



Programme Pathway

Food Business with Chinese Studies DN250



BAgrSc Honours



Student View

Luke Greene



I am currently a final-year student studying Food Business with Chinese Studies at UCD. I chose this course as I have a keen interest in the Irish food industry and Chinese language and culture. As arguably the biggest economy in the world, China is a major opportunity market for Irish food and drink products. The skills acquired on this course are highly sought after by future employers.

The Confucius Institute at UCD is a state-of-the-art facility for learning Chinese in Ireland. The class sizes are small and personal, creating a great environment to learn. The food business aspect of the course is delivered by the renowned UCD School of Agriculture and Food Science.

I am currently concluding my exchange year which is undoubtedly the highlight of the course. Two semesters abroad offers you the perfect opportunity to not only improve your language skills, but to live in the culture and gain a really strong understanding of it.

Staff View

Dr. Chenguang Li | Lecturer in Food Economics and Marketing and Deputy Provost, Guangzhou-Dublin International College of Life Sciences and Technology (GDIC), China



China is Ireland's fourth largest agri-food export market, and second largest market for dairy and pork. In 2022, the Irish food & drink exports to China exceed €680 million. With rapid economic growth, continuous urbanization and fast increasing middle-class population, China's demands for high quality imported food and ingredients will continue to expand. Given the strategic importance China has to the Irish food and drink industry, it is crucial that we

have quality programmes in the Irish higher education system to equip talented young people with global outlooks, food economics and business skill, language ability and a good understanding of Chinese culture and the market. The UCD Food Business with Chinese programme is designed to deliver future leaders of the Irish food and drink industry to navigate successfully in this market.