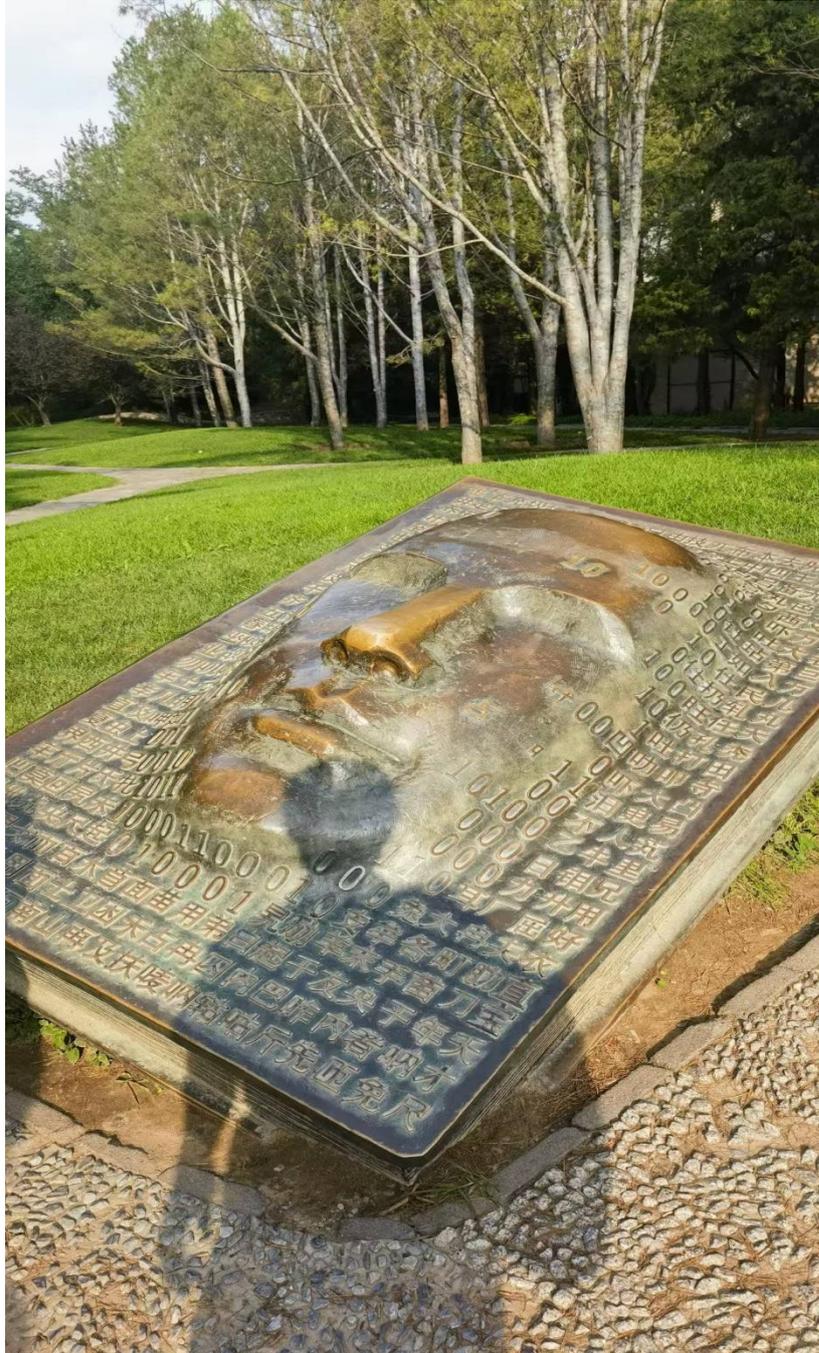




31<sup>st</sup> July 2024  
Editor in chief: Daniel Zheng  
Editor: Jessica XU, Liz Zhou



Facebook in Tsinghua University campus

## Inside HOPE

- *All-Round Support for Students' Career Development*
- *HOPE International Education Organised Multiple Summer Camps with Diversified Client Needs*
- *HOPE Parents Panorama Journal and HOPE Alumni Association*
- *Photo News of July*

## Highlights from local media

- *World Forum highlights cultural education*
- *Colleges ease rules for switching majors*
- *Chen Jie attends closing ceremony of U.S.-China Young Leaders Dialogue*
- *City making payments more convenient for foreign visitors*
- *Adelaide to open the doors of its newest major university*

## Inside HOPE

# All-Round Support for Students' Career Development

Following the workplace experience seminar in Mercer in June, Hope International Education invited Russell Brown, founder of EdsetGo International, a specialized career guidance company, to give HOPE students online and offline career-related training early this month.

These were examples of HOPE's campaign to support students career development as its after-sale services. Other events Hope has been organizing includes local company visit, HR directors presentation , dialogues with overseas returned students, and presentation by directors of UK universities' career office. Enhancing career skills to find a satisfying job quickly is one of the main concerns of Chinese students today. That's why HOPE is developing more partners from multiple sources to train students with those skills.



### **Russell Brown provided career guidance to students in HOPE Shanghai Office**

On the evening of 18th July, Alex Wen, General Manager of HOPE Shanghai, together with Russell held a practical online presentation. More than 20 students joined this meeting. Alex shared a lot of data to show the preferences of today's international students, job-seeking industries, and the advantages of overseas graduates, while Russel focused on career essentials for today's international students. For those who could not take online presentation on that day, another in-depth and interactive offline meeting with Russell was arranged on 27th July. Participating students expressed that they had gained a lot and had a clearer direction for their future job search.

It's clear from these experiences that students pay a lot of attention to the career development. Therefore, HOPE suggested that overseas institutions could highlight this aspect of the school's services in the marketing promotion, for example, inviting successful alumni, academic teachers and career office teachers

to share job perspectives for graduates, guidance on job searching and career services available on campus either online or face to face with the students. Chinese students are quite interested in these and it is one of the points they consider in choosing an overseas institution.

# HOPE International Education organised multiple summer camps with diversified client needs

## I. Sister School Programmes



HOPE organised multiple summer camps for schools around China

This year, HOPE International Education has made remarkable progress in promoting sister school exchange programs for summer camps. During the summer, we successfully organised two student summer camps to the UK schools and another two to Singapore schools, with over 150 teachers and students immersing into local academic and cultural essences. These student groups not only fostered transnational friendships among sister school faculty and students but also established a solid foundation for cultural exchange and educational knowledge sharing. Notably, as the covid-19 situation gradually improves, Chinese schools have placed emphasis on overseas exchanges, reigniting collaborations among sister school programmes. Numerous international schools and domestic schools in China have expressed their desire to build sister school programmes with schools in the UK, US, Singapore and EU by utilizing HOPE’s platform and resources to broaden the horizons of their teachers and students.

**II. Popular summer camp programmes for individual students**

In terms of summer camp programs for individual students, HOPE International Education has gathered widespread favour from students and parents This year, the Oxford summer camp in Lincarce College maintained its high popularity due to its profound academic foundation and unique cultural charm, becoming the top choice for many students. UCL summer school, by enabling students to personally experience the academic atmosphere and career planning guidance of a world-class university, helped students clarify their future directions. It was equally admired by parents and students. Furthermore, the UK Boarding School Camp attracted a large number of students who are eager to adapt to overseas learning and living. The summer schools at the National University of Singapore, NTU, and the HKU, with their top academic resources, cutting-edge research skills, and diverse cultural experiences, emerged as ideal choices for many students.



**Students having good time during Oxford summer school**

### **III. Looking Ahead: what shall schools do next?**

To further promote the deep integration of domestic and international educational resources and facilitate extensive connections between schools, HOPE International Education is scheduled to hold HOPE school events in Shanghai from October 18th to 19th. This exhibition aims to establish a comprehensive platform integrating information display, exchange and future cooperation, inviting famous middle schools from both China and abroad to participate. Currently, exhibition registration is in full swing, and we eagerly hope that there will be more participation of overseas schools to explore new opportunities and cooperation models.

During HOPE school events, you will have the opportunity to engage in face-to-face exchanges, show your advantageous programmes and attract the attention of potential partners and students. Please do not hesitate to contact HOPE by emailing to [event@hope-studyabroad.com](mailto:event@hope-studyabroad.com).

## **HOPE Parents Panorama Journal and HOPE Alumni Association**

Over the past 24 years of its establishment, HOPE International Education has amassed a vast number of students and parents for overseas study and camps. In order to maintain relationships with these clients and to better cater to their ever-increasing needs, HOPE International Education has established the HOPE parents panorama journal and HOPE Alumni circle, organizing regular activities.

### **HOPE Alumni Association**

HOPE Alumni Association is a community formed by HOPE International Education, gathering nearly all students who have applied for overseas studies in recent years from HOPE. It serves as a warm haven for young individuals filled with aspirations for the future. It is also an energetic stage that fosters knowledge sharing, sparks innovative thinking, and bolsters individual growth.



## HOPE Alumni Association activities in 2023-2024

### HOPE Parents Panorama Journal

HOPE parents panorama journal aims to establish a comprehensive platform that integrates the showcase of parents' and students' achievements, latest information and sharing of HOPE's recent updates. Tailored to the actual needs of parents and students, this platform plans and publishes a series of high-quality materials, encompassing displays of parents' and students' accomplishments, studying abroad information and the latest news of HOPE offices in Shanghai, Hangzhou, Nanjing and London.

#### I. Parents' and Students' Achievements

HOPE parents panorama journal showcases the accomplishments of both parents and students. Through featured articles, graphic narratives, and heartwarming interviews, HOPE comprehensively document parents' dedication and harvest in their journey of application for schools and universities in a multi-dimensional way. It also shows students' growth and achievements in academics, interests, and social practices. These contents provide a platform for parents and students.



## **Interviews for HOPE Parents Panorama Journal**

### **II. Latest Study Abroad Information**

As international exchanges become increasingly frequent, studying abroad has emerged as a pivotal topic for many families. Keeping pace with the times, HOPE parents panorama journal compiles authoritative information from the study abroad sector, including changes in foreign school and university policies, brief introductions to foreign education systems, strategies for applying for prestigious universities, and overseas trends. We are committed to providing users with the latest and most comprehensive international information, assisting parents and students in better understanding the dynamics of the study abroad market and offering robust support for future planning of overseas studies and careers.

### **III. Sharing of HOPE's recent Updates**

HOPE parents panorama journal shares the recent news of HOPE office, such as visits to enterprises such as PWC and Mercer. We want to ignite more people's interest in and attention to HOPE, thereby nurturing relationships with both new and existing clients.

### **IV. HOPE parents activities**

Activities are all tailored and designed carefully by HOPE team. These activities aim to enhance emotional communication between parents and students through educational and entertaining means. Some parents brought their children to attend the activity, which can broaden children's horizons and allow parents to enjoy a warm and fulfilling parent-child moment. Last year's events featured activities such as boating on Dianshan Lake, Mother's Day online connections between parents and students, and lectures on students' future career planning. The activities are to express HOPE's gratitude to its long-time clients in this manner and help them forge stronger bonds with their overseas children.



**Dianshan Lake Boating**



**Thanks-giving day online dialogue with students overseas**



**Jingdezhen Mother's day activity**

# INSIDE HOPE --- Photo news of

## July

Judith Zhu, HOPE's chief counsellor, meeting with Jo Phillips, Director of Marketing and Admission, Giggleswick School UK at HOPE Shanghai Office on 23rd July. Judith briefed the visiting guest the trend of school market in China after the pandemic and offered some suggestions on how UK boarding schools shall set up new strategies for the competitive China market.



On July 10th, Alex Wen, the General Manager of HOPE International Education Shanghai office, was invited to attend a discussion session by Mercer. She gave a presentation on the theme of international education market and employment needs for overseas returnees. She also shared relevant statistics from LinkedIn and other professional platforms about the 2023 Chinese Overseas Students' return to China for Job Search Survey.



HOPE links schools in China with overseas schools for recruitment and exchange purpose. This has been one of the strategies HOPE suggests for overseas school to enter China market. This summer, two groups of students and teachers visited UK and two others visited Singapore under sister-school links organized by HOPE.



Daniel Zheng, Director of HOPE and Sherry Zhang, Deputy Director of Marketing were invited by Industrial Bank to give presentations and counselling to Bank's VIP client on international education and study abroad planning in Yantai and Jinan, Shandong Province on 20th and 21st July respectively. HOPE has been working with Industrial Bank for 4 years to provide counselling service for the Bank's clients in 30 cities across China.



# News from local media

## World Forum highlights cultural education

chinadaily.com.cn | Updated: 2024-07-19 10:56

<https://www.chinadaily.com.cn/a/202407/19/WS6699d5d4a31095c51c50eec9.html>

The EdHeroes World Forum on Cultural Heritage in Education took place online from July 11 to 12, featuring a 24-hour live broadcast that delivered a global feast of thought and culture.

Under the theme of "Cultural Heritage in Education", the forum attracted participation from educational experts, scholars, policymakers and educators world-wide. They shared insights on the integration of culture and education.

At the "Continuous Cultural Education Practices" sub-forum, practical cases of traditional Chinese culture in various disciplines were showcased, highlighting China's cultural inheritance and innovation efforts.

Discussions at the forum also touched on topics including how ancient philosophical wisdom can inspire solutions to governance issues in artificial intelligence. These cases not only reflected the current depth of education but also indicated future teaching trends.

Through group discussions, dialogues, workshops and interactive sessions, participants engaged in profound exchanges, while cultural displays provided the charms of diverse cultures.

The forum served as a platform for promoting cultural exchanges and fostering understanding between different cultures globally. It underscored the importance of promoting cultural education in the context of technological advancement and educational innovation.

## Colleges ease rules for switching majors

By Zhao Yimeng | China Daily | Updated: 2024-07-18 06:43

<https://www.chinadaily.com.cn/a/202407/18/WS6698491fa31095c51c50e991.html>

Several higher education institutions in China have announced that their students will be allowed to change majors without preconditions starting with the upcoming autumn semester, a move that they said is aimed at exploring the students' interests and respecting their secondary choice after enrollment.

Shanghai Jiao Tong University said its students could apply for the switch during their freshman, sophomore and junior years, and transfers between the main campus in the city's Minhang district and the medical school in Huangpu district will also be allowed.

The "zero threshold", or no restriction, for switching majors lays greater emphasis on students' comprehensive abilities and personal development, the university said at a news conference held recently to introduce its undergraduate admissions policy.

Unlike previous rules that required certain exam scores or GPA rankings for switching majors, the new policy sets no preconditions. Applicants and relevant departments will engage in a two-way selection process, the university said.

Fudan University and Tongji University, which are also in Shanghai, are among other higher education institutions that have relaxed rules and expanded the scope of switching majors as much as possible, such as transferring from medical disciplines to nonmedical ones.

Chen Zhiwen, a member of the Chinese Society of Educational Development Strategy, said the new policy is more scientific, and should be supported to address growing concerns among students and their parents regarding career prospects.

Chen said that many students are forced to change majors because they realize after enrollment that they may find the selected subject more challenging than expected.

"Those who switch from science and engineering disciplines to humanities and social sciences, for instance, often make the transfer because they believe they lack the necessary academic skills to complete their original program," he said.

Conventionally, most universities allow students to switch majors only if they perform well in their first year. "Allowing students to switch majors even if they have failed a course is groundbreaking," Chen said.

However, students are encouraged not to take advantage of the "zero-threshold" policy and blindly chase popular majors such as computer sciences and artificial intelligence.

Xiong Bingqi, director of the 21st Century Education Research Institute, said that measures need to be taken to address the sudden influx of students into some popular disciplines that offer lucrative career prospects.

Some students and their parents might misunderstand the objective of the new policy and focus on popular subjects without deeper understanding, he said.

"It is important to note that the 'zero threshold' for switching majors is just for the application process. The success of changing a major depends on each individual's transfer assessment," Xiong said, noting that institutions will continue to admit the top performers based on the seat quota allotted to each major.

"While no barrier has been set for applying for a transfer, there are requirements and limits for acceptance," he said.

Therefore, it is crucial for students to analyze whether they can perform well in their chosen major when filling out applications, he added.

# Chen Jie attends closing ceremony of U.S.-China Young Leaders Dialogue

Source: [www.moe.gov.cn](http://www.moe.gov.cn) July 21, 2024

[http://en.moe.gov.cn/news/press\\_releases/202407/t20240721\\_1142169.html](http://en.moe.gov.cn/news/press_releases/202407/t20240721_1142169.html)

Vice Minister of Education Chen Jie attended the closing ceremony of the Zhi-Xing China: U.S.-China Young Leaders Dialogue jointly held by the China Education Association for International Exchange and Peking University on July 18. He also delivered a speech.

During his talk, Chen recalled President Xi Jinping's announcement during his visit to the United States last year that China would invite 50,000 American young people to visit China on exchange and study programs over the next five years. Chen pledged that China would continue to implement this initiative to expand communication between young people in the two countries and allow every foreign student visiting China to have a true, multidimensional, and panoramic view of the country. He said that friendship between young people in China and the U.S. could serve as a good foundation for mutual trust and cooperation between the two countries. He expressed hope that young people from both countries would establish and maintain long-term, solid friendship, thus contributing to the development of the two countries and even that of the world as a whole.

The dialogue attracted over 200 young people from 50 Chinese and American universities, such as Peking University, Harvard University, Yale University, and Princeton University. They gathered at Peking University to discuss a variety of issues including youth exchange, climate change, and technological innovation. The ceremony also witnessed the release of the China-U.S. Young People's Peking University Initiative.

# City making payments more convenient for foreign visitors

By Shen Mengdan | 00:00 UTC+8 July 12, 2024

<https://archive.shine.cn/news/City-making-payments-more-convenient-for-foreign-visitors/shdaily.shtml>

Shanghai completed more than 22 million transactions for foreign tourists in the first half of 2024, representing an astonishing seven-time increase, according to the Shanghai headquarters of the People's Bank of China on Wednesday. These transactions totalled 7.8 billion yuan (US\$1 billion), also 1.2 times higher than a year before.

“Shanghai has achieved remarkable results in improving payment services for tourists, with the rollout of several measures, including the facilitation of withdrawing cash, increasing the supply of change notes, and the binding of foreign cards to the Alipay app,” the PBOC said at a press conference to summarize the progress and efforts on easier payment for visitors to China.

A series of measures have been introduced for two groups — the elderly and foreign tourists — since the Shanghai government officially issued an action plan in April. China is far ahead of the world in terms of mobile payment penetration, and Shanghai, as the country's financial center, attracts a large number of foreign tourists and expatriates.

So that these groups have a better experience in China, the PBOC has launched several effective measures, including organizing Alipay to allow foreign bank card binding so they can use a local e-wallet to make mobile payments in Shanghai.

Also, the State Administration of Foreign Exchange approved the launch of a pilot program for licensed institutions to handle foreign currency exchanges in the hotel industry and added the function of withdrawing small sums of cash from ATMs in key areas.

A total of 630,000 change kits were also issued by various banks to small businesses to further optimize the domestic circulation of cash. Numerous small merchants in Yuyuan Garden said that now they don't have to worry about payment difficulties when foreign visitors want to buy something. “Foreigners can also pay directly with the e-wallets they are accustomed to using in their hometowns, and they also find it very convenient,” said one merchant.

Three integrated service centers were built at Pudong International Airport and Hongqiao International Airport to address the needs of tourists arriving in Shanghai as the first point of entry into mainland China. English language videos of payment service guides for foreigners were also released on both domestic and international social media networks. The video guide is also available in important port hubs, shopping districts, tourist attractions, and other venues.

# Adelaide to open the doors of its newest major university

chinadaily.com.cn | Updated: 2024-07-18 10:00

<https://www.chinadaily.com.cn/a/202407/18/WS66987720a31095c51c50eb1f.html>



The year 2026 promises to be a once-in-a-generation moment when Adelaide University opens its doors to students. [Photo provided to chinadaily.com.cn]

On the southern coast of Australia, there's a picturesque city called Adelaide. The capital of South Australia has an unmistakable energy, is consistently ranked as one of the world's most livable cities (No 11 in the 2024 Economist Intelligence Unit's Global Liveability Index) and has Australia's fastest-growing economy.

It was also recently placed among the world's top 100 cities for startup ecosystems by US company Startup Genome, with Adelaide also recognized for its growth in renewable energy, health, agriculture and space, as well as being home to a number of global tech giants. Adelaide clearly has its eyes on the future. But something else happening in Adelaide is adding to the vibrancy of the city. Something new has launched.

## **A new university for the future**

In 2026, Australia's newest major university will open its doors to offer an education that is innovative and transformative to propel the next generation of learners. Adelaide University has officially launched to the world.

Adelaide University co-Vice Chancellors, Professor Peter Høj AC and Professor David Lloyd, say the new university builds on centuries of combined experience delivering teaching and research excellence through its founding institutions, the University of Adelaide, and the University of South Australia." This

contemporary for-purpose university will produce graduates who are sought-after by employers, equipped with the skills, behaviors and attributes to excel in the workplaces of today and tomorrow," they say.

It's an ambitious project and one that promises to deliver, based on Adelaide University's strong vision for its future, key government support, community pride and much hard work behind the scenes to bring two large institutions together. Adelaide University aims to be ranked as the best university in Australia for student employment and among Australia's top five for student experience.

With trust, inclusivity, ambition, respect, and discovery as its core values, Adelaide University is designed to offer students Australia's most accessible, contemporary, and future-focused teaching and learning experience.

### **Inspiring students**

While teaching at the new university will not begin until January 2026, Adelaide University is accepting inquiries and international student applications from July 15, 2024, allowing international students' time to prepare for their overseas studies.

The university plans to empower its students — from their first day on campus, to fostering a vibrant student community and embedding graduate qualities into each degree to ensure students are employable and prepared for successful careers.

The new university has been designed to help students be the best they can be by unlocking their potential and discovering their purpose. The student experience includes individual flexibility to ensure each students' unique needs are met as well as placing them at the center of their learning with the support to succeed on their own terms. There will also be a strong focus on place, culture, and community, to help students develop a global outlook.



Adelaide University is poised to become a home for outstanding educators, researchers, thinkers, innovators, and entrepreneurs. [Photo provided to chinadaily.com.cn]

### **Strong industry connections**

A vital part of the student experience is access to industry learning and connections. Aligning students to current industry practices gives them the opportunity to receive an education that is fit for the real world. It's another way the new Adelaide University will ensure its graduates are successful in the workplace.

Combining the University of South Australia and the University of Adelaide means that the rich partnerships established by both institutions at a local, national, and global level will be amplified.

Adelaide University is aiming for all students to engage with industry through placements, internships, or entrepreneurial experiences. It is working with more than 200 industry partners and employers to design an informed curriculum to ensure graduates are successful in the workplace.

### **Quality education with a contemporary curriculum**

Studying overseas is a big step for international students and their families, so finding a degree that offers a quality education is important. Adelaide University's curriculum is unique, with modular and stackable learning, an adaptable academic calendar and digitally rich and integrated learning.

Degrees include universal core courses, which allow students to expand their education across different disciplines, helping them maximize their professional skills and employability. This model of learning has been designed to support student access, participation and success as lifelong learners and high achievers.

### **Supporting innovative research**

The vision is clear — Adelaide University aims to create lasting careers and opportunities for contemporary learners and global citizens. It is also committed to supporting innovative research that will help shape society and create a better future for all. The university is dedicated to using its resources to discover solutions for global challenges. It's an opportunity to lead research and support the community through education. Adelaide University will also teach its research, meaning students will have access to the latest insights and findings.

### **Making the most of life on campus**

Adelaide University's commitment to a positive student experience expands to the social and cultural life of its students. Combining the two institutions means the number of student clubs and facilities will be increased overall, with a vibrant social calendar to facilitate genuine student engagement. After all, university days are meant for meeting new people, exploring new places, and discovery, to create a rich and fulfilling experience.

### **Experience the wonder of Adelaide**

Adelaide University is eager to make students feel welcome, a theme shared across the city of Adelaide. A celebration of diversity and inclusion, with a strong sense of community, Adelaide's large multicultural population is accepting of different religious beliefs and for many students, it's the perfect home away from home.

Adelaide is an energetic capital city well-known for its festivals, cultural life, and sporting events. It also boasts a great mix of shopping, beaches, cafe culture and affordability. It's no surprise Adelaide was ranked 28 in the world in the QS Best Student Cities 2025 ranking. "Adelaide is a university city. Students come here from all over the world, attracted to its vibrant cosmopolitan lifestyle and fantastic beaches, welcoming multicultural community, close proximity to regional highlights and its affordability compared to the nation's eastern states," professors Lloyd and Høj said.

There's a real buzz to Adelaide — as a location and as a new major university. Adelaide University is set to become a place for outstanding educators, researchers, thinkers, innovators and entrepreneurs and Adelaide offers the perfect backdrop to educate future leaders. 2026 in Adelaide promises to be a "once-in-a-generation" moment as something truly distinctive begins — a new, future-focused university.