



科博国际教育
HOPE International Education
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Sunset at Windermere, Lake District, England, photoed by Daniel Zheng

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Inside HOPE

How VAT on school tuition may affect the China recruitment market?

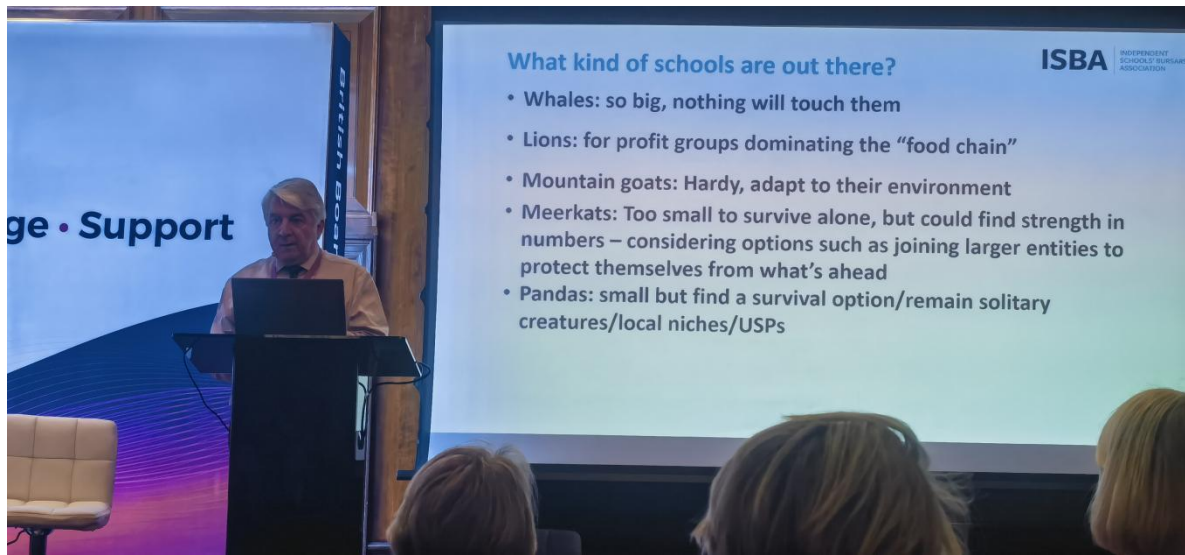
The UK government confirmed on 30 October, that independent school fees will be taxed from 1 January 2025 at a rate of 20%. Despite lobbying by the sector, and extensive evidence to show the significant damage of this policy, it is being implemented as originally proposed. Schools will soon face serious challenge on recruitment market both at home and abroad as well as additional financial pressure.

The above issue has been the main topic and concern of the UK schools during the recent BBSW (British Boarding School Workshop) held in London between 7-9 November. Daniel Zheng, Managing Director of HOPE attended the event and discussed this issue with many schools on how this policy may affect China market and how UK schools can make any effort to minimize the impact.



Daniel with Suzanne, Director of BBSN at the Workshop

According to Daniel, although some UK schools is planning to absorb a percentage of the fee increase, an average of 10-15% of the increase is inevitable, and this will cause a long term negative impact on China market particularly under the current economic situation. After the pandemic, the international education market has been recovering quite slowly in China, given various reasons: safety, international relations, immigration policy, diversified destination countries, in-country options etc..The substantial fee increase will obviously add another big barrier to families who are planning to send their kids to the UK. The result is foreseeable in the coming 1-2 years.



John Murphie, Chief Operating Officer at the Independent Schools' Bursars Association (ISBA) presenting an update on the details of the VAT policy at BBSW

How the negative impact of this VAT policy can be minimized on China market? How UK schools can still make themselves competitive in this already-very-competitive market? Daniel suggested the following advice:

Firstly, UK schools need to plan both short and long term strategy to recruit in China. For short term, it is important to visit the market regularly (twice a year) to attend some promotion events/SMALL fairs and provide training for key agents and their counsellors;

Secondly, it is important to set up school's own summer/winter camp or short immersion programme if you have not one at moment. These 'taste' programme can encourage students to come to experience the campus and culture of the school so that they can make the decision from dozens of choices they may have.

Thirdly, it is equally important to work with a few schools in China. By establishing school link, you can promote your summer programme, term time short stay programme (1wk to 4wks) and then convert some students for your long term programme. Working with Chinese schools can be an endorsement to your profile in China.

Fourthly, constantly improve your services and pastoral care to international students in a real sense by understanding local culture and parents demand. Every school can speak highly of themselves, but quality of service can only be recognized from details and real actions.

Lastly, offer more scholarship to top students.



Daniel at BBSW appointments

HOPE is planning a series of events for our partner schools next year including mini school fair, school link forum. you are welcome to visit us and attend the events then. Meanwhile, we have quite a few partner Chinese schools asking us to find overseas partner schools. If you are interested in discussing the potential partnership with them, please let us know.

Navigating Market Changes with Innovative Marketing Strategies in China

In recent years, with the changes in the global education landscape and the domestic economic situation, the overseas study market has shown some decline. Against this background, overseas universities, are facing unprecedented competition pressure.

This change in the overseas study market is mainly reflected in the diversification of overseas study destinations, and some students even prefer in-country joint programme. In the past, UK, US, Australia and Canada have always been the main choices for many Chinese students. However, in recent years, Southeast Asian countries and HK have gradually emerged as attractive destinations for Chinese students due to their relatively low tuition fees and similar cultural backgrounds to China.



Daniel Zheng visited University of Nottingham and University of Southampton (Malaysia Campus)

At the same time, traditional study destination countries encounter many various negative factors, which further exacerbates the difficulty of enrollment. The continuous rise of tuition fees in the UK, the uncertainty of Sino-US relations, Australia's restrictions on the number of international students and Canadian visa hindrance have led some Chinese students to reconsider their study destinations.

Faced with this series of challenges, UK universities need to change their marketing mentality and innovate their enrollment and promotion strategies. Firstly, strengthening cooperation with Chinese universities and involving their agencies for this recruitment driven links. Quite a few HOPE's partner universities in the UK such as Loughborough University, Goldsmith University of London, Essex University and Lancaster University have benefited or will soon be benefiting from the partnership HOPE help to establish which generated stable cohort of enrolment. Among various model of links, 3+1 programme (Chinese undergraduate students complete 4-year undergraduate programme within 3 years, and study 1 year master degree in their 4th year) is becoming more and more popular among top Chinese universities. However, this model requires more flexibility from the British universities for entry requirements of Postgraduate course.



Loughborough University senior delegation's visit to Shanghai University of Sports (SUS)

Secondly, overseas universities need to be more innovative in marketing and promotion events. Relying on traditional ways such as attending education fairs, promotion seminars etc are far less enough. Some effective methods such as master/demo classes in local international schools or universities, attending charity events, students' and parents' visit to alumni's company or career focused training can be more cost effective.

HOPE organized quite a few such events in the past years including charity city walk and photography contest for autism children, media interview with senior management of the UK universities for a particular topic, students' company visits followed by camping with alumni and HR directors. HOPE is pleased to see that University of Southampton, Loughborough University, CATS school invested and attended such event.

Thirdly, UK universities can probably design some short academic summer camp programme for China market for both senior high school students and undergraduate students. Such programmes have been very popular and are delivered in many top universities in Singapore, such as National University of Singapore, and HK, such as HK University. Although some UK universities have such programme in summer, the content is usually more theoretical and not for China or Asian market.



University of Southampton attended charity city walk by HOPE at World Autism Awareness Day

STV exclusive interview of Pro Vice organized chancellor Loughborough University

In summary, the study abroad market in China is experiencing some periodical declining. Some UK universities have been responding to the market change swiftly while most of them are still slow and rely too much on their traditional practice. It can be enjoyable to recall the glorious history, but it is more important to face the current reality, foresee the uncertain future and make necessary changes.

HOPE help top Chinese university recruit in the UK

International education and students mobility are destined to be transnational and multi-directional. While more and more Chinese students are going abroad to study, more and more Chinese institutions are going abroad to recruit international students as well, particularly in European and American market. Hope has recently assisted Westlake University in Hangzhou to recruit in the UK schools, pioneering a new model of business for company at the same time.

Established in 2018, Westlake University is a research university and the first of its kind in the history of modern China. Founded by prominent scientists and scholars, Westlake University is committed to building a truly international, world leading, research-focused university.

WORLD-CLASS FACULTY

- Harvard, Yale, Princeton, MIT, Stanford, UPenn, and other American universities
- Cambridge, Oxford, KTH, Berners, and other European universities
- PKU, Tsinghua, Fudan, HKUST, Kyushu, and other top Asian universities
- Queensland, ANU, and other Australian universities

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 > 15 countries and regions
 > 90% from world-leading universities

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 We offer exceptionally generous scholarships, up to 100% for 4 years

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 - Chemistry
 - Mathematics
- School of Engineering**
 - Electronic & Information Engineering
 - Materials Science & Engineering
 - Artificial Intelligence
- School of Life Sciences**
 - Biological Sciences
- School of Medicine**
(Upcoming)

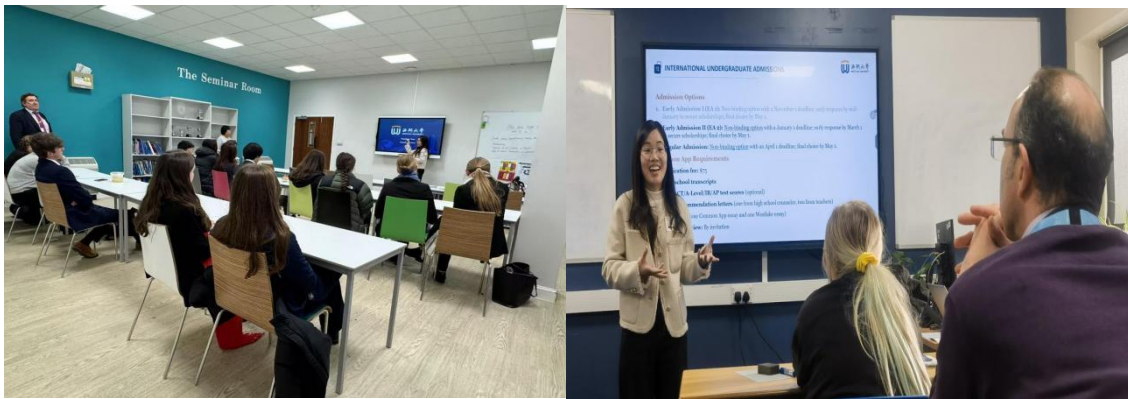
Entrusted by Westlake University, HOPE arranged the university's International Undergraduate Admission Officer, Karen Chen, to visit Brockenhurst College and St. Joseph's College on 13 and 14

November respectively, and conduct promotion presentations to students as well as staff from career office and international office. With strong academic and international background of the lecturers, generous scholarship offers, good location of Hangzhou, Westlake University attracted quite a lot of students' attention during the event.



HOPE organized a promotion and recruitment event for Westlake University at Brockenhurst College

Both UK schools welcomed this opportunity and considered the event a very worth-while trial, as Westlake University was probably the first Chinese university coming to promote itself and recruit on campus. As a UK school, by hosting such an event, it not only provided a good opportunity for students to know Chinese culture, education system and opportunity to study in a top university in China, but can also raised its profile by working with a famous Chinese university. For Hope, it was also a good opportunity to explore new business to work both overseas and Chinese institutions.



Karen Chen, Int'l Admission Officer, Westlake University presenting at St Joseph College and Brockenhurst College

INSIDE HOPE --- Photo news of November



On 1st of November, 2024, HOPE's iClass tutoring partner were invited by HOPE to local international school as guest speakers to share their insights about how to compose an attractive personal statement. They also shared some tips regarding Oxbridge interviews.



This November, HOPE Shanghai office hosted quite a few visits by headmasters and marketing directors of overseas schools and colleges such as Wisbech Grammar School, Rossall School and Harrogate Ladies' College. They come to discuss potential recruitment of students as well as short term courses.



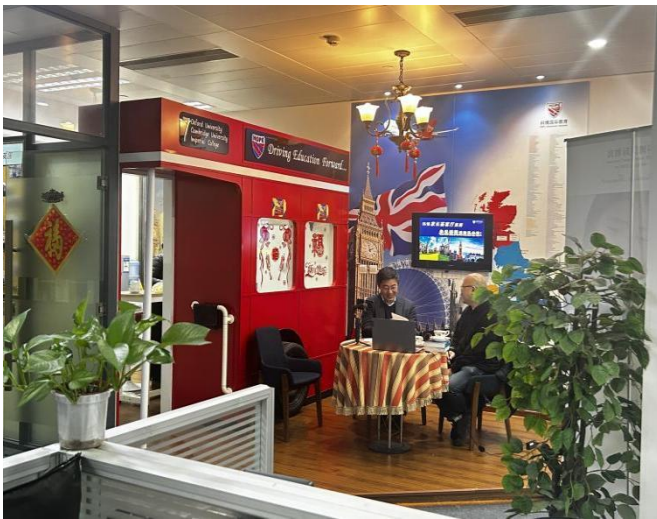
On 15th and 16th November, HOPE was invited to participate in "the 7th RAISE Asian International School Conference," an education forum with the theme of "Arts, Sports, and Education," placing greater emphasis on the design and implementation of arts and sports in schools. HOPE specializes in Sino-foreign educational cooperation, providing a series of services for numerous universities, schools and overseas institutions, such as sister-school programs, background enhancement and training, study tours, foreign teacher recruitment, teacher training, and overseas study services. HOPE stand attracted many international school principals, admission officers and teachers. Alex Wen, Sherry Zhang, and Erik Guo from HOPE engaged in discussions and idea exchange with guests.



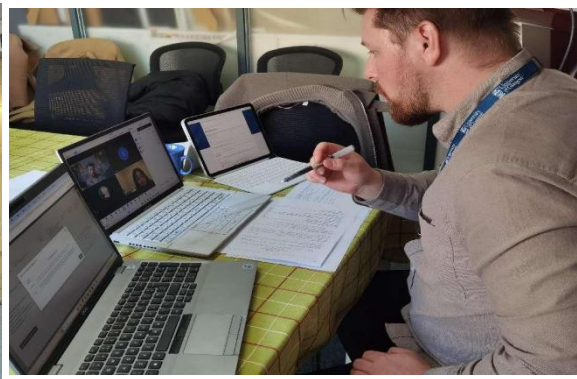
During Daniel's trip to the UK this November, he visited some HOPE students. The students are from different age group, such as student studying in University of Glasgow University of Edinburgh, Strathallan School and also students who have been working in the UK for over 10 years. This is an opportunity not only to witness their growth, but also experience their success in a foreign country.



The Oxford University Welcome Dinner for the Tsinghua University Leadership International Seminar hosted by HOPE International Education was held on 3rd of November at the Old Hall of Mansfield College, Oxford University. This is a hall full of historical and academic atmosphere. 40 guests, including international school principals from China, heads of the School of Continuing Education of Tsinghua University and honoured guests from the UK attended the dinner.



On 26th of November, HOPE Parents Aroma Journal launched a live broadcasting seminar. The online broadcasting received thousands of parents and students watching Daniel Zheng shared with parents his recent trip to the UK particular the the Oxford University application seminar held at Mansfield College, the VAT policy for independent schools, and his visits to HOPE students currently studying and living in the UK.



On 29th November, University of Glasgow visited HOPE to interview students and issue spot offers to qualified students.

News from local media

China's wealthy families invest millions in child education

By Qiu Quanlin in Guangzhou | chinadaily.com.cn | Updated: 2024-11-29 20:47



An aerial view of Canton Tower in Guangzhou, capital of Guangdong province. YANG HE/FOR CHINA DAILY

The estimated investment in children's education by China's high-net-worth families totals around 4.6 million yuan (\$635,900), with financial planning for children in their early stage of education becoming a trend, according to a report released jointly by Hurun Report and CITIC-Prudential Life on Thursday in Guangzhou, the capital of Guangdong province.

The overall investment in children's education, from kindergarten to the highest education level, includes on-campus and off-campus expenses, according to the report on China's high-net-worth family education.

The main sources of funds for children's education are primarily cash, followed by fixed income, equity and protection funds, according to the report.

Parents of younger children, typically in kindergarten and primary school, place greater emphasis on safeguarding funds, particularly through education savings plans, compared to parents of children in middle and high school.

When planning study abroad funds for their children, the report showed that the financial services that high-net-worth families are most interested in are budget management, international remittances, and insurance services.

Guangdong remains the region with the highest number of high-net-worth families with net assets in the tens of millions of yuan, totaling 300,000 households, followed by Beijing with 299,000 households and Shanghai with 265,000 households, according to the report.

Chinese students 'very much welcome': US official

By CHANG JUN in San Francisco | chinadaily.com.cn | Updated: 2024-11-20



Chinese students attend the graduation ceremony at the Columbia University in New York.

Chinese students are "very much welcome" in the United States and the country is making concerted efforts to continue attracting them, US officials and educators said as the latest industry figures were released on Monday.

In the 2023-24 period, the US hosted more than 1.1 million international students, who comprised 6 percent of the whole US higher education population and contributed more than \$50 billion to the US economy last year, according to the US Department of Commerce.

The record number was also up 7 percent from the previous academic year, according to the Open Doors 2024 Report on International Educational Exchange.

India surpassed China by sending the most students — 331,602 — to pursue higher education in the US in the 2023-24 academic year, a 23 percent year-on-year increase.

China sent 277,398 students to the US in the 2023-24 school year. It remained the top country for sending undergraduates and nondegree students to the US, numbering 87,551 and 5,517, respectively.

Chinese students pursuing the Optional Practical Training program, which provides temporary employment directly related to the major area of study of those with an F-1 visa, increased by 12 percent to 61,552.

Despite a 4 percent overall decline from the previous year, China "makes up a substantial portion" of the international student population in the US and its students "are welcome here", said Marianne Craven, who works in educational and cultural affairs at the State Department.

The US has tightened student visas for Chinese applicants majoring in "sensitive" high-tech fields, with a few universities issuing presidential proclamations targeting Chinese nationals.

Florida State University in June imposed visa and entry restrictions for "certain students and researchers from China" who currently are or used to be involved at or on behalf of any entity in China that is accused of being connected to the so-called military-civil fusion strategy.

Referring to student-visa restrictions in recent years for Chinese applicants majoring in "sensitive" high-tech fields, amid concerns over strained US-China relations, Craven said: "I want to confirm that we very much welcome students from China to the US. We have the largest number of Chinese students studying outside of China here. We do know that US universities are continuing to value Chinese students."

Alice Zhang, a graduate student majoring in material science at Beihang University in Beijing, said: "Some policymakers in the US government are making groundless accusations. My F-1 visa application was rejected twice because of my major. I was considered a 'possible thief' who would 'acquire and divert' foreign technologies, specifically critical and emerging technologies, to incorporate into and advance' China's military capabilities."

Zhang, 23, had to give up her plans to study in the US and is temporarily continuing her graduate research at her undergraduate alma mater. "I might seek opportunities from the United Kingdom or Germany next year," she said.

Allan Goodman, CEO of the Institute of International Education, said: "They (Chinese students) are welcome here. They have been welcome here all through periods of hot and cold, good and bad relations. The flow is going to continue."

Henry Lee, a freshman at the University of California, Berkeley, said he has met several Chinese-speaking peers in a week to practice his Mandarin.

"They are open-minded, friendly and very knowledgeable," he said, adding that all the Chinese students choose science, technology, engineering and mathematics as their majors. "They are super cool and super bright."

According to the IIE, the US states of California, New York and Texas host the most international students. California hosts 140,858 international students, with China, India and South Korea the top originating countries.

Craven said there is strong bipartisan support in the US Congress for academic exchange and collaboration and "it has been a priority for both governments at the highest levels to encourage these people-to-people ties, encouraging students traveling back and forth"

National public service exam sees record-high applicants

chinadaily.com.cn | Updated: 2024-11-30 19:34

China's 2025 national public service exam, underway today and tomorrow, attracted a record number of candidates.

According to the National Civil Service Administration, the number of qualified applicants has reached a new high of 3.416 million. With 39,721 positions available across government agencies and affiliated institutions, the ratio of qualified applicants to positions is 86:1.

This year marks the seventh consecutive year of expansion in terms of the recruitment scale for China's national public servants. The 2025 recruitment continues to prioritize strengthening grassroots administration and institutions, with 27,500 positions being allocated to institutions at the county or district level and below.

The most competitive position, with only one opening, has drawn 16,702 applicants, resulting in a highly competitive candidate-to-position ratio. This position, offered by the China Vocational Education Association, has relatively relaxed requirements for household registration and majors, making it accessible to a wide range of applicants with a bachelor's degree and above.

Regarding regional interest, Guangdong province and Beijing both have attracted over 250,000 applicants. The most competitive region is the Xizang autonomous region, where the candidate-to-position ratio is nearly 150:1.

Ambassador says China stands ready to work with UK

By Zheng Wanyin in London | chinadaily.com.cn | Updated: 2024.11.22



China's Ambassador to the United Kingdom Zheng Zeguang attends the 7th China-UK Economic and Trade Forum and delivers a keynote speech on Nov 21 in London. [Photo by Han Jing/China Daily]

China's Ambassador to the United Kingdom Zheng Zeguang has said "we stand ready to work with the UK" on enhancing cooperation and called for the reactivation of trade and financial dialogues between the two countries.

Zheng made the remarks on Thursday in his keynote speech at the 7th China-UK Economic and Trade Forum, which was attended by more than 400 participants.

The event, which was hosted by the China Chamber of Commerce in the UK, is one of the major annual gatherings of businesspeople engaged in Sino-British trade and investment activities.

This year's forum followed a meeting between President Xi Jinping and UK Prime Minister Keir Starmer on Monday, on the sidelines of the G20 Leaders' Summit in Rio de Janeiro, Brazil.

It was the first in-person meeting between leaders of the two nations since 2018.

During the meeting, Xi emphasized that China and the UK share extensive common interests and enjoy vast space for cooperation, according to China's Ministry of Foreign Affairs.

Meanwhile, Starmer said the UK's approach to China would be "consistent, respectful, and pragmatic" and that both sides share the responsibility to work together, according to the Prime Minister's Office.

"The two sides have agreed on the direction for bilateral relations and the actions to be taken," Zheng noted. "We stand ready to work with the UK side to follow up on the common understanding between the two leaders, and enhance dialogue, communication, and collaboration wherever possible."



The 7th China-UK Economic and Trade Forum entitled "Pursuing New Opportunities, Unfolding a New Chapter" attracts more than 400 attendees from various sectors on Nov 21 in London.

The ambassador pointed out that the China-UK economic partnership has always been the "ballast" and "propeller" for China-UK relations and highlighted that China-UK annual bilateral trade, including the Hong Kong Special Administrative Region, has surpassed 110 billion pounds (\$139 billion), and that two-way investment stock is more than 130 billion pounds.

"Such cooperation has played an important role in our respective economic development," he said. "The two governments should reactivate dialogue on economy, finance, trade, and many other areas, such as the China-UK Economic and Financial Dialogue (EFD).

"We need to strengthen cooperation in trade and investment, clean energy, financial services, and medical services. Collaboration in artificial intelligence, climate change, education, culture, technology, and tourism should also be expanded."

The last time the EFD, the high-level exchange mechanism, was active was in 2019.

In addition to bilateral relations, Zheng also talked about China's development prospects and said the country's development is a development through reform, innovation and green growth, openness, and shared opportunities.

Because China has rolled out a series of policy measures to stabilize its market and stimulate domestic demand, Zheng said the momentum of economic recovery has strengthened, with GDP expanding 4.8 percent year-on-year in the first nine months of 2024.

The ambassador also noted that opening-up has been a "defining feature" of Chinese modernization and that the country's growth will continue to provide opportunities for the world.

"Over the past 45 years, China's average annual contribution to world economic growth has been 24.8 percent, ranking first in the world. The latest forecast of the IMF shows that China will continue to be the largest contributor to global growth in the next five years," he said.

"We have full confidence in China's development prospects."