

HOPE Updates – No.12

15th December 2022,

Edited by: Daniel Zheng



*“He shall be made our new prime minister”
said one of our UK partner schools’ International
Manager!*



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

News and editorial from HOPE

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HOPE organize cross-industry seminar to seek more partnership

The pandemic prompted more cooperation and partnership not only between companies in education sector but also between different industries.

HOPE organized a half-day seminar on “Cross-industry cooperation in post-pandemic time” in Suzhou on 18th November. About 40 representatives from international schools, education agents, immigration companies, travel agencies, banks, Private Education Association of Suzhou and the UK university joined the event.



Daniel Zheng, Managing Director of HOPE introduced how HOPE reacted to the pandemic and established more partnership.

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Suzhou, a tourist city 30-minute train journey from Shanghai, is called the “backyard of metropolis”. It is not only famous for its classic gardens, Pingtan (ballad singing in Suzhou dialect) and fresh-water crab, but also its education resource such as the renowned Suzhou University, Xi’an Jiaotong Liverpool University, Dulwich School Suzhou and numerous international schools. “The demand from the institutions and students for various services is huge”, according to Mr. Ma Jun, Chairman of Suzhou Private Education Association. There is no reason why companies from different industries should not work together to provide a comprehensive and one-stop service for students!” Said Ma.



Jeremy Qian, China Manager, UEA, briefed audience on university's recruitment strategy during the pandemic.

Mr. Wei Qiping, Vice Principal of Shiheng International School in Suzhou echoed Mr. Ma's comment, and also spoke highly of HOPE for organizing this cross-industry seminar, and called the event “a highly effective platform for local schools to access so much useful resource.” Daniel Zheng, Managing Director of HOPE confirmed the purpose of organizing the event as Mr. Wei quoted, “more cooperation, more opportunities especially in this challenging year!” he added.

Tour to Suzhou enhance relationship with parents

Afternoon tea with Pingtan (ballad singing with Suzhou dialect) performance, delicious local cuisine, salon with education expert, excursion in maple park, fresh-water crab banquet by the famous Yangchenghu Lake, and most importantly, the video calls to their own kids currently studying in the UK and US made the climax of the trip for the parents.



Suzhou is famous for its classic gardens

On a later autumn weekend from 19th-20th November, HOPE invited 15 parents of HOPE students who are currently studying in the UK and US for a two-day complimentary tour to Suzhou to show HOPE's gratitude to parents' support in the past year. According to statistics, almost 39% of study abroad business was

introduced or recommended by HOPE's current clients which made a great portion of HOPE's success as the year went by. As such, HOPE established "Jiazhang Hui", the parent's club, in 2021 and 6 parents from Shanghai, Nanjing and Hangzhou were appointed as governors of the board. The parents club has been organizing regular online and offline events since its founding, such as education salon, afternoon tea with professionals, parents classroom and excursion. It was the first time HOPE organized this Suzhou tour with 15 parents across east China attending.



Video call with own child overseas made the climax of the trip.

The itinerary of the trip was carefully designed to focus on "education" as well as to highlight the local specialties. The most exciting moment was certainly the online conversation with the kids! Some students spoke from their dorm, some from the school or university, one even chose Bristol high street as the background. While the students seemed to have settled down so well in the UK and the US, parents were all so proud of them. "It is really a very special occasion to speak to my daughter and shared her success with other parents, while learning others experience as well" said Mr. Zhang whose daughter is currently studying PPE at LSE in London. "It is such a good idea for HOPE to arrange this video call and to give us this pleasant surprise during the exciting trip! Very considerate and creative!" Mr. Zhang added.



Afternoon tea with a taste of Pingtan performance

HOPE was also very proud of the students' success and pleased that all parents enjoyed this exciting and relaxing trip. It was also a good opportunity to further enhance HOPE's relationship with our clients.

HOPE alumni gathered to watch World Cup matches

Football makes the link! 20 HOPE alumni and old friends enjoyed 2 FIFA World Cup Final matches with beer, pizza and lot of memories in a local pub in Shanghai on Friday 25th November!



Team England, team Wales and team HOPE fans!

In the past 22 years, HOPE has helped over 20,000 students to study overseas. Many of them have returned to China and are working in different sectors. Some of them are still in frequent contact with HOPE for various services, but more importantly for friendship! HOPE's Alumni Association was hence established 10 years ago and has been organizing various events regularly ever since.

The World Cup Final in Qatar brought another chance for our alumni to gather together, to support their team and to recall their memories in the UK a few years ago or many years ago! Many of them have good story to tell! Calvin, who is a senior partner of All Bright Law Firm, a famous law firm in Shanghai and also HOPE's legal advisor, graduated from LLM in Essex University 18 years ago. From

a HOPE student to HOPE's legal advisor, he has witnessed HOPE's growth while HOPE is very proud of his career success.



Calvin (right), Xiaoyu (middle) with Jeremy from UEA

Xiaoyu, an UCL graduate in education studies, is now working in a famous international school in Shanghai. 10 years ago, she was an A level student in St. Edmond College, and now she is an A level teacher!



Heat chat among alumni and HOPE staff

Although Team Wales was not lucky that night and defeated by Iran, all of us were so lucky to have the chance to reunite and to witness the friendship grow!

HOPE travel south to serve bank's VIP clients

HOPE was invited by Industrial Bank to Xiamen, Putian and Longyan City of southeast China's Fujian Province from 8th-10th December to counsel bank's VIP clients on studying abroad for their kids. This is part of the strategic agreement between HOPE and Industrial Bank to provide educational service for bank's clients.



A study abroad presentation in Hilton in Putian City delivered by HOPE.

Fujian Province is traditionally a big market for study abroad and immigration business. During the three-day tour, HOPE provided face-to-face counselling to 19 families who were seriously thinking to send their kids to UK, US, Singapore and HK region, 5 of which were Bank's own senior staff! 40% of the families are planning to send their kids to study undergraduate programme, 30% for postgraduate, 20% for middle school and the rest, not decided yet.

So far, apart from the above 3 cities, such counselling and presentation for bank's clients have been organized in Shanghai, Suzhou, Hefei, Dalian, Shenyang, Fuzhou,



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Wenzhou, Ningde, Sanming, Nanping and Nanning. Online presentation and counselling have been arranged for bank's clients in Chongqing, Changsha and Nanchang. More cities will be covered in the new year of 2023.

兴业银行 | 园丁俱乐部

出国留学那些事儿

活动亮点

- ★ 走进兴业银行私人银行
- ★ 近距离接触国际教育资深人士
- ★ 国际教育及海外留学的趋势分析
- ★ 国际教育家庭规划

嘉宾介绍 科博国际教育董事长、总经理
郑天慷(Daniel Zheng)

留英硕士，曾任上海市人民政府外事办公室官员，并担任英国驻上海总领事馆高级教育官员八年；
是国际上第一批、也是国内第一位获得英国政府颁发的英国教育推广和咨询高级资格证书的专业人士；
与英美百余所大学、中学建立了密切的合作关系。

活动详情

活动时间：2022年12月10日 上午9-11点
活动地点：莆田三迪希尔顿酒店3楼北京厅
名额有限，先到先得，详情咨询您的客户经理

The poster for the presentation in Putian City arranged by local Industrial Bank

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HOPE events line up in new year after relaxing of Covid-19 policy

The further optimized policy for Covid-19 prevention has been encouraging the market to recover from all walks of life.

Although China may experience a peak of infection in the coming months, people are all optimistic that next spring can be a turning point after 3-year lockdown or strict quarantine.

HOPE accordingly has been planning to organize or attend a series of events in the first half of the new year. These include:

January: HOPE staff conference, teacher development seminar, Counselling events for Industry Bank South China;

February: HOPE alumni event, employment training event;

March: international education forum, On campus UK University Fair in international school, British Boarding School Workshop; Top-school event.

April: Parents spring trip, employment event-company tour;

May: ISO (International School Online) fair;

June: pre-departure briefing.



Let's pray for a fruitful New Year!

We hope that everything can go well in the new year and look forward to seeing you all either in China or in your country! Fingers crossed!

COVID-19 response further optimized with 10 new measures

Xinhua | Updated: 2022-12-08

BEIJING -- China released a circular on further optimizing the COVID-19 response on Wednesday, announcing 10 prevention and control measures.

The measures were introduced based on the latest epidemic situation and mutation of the virus to contain the epidemic in a more science-based and targeted manner, according to the circular issued by the State Council joint prevention and control mechanism against COVID-19.

Relevant departments in localities are required to rectify oversimplified or one-size-fits-all approaches and excessive policy steps, oppose and curb pointless formalities and bureaucratism, and faithfully implement prevention and control measures to maximize the protection of people's lives and health and minimize the impact of the epidemic on economic and social development.

The circular prohibits arbitrary expansion of high-risk areas and calls for delineating COVID-19 risk areas in a science-based and targeted manner. It adds that such areas should be designated by buildings, units, floors and households, instead of residential compounds, communities and subdistricts (towns and townships).

As part of efforts to optimize nucleic acid testing, people will not be subjected to mass testing according to administrative regions, and the scope and frequency of testing will be further reduced, the circular notes.

Apart from nursing homes, medical institutions, primary and secondary schools, kindergartens and other special places, people will no longer be required to provide negative nucleic acid test results and undergo health code checks to access public venues or travel to other regions.

The infected should be treated scientifically in accordance with the nature of the infection and severity of the disease, the circular says.

If their home conditions allow, asymptomatic carriers and those with mild symptoms can undergo home quarantine, while close contacts should undergo five days of home quarantine.

Quarantine measures imposed on high-risk areas must be lifted if no new infections are reported for five consecutive days.

People's basic needs to purchase medication should be ensured. Pharmacies should operate normally, and willful closures are prohibited, the circular notes.

Vaccination efforts should be ramped up among the elderly, with a focus on improving the vaccination rate among people aged between 60 and 79. The vaccination rate among people aged 80 and older should also be accelerated. Vaccination services will be optimized by setting up special channels and temporary vaccination sites, and deploying mobile vaccination vehicles, according to the circular.

Primary-level medical institutions and family doctors should deliver targeted services to key groups based on the health status of elderly people, according to the circular.

The normal functioning of society and basic medical services must continue, the circular states, adding that non-high-risk areas shall not impose travel restrictions or suspend businesses.

Special attention and psychological counseling services should be given to those in quarantine, patients, and frontline workers, the circular says.

Schools reporting no COVID-19 cases should function normally, and those affected by the epidemic should precisely designate risk areas and ensure normal functioning in unaffected areas, it adds.

The new adjustment is an active optimization of epidemic prevention and control, according to Liang Wannian, head of the COVID-19 response expert panel under the National Health Commission.

Liang said that China has been closely monitoring the changes in the virus and the disease, continuously optimizing the prevention and control strategy and measures based on the situation and looking for the best plan.

The optimized measures will make more efficient use of prevention and control resources, and better coordinate epidemic prevention and control with economic and social development, Liang added

Q&A: Latest optimized COVID-19 control policies

China Daily Global | Updated: 2022-12-09 00:00

China further optimized its COVID-19 control policies in a 10-point notice released on Wednesday. Below are some of the key adjustments.

How are high-risk areas categorized?

High-risk areas should be accurately defined by building, unit, floor and household, and must not be arbitrarily expanded to entire residential complexes and neighborhoods. Any form of temporary lockdown is prohibited.

How is nucleic acid testing being rolled out?

The scope and frequency of nucleic acid testing should be further reduced and antigen tests can be used based on local circumstances. High-risk personnel should take tests as required while testing services should be offered to those in need.

Public places should no longer require proof of negative nucleic acid test results or check the digital health codes of visitors except for elderly care and social welfare centers, medical facilities, nursery care centers and primary and middle schools.

Cross-regional travelers are also waived from these requirements and are no longer required to take tests upon arrival at their destinations.

Can infected patients isolate at home?

In most cases, asymptomatic and mild cases can be isolated at home when home-based protocols are met, and health monitoring should be strengthened so that they can be transferred to designated hospitals for treatment promptly if needed. They can also voluntarily opt to stay in centralized quarantine facilities.

How to boost COVID-19 vaccination among the elderly?

Local authorities are urged to create targeted plans to accelerate vaccination among those aged 60 and above, especially those aged 80 and above. Suggested measures include setting up temporary or mobile vaccination stations, establishing special lines for seniors to expedite inoculations, ramping up training for medical workers so they can better identify people with contraindications, and improving awareness campaigns to motivate people to get their shots.

How can safety and medical demands be ensured during local outbreaks?

Obstructing fire exits and apartment doors for the sake of COVID-19 control is strictly forbidden, and relevant authorities must ensure that people who are locked down have access to medical treatment and emergency escape routes.

Communities should connect with designated medical institutions to make medical services more convenient for minors, pregnant women, seniors who live alone and people with disabilities or chronic diseases.

How will schools operate?

Schools with no new infections should carry out in-person classes and activities as usual, and supermarkets, canteens, sports stadiums and libraries on campus should be kept open. Schools experiencing an outbreak should designate at-risk areas precisely and ensure normal teaching in the remaining areas

British chamber welcomes new COVID efforts; firms cutting risks

By LIU ZHIHUA | China Daily | Updated: 2022-12-09



*Jaguar car on display during an expo in Shanghai. [ZHANG WEI/CHINA DAILY]
The British Chamber of Commerce in China has welcomed the Chinese government's recent optimization of COVID-19 policies.*

During an online media launch of the organization's annual report on business sentiment in China on Thursday, Julian MacCormac, chair of the chamber, said: "The measures that have recently been announced are very, very welcome. It's something that we as a chamber have been asking for — greater clarity, measures to really help us understand first what the business environment will be like next year, and that's really what members have been calling for. We've got commitment to act. That's very, very welcome."

His remarks follow China's further changes to its COVID-19 control policies, effected through a 10-point notice released on Wednesday.

High-risk areas should be accurately defined by building, unit, floor and household, and must not be arbitrarily expanded to entire residential complexes and neighborhoods. Any form of temporary lockdowns is prohibited, the notice stated.

The new measures have also reduced scenarios requiring mandatory nucleic acid tests, including for people traveling within the country.

They also allow infected people with mild or no symptoms to quarantine at home.

According to MacCormac, the new measures present very positive changes.

Besides, as the virus is believed to have become less serious in terms of its impact, provided people are vaccinated, the chamber hopes that the impact of COVID-19 infections on businesses will not be as significant as it has been so far, he said.

Businesses, however, need to manage potential new risks from any possible rise in infections carefully, he said.

Companies are also actively studying approaches used overseas and whether they could be adopted in China, he said.

The chamber's business sentiment report, based on a survey conducted from Oct 12 to Nov 4, showed businesses continue to be impressed by China's market potential, demand in China for British products, and the opportunity to provide unique product offerings — key reasons that underpin their commitment to the China market.

British businesses continue to view technological innovation as the area of greatest opportunity in China. Some 48 percent of the respondents of the survey said they see the China factor having a positive impact on their business next year. The corresponding figure in the previous survey was lower at 45 percent.

China's progress on decarbonization is similarly viewed highly favorably, more so among large multinationals that are more likely to have the resources and expertise to better tap into this long-term trend, the report said.

OPPORTUNITIES AND CHALLENGES IN TRANSNATIONAL EDUCATION IN CHINA

The time is now for UK universities to jump into transnational education in China – but read this first

14 October 2022

A NUMBER OF FACTORS SUGGEST CONDITIONS ARE RIGHT FOR TRANSNATIONAL EXPANSION FOR UK UNIVERSITIES IN CHINA. BUT UNIVERSITIES ALSO NEED TO CONSIDER THE COUNTRY'S UNIQUE CULTURAL AND REGULATORY ENVIRONMENT

Approximately 500,000 students are enrolled in TNE in China. For the UK – not only a global leader in the provision of education but also a country with deep ties to China in the education sector – there are clear opportunities to take advantage of, particularly in the field of establishing joint educational programmes and initiatives. Nevertheless, there remain a number of opportunities and challenges that UK education institutions would be wise to pay attention to as they look to land or expand in the China market.



Opportunities

A number of factors suggest conditions are right for TNE expansion in China.

Firstly, at the most fundamental level, the demand for TNE is strong in China, strengthened by various local governments at both the provincial and municipal levels as part of their investment and development plans. The presence of international education – be it a university or international resources and talents – can significantly increase the status of lower-tier cities (i.e., those cities that are not among the largest, richest, or most international in China). As such, local governments are often willing to invest in international education collaboration to boost their attractiveness in the face of competition from other localities.

Within China, a quota system is used for universities' enrolment of Chinese undergraduate students. TNE can operate outside of this system, however, and recent regulatory changes in this field further indicate the favourable treatment being given to joint educational programmes (JEPs) and joint educational institutions (JEIs). Specifically, the Ministry of Education is allowing them to accept a higher number of students, as long as the students are those who planned to study abroad but were not able to due to the Covid-19 pandemic.

It is true that China's higher education sector can be a challenging environment for international entrants, yet entering China offers significant long-term business opportunities for those with the right combination of entry model, partner and location. An effective strategy underpins all of these and can help to set a university apart from competitors both foreign and domestic.

Challenges

Although conditions for engaging in JEPs and JEIs in China are positive, for international entrants, TNE expansion does not come without its challenges, as detailed below.

Misunderstanding the legislation

The Chinese regulatory environment is often difficult for international companies to navigate. National laws and regulations can be vague and even contradictory, leaving interpretation up to provincial-level education departments. Staying in regular communication with the relevant local departments to build up trust and gain their support is therefore critical.

Cultural clashes and ideological barriers

Mutual understanding of the meaning of academic freedom may also be a point of contention when working with Chinese partners. The Chinese government still maintains significant control over curricula and prohibits teaching in areas such as civil rights, civil society, and press freedom. Universities in the UK may have to be willing to compromise their current approach.

Employment risks and faculty turnover

In practice, it is often difficult to retain faculty members for several years, impacting running costs and affecting the JEP or JEI's reputation. The cost and impact of staffing needs to be accurately calculated and a well-designed strategy needs to be put in place to sustain staff quality and stability.

Intellectual property protection

In recent years, both the UK and China have published laws and regulations covering intellectual property protection, data protection and national security in relation to investment. When collaborating on international projects, either party may not understand the other's policies, hence both partners should outline areas of research and intellectual property creation, identify expected outputs, and understand any potential consequences that may arise before entering into an agreement.

Recommendations

Taking into account the opportunities and points of consideration for TNE expansion in China, below are a selection of suggestions for moving forward.

Any entry strategy should have clear end goals: Before collaborating, a frank, clear discussion of any key issues that stand in the way of setting goals should be carried out. Similarly, a robust due diligence process should be implemented to track progress towards these goals, including quality assurance and quantitative KPIs.

Agree on a governance framework: For a JEP or JEI to be a success, shared objectives and common ground should be established early on, including the management of and division of responsibility for the institution, student recruitment, and marketing, among other key topics.

Treat new collaborative programmes like a start-up: New collaborative programmes should not depend on the existing reputations of the partner universities but should instead be treated like a start-up. This way, appropriate tools and frameworks can be adopted from the start.

Evaluate the project's appeal: This appeal could be based on the strength of the UK university's brand, which is partly a function of its present and previous marketing campaigns in China, or on the extent to which an institution has researched and engaged with the broader China market.

Postgraduate exam to be held as scheduled

By Zou Shuo | chinadaily.com.cn | Updated: 2022-12-07 18:54



*Examinees leave a venue of the postgraduate entrance exam at Xi'an University of Technology in Xi'an, Northwest China's Shaanxi province, Dec 26, 2021.
[Photo/Xinhua]*

The 2023 National Postgraduate Entrance Exam will be held as scheduled from Dec 24 to 26, the Ministry of Education said on Wednesday, dispersing worries that it might be delayed due to the recent COVID-19 outbreaks.

Utmost efforts should be made to ensure that the exam takes place as scheduled and that all test takers can participate safely, the ministry said in a notice.

Local education authorities need to coordinate with other departments to make sure the arrangements for the test centers, personnel, equipment and epidemic control measures are in place.

Universities also need to provide better services to students who are about to take the exam, the ministry said.

Test takers who are in a different provincial region than where the test center is located and have difficulties returning can apply to take the exam in the region they are currently in, according to the ministry.

Local education authorities should optimize services for test takers, provide information about the test and epidemic control measures in a timely manner, pay attention to the psychological well-being of the students and help those in need, it said.

The ministry also released information about related hotlines and websites, as well as the public WeChat accounts and e-mail addresses of all provincial education examination authorities to answer any concerns students may have.

A record 4.57 million candidates signed up to take the national postgraduate entrance exam this year. Experts estimate that number will increase next year.