



INTERNATIONAL EDUCATION SERVICES

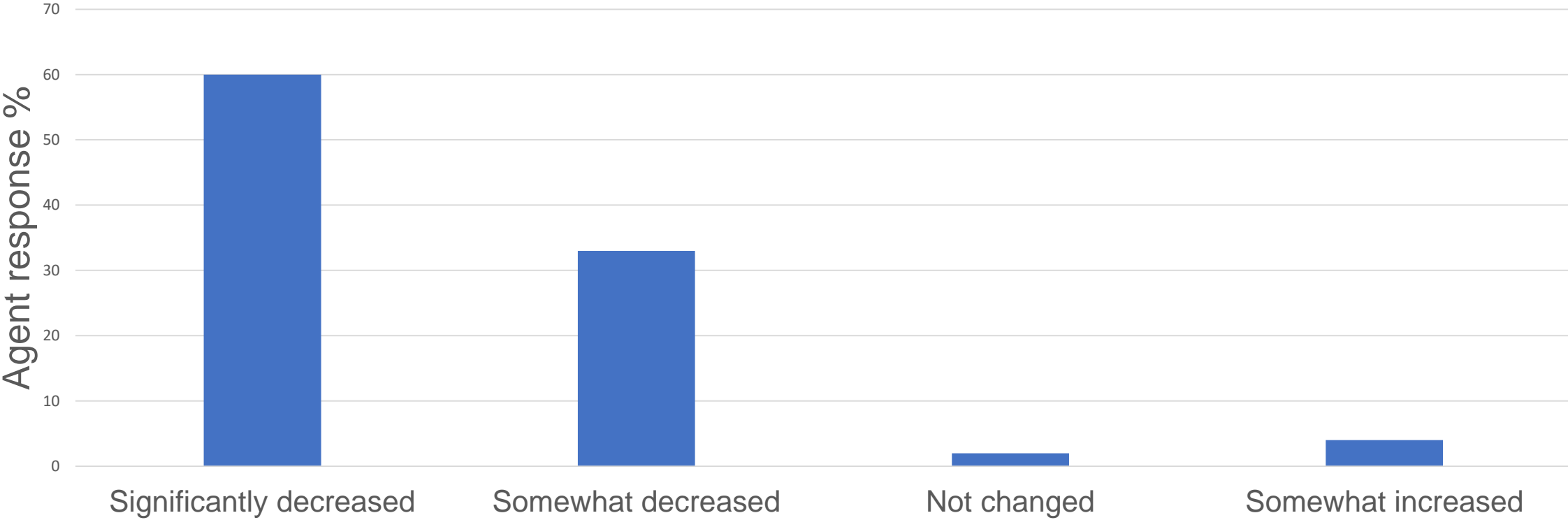
Market sentiment towards the UK in light of Covid-19 – the evolving perspective from East Asia markets

April 2020

<https://education-services.britishcouncil.org>

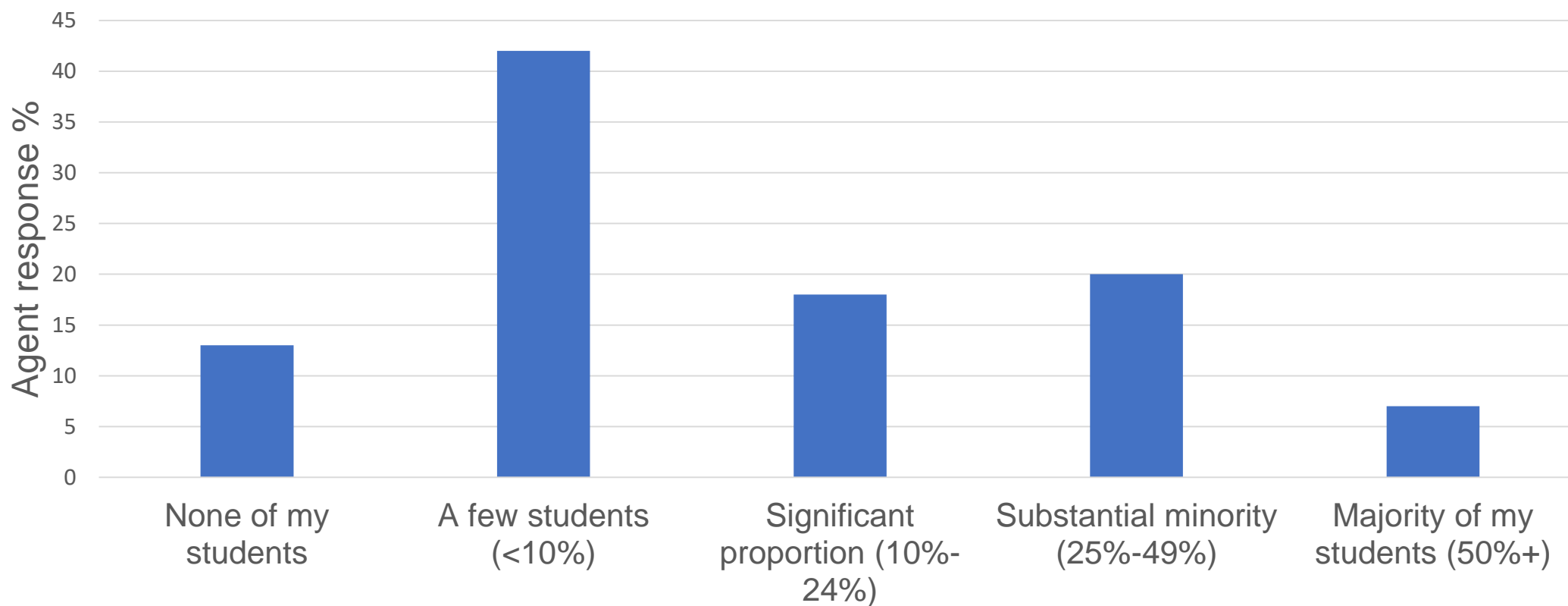
Covid-19 impact on Education Agents in East Asia

Has the total number of student consultations been affected compared to previous years?



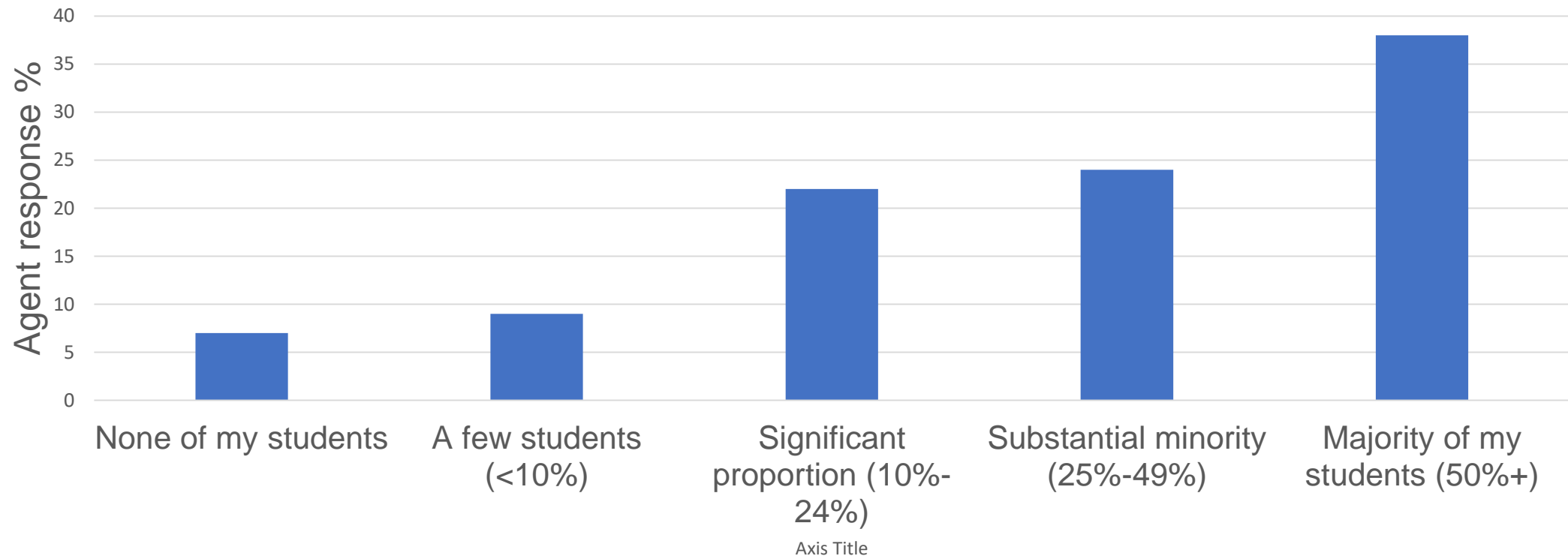
How have your students who were planning to go abroad for the coming academic year (2020-21) responded to the Covid-19 outbreak?

Cancelled plans to study overseas



How have your students who were planning to go abroad for the coming academic year (2020-21) responded to the Covid-19 outbreak?

Delayed plans to study overseas



Covid-19 impact on Education Agents in East Asia

1. On the whole – ‘wait and see’ approach remains across the region for prospective students
2. Well-being and safety remain key concerns for both current and prospective students
3. Discussions about quality of online teaching
4. Interest in UK’s approach to September enrolments

Covid-19 impact on Education Agents in East Asia – key takeaways

1. Regular comms to agents remains essential
2. Highlight health, safety and well-being measures – current and future
3. When it's possible – clear information on September 2020 and onwards is needed

Hong Kong, South Korea, Japan, Taiwan

Public examinations arrangement:

Taiwan: The school-term is running as normal, dates for college entrance examinations in June will not change.

Hong Kong: The HKDSE were started on April 24th. Exam results should be released on 22nd of July, and JUPAS result will be released on 13 August.

South Korea: postpone the national college entrance exam, set for 19 Nov 2020, by two weeks to 3 Dec 2020

Japan: Government has yet considered revamping the entire Japanese school calendar of 2020-2021.

Hong Kong, South Korea, Japan, Taiwan

Unfavourable news:

NEWS, HEALTH, CORONAVIRUS

HONG KONG RECORDS 4 NEW COVID-19 INFECTIONS IN U.K. RETURNEES

S. Korean Student to Face Punishment for Hiding Symptoms at Quarantine Check

Write: 2020-04-06 08:34:39 / Update: 2020-04-06 11:04:00

Thailand and Vietnam

- Questions on on-line course provision
- Support from Thai government for scholarships remains the same, but scholars are to delay their study plans to 2021.
- More promotion of TNE options in Vietnam market
- Perception of the UK is starting to improve

Positive news on the media

6. A message to Thais both in the UK and in Thailand

"In this critical circumstance, every officer, from doctors and nurses to porters and garbage collectors, is working hard to support (the nation). Everyone, whether in the UK or in Thailand should stay home, maintain social distancing, wash hands, wear masks, monitor their own symptoms and most importantly, take care of their mental health and support each other."



YOUTUBE.COM

สถานการณ์โควิด-19 ในอังกฤษ ผ่านมุมมองแพทย์ไทย - BBC News ไทย

Quốc vụ khanh phụ trách các vấn đề đại học Vương quốc Anh khẳng định Chính phủ Anh thực hiện các biện pháp ưu tiên bảo vệ **sức khỏe** cho sinh viên quốc tế và ngăn chặn **những hệ lụy xấu nhất do Covid-19** gây ra cho các em.



Một du học sinh Việt Nam tại Anh

“

Emergency services will be available to international students as well as

”

British citizens amid Covid-19

Indonesia, Malaysia, Singapore

Key concerns in decision making:

- Uncertainty: whether to join a local/TNE institution, whether to delay by a year, whether to opt for online classes
- Government scholarships continue with changes: suspension of travel for time being; flexibility to accommodate individual circumstances
- Concerns about delays due to results, visas and deferred local exams

Indonesia, Malaysia, Singapore – changes to local academic cycles

Indonesia:

- School exams are cancelled.
- University exam schedules are varied and government is allowing flexibility in exam/assessment methods.

Malaysia:

- Semester 2 exams for the STPM postponed until August.
- Exams for semester 3 postponed until the first quarter of 2021.
- SPM for 2020 has now been pushed to Q1 of 2021.

Singapore:

- Local school end of year exams will proceed in October.
- Local school end of year exams language exams in June and October.
- UG exams are replaced by online/assessments, projects or other work.
- PG exams are proceeding with online options/assessments, projects or other work/assessments.

China

- Schools and universities staggered reopening
- Gaokao delayed one month to 7-8 July – all provinces
- CSCSE announce flexibility on overseas distance learning recognition during epidemic period – ***this relates to those Chinese students who are studying foreign degrees overseas***
- China's Ministry of Education plans to launch an international online teaching platform, delivering English-medium courses delivered by Chinese HEIs
- IELTS Indicator – not currently available in Mainland China

China

