



科博国际教育  
HOPE International Education  
= Since 2000 =

# HOPE Updates 2025 No.1

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## Inside HOPE

- ✧ *Invitation-HOPE School Events Spring 2025*
- ✧ *HOPE Attend ICEF Conference in KL and visit universities and students in Singapore*
- ✧ *Photo news:*
  - HOPE assist local education bureau for teacher training*
  - Online webinar for studying in Singapore and Malaysia*
  - HOPE staff annual assessment for professionalism*

## Highlights from local media

- ✧ *China's international education landscape optimistic*
- ✧ *Expert calls for stronger educational partnerships*
- ✧ *China unveils blueprint for building strong education system by 2035*
- ✧ *Chinese college opens Boston hub for global collaboration*
- ✧ *Icebreaking spirit needed now 'more than ever' for China-UK relations*

# Inside HOPE

## Invitation: School Link Forum and Fair, Shanghai 2025

Warm greetings from HOPE Study Abroad Service!

It is our great pleasure to send you this invitation to the following events in spring 2025:

Date	Time	Event
17 <sup>th</sup> April Thur	18:30 - 21:00	Welcome dinner reception
18 <sup>th</sup> April Fri	08:30 - 13:30	School Link Forum followed by lunch reception
19 <sup>th</sup> April Sat	13:30 - 17:00	School and Summer Camp Fair

### Shanghai School Link Forum ( 18<sup>th</sup> April)

Linking with Chinese school for recruitment purpose is becoming a cost-effective way of promotion, recruitment and profile raising for overseas schools in China. As Chinese schools and education go international, more and more Chinese primary and secondary schools are exploring links with overseas schools for students and staff exchange via summer and winter camps or short immersion programmes. This campaign is very much supported by central and local education authority.

Overseas schools can take the opportunity to promote their schools, schools' short-term and long-term programmes, as well as to seek other opportunities such as providing teacher training, delivering the courses offshore on a commercial basis, etc. Partnership with schools in China can also be an endorsement for profile raising and recruitment.



*School Link Forum Shanghai Oct. 2024*

This Forum is the chance for you to meet Chinese schools in Shanghai, and surrounding areas. It is planned to be jointly organized by HOPE International Education (HOPE Study Abroad Service) and Shanghai Education Association for International Exchange (SEAIE). About 30-40 Chinese schools'

principals and headmasters will be invited. The Forum will take the form of keynote speech, panel discussions, individual appointment slots, and networking lunch reception.



*School Link Forum Oct.2024*

## **School and Summer Camp Fair in Shanghai (19th April)**

After Covid-19, although the school market is recovering gradually, the competition is becoming more and more fierce with destination countries more diversified. With so many choices, parents tend to send their kids for a short-term taste programme before they decide the destination schools for long-term study. The market sees an increasing amount of interest in short programme, including 1~4-week study tour for both individual and groups during summer and winter vacation. Therefore, overseas schools who run short academic and culture programme have more chance to stand out in the market. We therefore invite schools, particularly those who run short programme to attend our fair in April.

### **Cost**

The cost for the events (both School Link Forum and School and Study Tour Fair) is £1000 (or equivalent RMB or USD at Bank of China selling exchange rate of the date of invoice). International travel, inter-city transport, hotel accommodation and other costs not specified are not included.

### **Service included:**

1. Full promotion package arranged by HOPE including media advertisements and editorial, website advertisement, direct mails in local institutions; Translation and counseling service (stand assistance) during the forum, workshop, fair and interview if have;
2. Welcome dinner, venue and lunch during the forum, venue for the fair;
3. Hotel booking at corporate rate (accommodation cost will be paid by institution direct to hotel);
4. Post-event follow-ups and coordination for school links.

## **Selection Criteria**

A maximum of 15 places are available for the event and schools interested are required to attend both the Forum and the Fair in principle. To make the event a quality and effective one, if there are more than 15 institutions applying to attend, HOPE will have the final saying deciding who will be selected, based on the following criteria:



- A mixture of schools from different countries and regions;
- Whether summer programme or immersion programme are available;
- Willingness to establish sister school relationship with Chinese schools.

## **Application Deadline**

To facilitate our preparation for the event, we would be grateful if you could send back the application form attached by email to [event@hope-studyabroad.com](mailto:event@hope-studyabroad.com) on 28 February, 2025 the latest. More details including recommended hotels will be sent to you when your place is confirmed by HOPE.



*School and Winter Camp Fair Oct. 2024*

For more information about the event and an application form, please contact Alice Zhang, International Partnership Manager, at [event@hope-studyabroad.com](mailto:event@hope-studyabroad.com).

We look forward to welcoming you to our event in April.

## HOPE Attend ICEF Conference in KL and visit universities and students in Singapore

ICEF Secondary Education Conference was held in Kuala Lumpur, Malaysia from 15<sup>th</sup> - 17<sup>th</sup> January. To explore more partnership not only in traditional study abroad destination countries such as UK, US, Canada, but also in the soaring market in Southeast Asia, HOPE sent a senior consultant, Jessica Xu, to participate in this conference.

The two-day conference featured HOPE's in-depth exchanges and communications with 15 secondary school representatives from the United States, Canada, the United Kingdom, Malaysia, and Switzerland. By introducing each other's business models, understanding the characteristics and strength of each secondary school, HOPE always committees to finding suitable and quality school partners for Chinese students and schools so that a sustainable business is maintained.



Followed by the ICEF meeting, Jessica also visited four institutions in Singapore including NUS (National University of Singapore), NTU (Nanyang Technological University, Singapore), MDIS (Management Development Institute of Singapore), and SIM (Singapore Institute of Management). A familiarization visit to a college or university covering the learning atmosphere, transportation, environment and other living conditions helps the consultants to better and more clearly introduce them to students and parents.





At the same time, Jessica met with five students from PSB college and had a detailed understanding of their studies and life in Singapore. Furthermore, Jessica also communicated with them about their future plans for master's programmes.



This is the 4<sup>th</sup> visit to Singapore and Malaysia by HOPE staff within one year. To meet the demand from the China market, establishing more partnership with top institutions in Singapore and Malaysia, particularly the UK, US and Australian institutions' southeast Asian campus is HOPE's strategy to supplement the existing partnership with UK, US, Australian and Canadian institutions.

## INSIDE HOPE --- Photo news of January



On 14<sup>th</sup> of January, 2025, the fifth session of training for teachers from Pudong New Area was held at Pudong Education Development Research Institute. Dr. Sun Yinbiao, currently the academic principal of Ningbo Foreign Language School was invited to speak on the theme of "Current International Education Development Trends and How Schools Can Cultivate Talents with an International Vision". Entrusted by Pudong Education Bureau, HOPE helps organize this 8-session training for teachers involved in international education from 60 junior and middle schools in Pudong Area.



On the evening of 17<sup>th</sup> January, Alex Wen, head of the HOPE Shanghai office and Chanel Zhang, Director of Counselling, HOPE, conducted a webinar, introducing Singapore and Malaysia schools and universities they visited in December 2024, focusing on "cost-effective" studying abroad options for students.





It is HOPE's annual tradition that a written exam and a speaking presentation on study abroad and international education are held early January each year. This annual staff assessment ensures that staff are equipped with updated knowledge and relevant skills to provide professional service to our clients. The PPT presentation based on PBL across HOPE offices also helps enhance the teamwork of staff of same job responsibilities.

## News from local media

### China's international education landscape optimistic

By Wang Xin in Shanghai | chinadaily.com.cn | Updated: 2025-01-22 13:18



*Students at Harrow International School Shanghai. [Photo provided to chinadaily.com.cn]*

As China continues to open up to the world, there is constant demand for high-quality international education, which is expected to expand steadily in the country, according to top executives at Harrow International School Shanghai.

Established in 2016 as the fourth overseas Harrow school, Harrow Shanghai remains committed to the Chinese market and optimistic about its future expansion here. Its confidence was proved by a new US university pathway program launched Friday, which is designed to offer students a broader range of academic opportunities and global development pathways.

Known for its core A-Level curriculum, the school aims to introduce additional offerings tailored to students aiming for US university admissions, including Advanced Placement (AP) courses, SAT preparation and courses on American culture, politics and leadership. This move also makes it the first fully international school in the city to implement the "UK-US integrated curriculum" model, allowing students to engage with both educational systems simultaneously.

"We started preparing for the program since last September. We have been talking to parents and children a lot about where they want to go in the future and were looking for something additional to add to our curriculum to broaden their education and offer them more different alternatives. While retaining our British and bicultural identities built in China, we are ready to start teaching the (new) courses in September," said Alexander Reed, headmaster of Harrow Shanghai, during an interview with China Daily following the program's launching ceremony.

Standing on the frontier of China's opening up, Shanghai's Pudong New Area, where the school is located, is home to a large number of foreign companies and institutions, as well as expats and their families. It has brought strong demand for quality international education. Despite the influence of the pandemic, there were still nearly 12,000 foreign students at the basic education level in Pudong last year, with over 7,000 in international schools and more than 500 currently in Harrow Shanghai, according to Ding Lizhong, chief inspector of schools of Pudong Education Bureau.

Reed pointed out that even though the international education sector is "challenging" at the moment, he still saw a "steady and bright future of expansion and development" in the Chinese market.

"We have been doing well and will continue to grow here, especially in an area of Shanghai that is also growing and developing. I would suggest that we will stay fairly steady, with consistency and small amounts of growth in the next few years. I don't think it (international education) will shrink massively in cities like Shanghai," he said, adding that positive change may also come along as the Chinese government is actively encouraging people to come to China and seeking to build strong relationships with other nations.

Rosanna Wong, chairman of Asia International School Limited (AISL) that runs 14 schools around Asia, shared similar sentiments as Reed, saying she is "confident" about the international education landscape in China.

"International education is always in demand, because China's policy is very clear that they will continue to open up to the world. With these policies ongoing, there's always demand for international education where you can offer parents an option or an alternative to bring their children abroad. I think the world needs to unite. We welcome people overseas to come to China, and we also expect that there will be people going overseas to study. So, I think that the demand (for international education) will be there and will continue, and we're committed to good quality international education," she said.

She particularly highlighted Shanghai as a "very important city in China", which has been playing a vital role in the nation's economic development as a financial center over the past three decades. With the city in such a position, it needs a lot of talents from various sectors and from both home and overseas, generating a demand for international education of good quality and talents prepared for the future.

Reed noticed that Chinese education has always evolved with high standards in many aspects, and Shanghai has an enormous international education market. Some of the interest in international education is driven by parents wanting their children to have a well-rounded education as much as possible, and some are driven by a genuine desire to offer their children more opportunities and options to add to the international dimension.



"There are stereotypes of parents (in China) that they are driven by academic results the whole time, but that's not what we see. We see parents who want opportunities for their kids to be happy," he added.

## Expert calls for stronger educational partnerships

By XING YI in Davos, Switzerland | China Daily Global | Updated: 2025-01-22 09:15



*John Quelch, executive vice-chancellor of Duke Kunshan University, in Davos, Switzerland on Jan 20, 2025. [Xing Yi / China Daily]*

Cross-border collaboration in scholarship and idea generation should remain unabated despite efforts to decouple supply chains, said an education expert on Tuesday at the World Economic Forum's annual meeting in Davos, Switzerland.

"Now there is a growing focus in the United States on managing scholarly collaborations between US and Chinese universities and scholars. However, it is important that the decoupling of manufacturing supply chains does not extend to the decoupling of educational supply chains," John Quelch, executive vice-chancellor of Duke Kunshan University in Jiangsu province, told China Daily.

"In other words, cross-border exchanges, people-to-people exchanges, and scholarship should be, as always has been, international in scope," he said. Quelch's university is itself a joint project between Duke University in the US and China's Wuhan University.

Having served as dean of three leading business schools and as a professor at Harvard Business School for more than 30 years, Quelch pointed out that scholars always want to collaborate, and will collaborate.

"Putting a brake on the free flow of people-to-people exchanges or the free flow of ideas is not healthy for global prosperity, which will benefit from rapid and efficient collaboration across national boundaries," he said, adding that this year's World Economic Forum meeting is themed around collaboration.

Despite challenges, Quelch expressed optimism about educational, cultural and people-to-people exchanges between China and the US, stating that even "if a commercial rivalry results in tougher tariffs and more decoupling in economic terms, educational and cultural exchanges will continue and people will value them even more".

### **Mutual learning**

Quelch said Duke Kunshan University is a good example of mutual learning and cultural exchange, not only between China and the US but also between China and the world, with two-thirds of its non-Chinese students hailing from 70 countries, half of which are from the Global South.

He said he greatly appreciates China's initiative to invite 50,000 US youths for exchange and study programs over five years from 2024.

His university organized a 10-day Chinese immersion program last year for 70 US undergraduate students in cooperation with Jiangsu province's education department.

"We are trying to do the best that we can to bring more American students to China, but also non-Americans," Quelch said, adding that China's economic success and the Belt and Road Initiative have attracted many students from developing countries to study at his university.

"True breakthroughs are often made at the intersections of multiple disciplines and intercultural exchanges," he said.

## **China unveils blueprint for building strong education system by 2035**

Source: Xinhua January 21, 2025

BEIJING, Jan. 19 (Xinhua) -- China on Sunday unveiled a new educational blueprint, vowing to build a strong education system by 2035 to support its modernization drive and national rejuvenation. The 2024-2035 master plan on building China into a leading country in education was jointly issued by the Communist Party of China (CPC) Central Committee and the State Council.

The strong education system of socialism with Chinese characteristics will feature powerful ideological and political leadership, talent competitiveness, scientific and technological underpinning, livelihood security, social synergy, and international influence, according to the document. Building a leading country in education has been an aspiration of the Chinese nation since the advent of modern times. In 2022, the CPC set the goal to be achieved by 2035.

By 2027, a high-quality education system is expected to be initially established, and independent cultivation of talent will be greatly improved, leading to a steady stream of outstanding, innovative individuals, according to the document.

By 2035, the high-quality education system will be fully established. The accessibility and quality of basic education will remain among the best in the world. A fully developed learning society will be in place, and overall educational modernization will be achieved, it added.

This is the first national action plan focused on building China into a leading country in education to support the country's modernization in all respects.

## HIGHER EDUCATION

According to the document, China will accelerate the development of advanced research universities, encourage high-level foreign universities in science and engineering to offer programs in China, and vigorously promote professional postgraduate degree programs.

A mechanism needs be put in place to adjust disciplines in alignment with advancements in science and technology as well as the country's national strategies, said the document.

It called for extraordinary efforts to set up urgently needed disciplines and majors, and stressed the need to strengthen foundational, emerging and interdisciplinary fields, and support endangered and less popular disciplines. The country will implement plans for foundational and interdisciplinary breakthrough research.

The document stressed that China will foster an environment that encourages exploration and tolerates failure, with the goal of cultivating high-caliber faculty and master scholars, according to the document.

Wu Yan, vice minister of education, revealed at a press conference last September that China added 1,673 undergraduate programs urgently needed for national strategies and removed 1,670 that do not align with economic and social development in 2024, an adjustment he described as "unprecedented."



Among the new majors are intelligent maritime equipment, intelligent material technology, and interdisciplinary engineering. For example, South China University of Technology was the first to apply to offer programs in soft matter science and engineering and intelligent maritime equipment.

These are two majors designed to support the upgrading of China's strategic industries and the development of high-tech industries in the Guangdong-Hong Kong-Macao Greater Bay Area.

There are 1,308 undergraduate universities in China, offering 816 majors across 93 subcategories within 12 categories. Since 2012, educational authorities have added 21,000 undergraduate programs and canceled or suspended 12,000, according to the ministry.

## OPENING UP

The new educational blueprint devoted significant attention to opening up. China will enhance its capacity to train and attract global talent, expand youth exchanges between China and other countries, and implement international summer school programs.

Wu said at the September press conference that China will launch 800 key international summer school projects in the next three years. Additionally, it will invite 50,000 American teenagers to China for exchange programs over the next five years and 10,000 French teenagers in the next three years.

Notably, the country will expand academic exchanges and educational and research cooperation with the rest of the world, while supporting its universities in initiating and participating in international scientific programs, according to the document.

Chinese scientists have taken the lead in international high-profile projects including the Deep-time Digital Earth and Ocean Negative Carbon Emissions.

China will also actively participate in global education governance and support the establishment and development of international STEM education institutions.

The Sunday document also highlighted the need to monitor demographic shifts across different school-age groups in basic education, advance high-quality, balanced development and urban-rural integration in compulsory education, and cultivate more master craftsmen and highly-skilled workers.

# Chinese college opens Boston hub for global collaboration

By MINLU ZHANG in Boston | chinadaily.com.cn | Updated: 2025-01-17 05:58



*Beijing Normal University-Hong Kong Baptist University United International College (UIC) officially inaugurates the UIC Boston Center on Thursday at Harvard Club of Boston.*

In Boston, the heart of the US' most dynamic education hub, Beijing Normal University-Hong Kong Baptist University United International College (UIC) launched its new center on Thursday.

The occasion signaled another people-to-people effort to foster educational and academic exchange amid ongoing tension between China and the United States.

The UIC Boston Center, which houses the Institute of Life and Art, the Whitehead Research Center, and the UIC American Alumni Association, aims to enhance academic exchange, research collaboration, and student opportunities between UIC and institutions in the US, according to a UIC news release.

"Boston is an academic center with a rich intellectual history," Chen Zhi, president of UIC, said during the opening ceremony. "This center will enable UIC to build stronger ties with institutions here and provide more opportunities for students and faculty to engage in academic collaborations.

Founded in 2005, UIC is the first college on the Chinese mainland to focus on liberal arts education. It is also the first higher education institution co-founded by the mainland and Hong Kong. Its main campus is located in Zhuhai, in the Guangdong-Hong Kong-Macao Greater Bay Area.

Since the COVID-19 pandemic, US-China higher education exchanges have seen significant shifts. According to the 2023 Open Door Report, the number of Chinese students in the US dropped from a peak of 372,532 in 2019-2020, to 289,525 in 2022-2023.

The decline in American students in China has been even more drastic, plummeting from 11,639 in 2018-2019 to just 211 by 2021-2022, largely due to pandemic restrictions and geopolitical tensions. The US embassy in China now reports a slight recovery, with approximately 700 American students currently studying there.

There are indeed some misunderstandings and obstacles at present between China and the US, said Chen. "However, this makes initiatives like ours even more significant. Academic research and higher education exchanges play a crucial role in eliminating unnecessary misunderstandings," Chen told China Daily.

He noted that UIC is highly international. "We have many foreign faculty members, with a significant portion coming from the US. Many of them earned their degrees or worked in the US before joining us.

"This background greatly facilitates mutual understanding, academic exchange, and higher education collaboration. One of our goals is to attract top scholars — both established and emerging talents with experience in the US — to join our institution," he said. At the same time, we hope to enroll more students from the US to study with us.

Eugene Wang, a Rockefeller professor of Asian art at Harvard University and the co-director of UIC Boston Center, said he hopes to move beyond bilateral thinking toward a global exchange of ideas. "It's not just about the US and China. At the end of the day, it's about civilization as a whole — about our entire world. Any national boundary is limiting," he told China Daily.

"Rather than seeing this center simply as a platform for US-China dialogue, I see it as a third space — one that is not beholden to either system but has a life of its own. It aims to transcend national boundaries and pursue art, science and truth in ways that are universally meaningful," Wang said. "Naturally, when something aspires to speak to all of humanity rather than being confined by national divisions, its significance becomes clear to both sides."

Yu Yougen, education counselor for the Chinese Consulate General in New York, also sent his congratulations to the center.



"Boston, as a global hub of higher education, attracts top faculty, researchers and students, making it the ideal location for this center — not just for its space but also for its rich academic and human resources," Yu said.

"I believe you have chosen the best place to establish this center, which will serve as a vital link between universities and higher education communities in mainland China, Hong Kong, and the United States."

The opening also saw the signing of memoranda of understanding with two prominent US universities in Boston — Northeastern University in Boston and Brandeis University in Waltham, Massachusetts.

The agreements will facilitate academic exchange, joint research projects and internships, strengthening ties between UIC and these institutions.

## Icebreaking spirit needed now 'more than ever' for China-UK relations

By Zheng Wanyin in London | chinadaily.com.cn | Updated: 2025-01-23



China's Ambassador to the UK Zheng Zeguang gives his keynote speech at "The Icebreakers" 2025 Chinese New Year celebration in London on Jan 22. [Photo by Yang Chunya/China Daily]

China's Ambassador to the United Kingdom Zheng Zeguang said an icebreaking spirit is needed now "more than ever" for Sino-UK bilateral relations.

Zheng made the remark on Wednesday, in his keynote speech at "The Icebreakers" 2025 Chinese New Year celebration, an annual event hosted by the 48 Group, a London-based non-profit organization dedicated to promoting Sino-UK trade cooperation.

The group is named after a UK trade delegation of 48 businessmen, referred to as "The Icebreakers", who traveled to Beijing in 1953 to initiate trade ties with China, long before the two countries permitted the exchange of ambassadors in 1972.

"In this new age of changes and turbulence, China-UK relations have become even more important, both for the two countries and the world at large," Zheng said to nearly 500 guests representing the political, business and academic sectors of both China and the UK.

"And more than ever, we need to draw inspiration from the icebreaking spirit. Over recent months, there has been some progress in China-UK relations and we need to build upon that and keep up the momentum."

Following a meeting in November between President Xi Jinping and UK Prime Minister Keir Starmer on the sidelines of the G20 Leaders' Summit in Brazil, UK Chancellor of the Exchequer Rachel Reeves visited China earlier this month.

During her visit, the 11th China-UK Economic and Financial Dialogue, or EFD, took place in Beijing, resulting in 69 mutually beneficial outcomes that cover a wide range of sectors, including financial regulations, capital markets, green finance, trade and investment, and agriculture.

A policy outcome paper for the EFD published by HM Treasury, the UK's economic and finance ministry, stated: "Both sides believe that as permanent members of the UN Security Council ... there is mutual benefit and strategic importance to maintaining a durable, stable, and respectful relationship."

The last time the EFD was active was in 2019.

The ambassador called for joint efforts to "earnestly" follow through on the common understanding reached by the leaders of the two countries, and to "faithfully" implement the EFD outcomes.

"We should also restart dialogue and collaboration in other areas, including new energy, artificial intelligence, science and technology, trade, education, and also international and regional issues," he said.

Noting the ongoing geopolitical turbulence marked by the rise of unilateralism and protectionism, the ambassador also highlighted China's achievements, as well as its commitments, in maintaining steady economic growth, advancing green transformation, and opening its doors wider to the world.

"Major reforms will continue to be rolled out," he said, adding that a "more proactive" fiscal policy and an "appropriately accommodative" monetary policy will be applied, and that domestic consumption and demand will also be "vigorously" boosted.

"We will keep up our efforts to fight climate change ... We will continue to observe the goals and principles of the UN Framework Convention on Climate Change and the Paris Climate Agreement," Zheng said. "We will expand high-standard opening-up and foster a market-oriented and law-based business environment up to international standards."

And Zheng added that, during 2025, "we need more icebreakers in this new age, in each and every sector".