Trends in China Study Abroad Market - the Student Perspective

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J JL Introduction & Data Sources

- Overseas education est. in 1999
- 53 centrally owned branches globally
- Cooperate with 2500+ institutes among 23 countries
- The first to be accredited for Group Visa qualification by multiple Embassies in China
- Publisher of *Overseas Education Direction for Consumption and Legal Rights Protection Manual* together with China Consumers Association
- Drafting Unit of 2 National Standards for China Overseas Education Industry together with Standardization Administration of the People Republic of China

The data in this PowerPoint come from 2 white papers jointly written by J JL and Sina Education & J JL and Nielsen. E.g., through the offline survey of 53 locations globally and the national online survey of J JL cooperative websites, combined with the network monitoring data of Sina and Nielsen, the results of in-depth analysis of accumulated 2 million data samples are obtained.
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Overview of Chinese Students Study-abroad
Over the past decade, the number of Chinese students studying abroad has risen year by year and the trend of younger age is obvious. Among the younger students studying abroad, especially the younger students studying in senior middle schools and below, the growth rate is significant. Compared with the weak proportion of young students ten years ago, the total proportion of students in primary, secondary and high schools has increased to 23.2% of all students studying abroad.
In 2016, there were 4.1 million international students studied in the world for higher education. The top eight destination countries were the United States, Britain, China, France, Australia, Russia, Canada and Germany. These eight countries received about 81% of the world's international students.
Country Distributions of Chinese Students Studying Broad

(Source: 2018 blue cover book for studying abroad - CITIC Bank released)
34.12% students prefer business major, which is still the first choice for Chinese students, but its popularity has declined significantly compared with years before. In addition to business, the proportion of STEM majors in engineering, science, medicine and other disciplines increased, accounting for 22.35%, 16.28% and 2.34% respectively.
Overseas study service providers are still the main way for Chinese students to study abroad, with 56.28% of the students receiving assistance from professional agencies indicating that more people are approving of and trusting the professionalism of overseas study service agencies.
New in the Study-abroad Market of China
In 2017, the number of Chinese students studying abroad exceeded the 600,000 mark for the first time, reaching 608,400, an increase of 11.74% over the same period of the previous year. In the same year, the number of returnees increased by 11.19% compared with the previous year, reaching 489,900, of which 227,400 received postgraduate degrees and postdoctoral degrees, an increase of 14.90%. At present, the phenomenon of the double growth of Chinese students’ studying abroad and returning home is consistent with the national strategy and the industry demand, and we will see that the development trend keeps improving.
“Belt & Road” Countries Have Become New Growth Points

“Belt & Road”: An economic and Trade Cooperation Initiative drawn from the ancient Silk Road of China and linking with neighboring countries. The area refers to the Silk Road Economic Belt and the maritime Silk Road in twenty-first Century. Along the way, from China to Europe, it links Central Asia, South Asia and North Africa. It is mainly emerging economies with relatively fast economic development. China hopes to strengthen cooperation with these countries.

The "belt and road" country is becoming a new growth point. This year, the number of students studying along the "belt and road" state is 66,100, an increase of 15.7% over the previous year, which is faster than that of the whole overseas study number. Among them, 3679 students were sent by China governmental fund, involving 37 "belt and road " countries along the line.
From the stage of study plan, the trend of younger students studying abroad continues. The growth of Postgraduates among international students has stalled, while that of undergraduates continues to grow steadily, with the fastest growth rate in senior high schools and below. On the one hand, the emergence of the phenomenon of the younger age of studying abroad benefits from the improvement of parents’ vision and economic ability; on the other hand, due to the rise of the relevant education industries (such as international schools, overseas education service providers, training organizations etc.) and the increase of the transparency of foreign educational resources, it has also supported the younger age to study abroad.
For the choice of destination countries, Chinese students' families are largely influenced by the policy of studying abroad countries. Among them, visa, scholarship, immigration, language examination and other policy adjustments are the main factors. For example, the simplified application of T4 student visas by the British Ministry of the Interior, the introduction of "special education courses for foreigners" by some Korean universities, and the tuition-free policy of Spanish public universities all have facilitated the application stage, the development during and after graduation of foreign students and stimulate the choice of Chinese students to a certain extent. At the same time, some countries have adopted tightening policies to strengthen the auditing of overseas immigrants.
New Trends and Challenges of Market from the Perspective of Students
The results show that 50% of Chinese students choose to study abroad because they want to experience a different life. At the same time, they pay more attention to personal preferences and future development when choosing schools and majors, also considering the hardware factors such as school ranking and campus environment.
The Purposes of Studying Abroad are More Diverse and Mature

According to the investigation of the students who have studied abroad for many years, the elder sisters and brothers have given some effective suggestions to the future students.

Key point 1: broadening our horizon and using local language skill fully will make our study abroad experience more valuable.

Key point 2: language strength and self-management will make life abroad more colorful.

Key point 3: choosing a suitable country and favorite major affects the experience of studying abroad.

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<table>
<thead>
<tr>
<th>Broaden Horizons</th>
<th>76%</th>
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<tbody>
<tr>
<td>Promote Skills of Language</td>
<td>69%</td>
</tr>
<tr>
<td>Experience Local Culture</td>
<td>83%</td>
</tr>
<tr>
<td>Make New Friends</td>
<td>59%</td>
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<tr>
<td>Achieve Study Goals</td>
<td>56%</td>
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*Some suggestions from Alumni*

<table>
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<tr>
<th>Must Learn Language well</th>
<th>72%</th>
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<tbody>
<tr>
<td>Cultivate Self-independence</td>
<td>87%</td>
</tr>
<tr>
<td>Strong Self Control</td>
<td>62%</td>
</tr>
<tr>
<td>Choose Your Favorite Major</td>
<td>61%</td>
</tr>
<tr>
<td>Choose A Suitable Country</td>
<td>54%</td>
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</tbody>
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New Expectations for Life Abroad

Overseas Chinese students are expected to achieve self-value-added through their overseas life, such as broadening their horizons, increasing their knowledge and accumulating contacts. Expectation is the longing for a better life in the future. International students have positive expectations for their overseas life, which will guide them to better adapt to the new environment.
Challenge 1: Study Pressures

The average study hours of overseas students are 6 hours, for US and UK and other European countries, the hours may increase to 8 hours!
According to the survey, students state that if you are in a foreign country, you will find a sense of friendship in finding someone who speaks the same language as yourself. The habits and interests of Chinese students are also quite different from those of foreign students. In terms of entertainment, Chinese students generally like getting together with someone they can share thoughts with and have fun, karaoke, playing ball games, so on in their spare time. In entertainment, they can communicate in Chinese, which is more convenient.
Many Chinese students do not like to speak publicly in class, which leads to social barriers over time. International students have more or less language barriers, for example, international students in history class are like listening to the book as a blank. There may be a big difference between Chinese and foreign countries’ expectations of dealing with strangers. Locals may feel that Chinese students are somewhat apathetic, while Chinese students may feel that they do not know how to get along with the local people properly.
Some Ideas for Recruiting in China
Visit China Timely to See Market Changes

Lecture by Professor of University of Alabama in China

University of Southern California Professor visited JYL and trained our counselors
Colleges and universities should focus on the needs of students in order to understand the students' ideas and provide practical and effective help.
Feedbacks from Excellent Alumni

Experience sharing among outstanding alumni of New York University

Alumni Attend Educational Fairs
Comprehensive One-Stop Service

- Smooth Application Process
- Safety & Accommodation
- Academic Support
- Cultural Exchange
- Career Planning
Questions?

ARE YOU READY?
THANK YOU!