijing at Capital University of Physical Education and Sports (CUPES). The focus for this will be sport talent development and community engagement.

### Hong Kong: 24 March

The final part of the GFOL-C 2018 will feature BU participating in the GREAT Festival of Innovation. The focus of this day will be a BU Showcase of Visual Effects and applied research of fossil footprints.



## DAY 1 PROGRAMME

### Sunday, 18 March 2018, Chengdu

- 4:00pm **Meet the expert – recruitment event | Crowne Plaza Chengdu City Centre**

---

- 6:30pm **Networking dinner**





## DAY 2

## DAY 2 PROGRAMME

Monday, 19 March 2018, Chengdu

9:00am	<b>Coffee and registration   Southwestern University of Finance and Economics</b>
9:10am	<b>Welcome remarks</b> Professor Ma Xiao, Vice-President, Southwestern University of Finance and Economics
9:20pm	Dr Sonal Minocha, Pro Vice-Chancellor (Global Engagement), Bournemouth University
9:30am	<b>Keynote address</b> Professor Yi Jiandong National School of Development, Peking University
10:10am	<b>Refreshments</b>

10:30am	<b>Presentations</b> Lynda Challis, Bournemouth University Professor Yang Yuanbo, Southwestern University of Finance and Economics Dr Debbie Sadd, Bournemouth University Professor Wang Zipu, Capital University of Physical Education and Sports
---------	--

12:00pm **Networking lunch and close of morning session**

12:30pm **Interactive sport activities: A vehicle for physical development & social mobility**

1:30pm **BU Student video presentation**

2:00pm **Presentations**  
Wang Xutao, Sichuan International Tennis Center  
Dr Xiaosong Yang, Bournemouth University  
Wei Liu, Chengdu Sport Institute

3:30pm **Refreshments**

3:45pm **Panel discussion**  
**Developing Chinese and UK talent for sport and events management**  
Chair: Dr Alastair Morrison, Bournemouth University  
Panelists:  
Linda Ladle, Bournemouth University  
Lu Wenyun, Shanghai Sport University  
Dr Chen Congkan, Southwestern University of Finance and Economics  
Zhao Yu, Sichuan High Wave Sports Co.Ltd  
Lynda Challis, Bournemouth University

5:00pm **Closing**

6:30pm **Dinner**

## DAY 2 SESSION DESCRIPTIONS

### Utilising athlete stories to analyse elite sport policy and systems

Lynda Challis, Bournemouth University

**🕒 10:30am**

The session starts by examining athlete stories in the form of narratives as a worthwhile and valuable tool for enhancing policy analysis and its application to the elite sport context in the UK. Accepting that humans are storied beings, it can be argued that end user narratives expand understandings of how policy may be interpreted and implemented in practice. Elite sport policy is primarily measured using data driven performance indicators to justify successful outcomes. These quantitative approaches tend to produce limited conclusions requiring further consideration of what works, for whom and in what circumstances; rather than questioning did it work? The session applies narratives to the elite sport policy context in the UK to build a case study that centres on the stories of four elite athletes. The session closes by providing the opportunity for an open group discussion on the possibilities and value of applying narrative approaches to enrich the knowledge and understanding of sports development, management and practice in China.

### Challenges facing the sports/events industry in the future and equipping students to be ready for 21st century careers

Dr Debbie Sadd, Bournemouth University

**🕒 11:10am**

This session will discuss examples of the major developments predicted to impact our students including VR, big data, medical/health considerations, sport for all, mobile integration and sustainability obligations. The session will also discuss the essential attributes our students will need to develop during their studies alongside the context specific studies around management, coaching and other industry specific roles. Examples will include case studies and demonstrations of exercises students undertake to develop skills such as critical thinking, leadership, communication skills, organisation, perseverance and motivation, team working, negotiation and persuasion, and ability to work under pressure.

### Motion capture and machine learning for sport performance analysis

Dr Xiaosong Yang, Bournemouth University

**🕒 2:20pm**

Athletes move at incredibly high speeds, simultaneously utilising multiple joints with great degrees of flexibility, while covering large areas in a small space in time. This presents significant challenges to the Mocap systems on the market, which were originally designed for game and film production. Regardless of whether a vision or inertial sensor based system is used, the captured data is often noisy or incomplete. This then requires cutting edge technological solutions for the reconstruction, and analysis of, high speed complex three-dimensional motion. However by utilising state-of-the-art machine learning techniques, the selected data can be refined and then in turn correctly recognise motion in greater depth. Studies have shown that this methodology accurately produces a clean input for sport performance analysis.

### Panel discussion

### Developing Chinese and UK talent for sport and events management

Chair: Dr Alastair Morrison, Bournemouth University

**🕒 3:45pm**

The UK sports industry is currently worth around £23.8 billion, and China is aiming to create a sports industry worth USD800billion (1% of GDP) by 2025. This discussion will focus on education and employability, considering in particular the attributes that young people in the UK and China need to succeed in the sports industries in their respective countries. What role do universities play in educating future talent in the sports industries, and how is the balance best struck between knowledge-based learning and practice? This panel will address these questions.





**DAY 3**

**DAY 3 PROGRAMME**

**Wednesday, 21 March 2018, Hangzhou**

9:30am **Coffee and registration**

10:00am **Welcome remarks**

Representative from Dream Town

10:10am Dr Sonal Minocha, Pro Vice-Chancellor (Global Engagement),  
Bournemouth University

10:20am **Keynote addresses**

Ai Xiaojing, CICAFA Organizing Committee

10:45am **Refreshments**

11:00am **Presentations**

Bill Cotton, Bournemouth Borough Council  
Lolis Liu, Pearl Studio  
Peter Truckel, Bournemouth University

12:30pm **Lunch**

1:30pm **Presentations**

Professor Hongnian Yu, Bournemouth University and Bao  
Xiaofeng, Zhejiang University of Media and Communication

2:30pm **Refreshments**

2:45pm **Panel discussion**

**Developing Chinese and UK talent in the creative industries**

Chair: Professor Guy Starkey, Bournemouth University

Panelists:

Huang Hailin, CEO of Gen Media

Peter Truckel, Bournemouth University

Jamie Sergeant, Crowd, Bournemouth

Leo Li, CEO of Versatile Media

4:15pm **Close**





## DAY 4 PROGRAMME

Thursday, 22 March 2018, Beijing

- |         |   |
|---------|---|
| 9:00am  | <b>Registration   Capital University of Physical Education and Sports (CUPES)</b>   |
| 9:10am  | <b>Welcome remarks</b>  |
| 9:20am  | <b>Presentation</b><br>Xing Xiaoyan, CUPES  |
| 9:40am  | <b>Presentation</b><br>Dr Debbie Sadd, Bournemouth University   |
| 10:00am | <b>Presentation</b><br>Barry Squires and Andrew Boland, Bournemouth University  |
| 10:30am | <b>Refreshments</b>   |
| 10:45pm | <b>Roundtable discussion</b><br><b>Sport and Community Engagement in the UK and China</b><br>Chair: Professor Wang Zipu, CUPES<br>Participants:<br>Barry Squires, Andrew Boland, Dr Debbie Sadd, Lynda Challis<br>CUPES Researchers, Amanda Zhou (Sports Education Project Manager, British Council), FUSC Representative |
| 12:30pm | <b>Lunch</b>  |
| 3:00pm  | <b>Beijing Middle School visit – Sports Delivery and Community Engagement</b>   |

## DAY 3 SESSION DESCRIPTIONS

### VFX industry in the UK

Peter Truckel, Bournemouth University

**12:00pm**

This session will discuss the VFX industry in the UK, and will cover the origins of Bournemouth University's National Centre for Computer Animation, its underlying philosophy and its position as the UK's foremost school of Computer Animation and VFX education and research. Work by students and alumni will be screened as a demonstration of their talent in this demanding field. The session will also show how the BFX student competition has evolved over the years and the way the world's top studios support it. Learn how the competition films are now being made for national charities and are helping to change lives.

### Applications & Future Trends of Robotics

Professor Hongnian Yu, Bournemouth University

**1:30pm**

As the fast development of Artificial Intelligence and robotics, robots are not only applied in the manufacturing factories, but also are gradually applied in medical and service industry and search and rescue tasks in the emergency environment. This talk has two parts. The first part concentrates on the history of robotics and its classifications. In particular HAM (Human Adaptive Mechatronics) is introduced and discussed. Then the challenges and future researches

of robotics in disaster rescues (in particular fire-fighting) are revealed. The second part of the talk covers recent research conducted by the BU team in the past few years.

### Panel discussion

#### Developing Chinese and UK talent in the creative industries

Chair: Professor Guy Starkey, Bournemouth University

**2:45pm**

The UK has the largest creative sector in Europe, worth £92 billion per year to the UK economy and representing 5.2 per cent of the UK GDP. China is the largest market in the world for video games, accounting for 25% of the global market. This panel discussion will focus on how China and the UK can prepare for a confident future to develop new global businesses, brands and platforms in the creative industries. What do employers of creative industries look for in new graduates? What skills and knowledge are most important, for the new generation of developers and content producers? This panel will answer these and other key questions for the creative industries of tomorrow.

## DAY 4 SESSION DESCRIPTIONS

### Community engagement around sport and volunteering

Dr Debbie Sadd, Bournemouth University

 9:40am

This session will include examples from the London 2012 Olympics, the Rugby World Cup 2015, as well as programmes designed and led by Bournemouth University. The session will focus on how we have developed joint initiatives with both public and private organisations to work with local communities in volunteering projects. These projects are based around our students gaining insight into the behind the scenes planning and organisation of the festivals/events whilst also experiencing the role of a volunteer and the associated soft skill enhancements whilst working alongside representatives of the local communities.

### Developing employability skills in higher education outside the classroom: Case Study Sport Outreach

Barry Squires and Andrew Boland, Bournemouth University

 10:00am

Employability differs from the skills required to obtain employment, such as interview skills, CV writing and job searching. The work of McNair (2003) highlights that students' ability to graduate with lifelong experiences along with the confidence to move into the graduate market are as important as the academic qualification. This session will talk about how students, through sport and community engagement, have been able to invest their time wisely, reflect on their ongoing development and form enhanced personal skills and abilities in an ever competitive graduate labour market. Examples are taken from Bournemouth University's sports outreach programme, both local to Bournemouth and internationally, which uses students at the heart of its delivery. Structured physical activity programmes are delivered within local schools and communities to improve a child's social mobility and self-worth in a practical setting.



## DAY 5 PROGRAMME

### Saturday, 24 March, Hong Kong GREAT Festival of Innovation, Asia Society 10am – 6pm

Over four days, the GREAT Festival of Innovation will offer a series of thought-provoking and lively keynotes, masterclasses, showcases, installations and performances involving industry leaders, entrepreneurs, artists, educationalists, futurologists to an audience from the UK, Hong Kong, China, Japan, South Korea and wider region.

On Day 4, through talks and hands-on events, audiences will learn how leading sectors are collaborating with universities to gain a competitive edge, strategically linking higher education, research and business to help create tomorrow.

Bournemouth University will showcase innovative use of visual effects combined with cutting-edge research through an Augmented Reality app that tells the story of a family of mammoths crossing White Sands in New Mexico. The app will feature several pop-up windows that provide information added to the narrative, and can be deployed on a simple white table top. Users will be able to walk around the table seeing the creatures from any angle leaving tracks as they move.

The impact generated by the research on fossil footprints will also be demonstrated by a digital display showing the development of software and analytical tools by the BU research team led by Professors Matthew Bennett and Marcin Budka that allow tracks to be captured, visualised and compared in 3D. The team translated this software and knowledge into freeware for use by the police and forensic teams in examining crime scene traces. The resulting software, DigTrace, is in user trials with UK police forces. The Bournemouth University researchers are working with Bluestar Ltd, who manage the UK's National Footwear Database on behalf of the UK Home Office, and hope to web-enable the system so that it is available nationwide in the near future.

As part of the GREAT Festival of Innovation, BU researchers Professor Hongnian Yu and Dr Xiaosong Yang will take part in a panel discussion on digital health called 'Healthy Partnerships', and Peter Truckel, Director of the BU VFX Hub will be speaking about augmented reality in education in a panel discussion called 'Connected Learning'.




 SPEAKER  
PROFILES
**Dr Milena Bobeva**

Dr Milena Bobeva is a key advocate of education innovation through staff-student collaboration and Technology Enhanced Learning. She is a Chartered Manager and a Fellow of the Chartered Management Institute in the UK, and a Senior Fellow of the UK Higher Education Academy. Over the past 10 years Milena has taken a number of programme management and External Examiner positions for Business and Management programmes. Since 2014, in her role as the Director for the BU MBA, she has introduced a number of changes that have revitalized this prestigious programme. Milena's latest contribution to the innovation and enhancement of the education provisions at Bournemouth University is through her roles as an Associate Dean (Global Engagement) in the Faculty of Management and an Academic Lead for the university student-facing Global Engagement activities. Milena is a member of BU Senate. Applied research features prominently in Milena's professional practice. Her work is multi-disciplinary, focused on experiential project-based learning, developing student employability through co-creation and co-production with staff, reverse mentoring as a strategy for cross-generational learning and learning gains. The outcomes have been reported through a variety of channels, including academic journal articles, contribution to a book on #EdTechRations, and numerous conference publications and workshops.

**Andrew Boland**

Andrew Boland holds a PG Certificate in Teaching and combines his work as a Sports Demonstrator in Faculty of Management on the Sport Development / Psychology & Coaching Sciences degree pathway with his role as Project Manager for the Regional Education Legacy for Art and Youth Sport (RELAYS). RELAYS offers students at BU practical leadership and development opportunities to complement their academic studies and in doing so they can achieve a professional development bursary to help them take the next step with coaching courses. Andrew has a breadth of experience in sports coaching via delivery in the education and community sector, and is the head coach of the BU Futsal programme.

**Lynda Challis**

Lynda Challis has been a lecturer at Bournemouth University since 2004. She is a Level Tutor for BSc Sports Management within the Department of Sport and Physical Activity. Lynda has more than 13 years of teaching experience in her specialist subject areas of Sports Development, Policy and Governance at undergraduate level. An integral part of her teaching practice involves embedding her own scholarly studies into the units she teaches to provide students with cutting edge research that is relevant to their degree course. Previously, Lynda worked as a sports development manager within local government for 8 years. This role has allowed her to bring a wealth of expertise and knowledge as a practitioner to her teaching of the subject areas: sports development, sports management and coaching science. Having a career as a sports development practitioner and academic has allowed her to contextualise research and theory into a real world setting to provide students with a realistic view of the challenges practitioners face with working in the sports development and management industry. Lynda is also studying part-time for her PhD. Her study seeks to explore how athlete stories can explain sports development systems and processes, and she will be sharing some of her recent findings during her presentation.

**Bill Cotton**

Regeneration specialist Bill Cotton is also Executive Director for Environment and Economy at Bournemouth Borough Council. His work history includes a successful spell as a town planner and he was head of tourism and economic development in Bath. He recently helped the Dorset Local Enterprise Partnership develop its business plan and his experience of major regeneration spans London, Leeds, Wandsworth, Swindon and Bath and includes significant public realm improvements and work with the private sector to create world class facilities.

**Linda Ladle**

Linda Ladle joined Bournemouth University in 2013 and is the Careers & Employability Manager. She has over 20 years managerial and teaching experience spanning the Higher, Further and Secondary education sectors in the UK and works with educators, employers and professional bodies to ensure our students and graduates are well prepared to enter the competitive global labour market.

Linda holds strategic responsibility for placements and plays a key lead role in the corporate agenda related to careers and employability across the University. She is passionate about the student learning experience and the challenges and opportunities that continue to present themselves in the educational arena. Her successful initiatives include the production of a Government funded publication on Interns Rights to support and encourage actions by the professions themselves to remove barriers to professional careers, especially for people from disadvantaged groups.

Linda graduated from Southampton University with a Masters in Post Compulsory Education before completing a post graduate managerial qualification with the CMI. Linda is a Fellow of the Leadership Foundation in Higher Education and currently serves on the Board of the Institute of Directors, Dorset with a view to increasing opportunities for women locally.

**Dr Sonal Minocha**

Dr Sonal Minocha has over 15 years of senior management experience across the public and private sectors in global HE. Sonal started her career as a business graduate from the University of Delhi before moving into an academic career which started at the University of Northumbria, UK. Since then, Sonal has worked in both public and private sectors of higher

education globally. In recent years, she held the position of Executive Dean at the University of Bedfordshire Business School before joining Bournemouth University in the summer of 2014. Her appointment as Pro Vice-Chancellor (Global Engagement) brought with it a re-energised institutional approach towards internationalisation and the creation of a long-term vision for a Global BU that is anchored to, and complimentary of, the university's wider strategic vision. Amongst the key areas of work that Sonal has led at Bournemouth University has included the fusing of employability with internationalisation through the pioneering Global Talent Programme. Her main academic interests lie in exploring global higher education, graduate employability, management education and practice, strategic creativity and organisational learning.

### **Dr Alastair Morrison**

Dr Alastair Morrison has been International Partnerships Development Manager at Bournemouth University since 2012. Previous to that he worked for nine years at the British Library, collaborating with partner institutions worldwide to preserve and research the Silk Road. He lived in China for four years and has research interests in contemporary Chinese culture and literature.

### **Dr Debbie Sadd**

Dr Debbie Sadd is a Principal Academic in the Department of Events & Leisure within the Faculty of Management at Bournemouth University, where she is the Head of Education for the Department of Events & Leisure as well as teaching Strategy & Leadership and Marketing on both the undergraduate and postgraduate Events programmes. She has also undertaken guest lectures within Sports Management programmes both in the UK and overseas. Debbie's PhD used both Sydney and Barcelona as case studies to develop a framework of best practice for London 2012 in relation to stakeholder identification. Her current research interests include the social impacts of events, urban regeneration opportunities from events, stakeholder management, and legacy planning. Other activities include being part of the ESRC funded Sports Tourism initiative (STORMING) to undertake research into Sports Tourism opportunities and challenges, and the F.A.M.E. framework of event evaluation (HEIF Funded) and the FestiM project using social media to measure event reach. Volunteering is another area of interest as Debbie often volunteers at major sporting events in the UK as well as being the university link with two major events in the UK where she has helped design and manage their volunteering programmes on behalf of the University. More recently she has been involved in commercial training for organisations in relation to improving their mobile marketing initiatives and is a regular contributor to both the BU Festival of Learning and the Festival of Enterprise.

### **Jamie Sergeant**

Jamie Sergeant is Director and founder of @thisiscrowd, a creative communications agency, responsible for gaining clients for Crowd as well as showcasing our passion and determination to clients. He is determined and passionate about the creative industry and spends many hours perfecting projects. A big believer in the silicon south movement, he enjoys seeing the area's creative output grow.

### **Barry Squires**

Barry Squires has more than 13 years of experience in sport management and sport development at a senior level and has also undertaken part time lecturing within the sports degrees at BU. He has delivered and worked with many governing bodies of sport and private event organisations on international, national and community focused sport events as well as overseen student sport development expeditions overseas. He holds an MSc in

Sport Management and is currently Vice Chair of English Universities Sport, who oversees domestic representative sport for all English Universities.

### **Professor Guy Starkey**

Professor Guy Starkey is a former radio practitioner whose PhD focused on balance and bias in the BBC's 1997 general election coverage on its flagship news and current affairs programme, *Today*. His publications include *Radio in Context* (Palgrave Macmillan 2004; second edition 2013), *Balance and Bias in Journalism: Representation, Regulation and Democracy* (Palgrave Macmillan 2007), *Radio Journalism* which he co-authored with Professor Andrew Crisell (Sage 2009) and *Local Radio, Going Global* (Palgrave Macmillan 2011; paperback edition 2015). Guy is currently Associate Dean (Global Engagement) in the Faculty of Media & Communication at Bournemouth University.

### **Peter Truckel**

Peter Truckel has been running the VFX Hub at Bournemouth University for six years. He is the co-creator of BFX, the internationally recognised festival and competition of animation, VFX and Games. He started his career as a VFX cameraman, working movies such as *Blade Runner*, *Aliens* and *The Plague Dogs*. After supervising VFX at MPC in London for four years, he became a commercials director and started his own production company. Over a 25-year period he directed more than 300 commercials and worked in countries all over the world, including India, China, Russia, USA, Canada, Argentina, South Africa, Egypt, Morocco and UAE, and throughout Europe. His films have won many awards, notably Cannes Silver Lion, Creative Circle, New York Festivals and Monitor. Peter has moderated panels and been a spokesperson on VFX for several industry bodies, including UKTI, The International Moving Image Society and Creative Skillset.

### **Dr Xiaosong Yang**

Dr Yang is currently an Associate Professor at the National Centre for Computer Animation, Bournemouth University. He has produced more than 60 peer reviewed publications that include international journal articles, conference papers, and book chapters. As PI and Co-I, he has secured many research grants from European Commission, British Academy, Department for Business, Innovation & Skills (UK), Higher Education Innovation Fund, Wessex AHSN, Royal Bournemouth Hospital, China Scholar Council, etc. His work on muscle modelling and deformation has attracted a lot of interest and has been widely reported by *New Scientist*, *Wiedza I Zycie* and *MIT Technic Review* etc. He engages in research collaboration with partners from China, USA, South Korea, France, Turkey.

### **Professor Hongnian Yu**

Professor Hongnian Yu has held academic positions at the Universities of Sussex, Liverpool John Moores, Exeter, Bradford, Staffordshire and now Bournemouth University in the UK. He has successfully supervised 20 PhD theses and 18 Master's by Research theses, and has examined over 30 PhD/MPhil students' theses as both internal and external examiner. He has trained 12 post-doctoral research fellows. He has published over 200 journal and conference research papers. He has held several research grants worth about eight million pounds from the UK EPSRC, the Royal Society, and the European, AWM, as well as from industry. He has managed several international large consortiums as a coordinator. Examples are 1) coordinator (PI) of an EPSRC funded £158K international network project on Human Adaptive Mechatronics which includes 7 Japanese partners and 7 UK partners; 2) coordinator of the EU funded 3.05 million Euro Erasmus Mundus FUSION project which has 20 international partners; 3) coordinator of the EU funded one million Euro Marie Curie project, etc. Prof Yu has strong research collaboration with partners from over 30 countries, such as China, France, Germany, Hungary, India, Italy, Japan, Romania, Thailand, and UK.