

## UK School and College Mission – China 2012

### Background

Strong economic tendency shows that there are an increasing number of Chinese parents who can afford and choose for their children to study in an English environment from a very young age. This is shown by the increasing number of international and private schools in China, bi-lingual programmes, and various international exchange programmes at school level. Feedback analysis from visitors enquiring at British Council Information Centres, participants attending British Council marketing activities, number of students sent via key agents, level of study chosen by Education UK web members all indicate that there is a steady and growing demand in studying school-level qualifications in the UK. The UK has been one of the most popular study destinations for its high quality, comprehensive quality assurance system, high visa success rate, favourable environment for international students and career prospects.

China is the second largest student source country providing 10% of the total students to the UK. In 2010/11 a total of 3428 students from mainland China studied at independent boarding schools and colleges in the UK.

### Benefits for UK institutions

Feedback from the 2007 mission was very positive with 100% “good” & “satisfactory” rating from UK participating institutions. During the event, they met with those who are interested in understanding and studying school qualifications in the UK, and also established long-term partnerships with Chinese local schools, agents and other business partners. We believe that the organisation of the UK School Mission in the selected cities will help boost the market and increase UK’s market share in the school sector.

The mission will support UK schools and colleges in promoting the UK school sector in China and will aim to achieve the following:

- To showcase the UK’s excellence in school sector and position the UK as the first choice for Chinese students
- To provide information and opportunities for students and their influencers who wish to study/send their children to study school level qualifications (GCSE / A-levels / Scottish Highers / Advanced Highers etc) in the UK
- To provide UK institutions with a platform for setting up business links with relevant local schools and recruiting Chinese students
- To generate opportunities for overseas campuses or in-country delivered joint programmes to secure long-term and high quality students
- To understand and collect the most updated intelligence from the leading schools’ demand for international collaboration in China
- To take advantage of leading national media exposure, free of charge

## Event details

<b>City and Dates</b>	<p><b>Guangzhou 14 October 2012 (Sunday)</b> Guangzhou session is student-recruitment-oriented. You will meet students, parents, agents and teachers from local schools.</p> <p><b>Shanghai 16 October 2012 (Tuesday)</b> Shanghai session is partnership-oriented. You will meet head teachers / principals from Shanghai secondary schools as well as join presentations / panel discussions on international collaboration in terms of GCSE/A-level courses with free media exposure.</p>
<b>Cost</b>	<p><b>GBP 800 per each UK school for Guangzhou session.</b> <b>GBP 300 per each UK school for Shanghai session.</b></p> <p>This includes:</p> <ul style="list-style-type: none"> <li>• Venue hire</li> <li>• Country briefing on School Sector development in China</li> <li>• Networking meeting with local education contacts</li> <li>• Meeting with local schools or prestige customers of banks</li> <li>• Meeting with prospective students and their parents</li> <li>• Event promotion through British Council online and offline channels</li> </ul> <p>Please note that the participation fee does not include international or domestic travel, accommodation, subsistence or freight. And it's also <u>exclusive of VAT</u>.</p> <p>The British Council China will negotiate discounted rates in local hotels; details will be made available to accepted participants in due course.</p> <p>Should any UK schools like to arrange appointments with specific local schools that have interests on further collaborations please feel free to contact us. <u>GBP100</u> will be charged for each appointment.</p>
<b>programme (TBD)</b>	<p><b>Guangzhou session on 14 Oct 2012</b></p> <ul style="list-style-type: none"> <li>• 11:00 – 12:00 Country briefing on School Sector development in China</li> <li>• 12:00 – 13:00 Light lunch</li> <li>• 13:00 – 14:00 Booth dressing</li> <li>• 14:00 – 17:00 A three-hour mini information day where school representatives can meet with parents and students</li> </ul> <p><b>Shanghai session on 16 Oct 2012</b></p> <ul style="list-style-type: none"> <li>• 9:30 – 12:00 Campus tour at one leading school in Shanghai</li> <li>• Free mingling / familiarization session with principles from leading schools, and well-known education analysts and commentators in Shanghai</li> <li>• Presentation to introduce each participating UK school</li> <li>• 12:00-13:30 Lunch</li> <li>• 13:30 – 16:30</li> <li>• Forum on international collaboration with media exposure, draft topics including: <ul style="list-style-type: none"> <li>○ Feasibility for building overseas joint campuses in China</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Innovative curriculum development</li> <li>○ Good practice on UK-China collaboration</li> <li>○ Chinese student performance in the UK</li> <li>○ The impact of international collaboration on Chinese schools</li> </ul> <p>(Please be aware that the forum is aimed to be videoed and broadcast online instantly to the public nationwide, and a full page media report will be published by a leading media group in Shanghai)</p>				
<b>How to apply</b>	<p>Please complete the application form and return it via email by <b><u>13 August 2012</u></b> to:</p> <p>British Council China Co-ordinator          Mr Jack Lu          Education Marketing Officer  <b>T</b> +86 (0)20 8510 3024  <b>F</b> +86 (0)20 8510 3111          Email: <a href="mailto:Jack.lu@britishcouncil.org.cn">Jack.lu@britishcouncil.org.cn</a></p>				
<b>Selection criteria and acceptance</b>	<p>The mission is open to institutions that currently deliver GCSE / A-levels / Scottish Highers / Advanced Highers and/or other school-level qualifications.</p> <p>The staging of the event is conditional on the British Council receiving a sufficient number of applications to make the event cost effective. You will be sent an acceptance letter (or rejection letter with reasons for the rejection) once the deadline for the event has passed and sufficient applications have been received.</p> <p>All participating institutions must be accredited by a recognised UK authority. Private education institutions must be accredited by the British Accreditation Council, the Independent Schools Council or the British Council. All applications must be made using a UK address.</p> <p>Acceptance and rejection letters will be sent out by <b>20 August 2012</b>.</p>				
<b>Cancellation deadlines</b>	<p>Cancellation fees will be charged for withdrawal from any or all of the cities, as of the date of receipt of notice of withdrawal:</p> <ul style="list-style-type: none"> <li>• At fifty per cent of the full mission fee per city for withdrawals received on or after <b>27 August 2012</b>.</li> <li>• At 100 per cent of the full mission fee per city for withdrawals received on or after <b>10 September 2012</b>.</li> </ul>				
<b>Expected number of exhibitors</b>	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;"><b>Guangzhou Session: Min 10</b></td> <td style="width: 50%;"><b>Max 20</b></td> </tr> <tr> <td><b>Shanghai Session: Min 5</b></td> <td><b>Max 10</b></td> </tr> </table>	<b>Guangzhou Session: Min 10</b>	<b>Max 20</b>	<b>Shanghai Session: Min 5</b>	<b>Max 10</b>
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<b>Shanghai Session: Min 5</b>	<b>Max 10</b>				

*(Note: the above time and programme is subject to change and the updated itinerary will be published in the Handbook to all participants in due course.)*

## Local Market Characteristics

### Guangzhou

- **Economic growth vs. spending on education**
  - In 2010 Guangzhou's GDP (RMB 1060.45 billion) ranked third in China (following Shanghai & Beijing). Its GDP per capita saw a 13% increase over 2009. From 2009 to 2010 urban residents' disposable income rose to RMB 30,658, reflecting an 11% increase.
  - At the end of 2008, Guangzhou was strategically defined as a "National Core City", "Comprehensive Portal City" and "International Metropolis" by the State Council in the Outline of the Plan for the Reform and Development of the Pearl River Delta (2008-2020). These designations enabled an unprecedented improvement for the city's position in terms of regional strategic development
  - Total education funding in Guangzhou increased by 2.5% in 2010 and now ranks the first in the country. This has laid the foundation for the speedy expansion of the higher and vocational education sectors.
  - In the Guangdong Medium- and Longterm Education Reform and Development Plan (2010-2020), it was agreed that by 2020, spending on education will account for 25 percent of the total public budget. To achieve this, finance departments of all levels in Guangdong province will have to raise 1% year on year from 2010 and the percentage will exceed 22% in 2012 and reaches about 24% in 2015. It's estimated that in 2011 extra local education income of all Guangdong will be 7.21 billion yuan, of which 2 million comes from the provincial level.
  
- **Peoples' perceptions of international education**
  - The three most important factors for Guangzhou students when making decisions about overseas studies are: first, **quality of education**; second, **improving career prospects** (which indicates that students and parents are looking for a long-term return on education investment); and third, **study cost**, which shows these students to be cost-conscious.
  - UK education is regarded to be of high quality by Guangzhou students. Short durations of study and world-recognised qualifications are also considered strengths of UK education. However, it is also perceived as an expensive option in terms of tuition fees and living expenses.

### Shanghai

Shanghai is the commercial and financial center of mainland China, and ranks fifth in the 2011 edition of the Global Financial Centres Index published by the City of London. It was the largest and most prosperous city in the Far East during the 1930s, and rapid re-development began in 1990s. In 2011, Shanghai's total GDP grew to 1.92 trillion yuan (US\$297 billion) with GDP per capita of 82,560 yuan (US \$12,784).

- **People's perceptions of international education**

- The population and development studies at the Shanghai Academy of Social Sciences published the report to show that more than 25% of junior high and primary school students born in Shanghai expect to work and live abroad after finishing school. By contrast, the figure for students who were born outside the municipality and now study in schools in Shanghai is 18%.
- The number of the candidates for the College Entrance Exam in Shanghai sharply reduced half of it in last five years. In 2012 the number decreased to 55,000. According to lead teachers of the “Big Four High Schools” (four most famous and high profile senior high schools in Shanghai), an increasing number of senior high school students will go abroad straight after high school study and give up Gaokao. Even those who got pre-offer from Beijing University or Tsinghua University actually drop off during their sophomore year and go abroad.
- **Student quality**
  - History: In the 1980s, Shanghai was one of the first Chinese cities to achieve universal primary and junior secondary education. It was also among the first to achieve almost universal senior secondary education.
  - Shanghai’s 15-year-old secondary school students achieved by far the best results in the 2009 PISA tests, scoring 556 in reading, 600 in mathematics and 575 in science. By comparison, the best-performing OECD country, Korea, scored 539 in reading, 546 in mathematics and 538 in science.
- **Trend of partnership in internationalising education**

According to the Medium- and Longterm Education Reform and Development Plan (2010-2020), it is suggested by Shanghai Municipal Education Committee that a balanced and fair education resources should be offered to all students. Up to now, almost 80% of the well-known high quality secondary schools have established or have the intention to establish international class or international campus to deliver full or part of IB and A-level courses. And more and more schools are looking for partnership opportunities to establish in-country delivered cooperation with overseas education providers.

**Application form – UK School Mission - China 2012**

Please complete this application form in print, and return it **by 13 August 2012** to **Mr Jack Lu, British Council China Coordinator** by email to [Jack.lu@britishcouncil.org.cn](mailto:Jack.lu@britishcouncil.org.cn).

Name of institution\*: \_\_\_\_\_  
 (\*This format will be used in all publicity)

Name of Institution in Chinese (if any)\*: \_\_\_\_\_  
 (\*This format will be used in all publicity)

Main contact for this event: \_\_\_\_\_

Name of delegate: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Contact address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Please tick which events your institution wishes to attend:**

Guangzhou	14 October 2012	<input type="checkbox"/>
Shanghai	16 October 2012	<input type="checkbox"/>
Appointment in other cities	Please identify date and city if any _____	<input type="checkbox"/>

*I confirm that the above named organisation does want to take part in UK School Mission - China (options ticked above). I understand that if this application is accepted that the terms and conditions listed in the event details will form a binding contract between this organisation and the British Council.*