



U.S. CONSULATE GENERAL  
GUANGZHOU, CHINA

## EDUCATION NEWSLETTER

### SPRING 2011

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*This quarterly newsletter is for American educators who are interested in China.*

*It is written by Eileen Bai, Senior Specialist, US Consulate – Guangzhou, who has covered the education industry in China for more than 15 years. If you are coming to China, please let us know. We can arrange student fairs, briefings and meetings for you. Eileen.Bai@Trade.Gov*

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### CHINA TRENDS

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- ✓ **Chinese women want MBAs:** Females are 43% of China's MBA class, up from 25% in 2005.
- ✓ **Global Surge:** China hopes to double the number of students sent overseas in the next 4 years.
- ✓ **Partnerships Grow:** Chinese universities aggressively seek American partnership schools.
- ✓ **More students, but fewer taking national college entrance exam:** See article below.

### NUMBERS

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**1 OF 3**

Chinese overseas students chose to study in the United States.

**\$141,000,000**

Annual Chinese Govt. scholarships for foreign students in China. (US\$)

**9 OF 10**

Chinese overseas students are self-funded.

**82%**

Approval rate for Chinese students applying for U.S. visas in 2010.

**#1**

China just passed India as top source of overseas students in America.

**75,000**

China's need for bilingual MBAs in this decade.

## **EDUCATION NEWS**

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### **CHINA PASSES INDIA FOR GMAT**

China has become the second largest GMAT market in the world, just behind the U.S.A.

In Asia, India had been the country with the most applications for GMAT since 2006. But Chinese applications for GMAT have increased three times from 10,142 in 2006 to 30,264 in 2010.

(<http://gcontent.oeeee.com/3/e9/3e9e39fed3b8369e/Blog/1c6/6699e6.html>)

### **CHINA SCHOLARSHIPS FOR 22K FOREIGNERS**

The Ministry of Education announced earlier this year that the country plans to use cooperative educational programs to draw 500,000 foreign students to China by 2020. The plan calls for most of these students to come from America, with Beijing and Washington working together to bring 100,000 American students to China during the next four years alone!

The central government provided US \$123 million in scholarships to such students in 2010, while local governments also offered US\$18 million in such foreign student scholarships last year. The government's scholarships benefited 22,390 international students last year, 22.7 percent more than in 2009. As a result, the number of foreign students in China has risen dramatically, hitting a record high of 260,000 in 2010.

### **GUANGDONG U. SEEKS AMERICAN FACULTY**

Guangdong University of Foreign Studies (GDUFS) has asked our assistance to identify American partners. GDUFS has set up three "10%" goals in order to make the school more international.

The goals are: 1) send 10% of their students overseas by exchange or joint programs. The school now has over 22,000 undergraduate and postgraduate students. Currently only 7% of its students have opportunities to study overseas. 2) Attract more foreign students to study in its campus to reach 10% of its student body. 3) Attain a foreign faculty ratio of 10%. Currently it has over 1,000 faculty members and only 60 foreign professors. They seek to identify an additional 40 foreign faculty members willing to serve in Guangzhou.

GDUFS is a prestigious university in China which specializes in international studies. For more information please consult GDUFS's website: <http://english.gwnews.net/>. If you are seriously interested, please let me know and I can make a formal introduction.

### **ENTRANCE EXAM RULE CHANGES**

In 2003, Peking University ("the Harvard of China") and 21 other top universities were allowed to pilot education reform by using their own criteria to independently select 5% of their students. Now, 80 universities across China have been granted the right to select students based on their own exams – outside of China's standardized national exam. Education experts regard this change as conducive to better understanding where the students' talents lie.

## **BIG GAINS FOR CHINESE WOMEN MBA'S**

In 2010, a record number of Chinese women entered China's most prestigious MBA programs. A recent study showed that 43% of students at China's top six MBA programs were female, up from just 25% in 2005.

The combination of rapid economic and social changes, and government support (including support for and wide access to child care) have helped create an encouraging environment for women to pursue their education and business goals.

The country's shift toward a service-based economy means there will be a greater need for qualified and diverse managers. Recent studies estimate that China will need at least 75,000 MBA holders who speak at least one foreign language over this decade. Management demand will increase even more dramatically as China surpasses the United States and becomes the largest economy in the world.

## **OXFORD COMES TO CHINA**

Under an agreement signed last week, the prestigious University of Oxford (UK) will partner with Tsinghua University of China.

Founded in 1167, Oxford is the oldest and one of the world's most prestigious universities. According to the agreement, the university will conduct academic research projects and facilitate exchanges of faculty and students in the next five years. The two universities will co-host seminars and workshops, making academic materials and publications more accessible to faculties and students at the two universities.

China has become increasingly important to Oxford. Four percent of the student population at Oxford comes from China. In addition, Oxford has also set up scholarships to support more Chinese students in their studies and research at the university and to send more UK students to Chinese universities. Oxford has also invested to train more than 3,000 senior Chinese government officials in recent year.

## **RECORD DROP IN COLLEGE ENTRANCE EXAMS**

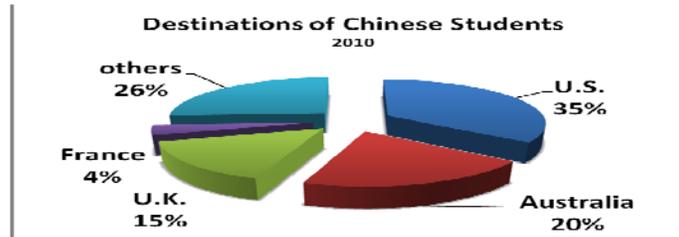
Chinese authorities reported last week that 9.57 million high school students across China registered to take the college entrance exam in 2010. This number is approximately 650,000 less than the previous year, and 930,000 fewer than in 2008. In the Beijing municipality, they also reported it is the fifth year in a row that numbers have fallen in the capital city. In Beijing, about 76,000 students signed up to take the exam this year, down 6 percent from a year earlier, marking the lowest application level in two decades.

What is behind these trends?

According to a recent China Daily news analysis, the explanation for this drop is complex. First, there is an increase in the popularity of overseas schools, for which Chinese do not need to take the national exam. Many Chinese parents simply opt out of the China national college entrance exam with the intent to send their children abroad. There is also growing opinion among Chinese parents that the highly competitive national exam puts too much stress on the children. One way to avoid this is to aim toward overseas education or to take the newly allowed independent admission exams (see article above). As the Chinese middle class grows, making overseas education more affordable, it is expected the trend for fewer students taking the China national college admission test will continue for years to come. Meanwhile, students opting to take U.S. standardized admission tests like the GMAT, continue to grow.

## SNAPSHOT

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## COMING EVENTS

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- 5/14 High School Student Expo in Guangzhou (by EIC)  
7/2 The 6<sup>th</sup> Guangzhou International Education Exhibition (by SCSE)  
7/3 EIC International Education Expo/ Summer - Guangzhou stop (by EIC)  
7/23 2011 Education Expo for the Enrollment of U.S. Schools in Guangzhou (by Shinyway)

## WE CAN HELP

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### STUDENT FAIRS

We have several excellent school fairs we are supporting in China. If you are interested in joining one, please let us know and we can identify the best fit for you.

### MATCHMAKING

If you seek one-on-one meetings with possible partnership schools or agents, we are happy to provide this service.

### BRIEFINGS

If your faculty and students are coming to China, we can offer a U.S. Consulate briefing of China.

### CONFERENCE FACILITIES

Starting in August, we will have a large 5-star conference room available in the Marriott Hotel in Guangzhou which your school can use for seminars or promotions. Schedule it now.

### VISA ASSISTANCE

The Consular Section of the U.S. Consulate in Guangzhou welcomes U.S. schools to visit to describe your programs so they better understand students who apply to your school. Contact us for an appointment if you are coming to Guangzhou.

### COUNSELING

China is not easy. If you have problems or questions about China, we have decades of experience with hundreds of schools. Ask us for help...it's free, confidential, and easy.

### NEWSLETTER

If you wish to subscribe to this newsletter (or unsubscribe), please just send an email to me at: [Eileen.Bai@Trade.Gov](mailto:Eileen.Bai@Trade.Gov)

### **EDUCATION PROVERB OF MONTH:**

孔子：学而不思则罔，思而不学则怠。

Confucius: *To learn without thinking is labor in vain, to think without learning is desolation.*