How can the University of York’s international students support your business this year?

York Cocoa House, a small independent business in York city centre, set up in November 2011 by a University of York’s own alumna, Sophie Jewett, engaged two student interns over the 2015 summer vacation to support development work within her café and workshop. One intern, Calvin Luk, brought a unique insight into the Chinese market to his project. You can find out more about the Cocoa House here: www.yorkcocoahouse.co.uk

Calvin Luk, a final year Archaeology student, conducted research into potential global markets that the Cocoa House could consider expansion in to. Calvin used his language skills to focus his research on Chinese visitors to, and international students based in, York as he explored emerging tourism markets in line with the city of York’s own tourism strategy and future trends.

Calvin’s cultural knowledge of Asian markets was crucial to the success of his research, and Sophie has been impressed by the insight gained from hiring an international student intern:

“We are delighted to be working with the University of York to offer an internship role to international students. Calvin came to us as an enthusiastic intern who has been passionate in sharing his knowledge and perspective with us to support and grow our business. This additional knowledge, understanding and motivation has enabled Calvin to make a real impact very quickly and allowed us to further understand the greater potential opportunities for our future plans.” Sophie Jewett.

This internship was supported by a generous gift by Santander. To find how Santander Universities and the University of York Internship Bureau could help your business, click here.