

**For the Research and Enterprise Committee**  
**11<sup>th</sup> May 2016**

**From: Prof Andrew Jones PVC for Research and Enterprise; Alex Elkins Entrepreneurship Education Manager**

**Subject: Defining a relationship between the the Hangout London and the Hangout Malaysia**

**The purpose of this paper is to provide information pertaining to the historic development of the Hangout Malaysia and its relationship with City University London.**

**OVERVIEW:**

The Hangout London is the University's small business incubation space, providing access to hot-desking, meeting rooms and event space for student and graduate entrepreneurs. It is a pivotal aspect of City's commitment to student employability and entrepreneurship.

[The Hangout Malaysia](#), established by Professor Adrian Cheok and funded by Khazanah (the strategic investment fund of the Government of Malaysia) is a constituent part of the [Imagineering Institute](#) based in Iskandar, Malaysia. The Imagineering institute, a specialist research hub tasked with 'Inventing the Future of the Internet' has multiple partners including Osaka University Japan, Universiti Teknologi Malaysia (UTM) and Multimedia University (MMU).

The Hangout Malaysia acts as the Imagineering Institute's business accelerator providing access for start-up businesses to specialist equipment and expertise.

In May 2014, negotiations took place between City University London and Khazanah to establish a formal partnership agreement between the Imagineering Institute and City University London. No formal agreement was reached and the partnership proposal was abandoned.

Prof. Adrian Cheok was granted 5 years unpaid leave by Prof Roger Crouch and subsequent approval to use 'The Hangout' logo (as long as it is used in conjunction with the City University Brand) by City's Corporate Marketing team to market the Hangout Malaysia. No formal arrangement has been agreed between City and The Hangout Malaysia which underlines the relationship between the two institutes.

The Imagineering Institute and Hangout Malaysia are now in operation and will officially launch in August 2016. The Hangout Malaysia is now keen to establish a mutually beneficial partnership with City University London and The Hangout London. Alex Elkins (Enterprise Education Manager) is leading the development of a partnership agreement between the two institutions.

## **1. The Hangout Malaysia and The Hangout London**

The relationship between the Hangout London and the Hangout Malaysia has not been formalised to date.

The initial proposal (drawn up in May 2014 and then revised in early 2015) outlines that The Hangout Malaysia would provide and fund a range of collaborative ventures including:

- Student and staff trade missions between London and Malaysia
- Start-up exchange programmes
- Joint research collaboration
- Joint promotional and educational events – global hackathons
- Joint educational programmes focussing on technology and entrepreneurship

However due to a break down in contract negotiations concerning Prof. Adrian Cheok's teaching commitments at City, the partnership agreement was not completed and it was assumed that the development of the Hangout Malaysia was apprehended.

Prof. Adrian Cheok recently contacted the VC with an invitation to officially open the Hangout Malaysia in May 2016 which has prompted the action to investigate and establish how the partnership will function.

## **2. Next steps**

The intention is now to establish a formal collaboration agreement outlining the activities and relationship structure between the partners. This process will be led by Alex Elkins (Enterprise Education Manager) in conjunction with the Hangout Malaysia Manager and Director of the Imagineering institute, Prof. Adrian Cheok.

**It is expected that a formal agreement will be in place prior to December 2016 to coincide with the official launch of the Hangout Malaysia.**