



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

HOPE Updates 2023 No.9

30st September 2023

Editor in chief: Daniel Zheng, Editor: Cathy Xie



*Wuzhen, a water town of more than 1300 years' history,
was accredited as World Cultural Heritage by United Nation since 2001,
also referred to as "Venice of the East".*

*HOPE was invited by INTO to attend the annual gathering meeting
at Wuzhen on September, 20th.*

*Famous for its ancient architecture, Wuzhen has always been
the paradise for photography lovers over the world.*

Inside HOPE

Hope Events

- HOPE briefs VCs of UK Higher Education Mission to China 2023 on post-pandemic market trends
- HOPE answered invitation to Nanjing Charity City Walk
- HOPE kicked off UK partner institutions visits in September for interviews

Photo News

- Institutional visits in Henan and Inner Mongolia
- Marketing events with bank's VIP clients
- Royal Holloway, University of London visited HOPE for training

Highlights from local media

- NYU president returns to Shanghai in her new role
- Chen Jie attends 2023 China-ASEAN Vocational Education Exhibition and Forum
- Beijing's senior high school entrance exams to be reformed from 2025
- Chinese universities continue to climb
- China to work more closely with UNESCO

INSIDE HOPE --- Photo news

Institution visits



Daniel Zheng, Managing Director, Sherry Zhang, Media Director of HOPE Nanjing were invited to visit *Maple Leaf International School-Horingera* in Inner Mongolia, for cooperation on 7 September.



Sherry Zhang, Media Director visited the International Office of *Zhumadian Preschool Education College* in Henan Province on 20 September. Enrichment activities and partner schools were the main areas both parties discussed for collaboration.



Hope International Education was invited by *Charity Fund of Zhejiang Province* to participate in the launching ceremony of local Autism Charity Fund.



Ms. April Liu, International Student Recruitment Officer (East Asia) of *Royal Holloway, University of London* visited HOPE on 27 September, providing updated training on university application.

Marketing Events



Industrial Bank - Inner Mongolia: On 8 September, HOPE was invited to give a presentation followed by one-on-one counselling on international education and study abroad services to 30 bank's VIP clients.



HOPE was invited by *China International Capital Corporation Limited* (CICC) to deliver overseas study workshops to 18 VIP clients on 14 September.



Industrial Bank - Henan: On 20 September, HOPE visited Industrial Bank, Zhumadian to deliver one-on-one counselling on international education and study abroad services to 50 bank's VIP clients.

HOPE Events

HOPE briefs VCs of UK Higher Education Mission to China 2023 on post-pandemic market trends

Daniel Zheng, Managing Director of HOPE International Education was invited by the British Council to the Round Table Dialogue for UK Higher Education Mission to China 2023 on 19th of September in Beijing. The event was hosted by British Council, with the aim of discussing post-pandemic overseas study trend and innovations for institutional co-operations.

11 UK university's Vice Chancellors and International Directors, 24 agents and renowned international schools' principals and senior Management members attended the conference, bringing expertise and precious insights to the round table discussions.



On-site Higher Education Mission to China 2023

The conference shed light on a selection of hot issues, such as the current student recruitment market in China, plausible agents co-operations to create expanded services, innovative

university promotion events, and marketing strategies for UK universities to promote themselves.

As prior Education Promotion Manager of the BC, Daniel was invited to deliver a speech on the conference. He showed profound gratitude for British Council for organizing the event, which according to him, evoked good memories and nostalgia of his time with BC.



Daniel Zheng invited to deliver a speech

During the conference, Daniel shared his genuine perspective on the market trends, importance of innovative marketing events and a healthy university-agent relationship. “Each agent has its value and strength, and these cannot be judged by recruitment figures only!” said Daniel, “they are not your recruitment machines but partners”. He referred to a healthy university – agent relationship, fundamental to cooperation, as being worthy of mutual respect, trust, and effective communications.

The event was successful as it provided precious opportunities for stakeholders of international education to connect, expand visions, and learn, which set the stone for more opportunities of cooperation to form in the future.

HOPE answered invitation to Nanjing Charity City Walk

HOPE International Education was invited to attend a 600-people city walk launched by Overseas Chinese Library in Nanjing, China on September 9th, 2023. The event was organized with the purpose of fundraising for the “Travelling Libraries” project, which functions as a national reading campaign supported by the local government and an extraordinary way to promote Chinese culture.

As the pioneer of advocating for charity work within international education industry, HOPE has been actively engaging in a variety of charity events since 2001, which includes, yet not confined to charity hiking, riding for autistic children, donations to remote school libraries etc. In order to better support the current event, HOPE invited more than 100 alumni students to participate in the city walk, spreading the spirit of love and joy around the city.



HOPE students attended city walk in Nanjing

The hiking route was a fine selection of the best scenery spots of Nanjing, which comprised Xuanwu Lake, Fenghe Yuan, and Nuona Tower etc., enabling people to enjoy the riveting views of the city.



Group photo taken at Squirrel Park, Nanjing

At the destination, a charity book sale took place at Yellow Korner, a renowned local photography library. HOPE students volunteered to sell the books and actively participated in the online fund-raising for “Travelling Library” online campaign, making meaningful contributions to the city and bringing curtain down to the charity event.



HOPE students volunteered at the book sale

HOPE kicked off UK partner institutions visits in September for interviews

HOPE was implementing new media strategy of partner schools promotion through online broadcasting 'campus tours' and 'on-site interviews' on Wechat Channel this month. The visits will be wonderful opportunities of re-connecting with all HOPE partner schools in person, building trust and strengthening communications. Among the total 13 visits to UK institutions, the first two stops derived at Brockenhurst College and University of Southampton, providing a perfect chance for overseas-study lovers to take a close look at UK schools and universities ALIVE!

At Brockenhurst College, Daniel Zheng, Managing Director of HOPE had a 1-hour interview with Mrs Li, the Dean of International Curriculum, who introduced the history of the school, academic results, pastoral care, and extra-curricular activities of Brockenhurst at great length. According to her, Brockenhurst attaches great value to Chinese learning and hosts a great many Chinese students each year. Among them, Kristy, an A2 Chinese student participated in the interview, sharing her personal experience of studying at Brock and living in England, addressing curiosities from audience who intended to study A-level courses at UK state schools.



Interviews with Mrs. Li, Dean of International Curriculum

Interview with Kristy, A2 student at Brock

At the second stop at University of Southampton, Daniel was fortunate to meet up with Zoe, Manager of Chinese market, who led a campus tour in front of the camera, showing everyone the important sites of the campus, and the hustle-bustle vibe from the Freshers' Week, which fed a lot of curious minds. Later on, an indoor interview was conducted, focusing on the updated academic requirements from Business School and School of Arts especially, as well as popular degrees. A 3rd -year PhD Chinese student Luming, also joined the interview, assisting the audience to know more about the study and life at Southampton from the student perspective.



Interview with Zoe and Luming



On-site campus tour

The two school tours were marvelous marketing strategies of promoting UK partner institutions, utilizing the advanced media technology to conduct online campaigns. The events also provided an important window for students who had never been to England before, to gain first-hand insights on UK institutions. The next month October will see more visits coming up to Newcastle University, Lancaster University, University of Glasgow, University of Reading, Royal Holloway, Arts University Bournemouth, Queen Mary University of London, John Leggott College, University of York, Bournemouth Collegiate School, and St. Joseph College.

Highlights from local media

NYU president returns to Shanghai in her new role

Shanghai Daily | Yang Meiping | 2023-09-13-11:37



Linda G. Mills visits NYU Shanghai for her first time since becoming president of New York University.

The world is only at the start of its embrace of global education and its potential, Linda G. Mills, the new president of New York University, said in an exclusive interview with Shanghai Daily. Mills was speaking during her first visit to Shanghai on September 6-11 since taking the top leadership position of the renowned American university in July.

Mills has been in Shanghai many times previously and was very involved in the establishment of NYU Shanghai, the first China-US joint venture university founded by NYU and East China Normal University in Shanghai's Pudong New Area. She was named NYU's vice chancellor and senior vice provost for global programs and university life in 2012, when NYU Shanghai was founded.

"Because we were really the first university of our type in China, we had no model to refer to," Mills said, as she recalled how she and her colleagues started a "new, special, singular, and successful" university from scratch in cooperation with their partners from East China Normal University.

"In addition to thinking through the admissions process, which was my area of focus, we also had to lay the groundwork for academic excellence; we had to recruit faculty; we had to build a curriculum; we had to select outstanding leadership; and we had to imagine the culture we would want to create at a new university in China, yet one that was linked to NYU's larger global network."

Mills said the founding of NYU Shanghai was a groundbreaking creation.

"It reaffirmed NYU's outlook on global higher education: Engagement with other cultures and societies is vital to defining higher education in the 21st century. This message resonated with others, including students, faculty, staff, and of course, the city of Shanghai, which really helped to set NYU Shanghai apart," she said.

"Shanghai is an extraordinary city, indisputably one of the great cities of the world! As different as it is from New York, there are also many ways it feels similar – the incredible energy, the entrepreneurial spirit, the constant innovation, the focus on the future."



Linda G. Mills talks with NYU Shanghai students.

Dedicated to cultivating globally minded graduates through innovative teaching, world-class research, and a commitment to public service, NYU Shanghai's growth in the past decade has exceeded Mills' expectations.

Starting with nearly 300 undergraduates, the university's student body currently consists of nearly 2,000 undergraduate and graduate students. Half of the students are from China and the remainder from the United States and some 80 other countries and regions. Last month, NYU Shanghai welcomed a new batch of over 700 new bachelor's, masters and doctoral students.

Every year, many NYU Shanghai graduates are employed by top-flight companies and intergovernmental organizations or admitted into postgraduate programs at prestigious universities around the world.

The institution is also proud of its faculty of renowned scholars, innovators, and educators recruited from the world's best research universities. With 33 new faculty members from 12 countries joining recently, the university's faculty has grown over 10 years from 118 to 268, representing 29 nationalities and 43 academic fields.

As the university celebrated its 10th anniversary, it moved from a one-building site on Century Avenue in Pudong to a new campus on the booming Qiantan area.

Mills sees this as a milestone for the university to grow and expand its graduate programs in the future, as well as to "establish even more of a campus community".



Mills enjoys the atmosphere in the courtyard of NYU Shanghai's new campus.

About two weeks ago, the United States Secretary of Commerce Gina Raimondo also visited NYU Shanghai. She said she was impressed by what she saw, and stressed the importance for universities to sustain positive interactions between Chinese and American students, and for the world to have global citizens such as NYU Shanghai students and graduates.

During Mills' visit, she also met with Shanghai Party chief Chen Jining.

Chen said NYU Shanghai was a successful example of people-to-people exchanges between China and the US. He expressed his wish that education and NYU Shanghai could play a bigger role as a bridge in promoting friendly exchanges between the two countries.

"In the higher education sector, I continue to see a lot of hope and commitment and goodwill even during moments of fractiousness and competition between China and the US," Mills said. "I am reassured by that, not just for the sake of NYU Shanghai, but for the sake of higher education and for global engagement overall.

"I believe that the world is only at the start of its embrace of global education and its potential: as the 21st century proceeds, global higher education will be recognized as essential to a university's academic mission, as NYU has done. And many years from now, when historians of higher education look back, they will agree that efforts like NYU Shanghai, or Duke Kunshan, or NYU Abu Dhabi, established the models that many other universities came to emulate or take inspiration from."

During her visit, Mills also visited East China Normal University and signed a memorandum of understanding with Qian Xuhong, president of ECNU, to extend the cooperation in education and research between the two universities.

Party Secretary Chen meets NYU President to strengthen cultural ties

Shanghai Daily | Xu Fang | 2023-09-11 2-11:04



Shanghai Party Secretary Chen Jining shakes hands with Linda Mills, the president of New York University

Shanghai Party Secretary Chen Jining met with Linda Mills, the president of New York University, and her delegation on Monday.

Chen said that as an economic center and a pioneering window of China's reform and opening up, Shanghai is characterized by openness, innovation, and inclusiveness. Education is an important area of cultural exchange between China and the United States, and we always uphold an open attitude, support the deepening of educational exchanges and cooperation between China and the United States.

With the joint efforts of all parties, New York University Shanghai has good development momentum and significant educational achievements, serving as a successful model of cultural exchange between China and the United States.

We hope to better play the role of education in promoting friendly exchanges between China and the United States, strengthen communication and dialogue, deepen practical cooperation, and run NYU Shanghai with a long-term perspective, an international vision, and forward-looking thinking, Chen said.

This will promote academic exchanges and technology cooperation, and bring more Chinese and foreign youth together to discover, understand, and integrate into the diversity of the world through mutual learning and understanding, thus planting the seeds of mutual understanding and harmonious coexistence.

Shanghai will continue to provide various conveniences and comprehensive services to support the development of NYU Shanghai in teaching, scientific research, student cultivation, and other aspects, and play a better role in promoting cultural exchange and enhancing mutual understanding between China and the United States.

Mills expressed her gratitude for the strong support given by Shanghai. She said that the success of NYU Shanghai is inspiring and a vivid example of educational openness and cooperation between China and the United States. In this modern international metropolis of Shanghai, it is conducive to cultivating diversified talent with a global vision.

She will fully support the development of NYU Shanghai and encourage more outstanding teachers and students to come to Shanghai, promote teaching and research cooperation in various fields, and create more communication bridges and platforms to strengthen cultural exchanges between China and the United States, especially youth exchanges and interactions.

Chen Jie attends 2023 China-ASEAN Vocational Education Exhibition and Forum

Ministry of Education | September 18, 2023

The 2023 China–ASEAN Vocational Education Exhibition and Forum was launched in Nanning, Guangxi Province on Sept.15. Vice Minister of Education Chen Jie gave a speech at the opening ceremony.

Chen highlighted the 10th anniversary of President Xi Jinping’s Belt and Road Initiative and his vision for a China–ASEAN community with a shared future. He emphasized China’s commitment to ASEAN as a key partner in vocational education and expressed a desire to deepen cooperation. Areas of focus include vocational education related to trade and investment, language instruction, skills development, and higher education. He also underscored the importance of sharing resources and jointly developing common standards.

The Vice Minister also pledged the MOE’s support in making Guangxi China’s hub for vocational education cooperation with ASEAN countries.

The event, themed “Bridging Industry and Education, and Sharing Vocational Growth,” was attended by high-ranking officials from various ASEAN countries, including Laos, Myanmar, and Cambodia.

Chinese universities continue to climb

China Daily Global | Wang Mingjie | Updated: 2023-09-28 09:17



Tourists and students take pictures outside a gate of Peking University in Beijing in June.

Two Chinese universities, Tsinghua University and Peking University, are steadily approaching the top 10 of the Times Higher Education, or THE's World University Rankings.

Tsinghua University, the highest-placed university in the Chinese mainland, has secured 12th position in the latest rankings. Peking University follows closely behind in 14th, in another year of progress for Chinese academia.

Both universities have made significant advancements from their previous positions, with Tsinghua University moving from 16th to 12th, and Peking University rising from 17th to 14th, the highest position either institution has ever attained.

The Chinese mainland now boasts two universities in the top 20, seven in the top 100, and 13 in the top 200, showing a substantial improvement from 2018, when it only had two top-100 institutions.

During the past five years, Chinese mainland universities have shown remarkable progress, with their overall score increasing from 35.5 in 2020 to 48.9 in 2024.

Phil Baty, THE's chief global affairs officer, commented on China's "extraordinary rise" in the rankings, noting that in 2004, only four Chinese universities made the top 200, while this year there are 13, with six of them in the top 60.

He attributed the achievement to the Chinese government's consistent investment in higher education and research and development over the past two decades, under the state's policy to become a "major country of education".

Based on current trends, Baty believes China will soon have a university in the world's top 10, particularly following the government's goal to establish "a powerful country of education" by 2035, with advances in scientific research and educational development.

The number of Chinese universities in the top 400 has significantly increased, from 18 last year to 30 this year, making the Chinese mainland the region ranked fifth-highest.

The University of Oxford in the United Kingdom holds top spot in THE's World University Rankings, followed by Stanford University in second place as the highest-ranked university in the United States. Massachusetts Institute of Technology secured third place.

Hong Kong continues to have a notable concentration of top universities, with the University of Hong Kong ranked 35th, five institutions in the top 100, and six in the top 350. The University of Macau has broken into the top 200, jointly ranked 193rd. National Taiwan University remains in the top 200, climbing 35 positions from last year to reach joint 152nd. All of Taiwan's top 10 universities are within the top 600 of the World University Rankings.

Xi: China to work more closely with UNESCO

China Daily | Mo Jingxi | Updated: 2023-09-29 07:18



President Xi Jinping meets with Director-General of the United Nations Educational, Scientific and Cultural Organization Audrey Azoulay in Beijing on Thursday, Sept 28, 2023.

President Xi Jinping said on Thursday that China is willing to work more closely with the United Nations Educational, Scientific and Cultural Organization in enhancing heritage protection and promoting cultural exchanges, thus contributing to global common development.

At a meeting with UNESCO Director-General Audrey Azoulay in Beijing, Xi said that over the years, China has been supporting the work of UNESCO and actively undertaking various initiatives with the organization.

China-UNESCO cooperation is significant and contributes to advancing global peace and development, and it is necessary to carry on with such valuable cooperation, said Xi.

The world is composed of diverse civilizations and China is among the countries with the longest histories and oldest cultures, he added.

The president stressed that China has more than 1.4 billion people, so its tremendous development alone is an important contribution to the progress of human civilization.

As China is striving to build itself into a great modern socialist country in all respects, it follows the strategy of invigorating the nation through science and education, and is committed to expanding the development of education, science and technology and culture, Xi said.

China attaches great importance to international exchanges and cooperation with all parties, including UNESCO, he added.

Azoulay said the Chinese government has always supported the work of UNESCO. The UNESCO Prize for Girls' and Women's Education funded by China has played an important role in promoting education globally among women and girls, she said.

UNESCO is satisfied with the extensive consensus and good cooperation with China in various fields and hopes to further strengthen exchanges with China in cultural heritage protection, as well as in science, culture, technology and other fields, Azoulay said.

Beijing's senior high school entrance exams to be reformed from 2025

China Daily | Updated: 2023-09-28 10:20



Junior high school students in Beijing will only be scored on six of their 10 senior high school entrance exams from 2025, with the remaining four tests being given a letter grade, in the latest steps by the capital's education commission to reduce pressure on students.

The Beijing Municipal Education Commission announced on Tuesday that as of 2025, the scoring system and evaluation methodology of the exams would be changed to better reflect the overall development of the cultural, physical, political and psychological skills of students moving up from junior to senior high.

In China, high school education is split from Grade 7 to 9 and from Grade 10 to 12, with the former being junior high and the latter senior.

The six subjects that will continue to have exam results scored are math, Chinese, English, physics, physical education, ethics and rule of law.

The four subjects that will receive a letter grade are geography, biology, chemistry and history.

Several prestigious high schools in Beijing are already making changes in accordance with the reform.

Beijing No 171 High School has invited senior instructors to help prepare lessons and increase the difficulty of certain courses, and it will assign more exercises for students to account for the more rigorous testing of physical education.

Li Yi, director of the Beijing Municipal Education Commission, said the current exam system relies too heavily on rote memorization, and teachers have little time to spare for experimental teaching methods and extracurricular activities.

To make the exams more varied, while the chemistry, history, geography and biology exams will be written as standard, the ethics and rule of law exam will be open-book to encourage more analytical thinking and problem solving around specific case studies.

Too much mechanical memorization ruins the critical and creative thinking of young people, said He Shanshan, a chemistry teacher at Beijing No 171 High School. "Rather than attaching less importance to these subjects, the reform brings both students and teachers closer to a genuine focus on study."

From 2025, the total score for the senior high school entry exams will drop from 660 to 530, and the score for sports will increase by 30 points.

In recent years, the central and local governments have made several attempts to reduce the pressure and burdens that many students in the country face in the education system, with efforts aimed at providing a more balanced and all-around education experience.