



# interface

Expert insights into Asia, Africa and the Middle East

consultancy

research

briefings

seminars

# interface

*SOAS is renowned as a global academic base. Our research deepens and sharpens scholarly debates, shapes the policies of governments and other institutions and informs the general public; each audience values the specialist knowledge that is the SOAS hallmark.*

Professor Paul Webley,  
Director and Principal of SOAS

**The School of Oriental and African Studies (SOAS)** is a college of the University of London and the only Higher Education Institution in the UK focusing exclusively on the study of Asia, Africa and the Near and Middle East. Founded in 1916, SOAS is a leading centre of excellence for research and teaching and uniquely placed to encourage and inform insight into these regions. The School has an unrivalled reputation for academic excellence, which is supported by consistently high scores in the Research Assessment Exercise and excellent rankings in the university league tables.

**Interface** is the business relations unit of SOAS, dedicated to linking governments, business, NGOs and the media with the academic expertise within the School.

Our services are wide-ranging, reflecting the broad base of expertise within SOAS and the diverse needs of our clients. We help individuals and organisations to deepen their understanding of Asia, Africa and the Middle East, enabling them to tap into specialist knowledge in key disciplines such as politics, economics, development, law, history, languages and culture. Our clients often need tailored solutions, which are delivered at SOAS or off-site following a detailed needs analysis process. Our services include:

- Regional insights for policy makers
- Analysis of current events for the media and government
- Briefings for diplomats and other international personnel
- Advice to business on regional issues
- Cultural briefings and language training for employees relocating overseas

## Our services

### Consultancy and Research

SOAS is committed to knowledge transfer and the provision of expert advice to clients from the public and private sectors. Interface helps to make available the School's unique resources on Asia, Africa and the Middle East through consultancy and research projects covering a wide range of disciplines and sectors.

#### Typical contributions by SOAS academics include:

- advice on aid and development for civil servants, foreign ministries and NGOs
- policy-relevant research for agencies such as the UN and the World Bank
- advice on law, human rights and peace-building for government and legal entities
- assessing marketing media for cultural sensitivity

### Media Analysis

SOAS is increasingly called upon to interpret and analyse events unfolding around the world, and to help clients understand the non-Western media operating in Asia, Africa and the Middle East.

Media monitoring services provide timely, expert analysis of how global events are being reported at the local level.

# Our services

**The role of Interface is to identify the most suitable expertise for a particular project and to ensure that each client's needs are fully researched and met.**

## **Briefings**

Government departments, corporate bodies and NGOs regularly request SOAS briefings to address specific issues and developments. The role of Interface is to identify the most suitable expertise for a particular project and to ensure that each client's needs are fully researched and met. Often the expertise is drawn from SOAS academic departments, but we can also call on an extensive network of external associates where appropriate.

For details of academics who are available for briefings and consultancy work visit [www.soas.ac.uk/registerofexpertise](http://www.soas.ac.uk/registerofexpertise)

European governments have been using SOAS briefing services to inform and prepare their senior diplomatic staff for many years. Programmes typically provide key updates on the current political, economic and development issues of the target country and surrounding region, as well as essential historical, legal and cultural background.

## **Short Courses & Seminars**

Interface runs bespoke short courses and seminars for groups and individuals who need to improve their understanding of particular overseas markets and operate more effectively in an international setting. These seminars provide authoritative updates on the political and economic background of a country or region. The seminars impart practical advice on how to overcome cultural barriers and deal effectively with clients, suppliers and colleagues from the areas concerned.

## **Language training at SOAS**

Over 50 African and Asian languages are taught at the SOAS Language Centre. The Language Centre caters for the needs of individuals and groups from the private and public sectors. Individually tailored courses and in-company instruction can be arranged by Interface in conjunction with briefing services. Languages are usually taught to groups of up to 12 people.

Both scheduled language programmes and bespoke sessions for "survival language skills" are taught by experienced native speakers. Classes include everyday conversation, effective presentation skills and specific scenarios such as navigating business meetings.

The European Commission-sponsored Executive Training Programme ([www.etp.org](http://www.etp.org)) includes a module at SOAS involving intensive language training in Japanese and Korean. The programme designed for business executives from all over Europe provides participants with an opportunity to study business and language both in Europe and Asia and includes an internship in the target country.

For clients whose mother tongue is not English, Interface can arrange tailored English language programmes to develop skills needed for work or study.

## **SOAS Library**

The SOAS Library is an invaluable resource with more than one million volumes and manuscripts available to students and external members. The library houses one of the world's most important academic collections on Africa, Asia and the Middle East. Library membership provides access to materials for reference and borrowing, as well as assistance from specialist librarians.

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# Our clients

## Clients who have benefited from SOAS expertise include:

3i plc	Fujisericol
Accenture	Games Workshop
Ansbacher	General Medical Council
Asian Development Bank	Home Office
B&Q	HLSP Consulting
BBC	Inmarsat Ltd
BP	John Swire and Sons
Bar Council	Law Society of England and Wales
British Airways (PR section)	Marks & Spencer Financial Services
British Olympic Association	Mason Law Firm
British Traders and Shippers	Ministry of Defence
Chartered Institute of Management Accountants	Mitsubishi
Church of Sweden	Mitsui
Crown Agents	Motorola
De Beers Diamond Trading Company	Nomura International
Deloitte	Philips Research Laboratories
Denso Sales	Sapura
Department for International Development	Shell
Department of Foreign Affairs, Dublin	Singapore Ministry of Foreign Affairs
Department of Trade and Industry	Standard Life
Dubai International Finance Centre Court	Swedish Ministry of Foreign Affairs
Eisai	Swire & Sons
Embassy of Kuwait	UK Trade and Invest
Food from Britain	VSO
Foreign & Commonwealth Office	Warner Brothers

# Location

SOAS is conveniently located between the City, London's financial hub, and the cultural and commercial centre of the West End. SOAS is situated in the heart of a vibrant multi-cultural community and is close to both the British Museum and the British Library.

The Russell Square campus also houses the Brunei Gallery and the SOAS Library, invaluable sources of information and meeting points for anyone interested in Africa, Asia and the Middle East. The SOAS webpage ([www.soas.ac.uk](http://www.soas.ac.uk)) gives details of the diverse cultural and academic activities taking place each week at SOAS campuses.

For further information about **SOAS Interface**, or to discuss specific needs, call **SOAS Interface** on +44 (0)20 7898 4837 or email [interface@soas.ac.uk](mailto:interface@soas.ac.uk)

## Interface

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