



**Alumnus Subject Graduated Place of Work Position**

Tianying Li  
Asia Pacific Business  
2010  
China Suntien Green Energy Corporation  
Project Manager



Suntien develops renewable technologies, including solar and wind, which they transfer into electricity for sale and distribution throughout China. They are a publicly listed company, and a part of the Chinese State of Entrepreneurship.

Tianying Li's role involves managing clients from large MNCs in order to generate investor support for Suntien's renewable technologies. He graduated with an MA in Asia Pacific Business in 2010.

# Great minds *go on to* great places

## What were your main reasons for choosing Royal Holloway?

Initially I had offers from Royal Holloway, Warwick and Loughborough, however I chose Royal Holloway because of its proximity to London. I wanted to live in or near the city, and I also wanted to experience campus life: Royal Holloway offered both of these things. It only takes 40 minutes to get to London but you can enjoy the atmosphere and comfort of the campus as well. When I first visited I was in awe of the Founders Building – it's more like a castle than a university building! The reputation of the College and its links with the University of London were also factors in my decision.

## Why did you choose to study Asia Pacific Business?

The main reason I chose the subject is that I wanted to learn about multinational companies: how they compete for global market share, how they are organised and structured, and how they function in the Asian market. The Masters added to the foundation of knowledge that I had built up from studying Economics and Finance at undergraduate level by specialising in this specific area. I also learnt important skills for my future career such as how to manage people, how to run a business and how to compete with other businesses.

## Why did you want to study for a Masters?

The Masters degree helped me in a number of ways. Firstly, I gained a great deal of confidence in my ability to complete projects quickly and efficiently, because I knew that I had the knowledge to do so. Secondly, I developed key team work skills. The UK culture is very different to that in China, where everyone works independently and rarely gets involved in group work whilst studying. By contrast, in the UK I learnt the value of information exchange – there are perhaps some things that I know and some things that you know, so when we work together we can solve problems much more effectively. I learnt a lot about models for understanding during my undergraduate degree, but my Masters helped me to see how I could apply this knowledge to real life case studies.

## How did you find studying in the UK?

In the beginning I found the experience really hard: you don't know anybody and you are completely unfamiliar with the culture. Gradually, however, I got to know people through group work and activities. I found that English people were very kind and willing to teach you if you didn't know something. That's great when English is not your mother tongue, because you come to learn more about the language and culture. I also found the atmosphere very friendly and international. I was

living in halls with other students and met people from all over the world: there were Italian and English students in my flat so we used to cook for each other and share our different cuisines. Although I had been worried about being on my own I felt really safe at Royal Holloway.

## Can you tell us about your Royal Holloway experience?

I have a lot of great memories, many of which are from the Students' Union, hanging out with friends in Medicine bar, playing pool, and taking trips to Windsor and London. I also joined the football team and played basketball, so after classes we would often go down to the sports pitches to play a couple of games. When you have a good relationship with your tutor, and understand what is required of you on the course, it's easier to complete your assignments and to achieve a good work-life balance by doing other things outside of your lectures.

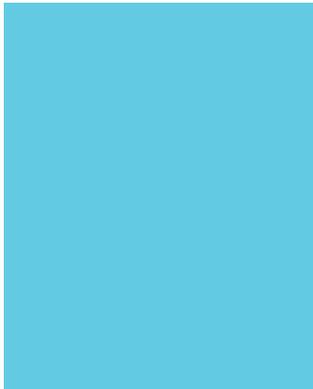
## What was your favourite aspect of the course?

I really liked my tutor Robert Fitzgerald. He looks like he is really strict, but actually he treats people with a very friendly manner and helps you out



# people with passion

“Enjoy life in the UK, because it will change the way you think and how you view the world.”



when you don't understand something. Robert also organised several guest lectures with senior figures from international companies such as Mitsubishi and Sanyo. These lectures formed part of the application of the theory we were learning on the course. The guest speakers share their experiences of managing a company, how to devise a strategy to compete with rivals in the market, and what the structure of their company is. Another great part of the course was the parties our class had. The first party helped establish friendships amongst classmates, which is great when it came to completing group assignments later in the year. The second party was a way to celebrate our achievements at the end of a year of studying. I am still in touch with Robert via email, and hope to return to Royal Holloway in the near future because I have such great memories of my time there.

### Have your studies helped you in your career?

I can apply the knowledge that I gained to the course to help me solve problems at work, and learning about how other companies work also enables me to think creatively about what I am doing at Suntien. The group assignments developed my team building skills, and I use these all the time at work.

### Tell us about your current role.

I work in the Capital Operations department as a Project Manager, which involves building good relationships with key investors to encourage them to invest in the new technologies that we are developing. Previously I have worked with Korea Capital Investment, JP Morgan, Macquarie, Mirae Asset Global Investment and other multinational organisations. I manage the relationships with our investors, holding meetings, delivering annual reports, and showing them how the company works so that they understand where their investment is going. By generating such support, we can reinvest in the technologies.

### What has been your career path since graduating?

Representatives of the companies who gave lectures during our course invited students to apply for work experience after we had finished studying. The application process was quite straightforward, and, after an interview, I worked for three months with a telecommunications company. It was a great opportunity, however I realised that I was not interested in this particular industry, so I returned to China and applied for a job with Suntien. I really wanted to work for Suntien, because it's a new company and there is a lot of potential for growth and my personal development.

### What are the best parts of your job?

I love travelling between Beijing, Hong Kong and other cities in China. Travelling has given me the opportunity to meet new people and learn more about Chinese culture.

### Do you have any advice for students thinking about studying in the UK?

First of all, be relaxed with your friends and learn how to get on with people so that you can learn from each other. Second, take advantage of all the services, from following your tutors' advice and instructions to attending the Careers Department's Graduate Fairs. Third, enjoy life in the UK, because it will change the way you think and how you view the world.

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