



*Xiapu, a fishing town in southeast China's Fujian Province famous for photograph taking is to host HOPE's international education forum and photo contest which have been postponed from July to later this year due to typhoon Doksuri*

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## *INSIDE HOPE*

# **HOPE Management Meeting Held to Set New Goals**

HOPE management meeting was held on 12<sup>th</sup> July in Shanghai with senior management team from headquarter and branch companies joining this one day strategic meeting. The purpose of the meeting is to review this financial year's (September to August) performance of the company so far as well as to discuss and set new goals for the new year starting from September 2023.

According to the statistics reviewed, the company as a whole has already successfully met the annual target for study abroad business by the end of June, 2 months ahead of time. While for non-study abroad business, including online training, summer and winter camps, teacher recruitment and teacher training, guardianship service, visa service and other educational projects, 89% of the target turnover has been met by the end of June, excluding the expected income from on-going summer programme. The good performance this year so far is very much due to the recovery of the study abroad market after the pandemic and the company's diversified marketing channel and innovative promotion events.

As for the new year goals, the team has proposed the following priorities: to explore more international education products/projects to further diversify company's services; to further strengthen our partnership and cooperation with local partners particularly to meet the demand from partner universities, international schools and vocational colleges for international links; to work more closely with our key international partner institutions in more diversified ways and wider area for effective and innovative recruitment as well as for branding; to build solid relationship with our old clients including overseas returned HOPE students, their parents, and non-education partners such as banks, real estate companies, immigration companies, summer camp operators etc..

Thinking positively of the future, the team is also aware of the challenge it may face in the year to come, especially the changing international politics and domestic educational policies which may directly or indirectly shape the market.

## Senior management met for Jinjiang-HOPE wider and deeper cooperation

Senior management team of both HOPE and Jinjiang Travel Group, one of the biggest state travel agency group met on 19<sup>th</sup> July at White Horse Cafe which was founded by a Jewish Refugee in Shanghai in 1939.

The newly opened cafe after refurbishment witnessed a heated discussion on the areas both companies like to deepen the cooperation. The partnership of the two enterprises started 6 years ago when Jinjiang provided international travel service for HOPE's summer and winter camps to the UK, US and Australia.



*Senior management team of HOPE and Jinjiang Travel Group met at a historic cafe*

After pandemic, the demand for both private tour and business travel has been increasing. Both companies felt necessary for a wider and deeper cooperation, particularly in international and domestic summer/winter camp, visa, hotel and airfare service, convention and education exhibition, branding and marketing events etc.

The White Horse Cafe, owned by Jinjiang, will also host international education salon and academic forum jointly organized by HOPE and Jinjiang.



## HOPE Alumni Gathering highlighted by Improv Shows

HOPE has answered the call of breaking new ground in marketing events by bringing 'improvisation theatre' to HOPE Alumni Gathering on 15<sup>th</sup> of July. The event itself was organized with an aim of bringing connections to HOPE alumni, exchanging friendships, and strengthening the bonds between HOPE and the students. And this time, HOPE invited Zmack, the best improv coaching group in Shanghai to make the spark!

Fifteen HOPE alumni from top UK universities, such as Cambridge, Bristol, UCL, and Glasgow were invited to the event. Besides, some students from HOPE's partnership university, Shanghai University of Sports, Shanghai International Studies University, Shanghai Dianji University also attended this half day party. The event utilized some best improvisation games for icebreakers, and guided students to acquire the wisdom of "Yes, and", the essence of any improvised acting performance ---- it required an individual to fully embrace what was given to them and create from spontaneity in the NOW moment. The students co-operated in teams and put on the best improvisation show!



*Improvised performance from students*



*HOPE alumni group photo after the gathering*

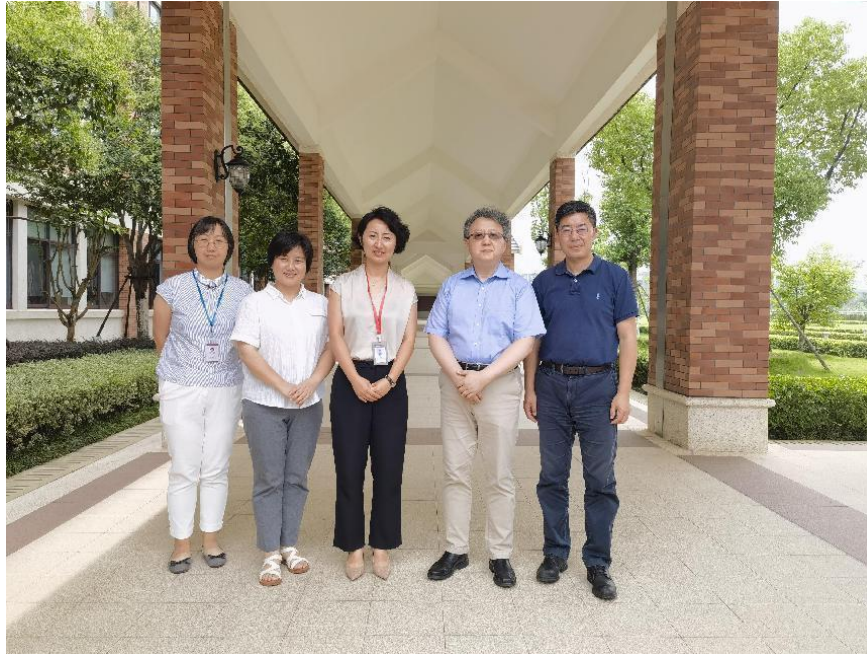
The event invoked profound creativity, imagination and teamwork from the students, which enabled them to temporarily let go of stress from this "Rat Race" environment, and opened up their trust and innocence to connect, play, and fully express themselves as unique individuals.

"It's a process of opening up myself and discovering myself", said Cindy, from the University of Glasgow. "I can't imagine how fast we got to know each other from strangers and create such a bond! Improvisation blows my mind off!"

The event was a true success as it not only boosted communications, naturally opening up the sharing of overseas experiences among the students afterwards. It also was an important window for new students to know HOPE and its culture as being open, innovative, and supportive to individual development.

## *INSIDE HOPE – Local News*

### **US school visit international schools in Hefei for possible links**



*Board member and Executive Director of North Cedar Academy, Joshua Gu (2<sup>nd</sup> right) accompanied by Daniel Zheng (left) and Alice Zhang (2<sup>nd</sup> right) from HOPE to visit the school in Hefei, East China's Anhui Province*

### **HOPE's cross China tour for local Industrial Banks' VIP clients**



*International Education Workshop: Changzhou Stop*





*International Education Workshop: Zhengzhou Stop*



*International Education Workshop: Nanjing Stop*



*HOPE gave a presentation to 70 VIP clients of Industrial Bank at Baotou, Inner Mongolia on 8<sup>th</sup> July*



*HOPE counsel parents for international education in Taiyuan, Shanxi Province at the invitation of Industrial Bank.*



## *HIGHLIGHTS FROM LOCAL MEDIA*

### **Shanghai universities collaborate with enterprises to bridge gap between academia and industry**

*By Yang Meiping | Shine | 2023-07-10 21:21*



**East China University of Science and Technology's School of Business have signed agreements with 40 enterprises for cooperation in education with its masters students.**

Universities in Shanghai are working closely with enterprises to endow students with industrial experience, and empower working professionals in their careers.

Recently, East China University of Science and Technology's School of Business signed agreements with 40 enterprises for cooperation in education with its masters students.

The move addresses challenges in business education, such as the gap between the fast changes in business modes and operation environment, and the hysteresis curricula. It also examines the contradiction between the rapid pace of knowledge iteration and the limits of teacher knowledge structures, according to the school.

With the cooperation of enterprises, the school released its new education system for its business masters, which is open and will integrate and coordinate with industries to create values together.

The school has been trialing the action-learning programs with several companies over the past few years.

These included a program involving Shanghai's time-honored brand Bright Dairy, in which students faced challenges including researching consumer behavior, refreshing the company's ice cream brand, and digital marketing for its offline chain stores.

The new system aims to further promote integration of theories with practices, business with engineering and humanity, schools with enterprises, and education with research and industries, said Hou Limin, Party chief of the business school.



**Students from Donghua University present their works during this year's "China Cool" program.**

At Donghua University, "China Cool," a cooperation with fashion brand Coach initiated in 2001, has been expanded from students from its fashion design college to other majors, such as humanities, management and media. Some fashion enterprises run by Donghua's alumni were also invited to join the program and provide guidance and support to students throughout the process.

In the first year, students were 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 second project began last June with 360 students from different educational backgrounds asked to build groups as "mini companies," to help them understand the process of turning an idea into a functional business

They not only designed products to express their understanding of sustainable fashion, digital fashion and better lifestyle, but also worked out plans for branding and marketing.

The university and the enterprises provided various empower initiatives, including professional training, social practice, design presenting, product prototyping and the final exhibition.

Students showed amazing creativity during the program. One group won the Most Sustainable Award as they replaced leather with green new materials, and used environmental dyeing method and low-carbon processing skills to reduce pollution.

Another group targeted young people's new lifestyle, featuring work, sports and social needs.

"Young people like to do some type of sports after work, which is also a way to be social," said Tai Xiaoting, one of the team members. "Our products include bags that women can use for both work and sports, and sports wear which is both suitable for physical exercises and fashion."

The team won the Most Market Potential Award.

"We are so happy to see that all the creative teams have done a great job. To me, every group was a success, showing innovative young minds and creativity," said Yann Bozec, president of Coach China.





**Participants of the "China Cool" program pose for a photo group.**

Bozec said the company has brought the collection of products designed by Donghua students to the China International Import Expo and commercialized some of the student works, which were further used for public welfare undertakings. It will continue this initiative in the second project.

"While we expand our presence in China. For us, China is not only an important market, but also a source of inspiration for our innovation and breakthroughs," he said.

"In the recent years, we have been actively seeking cooperation with local artists and young talent. In the future, we will continue to seek for more partnerships to drive the innovation, and empower the fashion industry in China."

Li Jun, director of Donghua's Shanghai International College of Fashion and Innovation, said it's important for universities to provide such opportunities to let students get a glimpse into the real industry and try their hands on real commercial design, which is very important for their future career development.

In addition to Coach, it has collaborated with other brands such as international workwear brand Dickies and e-commerce platform Tmall to engage students in innovation.

On the other hand, the China Women's Development Foundation and L'Oreal's skincare brand Helena Rubinstein joined hands with Shanghai Jiao Tong University to provide courses for women who are starting up their own businesses. The online and offline courses range from management, finance and marketing, to strategic thinking and business operation.

Liu Shaoxuan, deputy dean of Shanghai Jiao Tong University's Antai College of Economics and Management, cited a 2020 Startup Outlook Report by the Silicon Valley Bank and pointed out that 41 percent of the technology startups in China included female founders, the highest in the world.

"In China, the average life span of small and medium-sized enterprises is two and a half years, which reflects the challenges in starting up businesses," he said. "With this program, Shanghai Jiao Tong University would like to give support to female entrepreneurs with our strength in engineering, medicine and management, to help them start up and run enterprises well."

# Shanghai and UNESCO deepen cooperation in education

*By Xu Fang | Shine | 2023-07-03 14:14*



**Shanghai Party Secretary Chen Jining poses with Stefania Giannini, assistant director-general for Education at UNESCO**

Shanghai Party Secretary Chen Jining met with Stefania Giannini, assistant director-general for Education at UNESCO, and her delegation on Sunday.

Chen introduced the relevant circumstances of Shanghai's economic and social development, especially in the field of education. He said that at present, Shanghai is following the important instructions from President Xi Jinping, implementing the new development concept and making greater contributions to high-quality development in the new journey of Chinese-style modernization.

The city has always placed education in a prominent position in urban development, accelerated the establishment of a sound education system, enriched lifelong education supply, deepened educational digital empowerment, and expanded international cooperation in education.



UNESCO and Shanghai have a deep cooperation foundation and continuous cooperation achievements. The Chinese-style modernization construction is highly consistent with the United Nations 2030 Sustainable Development Agenda, opening up a broader space for both sides to deepen cooperation in the field of education.

Shanghai will actively play its role, do a good job in work matchmaking, and continuously deepen practical cooperation in various fields. He hopes that UNESCO will continue to provide strong support, create more platforms, and launch more activities in promoting education openness and innovation, promoting global STEM (science, technology, engineering, and mathematics) education, conducting educational experience sharing, and cultural exchanges among young people of different countries. Together, we will make greater contributions to promoting comprehensive human development, Chen said.

Giannini thanked China and Shanghai for their strong support for the work of UNESCO. She said that Shanghai is an important city for the global development of education. In recent years, the cooperation level and effectiveness between the two sides in the field of education have been continuously improved.

She hopes to rely better on Shanghai's rich education scenarios and advanced education concepts to further deepen the exchange and practice of STEM education, provide effective references for establishing and improving relevant standards and rules, and promote the sustainable development of global education.

# Vice Minister of Education Chen Jie meets with New Zealand Education delegation

*Source: [www.moe.gov.cn](http://www.moe.gov.cn) | 2023-06-29*

Vice Minister of Education Chen Jie met with a delegation from the New Zealand Ministry of Education led by Deputy Secretary Andy Jackson and Chief Executive Grant McPherson in Beijing to discuss educational exchange and cooperation between the two countries.

Chen acknowledged the strong foundation and positive outcomes of bilateral educational cooperation. He proposed continuing the China–New Zealand Joint Working Group on Educational Cooperation, in order to provide a strategic framework for future educational endeavors. He encouraged the exploration of closer cooperation in various areas, including university alliances, vocational education, joint talent training, expanded student exchange, and language instruction with a culturally specific focus.

Chen emphasized the importance of implementing the consensus reached between both nations' leaders and expressed his enthusiasm for expanding educational cooperation.

The New Zealand delegation affirmed their commitment to maintaining and strengthening their educational partnership with China. They expressed their willingness to support convening the Joint Working Group's next meeting and restoring and expanding educational exchange with China.

Both parties expressed a desire for collaborative action in the proposed areas.

# Fifth of UK universities' income comes from overseas students, figures show

*By Carmen Aguilar García, Sally Weale, Lucy Swan and Harvey Symons | The Guardian | 2023-07-14  
18.00 BST*

## **Guardian analysis highlights how dependent sector has become on countries such as China and India**

One in every five pounds received by UK universities last year came from international students, according to Guardian analysis that reveals the scale of the sector's growing dependence on overseas tuition fees for financial survival.

With the annual dash to allocate university places for the next academic year about to begin, there are fears UK students could lose out to their overseas counterparts, whose higher fees have become critical to university budgets.

Tuition fees from international students now make up a third or more of the total income at some institutions, with many universities registering sharp increases in the proportion of their income from overseas students in recent years.

A dozen universities have seen growth of more than 15 percentage points, while the number of international students has increased in about 80% of UK universities since 2016-17, with 30 institutions recruiting double the number of overseas students.

At renowned specialist institutions, such as the Royal College of Art (RCA) and the University of the Arts London, tuition fees from EU and non-EU students made up more than half (54%) of total income in 2021-22, up from just over a third in 2016-17.

Meanwhile, the University for the Creative Arts, which also specialises in art and design, and the University of Hertfordshire have registered the biggest increases in international tuition fee income share, rising from 13% to 33% of total income in six years.

Prof Quintin McKellar, Hertfordshire's vice-chancellor, said: "Overseas students bring vibrancy and energy to our universities. They support courses which we would be unable to offer to our UK students without their recruitment and they greatly support our university finances."

The Guardian's analysis of the latest data from the Higher Education Statistics Authority (Hesa), covering 155 universities, comes amid mounting concern about the growing reliance of the UK university sector on income from international students.



Universities can charge overseas students significantly higher tuition fees. An overseas undergraduate pays on average £22,000 a year, according to estimates by the British Council, which is used to offset the decreasing value of domestic fees that remain capped at £9,250, having barely increased since they were introduced in 2012.

Mark Corver, the managing director and co-founder of dataHE, which helps universities use data, has calculated that, taking inflation into account, domestic tuition fees are now worth about £6,000 in 2012's money. "Universities have lost a third of their money to inflation since 2012, and most of that loss has been in the last 18 months," he said.

"I know [the universities] would like to take more UK students, but the finance directors will be saying it doesn't add up. In practice, they need a higher and higher proportion of international students each year."

Tim Bradshaw, the chief executive of the Russell Group of research-intensive universities, which attract large numbers of overseas students, said international fees are reinvested into education and research to benefit all students. "However, with government per-student funding falling, this revenue is now being asked to cover increasing deficits in both domestic teaching and publicly funded research."

The number of international students choosing to study in the UK – many of them postgraduates – has risen by 48% in six years, with some of the largest increases from India and Nigeria, where recruitment agents have worked hard. Numbers coming to study from the European Union have dropped by 14%, while China continues to dominate, accounting for close to a quarter of all international students.

Earlier this year, England's higher education regulator, the Office for Students (OfS), wrote to 23 universities with the highest number of Chinese students, asking to see their contingency plans in case of a sudden interruption to overseas recruitment.

The chief executive, Susan Lapworth, said the OfS remained concerned that some universities had become too reliant on fees from international students, particularly where large numbers come from a single country. "Universities must know what they would do if international recruitment fails to meet expectations," she said.

Tuition fees from overseas students have increased by 71% in six years, from £5.4bn in the 2016-17 academic year to £9.7bn in 2021-22. As a result, more than a fifth of UK universities' total income came from payments from EU and non-EU students (21.5%) last year, up from 15.6% in 2016-17.

"It's the only thing that makes really serious money," said Nick Hillman, the director of the Higher Education Policy Institute. Over the same period, the proportion of

universities' total income derived from UK students fees decreased slightly from 30.8% in 2016-17 to 28.8% in 2021-22.

The increase in the RCA's overseas student population comes largely from China, with six times more enrolling last year than in 2016-17; more than 1,100 compared with 180. Robert Gordon University recorded close to five times more students from Nigeria than six years ago; 1,700 compared with 365.

An RCA spokesperson said: "As the world's leading art and design university, the RCA attracts students both from the UK and over 70 other countries, and we are proud to have many successful Chinese alumni.

"Our numbers of UK and non-Chinese international students are increasing and forecast to continue to increase in future academic years. Overall, our financial position is healthy and includes research, philanthropy and corporate partnerships."

The Chinese student population at the University of Central Lancashire has however decreased by 57% in six years, while there are 24 times as many from India than in 2016-17. Chinese student numbers have also dropped by 68% at Sheffield Hallam University, while Nigerian and Indian nationals combined are seven times higher than in 2016-17.

India has become the second largest nationality in UK universities, accounting for 18% of all the overseas students, up from 4% in 2016-17,- followed in third position by Nigeria with 7% of all international students.

Universities UK, which represents 140 institutions, said UK students still constituted the majority of undergraduates, making up 85% of students, and that 39% of all postgraduates were international students. "International students enrich our universities and communities, and the government's 2019 international education strategy, which committed to increasing the number of international students, recognised this," a spokesperson said.

Bradshaw said: "Universities will always work to run as efficiently as possible and maximise other revenue streams so they can continue to deliver the best possible student experience. However, as costs rise and deficits grow, universities' ability to mitigate the impact on quality and choice for students is limited.

"That is why we are calling for a more sustainable approach to funding higher education that can offset the impact of inflation on per-student funding, is fair and affordable for students and the taxpayer, and protects the pipeline of skills to support innovation and economic growth."

The first graph in this article was amended on 17 July 2023. An earlier version incorrectly showed the total income of the universities in millions instead of billions of pounds.

# Weng Tiehui meets with University of Melbourne Vice-Chancellor

*Source: [www.moe.gov.cn](http://www.moe.gov.cn) | 2023-06-29*

Vice Minister of Education Weng Tiehui met with an Australian delegation led by Professor Duncan Maskell, Vice-Chancellor of the University of Melbourne, on July 5. The two sides had an in-depth discussion on China–Australia educational exchange and cooperation.

Weng emphasized the importance the Chinese government places on educational cooperation with Australia, as well as fruitful results achieved in areas like student exchange, research, training, joint educational programs, and Chinese language teaching. She expressed hope that Chinese and Australian universities would deepen their cooperation through more diverse and impactful forms of exchange. Weng said she looked forward to the University of Melbourne further expanding substantive cooperation through two-way student exchange, joint research, cooperative degree programs, credit recognition, and dual-degree programs. She added that this could contribute to the healthy development of China–Australia educational ties and enhance mutual understanding.

Maskell reaffirmed the significance of educational cooperation with China. He said he hoped the visit would restore faith in friendly cooperation and strengthen ties with Chinese partners in relevant fields.

# Interactive Chinese learning zone at Chengdu Universiade Village inaugurated

Source: [www.moe.gov.cn](http://www.moe.gov.cn) | 2023-07-28

The Ministry of Education (MOE) inaugurated an interactive Chinese language learning zone at the Chengdu Universiade Village on July 26. Vice Minister Chen Jie attended the opening ceremony on the eve of the 2023 FISU World University Games alongside officials from the Sichuan provincial and Chengdu municipal governments, the organizing committee and participating teams.

In his remarks, Chen said this zone has been designed to help foreign youths learn Chinese language and appreciate Chinese culture through themed activities. Other events like multinational singing in Chinese and tasting traditional cuisine will also be organized. He expressed hope that these colorful cultural experiences will foster communication, cultural exchange and friendship between Chinese and international youth.

According to the Vice Minister, Chinese is one of the world's oldest and most beautiful languages and is attracting more learners worldwide. It is currently taught in over 180 countries, is included in the national education systems of 83 nations and is studied by over 30 million individuals overseas. He welcomed all participants to discover the beauty of the Chinese language during their stay.

Chen gifted participating teams with copies of two publications to promote Chinese language and culture: *100 Commonly Used Chinese Sentences During the Universiade* and *An Anthology of Chengdu's Finest Classical Poems*.