

HOPE Updates – 2022 No.10

15th October 2022, Edited by: Daniel Zheng



This is why we like Shanghai!

News and editorial from HOPE

- HOPE invited to brief BUILA members on post-pandemic China recruitment market
- UK university week for international schools
- HOPE granted government fund to support local vocational education project
- International school Curriculum Development Conference see new demand that HOPE can supply
- HOPE Hangzhou and Nanjing move to new office

Highlights from local media

- MOE press conference presents achievements in international educational cooperation in past decade
- Education ministry backs English learning
- Ministry updates official dictionary of careers
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- Real university departments take on virtual world
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HOPE Invited to brief BUILA members on post-pandemic China recruitment market

HOPE was invited to brief the BUILA(British University International Liaison Association) members on post-pandemic recruitment market in China on Thursday, 29th September.

At the invitation of Charlie Carter from Executive Committee of BUILA and Chair of the China Regional Interest Group (RIG) , Daniel Zheng, Managing Director of HOPE provided an on-the-ground view of the China students mobility, how agent like HOPE coped with pandemic and lockdown, and his own views on what may happen in the next three years with his suggestions to all the UK universities.

Daniel started with a brief analysis on how pandemic, international affairs and some new Chinese education policies may impact on international education and the recruitment market in China. He then listed the new services HOPE have been providing to its stakeholders during the pandemic as a key solution to tackle the challenges as an agent was facing. The current recruitment situation and some practical suggestions to the UK universities were explained for the universities to better understand the current market and how to take corresponding measures as well as to set up new strategies.

The 25-minute presentation offered a good opportunity for university-agent communication on some very practical issues. Some key slides of Daniel's presentation are here for information.



Three impact makers

Pandemic

International politics/affairs

Education Policies (Double reduction, new regulations of non-state Education Promotion Law of China, Vocational Education Law, 3-child policy, 14th 5-year plan)

How did HOPE cope with pandemic and lockdown

services to the students:

- ◆ online tutoring(HOPE Academy)
- ◆ pre-application training/activities
- ◆ internship/employment service
- ◆ parents' club



Visit to PWC

How did HOPE cope with pandemic and lockdown

services to international schools in China:

- ◆ university applications/pre-application training and activities,
- ◆ teacher recruitment
- ◆ teacher training,
- ◆ sister schools and joint programme

How did HOPE cope with pandemic and lockdown

services to UK institutions:

- ◆ HOPE Updates,
- ◆ UK university fairs for international schools,
- ◆ online seminars/presentations/panel discussions,
- ◆ work with alumni for employment services,
- ◆ development new products for China market (IPGCE/teacher training),
- ◆ HOPE UK Office's visits and interviews at 20 partner UK universities/Vlog,
- ◆ work with university career offices and attended job fairs.

**A more complete
business scope
and more
comprehensive
services are key**



Current situation

- ◆ UG increasing
- ◆ More focus on QS top 100 Universities
- ◆ Multiple applications/back-up country or region (Singapore, HK, Macau)
- ◆ More diversified subjects (international relations, geology)



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



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Where are we going and suggestions

- ◆ Re-connecting with the market
- ◆ Good chance to recruit UG students and for more diversified subjects
- ◆ Vocational education – chance for non-research universities (recruitment based partnership, teacher training)
- ◆ Innovative marketing and promotion
- ◆ To build more accommodation
- ◆ To build a healthy university – agent relationship: respect, trust and communicative, not just a recruiter, but a partner
- ◆ More strategic meeting with agents, not just students interviews and staff briefing



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HOPE's Informal but in-depth meeting with 9 UK universities and BC reps. in Beijing

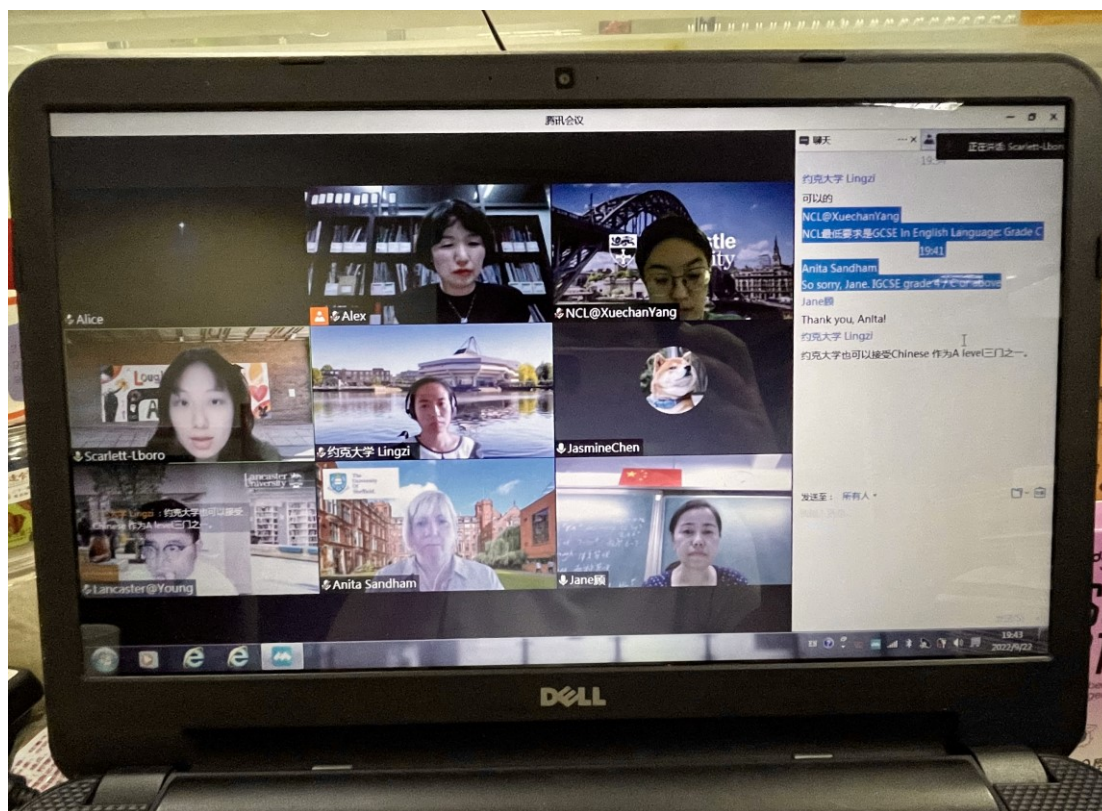
Add: Room 411 Pole Tower, 425 Yishan Road, 200235, China
地址：中国上海宜山路 425 号光启城办公楼 411 室，邮编：200235
Tel: +86 (0)21 33634525 Fax: +86 (0)21 33634528 Email: d.zheng@hope-studyabroad.com

UK University Week for international schools

Eight UK universities joined HOPE for the online UK University Week for international schools in China from 19-23 September.

Representatives from University of York, Leicester University, Newcastle Universities, Lancaster University, Loughborough University, Royal Holloway, University of Sheffield, University of Glasgow worked extremely hard with HOPE to arrange this online event with presentations and students interviews for over 300 A level, AP and IB students from 6 international schools in east China's Zhejiang Province and Shanghai across 5 days.

The event, which is held twice a year, is part of HOPE's campaign to recruit UG students for our partner UK universities as well as part of our services to international schools in China which include university counselling and application, teachers' recruitment and training, school link and partnership.



Online event with Shanghai Weiyu School

HOPE granted government fund to support local vocational education project

HOPE is granted a total of RMB150,000 (GBP18750) government fund to support the development of local vocational education in Songjiang District of Shanghai for financial year of 2023. HOPE is going to work together with Shanghai University of International Business and Economics (SUIBE) for a project to train students for entrepreneurship and offer internship opportunities.



HOPE's proposal defense meeting with local government bureaus

A proposal defense meeting was held on 16 September with panels from the Education Bureau, Finance Bureau, Personnel and Social Welfare Bureau, Vocational Education Group and the Federation of Trade Unions. HOPE and SUIBE delivered a detailed proposal on students training, career planning work-shops, companies' visit, internship opportunities and the corresponding budgetary allocation.

It is the first time that HOPE is selected as a partner company to work with the local government to support the development of local vocational education. It is also part of government's campaign to develop country's vocational education as well as students' employability.

International School Curriculum Development Conference sees new demand that HOPE can supply

International School Curriculum Development Conference was held in Tonglu City near Hangzhou, east China's Zhejiang Province from 14-15 September with over 300 principals, academic directors, representatives from education groups, overseas universities and the British Council attending this two-day event. Headed by Daniel Zheng, Managing Director, HOPE also send 4 project directors and marketing managers to the conference.



The conference focuses on the theme “integration for innovation, excellence for diversity”

With new policies from the government to regulate the international and bilingual schools, most of the schools are facing both challenges and opportunities. To survive the market, the participating schools are all seeking innovation to integrate international curriculum with the Chinese curriculum. Therefore, the corresponding teacher development, extra-curriculum activities for students, international exchange,

way to train talents with international perspective all need to be enhanced. A series of seminars, workshops and panel discussions focusing on the above theme are staged for the participants to discuss the solutions. Duke University China, The University of Warwick, Heriot-watt University, University of Manchester, Queen Mary University of London and the British Council China also offered their experience in education innovation, curriculum integration and holistic education.



The British Council representative delivers a presentation

The demand from the international schools also provides more opportunities for HOPE to offer its resources. HOPE, with its 22-year experience in international education and overseas institutional resource, particularly from the UK, has already been working closely with international schools across the country for teacher development, university applications and school link project. HOPE is also developing in-country international summer camp and online training products to offer more comprehensive services for the students and the schools.

HOPE Hangzhou and Nanjing move to new office

HOPE Hangzhou and Nanjing office have both moved to a brand new and posh office respectively in early September and October.

Hangzhou office is now in Kerry Centre, located in the city's high street, Yan An Road. A house-warming party was held in mid-September to mark a milestone of company's Hangzhou branch.



House-warming party in Hangzhou office

HOPE Nanjing Office moved into the city's famous Jinying Centre, an office and shopping mall complex in Xinjiekou. A house-warming party is planned end of October.

We look forward to welcoming you to visit our new offices in the near future!



The posh Hangzhou office in Kerry Centre



Nanjing office in Wework, Jinying Centre.

Add: Room 411 Pole Tower, 425 Yishan Road, 200235, China
地址：中国上海宜山路 425 号光启城办公楼 411 室，邮编：200235
Tel: +86 (0)21 33634525 Fax: +86 (0)21 33634528 Email: d.zheng@hope-studyabroad.com

MOE press conference presents achievements in international educational cooperation in past decade

Source: www.moe.gov.cn

September 23, 2022

The Ministry of Education (MOE) held a press conference on Sept. 20 to present China's achievements in educational cooperation and exchange with other countries as well as in educational reforms since 2012. Xu Mei, director-general of the MOE Information Office and spokesperson for the ministry, moderated the event. MOE has placed greater emphasis on developing systematic, holistic, and synergistic relationships with overseas partners, according to Liu Jin, director-general of MOE's Department of International Cooperation and Exchange.

Over the last decade, China reached out to more partners. Between 2012 and 2022, China conducted educational cooperation and exchange with 181 countries, built Confucius Institutes in 159 countries and territories, and signed agreements on mutual recognition of academic degrees with 58 countries and territories.

MOE was also more actively involved in promoting economic growth. Such initiatives included supporting the development of a demonstration zone for international educational cooperation in the Yangtze River Delta, the promotion of educational innovation in the Hainan Free Trade Port, and the construction of an international education hub within the Greater Bay Area of Guangdong, Hong Kong, and Macao.

MOE also encouraged top Chinese universities to collaborate internationally through the formation of university consortia, membership in international academic organizations, and the pursuit of interdisciplinary research and development projects

with their foreign counterparts. Between 2018 and 2022, Chinese universities held conferences that hosted over 14,000 academics from over 70 different countries, conducted over 2,300 collaborative research projects, and trained over 4,000 graduate students.

MOE released the “National Employment Service Platform for Returning Graduates,” which aims to help new graduates find work at home after finishing their overseas studies. Between 2012 and 2022, more than 80% of Chinese students who studied abroad during this period decided to return home.

High-level cultural and educational exchange gathered momentum during this period. MOE held 37 high-profile international cultural exchange events, signed over 300 cooperation agreements with international partners, and achieved nearly 3,000 tangible cooperation results.

China’s partnership with UNESCO also began a new chapter through China’s further participation in international programs in education, science, and culture. For example, the Chinese government actively participated in and supported major UNESCO initiatives, including the Education 2030 Sustainable Development Agenda. China also successfully organized the World Congress on Vocational Education and the World Conference on Digital Education, building a global platform for high-end educational cooperation and contributing to global educational governance.

Education ministry backs English learning

By ZOU SHUO | China Daily | Updated: 2022-09-28 09:08



Xu Qiuping, a volunteer teacher, helps a student during an English class at Jiefang Primary School in Xinning county, Hunan province. [Photo/China Daily]

Foreign language conducive to cultural awareness and international mindset

Despite the teaching hours of English at Chinese schools being lower than that for Chinese language and math, its weighting in the national college entrance exam, or *gaokao*, is the same as those subjects and will not change, the Ministry of Education said.

In a recent response to a proposal made this year by a deputy of the National People's Congress asking the ministry to cut the teaching hours and weighting of English in important exams, the ministry said foreign language is an important part of students' overall development and is conducive to cultivating students' language

ability, cultural awareness, international mindset and cross-cultural communication ability.

By reducing the time spent on English, schools can increase the teaching of traditional Chinese culture and help children develop pride and confidence in Chinese culture at a young age, the proposal said.

The deputy also said that English has become "abnormally" important and learning the language should not take up so much time.

According to the newest compulsory education curriculum, Chinese language accounts for 20 to 22 percent of total course hours for primary and middle schools, math takes up 13 to 15 percent, while only 6 to 8 percent is allocated to English, lower than that of physical exercise and health, the ministry's response said.

However, it also pointed out that a guideline issued by the State Council, China's Cabinet, in 2014 stipulated that the weighting of Chinese, math and English in the *gaokao* remain unchanged, so English exams will also keep the same weighting, it said.

In the *gaokao*, English is equally weighted with Chinese and math, with each typically accounting for 150 points out of a total of 750 points.

The ministry has always paid great attention to the education of traditional Chinese culture and has taken various approaches to help students inherit and promote the culture and develop firm confidence in it, the response added.

The ministry's response and the deputy's proposal have triggered heated discussions on social media and the hashtag "education ministry responding to the proposal to reduce the weighting of English teaching" had been read more than 520 million times on Sina Weibo, a microblogging platform, as of Tuesday.

Some netizens agreed with the proposal and said many people do not use the language in their daily lives and work. Others said the language is very important for people to get higher degrees, promotion opportunities and for the country to further open up to the outside world.

It is not the first time lawmakers and political advisers have proposed to make English less important for students during the two sessions — the annual meetings

of the country's top legislature, the National People's Congress and the top political advisory body, the National Committee of Chinese People's Political Consultative Conference.

Xu Jin, a member of the National Committee of the CPPCC and also a member of the Central Committee of the Jiu San Society, one of China's eight non-Communist political parties, proposed last year that English should not be a core subject like Chinese and math and more course hours should be given to improving students' skills in physical education, music and art.

Wu Peng, an English professor at the School of Foreign Languages at Jiangsu University, said rather than simply learning a language, the purpose of English learning and teaching currently is to enable students to tell China's story to the world.

"While in the past, Chinese people learn English to know about the West, nowadays we learn the language to help the world better understand China," he said.

While there are not as many English courses as Chinese or math according to the national requirement, as long as it remains equally important in the gaokao, schools have found ways to add more time to English teaching, such as making students read English during morning exercise, he said.

Moreover, English textbooks and exercises also contain traditional Chinese culture, so saying that learning English is not conducive to promoting traditional Chinese culture is wrong, he said.

As English will remain the global lingua franca, the requirements for students' English proficiency will not be reduced, and the language will become equally, if not more important for Chinese students, he said

Ministry updates official dictionary of careers

By Cheng Si | China Daily | Updated: 2022-09-30 09:12



Employees check displays at a production facility in Jiujiang, Jiangxi province in August. WEI DONGSHENG/FOR CHINA DAILY

China launched an updated State-level professions dictionary on Wednesday that includes 158 new professions such as cryptography engineer and financial technician, according to a dictionary of occupational titles issued by the Ministry of Human Resources and Social Security.

The updated dictionary is a result of the refined social division of labor and the emergence of new professions thanks to economic development and industrial upgrading, the ministry said. The dictionary is a revised version of those launched in 1999 and 2015.

"The profession dictionary plays a fundamental and instructive role in helping us plan out the market's needs for a labor force and in analyzing the working population. Also, it is beneficial to vocational education and employment guidance," ministry spokesman Lu Aihong said at an online news conference on Wednesday.

China's first State-level profession dictionary established a classification system adapted to the national situation at the time. The dictionary was revised in 2015 after the advancement of technology and the economic transformation of some professions.

Wu Liduo, director of the China Employment Training Technical Guidance Center, who is also director of the expert committee for the revision of the profession dictionary, said at the news conference that it classifies professions in eight categories adding 158 new professions.

"The dictionary now includes 1,639 professions covering manufacturing, digital technology, green economy and rural vitalization," he said. "We also adjusted the descriptions of over 700 professions."

He stressed that the dictionary highlighted 97 professions that are the offspring of the digital economy — roughly 6 percent of total professions.

"The digital economy is growing fast, with its market scale reaching 45.5 trillion yuan (\$6.29 trillion) in 2021 — accounting for 39.8 percent of GDP," he said.

He added that including these digital economy-related professions in the dictionary can help speed up innovation of the digital economy and serve as a wind vane for working people.

"It will also be helpful to regulate the digital economy and give guidance to colleges when they plan courses and disciplines on the digital economy."

The ministry said it will organize central departments to draft or revise standards for these professions and develop teaching materials to allow companies and government bodies to carry out work on skills training and talent evaluation.

"We will establish our own system of professional information checkups to give people quick and convenient access to search information on different professions and market demands, as well as pay," said Liu Kang, the ministry's director of occupational capacity.

Graduates turn to teaching in search of stable jobs

By ZOU SHUO | China Daily | Updated: 2022-10-13 08:57



*A teacher tutors her students writing characters at Mawuzhai boarding primary school in Jincheng city, North China's Shanxi province, Sept 9, 2020.
[Photo/Xinhua]*

China has witnessed a 66-fold increase in the number of applicants for teaching credentials tests over the past decade, and experts say the popularity has mainly been driven by more graduates chasing stable jobs.

According to the latest figures from the Ministry of Education, the number of applicants for teaching exams each year has grown from 172,000 to 11.44 million in the past decade.

Experts said the sharp increase corresponds with the increase in teachers' salaries and status within society, and it is expected to bring about an overall improvement in quality teaching. However, another big reason for the enthusiasm for teaching posts is that the challenging and complicated employment situation is driving graduates toward stable jobs such as working as teachers and government officials.

Chu Zhaohui, a senior researcher at the National Institute of Education Sciences, said the popularity of teaching posts is closely associated with people's changing perception of the economic situation, job stability and security, which are major concerns for graduates.

Lan Wenhao, 23, a postgraduate student at Peking University, has signed up for the test scheduled for the end of this month.

As he expects to graduate next year, Lan has already started looking for teaching positions at secondary schools in Beijing and closer to his home in Henan province.

"My father is a primary school teacher and I think teaching is a noble and meaningful profession that can impact generations of young students," he said.

While finding teaching jobs in first-tier cities can be very competitive, even for graduates from well-known universities like PKU, landing a post at a school in second or lower-tier cities is not as hard, he said.

Both Lan and his parents do not have high expectations for salary, so he has not considered going after high-paying jobs that come with long working hours. "Being a teacher can offer me a decent living and I can also try to find a balance between work and life."

While passing the teaching credentials test is the first step to becoming a teacher in China, landing a post at schools in big cities can be very competitive.

According to Shenzhen Evening News, the city hired 817 teachers in May, yet there were 23,601 applicants. In August, more than 30,000 people applied for over 1,000 teaching posts in the city, and the enrollment rate was 3.4 percent.

Wang Man, 22, who graduated from Huaiyin Normal University in Huaian, Jiangsu province, in June, teaches history at a middle school in Nanjing. She took the credentials test twice to obtain a high score to increase her chance in getting a teaching post.

Due to the COVID-19 situation in the country, many college graduates just want a stable job, so teaching suddenly became a very popular profession, and many students from well-known universities have joined the competition, she said.

Graduates from famous universities can be role models for students, she said. However, some of them know little about teaching, so the academic background should not be the most important criterion in hiring teachers, she added.

Wang has wanted to become a history teacher since she was in middle school after being inspired by her own history teacher, she said.

Xiong Bingqi, director of the 21st Century Education Research Institute, said many students who take the tests will not necessarily become teachers in the end, as they may have just wanted to have more career options. Teaching posts in rural areas are still not in high demand and there are more female applicants than male ones, both reflecting that there is a long way for teaching to become an enviable profession.

Real university departments take on virtual world

By CANG WEI in Nanjing | China Daily | Updated: 2022-09-30 09:40

A university in Nanjing, Jiangsu province, has started to offer the country's first major in the metaverse, and has become something of controversy on the internet.

The Nanjing University of Information Science and Technology has changed the name of its Department of Information Engineering to the Department of Metaverse Engineering, making it the first university department named after the metaverse in the country.

Pan Zhigeng, director of the university's School of Artificial Intelligence (School of Future Technology), which includes the metaverse department, said that the university aims to establish advanced platforms for teaching, research, academic exchange and international cooperation on the metaverse.

"The metaverse has become very popular and has received a great deal of attention since last year," Pan said. "We'll jointly train master, doctoral and postdoctoral students in the metaverse with the Hong Kong Polytechnic University in the future. A metaverse special committee will also be established under the Jiangsu Artificial Intelligence Society."

According to Pan, the metaverse is the integration of a vast range of technologies and applications, such as Internet of Things, blockchain, artificial intelligence and smart healthcare.

Graduates of the department will be able to meet the demands of companies in a variety of sectors including smart healthcare, smart education and digital tourism, he added.

After the concept of the metaverse became popular in China, some universities, including several top-level institutions, began to undertake metaverse-related research.

In April, the School of Interdisciplinary Studies at Renmin University set up the country's first metaverse research center, and plans to release research reports, publish Chinese and English books and essays, and set up metaverse-related courses.

In the same month, Tsinghua University established a metaverse cultural laboratory.

In July, Yibin Vocational and Technical College in Sichuan province established a metaverse research and application center and industrial school.

In September, Nanning Vocational and Technical College and a digital company both in the Guangxi Zhuang autonomous region also established a metaverse industrial school.

However, netizens have expressed doubts that the Nanjing University of Information Science and Technology thought things through before setting up their metaverse department, and that graduates may have difficulties finding jobs.

Xiong Bingqi, director of the 21st Century Education Research Institute, said that the university should focus on improving the quality of teaching and academic research.

"What the public expects is not a name that sounds fancy," he said. "But instead of discouraging the university, we should pay closer attention to how it will manage the metaverse, and whether it has a systematic plan."

10 ESSENTIAL CHINA NEWSLETTERS



STAYING INFORMED ON CHINA CAN SEEM LIKE A FULL-TIME JOB. LUCKILY, A SERIES OF EXCELLENT NEWSLETTERS ARE DOING THE HARD WORK OF CHINA WATCHING FOR US, COMPILING THE BEST LINKS AND ANALYSIS ON A WEEKLY OR EVEN DAILY BASIS. BELOW IS A SELECTION 10 OF THE BEST (ALTHOUGH THERE ARE MANY MORE OUT THERE)

The Weekly China Skinny

Published every Wednesday by marketing and digital strategy firm China Skinny, The Weekly China Skinny offers in-depth insights into what Chinese consumers are doing, buying, and saying. We like the (relatively) long read format, which goes in depth on a specific topic, with plenty of links to related articles. Recent newsletter topics have included the growing importance of regional provenance for food products in China and a look at why brands are shying away from celebrity marketing after numerous celebrity scandals.

Cost: Free

[Subscribe to The Weekly China Skinny](#)

Pekingnology

Pekingnology is the brainchild of Zichen Wang, a senior Xinhua reporter based in Beijing. His regular analysis of current affairs often features translations from Chinese state media such as People's Daily – a useful bellwether for public opinion and policy directions.

Note: Pekingnology does not represent the views of Xinhua, the Chinese media or China.

Cost: Free

[Subscribe to Pekingnology](#)

China Chit-Chat

China Chit-Chat is written by Mark Schaub, senior partner at leading Chinese law firm King & Wood Mallesons (where he was the first foreign partner). Schaub has been working on China issues since moving to Shanghai in 1993, and his weekly newsletter offers a humorous insight into life on the ground there, plus reflections on the issues facing international companies operating in China. His commentary on the reaction of Shanghai's expats to China's strict zero-Covid policy is particularly interesting.

Cost: Free

[Subscribe to China Chit-Chat](#)

The Wire China

The Wire China is a digital magazine focused on China's economic rise and its knock-on effect to everything from financial markets to the environment. Founded by Pulitzer-prize-winning journalist David Barboza, The Wire features a diverse range of writers from around the world, many of whom will be familiar to China-watchers. The Wire's weekly newsletter is published every Sunday and includes summaries of the latest issues. They occasionally make articles available for free, but the majority of the content is paywalled.

Cost: Subscribe to the weekly digital magazine (five or six essays and articles every week) for \$19 (£15.80) per month or \$199 (£166) per year

[Subscribe to The Wire](#)

Sinocism

Bill Bishop's Sinocism will not be unfamiliar to anyone who follows China. Indeed, the newsletter boasts a community of "nearly 100,000 investors, policymakers,

executives, analysts, diplomats, journalists, scholars and others.” Subscribing gets you four issues a week featuring commentary, analysis and a curated selection of English and Chinese links on that day’s “essential eight” topics.

Cost: \$15 (£12.50) per month or \$168 (£140) per year

[Subscribe to Sinocism](#)

China Brief

China Brief is Foreign Policy magazine’s “weekly digest of the stories you should be following in China,” written by deputy editor James Palmer, on topics such as China’s Covid-19 figures and the recent China Eastern plane crash.

Cost: Free

[Subscribe to China Brief](#)

SupChina

If you are looking for insights into a diverse range of topics, you can usually find them on SupChina, where readers will discover articles on everything from politics and economics to deep dives on the popularity of ultimate frisbee in the country. The weekly newsletter rounds up SupChina’s best stories from the past week in an easy-to-digest format. SupChina also publishes several subject-specific newsletters, including The China Vibe (weekly), which focuses on society and culture-led stories, and a monthly newsletter on philanthropy and NGO activity in China.

Cost: Free, or \$10 (£8.40) per month or \$99 (£82) per year to subscribe to SupChina Access, with more coverage and analysis on a daily basis.

[Subscribe to SupChina](#)

Beijing to Britain

Beijing to Britain is described as the “only weekly intelligence briefing mapping UK-China relations.” Edited by Sam Hogg, who previously worked on China policy in parliament and in the private sector, Beijing to Britain goes in-depth on everything from politics to finance. The briefing is free if you have a gov.uk, parliament.uk or Chinese government email address.

Cost: £110 per year/£10 per month for the weekly newsletter and full archive access, or free for “occasional briefings”

[Subscribe to Beijing to Britain](#)

China Research Group News

The CRG was established in 2020 by Conservative MPs Tom Tugendhat and Neil O'Brien, aiming to promote “fresh thinking” about China and how its industrial and foreign policy might shape the world. With that in mind, its daily news feed features a roundup of the top headlines on China across a range of topics.

Cost: Free

[Subscribe to China Research Group News](#)

The CBBC Focus Newsletter

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