

CHINA EDUCATION NEWSLETTER

A quarterly newsletter for American educators who are interested in China

July 2012



U.S. CONSULATE GENERAL GUANGZHOU

COMMERCIAL SECTION



CHINESE STUDENTS FLOOD AMERICAN HIGH SCHOOLS

Upcoming Events

October 14, 2012
Shinyway Study Fair
Shenzhen

October 20, 2012
Shinyway Study Fair
Guangzhou

November 4, 2012
EIC Study Fair
Wuhan



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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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SPECIAL THANKS TO CS GUANGZHOU
INTERN, SEAN BAHAR FOR COMPILATION
OF THIS NEWSLETTER.

Chinese interest in enrolling in U.S. high schools has increased so much in recent years that schools have had to raise their admission standards. The number of Chinese students at private U. S. high schools has increased over 100-fold with only 65 Chinese students studying abroad in U.S. high schools in 2005 to 6,725 studying in the U.S. in 2010. In fact, Chinese students make up 27% of the international student population at the high-school level among the 257 Association of Boarding Schools member institutions.

The large rise in Chinese enroll-

ment at U.S. schools stems from the demand for western higher education. Parents that have the money to do so are beginning to send their child overseas at a younger age in hopes that earlier integration to western culture and an accelerated

learning of English will improve their chances of being admitted to a quality western university.

As the demand for western high school education among Chinese families increases the market will eventually have to grow. Right now there simply are not

enough spaces for Chinese students and many boarding schools have limited their admission of Chinese applicants.



Source: http://www.chinadaily.com.cn/cndy/2012-03/24/content_14903029.htm

WESTERNERS SEEK OUT CHINESE PROFESSIONAL PROGRAMS

While China has become the largest supplier of foreign students to the west, China has also been "importing" more foreign students than ever before. In 2010 China hosted 265,000 foreign students compared with 77,715 in 2004.

Driven by the huge gap in the supply of internationally trained managers five years ago, thousands of foreign students from the west have been enlisting in Chinese MBA and EMBA programs in an effort to get an edge in China's increasingly competitive global business field. The emphasis of these programs has shifted from learning about doing business in China to learning how to manage business in fast growing markets on a global basis.

China currently hosts 260,000 foreign students, making it the fourth-largest host country in the world. China's Ministry of Education plans to continue attracting foreign students and hopes to have more than 500,000 studying in China by 2020. The Long-Term Education Reform and Development report reveals that the government is aiming to be the supplier of the next generation of business leaders.

Although MBA programs first appeared in China in 1991, in the past 20 years China has developed a handful of the most sought-after programs through partnerships with elite western schools. These elite Chinese MBA programs have developed a rigorous curriculum that raises the international standard and aims to train elite business professionals.

Sources: http://www.chinadaily.com.cn/china/2012-03/24/content_14904481.htm





DEMAND FOR WESTERN EDUCATION LURES SCHOOLS EAST

Many Chinese parents are aware that the rigorous Chinese academic curriculum focuses too heavily on memorization and does not help students develop skills in critical thinking, creativity, and extracurricular activity. This is part of the reason that so many parents hold hope that their child might be able to attend high school or university in the west.

Many critics of the Chinese education system believe that preparing students to achieve high test scores does not translate into a strong ability in critically thinking or original thought, which is why

each year more and more Chinese opt out of their national school system and look overseas for higher education.

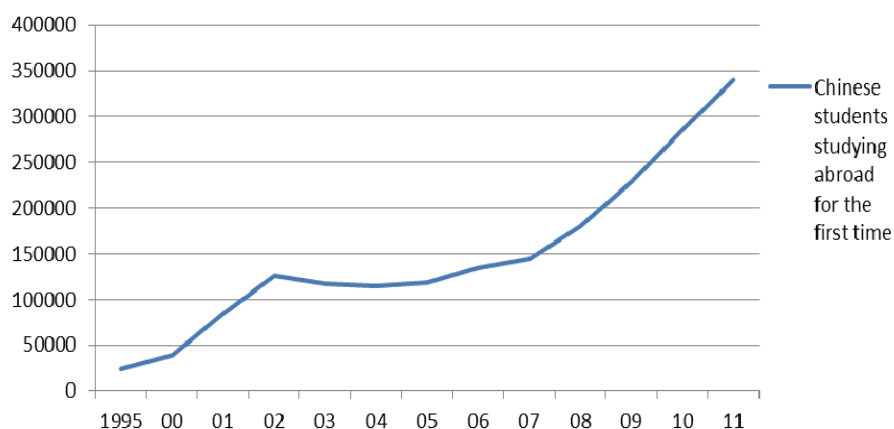
At the same time many Chinese students don't want to leave home. The result of which has been an increase in initiative by western institutions to open campuses or satellite programs in China.

Many top western universities such as Duke and Harvard have opened up satellite locations in China, and this trend is likely to continue as schools look for ways to expand internationally in search of new academic missions as well as revenue streams.

Source: <http://www.forbes.com/sites/forbesleadershipforum/2012/06/20/china-needs-american-education-heres-how-to-bring-it-there/>

CHINESE STUDENTS STUDYING ABROAD FOR THE FIRST TIME

Chinese students studying abroad for the first time



Source: EIC Group

HIGH COST OF EDUCATION STRAINS CHINESE FAMILIES

The Ministry of Education has released a study that shows that 330,000 Chinese studied abroad in 2011, making China the largest supplier of students to western schools.

The desire of Chinese to leave the country for a western education has existed for decades, however the demand has been ramped up in recent years because many believe a western education yields an edge in the domestic job market. The high costs of

western education catch many families by surprise however, forcing the students to sometimes take on large amounts of debt.

Education experts admit that taking loans to pay for expensive western education is a large gamble, with very large stakes. Sometimes desperate families from smaller provinces may sell their homes and reduce their quality of life just to finance what seems like a promising education abroad.

For many families, the cost is too great and more suitable options should be considered. Experts also warn that families should be knowledgeable about the quality of the school that they are trying to finance tuition for, as it is often not worth it to pay high costs for schools of lower quality.



Sources: publ.chinadaily.com.cn/cplpdf/us/download.shtml?c=52813

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In China, the disposable income of a middle-class family is more likely to be spent on education than leisure or entertainment.

-William J. Bennett

Former U.S. Secretary of Education

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