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30th August 2020

Dear All

Please find below the update 28 from HOPE.

News from HOPE

August is usually a relevant quiet month with staff on holiday, but this year is different at HOPE. We are still busy with UCAS clearing, organizing agency conference, staff team building and preparing students to start their journey to the UK especially the young kids.

Agency conference organized by HOPE on 27th August. First time moved online, the conference invited over 50 agencies across China to attend with the purpose of exchanging ideas on how agency shall survive and develop in post-pandemic time. Mr. Wu Xinping, Senior Marketing Officer from the British Council Beijing, Zoe Yao, Senior Regional Manager, University of Southampton, Mr. Wang Song, Vice President, China Recruitment and Operation, Kaplan International are also invited to join the conference to deliver a presentation or attend the panel discussion chaired by HOPE.

Most agencies expressed their confidence in tackling the current difficult time, and are actively exploring new ways to promote their business. Daniel Zheng, Managing Director of HOPE called for more close communication and wider collaboration among agencies in his speech while Chanel, Alex and Wendy, senior staff from HOPE also offered a training session for the counsellors attending the conference. This is the 14th agency conference organized HOPE since 2006, and the event has been highly regarded by the participants.

UCAS clearing. Headed by Judy, our chief counsellor in Shanghai, and Mei, our Director of UK office, our clearing team has been extremely busy with the clearing since 13th August. The changing policy caused by Covid-19 further complicated this year's clearing, but our team has been working extremely hard to help our students to acquire an offer of their level with the help of our partner universities. Well done!

HOPE's team-building event. Work hard, play hard! HOPE Shanghai Office organized a team building party on 14th August! See photo below!



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Kind regards

Daniel Zheng

Daniel Zheng
Managing Director

News on local media

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Students in Wuhan return to classrooms

China Daily | Updated: 2020-08-29 08:05



Students wash their hands before entering classrooms at Hubei Shuiguohu No 1 Middle School in Wuhan, Central China's Hubei province, on Aug 10, 2020.



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Nearly 1.4 million students in kindergartens, primary and high schools in Wuhan, the city hit hardest by the COVID-19 epidemic in China, will start on-site schooling for the autumn semester on Tuesday with regular disease control measures and emergency response plans in place, local authorities said on Friday.

The full resumption of normal teaching in Wuhan, Hubei province, will involve 2,842 institutions, including 63 newly constructed schools, said Wang Chifu, deputy head of the Wuhan education bureau.

Health conditions of students and teachers will be closely monitored and recorded. Those from regions at medium or high-risk should present a negative nucleic acid test result taken within a week, he said.

Overseas students and teachers should not return to campus unless they receive notices from their schools, Wang added.

Large gatherings will be strictly controlled, and indoor events involving large crowds will not be held unless necessary. Meanwhile, movement in and out of campuses, student dormitories and faculty communities will also be carefully managed.

Since Wuhan is now deemed at low risk of the virus spreading, students are not required to wear masks on campus, but they should bring one with them at all times, Wang said.

Li Junlin, an official from the city's disease control and prevention center, said faculty members and students who show symptoms, such as a fever or dry coughs, must be immediately isolated and sent to designated hospitals.

If suspected or confirmed COVID-19 cases are detected on campus, the affected school should activate its emergency response mechanism under the guidance of local health authorities and help disease control workers track down close contacts.

Wang, from the city's education bureau, said that all schools should have emergency response plans, stock sufficient disease control equipment, conduct anti-virus training and drills, and set up areas reserved for medical observation and isolation, among other disease control measures.



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"The bureau will carry out weekly supervision on preparations for school reopening and anti-virus measures. As of recently, we have conducted on-site checks on over 700 schools and kindergartens," Wang said.

Most students in Wuhan have been taking online classes since January as schools remain shuttered to curb the spread of the virus. The city emerged from a citywide lockdown on April 8 and has reported no new domestic cases since mid-May.

Wang said schools should refrain from rushing through or force-feeding course materials in order to catch up with schedules, which might pile pressure on students. Psychological counseling should also be offered to help ease them back into normal classroom learning, he added.

College students in Wuhan began returning to campus for the autumn semester earlier this week in staggered time slots.

The Ministry of Education said on Thursday that nearly all schools nationwide are scheduled to begin the new semester from Aug 16 to Oct 10, except for the Xinjiang Uygur autonomous region, which has decided to delay school reopening due to a recent outbreak.

Chinese mainland reports 9 new COVID-19 cases, all imported

No new locally transmitted COVID-19 cases were reported on Friday across the Chinese mainland, the National Health Commission said on Saturday.

Nine confirmed cases arriving from outside the mainland were reported on Friday, the commission said in its daily report.

No new suspected cases or deaths related to the disease were reported on Friday, the commission said.

On Friday, a total of 35 COVID-19 patients were discharged from hospitals after recovery, the commission said.

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By the end of Friday, a total of 2,473 imported cases had been reported on the mainland. Of them, 2,285 had been discharged from hospitals after recovery, and 188 remained hospitalized, with four in severe condition. No deaths from the imported cases had been reported.

As of Friday, the total number of confirmed COVID-19 cases on the mainland had reached 85,022, including 262 patients who were still being treated, with four in severe condition.

Altogether 80,126 people had been discharged after recovery, and 4,634 had died of the disease on the mainland, the commission said.

There were no suspected COVID-19 cases on the mainland, it added.

According to the commission, 9,148 close contacts were still under medical observation after 1,286 were discharged on Friday.

Also on Friday, 10 new asymptomatic cases, all from outside the mainland, were reported, and three asymptomatic cases were re-categorized as confirmed ones.

The commission said 351 asymptomatic cases, including 311 from outside the mainland, were still under medical observation.

By Friday, 4,768 confirmed cases including 84 deaths had been reported in the Hong Kong Special Administrative Region (SAR), together with 46 confirmed cases in the Macao SAR and 487 cases including seven deaths in Taiwan.

A total of 4,249 COVID-19 patients in the Hong Kong SAR, 46 in the Macao SAR, and 462 in Taiwan had been discharged from hospitals after recovery.

International schools prepare for new challenge

The summer holidays are over, and it is back to school for all of Shanghai's international students. Last school year's disruption due to the pandemic was an unexpected setback to

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student learning. The year ahead promises to be just as tough, challenging and frustrating, but there will be rewards at the end of term. So do not fear, school is here.



Schools prepare for new challenge

The start of a new school year brings with it a range of feelings. Whether it is a parent dropping off their child for the first day of preschool, a former middle schooler entering high school as a freshman, or a teacher eager to engage a new class of students in the learning process, emotions run the gamut from anxiety to excitement. This year, school communities are faced with many changes and new challenges brought about by a global pandemic, adding yet another layer to this bevy of emotions.

At Concordia Shanghai, we are looking to the 2020-21 school year with excitement rather than nervousness. We are more hopeful than anxious because we recognize that now, more than ever, is a time for our school community to come together to keep things as safe and as close to “normal” as possible.

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We had a glimpse of what school life would be like as our campus reopened during the spring semester, things looked and felt very different from what we were used to. It is important to keep in mind, however, that different doesn't mean worse, it just means altered in some ways.

This year on campus we will continue to follow all necessary protocols and procedures set up to assure the highest levels of virus prevention. Precautions, such as daily health checks, temperature screenings and hand-washing stations, are necessary for making the campus safer. As we do our part, individually undergoing health checks, wearing our masks and exercising other precautionary measures as needed, we should be reassured that these actions are important.

No doubt life on campus will be different in many ways this year, but our most significant attributes, those that are fundamentally Concordia, have not changed. Our students will continue to be taught and cared for by our qualified faculty, parental involvement in the community will still be encouraged, and teachers will be empowered to innovate learning just as they always have been.

Change is constant, and as a school community we should be ready to embrace this notion, no matter how different the experience is. When we lean into new challenges, we not only learn how to persevere but how to thrive in an inconstant world full of dynamic change.

(This article is contributed by Dr Doug Grove Interim, head of school at Concordia International School Shanghai.)



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Dr Doug Grove Interim is head of school at Concordia International School Shanghai.



Caroline Taylor is head of college at Dulwich College Shanghai Pudong

Health and safety priority

The entire Dulwich College Shanghai Pudong staff is excited to welcome students back for the start of the 2020-21 school year on September 1. It is fantastic to see families and Dulwich staff returning from overseas back to Shanghai. With so much global uncertainty, it has never been more important to bring together the diverse, inclusive community that Dulwich Pudong has become known for.

The college's top priority is to prepare for a great start to the school year. Much attention has been given to establishing protocols and procedures to ensure a healthy and safe environment for our students' year of learning. We cannot be complacent, so we will continue to regularly monitor the global and local situation as well as updates to regulations.

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Excellent progress has been made to bring back overseas teachers. The college has successfully secured letters of invitation enabling teachers to apply for the special M visa and subsequently book flights back to Shanghai. Two teachers have already completed this process, one is in quarantine with her family and four will be flying in this week. A further 58 staff and family members have booked flights and will return to China in the near future.

Each DUCKS and junior school class will be led face to face by experienced, caring teachers in Shanghai. Classes in the senior school will be led by highly qualified, experienced teachers, approximately 90 percent of whom will start the school year in Shanghai. The college continues to work with families whose students are still located abroad, to ensure they receive a Dulwich education online, even if they cannot be on campus.

Since 2003, Dulwich College Shanghai Pudong has been a leading international school. We look forward to the 2020-21 year, providing all students quality academics with high expectations and standards.

(This article is contributed by Caroline Taylor, head of college at Dulwich College Shanghai Pudong.)

Air travel within China almost returns to 'pre-pandemic levels'

Domestic air travel in China has nearly fully recovered from the COVID-19 pandemic, according to data released on Wednesday by ForwardKeys, which predicted the Chinese aviation market would fully recover by the start of September.

In the second week of August, domestic arrivals at Chinese airports reached 86 percent of last year's levels, while flight bookings hit 98 percent, said global travel data firm ForwardKeys.

"This is a highly significant moment because it is the first time since the start of the COVID-19 outbreak that a major segment of the aviation market anywhere in the world has returned to pre-pandemic levels," Olivier Ponti, vice president of insights at ForwardKeys, said in a statement.

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The company said its forecast of a full recovery is based on four factors: China's success at curbing the pandemic, domestic aviation seat capacity set to increase by 5.7 percent in the last week of August, the start of the school year, and aggressive price promotions.

The Chinese aviation market bottomed in the second week of February and has climbed slowly since then

Hangzhou sets sights on overseas market



As the hub of China's livestreaming industry, Hangzhou has a cavalcade of *wanghong* (Internet celebrities) and industrial bases. During COVID-19, the audience for livestreaming skyrocketed when people were confined to home.

Many brands turned to *wanghong* for help, looking forward to boosting domestic sales through livestreaming promotions. Now, they are setting their sights on the overseas market.

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To shine the spotlight on the potential overseas market, China (Hangzhou) Cross-Border E-commerce Comprehensive Pilot Area launched its “Discover Hangzhou Livestreaming Season” project on August 18, aiming to build a platform for cross-border e-commerce companies.



The China (Hangzhou) Cross-Border E-commerce Pilot Zone launches its “Discover Hangzhou” Livestreaming Season project on August 18, aiming to build a platform for cross-border e-commerce companies.

“Along with the development of 5G technology and the popularity of social media, more and more cross-border companies have set up their own livestreaming channels,” said Chen Weijing, vice director of the pilot area.

“However, consumption habits varied according to different countries, languages and cultures. That means companies must be expert at the local language and sell products in line with their shopping habits.”

In the domestic market, livestreaming hosts generally use flash sales to encourage orders, often with a limited number of products to increase shoppers’ sense of urgency. Prize draws are also a popular way to engage viewers, with some giving away high-value goods.

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“Overseas consumers put more emphasis on brands, quality and services than discounts, and they may purchase in large quantities. We must figure out the differences between the domestic and overseas markets and then effectively enhance our own competitiveness,” Chen said.

This year, the China Import and Export Fair, commonly known as the Canton Fair, was hosted online in June for the first time, taking the livestreaming business to new heights.

It is estimated that the industry is about to be the most important channel for small- and medium-sized companies in the next three to five years.

At the project’s launch ceremony, the pilot area signed contracts with four cross-border e-commerce companies. In the next stage, they will search for business opportunities, expand retailing channels and incubate new brands.

They also launched the Tanwu and Tanxing plans at the ceremony. The former plan aims to look for products that meet the requirements of overseas consumers, while the latter searches for *wanghong* who are popular overseas.

Wanghong trade on their fame by selling products online. Most are fashionistas with many followers on social media. With the development of livestreaming, they have evolved into new retailing channels as people choose to buy products online rather than at physical outlets.

The two plans cash in on the livestreaming trend, making Hangzhou the center of cross-border e-commerce.

“The cross-border livestreaming industry has a giant market. Along with the high-speed development of social media, livestreaming can reach potential customers more precisely,” said Wang Peng, an operations expert with AliExpress, Alibaba Group’s export site.

The pilot area is cooperating with local companies to incubate at least 10 organizations offering *wanghong* livestreaming services. In the future, the zone will release a series of policies, aiming to reduce irregularities and attract more promising projects for the industry.

The pilot area boasts a base covering 1,000 square meters, with three to 10 livestreamings a day. According to time difference, morning services are geared toward customers on Amazon in the United States, while they face counterparts on Lazada and AliExpress in Southeast Asia area in the afternoon.

So far, the zone has signed contracts with around 50 *wanghong*, mainly foreign students and faculty from universities and fashionistas.

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Hangzhou was given the green light by the State Council, China's Cabinet, to establish the pilot area to encourage foreign trade and industrial restructuring in 2015. The State Council requires Hangzhou to focus on innovation, technical standards, procedures and supervision of cross-border e-commerce and introduce successful practices across the country.

After five years of development, Hangzhou has been at the cutting edge of China's cross-border e-commerce industry and initiated a series of models for development.

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