



Service des relations internationales
Université du Québec à Montréal

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Dear Mr. Lu,

On behalf of the Université du Québec à Montréal (UQAM), we are honoured to invite you to visit our university from March 31 to April 7, 2019.

Fuzhou University (FZU) and University of Quebec at Montreal (UQAM) agreed to cooperate in academic research, faculty and student exchanges, and joint degree programs. Therefore, we would like to put our specially tailored course "International Marketing (entrepreneurship)" as a joint program with FZU.

Canadian students under this program will first have the lectures held both by UQAM and FZU lecturers, and then they will go to China to do practical fieldwork, and research. In order to give students better understandings of Chinese entrepreneurship environment and fundamental theoretical background of Chinese economy and management, we would like to invite you as joint lecturer for this program.

You will visit Canada from March 31 to April 7, 2019, when, you will give lectures to program students and meet Canadian lecturers.

As we have agreed, all your expenses of your delegation in Canada will be covered by your organization.

We are looking forward to seeing you and welcoming you in Montreal,

Sylvain St-Amand
Director
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Université du Québec à Montréal

Encl.: Itinerary of Qizhou Lu's Visit in Montreal

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Itinerary of Qizhou Lu's Visit in Montreal

2019.03.31-2019.04.07

Date	Time	Activity
March 31		Arriving at Montreal
April 1	9:00-12:00	Lecture "Entrepreneurship in China by Qizhou Lu
	13:00-17:00	Lecture "Marketing strategy for Startups" by Sylvain St-Amand
April 2	9:00-12:00	Lecture "The International Marketing of Xiaomi" by Qizhou Lu
	13:00-17:00	Lecture "Startups at Montreal" by Sylvain St-Amand
April 3	9:00-12:00	Lecture "The International Marketing Practices under Different Cultural Background" by Qizhou Lu
	13:30-17:00	Lecture "how to enter a foreign market" by Sylvain St-Amand
April 4	9:00-12:00	Lecture "CASE STUDY: Startups in China: Success and Failures" by Qizhou Lu
	13:30-17:00	Lecture "international marketing strategy" by Sylvain St-Amand
April 5	9:00-12:00	Lecture "The Distribution Chanel of Startups" by Qizhou Lu
	13:30-17:00	Lecture "marketing in Digital World" by Sylvain St-Amand
April 6	9:30-11:00	Lecture "How to do market research in China and Preparation for the Studytrip in China" by Sylvain St-Amand and Qizhou Lu
	Afternoon	Leaving Montreal
April 7		Arriving at Beijing

