



科博国际教育  
HOPE International Education  
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# HOPE Updates



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**Westlake University in Hangzhou**

## Inside Hope

- ✧ *Hope works with more premium Chinese universities to boom “study in China initiative”*
- ✧ *Safety and Affordability Drive a Major Shift in the Summer School Market*
- ✧ *Malaysian Universities highly received by schools and parents*
- ✧ *Photo news from April*

## Highlights from local media

- ✧ *Chinese universities ranking list is released*
- ✧ *China attracts 380,000 international students, marking growth in global education appeal*
- ✧ *Study-abroad program bears fruit for nation*
- ✧ *Over 570,000 Chinese students pursue overseas studies in 2025*

## Inside HOPE

### Hope works with more premium Chinese universities to boom “study in China initiative”

Driven by China’s continuous opening-up in education, the “Study in China” initiative has gained growing global recognition. Chinese universities, boasting robust academic strength, mature training systems and inclusive campus environment, are increasingly favoured by international students worldwide. Recent observation from Hope International Education fully reflect the booming development of inbound international education.



**Daniel Zheng and Liz Zhou visit ECUST and ECNU to discuss cooperation of recruiting international students**

In the past month, Daniel Zheng, Managing Director of Hope International Education, together with Liz Zhou, Marketing Manager of Hope Shanghai Office, paid visits to Donghua University, Shanghai International Studies University, East China Normal University and East China University of Science and Technology. In-depth discussions were held on cooperation on international student recruitment.



**Hope organized subagents to visit Westlake University**

Meanwhile, regional promotion expands in full swing. Hope Hangzhou Office organized a sub-agent delegation to visit Westlake University on 28<sup>th</sup> of April. Renowned for world-class faculty and cutting-edge scientific research platforms, the University is keen to be internationalized by recruiting more quality international students, particularly from US and Europe. Arranged by Hope, the University visited several UK state and independent

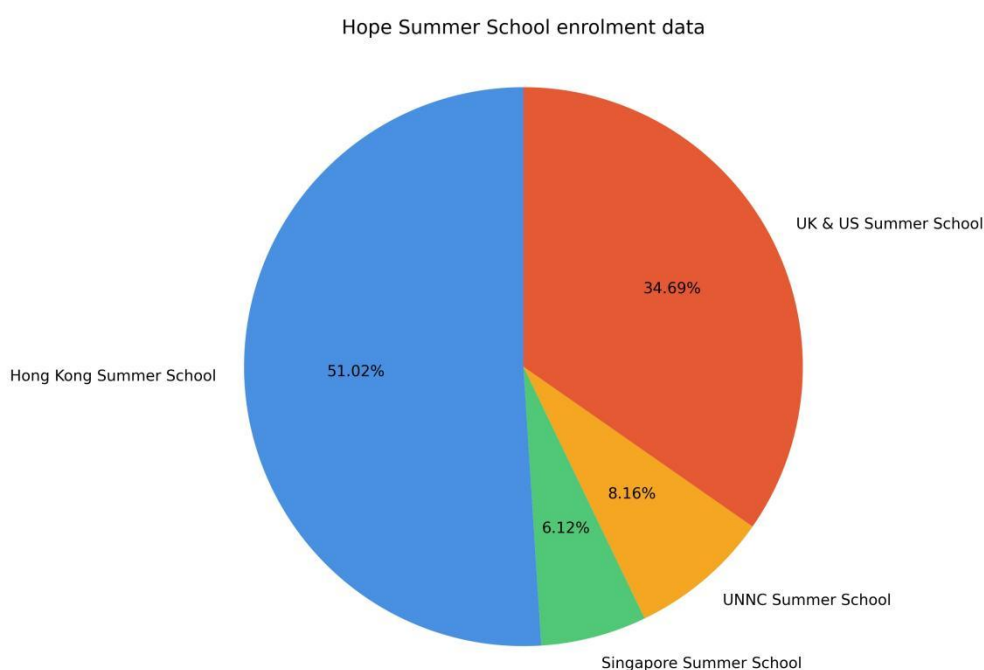
schools in the past 2 years to conduct promotion presentation and seminars. Additionally, Hope Shanghai Office has received new inquiries regarding short-term visit programs for Indonesian students, showing rising demand from Southeast Asian for China's cultural and educational experiences.

On the global front, Hope International Education keeps strengthening partnerships with more premium Chinese universities and international schools for overseas students recruitment for both degree and short culture tours to China. The team will also attend the ICEF Exhibition in Vietnam this June to tap into the fast-growing Southeast Asian student market, promote premium Chinese higher education programs, and connect with regional education partners and prospective students.

As a professional bridge linking Chinese higher education and global learners, Hope International Education will keep integrating superior educational resources, optimizing full-cycle services, and facilitating two-way educational exchanges. Moving forward, deeper cross-border cooperation will empower more international students to pursue quality education in China, and further elevate the global influence of China's inbound international education.

## Safety and Affordability Drive a Major Shift in the Summer School Market

The summer camp market in China is witnessing obvious regional differentiation in demand. Summer programs in Hong Kong and Singapore have maintained growing popularity among Chinese families. Meanwhile, domestic international programs represented by the summer camp of the University of Nottingham Ningbo China (UNNC) have also seen a steady rise in participant numbers. In contrast, summer programs in European and American regions have been suffering from declining demand, mainly affected by global economic downwardness and ongoing regional geopolitical conflicts.



According to enrollment data of Hope so far for the summer 2026, more students have registered for academic summer camps in Hong Kong, Singapore and domestic programs. However, the number of applicants for traditional UK, USA and Australian summer programs remains relatively low compared with previous years.

From the market perspective, the surging demand for Hong Kong and Singapore programs mainly stems from geographical proximity, convenient entry and exit arrangements, stable regional security, high academic value of programs, and relatively affordable overall costs. Short-distance travel greatly reduces time and costs, while their world-class university resources and English-taught academic courses can effectively support students' long term study application. In addition, integrated Chinese and western cultural environment lowers the adaptation threshold for young students.

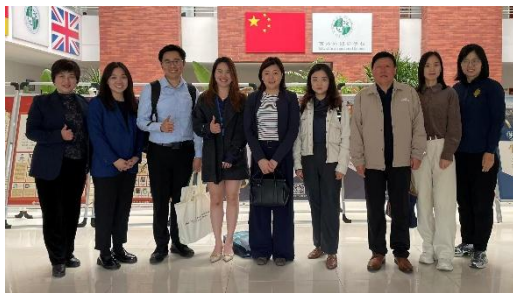
As for domestic programs such as UNNC summer camp, they attract a large number of applicants thanks to its mature British education system, top-tier international faculty, and high-quality on-campus academic experience without overseas travel. Such programs perfectly meet families' demand for high-end international education experience at home, with advantages in convenient travel, controllable costs and reliable safety guarantee.

On the contrary, European and American summer programs are facing shrinking market demand due to the declining study abroad market in these traditional destination countries. High overall expenditure, soaring international travel costs, complicated visa procedures, long-distance journeys, together with uncertain international security situation and regional conflicts, have also raised families' concerns over safety and budget. Furthermore, the diminishing marginal value of such programs in overseas university application has weakened their attractiveness to applicants.

In conclusion, the overall summer camp market is shifting. Chinese families have become more rational, prioritizing safety, convenience, cost and academic value over blind pursuit of traditional European and American programs. The market structure has gradually evolved into a pattern consisting of premium Asian overseas programs and high-quality domestic international programs.

# Malaysian universities' China tour sees their increasing popularity

After organizing our partner schools and sub-agents to visit Malaysian universities in December 2025, Hope invited some partner Malaysian universities to make return visit to international schools in China and to conduct agents briefing and training from 13<sup>th</sup> to 17<sup>th</sup> April. University of Southampton Malaysia, University of Nottingham Malaysia, Heriot-Watt University Malaysia, Kuala Lumpur University of Science and Technology attended the 5-day intensive tour in Shanghai, Hangzhou, Ningbo, Suzhou and Wuhan, visiting 8 schools and meeting with our recruitment partners in Shanghai and Hangzhou.



During the school visits, small fairs and seminars were organized, and altogether over 500 students and parents came to attend the events. During the event, a lot of questions were thrown to the university representatives, showing genuine interest in studying in Malaysia.





In Shanghai, Hope invited 20 recruitment partners from surrounding areas to attend The Night of Malaysia Information Dinner to meet the universities representatives and to learn more about Malaysian culture and education.



In Hangzhou, around 30 local recruitment partners came to the training session conducted by Hope and the visiting Malaysian universities.



University of Southampton Malaysia, University of Nottingham Malaysia also visited local university and international school in Wuhan to discuss articulation cooperation.



The market for Malaysia is growing, and Hope will consider continuously organizing our recruitment partners to visit our partner universities/schools in Malaysia, and furthermore, may organize students to visit Malaysian universities for summer camp in the future.

# INSIDE HOPE - Photo news of April



On 20<sup>th</sup> of April , Daniel Zheng, Managing Director of Hope International Education, and Alice Zhang, International Partnership Manager, attended the Loughborough University China Networking Event to discuss ways to better serve students. In addition, Hope accompanied Loughborough University to visit Shanghai International Studies University to review the existing cooperation between the two universities.



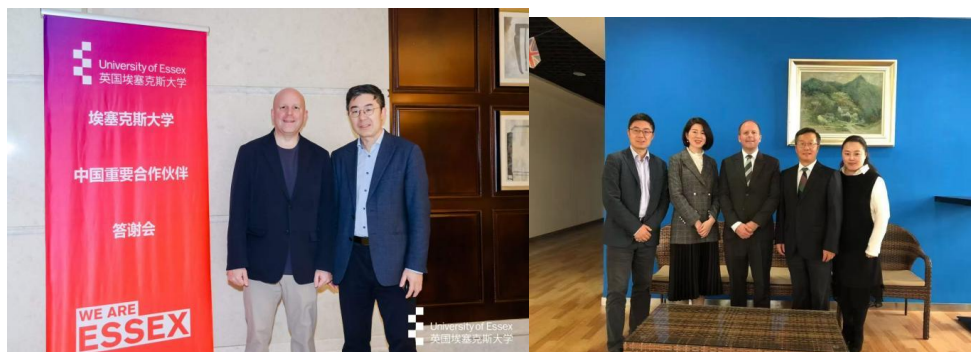
During the busy month of April, the Shanghai office of Hope International Education received visits from numerous universities, including the London Film School and Heriot-Watt University Malaysia. Both parties discussed future cooperation models.



With the assistance of Hope International Education, Shanghai Ivy College has successfully signed a sister-school MOU with Cheshire College South & West, UK.



Pickleball for the 3<sup>rd</sup> age! A group of 50+ were invited to experience this increasingly popular sport as part of a series of promotions for Hope's 50+ programme.



Employer changes, friendship remains! Daniel Zheng recently met with his old friend Simon Foster on University of Essex key partner appreciation lunch to recall 18 year's friendship dated back to the time when Simon worked for Loughborough University.



On 28<sup>th</sup> of April, Hope International Education Hangzhou office help invited Newcastle University and University of Nottingham Ningbo to attend a university fair at an International School in Anji City.



On 30 April, Daniel Zheng, Managing Director of Hope International Education, and Alice Zhang, International Partnership Manager, were invited to China Partner’s Night hosted by the University of Nottingham Malaysia. The discussion focused on the overall trends of Chinese students pursuing higher education in Malaysia, and strategic updates on UNM’s development and future collaboration opportunities.

## News from local media

### Chinese universities ranking list is released

By Yang Yang | chinadaily.com.cn | Updated: 2026-04-15 14:14 

ShanghaiRanking, a higher education consultancy, released the 2026 Best Chinese Universities list on Tuesday. Tsinghua University, Peking University, and Zhejiang University secured the top three positions in the comprehensive universities category.

This annual ranking, initiated in 2015, evaluates over 1,000 institutions that offer undergraduate courses across China. The institutions are assessed across categories, including comprehensive universities, eight specialized universities, and four private universities.

The main list for comprehensive universities features 590 institutions. Tsinghua University, Peking University, and Zhejiang University have retained the top three spots for the 12th consecutive year, while Shanghai Jiao Tong University and Fudan University are tied for fifth place.

Notably, 91 of the top 100 universities are classified as "Double First-Class" universities. Taiyuan University of Technology is a new addition to this group, having climbed six places from last year to 97th this year.

The ranking uses a detailed evaluation system with 10 modules, 35 dimensions, 104 indicators, and 398 variables.

"The ranking aims to reflect the core mission of Chinese universities today and meet the external expectations of their value. The two most important features of our ranking system are its emphasis on talent cultivation and focus on serving the nation," said Cheng Ying, founder of ShanghaiRanking.

To better meet the higher education evaluation expectations, ShanghaiRanking has refined the indicators used in this year's ranking.

This includes adding the newly introduced agricultural discipline certification to the national and certified program statistics. The research platform indicators have also been expanded to include various national and ministerial research platforms, such as the National Belt and Road Joint Laboratories, Ministry of Education regional and country research bases, and key laboratories from the Ministry of Natural Resources, Ministry of Transport, the Ministry of Culture and Tourism, and the Ministry of Housing and Urban-Rural Development.

Other top universities in different specialized categories include Peking Union Medical College, which has maintained its top position among medical universities, Beijing University of Chinese Medicine, which claims the top spot in Chinese medicine universities, Shanghai University of Finance and Economics, which is ranked first among finance universities, Beijing Foreign Studies University, which leads the language university rankings, and China University of Political Science and Law, which secured the top position in the political science and law category.



## China attracts 380,000 international students, marking growth in global education appeal

By Zou Shuo | chinadaily.com.cn | Updated: 2026-04-13 12:06 **f Xin+**

A total of 380,000 international students from 191 countries and regions were studying in China during the 2024–2025 academic year, according to a senior education official.

The statistics were released by Xi Ru, a senior official at the Ministry of Education's Department of International Cooperation and Exchanges, at the 2026 China Study Abroad Forum in Beijing on Friday, marking the country's growing appeal as a leading global destination for higher education.

The statistics showed that Chinese government scholarship recipients accounted for about 8 percent of the total enrollment. In terms of regional distribution, Asian students made up the largest share at 61.1 percent, followed by Africa at 16.2 percent, Europe at 15.6 percent, and the Americas and Oceania together at 7.1 percent.

Among the total international student body, degree-seeking students reached 205,000, with postgraduates representing 35 percent. Engineering emerged as the most popular field of study among all degree programs, ranking first with 27.8 percent of degree-seeking students.

According to Xi, the data indicated that China's international education sector is still recovering from the impact of the COVID-19 pandemic but has already demonstrated notable improvements. The national diversity of the student body has expanded, the academic structure has become more balanced with a higher share of postgraduate students, and the choice of academic disciplines has become more responsive to market needs, she said.

The CSAF has been held annually since 2004 as a key platform for facilitating high-level dialogue and practical cooperation between China and other countries in the field of international education.

# Study-abroad program bears fruit for nation

By ZOU SHUO | chinadaily.com.cn | Updated: 2026-04-10 23:14 

More than 570,000 Chinese students pursued their higher education overseas in 2025, while the number of those who came back after completing their studies abroad also increased, according to data released at the 2026 China Study Abroad Forum, which opened on Friday in Beijing. The figures signal a sustained "return to China" trend, said officials and experts.

Wang Daquan, head of the Chinese Service Center for Scholarly Exchange, noted that 570,600 Chinese students studied abroad last year, while 535,600 returned to China after completing their studies. Data shows the number of returnees increased by 40,600 compared with 2024 and by 120,000 compared with 2023. "We have noticed that although domestic and international environments are changing, Chinese students' willingness to study abroad remains strong," Wang said.

Statistics show that from 1978 to 2024, a total of 8.88 million Chinese students studied overseas, with 7.43 million completing their programs and 6.44 million choosing to return to China after graduation.

A report on employment trends among returnees, which was also released at the forum, indicates that the return of high-level talent is accelerating, with more than 50 percent of overseas graduates expressing a stronger intention of seeking jobs in China.

The concentration of returnees remains high in traditional talent hubs such as Beijing, Shanghai, and the Guangdong-Hong Kong-Macao Greater Bay Area. At the same time, new first-tier cities, including Hangzhou in Zhejiang province, Chengdu in Sichuan province, Suzhou in Jiangsu province, and Chongqing — are gaining ground as attractive destinations, driven by favorable policies and industrial upgrading. In terms of sectors, finance, information technology and education are the top three career choices, the report said.

Jo Johnson, former UK minister of state for universities, science, research and innovation, emphasized the importance of two-way academic mobility. "For a long time, the conversation focused on students traveling abroad, East to West, but the future of global learning must naturally be circular, reciprocal, and rich in both directions," he said. "One thing remains constant, and that's the fact that education is the most durable bridge between countries."

Johnson said three essential things happen when students move across borders: academic growth through exposure to different teaching styles, research cultures and intellectual traditions; cultural understanding; and the formation of lasting networks.

Ren Youqun, China's vice-minister of education, said that Chinese education is becoming a more important global force, with its higher quality, greater openness and stronger inculcation of responsibility. "Pursuing studies abroad serves as an important bridge for mutual learning among civilizations, and it is a key link for talent exchanges," Ren said, calling on countries to enhance communication, deepen cooperation, and create a more friendly and inclusive environment for overseas students.

# Over 570,000 Chinese students pursue overseas studies in 2025

By ZOU SHUO | chinadaily.com.cn | Updated: 2026-04-10 09:59 

More than 570,000 Chinese students pursued their education abroad in 2025, Wang Daquan, head of the Chinese Service Center for Scholarly Exchange said on Friday.

Speaking at the 2026 China Study Abroad Forum held in Beijing, Wang revealed that the total number of Chinese students studying abroad reached 570,600 last year, while the number of students returning to China after completing their studies stood at 535,600.

"We have noticed that although the domestic and international environments are changing, Chinese students' willingness to study abroad remains strong," said Wang.