

## *HOPE Updates – 2022 No.4*

*14<sup>th</sup> April 2022, Edited by: Daniel Zheng*



## Shanghai under lockdown

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## News and editorial from HOPE

- *The city in lockdown, but NOT HOPE and spring*
- *Key questions answered: HOPE joins Loughborough panel discussion and VC forum with China agent directors*
- *From the distance: York – China live interviews*
- *Panel discussion on “Safety of studying abroad” enjoys high attendance*

## Highlights from local media

- ✧ *Despite alarm, Shanghai will beat the odds*
- ✧ *Live with Andy and Alex: Shanghai in lockdown*
- ✧ *Some Shanghai residents taste freedom as infections fall for first time*
- ✧ *Record number of postgrad entrance exam applicants expected next year*
- ✧ *MOE launches action plan on engineering education*
- ✧ *Shanghai universities offering real work experience for students*

## The city in Lockdown, but NOT HOPE and Spring

Shanghai is currently under lockdown since 1st April, but spring is in full swing, and HOPE is in full operation!

Although all Shanghai Office staff are working from home at moment and can even not step out of their home or compound, but their services to the students and promotion of our partner institutions never stop with the support from colleagues and partners!



### *Spring in full swing in Shanghai*

The lockdown in Shanghai has been much longer than expected, and everyone has been experiencing numerous Covid Tests and worries on food supplies at early stage. However, things are getting more under control now. Luckily all staff are safe and are working hard from home as planned with regular online meetings and communication with our clients.

Despite all the challenges, we are working hard to keep our full operation and have organized quite a few practical online events for our students with the support from our partners:

- 30<sup>th</sup> March      Provided online training session for over 60 partners on latest policy and entry requirements of our partner UK institutions;
- 2<sup>nd</sup> April        Organized an online seminar and panel discussions for parents on “Safety of Studying Abroad”;
- 8<sup>th</sup> April         Organized an online fair with at an international school in Shanghai;  
Conducted York University – China, Live interview and online presentation;

Later on in April, there will be 3 more online fairs for international schools in east China, 1 online forum on “career service and internship in the UK”, 1 online forum on “pastoral care in UK schools”, and 1 virtual job fair with UK university being planned.



### ***Social distance in Shanghai***

Apart from the events, HOPE has also produced quite a few video clips, promotion articles and editorials for social media. Our colleagues in the UK Office are also visiting some of our partner institutions to see our students and conduct interviews with international office, admission office, career office and academic schools, so that students and parents can better understand the situation in the UK and what services institutions can offer. Hopefully these can also convert more current offer holders in China who plan to study in the UK this autumn .

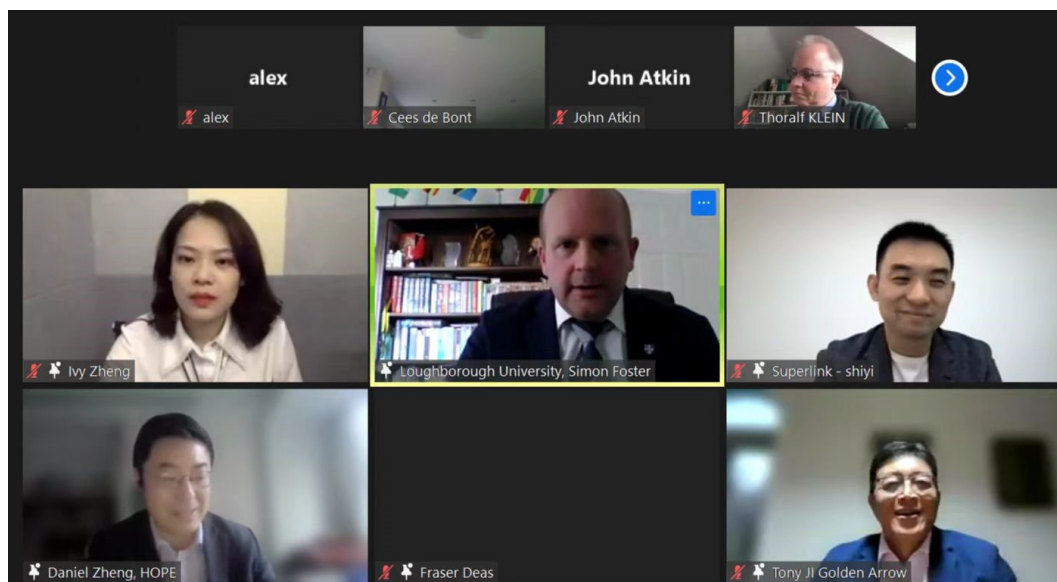
**We are confident that we can tackle all the difficulties we are facing with support from all of you. We believe that spring in Shanghai this year will last even longer!**



## Key questions answered:

## HOPE joins Loughborough panel discussion and VC forum with China agent directors

As part of Loughborough University's "Loughborough Meets China" campaign, Daniel Zheng, Managing Director of HOPE was invited to attend a forum with the new Vice Chancellor together with the directors of university's key agents in China on 6<sup>th</sup> April. Daniel was also invited as one of the 5 panelists to attend a panel discussion open to all university staff on the 7<sup>th</sup> April.



### *Panel discussion open to all Loughborough staff*

During the forum and panel discussion, many practical issues regarding market trends, students recruitment, international partnership, students employability, digital media, academic staff exchange, alumni network, and even travel situation were discussed. The following are some key points from Daniel's contribution on some issues of common interests.

### **Market trend.**

Apart from students becoming more ranking sensitive, the following are getting more popular:

1) Online learning, including distance learning at PG level although overseas degree acquired from DL is not recognized by MoE, but the demand is increasing due to the pandemic and market demand;

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- 2) High quality Joint programme such as 2+2, 3+1 or even 4+0 arrangement with top Chinese universities. Chinese needs more quality collaboration and partnership with top overseas universities.
  - 3) More students choose Singapore, HK as study destinations due to the pandemic and safety issue, but this can be more a short term trend as those Asian countries or regions have limited capacity for international students.

### **Increase recruitment**

- 1) Further improve QS world ranking;
- 2) Develop more “recruitment driven” partnership with good Chinese institutions;
- 3) Develop more practical courses at both UG and PG level
- 4) Be innovative on promotion

### **University Partnership**

- 1) Externally, frequently review the policy in China and the interest from Chinese universities; make a balance of recruitment, research and relations (3Rs)
- 2) Internally, a good strategy needs to be set up – what type of partners, what subjects, who shall do it, how to do it; coordination by management team between academic schools and international office; efficiency on administration
- 3) Be quick, be innovative, be patient, and make commitment.

### **Students’ employability**

- 1) Recruitment promotion via career guidance; staff from career office shall visit the market as well.
- 2) Enhance the alumni network and make full use of it;
- 3) Provide more practical employment/internship support to students on campus under PSW policy
- 4) Establish more relationship with enterprises in China as well as in the UK.

### **Role of academic staff**

Be a researcher, promoter and ambassador, need to be paid more by the university!

### **Time of traveling to China**

Hopefully this autumn, but more realistically spring 2023.

## From the distance: York – China live interviews

A live interview with international office and a student representative at University of York was presented to over 60 audience via Zoom on 8<sup>th</sup> April. This was the 4th stop of HOPE's UK universities Tour Series after Loughborough University, the University of Leicester and Liverpool John Moores University.

Due to the pandemic, it has been more than two years that UK universities can not visit China and agents in China can hardly visit the UK. In order to enhance the communication between HOPE and our partner universities, and between universities and our students, HOPE UK Office initiated these promotion tours since March.



***Dake Xu(left), Senior Project Manager of HOPE UK Office interviews Lingzi Cook (right), Regional Manager, International Office, University of York***

Over 60 audience in China watched the live interview conducted by Dake Xu, Senior Project Manager from HOPE UK office. The questions covers a wide range of areas of interest including university's strength, popular programme, facilities, entry requirements for Chinese

applicants, career services and the city of York. The audience also had the opportunities to ask questions as well relayed by the co-host, Chanel Zhang, Director of Counselling from HOPE China Office.

As an innovative way to promote our partner institutions, HOPE UK office will tour more of our partner universities in April and May.



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# 英国名校现场采访及对话 #

**嘉宾介绍**

**特邀嘉宾**

  
**Lingzi老师**  
约克大学国际招生区域经理

  
**Ling同学**  
约克大学商业与管理专业学姐

**主持人介绍**

**现场采访**

  
**Dake老师**  
科博英国办公室高级项目经理

**主持人**

  
**Chanel老师**  
科博国际教育咨询总监

**活动时间**

2022年4月8日  
北京时间晚上20:20

**参与方式**

Zoom会议室：  
4251363000  
密码：1234



### Event poster

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## Panel discussion on “Safety of studying abroad” enjoys high attendance

An online panel discussion on “safety of studying abroad” was organized by HOPE on 2<sup>nd</sup> April, after the recent “missing” of a Chinese student in the UK who finally proved “forgetting” contacting the parents due to her busy daily agenda!

Over 80 parents watched and joined this hot discussion online with the 4 panelists, Mr. Wang Xujun, the professional safety specialist, Mei Xian, students guardian and director of HOPE UK Office, Ms Xu, a parent representative, and Mr. Renlin Xue, Deputy GM of HOPE. Topics including practical skills to protect students themselves, pastoral care, psychology counselling and pre-departure preparation were all covered during the discussion.



### Poster for the panel discussion

Safety has always been a main concern of Chinese parents when they consider sending their kids to study overseas. HOPE is also planning to invite UK schools to talk how safety for international students is maintained and how they make the school “a home away from home”.

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## Despite alarm, Shanghai will beat the odds

By Ian Goodrum | China Daily | Updated: 2022-04-13



SHI YU/CHINA DAILY

COVID-19 cases in Shanghai may be increasing but so are the measures to keep the infections in check. Residents in some areas have been under lockdown for weeks, and the city has come to a standstill since the beginning of this month. Thousands of new asymptomatic and confirmed cases are being reported every day.

And we hope the cases will start declining soon and the city will overcome this dark moment.

But along with these troubling numbers come familiar refrains from a chorus we know all too well. Just as they did during the previous waves of infections, Western

corporate media outlets are practically foaming at the mouth in their rush to declare the end of China's dynamic clearing policy, which relies on local governments to stamp out local outbreaks.

We heard this when the Delta variant of the novel coronavirus emerged last year, we heard this when the highly infectious Omicron variant started spreading around the world toward the end of last year, we've been hearing this ever since the enormity of the failures of the United States and European countries to contain the pandemic was impossible to ignore. They've been singing the same tune for so long that the record is not just broken, it is fused to the phonograph.

As always, the Western powers are either willfully ignorant or pushing an agenda, and that's a distinction without a difference these days. Yes, the situation in Shanghai is dire, but China is a big country. There are plenty of cities that have experienced Omicron outbreaks but made it through with minimal consequences.

Shenzhen, for example—an international hub and a densely populated city—nipped the Omicron outbreak in the bud with an early lockdown and mass mobilization of personnel to conduct testing and supply essentials to households. Qingdao, Tianjin, Dongguan and many other cities have been able to tamp down the highly transmissible variant with relative ease.

Amid all this, virologists and epidemiologists in the West are on the verge of tearing their hair out, because despite their warnings an apparent mass delusion is taking hold of populations there, spurred by governments, corporations and media that want a return to business as usual. Now that the danger to the wealthy has dropped to practically nil, and those most vulnerable to infection have been pushed back to work, many governments are behaving as if the virus has been contained.

The notion that Omicron is a pandemic off-ramp is yet to be vindicated. We don't have conclusive data on the length of immunity Omicron confers, or whether it can reliably prevent re-infection.

Remember July 4, 2021, when US President Joe Biden celebrated a "summer of freedom"? That embarrassing incident was consigned to the incinerator not long after, once the country saw its worst-ever daily infection and death rates.

While the latest infection wave seems to be on the ebb, we don't know what the future holds. New variants and sub-variants threaten to push everything back to square one, and the risk of "long COVID-19"—lasting symptoms which can debilitate even the vaccinated for months—shouldn't be taken lightly.

It may be inconvenient to keep the money train rolling, but if public health is to be preserved, politics must follow science, not the other way around. To that end, policies should make hewing to best practices as smooth as possible. Testing should be free along with vaccination to make sure cases are caught early and those who do get infected are less likely to develop severe symptoms.

And when virus's spread makes lockdowns necessary, those unable to work should not be made to worry over a lack of necessary supplies nor a loss of income or housing.

The situation in Shanghai shows us how easily things can get out of hand. But China as a whole has shown us Omicron is far from unbeatable. We have a toolkit which thus far has proven to work even against variants the corporate media have called inevitable. Yet it is too early to throw open the proverbial doors by declaring an end to dynamic clearing policy.

Until a critical mass of people—particularly the immunocompromised and the elderly—have received the three doses necessary to reduce the risk of hospitalization and death to a manageable percentage, a "live with it" strategy could become a "die with it" strategy in record time.

China will only have one chance to open up, and we've seen what happens when countries get it wrong—hundreds of thousands of preventable deaths. Such grim statistics should be cause for mass outrage, but Western mainstream media have managed to normalize this shocking state of affairs to a disturbing degree.

The New York Times called 100,000 dead Americans an "incalculable loss" in May 2020, with 1,000 of their names taking up its entire front page. When that number went up by nine times this February, what did that same newspaper run as its



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headline?"900,000 Dead, but Many Americans Move On." The story didn't even make it above the fold.

It is profoundly immoral to demand human lives be sacrificed at the altar of profit, and that's precisely what a 180-degree reversal of the policy in China could amount to. Just because the advanced capitalist economies have priced hundreds or thousands of excess deaths per day into the cost of doing business doesn't make it right.

So many have sacrificed to prevent the virus's spread in China, especially the medical workers and volunteers who have joined the front lines of pandemic-control time and again. They are in Shanghai now, doing their utmost to contain the new outbreak. We dishonor them with complacency and callous language about an "unstoppable" variant we need to "live with", which is surrender by another name.

They're not giving up. Neither should we.

*The author is a US writer with China Daily.*

*The views don't necessarily reflect those of China Daily. If you have a specific expertise, or would like to share your thought about our stories, then send us your writings at [opinion@chinadaily.com.cn](mailto:opinion@chinadaily.com.cn), and [comment@chinadaily.com.cn](mailto:comment@chinadaily.com.cn).*

## Live with Andy and Alex: Shanghai in lockdown on April 12 - SHINE News

<https://www.shine.cn/news/metro/2204134312/>

Join Shanghai Daily's Alex Bushroe and Andy Boreham live as they fill us in on the latest with Shanghai's lockdown



## Some Shanghai residents taste freedom as infections fall for first time

Wang Xiang 18:05 UTC+8, 2022-04-12

Some Shanghai residents stepped out of their homes for the first time in more than two weeks on Tuesday, when the city reported its first decline in the number of COVID-19 infections and started to take tentative steps to ease a full lockdown for its 25 million-plus people.

Shanghai said on Monday that more than 7,000 residential units had been classified as "lower-risk areas" after they reported no new infections for 14 days, and their districts have since been announcing which specific compounds can be opened up.

The city reported 994 locally transmitted COVID-19 cases and 22,348 local asymptomatic infections on Monday, a first decline since April 1 and down 11 percent from a day earlier.



*A cafe apparently ready for its Springtime promotion is in lockdown.*

Residents from lower-risk zones known as "precautionary areas" are still subject to certain controls and will have to observe strict social distancing measures, city health official Wu Qianyu said at a daily COVID-19 press briefing on Tuesday.

"After a long period of lockdown, it is understandable that people want to go out and get some fresh air, and they need to go shopping for food and medicine and go for medical treatment," she remarked.

"But if lots of people gather in a disorderly way, it will cause hidden dangers to our pandemic prevention work."

On a field trip, Shanghai Daily reporters saw people lining up outside convenience stores on Tuesday morning in the Xinhua Road community in Changning District, which has been categorized as a lower-risk zone.



*People queue outside a convenience store.*



People were not allowed to go inside the stores and could only place orders to staff at the gate. Most people wore protective masks and were maintaining social distance. They were all told to return home immediately after getting their supplies.

Surprisingly, topping nearly everyone's shopping list were coke and beer, likely in celebration of the long-awaited easing of the lockdown.

"We got enough supplies from the government during the lockdown, but eating only carrot and radish for two weeks made me feel like a rabbit, this is what I was craving for for so long," a middle-aged resident noted, pointing to a full trunk of beers and vegetables on his moped.

However, residents seemed more cautious in areas where the population is older. In some residential lanes on Jiaozhou Road, people were out of their homes yet not going onto the streets even though they were in a lower-risk area.

A community worker, surnamed Hu, explained that because the residents in the lanes were mostly elderly people, they'd rather stay indoors until the whole city returns to normal.

Amid the lockdown, these seniors are being taken care of by Hu and her co-workers who deliver lunch and dinner every day to more than 800 people in the community aged above 70 years.

"Nobody has tested positive in my neighborhood," she revealed.

Giovanni Vincenzi, an Italian music producer who has lived in the community for four years, insisted that everything was pretty smooth during the lockdown because the community and neighbors were always willing to help.

He admitted that the lockdown was a bit tough and psychologically stressful but "if we are united as a community, we can overcome any situation."

## Record number of postgrad entrance exam applicants expected next year

By Zou Shuo | chinadaily.com.cn | Updated: 2022-04-11 18:04



*Students prepare for the national postgraduate entrance exam in Wuhan, Central China's Hubei province, on Dec 22, 2021. [Photo/IC]*

The number of people signing up for the national postgraduate entrance exam next year is likely to reach a record high of more than 5.2 million, according to a new report released over the weekend.

According to the Ministry of Education, 4.57 million people signed up for the exam this year, up by 21 percent from last year.

The report, released by Beijing-based education company New Oriental Education and Technology Group, said the increase is mainly driven by the employment pressures and the difficulty and decreased willingness among students to pursue postgraduate studies at international universities.

Li Lin, a director of New Oriental's Learning and Development Center for College Students, said that the fact more people are willing to retake the exam repeatedly to improve employment prospects also pushes numbers up.

The continued increase in the number of applicants has driven up enrollment scores this year and is likely to lower the success rate for postgraduate studies next year, she said.

Based on a survey of the company's clients, Li said that while more than 70 percent of students prefer to study at more reputable universities for postgraduate studies, more are open to attend less famous universities if they gain admittance.

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## MOE launches action plan on engineering education

Source: [www.moe.gov.cn](http://www.moe.gov.cn)

March 27, 2022

On March 24, the Ministry of Education held a meeting to discuss an action plan on the training of excellent engineers through education-industry partnership. At the event, the president of Beihang University gave an introduction of the action plan, and Minister of Education Huai Jinpeng delivered a speech and announced the launch of the action plan.

Huai pointed out that with the current technological and industrial revolution, innovative measures had to be implemented to revamp engineering education, including to promote inter-disciplinary integration and industry-driven development, refine the evaluation mechanism and align to international standards.

Huai stressed that preparing engineering students into high-caliber professionals was one of the priorities in the agenda of promoting high-quality tertiary education, and an in-depth reform should be done to improve engineering education. To this end, four measures should be taken: 1) Exploring an innovative model of engineering education, strengthening capacity building of teachers, and preparing students into excellent professionals with a solid foundation of knowledge, engineering capabilities, systematic thinking and humanistic care; 2) Promoting education-industry partnership, conducting pilot projects in key areas, and refining teacher evaluation mechanisms; 3) Providing financial, human resource related, and industry-friendly policies to build a more conducive learning environment so that engineering education can keep aligned with the latest best practices in the industry



and technological innovations; and 4) Building a sustainable, result-oriented mechanism to refine the evaluation standards of engineering education.

The event was attended by presidents from a number of universities, including Beihang University, Tsinghua University, Beijing Institute of Technology, Shanghai Jiao Tong University, Zhejiang University, University of Science and Technology Beijing, Beijing Jiaotong University, and Beijing University of Posts and Telecommunications. Attendees also included representatives from China Aerospace Science and Technology Corporation, China North Industries Group Corporation Limited, China Electronics Technology Group Corporation, Huawei Technologies Co., Ltd., and officials from the Ministry of Education, Ministry of Industry and Information Technology, Ministry of Finance, State-owned Assets Supervision and Administration Commission of the State Council, and State Administration of Science, Technology and Industry for National Defense.

## Shanghai universities offering real work experience for students

Yang Meiping 2022-03-28

Universities in Shanghai are trying to help students practice what they've learned from books and engage them in more real work experience to better prepare them for their future careers.

On March 8, which is celebrated as Women's Day, American luxury fashion brand Coach launched its Caring Catty series designed by students from Donghua University.

It's one of the successful fruits of the joint "China Cool" program between Donghua and Coach.

The program aims at promoting the brand among young consumers in China while helping young Chinese designers get hands-on designing experience in the luxury goods company.

It's a course delivered online and offline by teachers and guest professors from Donghua, as well as creative design, marketing, retail, merchandise and visual merchandising teams from Coach.

Students are guided to design products based on their understanding of Chinese culture and fashion lifestyle and compete for opportunities to put their ideas into real businesses.

The Caring Catty series, designed by four female students, emerged victorious this year.



*Pan Ziyi of Donghua University presents her team's design at the "China Cool" class.*

"We feel so proud and also grateful that our designs can be put on shelves," said Li Jifei, one of the young designers. "We hope people will seek the lifestyle and life attitude of young Chinese people. We also want young women to be more confident and brave with the strength of love."

"The 'China Cool' program connects the international fashion brand with the creativity of China's young generation," noted Li Jun, director of Donghua's Shanghai International College of Fashion and Innovation. "It helps cultivate a generation of talent with global vision and interdisciplinary competence."

Yann Bozec, president and CEO of Coach China, revealed that he was impressed by the inspiration and creativity of young Chinese designers and that the company would continue with its commitment to work toward empowering young Chinese designers.

The School of Business at East China University of Science and Technology has also realized that teaching students business management is not merely a bookish matter. It has launched various action-learning programs with several companies such as Shanghai's time-honored brand Bright Dairy.

Action learning is an education approach featuring real problem solving. It involves taking action and reflecting upon the results.

Last year, students were divided into seven groups to take part in an eight-month action-learning program involving Bright Dairy. The problems they faced included researching consumer behavior, refreshing time-honored brand Bright Dairy Ice Cream, developing new brand White Bear Ice Cream and digital marketing of its offline chain stores Niu Peng.

They needed to develop reports or provide solutions under guidance from their teachers and professionals of the company and present their outcomes to senior executives of Bright Dairy.

Eventually, two groups won with feasible development plans for Bright Dairy's Ur Bakers and White Bear brands.

The school said such programs connecting education with industries was an important part of its reform on educational approach and has become one of the most important ways to cultivate talent really needed in firms.



### Coach's Caring Catty series

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