

**BEIJING  
OVERSEAS  
STUDY  
SERVICE  
ASSOCIATION**

*REPORT OF CHINA STUDY ABROAD INDUSTRY*

*IMPACTED BY OUTBREAK OF NOVEL CORONAVIRUS*



**北京留学服务行业协会**  
Beijing Overseas-Study Service Association



# 1

## EXECUTIVE SUMMARY

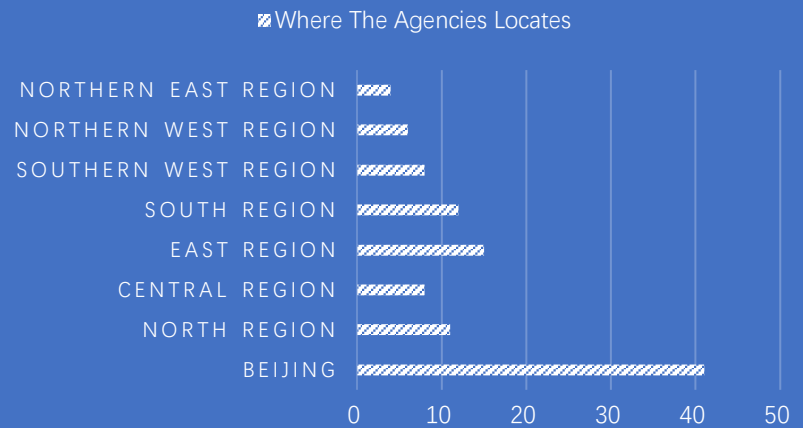
Beijing Overseas Study Service Association has conducted a survey of our members on the impact of Novel Coronavirus on study abroad industry in China. Since Wuhan's closure on January 23<sup>rd</sup>, China is experiencing an unprecedented large-scale battle against the epidemic. International Education one of the most affected sectors by the outbreak. With confidence in the future of study abroad industry being challenged, BOSSA shares informational resources to support the encourage its China education agency members to help overcome difficulties caused by quarantines, travel bans, and overall disruption of business.

1. The novel coronavirus outbreak has seriously affected the business operation model of Chinese recruiting agencies. 86% of Agencies has resumed work but via telecommuting.
2. The epidemic has invariably caused 40% - 60% of students to be directly affected in college application, visa application as well as exit and entry.
3. Negative feelings of study abroad industry in 2020 are prevailing. 66% of the agencies forecast a decline in students going abroad this year as a result.
4. Studying abroad is a long-term plan and the overall trend of overseas enrollment will not change. 64% of agencies reflected students won't change their original plans to study abroad.
5. Summer time short-term programmes are considered the most impaired. 83% of agencies believe summer camp recruitment and preparation is affected in 2020.

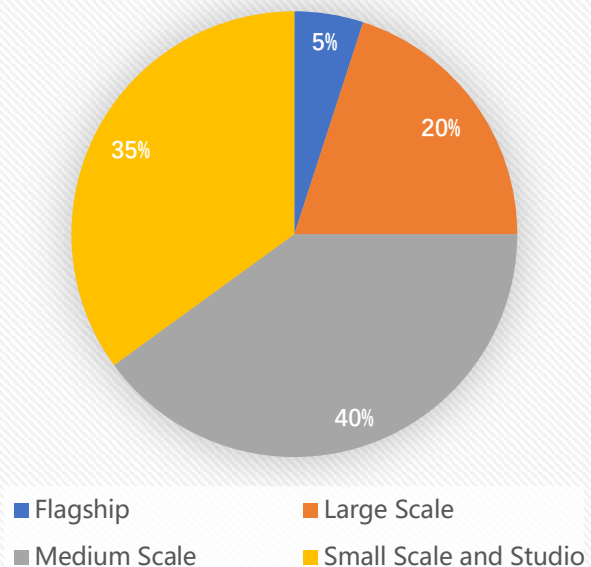
# 2 SURVEY PROFILE

The survey is conducted by BOSSA which represents the views of recruiting agency members across China. The members include flagship scale agencies (5%), large-scale agencies (20%), medium-scale agencies (40%) and small-scale or studio agencies (35%) which offers studying abroad, language training and other services where locates in Beijing, Shanghai, Guangdong, Shandong and other provinces across China.

## WHERE THE AGENCIES LOCATES



## Scale of Agencies



# 3 FINDINGS

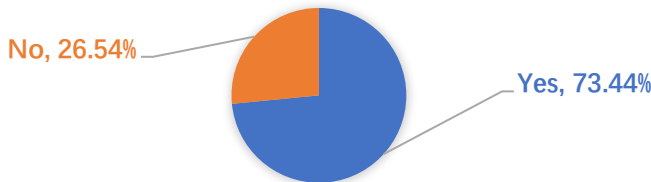
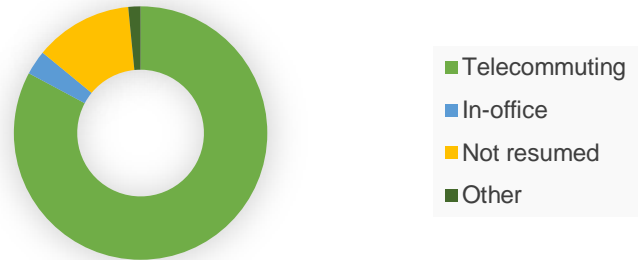
## 1. Current Working status

Remotely, telecommuting: 82.81%

In office: 3.12%

Not yet resumed: 12.5%

Other: 1.56%



## 2. Are student consultations lower in number than in previous years?

Yes: 73.44%

No: 26.56%

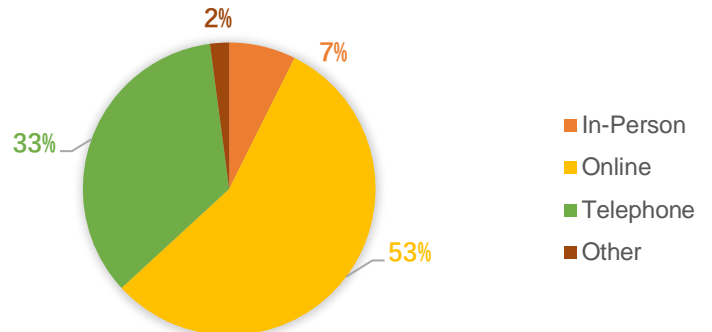
## 3. Current consultation methods by agencies

In-person: 7%

Online: 53%

Telephone: 33%

Others: 2%



## 4. Problems that application processing students are experiencing reported by agencies

Incomplete materials due to cancellation of standardized test: 35%

Incomplete materials due to delayed school start: 28%

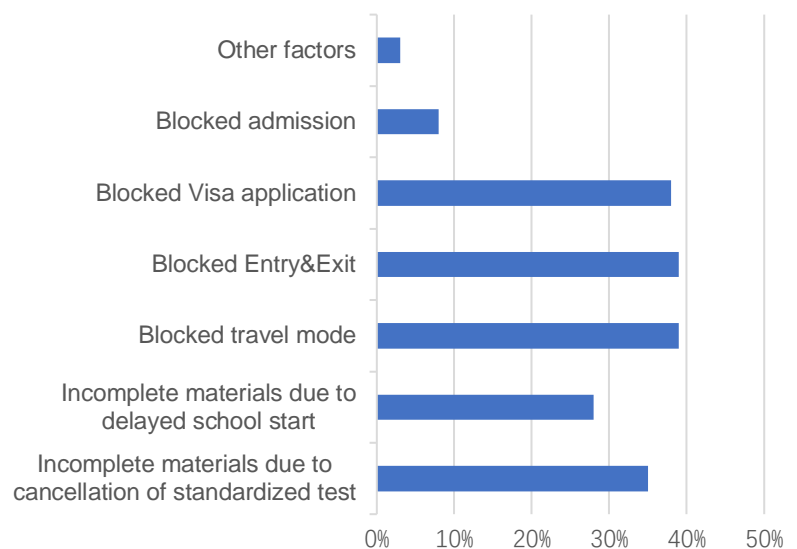
Blocked travel mode: 39%

Blocked entry and exit: 39%

Blocked visa application: 38%

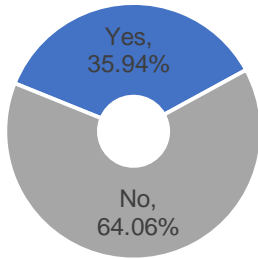
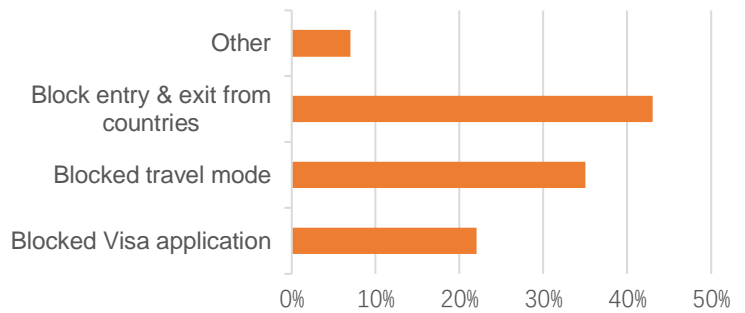
Blocked admission: 8%

Other factors: 3%



### 5. Problems that currently enrolled students are experiencing reported by Agencies?

Blocked Visa application: 22%  
Blocked travel mode: 35%  
Block entry and exit from country: 43%  
Other: 7%

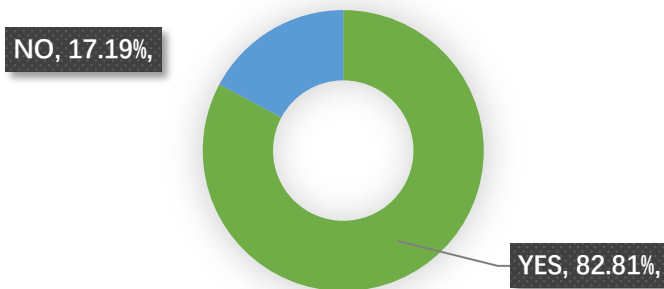
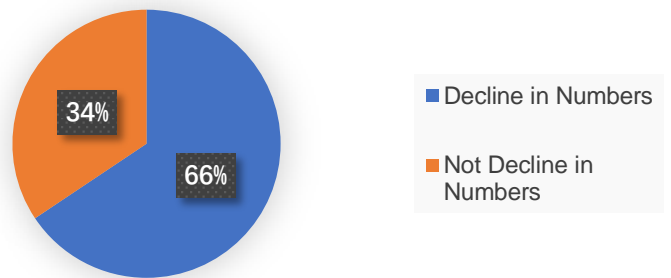


### 6. Will students change their plan of going abroad due to the impact of the epidemic?

Yes: 35.94%  
No: 64.06%

### 7. Will the total number of students studying abroad decline this year?

Yes: 65.62%  
No: 34.38%

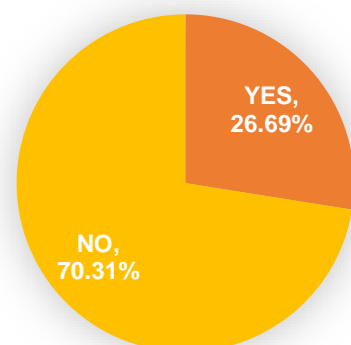


### 8. Does the current epidemic affect (recruitment & preparation) of summer camps abroad?

Yes: 82.81%  
No: 17.19%

### 9. Have received reports of discrimination against Chinese students?

Yes: 29.69%  
No: 70.31%



### **10. In case of Changing destination countries, which planned destination countries are changed?**

United States, Australia, New Zealand, United Kingdom, Singapore and others.

### **11. How do agency respond to the current epidemic situation?**

1. Work is generally carried out online, to strengthen or implement strategy of online business model;
2. Pay close attention to official reports and institute's information, communicate with the schools/universities/partners, endeavor to delay of application and admission deadline, deliver feedback to students and parents in time;
3. Take a wait-and-see approach, streamline internal management.

### **12. What is the most concerning issue for agencies at present?**

1. The epidemic continues developing, and normal business cannot be restored in a long term;
2. Enrollment in the fall 2020 might be affected due to exacerbating of application process, visa application and exit & entry restrictions, then causing students to eventually need to postpone this year's study abroad plan;
3. Increasing burden and risk the survival of enterprise.

### **13. What supports agencies expect from government?**

1. Appeasing population, stemming panic, guiding actively and restore to normal as soon as possible;
2. Reduce the financial burden of enterprise;
3. Communicate with foreign government, embassies and airline to solve the problems of travelling, exit & entry etc.;
4. Positive guidance from media.

### **14. What Supports agencies expect from overseas educators?**

1. Postponing the deadline of application, admission and registration, as well as provide online credit courses;
2. Allowing application submitted first, resubmitting other materials if condition allowed;
3. Provide online admission and interviews;
4. Treat Chinese student fairly and eliminate discriminations;
5. Other policies and supports for agencies.

## About Us

### China's leading membership association in international education

BOSSA, The Beijing Overseas Study Service Association, an NGO founded in 2004, is directed by the Beijing Municipal Commission of Education. It is the largest association for the international education industry in Mainland China. Its affiliated association, the China Overseas Study Service Alliance (COSSA), represents all larger-sized agencies outside of Beijing in provinces throughout China. Together, BOSSA & COSSA is the national membership association with 300+ Chinese study abroad agencies, education providers and organizations. The members of these two associations account for the majority of all outbound Chinese student exchanges in the world. BOSSA bridges overseas educators and Chinese agencies, thus founding the Alliance of China Representatives in 2019 with 100+ representatives of foreign universities and institutional members. The mission of BOSSA & COSSA is to train, guide and evaluate agencies according to government policies and international industry standards.

BOSSA works with international education organizations to provide training service for Chinese counselors and provides an online training platform including both Chinese senior counselors to share the experience and foreign educators to deliver the training lecture. BOSSA has also promoted outstanding counselors, from members to organizations, in other industries such as insurance, banking, and other enterprises. By the endorsement and reputation of BOSSA, outside (non-education) organizations are more likely to accept the service provided by BOSSA's members. With rapid development of studying abroad in China, such overseas service providers have gained the popularity in China. BOSSA has gathered and resourced excellent overseas service providers to promote their services through various member channels.

China has emerged as the largest resource of international students worldwide with numbers of Chinese students studying overseas increasing every year. In the future, BOSSA will continually provide services to our members both in China and worldwide as well as to Chinese students.



北京留学服务行业协会  
Beijing Overseas-Study Service Association

