

# South China Education Newsletter

January 2011

U.S. CONSULATE GENERAL GUANGZHOU

## Greeting from U.S. Consulate - Guangzhou!

Thank you all for your efforts in 2010. The following is my January 2011 education newsletter with market information for you and your schools. Enjoy!

## Headlines Statistics

- In the 2009-2010 academic year, China sent over 220,000 students abroad. Nearly 130,000 of these students studied in the US, a record number, and a 30% increase from the year before.
- Guangdong residents account for one tenth of China's market of students who study overseas.
- Guangdong is one of the wealthiest provinces in China. Guangdong accounted for 12% of China's total GDP in 2009, and has the third highest GDP per capita in China.

## Guangdong Colleges Plan to send 10% of their Students to Study Overseas

Colleges in Guangdong are eager to set up exchange programs with foreign schools. The provincial government has set the goal to send 10% of Guangdong students to study overseas this decade, and plans to attract three to five foreign universities to set up partnership campuses with local universities.

In 2009, Guangdong had 65,900 full time postgraduate students and 1.33 million college students.

Sun Yat-sen University, (a top-10 university in China) just announced plans to send fully 10% of its students to study overseas within two years by expanding its exchange programs. Guangzhou University also plans to send 10% of its students to study in overseas colleges within the next five years.

### What this means for you!

There are great opportunities for U.S. universities to recruit Chinese students to study at their schools, as well as set up joint student exchange programs with Chinese universities, or even establish satellite campuses in South China. Let me know if you are interested in these opportunities and I can introduce you to local partners that match your goals and academic criteria.

## Top-Ten China MBA Program seeks American MBA Partner(s)

Jinan University (a top-ten China MBA) seeks US business school partner(s) to establish a close and deep relationship in the areas of student exchange, academic cooperation, international programs, co-branded management case developments, possible MBA degree partnering, etc.

Jinan University is based in Guangzhou it was founded in 1906. *Forbes'* Magazine awarded Jinan's School of Management one of the "most valuable Business Schools in China".

For more information please consult Jinan's website: [www.jnmba.org](http://www.jnmba.org). If you are interested in an introduction, please let me know.

## Chinese Change “Extra Credits” System

Starting this year, Chinese education authorities will tighten their policy to grant “extra credits” for the national college entrance examination -- greatly reducing and more closely scrutinizing the bonus point system for entrance into colleges and universities in China.

Under the policy of “extra credits”, high school students who won awards in national Olympic competitions in math, physics, chemistry and biology received up to 20 extra bonus points on their national college entrance exam scores. Students with specific talents and ethnic minorities also benefited from this policy. In the past, it was found that some parents helped their children fabricate awards and falsify qualifications in order to receive extra credits.

## Mainland Scraps University Exam for HK Students

Hong Kong students will be able to apply directly to mainland universities in 2012 without taking the national entrance exam. The change, to take effect when Hong Kong’s new “3+3+4” education system begins, will bring the two systems closer together and boost academic exchanges. The cost of sending children to the mainland for studies is much lower than the US, and there is a growing demand for Hong Kong students to study on the mainland. Hong Kong students now will also find it easier to adapt to life on the mainland because they have learned Mandarin in primary and secondary schools. Ministry figures show that in August 2010 there were 10,979 Hong Kong students enrolled in tertiary education on the mainland.

### What this means for you!

Your student recruits from Hong Kong may now take a closer look at growing, more affordable and more accessible education offerings in mainland China. For those US institutions with joint programs in China, this may create even better recruitment opportunities in Hong Kong for your programs in China.

## 30% INCREASE: China now #1 source of foreign students in U.S.

Over the years China’s students have consistently attended U.S. graduate schools. Today, undergraduates now represent the fastest-growing group of international students in the U.S. In the 2009 – 2010 school year, more than 130,000 Chinese students were studying in the U.S., up 30% from the previous year, making China the number one country for sending foreign students to the U.S. Most of these students pay full tuition, benefiting campuses where the economic downturn has gutted endowment or state financing. China is now home to a growing number of middle-class parents who have saved for years to get their only child into a top school. U.S. colleges offer the chance to gain fluency in English, develop real-world skills, and land a coveted position with a multinational corporation or government agency.

Since the 1990s, China has doubled its number of higher education institutions. More than 60 percent of high school graduates now attend a university, up from 20 percent in the 1980s. But this surge has left millions of diploma-wielding young people unable to find white-collar work in a country still heavily reliant on low-paying manufacturing.

### What this means for you!

Chinese families are looking for better education resources for their one child. Opportunities to recruit in China for all types of training and degrees is better than ever – with double digit increases expected for many years to come.