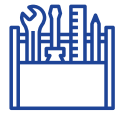


PRACTICAL INFORMATION



Google Chrome is strongly recommended.



Attendees are automatically **muted** to ensure a disturbance-free session.



Feel free to ask questions in the **'Questions' tab** next to the 'Chat'.
Happy to answer them at the end of the session.



A **recording** of this webinar will be available immediately after it ends
and/or by using the button from the email sent a few minutes later.



Our team is online to support you with any technical issues – feel free to
reach out to us in the **'Chat'** section.



BONARD

2022 CHINA MARKET TRENDS

22 / 23 Feb 2021

Presented by:



Grace Zhu

China Branch Manager

grace.zhu@bonard.com



Su Su

Senior Project Manager

su.su@bonard.com

ABOUT US

BONARD

Established in 2007, BONARD is a **market intelligence** and **strategic development firm** specialising in international education. We leverage our global knowledge and connections to help our clients grow in the vibrant global market.

OUR TEAM



4
Offices



56
Specialists



521
Projects

MEMBERSHIPS & CERTIFICATIONS



OUR CLIENTS

DESTINATIONS



ASSOCIATIONS



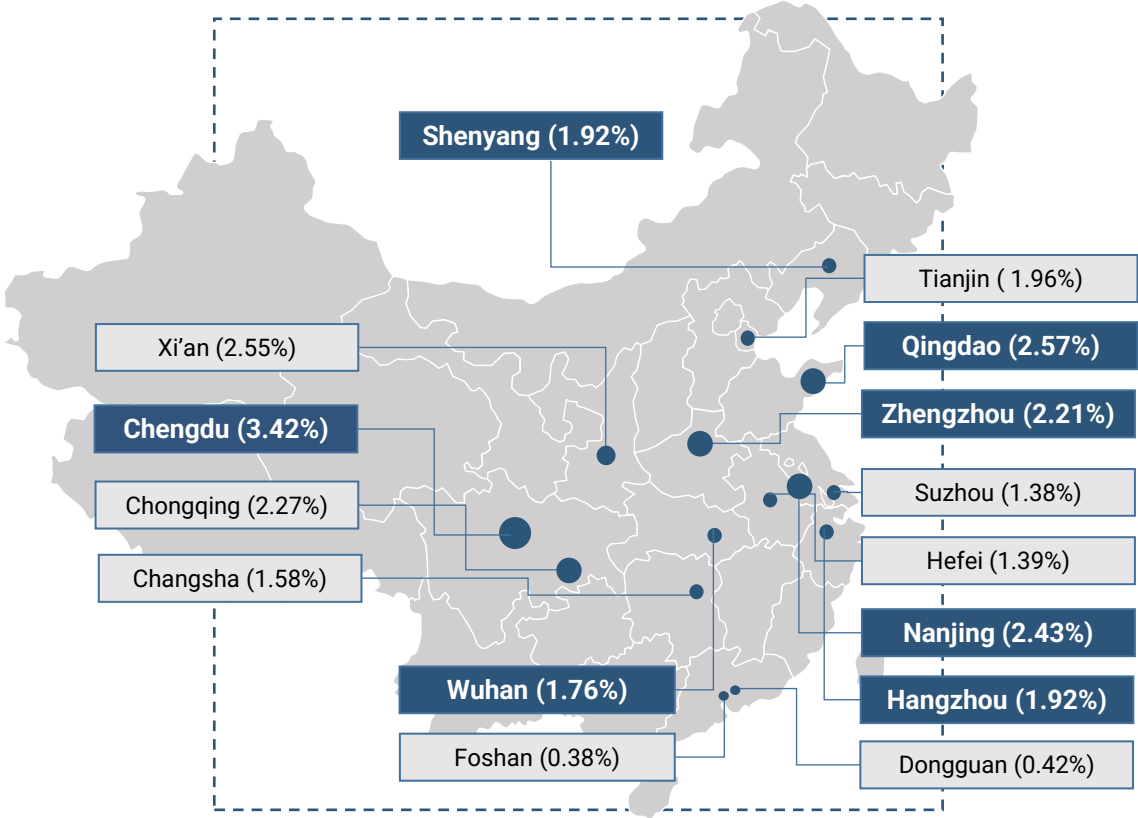
PROVIDERS



METHODOLOGY | GEOLOCATION

Business entities
with permission to do study abroad-related business:

126,889 in New Tier 1 cities*



IN-HOUSE DATA INTEGRATION

- Source of agency information collected since 2008
- Organic BONARD in-house agency database since 2012
- Evaluation of agency activity by website screening and calling

RESEARCH

- December 2020 – January 2022
- Screening of governmental and non-governmental resources
- Screening of social media, search engines & company registers
- **Geolocation: 7 cities (new tier 1)**
- **Active sample: 3,200+ agencies (verified & updated)**
- Total calls made: 5,500+

RESEARCH TEAM

- 7 native Chinese researchers (database update, survey design, interviews)
- Information supplemented from local media & mystery shopping

* New Tier 1 cities: Each year, First Financial Weekly evaluates cities in China according to 5 criteria.

Source: First Financial Weekly, 2021; BONARD, 2021

MARKET UPDATE

DOUBLE REDUCTION & COVID - 19

MARKET UPDATE | DOUBLE REDUCTION & COVID-19

Double Reduction

Date: 24 July 2021

Document: *Opinions on Further Reducing the Burden of Homework and After-school Training of Students in The Stage of Compulsory Education*

Cities listed in the document:

Tier 1 cities:	Beijing	Shanghai	Guangzhou
New Tier 1 cities:	Chengdu	Shenyang	Zhengzhou
Tier 2-4 cities:	Nantong	Weihai	Changzhi

Other provinces shall select at least one city to carry out the policy.

Agencies' Situation

Study abroad agencies which have no tutoring business are not affected. However, agencies or institutions dominated by the K12 tutoring business have been hit hard. A small number of institutions have tinkered with the form of tutoring, now offering 'tea rooms' or 'a library', and conducting tutoring and teaching. However, most institutions responded positively to the policy.

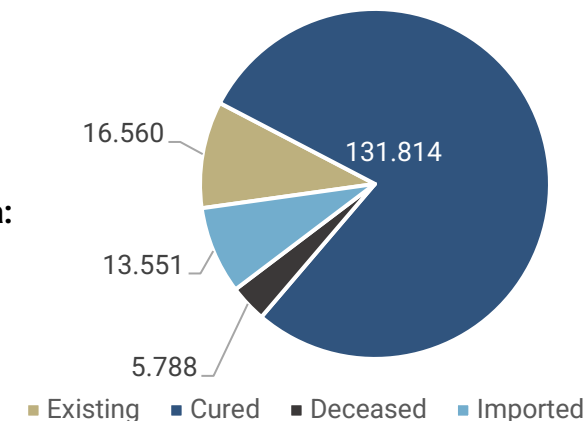
New Oriental's Reaction

1. Refund fees immediately, donate tables and chairs to poor areas, and immediately consider transformation.
2. Adjust traditional business, such as increasing the proportion of courses such as Chinese as foreign language tutoring.
3. Plan to build a large-scale agricultural platform to help sell agricultural products and revitalize the rural economy through live broadcasting.

COVID-19

Accumulated cases in China:
(up to 22 Feb 2022)

154,162



City	# of Existing Cases
Nanjing	0
Wuhan	4
Shenyang	3
Hangzhou	143
Qingdao	0
Chengdu	41
Zhengzhou	n/a

Xi'an

9 Dec 2021 – 3 Feb 2022

Total cases of infection: 2,053 cases of infection

Duration: 42 days

Shenzhen

7 Jan 2022 – 29 Jan 2022

Total cases of infection: 18 cases of infection

Duration: 12 days

Hangzhou

25 Jan 2022 – 3 Feb 2022

Total cases of infection: 141 cases of infection

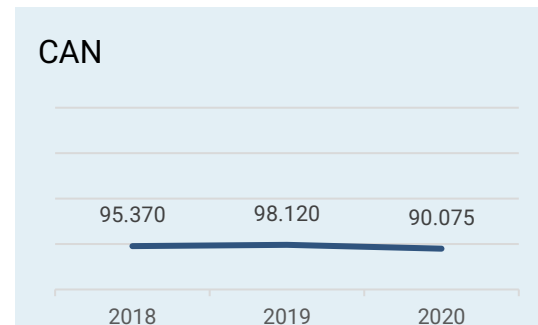
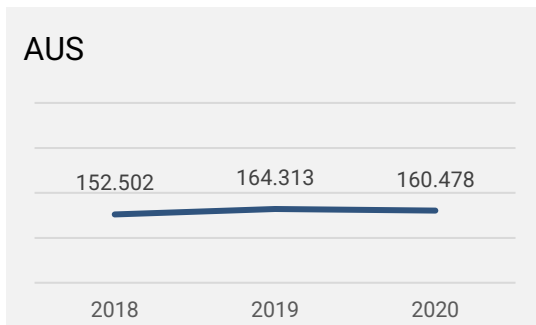
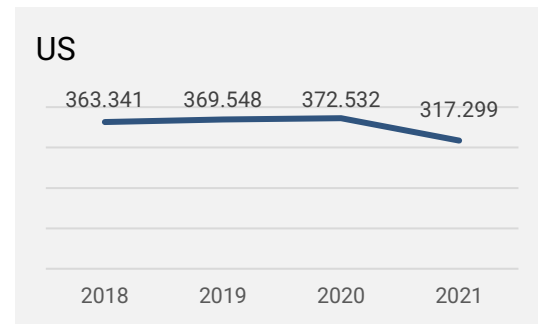
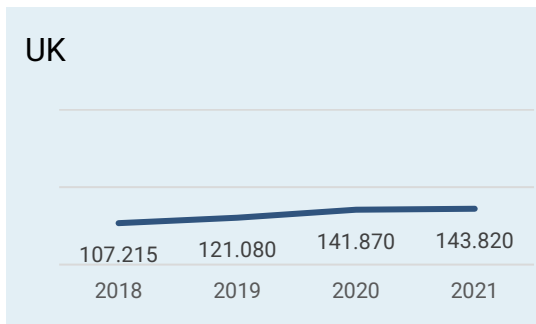
Duration: 10 days

MARKET UPDATE | DOUBLE REDUCTION & COVID-19 UPDATE

Public Opinion in Mainland China

- Content in reports in the Chinese media about studying abroad has largely returned to what it was pre-pandemic, and there is scarcely any mention of doubt about the safety and necessity of going abroad.
- There are positive reports on the visa policies of the UK and Canada. On the whole, the reports on Australia tend to be negative, and there are no relevant reports on the recent policies of the United States.

Number of Chinese Higher Education Students Abroad by Destination



Travel & Visa Related News

UK

UK educators are welcoming the news that **COVID-19-related travel restrictions will be greatly reduced beginning 11 February 2022**, opening the door for international students to come more easily and affordably to the country. English UK calls the development “extremely welcome news for UK ELT and our colleagues in the travel industry.”

US

International students with plans to study in the US will likely soon have to pay **higher visa processing fees**. US consular officers evaluating students’ visa applications are being asked to keep in mind students’ relatively lower ability to prove they intend to return to their home country after their visa expires. The in-person interview for many international student applicants will be waived through 2022.

AUS

Australia is offering a visa fee refund to lure international workers and students as Morrison defends his handling of pandemic. **Prime minister is telling backpackers and students to ‘come on down’ as critical workforce shortages bite.**

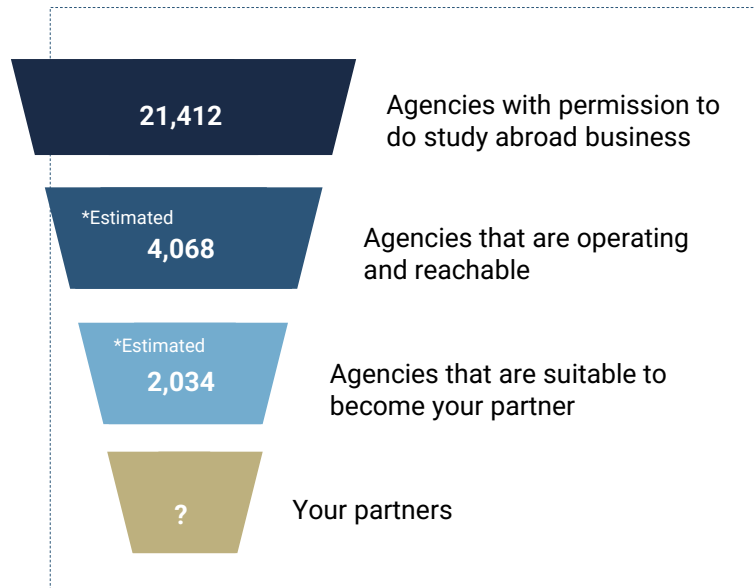
CAN

Fully vaccinated travelers will be able to enter Canada with a pre-arrival antigen test, unvaccinated children travelers will no longer have to isolate for 14 days, and international flights to all Canadian airports will resume starting February 28.

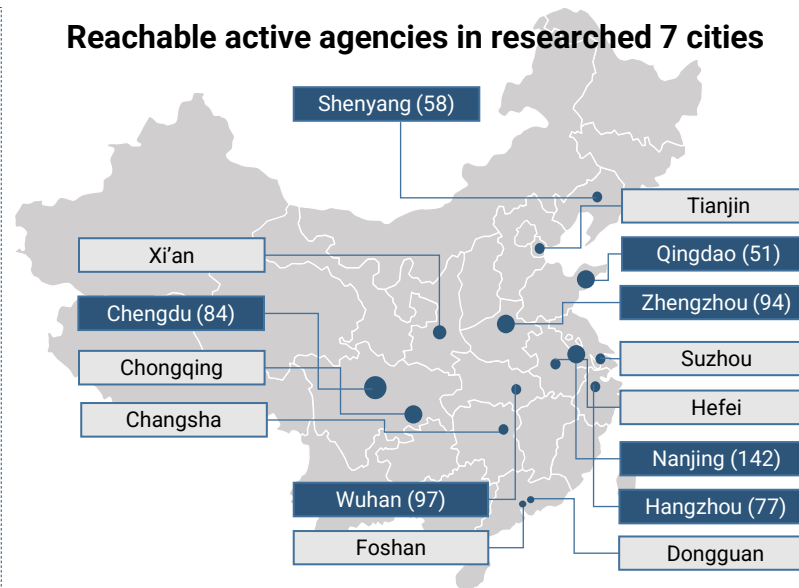
AGENT MARKET IN SELECTED NEW TIER 1 CITIES

Nanjing Zhengzhou Wuhan Chengdu Hangzhou Shenyang Qingdao

AGENT MARKET IN SELECTED NEW TIER 1 CITIES | 2021 UPDATE

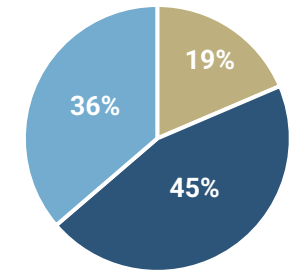


Reachable active agencies in researched 7 cities



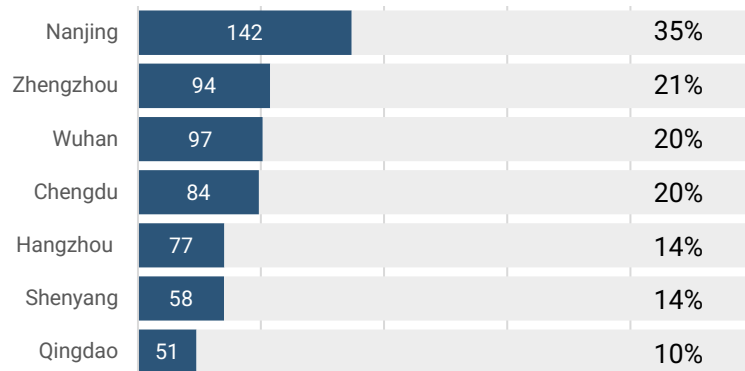
Overall Agencies Situation

- Operating as usual
- Not reachable
- No longer engaged in related business

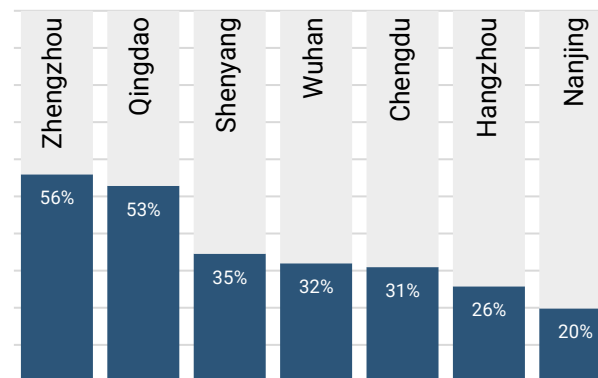


Total Agencies Operating as Usual: **603**

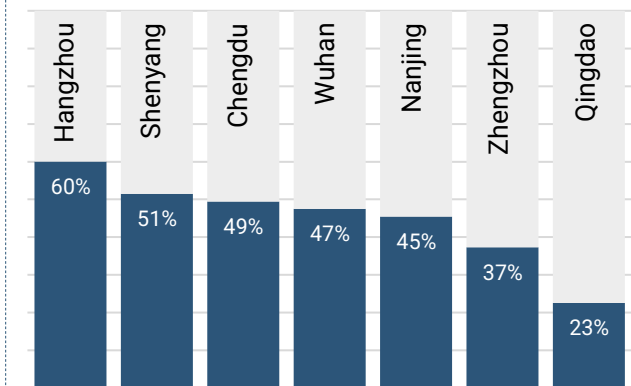
Operating as Usual



No Longer Engaged in Related Business



Not Reachable



Source: China Administration for Industry and Commerce, 2021; BONARD, 2021

AGENT MARKET IN KEY NEW TIER 1 CITIES | 2021 UPDATE

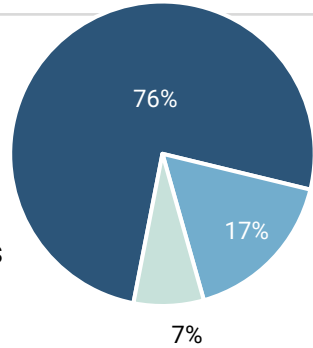
Agency Size

*n=309

76%
Small agency: 1 office

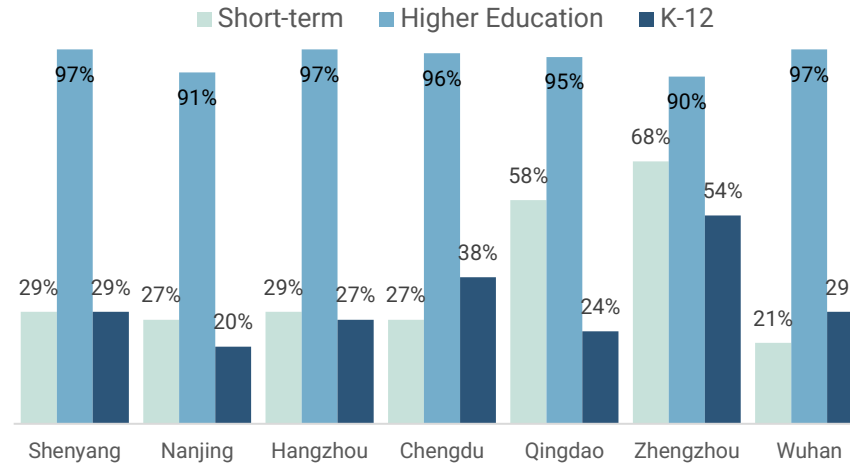
17%
Middle agency: 2-5 offices

7%
Big agency: 6+ offices



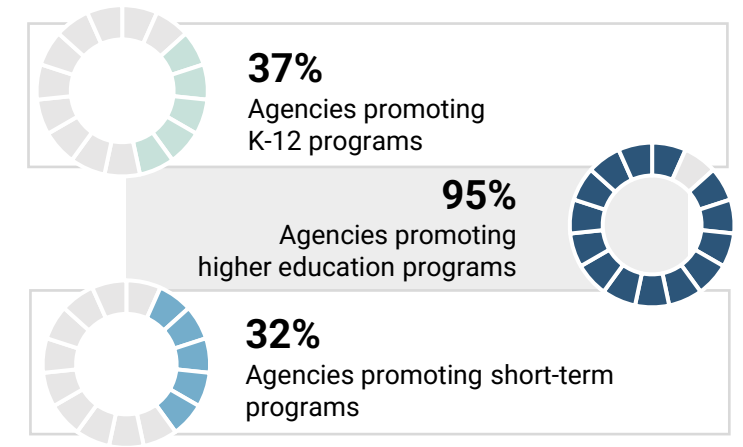
Agency by Program Offer per City

*n=557



Agency by Program Offer

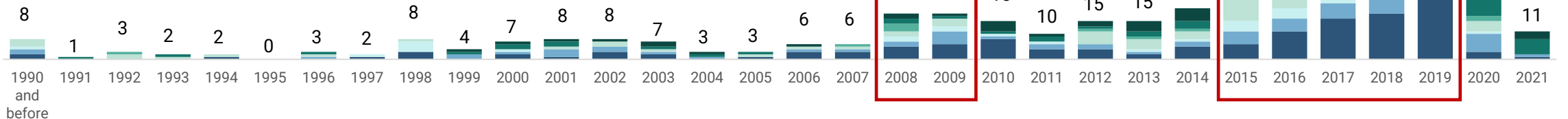
*n=557



Years of Experience

*n=585

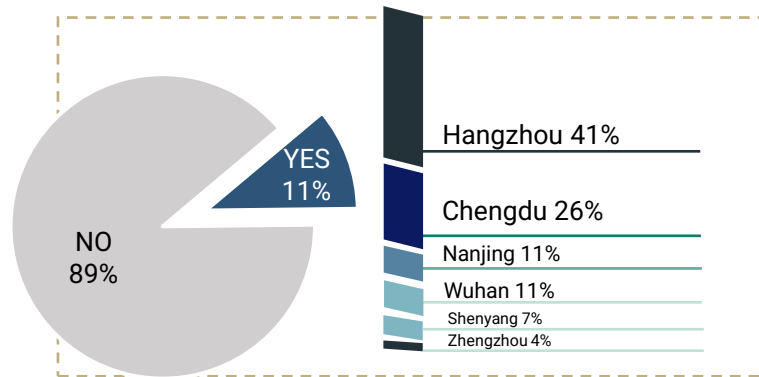
■ Nanjing ■ Hangzhou ■ Shenyang ■ Chengdu ■ Qingdao ■ Zhengzhou ■ Wuhan



AGENT MARKET IN KEY NEW TIER 1 CITIES | 2021 UPDATE

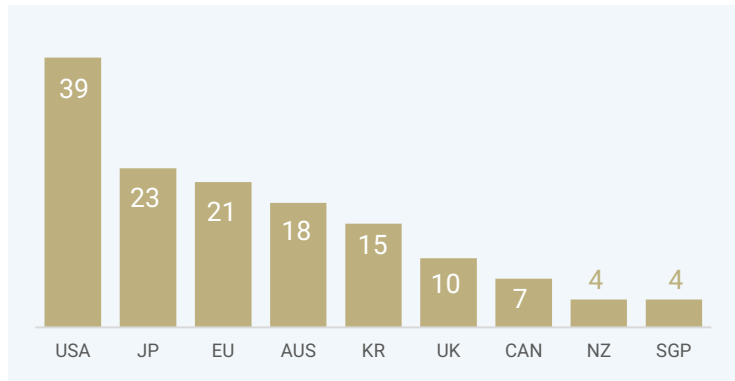
On line Programs

*n=247



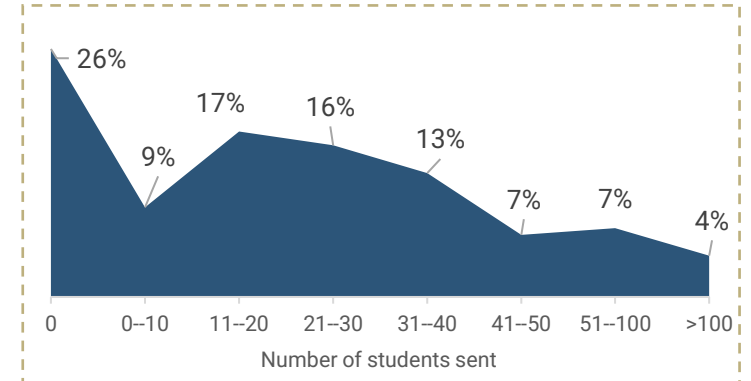
Agencies Promoting Only One Destination

*n=141



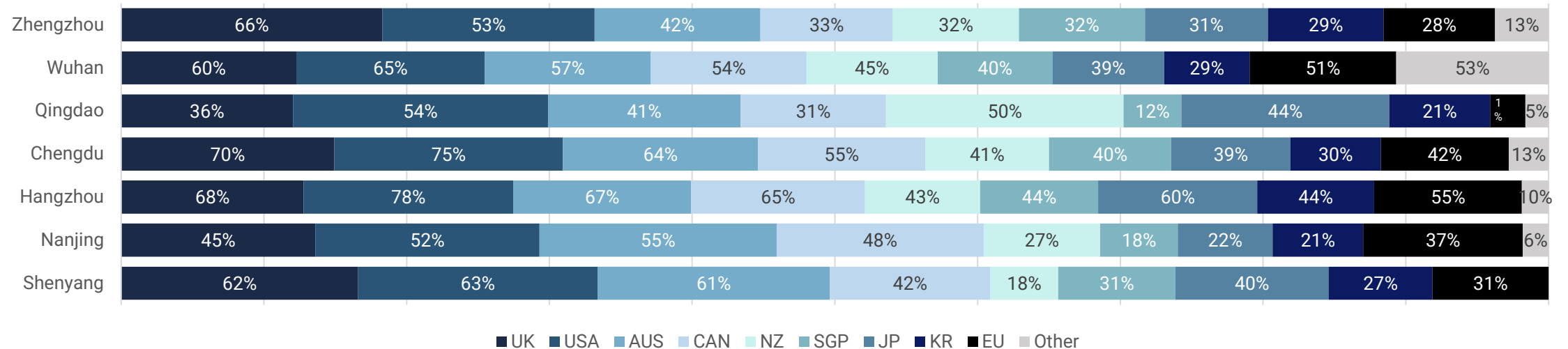
Agencies by the Number of Students Sent Abroad in 2020

*n=138



Destinations

*n=331



■ UK ■ USA ■ AUS ■ CAN ■ NZ ■ SGP ■ JP ■ KR ■ EU ■ Other

AGENT MARKET IN KEY NEW TIER 1 CITIES

2021 vs. 2019

AGENT MARKET IN KEY NEW TIER 1 CITIES | 2019 VS. 2021 COMPARISON



Bigger Agent Pool

Back in 2019, BONARD recorded **265** active agencies in the 7 selected cities. In 2 years, BONARD has hugely expanded its database. By the end of 2021, the total number of active agencies in selected 7 cities is **603**



Stronger Connection

In the past two years, BONARD has delivered more excellent projects to the new tier 1 and tier 2 cities, and established strong links with high-quality agencies there too.



Better Intelligence

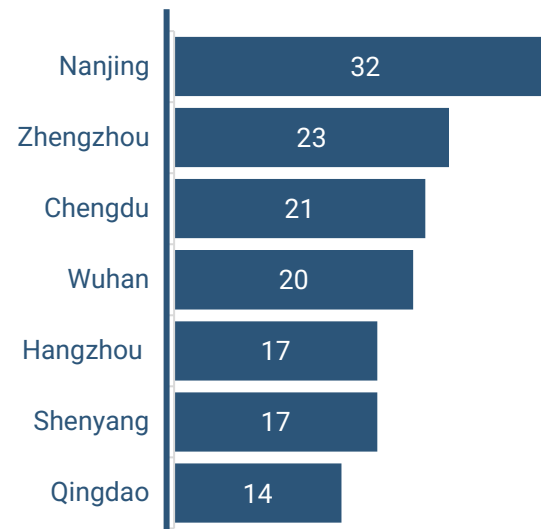
Based on the long-term observation and in-depth understanding of the market, BONARD compares the data from 2019 to 2021 and observes the changes in the agent market of the new tier 1 cities.

Number of Agencies per City

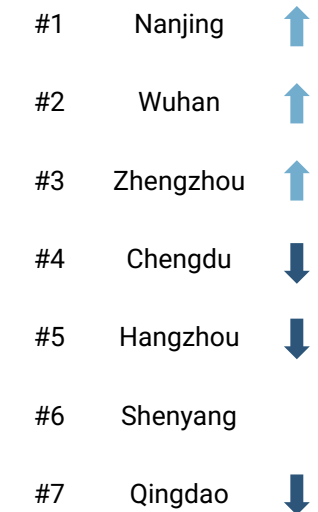
City	Nanjing	Wuhan	Shenyang	Hangzhou	Qingdao	Chengdu	Zhengzhou
2019	47	36	34	42	36	49	29
2021	142	97	58	77	51	84	94

* As of the number of agencies in BONARD database

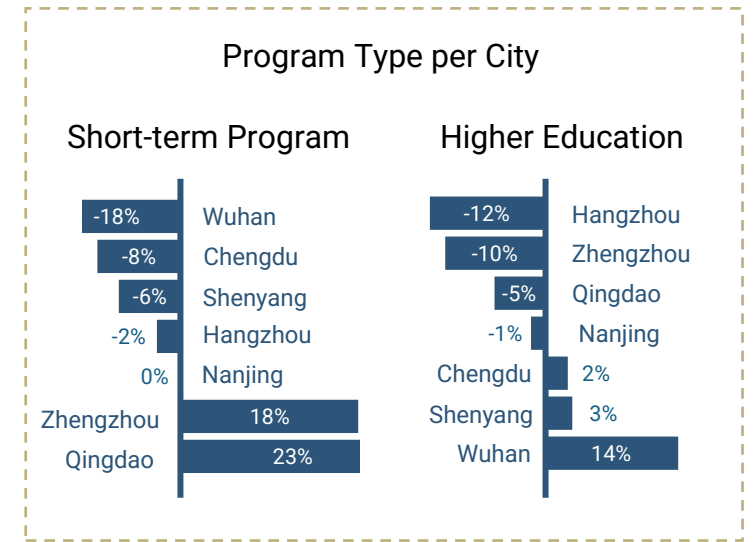
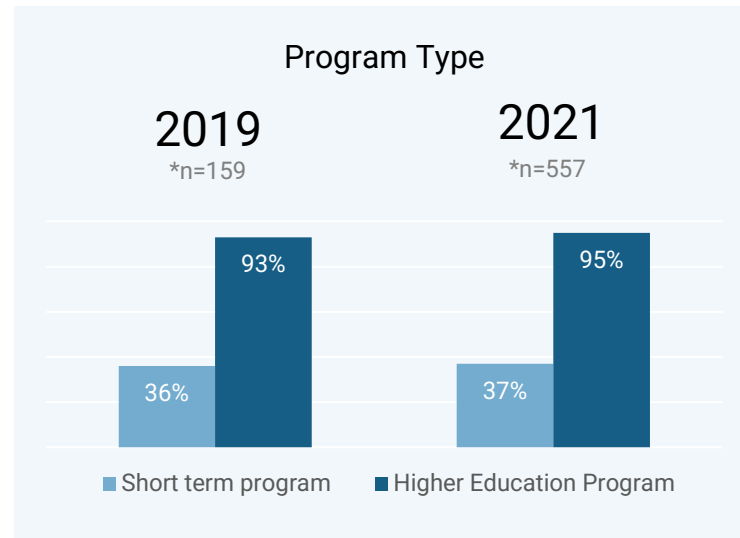
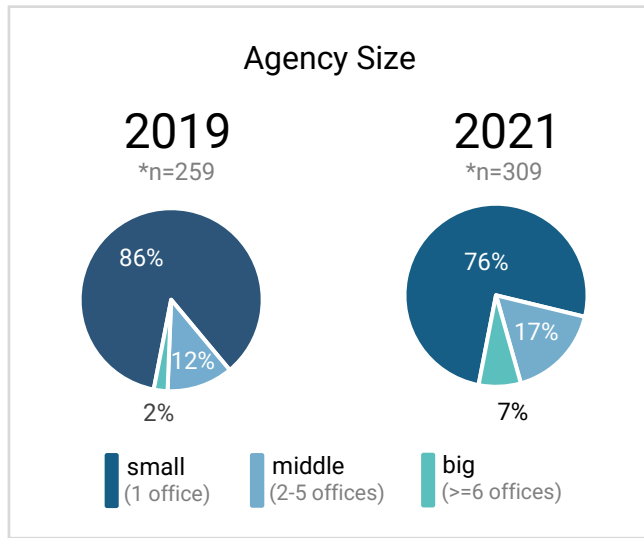
Agencies Established in 2019 and After



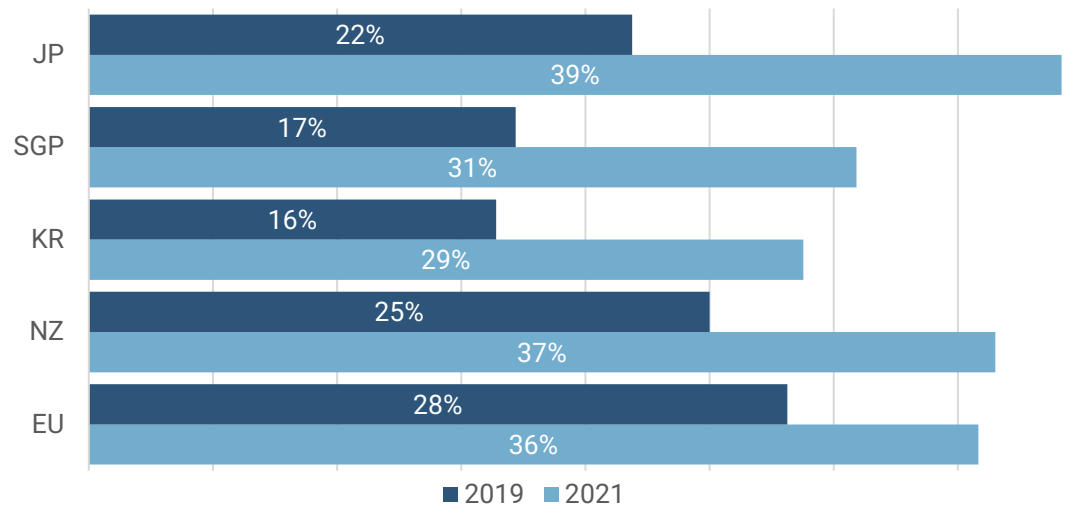
Agency Density Ranking



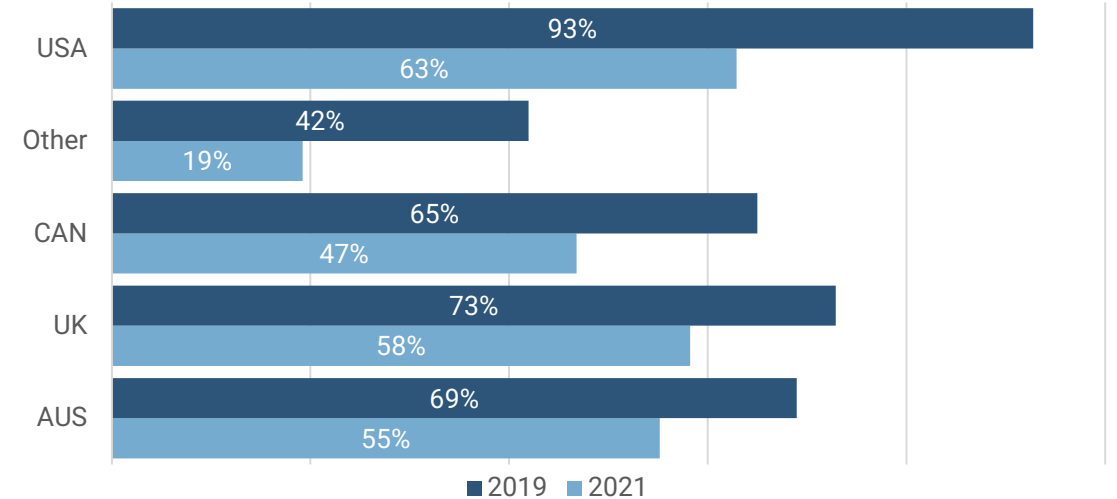
AGENT MARKET IN KEY NEW TIER 1 CITIES | 2019 VS. 2021 COMPARISON



Destinations Becoming More Popular



Destinations Becoming Less Popular



Source: BONARD, 2021

MARKET TRENDS

INSIGHTS FROM THE FIELD

MARKET TRENDS | INSIGHTS FROM THE FIELD

Regarding Student Mobility

US university Int. Recruitment Director Interview

Visa applications are no longer affected by the COVID-19 and some processes are even optimized.

The number of applications from Chinese students has not only returned to pre-pandemic level and even increased a little bit.

As for this academic year, most of the Chinese students are back to the on-campus format.

Summer Program Situation

Most of the agencies that we interviewed are not promoting overseas short-term programs in 2022, and many are already looking at 2023 or "after the pandemic".

Many agencies are turning to domestic short-term programs, but such programs are only considered as an alternative. With the recent "Double Reduction Policy", agencies are worried that there will be new policies to limit domestic short-term programs. So they have no long-term plan for domestic programs.

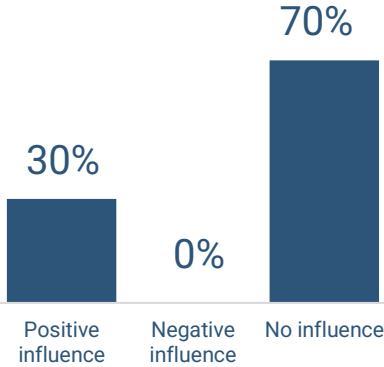
Agencies' Mood

In general, the agencies we interviewed are confident and positive about future outlook.

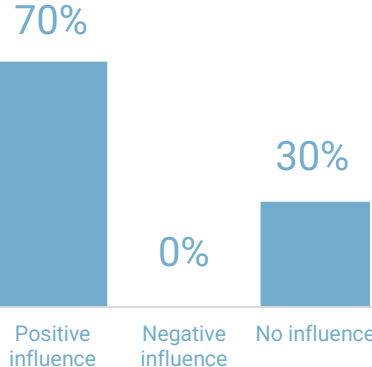
Most of the agencies noted that their sending numbers have returned back to 'the usual' and some said they have been able to maintain the sending numbers during the pandemic.

Regarding Double Reduction

Q: Do you think the "Double Reduction Policy" is influencing the industry?



Q: Do you think the "Double Reduction Policy" will influence the industry in the future?



"The Double Reduction Policy limits domestic K12 academic education. At present, it has little impact on studying abroad."

"With less domestic out-of-school education, students will seek overseas education."

"The Double Reduction Policy has a great impact on out-of-school academic education and has caused a wave of layoffs."

"In combination with other policies from recent years, it has also been given a signal that the state is more and more strict in the examination of academic qualifications."

BONARD EVENT | COMING SOON

BONARD CHINA TRADE MISSION

November 2022

November 15-16, 2022 - Higher Education Sector

November 21-22, 2022 - K-12 Sector



For more information about the event or assistance with the application process,
please contact our event coordinators at events@bonard.com

CONTACT

For questions or comments, please contact:

BONARD

www.bonard.com

china@bonard.com

Ocean Int. 604, Xinkai Rd, 300011 Tianjin,
China