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Learn China from china. HOPE organised Chinese principals to visit Jingdezhen, capital of china in China!

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Inside HOPE

HOPE School Events Autumn 2024

18th - 19th October, Shanghai

Dear Partners,

Warm greetings from HOPE Study Abroad Service!

It is my great pleasure to send you this letter of invitation to the following events in Autumn 2024:

Date	Time	Event
17th Oct Thursday	18:30 - 21:00	Welcome dinner reception
18th Oct Fri	08:30 - 17:00	School Link Forum and school visit
19th Oct Sat	13:30 - 17:00	School and Study Tour Fair

Shanghai School Link Forum and School Visit(18th Oct)

Linking with Chinese school for recruitment purpose is becoming a cost-effective way of promotion, recruitment and profile raising for overseas schools in China. As Chinese schools and education go international, more and more Chinese primary and secondary schools are exploring links with overseas schools for students and staff exchange via summer and winter camps or short immersion programmes. This campaign is very much supported by local education authority.

The overseas schools can take the opportunity to promote their schools, schools' short term and long term programmes, as well as to seek other opportunities such as providing teacher training, delivering the courses offshore on commercial basis etc..

This Forum is the chance for you to meet Chinese schools in Shanghai, particularly Pudong New Area. The Workshop is planned to be jointly organized by HOPE International Education (HOPE Study Abroad Service) and local education bureau, and will be held at a local school. About 30-40 Chinese schools' principals and headmasters will be invited. The Forum will take the form of presentation by both Chinese and overseas schools, individual appointment slots, networking lunch reception and school visit.

The visit to the selected Chinese school(s) after the Forum in the afternoon will give you the chance to know the Chinese school(s) further to decide whether you want to go ahead with the possible links.

School and Study Tour Fair in Shanghai (19th Oct)

After Covid, although the school market is recovering gradually, the competition is becoming more and more fierce with destination countries more diversified. With so many choices, parents tend to send their kids for a short term taste programme before they decide the final destination schools for long term study. The market see an increasing amount of interest in short programme, including 1-4 week study tour for both individual and groups during summer and winter vacation. Therefore, overseas schools who run short academic and culture programme have more chance to stand out in the market. We therefore invite schools, particularly those who run short programme, to attend our fair in October.

Cost

The cost for the events (both School Link Forum and School and Study Tour Fair) is £800 (or equivalent RMB or USD at Bank of China selling exchange rate of the date of invoice). International travel, inter-city transport, hotel accommodation and other costs not specified are not included.

Service included:

Full promotion package arranged by HOPE including media advertisements and editorial, website advertisement, direct mails in local institutions; Translation and counseling service (stand assistance) during the workshop and the visits, fair and interview;

Welcome dinner, Venue and lunch during the Workshop, venue for the fair;

Hotel booking at corporate rate (accommodation cost will be paid by institution direct to hotel);

Transport for school visit;

Post-event follow-ups and coordination for school links.

Selection Criteria

Altogether 15 places are available for the event and schools interested are required to attend both the Forum and the Fair in principle. In order to make the event an effective one, if there are more institutions applying to attend, HOPE will have the final saying deciding who will be selected, based on the following criteria:

A mixture of schools from different countries and regions;

Whether summer or winter programme or immersion programme are available;

Willingness to establish sister school relationship with Chinese schools;

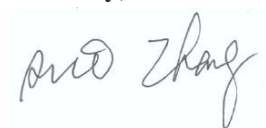
Application Deadline

To facilitate our preparation for the event, we would be grateful if you could send back the application form attached by email to event@hope-studyabroad.com before 15th July, 2024.

More details including recommended hotels will be sent to you when your place is confirmed by HOPE before the end of July.

We look forward to welcoming you to our event in October.

Sincerely,

A handwritten signature in black ink, appearing to read "Alice Zhang", is written on a light blue rectangular background.

Alice Zhang
Manager (International Partnership)
HOPE Study Abroad Service

Experts advise principals on how international collaboration assists school development

About 40 principals, management staff responsible for international exchange in international schools and universities across China joined a forum themed ‘How international collaboration can assist school development’ jointly organized by HOPE and Tsinghua University IPCSL Class from 16th-19th May in Jingdezhen, capital of china, and Wuyuan, a beautiful village town famous for its rich biodiversity, south east China’s Jiangxi Province.

International Professional Certificate for School Leaders (IPCSL) class, is jointly run by Tsinghua University and UCL for school leaders, particularly those from international schools, to improve their leadership skills. In order to promote the international collaboration between Chinese and overseas school and help the Chinese principals to understand the significance of international collaboration, HOPE International Education and IPCSL jointly organized the forum and the trip.



HOPE team & Tsinghua University IPCSL class visiting Imperial Kiln Museum in Jingdezhen



HOPE team & Tsinghua University IPCSL class visiting Linnaeus Laboratory in Wuyuan and listening to the professional guidance on biodiversity

The forum invited multiple experts in international education and foreign affairs to give keynote speeches and provide advice to the principals how school can benefit from international collaboration.

Li Weiping, Secretary General of SEAIE, Shanghai Education Association for International Exchange, emphasized a keyword: "global competence", which refers to the ability to effectively learn, work, and interact with people in a multicultural environment. He stated that while cultivating students' learning abilities, principals should also focus on enhancing their global competence. At the same time, he also analyzed the possible impact of sino-US and sino-Europe relations, and the current situation on international education.



Mr. Li Weiping, Secretary General of SEAIE and Daniel Zheng, Director of HOPE present a keynote speech on international collaboration.

Daniel Zheng, Director of HOPE International Education, analyzed the current problems existing in international cooperation at university and school level in China. He emphasized that as educators, we cannot put emphasis on results only. Domestic schools need to understand the needs of foreign schools in order to pursue long-term cooperation. Meanwhile, it is necessary to broaden the international perspective of teachers responsible for international cooperation. This can be realized by participating in international conferences and overseas visits. In addition, to form a professional team that understands policies, business, foreign languages, foreign affairs, and international education would be essential.



Professor Zhou address the forum as a former Official of UNESCO



Dr. Sun exchanged his thoughts as a father of two Cambridge graduates

Professor Zhou Xiaoxia, former director of the International Centre for School Networks at the United Nations Educational, Scientific and Cultural Organization, elaborated on what true international cooperation is and the importance of cultivating international talents for international cooperation through her years of experience working in international organizations and Confucius Institutes overseas.

Dr. Sun Yinbiao, Academic Vice Principal of Ningbo Foreign Language School shared with everyone his rich experience working in schools in China and the UK. As a father of two Cambridge University graduates, Dr. Sun introduced that prestigious UK universities emphasized on student's independence and individuality. He hopes that our school will not only focus on academic performance, but also on student's holistic development.

Darren Chen, Director of the Business Development Department at the University of Nottingham Ningbo, introduced university as well as how it can become an epitome of cooperation between China and the UK.

Dr. Liu Zhilong from Linnaeus Laboratory, as the host, welcomed everyone to visit the laboratory in Wuyuan. He mentioned his intention of founding Linnaeus Laboratory, which was to develop and strengthen the "nature education" that China lacks. Wuyuan is a place with rich biodiversity. He hopes that the nature education laboratory he founded can also provide an excellent learning experiences for students.



Fierce competition among auction buyers

Winners with the principal of Clover

What really pushed the forum to its climax was the charity auction sale. Ten pieces of paintings painted by autistic children from Shanghai Clover Autism Children Centre and Naniing Nan Fang Bei Bei Children's Rehabilitation Centre were bought by the guests. From this charity auction, HOPE has raised nearly 10000 RMB, which will be used to support the improvement of facilities and living conditions for autism children in the two schools. HOPE International Education has been helping this special group of children for decades.



Principal Li Wenping summarising on the whole forum

At the end of the forum, Li Wenping, the principal of Qinglanshan School and the International Department of Tsinghua Affiliated Middle School, summarized the forum. She was grateful that HOPE has organized this rewarding and exciting trip to Jingdezhen and Wuyuan. She emphasized that telling the story of China and speaking out for China were also the mission for international education. In order to achieve this, we must teach our students to become innovative problem solvers. In addition, HOPE's caring for autism children was also very touching.



Performance “china” in Jingdezhen



Night in Wuyuan with Fish lantern

HOPE team and guests have also watched live landscape performance ‘china’, telling the story of china in each dynasty in Chinese history. The participants also went to Wuyuan to appreciate the beauty of nature as well as its rich biodiversity. This trip to Jingdezhen and Wuyuan has been a great success. One of the guest said ‘it is lovely to see such a cohesive team as HOPE! I am looking forward to joining HOPE next event!’

INSIDE HOPE --- Photo news



On 24th of May, HOPE Nanjing Office was invited by Hefei Kangqiao School to advise students about how to plan for the future career. During the lecture, Sherry Zhang, Marketing Director of HOPE Nanjing Office gave out practical suggestions on how to select majors and professions based on her own study and working experience both at home and abroad.



On 24th of May, HOPE Hangzhou Office was invited by Industrial Bank Fuzhou Branch to give lectures to bank's financial advisors on international education planning after Gaokao (National university entrance exam) and Zhongkao (National high school Entrance Exam) . HOPE counselors from Hangzhou Office provided a detailed analysis on various pathways both in China and abroad for students to choose if they want to undertake international education. This training is requested by the bank who wants their staff to give some initial advice to their clients as “value added service”.



From 25th to 26th of May, HOPE was invited to participate in the TIDE 2024 Teacher Development Conference held in Shanghai with over 80 principals, HR directors and teachers from international schools attending this specialized event.



From 21-23 May, Daniel Zheng, Director of HOPE attended the School Focus conference held in Ho Chi Minh City, Vietnam, meeting schools from New Zealand, Australia, UK and USA. Daniel introduced the market trend in China after pandemic and suggested strategy schools shall conduct.

News from local media

Big prospects ahead for China-UK service trade

By Ma Sihui | chinadaily.com.cn | Updated: 2024-05-29 17:21



[Photo/VCG]

The latest trade figures released by the United Kingdom's Department for Business and Trade show that China remains one of the UK's most important trading partners, registering a total two-way trade volume of USD 113 billion in goods and services last year.

Trade in services, in particular, showcases remarkable performance. UK exports in service to China exceeded USD 12.6 billion in 2023, accounting for one-third of the total UK exports to China, and its service imports reached USD 3.8 billion, marking an annual increase of 11.7 percent.

Looking ahead, China-UK trade in services enjoys broad prospects. Service trade is poised to become a new engine for bilateral economic cooperation, bringing more benefits to companies and people in both countries.

China-UK service trade is characterized by strong complementarity and a sound foundation. The UK is the world's second-largest exporter of services and is renowned for its highly developed industries in education, culture and sports.

China has witnessed rapid increase in service trade in recent years, particularly a 24.4 percent surge in service import in 2023. China has become the world's second largest importer of service trade, and the eighth largest market for UK services. Travel, business services, finance, transport and intellectual property are the top five categories of UK service exports to China in 2023.

As China's supersize market is growing with greater maturity, it will inevitably bring about more vigorous and diversified demand and huge growth potential to many countries, including the UK.

China is consistently advancing the opening-up of its service sector, unleashing more policy dividends. Service is one key focus of attention in the government's efforts to forge a new development pattern and promote high-level opening up. China has pledged to steadily advance cross-border service trade in an orderly manner and expand opening-up in such sectors as finance, telecommunications, tourism, legal services, and professional examinations, providing policy convenience for more UK service providers to enter the Chinese market.

Numerous UK professional institutions in financial, insurance, legal and other fields are increasingly optimistic about the prospects of the Chinese market, and have actively established their presence in China to seize business opportunities.

In the new circumstances, the important role played by service trade in boosting China-UK business ties and economic growth of both countries has become even more prominent, receiving high attention from political and business circles in both countries.

UK Minister of State in the Department for Business and Trade Lord Dominic Johnson attended China International Fair for Trade in Services (CIFTIS) last year, representing the UK as the guest country of honor. He led a delegation of over 60 British companies and organizations, marking the largest-ever service trade exhibition group since UK's participation.

Lord Johnson said in an interview with People's Daily of China that the UK and China have close trade and investment relations and huge space for cooperation in service trade. The UK is delighted to witness substantial progress of service trade in China and anticipates an even more significant role for service trade in the bilateral economic relations.

The author is a researcher on global affairs.

The views don't necessarily represent those of China Daily.

Ministry orders schools to step up anti-bullying measures

By Wang Xiaoyu | chinadaily.com.cn | Updated: 2024-05-31 11:28

The Ministry of Education said on Friday that each primary and middle school should establish an anti-bullying committee and ensure camera surveillance coverage in corridors and other acceptable places on campus.

As communities have launched campaigns to tackle campus bullying and violence, the ministry laid out specific requirements in a notice published on its website.

It said the anti-bullying committee will be responsible for determining bullying acts and handling them in accordance with regulations.

Schools should also formulate rules that specify disciplinary measures or different kinds of bullying behavior. An anti-bullying hotline and an e-mail address should also be made available. Each class should hold at least two anti-bullying sessions per semester and teach students on preventing bullying.

Surveillance cameras should be set up in corridors, rooftops, storage rooms, and other acceptable venues, it added.

Meanwhile, local education authorities and schools should train faculty and staff members, and parents to improve their ability to identify and intervene in school bullying.

Local education departments should also draw up guidelines to address campus bullying and violence, it added.

Chinese universities hold job fairs for graduates

Xinhua | Updated: 2024-05-27 15:34

<https://www.chinadaily.com.cn/a/202405/27/WS66543792a31082fc043c95a0.html>



BEIJING -- China's Ministry of Education is working with higher education institutions across the country to facilitate employment for college students graduating in 2024.

The ministry launched a weeklong campaign on Monday. During the campaign, higher education institutions across the country will host a plethora of activities such as job fairs under the ministry's guidance. Their aim is to provide students with greater opportunities to land satisfying jobs.

The ministry said that during the campaign, 175 on-campus job fairs, featuring nearly 17,000 enterprises, are expected to be held across the country.

A job fair co-organized by the ministry and the Ministry of Industry and Information Technology will be held on Tuesday at Beijing Jiaotong University. A total of 122 employers from different fields including information technology, finance, manufacturing, and construction, will attend the fair.

According to an estimation made by the ministry last December, the year 2024 will see 11.79 million students graduating from colleges, marking an increase of 210,000 from 2023.

China hails exchanges as foreigner visits soar

<https://archive.shine.cn/news/China-hails-exchanges-as-foreigner-visits-soar/shdaily.shtml>

Source: Xinhua | 00:00 UTC+8 May 24, 2024

Personnel exchanges between China and other countries have increased significantly recently, a foreign ministry spokesperson said yesterday, adding that China welcomes more foreign friends to come and discover opportunities for vibrant and mutually beneficial cooperation.

Spokesperson Wang Wenbin made the remarks at a daily press briefing when asked to comment on news that in the first quarter this year, China saw more than 141 million entry and exit trips, marking a year-on-year increase of 117.8 percent.

Wang said that the increase in personnel exchanges between China and other countries benefited from the resumption of flights, the implementation of entry facilitation measures, and increase in the number of countries with mutual visa exemption.

He noted that to make it easier for foreigners to come to China, the country has implemented a raft of measures, including visa optimization and visa-free entry for foreign tourist groups on cruise ships, and actively addressed difficulties facing foreign travelers such as mobile payment.

The facilitation for personnel exchanges between China and other countries has strongly promoted the recovery of global tourism and international economic and trade exchanges, and enhanced people-to-people exchanges and mutual understanding among the people, the spokesperson pointed out.

“It is believed that the ties between China and the rest of the world will become ever closer in the future,” Wang said.

China welcomes more foreign friends to come to the country, write more stories of exchanges between China and other countries, and discover more opportunities for vibrant and mutually beneficial cooperation, Wang said.

Japanese university reforms offer valuable lessons

By Kazuyuki Motohashi | China Daily Global | Updated: 2024-05-27 07:37



Guests attending the ninth China-Japan Conference on Education Exchange and Cooperation pose for a group photo. The conference kicked off in Tokyo on Tuesday. Provided to China Daily

Japan's experience with institutional reforms aimed at fostering innovation provides valuable insights for China. Before the incorporation of national universities in 2004, Japanese universities played a crucial role in basic science research. But the commercialization of their research results was insufficient. The 2004 reform allowed national universities to operate independently of the government on issues such as patent applications and commercialization of their research. This autonomy led to a significant behavioral shift in the universities, empowering them to actively engage in technology transfer and commercialization efforts.

The incorporation of national universities was a landmark reform in Japan's higher education system. Prior to the reform, national universities were directly managed by the government, which limited their ability to make independent decisions on resource allocation, research priorities and commercialization. The incorporation granted the universities greater autonomy, enabling them to establish independent administrative and financial operations. This autonomy was crucial for fostering a more entrepreneurial mindset in universities, encouraging them to pursue research, especially innovation, and its commercialization.

A key strategy in managing the dual goals of research and commercialization — often referred to as "chasing two hares" — was the division of labor within universities. Each national university established a dedicated department to facilitate the commercialization of research. This department was staffed with individuals who had industrial innovation experience while working for private enterprises. These professionals worked alongside university faculty members to support the commercialization of research outputs.

By separating the commercialization process from academic research, universities could ensure that researchers focused on their scientific pursuits while commercialization experts handled patent applications and implemented market strategies. This approach mitigated concerns that commercialization efforts might compromise academic pursuit and research quality.

The empirical analysis conducted by our team shows commercialization activities in Japanese universities have flourished after the 2004 reforms. Twenty years after the launch of the reforms, the commercialization of research results has not only thrived but also led to substantial growth in the commercialization of technologies, as evidenced by the surge in university patents and startups.

Importantly, this increase in commercialization has not come at the expense of academic quality. The successful balancing of basic research and commercialization efforts demonstrates that they reinforce each other and that both goals can be achieved.

University patenting generally makes technology public, facilitating further collaboration between universities and industries. This openness has been particularly beneficial for enterprises that had no prior experience with university partnerships before the 2004 national university reforms.

The early 2000s was when Japanese corporations reviewed and adjusted their R&D strategy in the face of stiff competition from companies based in neighboring Republic of Korea and China. Specifically, high-tech enterprises in Japan, including those in the electronics, automobile and pharmaceutical sectors, gave up the in-house development model for new products in favor of seeking open innovation models, including active external collaboration with universities.

As a result, these collaborations have expanded, leading to a more robust innovation ecosystem. The public information of patent documents allows them to understand the commercial potential of research in universities, which facilitates greater interactions between enterprises and universities for their research collaboration and technology licensing.

As China navigates the complexities of its economic transformation, Japan's experience with institutional reforms and commercialization policies can provide it with valuable insights. In the context of China's economic development, productivity-led growth has emerged as a crucial factor for sustaining and enhancing the country's GDP growth. This necessity is underscored by the anticipated reduction in factor inputs, particularly capital and labor.

China's real estate market is experiencing a significant slump, diminishing the potential for capital input as a growth driver. Simultaneously, China's negative population growth is leading to a decrease in the working-age population, further constraining labor input. As such, the future trajectory of China's GDP growth increasingly hinges on the enhancement of total factor productivity, particularly through innovation. The rising tide of international competition and the intensifying high-tech trade war launched by the United States highlight the critical role of science-based innovation in securing China's economic future.

In China, patents have often been used as tools to secure R&D subsidies from the government or as an academic performance index in universities, rather than for the promotion of technology. Recently, however, there has been a policy shift, prioritizing the quality over the quantity of patents, which is the right way to foster meaningful innovation. To fully capitalize on this shift, it is crucial to acknowledge that effective commercialization of patents requires proper technology management skills, including identifying target enterprises for licensing and understanding the global technology and market trends.

In Japan, there is a substantial pool of professionals with these skills, particularly in high-tech companies. Many Chinese companies lack this expertise. Therefore, developing human capital is essential for making scientific findings at universities a cornerstone of novel innovations.

By investing in the development of these skills, China can enhance the effectiveness of its university patents, fostering a more vibrant and impactful innovation ecosystem. Through targeted training programs and the integration of industry-experienced professionals in university commercialization departments, China can ensure its scientific advancements translate into economic and technological gains.

The author is a professor at the Graduate School of Engineering of the University of Tokyo. The views don't necessarily reflect those of China Daily.