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Calm down and have a cup of tea before the busy season starts

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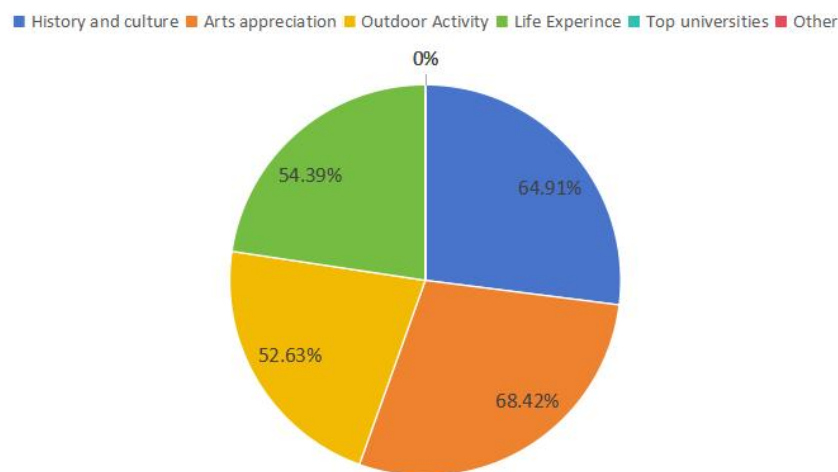
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Inside HOPE

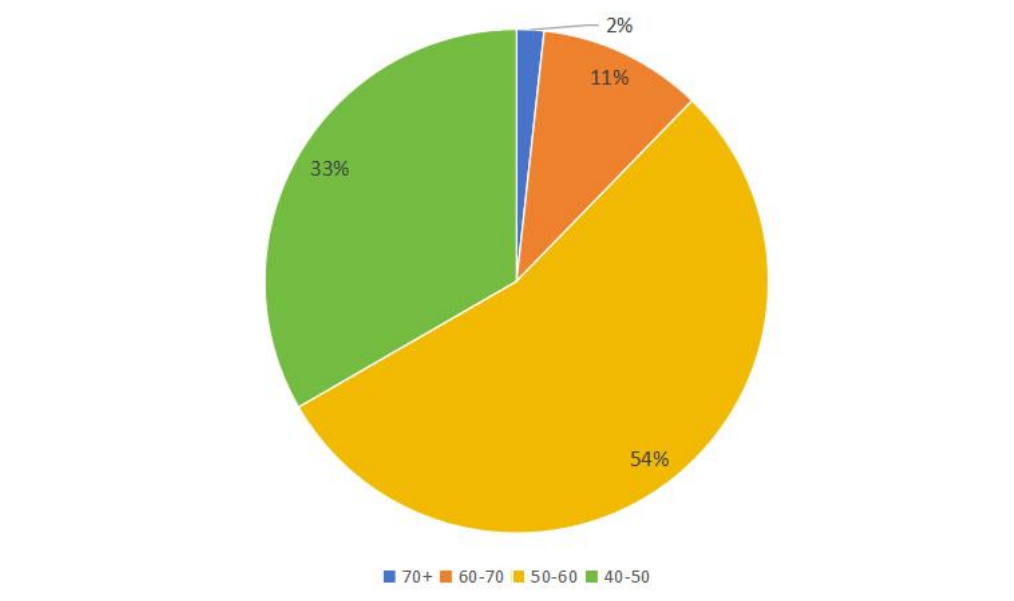
Blue Ocean market of the Silver Economy: Opportunity for HOPE and partner institutions

Against the backdrop of global demographic shifts and the deepening philosophy of lifelong learning, the international education industry might be undergoing a profound change. Its target participants is expanding widely from youth students to vibrant and knowledge-seeking senior citizens in China, particularly in the cities of aging population like Shanghai, Beijing and Guangzhou. This transformation has not only opened up a vast 'silver-hair education' market with immense potential but also offers new opportunities for agent as well as institutions both at home and abroad.

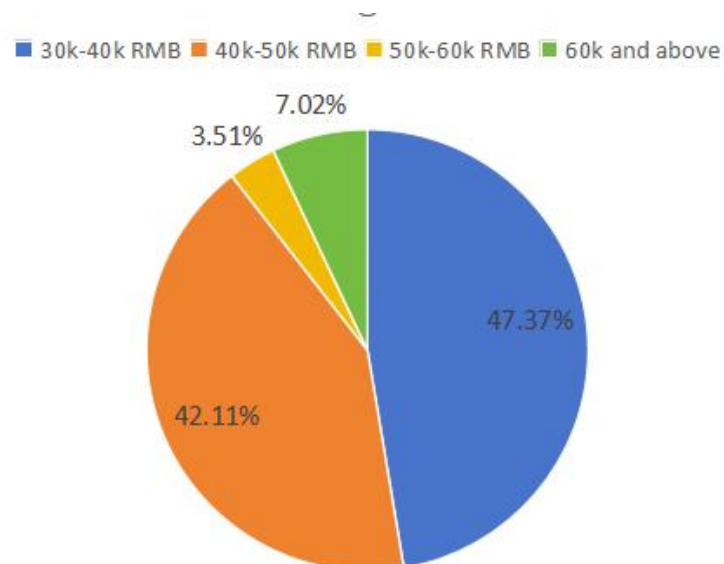
With HOPE's forward-thinking strategy of developing 50+ silver-hair study tour and short immersion programme, the team is working closely with some partner UK universities and English language schools to design suitable course and tours for 50+ adults. In order to know more about the market needs, HOPE conducted a survey among over 100 people aged between 40-70.



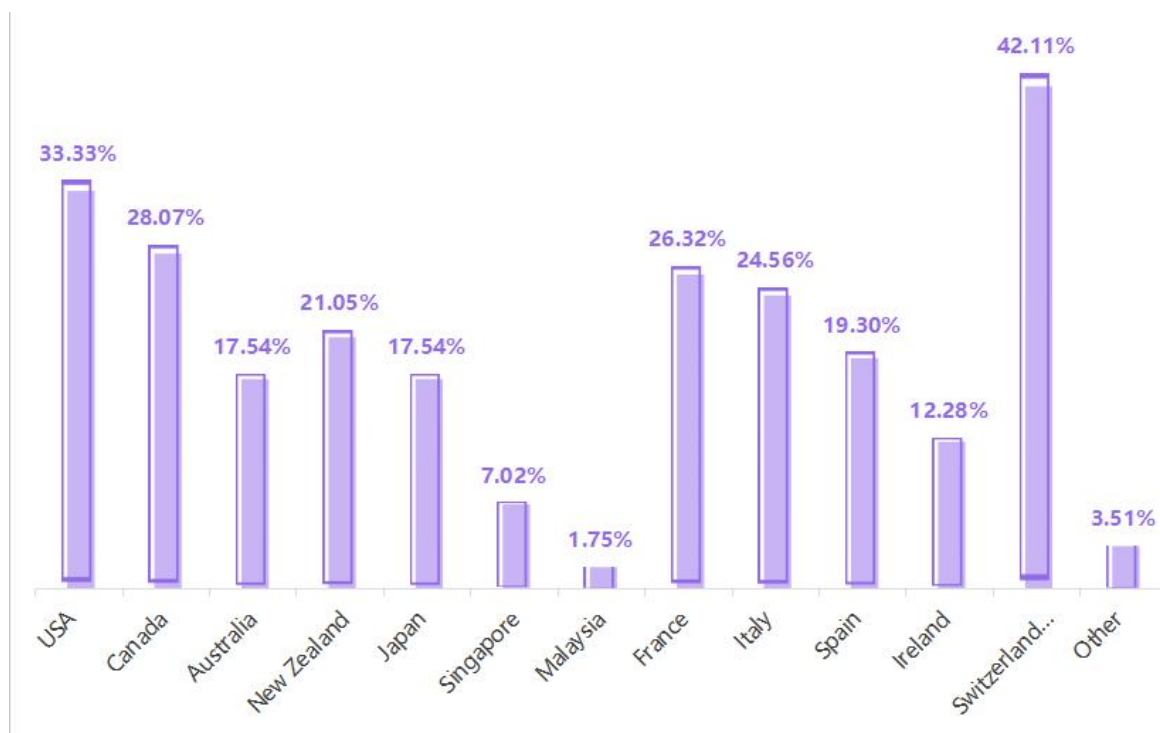
The most popular destination and theme are arts appreciation and history theme



The age of the people who are interested in silver study tour



Preferred expense of silver study trip



Preferred country of destination apart from the UK

The core innovation of HOPE is in the depth and breadth of its 'Silver Study Tour'. It moves decisively beyond the superficial model of tourism to create high-value, immersive learning experiences for the new generation of seniors. These programs are closely themed around cultural exploration and history, aiming to meet the intrinsic needs of silver-haired groups for enhancing life quality and self-fulfillment. Whether it's the 'Oxbridge Experience Camp' or the 'Cultural Immersion Tour in the Lake District', each reflects a strategic integration of learning objectives with spiritual enrichment.

The most significant breakthrough is that HOPE has leveraged this opportunity to pioneer a new paradigm of collaboration with top overseas educational institutions. As indicated by its latest move, HOPE held hands with UK universities and English language colleges accredited by English UK to launch a series of Micro-Learning Abroad, Study Visit, and Study Tour programs specifically designed for adults. These programs will cover iconic UK academic and cultural destinations like London, Oxford, Cambridge, Bath, the Lake District, and Edinburgh. This initiative signals an upgrade from the previous one-way "student placement" model to a deep partnership involving co-development, co-branding, and shared benefits. Overseas institutions are offered some new opportunities for this niche market which is expanding.



In summary, embracing the silver-haired generation is not only about tapping into a commercial blue ocean but also about practicing the essence of lifelong education and creating long-term, age-transcending value for society.

A Tale of Two Careers: Navigating Employment Opportunities worldwide

The live broadcasting of the HOPE interview with students on 28th September, with its authentic case studies and enthusiastic reception, provided a vivid sample for observing the development paths of international students, Mao and Shi, HOPE's students graduating from University of Edinburgh UK and National University Singapore respectively. The dialogue between the two students, one building a career at Google UK and the other returning to a large state-owned enterprise in China offered a profound revelation of the diversity and rationalization trend in the career choices of students.



The interview was host by HOPE consultants, which resonates a lot among parents and students

The core value of this dialogue lies in its transcendence beyond the dichotomy of 'working abroad is better' or 'returning home is the ultimate destination'. The experience of the senior at Google UK highlights the emphasis on professional hard skills and the maturity of the career development system in top international tech companies. In contrast, the choice of the senior who joined the state-owned enterprise demonstrates the strong appeal of domestic high-quality platforms for talents with global perspectives, as well as the unique value of applying globalized thinking to local practices. Crucially, both choices are not final endpoints. They both emphasized that career development is a dynamic process of continuous adjustment and optimization, with the core being the precise alignment between personal long-term planning and ever-changing market opportunities.



Two students, Mao (Left) ad Shi (Right)

The active interaction from parents during the live stream reflects a shift in mindset. An overseas education is gradually shedding its aura of being a 'glamorous credential' and is instead being viewed as an important pathway to enhance personal competitiveness, rather than an end in itself. The focus of parents and students has shifted from 'whether one can stay abroad' to 'how to maximize personal value.'

In today's world, where globalization and local opportunities are deeply intertwined, the successful paths of the two HOPE students prove that true success is not solely determined by geographic location. Whether choosing to gain experience abroad or returning home to seize opportunities, the ultimate purpose lies in self-awareness, professional skills and adapt to changing circumstances. Their stories inspire those who follow: the world stage is vast, and the key is to find the space that best suits oneself and then dedicate effort to it.

As HOPE's value-added service, We will continue to organize such practical event enlightening both students planning to study abroad and those who returned.

HOPE School Link Forum and Fair in Suzhou around the corner

About 13 schools and universities from the UK, Canada, Singapore and Malaysia signed up for HOPE's School Link Forum and International Education Fair to be held in Suzhou from 17-18th October.

The participating institutions include: Heriot-Watt University, Kuala Lumpur University of Science and Technology, Loughborough University, Management Development Institute of Singapore, University of Glasgow, University of Sussex, Bosworth Independent School, Brookes Westshore School Victoria, Cardiff Sixth Form College, Cheshire College South & West, Giggleswick School, Ipswich School and Royal Hospital School.



The School Link Forum is HOPE's annual event to promote the link and exchange between Chinese schools and our partner overseas schools. This has become an effective strategy to recruit Chinese students for short summer camp programme as well as the long term course afterwards. 15 Chinese schools in Suzhou already signed up for the event, two of which are also going to host the visits from 6 overseas schools after the forum.

The education fair in the following day is supposed to attract 40-50 families to join, mainly students from K12 private and international schools in Suzhou. The fair is held twice a year by HOPE in Shanghai and nearby cities in East China.

INSIDE HOPE -Photo news of September



HOPE Shanghai office received visit from Newcastle University on 19th of September. We discussed next year's cooperation for both sides and potential recruitment opportunities under the current market conditions. In addition, HOPE Nanjing Office hosted a visit from Leicester University on 16th of September.



On 23rd of September, Leweston School visited HOPE Shanghai office and Zeolym International School. In Zeolym, two schools discussed about the potential sister school cooperation in the future under the help of HOPE.



Recruiting international students for Chinese universities has become part of HOPE's business. After recruiting some Indonesian students for Nottingham University Ningbo this summer, HOPE visited Westlake University in Hangzhou on 10th September to discuss new year recruitment plan, and then met with heads of international admission offices in some top ranking public universities in Jiangsu Province on 25th September, hoping to get more support to recruit more international students from East Asian and European countries.



On 26th of September, Daniel Zheng, HOPE MD and Liz Zhou, HOPE Marketing Manager visited Kuala Lumpur University of Science and Technology (Hefei Campus). The campus is based in a vocational college in Hefei City, with advanced facilities and teaching equipment.

News from local media

Special program helps ensure education equity

By Zou Shuo | China Daily | Updated: 2025-09-12 09:29

<https://www.chinadaily.com.cn/a/202509/12/WS68c3778ca3108622abca0603.html>



[Pang Zhongwang]

Pang Zhongwang, a doctoral candidate studying instrument science and technology at Tsinghua University, has once again captured public attention with his heartfelt speech at the school's annual opening ceremony for new students.

His words, reflecting resilience, gratitude and ambition, have gone viral on social media, resonating deeply with netizens across the country.

"Tsinghua is big enough to accommodate everyone's imagination and possibilities," Pang told the audience of freshmen.

He recounted his own journey beginning in 2017, when he entered Tsinghua through a special enrollment plan for students from impoverished families and rural areas. He scored 684 on the national college entrance exam, or gaokao, and received an additional 60 points from the special policy.

Pang's story is a powerful example of how China's National Special Enrollment Program creates opportunities for students from less-developed regions. The program, which includes the National Special Plan, the University Special Plan and the Local Special Plan, has helped more than 1 million students from central, western and rural regions gain access to elite universities since its establishment in 2012.

The National Special Plan is designed to enroll students from formerly impoverished regions. The University Special Plan is similar, but specifically targets students from remote

areas or regions where minority ethnic groups are dominant. The Local Special Plan aims to recruit rural students within their own provinces.

Pang, 26, was born into a family facing exceptional challenges in Wuqiao county, Hebei province. His father is unable to communicate with others due to illness, and his mother has a lower-body disability that makes mobility difficult. Pang himself was born with a congenital heart condition.

"When I first arrived at Tsinghua, I was excited but also a little lost," Pang said.

He received a piece of advice from a teacher that resonated with him: "Every student begins with a blank slate here. It's up to you to draw your future."

The idea inspired him to explore boldly and persevere through challenges.

"There were moments of self-doubt, but I learned to embrace the process. Getting up after falling down is part of who I am," he told People's Daily, crediting the unwavering optimism his mother has instilled in him since childhood.

Pang's devotion to his studies and determination to contribute to China's development led him to be named as one of the "People Who Moved China" by China Central Television in 2024.

Professor Li Liguo of Tsinghua's School of Education told Guangming Daily that the program has not only expanded access to high-quality education, but has also improved basic education standards in less-developed regions.

The number of students enrolled through the program has also expanded consistently, from 10,000 annually at its inception to more than 100,000 each year in recent years, Li said. The policy has greatly promoted educational equality, while graduates who received higher education through the program have in turn contributed to local development, he said.

Peng Ruohan, a beneficiary of the program from Jiangxi province, enrolled in the School of Agricultural Economics and Rural Development at the Renmin University of China with a score of 642. She said she would not have been admitted without the program, as 40 others scored higher than her on the gaokao but were not enrolled.

She described Renmin as her "dream school" and emphasized the program's role in promoting educational fairness.

"The special enrollment program offers a window for students from less-developed areas to see the broader world and acquire knowledge that can address their hometowns' challenges," she said.

For Peng, studying at Renmin represents intellectual and personal transformation.

"Higher education can reshape one's thinking — it's a spiritual elevation that changes your destiny," she said.

Over the next four years, Peng hopes to deepen her understanding of national policies and contemporary issues.

Renmin enrolled more than 130 students through its University Special Plan and around 300 through the National Special Plan, according to the university.

This year, Tsinghua's University Special Plan attracted 6,500 applicants — 1.8 times more than the previous year — and admitted 270, said Yang Fan, director of Tsinghua's admissions office. The National Special Plan at the university added another 280 students from rural or formerly impoverished counties, she said.

Yang reiterated the school's commitment to educational equity.

"Since 2011, Tsinghua has taken active measures to channel high-quality educational resources to rural and ethnic regions through targeted programs, supporting motivated students who aspire to serve the nation," she said.

China ready to work with countries to deepen engineering exchanges and collaboration

By Zou Shuo | chinadaily.com.cn | Updated: 2025-09-28 17:02

<https://www.chinadaily.com.cn/a/202509/28/WS68d8f9b4a3108622abca35f0.html>

China is willing to work with countries worldwide to deepen exchanges and collaboration in engineering education, improve the quality of talent training, and contribute to global engineering education reform, Minister of Education Huai Jinpeng said on Saturday.

Huai put forward three proposals to strengthen open cooperation and foster a new international ecosystem for engineering education: jointly developing internationally recognized quality standards for engineering education, exploring new pathways for engineering education reform in the intelligent era, and building an open and inclusive global cooperation network for engineering education.

He made the remarks at the Second International Conference for Training Excellent Engineers held in Beijing on Saturday.

Huai said China's practices and methodologies in engineering education have provided valuable references for the reform and development of engineering education globally.

Against the backdrop of the ongoing technological revolution and industrial transformation, Huai said that global engineering innovation has entered an unprecedentedly

active phase, with breakthroughs emerging across key fields. New technologies and sectors, such as artificial intelligence and life sciences, are rapidly evolving, bringing both opportunities and challenges to engineering education, he said.

He emphasized the Chinese government's strong commitment to advancing engineering innovation and education. He noted that China has consistently increased investment in higher education, particularly in engineering, and has established the world's largest and high-quality higher engineering education system, which currently enrolls more than 9 million students.

During the conference, the China Association for Science and Technology and the China Engineering Education Accreditation Association signed a joint statement with the International Engineering Alliance.

This initiative, proposed by China, aims to fill a critical gap in the global recognition system for high-level engineering talent. It will create unified global standards for master's and doctoral engineering programs, helping to cultivate high-caliber international talent capable of addressing challenges such as AI, climate change, and sustainable development.

Shanghai University leads global initiative

By Zheng Zheng in Shanghai | chinadaily.com.cn | Updated: 2025-09-26 15:31

<https://www.chinadaily.com.cn/a/202509/26/WS68d6416da3108622abca3274.html>



Two international initiatives aimed at advancing science and innovation education are announced by Shanghai University in collaboration with international partners during a conference at UN headquarters in New York. [Provided to chinadaily.com.cn]

Two international initiatives aimed at advancing science and innovation education were announced by Shanghai University, in collaboration with international partners, marking a step forward in preparing the next generation for an AI-driven future.

The announcements came during an international conference on empowering the next generation for sustainable development, which was jointly organized by Shanghai University and the United Nations Institute for Training and Research New York Office (UNITAR-NYO) at UN headquarters in New York earlier this month, coinciding with the UN's 80th anniversary celebrations.

The first initiative introduces the world's first international think tank for science and innovation education, a collaborative platform that bridges regional gaps in youth-focused scientific education. This institution, jointly proposed by Shanghai University and UN agencies, aims to address the current void in theoretical and practical research regarding youth science and innovation education.

New guideline protects county-level high schools from talent drain

By ZOU SHUO | chinadaily.com.cn | Updated: 2025-09-26 14:00

<https://www.chinadaily.com.cn/a/202509/26/WS68d62bf9a3108622abca321d.html>

A new guideline has been introduced to prohibit city or provincial high schools from luring outstanding principals and teachers away from county-level high schools, in a move to address the decline in education quality at county schools.

The guideline also explicitly bans provincial and city high schools from recruiting top students away from county-level schools.

With nearly 60 percent of high school students in China studying at county-level high schools, the performance of these institutions is crucial to the development and future of more than 16.7 million students. However, in recent years, many top teachers and students

have been drawn to more advanced schools, leading to what has been termed as "collapsing county high schools".

The comprehensive plan, rolled out to revitalize ordinary high schools in county-level areas, aims to tackle existing irregularities and shortcomings while promoting high-quality educational development in less developed regions.

Issued by the Ministry of Education and five other departments on Friday, the guideline outlines a systematic approach to strengthening county-level high school education. By 2030, the plan aims to improve the resource supply mechanism for ordinary high schools in line with the growing school-age population and optimize the distribution of schools.

It also seeks to enhance coordination between urban and rural education, narrow the development gap among high schools within the same city, and establish a pattern of quality, distinctive, and diversified development.

The plan emphasizes correcting the tendency among high schools to focus solely on university enrollment rates and deepening evaluation reform.

Additionally, provincial-level authorities are required to specify daily schedules and vacation periods for high school students, including winter and summer breaks. Schools are prohibited from organizing make-up classes or assessments on weekends, holidays or during vacations.