

CHINA EDUCATION NEWSLETTER

A quarterly newsletter for American educators who are interested in China January 2012



U.S. CONSULATE GENERAL GUANGZHOU
COMMERCIAL SECTION



Upcoming Events

February 25, 2012
Shinyway Study Fair
Guangzhou

March 1, 2012
ISN Study Fair
Guangzhou

March 17, 2012
EIC 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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GUANDONG UNIVERSITIES SEARCH FOR U.S. PARTNERS

There is a large market opportunity for U.S. universities to build relationships and create successful partnerships in South China. At a recent event, dozens of Chinese universities in Guangdong Province expressed interest in partnering with US higher education institutions to create satellite sites and exchange programs. There is a growing spotlight on South China as its economic growth outpaces the rest of the country.



Guangdong Province has the highest GDP in China and the highest percentage of high-income residents. Moreover, South China has a long tradition of interaction with the west, as its capital city Guangzhou is a historical hub for international commerce and trade. Guangdong Province has been referred to as “the world’s factory floor”. The need for skilled managers accentuates the desire for universities in Guangdong Province to partner with US universities.

100,000 STRONG INITIATIVE SUMMIT IN GUANGZHOU

Citing the strategic importance of the U.S.-China relationship, in November 2009 President Barack Obama announced the “100,000 Strong” Initiative, a national effort to send 100,000 American students to China. Secretary of State Hillary Clinton officially launched the Initiative in May 2010 in Beijing. The Chinese government strongly supports the Initiative and has already committed 10,000 “Bridge Scholarships” for American students to study in China. The number of Americans studying in China grew 30 percent annually from 2001-2007, and analysts expect those numbers to continue to grow for the foreseeable future. US universities may attract more Chinese students by building up relationship through its exchange program as well as attracting more American students because of its China programs. Guangzhou was the site of a summit of the 100,000 Strong Initiative in December 2011.



Carola McGiffert, Director of the 100,000 Strong Initiative and Luo Weiqi, Director General of Guangdong Education Department



CHINESE GRADUATE STUDENTS IN US GREW 21%

According to the Chronicle of Higher Education, Fall 2011 saw the largest increase since 2006 of foreign enrollment at U.S. graduate schools. This is good news for higher education in the U.S., which has struggled due to the domestic economic slowdown. It is important to note that most of the growth came from China.

Of the approximately 130,000 Chinese students studying abroad in the U.S., more

than half— 66,000— are enrolled in U.S. graduate schools. This fall, enrollment of new Chinese graduate students grew 21%, continuing several years of double-digit growth. Total international enrollments grew by only 2%. These numbers signify that China is a major player in sending students to study abroad, and the country increasingly looks to the US for educational opportunities.

Source : <http://chronicle.com/article/US-Graduate-Schools-See/129679/>



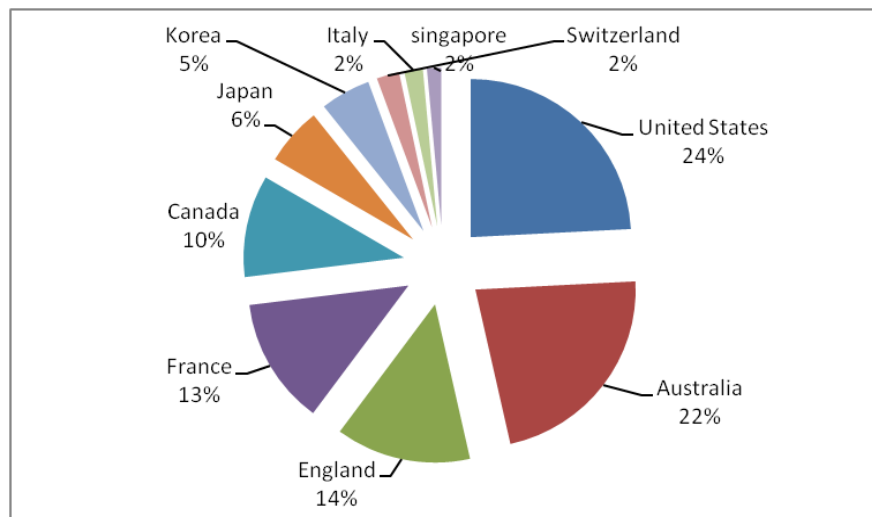
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Our goal is to have 100,000 Americans study in China by 2014.

*Gary Locke,
US Ambassador-China*

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TOP 10 CHINESE STUDENT STUDY DESTINATIONS IN 2010



Source: <http://www.uschina.usc.edu>

WEALTHY CHINESE PREFER U.S. EDUCATION—OVER \$4 BILLION SPENT ANNUALLY

China sends the largest number of students to study abroad in the US, and this trend will only continue as China's economy grows. China has



the fifth largest number of millionaires in the world at 415,000. Chinese families spend an estimated \$4.4 billion per year on education in the U.S. Many U.S. colleges have begun to offer more positions for international students in order to increase revenue. Surveys show that half of U.S. colleges are expanding international enrollment.

International students in the U.S. paid \$20.2 billion in tuition and living expendi-

tures in the 2010-2011 school year. U.S. universities can expect to see more applicants from South China. Guangdong Province, the most populous province in China with over 100 million residents, has the highest GDP growth in country with a current GDP of around \$700 billion. Chinese families see western education as a path to attain higher standards of living, and they will continue to encourage and pursue study abroad opportunities in U.S. universities.

