

CHINA EDUCATION NEWSLETTER

A quarterly newsletter for American educators who are interested in China

April 2012



U.S. CONSULATE GENERAL GUANGZHOU
COMMERCIAL SECTION



Upcoming Events

June 17, 2012
Shinyway Study Fair
Shenzhen

June 23, 2012
Shinyway Study Fair
Guangzhou

June 30, 2012
GSCSE Study Fair
Guangzhou



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For more information about the education market in China, to arrange study fairs, briefings, and meetings, or to subscribe to this newsletter, please contact

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NUMBER OF GUANGDONG'S HIGH SCHOOL APPLICANTS INCREASE

There are increasing market opportunities for U.S. high schools in South China. In Guangdong, more Chinese schools have set up international classes and more foreign language schools have been established. Most of these Chinese high school students have strong interest to study abroad. Their destination countries include U.S., U.K., Australia, Canada, and Singapore, etc. Increasing number of Chinese families are considering sending their children to study in foreign high schools. Chinese parents believe that for their children to studying overseas in



their teens makes it easier to adapt to foreign languages and cultures. It will also be beneficial for them to apply to prestigious foreign universities. In Guangzhou, the number of high school applicants for overseas study in 2010 has increased 30% compared with that of 2009. Half of the applicants have applied for U.S. high schools. The study agents in Guangzhou and Shenzhen reported that the number of their high school applicants have increased anywhere from 20% to 50% in 2011.

CHINESE STUDENTS HAVE TUITION FUNDS, BUT LACK LANGUAGE SKILLS

Chinese students seeking to study in the U.S. have the money to do so but many lack the required English-language skills. Based on a survey conducted on 18,000 Chinese students, 53% of them can afford to spend \$40,000 or more per year on an undergraduate program, 22% could spend \$10,000 to \$40,000 a year. More than one third of these students, however, don't speak English well enough for American classroom teaching. Only 18% have the advanced linguistic skills that allow them to participate in a seminar-type class.



There is a strong market demand for language training for those who are relatively weak in English skill and want to study abroad. Therefore, China serves as a market with tremendous growth potential for U.S. universities with English programs, community colleges, and institutions that offer conditional admission to students with weak language skills.



STUDY TOURS FOR UNIVERSITY COURSES OVERSEAS BECOMING POPULAR

The number of Chinese students going to overseas study camps during vacations has boomed. For example, student numbers enrolling for the global study tour at New Oriental school (its parent company is the largest education group in China) have increased 10 times since 2007 to the end of 2011. The global study tour is an overseas trip with peers, led by one or two teachers, costing from \$4,740 (RMB30,000) to \$6,320 (RMB 40,000). The tour typically last for two to four weeks and involve travel and lessons on local culture and

schools. The study tour gives students an opportunity to live with host families, participate in school activities and immerse themselves in local culture abroad. The tour provides students a great opportunity to experience classes and life abroad, in addition to providing face-to-face meetings with faculty members and students from the universities involved.

Source: http://www.chinadaily.com.cn/usa/epaper/2012-01/30/content_14505962.htm

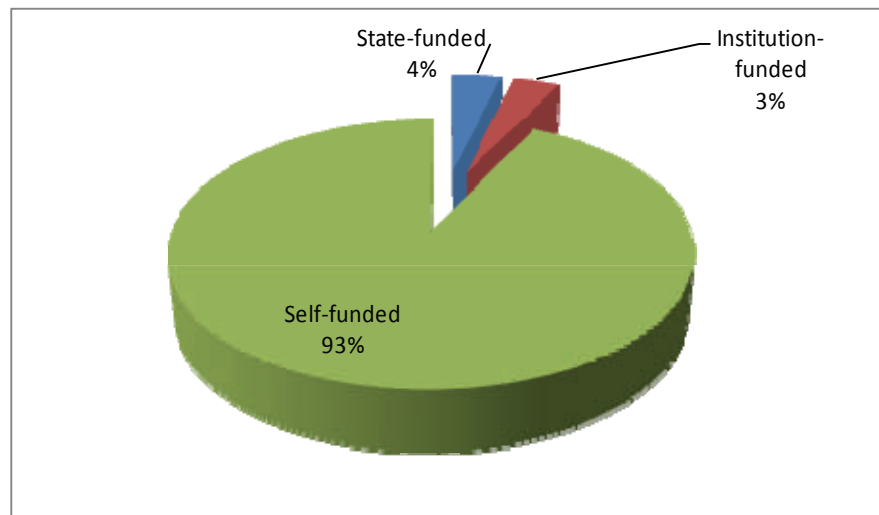
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Parents needs to be reasonable and clear about what they expect from any educational investment

Professor at Renmin University of China

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93 PERCENT CHINESE STUDY OVERSEAS SELF-FUNDED IN 2011



Source: http://www.edu.cn/jiao_yu_bu_871/20120210/t20120210_739439.shtml

OVERSEAS EDUCATION—SHORTCUT TO SUCCESS?



Some Chinese parents may see an overseas education as a shortcut to success. Chinese families, especially from the smaller cities, don't always have enough savings to pay the costs involved in overseas study. Some Chinese parents in small cities may even sell their apartments to fund their children's study abroad.

Everyone knows Chinese parents are willing to spend money on their children's

education. Not every student will be suited to the challenges of overseas study, which involves extra stresses such as coming to terms with language, lifestyle and culture differences, and requires a lot of self-discipline. It is essential for families to carefully make decision of study abroad to avoid potential financial burdens.

Source (Debt: Rash parents learn the hard way): <http://www.google.com/search?q=debt:+rash+parents+learn+the+hard+way&hl=zh-CN&qbv=2&prmd=ivns&ei=-PKdT5600Mee6AHjI8HhDq&start=0&sa=N>

