

HOPE Updates – 2022 No.8

15th August 2022, Edited by: Daniel Zheng



*A reported 40.9 degree celsius in Shanghai on 21 July,
a record high since 1873!*



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

News and editorial from HOPE

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New Year, New focuses, New strategy

New academic year is around the corner regardless how the pandemic in China and globe will develop. What are the HOPE's focuses in the new recruitment circle? How our partner institutions overseas shall approach the China market? Here comes a few bulletin points for reference.

HOPE's main focuses:

- To develop more “profile raising” products for our students to enhance their
- competitiveness as well as to involve students early in the application process so that recruitment is prompted especially for UG recruitment;
- To launch more landing services for students when they arrive in the UK and the institutions with the coordination of HOPE UK office as well as our HOPE students ambassadors and network in the UK.
- To offer more assistance in internship and employment in the UK and back in China.
- To partner with more international schools in China to offer more comprehensive services including university applications, teachers' training and recruitment, and extra-curricular activities.
- To develop more Sino-UK institutional links for joint programme, and to covert more enrollments from the current links.
- To develop closer relationship with HOPE's former students and their parents, and involve them in more promotion events.
- To consolidate our closer relationship with our key partner overseas institutions via visits, events and online communication, interviews, promotion via our social media, and jointly develop new services or courses for potential and current market.

Suggestions to our overseas partner institutions:

- Market demand is changing with Chinese government policies, international affairs, the pandemic. Institutions shall review and adjust the previous strategy for China after communications with your agents and local partners.
- To develop new services and courses for the current and potential market to prompt recruitment, for example, academic summer school courses, short teacher training courses, distance learning courses in education leadership/TESOL and IPGCE, more practical career services etc..
- To be more creative in terms of promotion and recruitment events. For example, involving alumni, involving career office, working with local companies for career-centred event. HOPE can coordinate and co-host such events.
- To organize more in person or online events between agents and institutional management team as well as academic staff so that they are full aware of the market and market change.
- To involve more academic staff for recruitment and promotion events while satisfy their personal interest in research and links with Chinese counterparts. HOPE can coordinate with international offices for such opportunities.

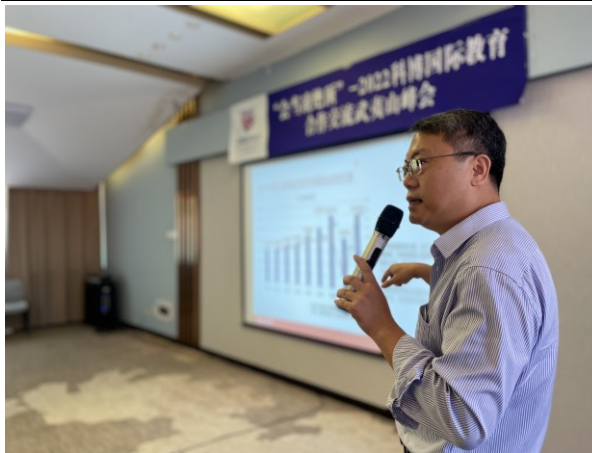
For more detailed advices and solutions, we are open to discuss with each individual institutions via online meetings. Please contact Alice Zhang, International Partnership Manager, a.zhang@hope-studyabroad.com to set up an appointment with Daniel Zheng, Managing Director, and the team.

HOPE hosts international education summit in Wuyi Mountain

About 30 partners across China were invited to HOPE's annual International Education Summit in Wuyi Mountain, Fujian Province between 11-13 August. These partners including principals, directors of international division, HR directors and university application counsellors from international schools across China, international division of Chinese universities, directors and general managers of immigration and education agents, representative from the UK university China office as well as the British Council Beijing (Culture and Education Section, The British Embassy).



Daniel Zheng, Managing Director addressing an opening speech



Wu Xingping, British Council Beijing



Alex from HOPE and Zhongyi, Heriot Watt University

The main theme of this year's summit was how international education and service providers adapt to the market post-pandemic time. Daniel Zheng, Managing Director of HOPE used his own experience in the past two years as example to showcase how HOPE tackles the challenge of the pandemic and the complication brought by the government new policy and international affairs. International school principal from Shanghai explained the school's demand for partnership. On behalf of the British Council China, Mr. Wu Xinping analyzed the official statistics of the Chinese students studying in the UK and gave an outlook of application in the year to come. Wang Zhongyi, Regional Manager of East Asia, Heriot-Watt University shared his view on UK university's changing strategy of recruitment in China market. Other participants of the summit also offered their views on how organizations can work together to achieve double wins.



The two-day event, usually host by HOPE in summer each year, offered an excellent opportunity for schools, universities, agents and the British Council to widely discuss the challenges and opportunities they are all facing and what the best solutions can be for all.



Wuyi Mountain is famous for its Rock Tea

Parents afternoon tea focuses on career service

In China, parents are usually the main decision makers for kids' future study plan. On the other hand, a student-centered good service pack can certainly keep the clients much longer and even make them your business ambassador. That is how HOPE benefits from this healthy clients' relationship, and how our clients benefit from HOPE's increasingly improved and extended services.



Afternoon tea with parents focusing on students' career and employment

On the afternoon of 7th August, Sunday, HOPE invited some parents' representatives (whose kids are either studying in the UK or graduating from the UK universities this summer) for an afternoon tea party in a local fancy tea house. Also invited is a job and internship agent who provided latest information on the job market.

Daniel Zheng, Managing Director of HOPE briefed the parents on HOPE's more service on students' employment, while Mr. Renlin Xue, head of HOPE's parents committee shared his daughter's experience of internship in the UK. The heated discussion among the parents and HOPE staff lasted for more than 4 hours.

HOPE ties with Industrial Bank to provide VIP service to its clients

HOPE has signed a strategic partnership agreement with Industrial Bank of China recently to provide Bank's VIP clients with international education planning and study abroad service.

Established in 1988 in Fuzhou City and with the headquarter now in Shanghai, Industrial Bank Co. Ltd is listed company with 45 tier-one branches (including HK) and 2032 branch agencies across China. The Bank is committed to provide more services for their core clients including the increasing demand for education and study abroad service.

HOPE and the Bank will jointly organize a series of themed saloons, seminars and one-to-one counselling in the months to come across China.



Summer sees a high demand for “profile raising” events and training

Despite the government’s “double reduction” policy to control the tutoring and training for students, this summer still witnesses the increasingly high demand for various extra-curricular activities and online training particularly for “profile raising” projects due to the fierce competition for top university application.



A lab-based study tour for young students at Wuyuan County, Jiangxi Province

Top university summer school, top university application guidance, research-based science study tour, A-level and GCSE subjects tutoring, volunteering service, internship and training in local companies are all popular among the students between 8-18 of age. Most students hope that these experiences can help enrich their academic and social background which will enhance their profile when they apply top universities overseas. There have been increasing cases that top universities in the UK and US not only look at students’ GPA, IELTS or TOEFL scores and references, but also their soft skills including leadership skills, research experience, social practice or evening volunteering experience. HOPE has also been developing more such products since 2020 to cater for the demand from its clients.

MOE jointly launches teacher training and education platforms

Source: www.moe.gov.cn
July 22, 2022

The Ministry of Education (MOE), the Chinese Academy of Sciences (CAS), the Chinese Academy of Engineering (CAE), and the Chinese Association of Science and Technology (CAST) jointly held a ceremony at MOE on July 20 to unveil a new section ——“Summer Teacher Training” —— on the Smart Education China web portal and launch the “Summer School for Science Education,” a training program for primary and secondary school teachers. Minister of Education Huai Jinpeng, together with CAS President Li Xiaohong, CAE Vice President Zhang Yuzhuo, and CAST Vice President Gao Hongjun, attended the event and gave speeches. Representatives from provincial education departments and universities participated virtually.

Huai said that given unprecedented changes in international relations, the urgency of building an independent talent pipeline and achieving technological self-reliance cannot be overstated. The addition of the Summer Teacher Training section to Smart Education China and the launch of the Summer School for Science Education is an important step in creating stronger synergies between science and education by bringing together high-quality resources from both fields.

The minister urged education departments at the provincial and local levels to make full use of the resources published in the “Summer Teacher Training” section to build teacher capacity, including in the areas of work ethics, subject knowledge, and teaching philosophy and methods. Noting that the new initiative aims to promote a balanced distribution of quality resources and reduce the educational gap between urban and rural areas and among individual schools, he encouraged local education departments and schools to share resources and digital dividends on the platform.

Gao pointed out that science and education are interconnected and interdependent, and lauded scientists and educators for supporting China’s rapid rise. As China’s top authority in the natural sciences and a leader in implementing national science and

technology strategies and initiatives, CAS has been working to improve science knowledge among teachers.

According to Li, given the global trend of orienting education towards producing more scientists, engineers, and technologists, it is imperative that China improves teachers' scientific literacy and subject knowledge in technology and engineering in order to expand the number of future scientists capable of meeting various challenges. As she noted, the summer school will help instill a love of STEM in young learners.

According to Zhang, the “Summer Teacher Training” section and the Summer School are effective ways to promote science education. The CAST director promised to guide scientists and other science professionals in supporting teacher training and the integration of scientific resources into science classrooms.

The Summer Teacher Training section of the Smart Education China portal will offer teachers a variety of learning resources from July 20 to August 31. Staff members and science workers from CAS will offer classes at the Summer School, which is designed to improve elementary and secondary school teachers' scientific literacy.

Educators emphasize intl exchanges

By LUO WANGSHU | China Daily Global | Updated: 2022-07-29 10:27 [f](#) [t](#) [in+](#)



Clockwise from top left: Ma Yuguo, principal of The Affiliated High School of Peking University; Xia Guming, head of the international department of Tianyuan College; Gao Zhengqi, principal of Zhengzhou Middle School; Ahmed Hussain, chief education officer of Asia International School; Fiona Forbes, professor at La Trobe University in Australia. CHINA DAILY

Despite COVID-19 disrupting the movement of some young people around the globe, international exchanges among them should still be strengthened and improved upon by using evermore innovative methods, educators said at a symposium on Thursday.

The event was the online 2022 Sino-Foreign High School Principals' Symposium hosted by 21st Century English Education Media, an English language learning publication of China Daily.

More than 5,000 participants, including researchers, teachers and school administrators, attended the livestreamed symposium, during which they shared their insights on international education exchanges and collaboration.

"One of the goals of today's education is to train young people with an international vision—a global competence," said Ma Yuguo, principal of The Affiliated High School of Peking University.

Education is not about competitiveness or winning everything, but an ability to understand other cultures, to resonate with people from different situations and backgrounds, and to think in others' shoes, he added.

He also noted that international exchanges should be implemented in respectful and equal terms.

"We aim at offering a high-quality curriculum and to establish a multilateral cooperation system to train outstanding young people," he said, adding that the school integrates disciplines, culture and technology to promote international exchanges and development.

The Affiliated High School of Peking University is one of the top high schools in China, known for its education reform and diverse resources.

At Dalton Academy—the school's international department, students can select courses suiting their own interests and receive tailored guidance from tutors in small classes.

Before the pandemic, students could carry out research and independent studies overseas, such as studying the natural environment in the prairies in Kenya.

However, as people's movements became restrained by the pandemic, Ma proposed to preserve and consolidate online international communication to deal with the uncertainty of the future situation.

He chose to follow two main goals—for students across the world to study together, and to develop themed international activities.

For example, the PKU-affiliated high school carried out an art-based activity with a school in Germany. Students were tasked with drawing a picture or composing a song for the partner school. Through online communication and research, the works

were presented to each other. It was a way to enhance mutual understanding and appreciation, he added.

Meanwhile, Zhengzhou Middle School, a high school in Central China's Henan province, is emphasizing international education by integrating some overseas education theories and practices into its curriculum to boost students' overall development.

"We take international education as an important part of the school's development. Through international exchanges and cooperation, we have introduced foreign education concepts to the school and carried out curriculum reform while boosting the school's development," said Gao Zhengqi, principal of the school.

The school, established in 1997, received overseas students and sent Chinese teachers and students abroad to enhance mutual understanding before the pandemic.

In addition to going overseas for culture and heritage studies, the school also underscores the students' understanding of China's own culture through a variety of activities such as field trips to the Shaolin Temple.

"By tapping into local resources, we hope students can have a better and deeper comprehension of our own culture and be more confident with it," he said.

In April, eight Chinese government organs including the Ministry of Education released a joint guideline aimed at nurturing more high-quality teachers in basic education, while the ability to adapt to the high demand of international education exchange and cooperation is one of its key focuses.

The symposium aims to help in the professional development of teachers and principals in the new era and promote international exchanges and cooperation in the field of basic education. It is also hoped to contribute Chinese wisdom and Chinese solutions to the development of global basic education.

Ahmed Hussain, chief education officer of Asia International School, who is also an associate professor at Durham University in the United Kingdom, said he saw educational exchanges not as "a physical movement of people between geographical positions", but as "the sharing of ideas, belief, knowledge, experience from people in one context, one cultural, traditional context with those from another".

One of the best practices for international exchanges in education is to "develop implementing strategy for establishing multiple bilingual schools in China", he stressed.

"We are training students with the Chinese identity, but with an awareness of culture, heritage, traditions, language beyond that of China," Hussain said.

Other participating experts agreed with the importance of international exchanges and sharing.

"I'm a firm believer in cultural and academic exchange. I think that's what makes us rich when we share in practice and when we share our understandings," said Fiona Forbes, professor at La Trobe University in Australia.

Peter Kent, president of the International Confederation of Principals, said, "We learn from one another nationally, but also we take and learn from and share the best practice internationally," he said.

Professor Zhu Xudong from Beijing Normal University, saw it broadly.

He said the goal of China's international education is to serve the country's economic development and the training of innovative talent, as well as building a shared community of human beings.

Thursday's symposium came ahead of the Global English Education China Assembly, which will get underway in Hangzhou, Zhejiang province, on Friday

English education meeting kicks off

By LUO WANGSHU | China Daily | Updated: 2022-07-30 10:52



Wang Xin, dean of the School of English Studies at Shanghai International Studies University, gives a keynote speech on Friday at an English language teaching conference in Hangzhou, Zhejiang province.

China's English language education system is propelling the development of global foreign language education with enhanced mutual connectivity as the world undergoes dramatic changes, and mutual understanding is therefore highly required and valued, experts and practitioners said on Friday at an international conference.

The 2022 Global English Education China Assembly, a three-day high-level educational event focused on broadening international education cooperation, kicked off on Friday in Hangzhou, Zhejiang province.

This year's gathering—the fifth annual event—is focused on the theme of "Mutual Connectivity and Win-Win with Co-existence: Promoting and Coordinating Development of Foreign Language Education Worldwide".

It also aims to promote scholarship, professional development and cross-cultural understanding among English language educators in China while enhancing dialogue between China's English teaching professionals and their peers worldwide.



English language educators take part in the 2022 Global English Education China Assembly on Friday in Hangzhou. [Photo/China Daily]

The event is jointly hosted by China Daily and Shanghai International Studies University, and organized by 21st Century English Education Media.

Qu Yingpu, publisher and editor-in-chief of China Daily, shared his views on the nurturing of young people who are capable of shouldering great responsibilities to

promote communication and exchanges between China and the rest of the world and the building of a community with a shared future for humanity.

Qu underscored the importance of deeply incorporating language education with political guidance, international communication and mutual learning among different cultures at the event's opening ceremony.

"As a participant in English education and international communication, we need to think deeply about how to adapt to the requirements of the times and respond to the call accordingly. It is important for us to think about how to contribute more to the cultivation of new young talent, in order to promote communication between China and the world, and build a community with a shared future for mankind," Qu said.

"We should integrate language education with cultural exchanges, and contribute to the building of a community with a shared future for mankind. The inheritance and development of culture and the exchange and mutual learning of civilizations are inseparable, based on use of language and high-quality language education.

"In international language exchanges, every foreign language teaching practitioner and international communicator are the people who represent their homeland, and are linguistic ambassadors in a sense," he added.

He also said China needs to strengthen language and international communication education.

The assembly offers an opportunity for English education experts and educators from China and abroad to gather and discuss new trends in English education in China and across the world, and promote dialogue and cooperation between the Chinese and international English education communities, said Jiang Feng, Party secretary of Shanghai International Studies University.

He also noted that the English education community in China has explored the concept and model of English education to adapt to the new era, contributing China's model, methods and wisdom to the world.

"China has entered a new era, which raised a higher requirement for the English education sector.

"As the English education community in China is facing a new opportunity, we should seize the important chance with a deeper historical stance and broader international vision," said Luo Xuanmin, president of the China Association for Comparative Studies of English and Chinese.

Joyce Kling, president of the TESOL International Association, shared her views virtually. She told English educators onsite and online that professional development is essential throughout all the stages of their careers.

She also said the assembly promises to enhance English educators' professionalism through interaction with leading experts in the field and opportunities for a great deal of peer-to-peer dialogue.

Peter Kent, president of the International Confederation of Principals, also told participants virtually that at the assembly, they will have the opportunity to interact face-to-face or online with Chinese and international experts.

"I'm sure you will be challenged with new ideas and leave the assembly with practical, research-based ideas and strategies to enhance your professional skills in English language teaching," Kent said.

During the three-day conference, participants can share their thoughts and exchange views via different means, including lectures, seminars, panel discussions and exhibitions.

Top 10 Chinese cities with most higher education institutions

chinadaily.com.cn | Updated: 2022-08-04 06:40



China has over 3,000 institutions of higher education in 2022, according to the latest data of the Ministry of Education. Besides more than 200 adult colleges, the country has 2,759 general institutes of higher education, including 1,270 universities, and 1,489 higher vocational colleges and academies.

Beijing tops the country with 92 higher education institutions, while Wuhan and Guangzhou are tied for the second place with 83 higher education institutions.

Let us check out the top 10 Chinese cities with most higher education institutions.

No 1 Beijing: 92

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No 2 (tie) Wuhan: 83

No 2 (tie) Guangzhou: 83

No 4 Chongqing: 70

No 5 Zhengzhou: 67

No 6 Shanghai: 64

No 7 Xi'an: 63

No 8 Chengdu: 58

No 9 (tie) Tianjin: 57

No 9 (tie) Changsha: 57

England's Euro win inspires new generation

By ANGUS McNEICE in London | China Daily Global | Updated: 2022-08-02 10:06 [f](#) [t](#) [in+](#)



TV pundit and former player Gary Lineker is seen inside the stadium before the match in Wembley Stadium, London, Britain, April 16, 2022. [Photo/Agencies]

"Football is a simple game," Gary Lineker said over 30 years ago after England suffered yet another tournament defeat to a familiar foe. "Twenty two men chase a ball for 90 minutes and at the end, the Germans win."

The former England striker was happy to amend his famous quote on Twitter on Sunday, when the England women's team secured a historic 2-1 victory over Germany in the finals of the Euro 2022 championship.

Women's soccer has enthralled the UK over the last month as England progressed through the tournament to claim the first major trophy for any senior English national team since the men's side lifted the World Cup in 1966.

The victory has also caused many to reflect on inequalities in the English game. Currently, just 44 percent of English high schools offer girls and boys equal access to football within the school day, according to a survey from the English Football Association, or FA. Just one in three girls are offered the chance to play soccer in high school each week, meanwhile 91 percent of girls say they want to play.

"Whatever happens in the final now, if girls are not allowed to play football just like the boys can in their PE(physical education) lessons after this tournament, then what are we doing?" ex-England player Ian Wright said on the BBC broadcast following England's dominant 4-0 semifinal win over Sweden.

FA Chief Executive Mark Bullingham said that the victory could be a catalyst for change and inspire a new generation of fans and players.

"Each and every member of this squad has left an indelible and enduring mark on women's football in England," Bullingham said. "Not only have they captured the hearts of the nation, but they have also broken down boundaries."

English women's soccer was popular at the beginning of last century, before women were banned from FA pitches between 1921 and 1970, when the association claimed the game was "quite unsuitable for females". The ban effectively killed off the women's game in England, and school girls interested in team sports were mainly encouraged to play netball or field hockey.

Today, the women's game is once again popular, with over 2.5 million female players registered with the FA. The crowd of 87,192 at Wembley Stadium on Sunday broke the record for attendance at a men's or women's European championship final, and 17.4 million tuned in to watch the match, making it the most watched TV event of the year.

Even so, discrimination, lack of exposure and underfunding are frequently cited as barriers to participation in the women's game at the grassroots level. Bullingham said he hopes that the trophy win will lead to more opportunities for female players, as has been the case for the United States, whose women's national team has won four World Cups, and in Germany, whose side has claimed eight European trophies.

"They have left a lasting legacy that will positively impact women's and girls' football in this country for generations to come," Bullingham said.