科博国际教育
HOPE International Education
Since 2000

HOPE Updates 2026 No.2

28th Feb, 2026
Editor in chief: Daniel Zheng
Editor: Liz Zhou, Alice Zhang

Inside Hope

- Hope at British Council East Asia Agent Conference Indonesia: Deepening International Cooperation and Expanding New Overseas Recruitment Channels
- 50+ Study Tour Programme launched for wider target groups
- Photo news from February

Highlights from local media

- China extends visa-free policy to Canada, UK
- Macao, HK universities establish joint lab for robotics, embodied intelligence
- China to expand vocational education to emerging fields
- China launches new 'healthy schools' initiative focusing on physical, mental health

Inside HOPE

Hope at British Council East Asia Agent Conference Indonesia: Deepening International Cooperation and Expanding New Overseas Recruitment Channels

From 3rd to 6th February, 2026, Liz Zhou, Marketing Manager of Hope International Education, participated in the East Asia Education Week, with series of events hosted by the British Council in Indonesia. The event was held at Prasetiya Mulya University in BSD City, bringing together education policymakers, university representatives, and industry partners from the UK and East Asian countries to discuss future trends and cooperation opportunities in international education.

Liz attending East Asia Education week

On 3rd February, Liz Zhou attended the East Asia Agents Conference. With the theme 'Global Pivot, Local Power', this year's conference delved into how education agencies can better promote UK education in the context of geopolitical changes, demographic shifts, and increasing regional competition. Discussions revolved around innovative student recruitment strategies, market trends, and student expectations.

Think TNE Forum 2026 continued on 4th February. Focused on 'Multilateral Partnerships in Transnational Education' the forum facilitated in-depth discussions on the evolution of transnational education cooperation models, implementation pathways, and their impact. Notably, officials from the Indonesian Ministry of Higher Education, Science, and Technology emphasized during the forum that transnational education is regarded as a crucial means to enhance local educational capacity and attract international attention, with Indonesia striving to position itself as an international education destination.

During the time in Indonesia, Liz met with overseas partners from Indonesia. This represents

a significant step in Hope’s strategy, which is actively developing new projects and expanding networks of overseas resources, committed to sending more international students to Chinese universities as well as Hope’s overseas partner institutions. As the internationalization of China's higher education continues to advance, Hope is building a two-way study abroad channel. Through collaborations with overseas agents, more Southeast Asian students can learn about and choose China as their study destination.

Liz met with partner agent in Jarkarta to expand cooperation

Liz met with potential partners in East Asian Education week

Met with universities and colleges both from home and abroad

The forum conveyed a clear signal: in the face of a changing domestic student market in the UK and increasing competition in international student recruitment, UK universities are actively expanding transnational education. From Malaysia to Indonesia, UK institutions are exporting high-quality British educational resources overseas by establishing branch campuses and cooperative education programs with local institutions. As emphasized during the forum, this collaboration is not merely one-way export but a mutually beneficial partnership based on the needs of both sides. The UK government's newly released strategy also explicitly sets the goal of increasing education export revenue, with transnational education identified as a key growth area.

This trip to Indonesia not only allowed Hope to gain in-depth insights into the latest developments in the Southeast Asian education market but also laid a solid foundation for Hope to expand its overseas recruitment network and deepen cooperation with UK universities in the field of transnational education. Moving forward, Hope will continue to serve as a bridge, helping Chinese universities attract international students while promoting deeper and broader Sino-UK educational cooperation.

50+ Study Tour Programme launched for wider target groups

After several 50+ Study Tour Programme launch events for Hope's business channels and sub-agents in January, Hope organized two more themed events for its direct clients on 11th February before Chinese New Year.

1. **"When Shanghai culture meets British education - Empowering Mature New Youth and Children" Afternoon Tea at Tingdeco, a tea house full of Old Shanghai style**

   To help our clients understand more about overseas education and life-long learning opportunities and tendency of 50+ people worldwide, some experts in aging industry and education were invited to attend the event and shared their experience and knowledge with 25 people from Shanghai and surrounding areas.

Mr. Wenjun Li, Guest Lecturer, from Tourism College of Shanghai Normal University gave free speech on “New lifestyle for mature aged under silver economy”. As a pioneer organizing elderly people group to travel abroad many years ago, he saw growing demand on elderly people with deeper motivation for study tour abroad.

Ms. Yun Jiang, Researcher of Shanghai Elderly Education Teaching Studies and Instruction Centre, also talked about this topic. She recalled when she was in her twenties, she saw many elderly people sang beautiful songs in church when she visited Germany, that’s why she chose to research elderly people after that visit, and she has been in this field for many years.

After the inspiring speeches, Mr. Daniel Zheng, Managing Director of Hope International Education formally announced the launch of Hope’s 50+ Study Tour Programme, and introduced the details of the first product cooperated mainly with Arts University Bournemouth. Interested audience came to Daniel after his speech for more details and discussion.

Since some audience are parents of students studying abroad or in international schools in China, Mr. Wenguo Chen, General Principal of Shanghai Hongrun Boyuan School, one of the former founder teachers of Shanghai High School International Division, the top international school in Shanghai, shared his more than 30 years’ experience and stories dealing with parents and encouraged audience also need to grow internationalized horizon and empower themselves to match their children’s growth.

Finally, Ms. Daisy Davidson, Director of Admissions and Marketing of Ashford School, UK, not only talked about private school emphasizing communication with parents to help both students and parents grow, but also answered a parent's questions about cell phone handling and maintaining relationship between parents and students.

2. "Arts and Arts Education in UK"- 50+ Study Tour Programme Online Launch Ceremony

To let potential clients know more about the 50+ Study Tour Programme itself, we invited people in charge of this programme from Arts University Bournemouth together with Hope staff to hold an online launching event at night of the same day.

During the online event, Mr. Pete McKinley, Manager of AUB Academy and Ms. Hannah Barnett-Dolling, Senior Business Development Officer of AUB Academy introduced arts education in the UK and AUB, and the 50+ programme, and they were also interviewed by the host, Ms. Chanel Zhang, Counselling Director of Hope, to give audience more understanding of this programme. In the end, Mr, Eric Guo, Marketing Director of Hope, the former "Gold Badge Guide" in Hangzhou, with 20+ years' international tour guide experience, shared some important points of safety issue for the tour, particularly for the 50+.

In conclusion, with our multi-channel promotion, more and more target people started to grow interest in this programme. We also prepare to hold more events in Hangzhou, Ningbo, or even in Beijing to meet local clients' needs for such programme not just in the UK but also France, US, and other European and Asian countries.

INSIDE HOPE – Photo news of February

On 11th February, an afternoon tea event titled Empowering Mature New Youth and Children and the launch of the 50+ Study Tour Programme was held at West Bund Central for parents as well as some recruitment partners. On the spot, Director of Admission and Marketing of Ashford School, a British independent school, was invited to share insights into British culture. When introducing concept of the Third Age, we made a briefing of 50+ mature-age study tour programme so as to enable the New Youth to gain more insights for the humanities and arts study tour in England.

February marked a busy time for Hope Shanghai office as several schools visiting us before the Chinese New Year. Chigwell School and Berkhamsted School visited Shanghai office and interviewed with potential parents and students. In March, we are expecting 3 more schools from the UK and Ireland visiting our office in Shanghai and Hangzhou.

On 26th February, Xijiao Liverpool University in Suzhou welcomed over 60 international students to study in China. The Hope team was on hand to assist with airport pick-up, providing dedicated support throughout the arrival and check-in process, ensuring a smooth and pleasant start to the new semester.

News from local media

China extends visa-free policy to Canada, UK

By Mo Jingxi | chinadaily.com.cn | Updated: 2026-02-15

China has decided to extend its visa waiver policy to ordinary passport holders from Canada and the United Kingdom starting Tuesday, when the Chinese New Year begins, a Foreign Ministry spokesperson announced on Sunday, saying the move aims to further facilitate cross-border travel.

According to the spokesperson, ordinary passport holders from the two countries can enter China without visa and stay for up to 30 days for business, tourism, family/friends visit, exchange and transit purposes.

The policy will be effective until Dec 31.

Macao, HK universities establish joint lab for robotics, embodied intelligence

Xinhua | Updated: 2026-02-13 09:35
https://www.chinadaily.com.cn/a/202602/13/WS698e7fdba310d6866eb39170.html

MACAO -- The University of Macau (UM) and the Hong Kong Polytechnic University (PolyU) signed an agreement on Thursday to establish the first joint laboratory co-funded by Macao and Hong Kong -- the Joint Laboratory for Robotics and Embodied Intelligence, the UM told media.

The two universities also announced the launch of a dual PhD program with joint supervision by faculty from both institutions, which the UM said marks a significant step forward in collaboration on frontier technologies and high-level talent development.

UM Rector Song Yonghua said that the joint laboratory brings together UM's strengths in interdisciplinary research, artificial intelligence, and engineering with

PolyU's expertise in applied science and engineering practice. It will advance fundamental research and promote technology transfer in cutting-edge fields such as intelligent robotics and embodied artificial intelligence, he added.

Teng Jin-Guang, president of PolyU, said the initiatives to establish the laboratory and the PhD program provide a significant platform for collaboration, enabling interdisciplinary teams from both universities to conduct impactful research, address challenges in transformative technologies, and accelerate the translation of research results for the benefit of Hong Kong, Macao, and the country as a whole.

China to expand vocational education to emerging fields

By Zou Shuo | chinadaily.com.cn | Updated: 2026-02-12 18:28
https://www.chinadaily.com.cn/a/202602/12/WS698dab58a310d6866eb38fbb.html

China’s vocational education system will expand to include programs in emerging fields such as the low-altitude economy, artificial intelligence, high-end equipment, and urban renewal, according to a new guideline released on Thursday by the Ministry of Education.

The guideline urged institutions to dynamically adjust their programs by adding new disciplines, phasing out redundant ones, and upgrading existing courses to better align with industrial transformation and national strategic needs.

A rapid-response mechanism will be established to introduce new programs tailored to burgeoning sectors and future industries. Special attention will be given to fields with critical talent shortages, including the low-altitude economy, artificial intelligence, high-end equipment, and urban renewal.

At the same time, programs with weak faculty resources, poor teaching quality, or low employment rates will face closure or consolidation to prevent scattered and inefficient program layouts.

Local authorities are encouraged to leverage big data and artificial intelligence to forecast talent supply and demand in key sectors, providing scientific grounds for timely program adjustments.

The reform outlines five key tasks: adjusting academic programs, designing integrated curricula, diversifying textbook formats, upgrading teacher competencies, and building industry-education integrated training bases. These efforts aim to shift vocational education from knowledge transmission to comprehensive skill development.

To ensure coordinated implementation, the ministry will involve top executives from leading enterprises, high-level vocational schools, and industry organizations in carrying out the reforms.

Provincial education departments are required to formulate program planning based on regional industrial blueprints and publish annual compatibility reports. They should also regularly publish three lists of programs: those in urgent demand, those requiring upgrades, and those considered outdated.

Local education-industry alliances are expected to release guidance on talent demand forecasts and program planning.

By 2027, the ministry aims to establish a modern vocational education standards system covering programs, curricula, textbooks, teachers, and training facilities, along with a replicable model. By 2035, it envisions a vocational education framework with Chinese characteristics that significantly enhances the system's capacity to serve national strategies and industrial upgrading.

According to the ministry, the country had 12.29 million students in secondary vocational schools, 17.64 million students in vocational colleges, and 109,600 students in vocational universities by the end of 2024.

China launches new 'healthy schools' initiative focusing on physical, mental health

By Zou Shuo | chinadaily.com.cn | Updated: 2026-02-27 16:27
https://www.chinadaily.com.cn/a/202602/27/WS69a1558fa310d6866eb3a99a.html

The Ministry of Education has unveiled a new guideline aimed at transforming schools across the country into "healthy schools", with a strong emphasis on physical activity, mental well-being, and nutritional safety.

The document, released on Friday, seeks to embed the "health first" philosophy into the education system, ensuring that student wellness becomes a core component of the campus environment.

According to the guideline, the initiative will roll out in three phases. By 2027, the establishment of pilot healthy schools is expected to be completed, setting effective models and evaluation standards. By 2030, the "health first" concept should be widely adopted, with significant improvements in health education covering every school. The ultimate goal, set for 2035, is to have universally established high-quality healthy schools.

All primary and secondary students will be required to engage in at least two hours of comprehensive physical activity daily. Schools are also required to introduce 15-minute breaks.

Beyond physical health, the guideline places a strong emphasis on mental health. A national monitoring and early warning system for student psychological issues will be established.

To combat rising myopia rates, prevention efforts will be intensified, particularly in kindergartens and primary schools, with a focus on protecting children's "far vision reserve" and ensuring ample outdoor time.

Regarding weight management, a specific action plan will target obesity through balanced school meals, home-school collaboration, and the integration of "exercise prescriptions" with dietary guidance.

Food safety is another critical pillar. Schools must strictly enforce management regulations, implement systems where officials share meals with students to ensure quality, and establish parental committees to oversee campus dining.

The guideline also mandates the installation of automated external defibrillators and the integration of life safety education, including first aid and emergency drills, into the curriculum.

Sun Mingchun, director of the Department of Physical, Health and Arts Education at the Ministry of Education, said efforts will be made to ensure that the "health first" philosophy reaches every school and promotes the early establishment of healthy schools among all institutions. The effectiveness of healthy school construction will be incorporated into education supervision and serve as a reference factor in school evaluations and assessments, he said.

Ma Jun, professor at the School of Public Health at Peking University, said the core of the guideline lies in shifting schools from a score-first to a health-first approach. Building healthy schools is not only crucial for the holistic development of individual students but also vital for the future of the nation and its people, he said.