



Alumna Subject Graduated Place of Work Position
Hongyu Xie
MBA
2001
HUSS Park Attractions GmbH
Director of Sales and Marketing



In 1969, HUSS entered into the business of amusement rides, designing, manufacturing and delivering after care services to theme parks and carnivals all over the world. HUSS currently has 760 amusement rides in operation and it has built up a strong reputation as a market leader and first class brand. Since coming into the role, Hongyu has developed the previously limited Chinese market so that it now has the biggest market share in the world. As Director for Sales and Marketing in greater China, Hongyu regularly attends international exhibitions to develop new business, negotiating contract, as well as providing after sales support and care to existing clients.

Why did you choose to study at Royal Holloway?

During my first visit to Royal Holloway, I was amazed by the Founders Building. The green tranquil university town and surroundings would allow me to concentrate on my studies. Also, Royal Holloway's connection with the University of London as well its MBA ranking and content helped me make up my mind.

Did you enjoy studying in the UK?

Very much. As my first time traveling, studying and living in a new country, it widened my horizon. The MBA course really brings one together all classmates with different culture backgrounds. The intensive workload is designed to put the student in the position of a manager, and to prepare him to face relevant challenges in the future. The course also encourages teamwork and teaches you the art of delegating, which is very important because one person can't do everything by himself. I also developed great friendships with my flatmates in Penrose, students from Italy, Japan, Britain as well as China – they all have their own culture backgrounds and personalities, and indeed we had a lot of fun together. So overall I gained a lot of valuable knowledge, not only from studying but also from living abroad.

What was the most difficult part of studying abroad?

Probably the language barrier and enculturation. Although I had studied English in China, I found that British English was quite different from what I had learned. Also, from the books published by American and British authors, I perceived the difference in expressions and structures between American English and British English. Generally speaking in the UK, professors encouraged individual critical thinking and development of my own ideas or viewpoints. The cultural diversities of my classmates were thus fully presented. On the contrary, in pursuit of high scores the tradition of Chinese education teaches students to comply to only one correct answer, and that you will be a high-scoring student if you follow this method. It's just a different way of life that you need to adjust yourself to.

Why did you choose to study for an MBA?

After my undergraduate studies, I worked in various positions in Sales and Marketing departments, so I eventually thought, why not do an MBA to develop and improve myself, so that I can understand things from a management perspective. Having been out of school for a while, I felt as though it was time to recharge and expand my knowledge

Great minds *go on to* great places

while living abroad. That way, when I re-enter the business world I would be able to understand others better, understand the way companies work, and understand my own career path. The international perspective is very important to an MBA student with footing in your own country while opening your eyes to other cultures.

Do you have an outstanding memory of your time at Royal Holloway?

As an MBA student, I was quite busy and leisure time was quite short; most of my memories involve classes, the library, and Penrose! Nonetheless, I have many other outstanding memories, from my Italian flatmate teaching me how to cook Italian food, to the Japanese girl who was busy falling in love and the British lady who I idolized for her commitment to studying. My flatmates loved life and gave me a totally different perspective about how I could enjoy my life. I think that's a good idea for students to live in diversity, learn and adapt to different perspectives

Have your studies helped you in your career?

Definitely. Not only the academic knowledge I acquired, but also the way in which I look at the world. Being a successful manager in the international and intercultural business world,



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people *with* passion

“My flatmates loved life, and gave me a totally different perspective about how I could enjoy my life.”

you need to present the company and yourself in a professional way, communicate with others effectively, work with people coming from different corner of the world. Great minds take people to great places., I was taught of appreciation and gratitude. Nobody has an obligation to help you. You should reciprocate the generosity at receiving such an extra kindness, and treat people nicely with true respect. There is a Chinese saying, expect to be treated as you have treated others. During my MBA course, I realised that this philosophy can be greatly extended to the business world in establishment of connection or other business interaction. In fact, from then on, this philosophy was pretty conducive to my business exploration, and led many win-win deals.

Tell us about your current role at HUSS Park Attractions.

Prior to my employment with HUSS, the company had successfully explored its market in South East Asia, Europe and the USA. After graduating from the MBA program, I was invited to an interview for

HUSS. As the first employee of HUSS in China, I initiated HUSS's business in this market. As Director of the Sales and Marketing Division, I frequently attend international exhibitions, manage existing client relationships, explore potentials with our partners and negotiate contracts details, help our customers to discover what they really need and want, and what suits them best. I liaise with our Head Office in Germany regularly. My manager greatly values my MBA education where I had exposure to both independent thinking and multi-faceted teamwork, skills essential for this job. Our hardworking rewarded us the fast development of Huss's business in China. No doubts, the China's booming economy brings forth more promising business opportunities.

What are the best parts of your role?

Probably the best part is the traveling. I frequently travel to all the big cities in China to attend client meetings and summits, and because of HUSS's international focus, I also travel overseas to attend exhibitions. I led a delegation to London in 2004

to meet the General Manager of the London Eye project; next month I will fly to Singapore for the Asia exhibition, and every November I make a trip to Orlando in USA. My agenda is always tight, and every trip brings me more hope in business.

How do you stay connected with the College?

Through the communications sent to me by the Development Office, from the electronic newsletters to Higher magazine. Every time I open the magazine I get somewhat nostalgic; however, it is a great reminder that I am still connected with the College.

Do you have any tips for students looking to break into the business world?

Every man has his own trade, and he is the architect of his own fortune. He needs to evaluate whether it's something that he really want to do or not, since not everybody is suited to everything. Never be afraid to dream and follow your aspirations with determination and passion.

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