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Peking Opera in Shanghai's community green park! More culture events held to celebrate the arrival of summer.

Inside HOPE

- *Chinese market witnesses a heated demand for oversea summer and winter schools*
- *Academic Staff from UK universities welcomed*
- *HOPE annual pre-departure briefings held in Shanghai, Hangzhou and Nanjing*

Highlights from local media

- *Education forum calls for boost to China-UK cooperation*
- *UK students celebrate Chinese Language Day in London*
- *China works to reduce compulsory education dropout rates*
- *Job mkt embraces students returning from overseas*
- *Local online retail sales rise 17.2% in Q1*

Inside HOPE

China market witnesses a heated demand in overseas summer and winter schools

Summer vacation is around the corner. Parents and students in China are planning what to do during holidays. Attending overseas summer camp has been a main choice, especially for students who are planning studying overseas in the future .

HOPE works with our partner universities, boarding schools and summer camps providers to organize summer and winter immersion programme every year. The demand for such programme came to a peak in 2019 before the pandemic. About 200 individual and group students attended HOPE's programme in the UK, US and Australia each year. The age of students were mainly 12-14 from junior middle schools, and 16-17 from senior middle schools.



After pandemic, the demand for short summer and winter courses continues to grow from 2023. Some features of the demand in China market are summarized below as HOPE has been approached by both individual and school clients:

1. Destination countries are more diversified. Traditional destination include UK, US, Australia and Canada, but the recent trend is UK, Australia and Canada continue to be popular, while US is cooling down a bit due to visa, cost/fewer flights and safety concerns. On the other hand, Singapore, HK region, Japan, Finland, Germany are gaining popularity.
2. Young students (under 14) are more keen on language and culture tours, while senior students are fond of more academic programme, particularly in top universities, such as Oxbridge, G5 universities, New York University, Cornell University, University of Hong Kong, National University of Singapore and Nanyang Technological University, even though some of the programme actually are provided by a third party.

3. For more academic summer and winter programme, the most popular subjects are business, economics and finance, media and communication, AI and ChatGPT and STEM.

4. Length of the programme depends on countries. 2 weeks for American and European countries and 1 week for Asian countries are most popular.

5. Schools in China are quite encouraged to set up links with overseas schools for students and teacher exchanges, while the most common demand is for summer and winter camp or immersion programme at partner schools overseas.

6. Term time short stay for 1 month to 1 term start to gain more interest, particularly from students of international schools, but not yet the main stream.

7. Families plan summer and winter course well in advance. For summer camp, parents and students start to sign up immediately after Chinese New Year (January/February). For winter programme, later September or early October. So to promote the programme, material need to be ready well in advance too for course providers.

HOPE is exploring, developing and promoting more short term programme with our partner overseas institutions to meet the demand from the China market. We are also planning a small school fair to showcase the short winter and summer programme in October this year. Any schools who are interested in attending, please contact Alice Zhang, International Partnership Manager of HOPE, a.zhang@hope-studyabroad.com, to acquire more information.



Academic Staff from UK universities welcomed

It is usually more common for UK universities to send representatives from International Office to visit International schools in China for fairs and presentation for recruitment purpose. Academic staff probably are keen on visiting partner universities or HE institutions rather than schools. However, recently, we're glad to see that several UK universities sent academic staff to visit China and asked HOPE to arrange school visits and gave students lectures or demo classes, which has been warmly welcomed by both teachers and students!



Mathematics demo class - University of York

For the purpose of recruiting undergraduate students, at the demand of local international schools, overseas university always sent staff from international office responsible for recruitment to attend fairs and promotion presentations in the schools. This is certainly very useful to students who are ready to apply their dream universities and subject courses. However, to help students to better understand the course and which subjects to choose in line with their career development, even for those students who are about to choose A level subjects, academic staff can probably offer both students and school counsellors a more in-depth and specialized outlook.

The demo classes also attracted subject teachers from the international schools to observe and even exchange ideas with the visiting university academics. Such exchange and even training can, on the other hand, leave the students and teachers with a deep impression on the university and its courses, and become an unexpected tool of branding and promotion.



a group of academic staff across business, media, computer science, engineering are giving demo classes in local international schools in Shanghai organized by HOPE

This soft approach is also regarded as less “commercial” by the schools, and HOPE has been asked by more schools to offer this opportunities in the future.

HOPE annual pre-departure briefings held in Shanghai, Hangzhou and Nanjing

HOPE students are about to start a new chapter in their life soon with their dreams to study abroad. Every student has received an offer from their dream schools with the help of HOPE counsellors. In order to better prepare the students for their forthcoming overseas study, particularly to the UK, three offices of HOPE International Education held pre-departure briefings in Shanghai, Hangzhou and Nanjing from the end of March to early April during which students and parents acquired some detailed and practical information applicable to their overseas studies.



HOPE counsellors addressing students about pre-departure issues

HOPE counsellors provided very specific guidance and suggestions in terms of accommodation, transport, medical care in the UK, and more importantly overcoming culture shock and study skills in an English environment. Liz Zhou, a British Council certified Counsellor of HOPE Shanghai Office as well as an Exeter University graduate, shared her own experience and stories when she was in the UK. She particularly emphasized her tips of how to learn well in UK university. Students can use Chinese language as their tool to better understand English concepts. Regarding life, since it was the first time when students going abroad, Liz encouraged them to actively communicate with local students and teachers, which would be a good chance to practice their language skills. When students are facing difficulties, communication can be a useful tool to solve the problem. She gave out her example about how to study and how to communicate with local students and teachers. Parents and students paid full attention to the pre-departure briefing, asking questions in the middle and the end of the briefing. After the briefing, most of the parents think this 'useful and practical'. 'I can be rested assure now.' One of the parents gave feedback to HOPE counsellors, 'Liz's real life example is what our kid can be used as a reference.'

Our visa director, Mr. Xue Renlin, addressed the latest visa policies to students. Detailed explanations were provided on various aspects, including visa types, time planning, document

lists and the latest language requirements. He also analyzed the latest trends in the PSW policy and its impact on international students and the UK job market.

Also presented at the pre-departure briefings included local banks (HSBC) and private accommodation provider (Hooli) who also provided professional advice on opening bank account and accommodation choices.



Mr. Xue advise on UK VISA application



HSBC introduce how to open bank account

Hangzhou office also organized a session for young students and parents with the theme of 'Studying Abroad at a Young Age'. Mei, head of HOPE UK office as well as an experienced guardian herself introduced the guardianship service HOPE provides and answered questions regarding parents' concern for this special group of kids . Mei compared the Chinese and English education systems and the context of studying abroad. This has enabled parents to have a more comprehensive and in-depth understanding of studying abroad at a young age.



Mei, head of HOPE UK office addressing parents in Hangzhou

Students gained a comprehensive understanding of the UK, and they are more confident in facing the upcoming UK study and life. HOPE has also provided a selected "pre departure preparation package". The package includes important notes, SIM cards and USB adapters.

Such event has been organized by HOPE for over 20 years and has been welcomed by the parents and students.

INSIDE HOPE --- Photo news



On 16th of April, a group of 5 academic staff from Loughborough University, accompanied by HOPE International Education, visited local international school and partner universities in Shanghai to give demo classes to students.



On April 25th, Mr. Mark Silverstein, head of International Admissions of St. Charles High School, a famous IB school in Switzerland since the 19th century, visited the HOPE Shanghai office. He showcased the successful experience of Swiss traditional high schools in elite education and student development.



From 9th to 12th of April, Daniel Zheng, Director, and Julie Zhou, Project manager of HOPE International Education visited local international schools in Singapore and NTU and NUS. They discussed further collaboration regarding student recruitment, summer schools and teacher development.



On 28th of April, Daniel Zheng was invited to attend Glasgow's night held by University of Glasgow in Shanghai. Apart from meeting with VC and Deputy VC of the university (right photo), old friend Caroline from International Office (left photo in middle), Daniel also coincided with Zhang Chi (left photo), alumni of the university who was a HOPE student 10 years ago.

News from local media

Education forum calls for boost to China-UK cooperation

Xinhua | Updated: 2024-05-04 00:17 [f](#) [t](#) [in](#) [+](#)



Chinese Ambassador to the United Kingdom Zheng Zeguang speaks during a forum on education cooperation at Ulster University in Belfast, Northern Ireland, the United Kingdom, May 1, 2024. [Xinhua/Sun Xiaoling]

BELFAST, Britain -- Officials and academics participating in a forum here have called for boost to China-Britain cooperation in education.

The forum on education cooperation was held at Ulster University on Wednesday.

Chinese Ambassador to the United Kingdom Zheng Zeguang noted at the forum that facts "have and will continue to show that China-UK educational collaboration is mutually beneficial and has broad prospects."

Edwin Poots, speaker of the Northern Ireland Assembly, said that connections between the two sides have expanded substantially over the years.

The potential for sharing experiences and to learn from each other should be maximized, Poots said.

Colin Davidson, chancellor of Ulster University, said the university is proud of its extensive partnerships and links across China's higher education sector.

Professor Tom Maguire, head of the university's School of Arts and Humanities, told Xinhua that it is important to "encourage students to encounter people from different backgrounds and cultures, so that they expand their vision of what it is to be human."

Derek Harkness, an education expert, said the links between the two countries have been very important not only from a cultural and linguistic perspective, but also for the "friendship benefit."

This cooperation should be strengthened as "we proceed into the future", the expert added.

UK students celebrate Chinese Language Day in London

By Zheng Wanyin in London | chinadaily.com.cn | Updated: 2024-04-30 00:11



Nearly 100 students from four secondary schools in the United Kingdom gather in London on April 25 to celebrate the 15th United Nations Chinese Language Day. [Photo provided to China Daily]

Immersing themselves in the rich tapestry of Chinese culture, nearly 100 students from four secondary schools in the United Kingdom converged in London on Thursday to mark the 15th United Nations Chinese Language Day, experimenting with movable-type printing, exploring Chinese character history, and engaging in Chinese fan dance.

The UN Chinese Language Day is observed annually on April 20 to pay tribute to Cangjie, who claimed to be the inventor of Chinese characters.

The UN established language days for Arabic, Chinese, English, French, Russian, and Spanish to celebrate multilingualism and cultural diversity, as well as to promote equal use of all six official languages throughout the organization.

The London event, organized by the Chinese Bridge Club in the UK and the Chinese Proficiency Test UK Committee, and directed by the Education Section of China's Embassy in the UK,

offered six on-site workshops and a digital tour of Sanxingdui, an archaeological site in Southwest China's Sichuan province, demonstrating the high level of civilization in Sichuan some 3,000 years ago.



Minister of China's Embassy in the UK Zhao Fei addresses the attendees at an event in celebration of Chinese Language Day of this year in London on April 25. [Photo provided to China Daily]

Addressing the event, Zhao Fei, minister of China's Embassy in the UK, said Chinese language education has currently been carried out in more than 180 countries and regions, with 82 countries incorporating Chinese into their national educational curriculum. He added that the number of foreign people learning and using Chinese has now exceeded 200 million.

Zhao also revealed that 1,500 UK students who are learning Chinese will visit China this year with the joint support of the Chinese and British sides.

"I hope that you will keep up your interest in learning Chinese and, during the process, gain a deeper understanding of China and become envoys of and contributors to the friendship and cooperation between China and the UK," Zhao said.



Students make pop-up cards of the Sanxingdui Altar at an event in celebration of this year's UN Chinese Language Day in London on April 25. [Photo provided to China Daily]

Devina Mistry, a British student from Queen Mary's High School, said learning Mandarin has been much more than just acquiring a new way to communicate.

"It has been a gateway to understanding a rich culture and an opportunity to connect with people," she said. "Embarking on this journey was initially daunting due to the complexity of the characters and the tonal nature of the language. However, each new word I learn and each phrase I master fuels my passion to visit China."

She added: "Mandarin is not just a language of business to diplomacy. It is the language of the ancient poets and philosophers, whose wisdom is still relevant in today's global society."

"I am truly grateful for the opportunity to learn this beautiful language and for the doors it has and will open in the future."

China works to reduce compulsory education dropout rates



Teachers are playing games with students in a primary school in Nanning, Guangxi province. [Photo/Xinhua]

BELJING -- China is working hard to ensure school attendance in terms of compulsory education by implementing a regular checking and reporting mechanism aimed at dropouts across counties nationwide.

According to a circular issued by the Ministry of Education, county-level education authorities are tasked with conducting thorough checks to ascertain the number of dropouts in their jurisdictions.

The document emphasizes the need to prevent students from being "present at school in name only," as this results in them disengaging from school education and school management, potentially exposing them to harm or involvement in illegal activities.

Specific focus is being placed on vulnerable student groups, including orphans, children left behind in rural areas, those living with migrant worker parents in urban areas, and adolescents featuring in criminal cases. Monitoring efforts should prioritize these groups, as highlighted in the circular.

Schools nationwide are instructed to promptly identify students who are absent from classes and maintain close communication with their families to address dropout rates effectively.

Furthermore, the circular calls upon local education authorities to intensify efforts to persuade and encourage dropout students to return to school promptly.

Job mkt embraces students returning from overseas

China Daily | Updated: 2024-05-06 09:40

<https://www.chinadaily.com.cn/a/202405/06/WS663834f1a31082fc043c55c7.html>



TAIYUAN — The spring breeze brings another job hunting season in China, as well as more job hunters freshly graduated from overseas universities.

Zhu Yangjian, a Chinese student studying at Kyushu University in Fukuoka, Japan, has been looking at a website of the national employment service for returned overseas students under the Ministry of Education.

"I prefer to work in China. The overall salary in Japan is not much different from that in China, but the cost of living there is higher. The attractiveness of local employment is declining. Moreover, there are more intriguing jobs in China," said Zhu.

Zhu is reflecting the thoughts of the majority of Chinese overseas students.

According to the "2022 Blue Paper for Chinese Overseas Students Returning to China for Employment" released by the Chinese Service Center for Scholarly Exchange, the number of students returning to China has grown significantly since 2012, with about 3.4 million people having returned, accounting for more than 80 percent of the people studying overseas.

According to the "2023 Report on Chinese Students Overseas Study" released by New Oriental, an overseas study service agency, direct employment or entrepreneurship after graduation in 2023 became the mainstream for those who had gained master's or PhD degrees overseas, accounting for 65 percent in total.

"More than half of the Chinese students around me have planned to return to China to work. We believe that our international thinking and vision can give us a more competitive edge in the job market," said Zhao Zhijin, who is studying at Musashi University in Japan.

In the "2023 Overseas Study Talent Employment Development Report" jointly released by Liepin, a service company focusing on job hunting, and the China World Youth Summit, 80.85 percent of corporate HR professionals believe that under the same conditions, overseas study experience will be a plus for candidates.

Huo Jiali, who studied at Delaware Valley University in the United States, returned to her hometown of Jinzhong, North China's Shanxi province, years ago. She has dedicated the knowledge she gained during her study abroad to agricultural work at a local firm.

Huo said China's favorable policy ensures that returning students have a good work environment and treatment.

In the past decade, China has introduced a series of policy measures from the central to local levels to provide convenience and create conditions for returning overseas students.

In 2015, China issued a notice on facilitating the entrepreneurship of returned overseas students, which included overseas returnees in the support range of national university graduate employment and entrepreneurship.

In 2016, another notice on implementing entrepreneurship guarantee loan to support entrepreneurship and employment was issued, which included returned overseas students in the scope of entrepreneurship guarantee loan support.

"In order to promote the employment of overseas students, we have been cooperating with various related service units, improved service mechanisms, and provided convenience for entrepreneurship and employment, thereby enhancing their sense of belonging and achievement," said Chen Xijie, deputy director of the Shanxi provincial service center for overseas students and experts.

According to data released by China's Ministry of Education, from 1978 to 2019, 6.56 million people studied overseas. During this period, 4.23 million people chose to return to China after completing their studies, accounting for 86.28 percent of the group that completed their studies.

The proportion of the number of people returning from studying overseas to the number of people to study overseas rose from 38.2 percent in 2000 to 64.5 percent in 2019.

Local online retail sales rise 17.2% in Q1

By Ding Yining | 00:01 UTC+8 April 30, 2024

<https://archive.shine.cn/news/Local-online-retail-sales-rise-172-in-Q1/shdaily.shtml>

ONLINE retail sales in Shanghai surged 17.2 percent in the first quarter of this year to 361.45 billion yuan (US\$49.8 billion), accounting for 11 percent of the national total.

The city's overall e-commerce transactions in retail and wholesale of physical goods and services also jumped 12.7 percent to 897.89 billion yuan, according to the Shanghai Commerce Commission.

The figures were released at the launch ceremony for a digital life shopping festival at the weekend, as the city seeks to promote new product launches and high-quality offerings from online retailers and service providers.

As part of the Fifth Shanghai Double 5 Shopping Festival, online retailers have joined hands with local shopping malls and downtown business districts to stage over 80 consumption promotion activities over the next two weeks, until mid-May.

The Shanghai E-purchasing Chamber of Commerce released the rankings of the top 50 new consumer goods brands, covering areas such as cosmetics, skin care, apparel, personal care, pets, and food and beverage.

Nearly 90 percent of these emerging brands achieved online sales of more than 100 million yuan in the past year, showing strong vitality and innovative offerings from home brands to target shifting demands.

A street bazaar at the Bund Finance Center is being held through May 4 with online retailers, livestreaming sites offering over 70 home and foreign brands.

Major local lifestyle service providers are offering guidance for shoppers and discounts for a wide range of food and beverage items, entertainment and leisure activities.

Shanghai has the most number of pubs, according to a latest ranking by Meituan which tracks over 600 pubs and livehouses around the country.

A total of 74 pubs are included in the ranking as a wide range of dining bars, performance space and pubs has been emerging and embraced by consumers.

Up to 50 percent discounts for selected items are being offered at these locations to boost night consumption as young consumers seek affordable dining and leisure activities.

Local lifestyle service provider Ele.me has also vowed special discounts from Friday to Sunday on select food and beverage deliveries, in addition to buy one get one benefits during the coffee festival starting from May 1.