



科博国际教育
HOPE International Education
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HOPE Updates



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DRAGON BOAT FESTIVAL 2026

潮起时代之姿
无惧百舸争流

50+新青年
阅世界正当时

端午 端午安康

HOPE International Education
50+
新青年·阅世社

科博国际教育
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豆包AI生成

Peace and Health, celebrating the Dragon Boart Festival

Inside Hope

- ✧ *Hope attend ICEF to expand its overseas agency network for Study in China business*
- ✧ *Hope organize sub-agents training to strengthen professionalism*
- ✧ *Hope's annual Staff Retreat & Training*
- ✧ *Photo news from June*

Highlights from local media

- ✧ *Top universities to expand enrollment*
- ✧ *Education consultancy releases 2026 university subject rankings*
- ✧ *China adds new university majors to support national strategic needs*
- ✧ *Education ministry warns against 'college application consultants' scams*

Inside HOPE

Hope attend ICEF to expand its overseas agency network for Study in China business

Early June, Hope International Education attended ICEF Asia conference held in Ho Chi Minh City, Vietnam representing several top Chinese partner universities. ICEF Asia stands as a high-value exclusive networking summit between institutions across the world and qualified agencies dedicated to international student recruitment across Asia. Held at Ho Chi Minh City from 10 to 12 of June, the conference gathered over 140 officially certified education agencies and 130 institutions and education service providers from more than 30 countries. Participating agencies covered more than 15 Asian nations including Vietnam, Myanmar, Laos, Cambodia, Thailand, Malaysia, Singapore, Nepal, Bangladesh and China.



Hope team at ICEF Asia

The event adopted one-on-one meeting sessions to enable focused, efficient recruitment partnership discussion. Hope's stand was fully engaged and about 34 agencies filled the meeting slots over two days, clearly reflecting the surging demand for Chinese higher education among Asian international students.



Hope team engaged in one on one meeting with agents around the world

Shifting Regional Recruitment Landscape: Rising Global Prestige of Chinese Universities Drives Soaring Inbound Student Applications

Rising teaching quality and China's global standing have lifted Chinese universities' international profile, with AI and computer science standing out as globally sought-after majors. Powered by China's robust research strengths, mature digital industrial chains and Asia-Pacific tailored curricula, these programmes enjoy strong market recognition across

Asia, where annual applicant numbers keep surging. For years, Asian students prioritised the UK, US and Australia, yet the recruitment landscape has shifted fundamentally. Countless Southeast Asian education agencies now centre their services on Chinese university admissions, with AI and computing engineering topping applicants' major picks. Heavy inbound enquiries and proactive partnership proposals from dozens of ICEF Asia recruiters confirm this major market shift. Recruiting Asian international students is no longer a niche tactic for Chinese universities — it has become a core, indispensable growth driver for higher education internationalisation.

Post-Fair In-Depth Local Recruitment Research: Visits to Leading Vietnamese Recruitment Agencies

Following the two-day exhibition, Hope team also visited two top local Vietnamese agencies. Compared with time-limited meetings at the fair, closed-door offline meetings allowed Hope to conduct thorough, detailed research on real local recruitment demand for Chinese university programmes.



Hope team visited two local recruitment agencies in Vietnam

Hope's Full-Cycle Support Services: Steady Growth of Inbound Student Enrolments via Our Integrated Solutions

With surging global demand for Chinese university places, Hope International Education's full-spectrum one-stop inbound student recruitment support system has won consistent trust from overseas recruiters and applicants alike. Each year, a growing number of international students' secure admissions to Hope's partner Chinese universities and access Hope's professional in-China guardianship services through our platform.

Hope organize sub-agents training to strengthen professionalism

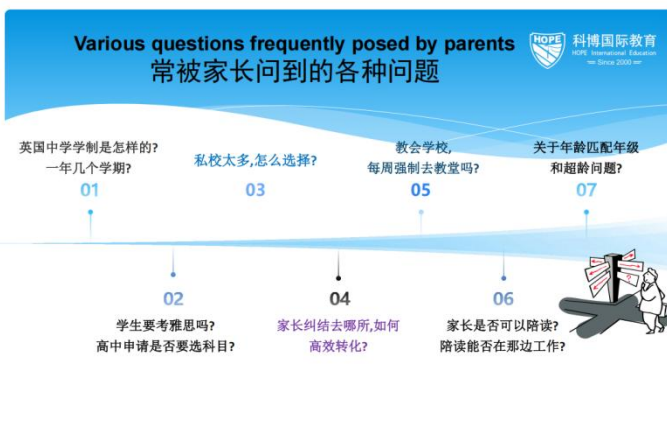
To further deepen the connection of high-quality international education resources, tackle the challenges of market change and empower Hope's partners to deliver professional, high-standard study abroad services, Hope organized a sub-agent training event in Hangzhou on 16 June covering UK boarding school application and UCAS application system. 20 Hope's sub-agents in the region attended this training seminar.

Mr. Andrew Wood, International Admissions Director of Earlscliffe School, a traditional private school in the UK, conducted an informative session focusing on common difficulties in UK private school applications.



Mr. Andrew Wood, International Admissions Director of Earlscliffe School introducing school

Applications for UK private boarding schools are widely recognized as challenging due to stringent admission criteria, complicated procedures and asymmetric industry information. Targeting these prevalent pain points in consulting and service practices, the seminar delivered systematic and refined interpretations of the entire admission process. Combining the school's latest admission policies, admission preferences, academic assessment standards and enrollment regulations for international students, Mr. Wood comprehensively decoded the core essentials of UK private school applications. The sharing covered key modules including academic background evaluation, personalized personal statement polishing, interview assessment focuses, boarding adaptation requirements and comprehensive competence assessment. He provided accurate solutions to various difficulties encountered by Hope's partner agents in daily consultation, student academic planning and application implementation.



Alex WEN, Marketing Director of Hope shared her insights in application of independent schools in the UK by outlining frequently asked questions from parents

In addition, the event featured the UCAS admission system, the core framework for UK undergraduate applications. Lyn CAI, Hope’s Application Manager in Hangzhou, elaborated on the full UCAS application process. She also gave targeted interpretations of key concerns for international students, such as application timeline planning, credit adaptation and top university admission strategies. The session fully equipped participating institutional teams with up-to-date UCAS regulations and admission skills, greatly improving the professionalism and success rate of high-end UK undergraduate applications.



05. 核心材料解析：个人陈述 (PS)

Question 1	Sample
<p>Why do you want to study this course or subject? 你为什么想要学习这门课程或学科?</p> <p>切入角度:</p> <ol style="list-style-type: none"> 1. 学习动机 (受什么启发、你的个人经历如何引导和驱动你选择和进入这个领域); 2. 对该领域的了解和兴趣 (是否有阅读过什么材料、某个或某些知识让你产生兴趣并愿意深入探索); 3. 初步或者明确的未来学习和职业规划 (专业的学习对你实现相关规划有什么帮助和意义)。 	<p>Reading the introductions to skin illnesses in that familiar patient waiting room, I realized that eczema and other associated skin illnesses that I have got are hard to cure thoroughly. After trying many therapies and even DNA sequencing, I finally found a specific kind of Loratadine to help suppress the suffering. Amazed by its benefits, I began to study why this drug outperformed others that I tried. I learned that drug efficacy is impacted by many factors, such as composition design of pills and pathological condition. These uncertainties make a drug difficult to perform its full effect and thus drives the continuous development of medicine.</p> <p>Later, a video discussing chronic diseases drew my attention to the vicious interplay between physical diseases and mental health. I found this to be true, as every time my eczema flared up, I became anxious and irritable. The book <i>Neuroscience—Exploring the Brain</i> gave me some clarifications, as it informs that physical illnesses can alter neural regulation, which may lead to mental health issues, while psychotropic medication also binds with receptors in other organs, causing additional physiological effects. I was thus curious about if the sedating effects of medications like Loratadine could be altered to make patients suffer less and if influencing the nervous system could reduce the vicious cycle.</p> <p>These interests pushed me to explore biomedicine and biochemistry and make efforts to refine and create therapies for chronic patients and promote positive changes in medicine.</p>

Lyn CAI, Hope Application Manager outlined the important points of writing a personal statement

Representatives from over 20 sub-agents in Hangzhou actively participated in interactive discussions. Combining their own characteristics, student source advantages and service demands, they conducted in-depth communication with Mr. Wood and the Hope to align detailed cooperation plans. Through this exclusive seminar, all partner agents not only acquired practical expertise in high-end UK private school admissions and top university progression, but also established direct official communication channels with authentic UK private schools, eliminating the drawbacks of outdated information and redundant intermediate channels.



Moving forward, Hope will continue to integrate high-quality resources from top overseas educational institutions worldwide. By continuously providing standardized, professional and high-end international education service systems for our partners, we will help our sub agents strengthen their core competitiveness. Hope is committed to delivering more precise, efficient and high-quality overseas study planning and progression pathways for students, jointly exploring the international education industry and achieving mutually beneficial and sustainable collaborative development with sub agents.

Hope's Annual Staff Retreat & Training

Every summer, Hope organizes staff retreat and internal training for counselors and marketing staff. Late June, staff from Shanghai, Hangzhou and Nanjing Office had a two-day team-building and training session at Six Arts Museum Hotel in Suzhou.

At the beginning, Chanel Zhang, Director of Counseling, shared current market trends, especially parents' minds changed from looking highly upon studying abroad to disenchanting study abroad in terms of prestigious universities, high study level, and lower employment. Nowadays, China market's demands are divided into two categories, one is higher return with lower cost, the other one is choosing top universities only. With this trend, counselors should grow in the fields of career planning and even psychological counseling to meet students and families' needs.

As 4+0 joint programme, 3+1 SQA and 2+2 programmes growing fast in China, especially 4+0 joint programmes, gaining more Gaokao students' attention in China market, it becomes nearly a threat to traditional education agents. To cope with that, Hope is considering developing the business to help students in this area.



“As many Chinese students need solid foundation on English language, even they have quite high score, they don’t have satisfied ability to use it properly in academic study, therefore, we will introduce Writing and Reading Accelerator Training Programmes taught by native English speaker into our market to enhance students’ real ability.” said Judy Zhu, Chief Counselor for Younger Students.



Sherry Zhang and Angela Zhang from Media Dept. also encouraged all the counselors to make good use of new media, like rednote, Douyin, WeChat, etc. to set up personal IP and to build professional image and attract potential customers in the long run.

Study in China Programme, as Hope’s new growing business, was introduced to the whole team for the first time. From the country list sending students to China as a new destination, the Chinese universities/international schools resources, the methods to recruit international students, to after-study service like guardianship, Liz Zhou and Amily Chen gave a whole picture about it.

Besides, Becky Gu gave an overview about current partner universities requirements and updates. Jade Liu who graduated from Canada gave training about study master

programmes in Canada to increase counselors' professional knowledge.



Group discussion was a hot session during this gathering time. Some difficult cases and problems were raised and discussed by group people to try to find solutions. Besides, 50+ Programmes' potential market was also discussed.



After meeting, visiting the nearby Li Li ancient town and Six Arts Museum was an eye-opening experience and very good leisure time for the team.

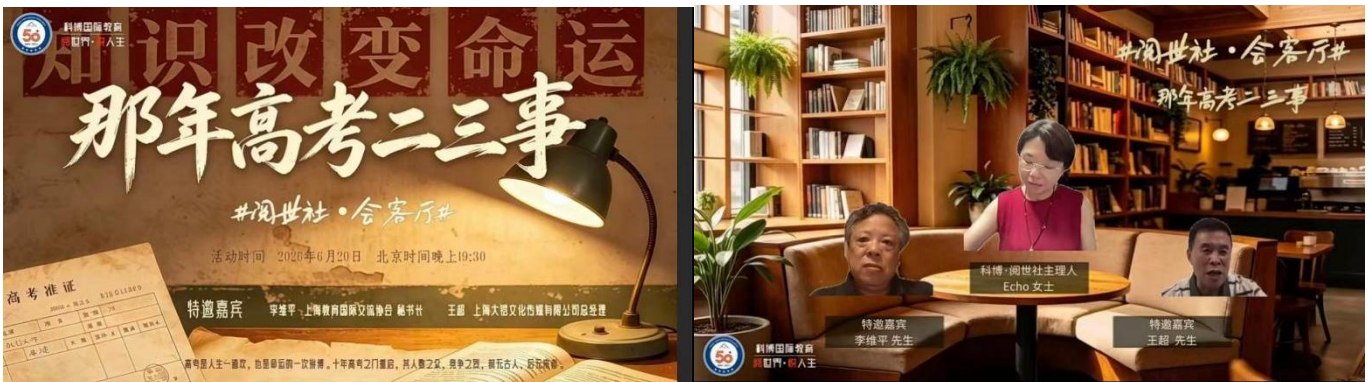




INSIDE HOPE - Photo news of June



On 27 June, Hope 50+club launched the French Culture and Luxury Business Study Camp to be held in November at a local culinary art centre. The French Cuisine Tasting & Cooking Experience Workshop was held alongside with 12 guests being invited. There were fine food, fine wine, knowledge to gain and immersive experiences to enjoy. Best of all, the guest met like-minded peers. Everyone who took part had a wonderful time.



June marks the national college entrance examination season in China, widely known as Gaokao. To mark this meaningful month, the Hope 50+ Club hosted an exclusive online interview called 'Little Stories of the Gaokao in My Youth' featuring two special guests who sat for the Gaokao back in the 1980s. During the sharing session, the two guests vividly recounted their unique Gaokao experiences decades ago, including their studying conditions, inner struggles and unyielding pursuit of dreams amid limited resources. Their heartfelt stories offer a precious cross-generational perspective for today's young test-takers.

News from local media

Top universities to expand enrollment

By ZOU SHUO | China Daily | Updated: 2026-06-26 09:21 



Students and parents gather information on university admission requirements at a higher education consultation fair in Handan, Hebei province, on Thursday. HAO QUNYING/FOR CHINA DAILY

A number of leading universities under China's "double first-class" initiative have announced undergraduate enrollment expansions for 2026, with new slots concentrated in artificial intelligence, integrated circuits, new materials and other strategic sectors, according to official enrollment plans from multiple institutions.

The double first-class initiative is a national strategy launched by the central government in 2015 to build world-class universities and disciplines by providing prioritized support to selected institutions and subject areas.

Southeast University in Jiangsu province will increase its enrollment by 600 students, while Xidian University in Shaanxi province will add 400 and Xi'an

Jiaotong University, also located in Shaanxi, will raise its intake by 360 compared to 2025. Fudan University in Shanghai, Nanjing University in Jiangsu province and Lanzhou University in Gansu province will each expand enrollment by 300 students, while Beijing University of Posts and Telecommunications has planned for an additional 180 placements, according to a report by China Central Television.

AI-related disciplines are a major focus. Nine universities, including Beihang University, Xi'an Jiaotong University and Harbin Institute of Technology in Heilongjiang province, have been approved to launch undergraduate programs in embodied intelligence. Tongji University in Shanghai is introducing new majors in future robotics and engineering internet, while many institutions are expanding existing programs in robotics engineering, computer science, big data and AI, the report said.

Engineering programs in core technologies continue to grow. Integrated circuits, semiconductors, new materials, telecommunications, cybersecurity, low-altitude technology, energy storage and electrical engineering are among the priority areas for expansion. The expanded enrollment also covers new medicine, new agriculture and new liberal arts majors, the report added.

Niu Guowei, director of the admissions office at China Agricultural University, told China Daily that the institution plans to add 320 places for 2026, with the increase allocated to top-notch innovative talent cultivation, international programs and fields of urgent national need.

The university has established three new innovation classes — smart plant protection, future food and molecular science, he said.

It is also launching two new Sinoforeign cooperative programs in AI and computer science with the University of Surrey in the United Kingdom, marking its first engineering-focused international partnership, Niu said.

Additional places will be allocated to veterinary medicine, computer science, sociology, biomass science and engineering, facility agriculture, and companion animal science to meet the demands of national strategies and market needs, he added.

Liu Zhaomiao, vice-president of Beijing University of Technology, said the university's total undergraduate enrollment for 2026 stands at 3,979, an increase of 200 from last year.

The new places are aimed at strategic emerging industries and future-oriented sectors such as integrated circuits, AI, quantum technology, new energy, new materials and biomanufacturing, he said.

The university has added new majors in quantum information science, cyberspace security, and data computing and applications, and is increasing admissions in mechanical engineering, materials science and engineering, optical engineering, and control science and engineering, he said.

Meanwhile, it is also expanding AI-empowered management programs and integrated economics-management majors, he said.

"The university will continue to deepen its educational reforms, driven by national strategies and the capital's development needs, to provide solid talent support for building a strong education system and Beijing's high-end industrial sectors," Liu said.

Wang Jin, director of admissions at the University of Science and Technology Beijing, said the university's 2026 undergraduate enrollment plan is 3,690, up 90 from last year, with all additional places directed to new materials, integrated circuits and AI.

Two new majors are being introduced: integrated circuit design and integrated systems, which will enroll 30 first-year students, and intellectual property, which aims to cultivate interdisciplinary legal talent with engineering knowledge in new materials, AI, green low-carbon technologies and information and communications technology, he said.

The university has in recent years launched several emerging majors, including AI, robotics engineering, intelligent manufacturing engineering, materials intelligence — the first of its kind in China — and carbon neutrality science and engineering, also a domestic first, he added.

Education consultancy releases 2026 university subject rankings

By Yang Yang | chinadaily.com.cn | Updated: 2026-06-15 14:51 



[Home](#)

[Rankings](#) ▾

[Universities](#)

[Insights](#)

[Research](#)

[Solutions](#) ▾

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**A WORLD LEADING EXPERT IN
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Higher education consultancy ShanghaiRanking released the 2026 China University Subject Rankings on Monday. Peking University topped the national list with 93 A+ subjects, followed by Tsinghua University with 57 and Harbin Institute of Technology ranked third with 51.

The rankings evaluated subjects offered by at least four higher education institutions, covering a total of 640 subjects. The rankings list universities in the top 50 percent for each subject, with 30,710 subject entries from 1,132 universities making the list.

This year's rankings encompass 838 subjects across 92 subject categories and 13 academic disciplines, making it the most comprehensive and extensive ranking of undergraduate subjects in China to date.

A subject is classified as "A+" if it ranks in the top 2 percent nationwide or is among the top two in its field.

Due to their strong overall capabilities, "Double First-Class" universities have a significant advantage in the number of A+ subjects. The 129 "Double First-Class" universities account for over 80 percent of all A+ subjects nationwide.

Following Peking University, Tsinghua University and Harbin Institute of Technology, top performers in terms of the number of A+ subjects include Renmin University of China (47), Zhejiang University (43), Fudan University (42), Shanghai Jiao Tong University (38), Beihang University (34), Nanjing University (33), and Beijing Foreign Studies University (32).

Among non-"Double First-Class" universities, Beijing Film Academy, Shanghai Theatre Academy, and Sichuan Fine Arts Institute each have 10 A+ subjects, tying for first place, followed by Guangdong University of Foreign Studies and Guangzhou Academy of Fine Arts, each with 9 A+ subjects.

In comprehensive universities, Peking University and Tsinghua University lead with A+ subject precision rates of 77.5 percent and 75 percent, respectively. Other top performers among comprehensive universities include Renmin University of China (60.3 percent), the University of Science and Technology of China (54.8 percent), Fudan University (53.2 percent), Shanghai Jiao Tong University (50.7 percent), Beihang University (46.6 percent), Harbin Institute of Technology (44.3 percent), Zhejiang University (43.4 percent), and Beijing Institute of Technology (41.1 percent).

According to the number of subjects listed in the rankings, Peking University leads all domestic universities with 120 subjects. Jilin University follows closely with 119 subjects, and Wuhan University ranks third nationwide with 116 subjects.

Among non-"Double First-Class" universities, Yangzhou University stands out with 105 listed subjects, far ahead of others. Jiangsu University and Kunming University of Science and Technology are tied for second place, each with 88 listed subjects.

In China's provincial-level regions, Beijing stands out with the highest number of A+ and A subjects. Shanghai holds the second position nationwide for A+ subjects.

In terms of the total number of listed subjects, Jiangsu leads the country, followed by Beijing and Hubei, Shandong, and Guangdong provinces.

China adds new university majors to support national strategic needs



BEIJING -- With China's national college entrance exam, also known as *gaokao*, set to kick off this weekend, around 12.9 million candidates will potentially have access to more academic options, following the introduction of a raft of new majors.

Multiple Chinese universities have rolled out new undergraduate programs such as embodied intelligence, low-altitude economy and management, and marine intelligence and unmanned technologies, in seeking to meet the country's emerging strategic and industrial needs, noted an updated catalog recently issued by the Ministry of Education (MOE).

The addition of these new majors underscores continued improvement in the structure of academic disciplines, said Zhang Nanxing, director of the Institute of Higher Education at the China National Academy of Educational Sciences.

The outline of China's 15th Five-Year Plan (2026-30) for economic and social development calls for an orderly expansion of enrollment in high-quality undergraduate and graduate education, with a focus on science, engineering, agriculture and medicine-related programs.

In an earlier interview with Xinhua, Education Minister Huai Jinpeng said that China will establish a coordinated talent cultivation mechanism that aligns sci-tech innovation, industrial development and national strategic needs.

China will further adjust and optimize academic disciplines and majors, and explore new models for nurturing top innovative talent in strategically critical fields like artificial intelligence and integrated circuits, Huai said.

In this year's catalog, Sichuan University in Southwest China was approved to launch a major in semiconductor process and equipment, the first program of its kind in the country.

Yang Yang, dean of the university's School of Electronics and Information Engineering, said this new major is designed to provide a strong pipeline of talent to support self-reliance across the entire integrated circuit industrial chain.

As demand grows for talent with cross-disciplinary expertise, the latest catalog has added 15 interdisciplinary majors, including embodied intelligence and brain-computer science and technology.

Harbin Institute of Technology (HIT) in Northeast China is among the universities approved to launch the embodied intelligence major. Jin Jing, a doctoral supervisor at HIT, said the program is designed to equip students with theories and engineering approaches related to the field, while developing systems thinking and interdisciplinary innovation skills needed for next-generation intelligent technologies.

Notably, new programs also carry a strong focus on people's livelihood, such as tai chi to support public health, smart landscape design to promote high-quality urban and rural living environments, and art therapy to enhance the mental health service.

A Beijing resident surnamed Zhang, whose son is set to sit the college entrance exam starting on Sunday, said the new majors are expected to be highly sought-after by college applicants this year. "I will introduce the programs to my son," Zhang told Xinhua, "but whether he chooses them or not is up to him."

In recent years, the MOE has explored a fast-track mechanism for establishing strategically important and urgently needed majors, opening a dedicated channel for qualified universities to launch such programs.

According to education officials in Heilongjiang province, Northeast China, the province has capitalized on the growth of its ice-and-snow economy, supporting local colleges to launch a major focused on ice-and-snow dance performance, and fostering talent in ice- and snow-related industries.

At Anhui University in East China, nearly 80 percent of undergraduate programs directly serve Anhui province's emerging industries. "The priority of a regional university should be closely aligned with local socio-economic development, focusing on training talent that meets the region's needs," said Cai Jingmin, a researcher at the university.

The ultimate goal of academic program planning is to improve the quality of talent cultivation, experts explained, suggesting universities push for closer industry-education integration, reshape curricula and optimize the allocation of resources.

"We have established a number of industry-education integration clusters, bringing together undergraduate institutions, vocational colleges, enterprises and research institutes," said Jiang Yunfang, an education official of Chongqing municipality in Southwest China.

Xi'an Jiaotong University, located in Northwest China, allows students to choose from different curriculum approaches focusing on scientific research, interdisciplinary integration and entrepreneurship, with each major offering a rich selection of courses spanning these three domains.

As a parent, Beijing resident Zhang called for greater integration in basic disciplines, believing this will help achieve breakthroughs in basic scientific research and further drive innovation.

Education ministry warns against 'college application consultants' scams

By Zou Shuo | chinadaily.com.cn | Updated: 2026-06-25 13:49 



The Ministry of Education has issued a warning that expensive "college application consultants" are a scam and that no such professional qualification has ever been authorized by any official agency.

As results of the national college entrance exam, or *gaokao*, are released across the country, the ministry cautioned students and parents against agencies that charge thousands or even tens of thousands of yuan for supposed insider knowledge and guaranteed admissions.

According to the ministry's fraud alert, some organizations promote themselves as "college application management centers" or claim to have "university partnerships". They fabricate "admission rates" using publicly available data, boast of possessing internal admissions databases from exam authorities, promise one-on-one guidance from veteran admissions officers and vow to secure places at public undergraduate institutions without wasting a single point.

The alert also noted that many such agencies display certificates for *gaokao* application consultants to lure families into purchasing their services.

The relevant authorities have never issued any vocational qualification certificate for college application planners, the ministry stressed.

It further clarified that, before the application season, provincial admissions authorities release official statistics on *gaokao* scores, historical admissions data and university enrollment policies. "There is no such thing as 'internal information' or 'internal data'," the ministry said.

During the 2026 application period, the ministry's university planning information service system and all 31 provincial-level admissions authorities will provide free reference services, while schools will offer both online and offline counseling.

The ministry urged families to rely only on official channels and make independent, rational choices based on their own circumstances.