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# China-Europe International Music School

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Kungl. Musikhögskolan i Stockholm (KMH)  
Royal College of Music in Stockholm, Sweden  
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## Brief introduction to KMH

- Royal College of Music in Stockholm (KMH) is the worlds second oldest Music College founded in 1771, by King Gustaf III,
- is Sweden's only state-funded college of music not affiliated with a university,
- has an impressive alumni and a clear leadership position in the Swedish Music education landscape,
- Performs artistic education; classic music, jazz..., music teacher education as well as pioneering and boundary-spanning both artistic and scientific research.

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## Brief introduction to KMH (cont)

- KMH is specially tasked with providing study programmes in orchestra conducting, electro-acoustic composition and piano tuning,
- KMH has 800 students and a faculty of approx. 250, most of whom are also active as professional musicians,
- KMH is actively engaged in the development of both artistic and pedagogical research, and is involved in a number of pioneering development projects in Sweden and internationally.

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## Brief introduction to Swedish music activity

- Swedish music **education** has been successful in producing many high performing graduates across genres
- Swedish music **research** has been pioneering and boundary-spanning connecting to both health and learning
- Swedish music **innovation system** has generated by far the most successful hits and biggest music export per capita or GDP in the world

=> Swedish music has international respect and recognition

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# Music education and internationalization

- Music is a core in societies all over the world
- Music connects people
- Music is integrated in, and plays an important role in many different fields such as health, product branding, and service delivery
- In today's globalized society there is a need for an intensified internationalization of higher music education

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# Internationalization Challenges for Music Higher Education Institutions

- Small institutions with limited management and strategic development capacity
- Music education is based on combining student skills and specialities, one-to-one teacher-student sessions, is less scalable and clearly benefits from all actors being at the same place at the same time
- Limited tradition for the institutions to develop strategic international collaborations, projects, initiatives or efforts
- Limited tradition of taking on the lead in shaping ongoing transformations of the eco-system

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# KMH and internationalization efforts

- KMH has an aspiration to take an active role in shaping the global music education landscape  
*”being a small college but engaged in big things”*
- KMH has been a driving force in AEC (European association for Higher Music Education)
- KMH has 4 international master programs with European partners
- KMH has active engagement in many countries.
- KMH is excited about engaging in setting up China Europe International Music School

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# Mission of China Europe International Music School

*Create locally embedded and globally connected music education, research and innovation in China – that leverage the ongoing transformation of the global music eco-system and partnerships with a group of leading European Music Schools*



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# Why CEIMS?

(1) Global music eco-system under rapid transformation due to fast-growing groups of new music consumers, new technological opportunities, new distribution systems & business models as well as new patterns of interaction and co-creation – and China is a front-runner in this development

**=> a new and boundary-spanning initiative in China can provide unique opportunities to develop new engagement in, understanding of and responses to the ongoing transformation**

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## Why CEIMS?

- (2) Music college collaboration in education, research and innovation between Europe and China is very limited
- => a new integrated China Europe initiative can provide the necessary interface, incentives, support and critical mass activity to accelerate the development**

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## Ongoing transformations to leverage in CEIMS

- **New distribution systems:** Today half of the world population has a connected mobile phone and more than a third of global youth are active in different (global) social media platforms
- **New engagement from consumers:** New and fast growing groups of consumers prefers interactive co-creation of music experiences

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## Ongoing transformations to leverage in CEIMS (cont)

- **New business models:** Prime revenues today comes from other sources than traditional concerts and produced records
- **New actors, concepts and opportunities entering the music ecosystem:** New opportunities for and expectations on bundling and integration with other products, services and welfare delivery is growing fast

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## Possible CEIMS activity portfolio

- Boundary-spanning degree programs **exploring and innovating** pedagogic models engaging both Chinese and European faculty and teachers
- Pioneering research activities **capturing and shaping** the transformation of the global Music eco-system and the early breakthroughs in China
- China-Europe *music innovation laboratory* and *music business accelerator* **actively engaging** together with key actors in the ongoing transformation of the global music eco-system

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# Ongoing CEIMS activities

- CEIMS Feasibility Study
  - Developing the *Arty Business* KMH concept for music business education
  - Piloting collaborative education, research and development activities
  - Ensuring key-stakeholder support and engagement
  - Exploring sustainable sources and models for funding
- => Revisiting KMH Internationalization Strategy**

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## Expected results by Dec 2013

- A feasibility study to guide KMH board
- A secured excitement from KMH faculty and staff
- A secured excitement from European music college collaborators
- A secured excitement from Chinese collaborators and stakeholders
- An elaborated plan for how to attract necessary funding
- Real update of KMH internationalization strategy

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Thank you for your attention!

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