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Spring in Shanghai at Westbank Arts Park

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Inside HOPE

Recruitment Partners Joined Hope 's Conference and Enjoy Charity Sports in Ningbo

35 Hope's sub-agents across China joined a 3-day conference in Ningbo and Xinchang, Zhejiang Province from 13-15 March, to discuss the changing market and the solution to the challenge. The conference includes seminar, campus tour of Nottingham University Ningbo Campus, charity pickleball tournament for autistic children and hiking along the picturesque 'ancient path for salt merchants' in Xinchang county.



On the first day, partners came to University of Nottingham Ningbo campus to enjoy a campus tour and learn more about this first Sino-foreign joint venture university established in 2004. A group of autism children from local special education school, Oliver Tree Autism Rehabilitation Centre, joined the tour later and had an interaction game with Hope's partner agents. It perhaps was the first time for these children to visit a world-famous university.





In the evening, a charity pickleball tournament was held, and the prizes finally were donated to the local autism rehabilitation centre. 2 April is World Autism Awareness Day, and before that day, Hope has been organizing various charity events every year for almost 14 years.



On the second day, the conference was held at UNNC. Mr. Daniel Zheng, Hope's Managing Director gave an opening speech themed Innovation, Cooperation and Sustainable Development –the Way to Survive **the Changing Market**. He's not only express Hope's business notion **and experience in the past 25 years**, but also introduced Hope's new programmes which are Study in China and Study Tour for 50+. **He reiterated the importance of innovation and sustainability in business and call for building a healthy eco-environment in international education industry. Hope's partners also introduced the market situation in their home cities and were all excited to develop a more closer network for collaboration advocated by Hope.**



Following **Daniel's presentation**, as the host university, UNNC also introduced summer programmes to participants. Hope's Counselling Director and Deputy Marketing Director

shared the new trend on background raising market and some **selected projects Hope established.**

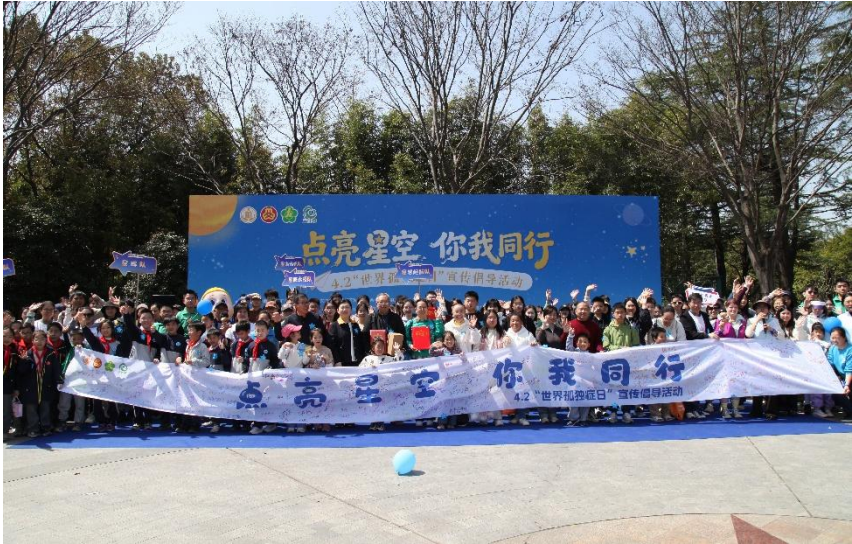
During spring, sitting in conference room for a whole day is not a smart choice. After the conference. In the 3rd day, everyone enjoyed a charity hiking along the beautiful ancient path for salt merchants in Xinchang, promoting autism awareness as well as networking and keeping fit!



Hope jointly held Charity Walk for Autistic Children in Shanghai

For 14 years, Hope has been committed to caring for autistic children, and for 7th year, Hope has been organizing charity walk with its partner autism rehabilitation center before the World Autism Awareness Day on 2 April.

Illuminate the stars! Together, you and I! **This year's event** was held on 28th March at Westbank Natural Arts Park Shanghai **attracting** 400 individuals from various backgrounds, including international students studying in China, to participate. This annual event organized by Hope International Education and Clover Children's Health Rehabilitation Centre has been held for 7 consecutive years, and its scale and influence have continued to grow **and** becoming increasingly international.



Since Loughborough University and University of Southampton donated some teaching and learning materials to Clover in the past, their names were all shown on the board of support units for respect and remembrance.



The most impressive **team** was Donghua University International Student team. Love knows no borders. **14 students from Vietnam, Burmer, Mongolia, Russia, Cambodia, Kenya, Kazakhstan, Pakistan participated** in the event.



Daniel Zheng and Liz Zhou from Hope took photos with Donghua University team, and Shanghai TV interviewed one of the international students from Donghua University

Some photos for memories





Hope Promotes 50+ Study Tours: Connecting Institutions and Unlocking New Learning Opportunities for the adults

As ‘learning and enjoying life in old age’ evolves from a vision to reality, the spiritual pursuits of the senior group are shifting from basic satisfaction to quality improvement. No longer confined to traditional elderly classrooms, senior study tours have become a new choice for contemporary active seniors. To let more senior friends experience the charm of study tours and promote the rooting and development of senior study tour programs, Hope International Education has based itself on the needs of the elderly group, taking the initiative to organize a series of promotion and exchange activities, practicing the concept of lifelong learning with practical actions and helping the silver-haired group achieve self-transcendence.



Hope is to work with some senior citizens universities to organize various training classes even before the overseas study tour. The subject may include foreign language, fashion design, photography and video production etc.. Hope recently visited Donghua University’s elderly college to discuss the possible collaboration. During the visit, the Hope team had in-depth communication with the principal of Donghua University Elderly College, and introduced Hope’s intension and proposal which were warmly responded by the college.

In addition to connecting with elderly education, Hope also organized 20 50+ adults for a day trip to a senior citizen community in Suzhou followed by a museum tour. The community called Suzhou Taikang Wu Garden not only has complete elderly facilities and professional medical care services, but also gathers a group of senior elders who pursue quality life and life-long learning, which is highly consistent with aim of Hope senior study tours. During the visit, the Hope group visited facilities and had deep conversation with elderly in Wu Garden.

In addition to the tour, Echo Zhao, Director of Hope senior study tour programs carried out

a presentation on the UK tour to AUB this summer in Wu Garden, introducing in detail the AUB study tour routes customized specifically for the 50+ group to the elders on site.



Hope organizing Taikang Wu Garden, Suzhou visit

From the cooperation and connection with Donghua University Elderly College to the on-site promotion in Suzhou Taikang Wu Garden, every step of Hope's actions stems from a profound insight into the needs of the senior group. At present, China's aging process is advancing continuously, and the spiritual and cultural needs of the senior group are becoming increasingly diversified. As an innovative form of elderly education, senior study tours can not only meet the learning needs of the elders, but also promote the development of lifelong education. The launch of a series of promotion activities has made Hope's senior study tour program known to more people, and also built a bridge connecting the elderly group, elderly education institutions and study tour resources overseas.

INSIDE HOPE - Photo news of March



From 4th to 6th of March, Amily CHEN, Project Manager of Hope Hangzhou Office, attended the St Alphe Secondary Education Conference in Hong Kong as a company representative. The fair brought together outstanding overseas middle schools from various countries, including New Zealand, Canada, the United Kingdom, Switzerland and other regions, all of which are local institutions with strong strength and good reputation.



In mid-March, invited by the International Department of Head Office and local branches of Industrial Bank, teams from Hope's Shanghai and Hangzhou offices traveled to Jiangmen City, Guangdong Province, Chengdu and Nanchang Branch respectively to attend education lectures. Focusing on topics of high concern to parents—trends in international education under the latest landscape and effective planning strategies for high-net-worth families—Directors Alex WEN and Chanel ZHANG held in-depth discussions with parents from more than 20 sub-branches and branches of Industrial Bank.



Mei, Director of Hope International Education UK Office, attended the three-day UK Boarding Schools Seminar from 12th to 14th March. A total of 104 secondary schools participated in this March conference. Mei attended 27 sessions over two days and achieved fruitful results. In addition to learning about the latest institutional information and admission updates from school admissions teams, and discussing short-term study placements as well as winter and summer study tours, we also promoted study-abroad opportunities in China for international students to these institutions. Many schools expressed their welcome for us to participate in their career fairs, providing broader application pathways for their local and international students.



In March, Hope International Education Shanghai and Hangzhou offices received visits from a number of overseas schools, such as Chigwell School, Kent College, Bradfield College and etc. During the meetings, school representatives engaged in in-depth discussions with our consultants to gain insights into the current landscape of the study-abroad market in China and understand its latest trends and demands.

[News from local media](#)

China international education exhibition tour to visit five cities in April

By Zou Shuo | chinadaily.com.cn | Updated: 2026-03-25

The 31st China International Education Exhibition Tour will be held in five cities — Beijing; Chengdu, Sichuan province; Zhengzhou, Henan province; Wuhan, Hubei province; and Shanghai — from April 10 to 20, offering students and parents a comprehensive platform to explore global education opportunities and address key concerns about overseas study.

Organized by the Chinese Service Center for Scholarly Exchange under the Ministry of Education, the annual event aims to promote international education cooperation and provide the public with reliable, high-quality services.

As of Tuesday, 242 universities and educational institutions from 26 countries and regions had registered for the tour, occupying more than 610 booths.

The tour, supported and guided by the Ministry of Education, has been held annually since 1999. Over 30 sessions, it has attracted nearly 3,000 institutions from 61 countries and regions, drawing more than 1.6 million offline visitors across more than 30 cities nationwide.

For the first time, the tour will extend to university campuses, with events scheduled at Zhengzhou University, Henan University, Shanghai University of Finance and Economics, and Shanghai Jiao Tong University. The campus events are designed to help students access global educational resources more directly.

The Beijing tour runs concurrently with the 22nd China Study Abroad Forum, which will serve as a key platform for high-level dialogue between Chinese and international education institutions.

Three major research findings will be released during the forum: an assessment of the overseas study environment in 2026; a report on employment data for returned overseas

graduates; and an analysis of the characteristics and development patterns of Chinese overseas returnees who have started businesses.

China eyes greater appeal as destination for international students

By Zou Shuo | chinadaily.com.cn | Updated: 2026-03-25

China is confident in its ability to become one of the world's most attractive destinations for international students as it pushes forward with efforts to build itself into a leading force in education, a senior official said Wednesday.

"We have confidence in that goal, and we will continue to make efforts to achieve it," said Wang Daquan, Party secretary and director-general of the Chinese Service Center for Scholarly Exchange under the Ministry of Education.

Speaking at a news conference, Wang highlighted the growing appeal of studying in China, citing data from the center that points to notable positive trends over the past three years.

These include a steady rise in the number of applicants, greater diversity in countries of origin, a significant increase in self-funded students, and a marked rise in the number of degree-seeking candidates at the undergraduate, master's and doctoral levels.

Wang attributed the upward trajectory to several advantages that distinguish China as a study destination. Chief among them, he said, is the strong cost-effectiveness offered by the country's higher education system, whose quality has continued to improve.

"In various world university rankings and subject rankings, one can observe that the overall strength of Chinese universities is advancing significantly — not just marginally, but in a sustained and notable manner," Wang said. China also offers some of the lowest tuition fees for university education, he said. "This high cost-performance ratio is a key factor attracting overseas students to China."

He also pointed to the country's stable policies and safe environment, describing China as offering one of the most secure settings for international study. In addition, the rapid pace of China's development presents opportunities for overseas students to share in the country's growth, he said.

The growing global presence of Chinese enterprises and the Belt and Road Initiative are also creating new opportunities for graduates of Chinese universities as they seek work in their home countries or elsewhere, Wang said.

5 Hong Kong university subjects rank top 10 globally

Xinhua | Updated: 2026-03-27

HONG KONG -- In the recently released Quacquarelli Symonds (QS) World University Rankings by Subject 2026, Hong Kong universities achieved a total of five subjects ranked among the global top 10.

According to the rankings, the University of Hong Kong's dentistry remains second globally, and its education program is ranked fifth. The Chinese University of Hong Kong's nursing program is placed sixth.

While most Hong Kong universities delivered solid performances, the Education University of Hong Kong (EdUHK) and the Hong Kong Academy for Performing Arts (HKAPA) stood out for their remarkable climbs. EdUHK's education program rose five places to seventh, and HKAPA climbed 10 positions to 10th in performing arts, securing the top spot in Asia.

John Lee Chi-Kin, president of EdUHK, said that this is a record-breaking moment for EdUHK. The new QS education discipline ranking reflects EdUHK's international stature in teacher education, pedagogical research and educational innovation.

Anna CY Chan, director of HKAPA, said that the ranking affirms the academy's pursuit of high-level arts education and consolidates its leading position in performing arts education in Asia and beyond.

The QS subject rankings are based on five key metrics, including academic reputation, employer reputation, citations per paper, H-index and international research.

Education ministry issues 20 prohibitions to regulate schools

By Zou Shuo | chinadaily.com.cn | Updated: 2026-03-27

The Ministry of Education has issued a sweeping set of 20 detailed prohibitions to regulate basic education, explicitly banning teachers from exploiting livestream tipping, knowledge-payment platforms or other means to covertly solicit money from parents by marketing anxiety-inducing content.

The negative list, released on Friday, is part of a broader push to reduce undue burdens on students and curb long-standing malpractices in kindergartens, primary and secondary schools. The regulation sets clear red lines on everything from student homework and well-being to campus safety and enrollment integrity.

First and foremost, the guideline strictly prohibits any words or deeds that oppose the Party or socialism, vilify the Party or the country's image, defame the Party and State leaders or heroes and role models, advocate secessionism, distort history, or glorify aggression. Such wrongful views are prohibited from being spread via online platforms, forums and lectures, examination papers and test questions, teaching materials and reference books, electronic devices, or any other public means.

Several items directly tackle the heavy academic workload that has long concerned families. Schools are forbidden from teaching ahead of or beyond the national curriculum, and from squeezing class hours for subjects such as moral education, physical education, arts and

labor skills. Homework must not exceed the total amount or duration prescribed by education authorities, and repetitive or punitive assignments are banned.

The rules also prohibit frequent testing that adds to students' burdens, and explicitly require schools to respect mandatory sleep times and protect recess periods, barring practices such as confining students to classrooms during breaks.

They also ban schools from starting the academic year early or delaying holidays beyond the unified academic calendar. Using weekends, winter or summer breaks for organized group instruction is strictly prohibited.

Teachers are barred from discriminating against students, and any form of corporal punishment, disguised corporal punishment, verbal abuse, sexual harassment, or other acts that degrade personal dignity is outlawed.

Schools are banned from organizing any form of exam for enrollment purposes or using competition certificates, social training results or grade certificates as admission criteria. Forcing or inducing students to purchase books, electronic products, teaching materials or stationery through designated channels is prohibited, as is the improper selection of textbooks and teaching aids.

The ministry called for innovative oversight methods, including leveraging the internet, big data and artificial intelligence to reduce administrative burdens at the grassroots level.

Local education authorities are urged to widely promote the negative list to ensure it reaches every school, principal and educator.