

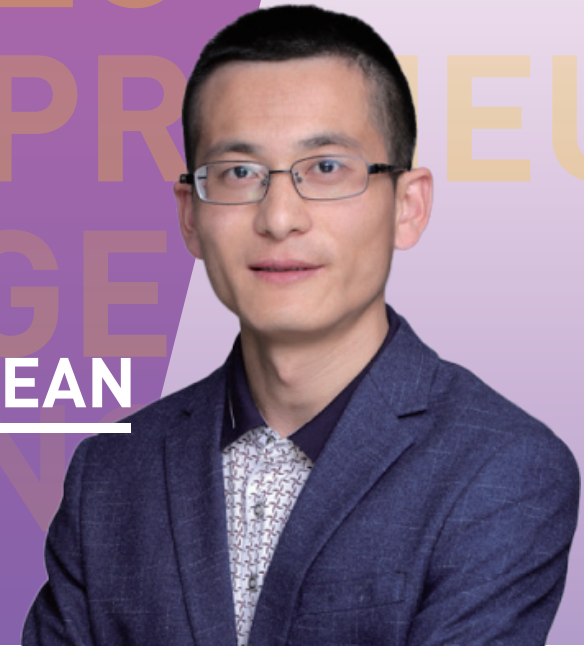
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MSC ENTREPRENEURSHIP AND INNOVATION PROGRAMME RECRUITMENT BROCHURE

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WELCOME TO XJTLU ENTREPRENEUR COLLEGE (TAICANG)



MESSAGE FROM THE DEAN



The rapid development of emerging technologies such as artificial intelligence and the internet has catalyzed fundamental transformations across various industries, reshaping societies. Looking ahead, there is a pressing need for a cohort of visionary talents capable of leading industry advancements and societal reshaping on the foundation of these emerging technologies. This embodies the talent cultivation philosophy of the XJTLU Entrepreneur College (Taicang). The Master of Entrepreneurship and Innovation program aims to nurture individuals with the technical acumen to reshape the future, and an innovative spirit to drive the adoption of cutting-edge technologies for user-centric value creation. We eagerly anticipate the convergence of students who aspire to reshape the future society on the technological frontier at Westlake's campus. Moreover, we aim to leverage the Master of Entrepreneurship and Innovation program to facilitate our students' future career development.

— — DR. ZHANG XIAOJUN
ACTING DEAN OF THE XJTLU ENTREPRENEUR COLLEGE (TAICANG)

XIAOJUN ZHANG



XJTLU ENTREPRENEUR COLLEGE (TAICANG)

XJTLU Entrepreneur College (Taicang) was established in 2018, following the educational philosophy of Xi'an Jiaotong-Liverpool University's "Syntegrative Education" concept. It integrates professional education, industry education, management, and entrepreneurship education on the to strengthen general education, aiming to cultivate internationally competitive industry elites who can lead future industry developments.

ENTREPRENEURSHIP AND ENTERPRISE HUB

The Entrepreneurship and Enterprise Hub is a platform linking the university and industries, aiming to create an upgraded ecosystem for industry development. Its vision is to become a harbor that nurtures innovation and reshapes and innovates various industries, acting as a cradle for learners to become industry elites.

The Entrepreneurship and Enterprise Hub collaborates with government, enterprises, and cooperative institutions, leveraging various innovative elements of the university and focusing on the power of emerging technology industries to create a technology entrepreneurship ecosystem actively. It serves as a hub and bridge connecting the XJTLU Entrepreneur College (Taicang) with the industrial sector, providing support for the connection between all faculties of the Entrepreneurship Institute and the industrial sector.

In terms of education and teaching, the Entrepreneurship and Enterprise Hub empowers all faculties of the XJTLU Entrepreneur College (Taicang) to offer entrepreneurship minor courses at the undergraduate level, enhancing students' innovation spirit, entrepreneurial abilities, and future competitiveness for further studies. Meanwhile, the Entrepreneurship and Enterprise Hub collaborates with multiple departments to jointly develop the Master of Entrepreneurship and Innovation program, focusing on practice-oriented learning, setting multiple industry directions, and emphasizing cultivating students' entrepreneurial thinking and innovative knowledge systems. Its goal is to leverage its unique competitive advantages to cultivate innovative business leaders with a global perspective for the future of society.

ENTREPRENEURSHIP AND INNOVATION MSC

Against the backdrop of the digital economy and Industry 4.0 development, the importance of entrepreneurial spirit and entrepreneurial thinking is increasingly highlighted. To meet the demands of this era, the XJTLU Entrepreneur College (Taicang), in collaboration with the Entrepreneurship and Enterprise Hub, jointly developed the Entrepreneurship and Innovation MSc program with several faculties of Xi'an Jiaotong-Liverpool University. This program aims to align with international standards, integrating innovation entrepreneurship with industry knowledge to cultivate future leaders. It aims to equip students with a solid knowledge base in technology entrepreneurship and innovation while stimulating their innovative thinking and creative potential. Leveraging the abundant industry resources of the XJTLU Entrepreneur College (Taicang), the program provides students with a learning environment that combines theory and practice, tightly integrating professional backgrounds with theoretical knowledge and practical application to nurture students into versatile talents needed for the industry 5.0 era. We are committed to cultivating innovative entrepreneurial talents with a global perspective and international competitiveness to promote sustainable social and economic development.

The MSc Entrepreneurship and Innovation programme offers a broad range of pathways to meet diverse students' interests and needs: Business, Circular Economy, Creative Technology, Enterprise Governance, Innovation and Succession, FinTech, Smart Cities, Technology Transfer Management, Strategic Human Resources Management, Intelligent Robotics and Global Public Health.

01 DIVERSE SUPPORT FOR INNOVATION AND ENTREPRENEURSHIP PROJECTS REALIZING THE ADVANTAGE OF RESOURCE INTEGRATION:

The Master of Entrepreneurship and Innovation program at the XJTLU Entrepreneur College (Taicang) provides students with a unique learning platform that fully utilizes the rich academic resources of Xi'an Jiaotong-Liverpool University and combines them with practical platforms such as the XJTLU Innovation Factory and the X3 CoVenture. The aim is to provide students with comprehensive support and resources. Here, students can turn innovative ideas into reality, and continuously explore and develop through experiments, research, and incubation.

The XJTLU Innovation Factory consolidates resources from over 40 laboratories, creating an open and diverse innovation research environment. Whether students wish to participate in corporate projects or realize their own creativity, they can find the necessary support and opportunities here. Furthermore, X3 CoVenture, as a platform dedicated to student innovation and entrepreneurship activities, not only helps students discover and enhance their entrepreneurial potential but also increases the value of their projects and enhances the success rate of entrepreneurship through practical opportunities and resource integration.

Furthermore, XJTLU has established collaborations with numerous cutting-edge enterprises and institutions both domestically and internationally, providing you with abundant opportunities for industry practice. This enables you to gain valuable experience in the fields of innovation and entrepreneurship, assisting every student in their journey towards growth and the realization of their dreams.

02 INTEREST-DRIVEN FUTURE DEVELOPMENT OFFERING TEN PATHWAYS TO CHOOSE FROM:

The Master of Entrepreneurship and Innovation program offers ten directions including, business, circular economy, financial technology, etc., encouraging students to pursue learning exploration based on their interests. The program aims to cultivate students with clear pursuits, perseverance in continuous learning, and various abilities required to adapt to society. Meanwhile, the program adopts experiential learning, integrating systematic cutting-edge theoretical knowledge and innovative business models with practical exercises through integrated education. In addition to classroom teaching, various teaching methods such as business projects, case analysis, entrepreneurship exercises, group discussions, industry practices, and thematic seminars are employed to highlight the cultivation of students' ability to solve problems and create value in real business environments, innovative thinking abilities, entrepreneurial spirit, and to enhance their management skills and entrepreneurial leadership in leading innovative teams.

03 DEEP INDUSTRY CONNECTIONS PROVIDING MORE OPPORTUNITIES:

The XJTLU Entrepreneur College (Taicang), located in Taicang, enjoys a unique geographical location, being close to numerous international companies and high-tech industries, and only a half-hour drive from Shanghai. This location provides students with opportunities for in-depth cooperation with local and surrounding city enterprises and institutions, where they can obtain resource support, participate in practical projects, and experience diverse cultural learning and lifestyles. Additionally, XJTLU's faculty team comprises top talents from various industries globally, possessing extensive experience in both academia and business fields. These resources collectively create an open environment for innovation and entrepreneurship, stimulating students' entrepreneurial passion and innovative thinking, and broadening students' future career paths.

04 EXCELLENT GLOBAL FACULTY TEAM BALANCING ACADEMIC BACKGROUNDS AND INDUSTRY EXPERIENCE:

Since its establishment in 2018, the XJTLU Entrepreneur College (Taicang) has attracted many teachers from globally renowned universities with international doctoral degrees and rich teaching, research, and industry experience, leveraging its advantages in internationalization, industry orientation, practical experience, and combination of academia and practice. The Entrepreneurship and Enterprise Hub faculty team consists of outstanding professors, entrepreneurs, venture capitalists, and high-tech industry experts from around the world. They have profound accomplishments in the academic field and are experts in their respective industries, possessing extensive entrepreneurial experience and domestic and international enterprise management experience. Through Syntegrative Education, they guide students to integrate theory with practice, empowering students to break through and develop in the field of innovation and entrepreneurship.

05 WORLD-CLASS CAMPUS ENVIRONMENT ENRICHING ACADEMIC LIFE EXPERIENCE:

The XJTLU Entrepreneur College (Taicang) boasts world-class campus facilities and an international learning environment. The campus houses nearly 40 laboratories with a total area of 5,200 square meters, including facilities such as the Haier Carcosa Industrial 4.0 intelligent production line, iFlytek Laboratory, Industrial Internet Comprehensive Laboratory, Game Production Laboratory, Chip Manufacturing Clean Room, etc. These laboratories are equipped with the industry's most advanced experimental equipment. Additionally, the fellow students have access to an internationally standardized temperature-controlled swimming pool and top-notch gymnasium fitness facilities. In addition to studying, students can engage in physical exercise to enhance their physical fitness and improve their overall health.

TRACKS

Students study on one of the two tracks within each of the pathway mentioned above.

THE ENTREPRENEUR TRACK on each pathway takes students through establishing their own start-up business.

THE INTRAPRENEUR TRACK on each pathway takes students to work on a real business case for the second part of their study, using an inductive learning approach.

COURSE INFORMATION



START DATE
September 2024



ATTENDANCE
Full time



DURATION
24 months



LOCATION
Taicang



SCHOOL
· XJTLU Entrepreneur College (Taicang)
· Entrepreneurship and Enterprise Hub

COMMON MODULES

- Entrepreneurship and Innovation
- Entrepreneurial Finance
- Research Methods for Entrepreneurs
- Intellectual Property
- Strategic Management
- Work Placement
- Consulting project
- Business Start-up

PATHWAY CORE MODULES AND OPTIONAL MODULES

- Strategic Capabilities for Technology Innovation
- Technology Transfer: Theory and Practice
- Technology and Innovation Management
- Digital Transformation for Smart Cities
- Sustainable Urban Planning Strategies
- Spatial Analysis and Visualisation
- Ethics, Risk + Regulation in FinTech
- Digital Finance
- Blockchain Technology in Finance
- Machine Learning in Finance
- Creative and Cultural Entrepreneurship
- Game Industry and Culture
- Family Business Governance
- Asset Management and Wealth Succession
- Business Succession and Innovation
- Business Strategy and Sustainability
- Venture Finance
- Industrial Internet of Things
- Material Science and Manufacturing Processes
- Contemporary Mechatronics in Intelligent Robotics
- Intelligent Robotics and Applications
- Robotics Software Design and Machine Learning
- Application of Cutting Edge Technologies in Robotics Design
- Intelligent HRM: Strategy and practice
- Marketing Management
- Organizational Culture and Cross-Cultural Management
- Digital Talent Ecosystem Management
- HR Digital Transformation and Implementation Strategy
- Global Perspectives on Public Health
- Infectious Disease Epidemiology
- Chronic Disease Epidemiology
- Field Epidemiology Practicum



THE BUSINESS PATHWAY

Developed jointly with the School of Intelligent Finance and Business within XJTLU Entrepreneur College (Taicang), is the most generic pathway, providing students with a solid base for entrepreneurial activities. This pathway offers a competitive edge for business graduates who focus on management and leadership within entrepreneurialism. This pathway is for students with more developed business ideas who wish to add to the specialist skillsets and expand their business and professional networks whilst taking their career to the next step.

THE CIRCULAR ECONOMY PATHWAY

Developed jointly with the School of Intelligent Finance and Business within XJTLU Entrepreneur College (Taicang), built around a regenerative economic system, provides students with a solid base for entrepreneurial activities. Ideas, issues and priorities have opportunities to develop business ideas. Students will be delivering benefits such as reducing pressure on the environment, improving the security of raw material supply, increasing competitiveness, encouraging innovation and boosting economic growth.

THE CREATIVE TECHNOLOGY PATHWAY

Developed jointly with the School of Cultural Technology and the School of Film and TV Arts, focuses on cultural technologies, digital product design, digital media, or entertainment. These are software-based, electronic and data-driven solutions in today's digital age. This pathway relates to digital technologies, people's experiences, and their practices with mobile, immersive, ubiquitous, and pervasive technologies, helping students become independent practitioners, entrepreneurs or intrapreneurs capable of anticipating changes and communicating strategically with stakeholders.

THE ENTERPRISE GOVERNANCE, INNOVATION AND SUCCESSION (EGIS) PATHWAY

Developed jointly with the Hexie Academy, focuses on a range of key issues that enterprises are facing such as continuous entrepreneurship, transformation and innovation, governance upgrade, and succession. This pathway enables students to understand how to use interdisciplinary knowledge and approaches from complexity science, as well as history and culture, to address these issues and challenges through Syntegrative Education.

It also helps students apply their theoretical knowledge to the practical business environment. This pathway aims to enhance students' skills to allow them to deal with current and future issues of entrepreneurship, governance, innovation and succession. Additionally, the EGIS pathway helps students to nurture their HeXie (harmonious) mindset to navigate a world full of uncertainty, ambiguity, complexity, and changeability. We welcome you to join us if you are looking for a wonderful learning journey that can provide you with a wide range of knowledge and understanding, as well as the expertise and unique skills.

THE FINTECH PATHWAY

Developed jointly with International Business School Suzhou (IBSS), provides opportunities for students to study and utilise applications of newly developed digital and technological advancements in products and services in the banking and financial service industry. It may include software, algorithms, and applications for computer- and mobile-based tools. The FinTech pathway provides suitable students with the modules needed to provide a base for entrepreneurial activities within this area. It does not focus on creating software or algorithms but rather on the application, either in business or as part of students' ventures.

THE SMART CITIES PATHWAY

Developed jointly with the Department of Urban Planning and Design, provides students with the knowledge to promote sustainable development and intelligently address growing urbanisation challenges. The focus is on opportunities that a technologically modern urban area creates to develop assets, resources and services, improving city operations smartly.

THE GLOBAL PUBLIC HEALTH PATHWAY

The Global Public Health Pathway is a cutting-edge, interdisciplinary, multi-campus (SIP and XJTLU Entrepreneur College (Taicang)) pathway that aims to provide students with a comprehensive understanding of the increasingly interconnected and complex fields of global public health/epidemiology and entrepreneurship/innovation. Global health challenges, especially in low resource settings (low and middle-income countries), require innovative entrepreneurial solutions that can be scaled up rapidly in order to have a responsive and significant impact.

THE STRATEGIC HUMAN RESOURCES MANAGEMENT PATHWAY

Developed jointly by the Entrepreneurship and Enterprise Hub in Entrepreneur College (Taicang) and the HeXie Academy, deeply cooperates with the industry leading enterprises such as Humanpool, LinLongYun, and BenQ Guru. This pathway focuses on the new challenges and opportunities in the field of human resources (such as intelligent human resources: strategy and practice, talent strategy and ecosystem construction, cross-cultural management and leadership, etc.) in the era of digitalization and AI, and is dedicated to cultivating international, intelligent and strategic human resources talents to meet the needs of future development. It cultivates students' ability to enable strategic change and innovation in organisations.mentorship from all partners in the whole cycle.

THE INTELLIGENT ROBOTICS PATHWAY

Developed jointly by the Entrepreneurship and Enterprise Hub and School of Robotics in Entrepreneur College (Taicang), meanwhile in collaboration with XbotPark (Changzhou) & XJTLU-JITRI. This pathway focuses on the exciting opportunities and challenges of robotics industry in the era of AI, and is dedicated to develop competitive talents to meet the needs of this promising industry through Syntegrative Education (SE). It provides not only the state-of-the-art technical skills through innovative modules but also a solid base for entrepreneurial development in the robotics industry with specific business projects, with excellent mentorship from all partners in the whole cycle.

THE TECHNOLOGY TRANSFER MANAGEMENT PATHWAY

Developed jointly with the XJTLU-JITRI Academy of Industrial Technology, highlights the process of achieving scientific and technological research impact in the marketplace and to the broader society. It also provides suitable students with an essential source of innovative creation and an integral part of business development.

10 PATHWAYS

CAREER DEVELOPMENT

The Master of Entrepreneurship and Innovation program at XJTLU Entrepreneur College (Taicang) offers various specialized tracks covering multiple fields such as business, technology, and management to adapt to the constantly changing societal demands. Each specialization represents the future trends in different fields and closely aligns with industry requirements, providing students with up-to-date knowledge and skills. The teaching methodology emphasizes integrating theory and practice, cultivating students' innovative thinking and problem-solving abilities, and enabling them to quickly adapt to the ever-changing market environment in their careers. Upon graduation, they will become leaders in various industries, driving sustainable social and economic development.

**For information on industry practices of current students, please refer to "Fellow Students".*

EEH TEAM / ACADEMIC STAFF



Xiaojun Zhang
· Professor
· Leader of XEC Chief Officer of Education Acting Dean, EEH



Andrew King
· Professor
· Associate Dean



Shu-Hsiang Chen
Associate Professor
Program Director



Abraham Moskovicz
Senior Associate Professor



Antonio Benitez Garcia
Assistant Professor



Bogdan Marculescu
Assistant Professor



Christopher Williams
Associate Professor



Fawad Ahmed
Associate Professor



Gérard Martorell
Associate Professor



Joe Lo
Assistant Professor
UG Director



Joseph Seet
Associate Professor of Practice



Jin Wang
Associate Professor



Jiyao Xun
Associate Professor



Kai Liu
Assistant Professor



Khalid Akhal
Assistant Professor



Mikhail Zenchenkov
Director X³ Co-Venture
Associate Professor of Practice



Mustafa Ozguven
Associate Professor



Senlin Zhang
Associate Professor of Practice



Teck Chai Lau
Senior Associate Professor



Tong He
Assistant Professor



Tong Wu
Assistant Professor



Weize Huang
Assistant Professor



Zhongjie Hu
Assistant Professor of Practice



More Information
for Faculty and Pathways

FELLOW STUDENTS INSIGHTS

Exploring the unknown, challenging traditions, and leading innovation— the Master of Entrepreneurship and Innovation program provides students with the opportunity to learn how to uncover new opportunities for innovation or entrepreneurship, assess potential, find potential investors and business clients, and bring creative ideas to the market. During their time at school, students deepen their understanding of management and leadership capabilities, actively cultivating skills in managing interdisciplinary, diversified, and international teams. This process not only enriches their academic knowledge but also lays a solid foundation for their future careers.

Many fellow students have demonstrated significant growth in comprehensive abilities through their studies, showcasing the program's unique charm and practical value. Their experiences provide valuable lessons for future innovators and entrepreneurs.

THE INTRAPRENEUR TRACK

Shiyuan Li

Business Pathway
Philips - Procurement

Shangyu Zhang

Circular Economy Pathway
Rongqi industrial technology - Project manager

Xiaohang Chen

Creative technology Pathway
TELD New Energy Co. - Project manager

Haonan Wang

TTM Pathway
Ecovacs Robot Co.LTD - Supply Chain

Jiazheng Zhu

GIS Pathway
Bosch Suzhou - Project Intern

Yuchi Lin

Fin-tech Pathway
Sinolink Securities Co., LTD - IPO equity as an intern

Lin Zhang

Smart City Pathway
GAC R&D CENTER - Forward looking technology management intern

THE ENTREPRENEUR TRACK

Guang Yang

Sports glasses live e-commerce

Yu Wang

Fin-tech Pathway
Ai-based postgraduate entrance examination service

REQUIREMENTS-
FOR INTERNATIONAL STUDENTS AND STUDENTS FROM
CHINA - HONG KONG, MACAO AND TAIWAN

ENTRY REQUIREMENT

ACADEMIC REQUIREMENTS

Applicants should have graduated with a Bachelor's degree

CHINA

Top 100 of 2023 Shanghai Ranking or World-class universities or First-class disciplines (MoE, People's Republic of China): **75** percent or above (Weighted Average Mark); Other universities: **80 – 85** percent or above (Weighted Average Mark), depending on your undergraduate institution

Note: Shanghai Ranking of The Best Chinese Universities is subject to annual update at <https://www.shanghairanking.cn/rankings/bcur/202310>

UK

UK upper second class honours (2:1) or equivalent

NORTH AMERICA

3.0 Cumulative GPA (out of 4) or **3.2** Cumulative GPA in the final two years of your undergraduate programme

OTHER REGIONS

Equivalent qualifications

Note: XJTLU strives to adopt and adhere to recognised international standards in providing equality of opportunity, and fairness in admissions process and decision-making. We evaluate each application on its individual merits and in comparison, with other applications. We do not guarantee to make an offer to all applicants who have met or are predicted to meet the minimum entry requirements.

ENGLISH LANGUAGE REQUIREMENT

If English is not your native language or if you have not studied in English at degree level, you will need to provide evidence of your level of English proficiency.

1. IELTS **6.5** with minimum of **6.0** in all sections. TOEFL iBT or PTE Academic are also accepted.
2. For the 2024 September entry, we only accept IELTS (Academic), TOEFL iBT, PTE (Academic), and XJTLU Password test.
3. We do not accept MyBest Scores of TOEFL iBT or a combination of test scores taken at different times for any accepted English proficiency tests.

Note: If you are a conditional offer holder, you can also send an email to pgadmissions@xjtlu.edu.cn to apply to take the onsite Password English language test provided by XJTLU in lieu of an IELTS/TOEFL or its equivalent.

TIPS

Details of the language exemption policy and English language content can be found on the website:

<https://www.xjtlu.edu.cn/en/admissions/global/entry-requirements>

SCHOLARSHIPS

XJTLU offers a range of scholarships to talented applicants joining the full-time master programmes. Currently, there is no scholarship available for part-time programmes.

DEADLINE: 1 JUNE 2024.

01 FELLOW STUDENTS DISCOUNT

If you are a graduate of XJTLU, the University of Liverpool or Xi'an Jiaotong University, you will automatically receive a discount of 20 percent of the tuition fee. Please note that the fellow students discount could not be accumulated with the XJTLU entry scholarship.

02 MASTERS ENTRY SCHOLARSHIP

We offer a partial entry scholarship of 20, 30 or 50 percent of the total programme tuition fee for all full-time masters programmes based on academic merit.

03 XJTLU MASTERS 'BRI FRIENDSHIP' SCHOLARSHIPS

The XJTLU Masters 'BRI Friendship' scholarships are offered to international students from countries on China's Belt and Road Initiative, or international students who live in the Chinese mainland at the time of application in recognition of the contribution these students make to the international environment of XJTLU's campus.

Scholarships will be awarded up to the value of 30 percent of the total programme tuition fee.

04 GOVERNMENT TALENT SELECTION PROGRAMME FOR STUDENTS STUDYING THE MASTERS IN SUSTAINABLE CONSTRUCTION

The aim of this scholarship is to create the next generation of civil engineering professionals to support infrastructural development, especially through the Belt and Road Initiative. This government scholarship will waive the full tuition fee and provide a basic living allowance to support students during the 18-month programme, including free Chinese language classes.

05 HOW TO APPLY

Please indicate your interest in the online programme application process, download the **Masters Scholarship Application Form**, complete and submit the form along with your scholarship supporting documents.

For more details, please check:

<https://www.xjtlu.edu.cn/en/admissions/global/fees-and-scholarships>

Note:

All XJTLU masters scholarship applications will be reviewed regularly during the Masters Scholarship Panel Meeting in January, March, May and July. XJTLU masters scholarships are merit-based and highly competitive. You are encouraged to apply early for admission to XJTLU master's programmes to ensure the availability of scholarship opportunities. Late submissions will not be considered.

XJTLU

HOW TO APPLY

1. WEBSITE OF THE APPLICATION:

<https://jlu.radiusbycampusgmt.com/ssc/aform/GoBS8MC8kS3Ex67f3m8.ssc>

2. REQUIRED DOCUMENT:

- Transcripts, language certificates, degree certificates, proof of identity, two letters of recommendation in English, CV in English, scholarship application materials, personal statement in English, and other supporting materials.
- The detailed preparation requirements of each document are based on the application form on the official website.

3. ADMISSION ENQUIRY:

Email: EEH@xjtlu.edu.cn

Tel: +86 0512 8897 0570

CONTACT US

XJTLU Entrepreneur College (Taicang)

Website: www.xjtlu.edu.cn/zh/taicang

Telephone: +86 0512 8897 0570

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Suzhou City, Jiangsu Province

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