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Hope Launch study tour programme for 50+ adults

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Inside HOPE

Hope's Annual Gathering and Staff Assessment: A Journey Towards Excellence

January of 2026 marks a busy beginning. Hope held an annual staff gathering and assessment. During the annual gathering, laughter and warmth filled the air as Hope team members sat together, sharing stories of hard work and achievements as well as valuable experiences from the past year. In this warm and harmonious atmosphere, a strong sense of team cohesion that injected a great deal of spiritual motivation.

The annual staff assessment included a paper exam and a PPT presentation on knowledge and skills needed for study abroad industry. Hope team's meticulous attitude towards international education was truly admirable. Every project and every question was repeatedly polished to strive for perfection. From the precise positioning of student planning to the strict control during the execution process, all reflected Hope's professionalism and



Hope's annual assessment is one of Hope's traditions, marking the beginning of new year perseverance towards education market.

What deserves special attention is that the content of the assessment was highly targeted. It especially focused on two hot trends in the current study-abroad industry: Firstly, the emerging market of Malaysia. The assessment delved into key information such as Malaysia's higher education system, popular majors, and employment prospects, requiring consultant team to accurately grasp the characteristics and trends of this market so as to provide students with more forward-looking and practical study-abroad plans.

Secondly, new projects, including studying in China and 50+ study tour programs are also included in the assessment. For international students studying in China, it examined the understanding of current resources and what team member can do for new project. Regarding 50+ study tour programs, it focused on aspects such as curriculum design and service. These questions kept pace with market dynamics, highlighting Hope's keen insight into market changes. At the same time, the question settings were closely centered around students' needs, fully demonstrating the importance attached to student services. In the future, the team will continue to maintain this enthusiasm and make steady progress on the road to excellence of international education.



Hope's annual gathering marks a nice and warm end and sets new tone for the beginning of 2026

Hope's 50+ Immersion Tour: Full of Passion on the Path, Unlocking Infinite Possibilities for Adults

Recently, Hope has launched a comprehensive 50+ series promotional campaign. This initiative is strategically designed to leverage Hope's hot topics and key projects, along with active interaction with parents, to propel the entire spectrum of international education, study tour, and various programs to the forefront of Hope's new year strategies and priorities.

The campaign aims to create a buzz around the 50+ projects, which are tailored to meet the diverse needs of students and families seeking high-quality educational opportunities. By focusing on these innovative and in-demand projects, Hope seeks to differentiate in the competitive educational consulting market and establish itself as a leader in providing comprehensive educational solutions for both students and parents.



Consulting with experts in tourism and education industry

To effectively engage with potential clients, Hope has organized a series of high-profile



Hope launched 50+ project in Shanghai Hangzhou Chamber of Commerce Annual Meeting

events. On 6th January, a consultation meeting with industry experts over afternoon tea was held at the Garden Hotel. Following this, on 13th January, Hope Shanghai office participated in the Shanghai Hangzhou Chamber of Commerce Exhibition, showcasing its 50+ projects to a wider range of audience and facilitating direct interactions with potential clients.

Additionally, two more 50+ project-related activities are scheduled for later in January. On 28th January, Hope collaborated with COIL, a UK based real estate agency for promoting 50+ project, and on 30th January, the principal of Tettenhall College, a partner boarding school from the UK was invited to attend another promotion event themed “when Shanghai culture meets British education”, coinciding with British Prime Minister’s visit to Shanghai.



Daniel Zheng, Managing Director of Hope presenting project at multiple events

These events will further amplify the reach and impact of the 50+ project series, creating multiple touchpoints for parents and students to learn about and engage with Hope's offerings.

Through this multi-faceted promotional campaign, Hope is poised to drive significant growth in its study abroad service, short-term immersion study tour, and iClass, an online tutoring program. By combining hot topics, key projects, and active engagement with parents, Hope is setting the stage for a successful and impactful new year, solidifying its position as a trusted and innovative partner in the educational journey of students and families.

INSIDE HOPE – Photo news of January



On 16th January, the counsellor from Hope's Hangzhou office went to an international school in Ningbo to participate in a background-boosting exhibition. Hope's counsellors

were surrounded by a group of students, discussing their summer plan.



January was not a quiet month for Hope Shanghai office. On 22nd January, Hope received visit from Cathy from Felsted School. In the coming month, Hope will also receive visits from different UK schools.



On 29th of January, Hope Managing Director Daniel Zheng and Marketing Manager Liz Zhou were invited by Xi'an Jiaotong Liverpool University in Suzhou City, China. It is Hope's new service, which is to recruit more international students to study in China.



On 30th of January, an afternoon tea event titled "When Shanghai Culture Meets British Education" and the launch of the 50+ study tour program was held for directors from sub-agents and international schools. The Headmaster and the Admissions Director of Tettenhall College, a British independent school, were invited to share insights into British culture. Following this, we introduced our 50+ mature-age study tour programme. Participants also had the opportunity to appreciate the artworks on display at ShangArts Gallery.

News from local media

China mandates significant cut in routine tests for primary, secondary school students

By Zou Shuo | chinadaily.com.cn | Updated: 2025-12-17 18:54

<https://www.chinadaily.com.cn/a/202512/17/WS69428c0aa310d6866eb2f29a.html>

China has mandated a significant reduction in routine tests for primary and secondary school students to alleviate excessive testing and academic pressure, the Ministry of Education said on Tuesday.

According to a guideline issued by the ministry, the frequency of exams is strictly limited. Written tests are banned for grades 1 and 2 in primary schools. Other primary school grades are allowed only one final exam per semester, while middle schools can conduct one final exam and an additional mid-term exam.

High schools are also required to limit test frequency, and cross-school or district-wide exams are prohibited for all non-graduating classes, the guideline stated.

The rules call for higher-quality test design, ensuring questions align with curriculum standards and avoid obscure or overly tricky content. Schools are prohibited from purchasing ready-made tests; those lacking design capacity must use papers provided by education authorities, the guideline said.

A strict review system is being implemented, requiring at least three reviewers to check each paper for compliance, accuracy, and correct values orientation.

Importantly, exam results in compulsory education must use a grade-based system instead of scores and cannot be publicly ranked. The focus should shift to diagnosing learning gaps and guiding teaching.

Education departments will train teachers in test design and explore the use of AI in exam processes. Violations will be investigated, with designers, reviewers, and schools held jointly accountable.

Ministry to optimize the structure and scale of university enrollment

By Zou Shuo | chinadaily.com.cn | Updated: 2026-01-22 13:49

<https://www.chinadaily.com.cn/a/202601/22/WS6971ba74a310d6866eb352d8.html>

China's top education authorities have outlined plans to optimize the structure and scale of university enrollment, focusing on expanding access to quality undergraduate programs while steering resources toward disciplines vital for future growth.

According to a notice issued by the Ministry of Education on Thursday regarding the 2026 national college entrance exam, or *gaokao*, the country will increase enrollment quotas in foundational sciences, emerging interdisciplinary fields, and majors in high demand. This shift aims to support national strategies in

technological innovation and industrial upgrading, thereby strengthening China's self-reliance in science and technology.

To achieve this, individual universities are instructed to refine their enrollment plans. They must consider factors including national and regional economic needs, industry requirements, their own institutional positioning, available resources, and graduate employment outcomes. The goal is to enhance the alignment between the talent they cultivate and the evolving demands of the job market and national development.

Meanwhile, the notice also emphasized a robust safety management system. Provincial authorities are tasked with ensuring exam security, from question setting to grading, and preventing high-tech cheating through upgraded surveillance and inspection equipment. A crackdown on exam-related illegal activities and tighter oversight of training institutions are also mandated.

Efforts to promote regional equity will continue, including dedicated enrollment plans for rural and less-developed areas, while stricter measures will be enforced against improper practices like "*gaokao* migration", where students fake their registration location to take the exam in less competitive places.

University to aid training for disasters

China establishes its first institute for emergency management education

By JIANG CHENGLONG | China Daily | Updated: 2026-01-21 09:31

<https://www.chinadaily.com.cn/a/202601/21/WS69702c76a310d6866eb34e17.html>

China has officially established the University of Emergency Management, the country's first university dedicated to emergency management education and training, a move expected to help ease a nationwide shortage of professionals in the field.

Vice-Premier Zhang Guoqing, speaking at the recent inauguration ceremony in Langfang, a city in North China's Hebei province, said the university's establishment represents the realization of a major decision aimed at strengthening talent cultivation and academic development in emergency management, according to the Ministry of Emergency Management.

Zhang added that this move advances the modernization of the country's emergency management system and capabilities.

He called on the university to conduct specialized research across the full chain of emergency management work and build clusters of disciplines and majors that serve key areas such as workplace safety, natural disaster prevention and control, and emergency rescue and relief operations.

Zhang also urged the university to develop more "emergency management plus" training models, with a strong focus on practical skills and real-world drills, and to cultivate more interdisciplinary professionals "who understand the industry, master technical expertise, value safety, and can respond effectively in emergencies".

Yang Saini, a professor of disaster reduction at Beijing Normal University, said the "emergency management plus" approach refers to integrating knowledge and technologies from other fields into emergency scenarios, such as artificial intelligence, big data technology, equipment research and development, and engineering and construction.

She also noted that while many comprehensive universities in the country already have established emergency management schools or related programs, they often lack sufficient hands-on training opportunities.

The new university is expected to provide richer practical platforms, improving students' operational readiness for real emergency situations.

Zhang stressed that the university should focus on major disaster and accident risk prevention and emergency response, strengthen fundamental theoretical research, and accelerate breakthroughs in key core technologies and common enabling technologies.

The Ministry of Education released a public notice earlier this month indicating its plans to merge the North China Institute of Science and Technology and the Institute of Disaster Prevention and establish the University of Emergency Management.

According to the website of the North China institute, it is affiliated with the Ministry of Emergency Management and has long provided training programs for coal industry management officials as well as coal mine safety technicians.

It has 15 schools, covering areas such as emergency technology and management, mine safety, chemical safety, and emergency equipment.

The Institute of Disaster Prevention is affiliated with the China Earthquake Administration. Its website said about 70 percent of frontline earthquake monitoring personnel in China's earthquake system and 80 percent of heads of seismic stations graduated from the institute.

According to a blue paper on safety and emergency management talent in China, released in January 2025, the country's total demand for safety and emergency management professionals is estimated at 16 million.

With an existing workforce of about 10.5 million nationwide, the talent gap stands at around 5.5 million.

Yang said the establishment of the new university is designed to address the shortage of interdisciplinary talent in the emergency management sector.

Drawing on past experience, responding to major emergencies and large-scale disasters often requires extensive cross-sector and cross-department coordination, which is closely interconnected and demands systemic thinking, she said.

Because of this interconnected nature, emergency management authorities need to coordinate data and operations across multiple sectors and departments during disaster prevention and response efforts, the professor said, adding that many resources, including personnel, funding, and equipment, can also be shared and redeployed across different scenarios.

Thus, future emergency management professionals cannot rely on expertise in just one field, according to Yang.

China pushes higher education reform with focus on tech and industry

By Zou Shuo | chinadaily.com.cn | Updated: 2026-01-08 21:29

<https://www.chinadaily.com.cn/a/202601/08/WS695fb14ca310d6866eb32bd3.html>

China will launch a new round of its "Double World-Class" project in 2026 as part of broader efforts to optimize the higher education landscape, the Ministry of Education announced on Thursday.

The initiative, aimed at developing world-class universities and disciplines, will enter a fresh phase focusing on guiding research-oriented universities to closely align with technological innovation and industrial development.

According to the ministry's national education work conference for 2026, advancing classified reforms for different types of higher education institutions is set as a major strategic task. The second phase of the initiative, announced in 2022, includes 147 universities the country aims to build into world-class institutions by mid-century.

Research universities will concentrate on sci-tech entrepreneurship and industry, while applied universities will be steered to connect with key regional strategies and serve socio-economic needs.

The ministry also emphasized strengthening education support for science, technology, and talent development to boost the overall efficiency of the national innovation system. Key measures include launching the construction of national interdisciplinary centers, improving the network for transforming scientific and technological achievements in universities, and exploring new models for cultivating top-notch talent in critical fields.