问创
VENTURE

BRITISH INDEPENDENT SCHOOLS IN CHINA

问创教育 在华英国私立学校

Annual Report 2020
2020 年度报告

Venture Education supports UK-China education through research, consultancy and partnerships.

问创通过研究和合作伙伴关系的方式
支持中英两国教育事业的发展。

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Market Summary
市场综述

The international school market in China saw a total of 65 new international schools across the country opening their doors in 2019. Overall growth in 2019 stood at 4.87%, as compared with 11.85% in 2018 and 11.04% in 2017. This slower growth is likely to be a consequence of China's tightening grip on the international education market and new announcements of policy related to the industry. While 2019 has witnessed a more cautious approach to UK-China education partnerships, the coming few years remain likely to be extremely positive for UK schools and investors. There will be more than 30 British independent schools running campuses in mainland China in the next two years.

This year's report sees an updated list of existing British independent schools across mainland China, and a new, separate list of schools that are expected to open in future. The report focuses on independent schools and colleges in China with a parent or sister school in the UK, as opposed to the much wider pool of schools in China making full or partial use of the British curriculum.

2019年，中国的国际学校市场新增了65所国际学校。据统计，2019年中国国际学校整体数量增长率为4.87%，相比2018年的11.85% 与2017的11.04%，创近年来新低。[1] 增长率缓慢的主要原因是中国政府从3月份开始加大了对于国际教育市场的监管力度并颁布了相关行业政策以促进教育领域规范化、教育资源公平化。虽然中英教育合作办学在2019年趋向谨慎，但未来几年对于英国私立学校和投资者来说仍然存在很多机遇。在未来两年内，将会有30多所英国私立学校在中国内地开办分校。

在这份报告中，我们更新了在中国内地的英国私立学校目录，并且整理了即将入驻的英国私立学校名单。这份报告针对的是源自英国的私立学校品牌，因此不会包括只使用英国课程的国际学校。

[1] 新学说：《2019中国国际学校》最新数据

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British Independent Schools in Numbers
数说在华英国私立学校

The Oldest UK Independent Schools in China 八大老牌英国私立学校

2003	2005	2005	2007	2010	2011	2012	2012
Dulwich College Shanghai Pudong 上海德威外籍人员子女学校（浦东）	Dulwich College Beijing 北京德威英国国际学校	Harrow International School Beijing (Harrow Beijing) 哈罗北京	Dulwich College Suzhou 苏州德威英国国际学校	Dulwich International High School Zhuhai 珠海德威国际高中	Wellington College International Tianjin 天津惠灵顿外籍人员子女学校	Dulwich International High School Suzhou 苏州德威国际高中	Malvern College Qingdao 青岛墨尔文中学

Most Expensive Schools 学费最贵的学校

¥326,500	¥325,000	¥319,800	¥308,400	¥307,000	¥281,203	¥281,000	¥239,000
Approx. £36,080	Approx. £35,910	Approx. £35,340	Approx. £34,080	Approx. £33,920	Approx. £31,070	Approx. £31,050	Approx. £26,410
Merchiston International School Shenzhen 深圳曼彻斯通城堡学校	Dulwich College Shanghai Pudong 上海德威外籍人员子女学校（浦东） Dulwich College Shanghai Puxi 上海德威外籍人员子女学校（浦西）	Wellington College International Shanghai 上海惠灵顿国际学校 Harrow International School Shanghai 上海哈罗国际学校	Wellington College Bilingual Tianjin A-Level Centre 天津惠灵顿国际课程中心	Dulwich College Beijing 北京德威英国国际学校	Wellington College International Tianjin 天津惠灵顿外籍人员子女学校	Wellington College International Hangzhou 杭州惠灵顿外籍人员子女学校	Dulwich College Suzhou 苏州德威英国国际学校

*Fees are according to publicly available data; these are the highest fees per annum listed for each school
*费用来源为各校官网，为每所学校列出的每学年最高费用

School Composition 学校招生对象

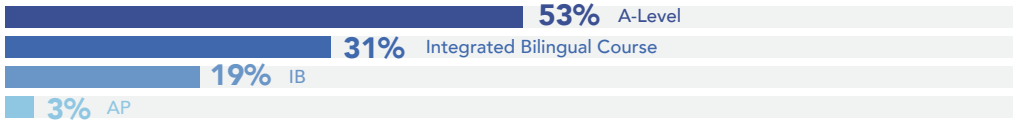
*As of the end of 2019 截至2019年底

81%
Chinese Nationals
招收中国学生的学校

19%
Foreign Nationals (FPHS)
外籍人员子女学校

High School Curriculum 高中课程分类

*As of the end of 2019 截至2019年底



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Six trends for 2020
2020年六大趋势

1

Headwinds
逆境当前

While the regulatory picture remains complex and opaque, and certainly could not be said to apply to all contexts equally, some of the factors schools are reporting as having slowed progress in 2019 include:

Clearer implementation of regulations distinguishing between expectations of for-profit and not-for-profit school models.

More reticence from some local administrative governments to approve licenses, especially in more saturated areas.

New suggested rules around **admissions lotteries and fee caps**

More stringent checks that restrictions on curriculum for Chinese students during compulsory years are being respected, with closer checks particularly on humanities curriculum materials and teaching.

A slowdown in the property development sector, affecting investment, construction projects and paperwork.

Recruitment challenges, particularly for teaching staff, as school campuses continue to proliferate and employment opportunities multiply.

政府对民办教育行业的监管仍然存在复杂性和不透明性问题。部分学校认为2019年中国国际学校增长放缓的原因为：

主管部门更加明确地推行**区别对待营利性与非营利性学校**的政策法规。

部分地方政府**收紧办学许可的审批**，尤其是在教育资源较为饱和的地区。

教育主管部门颁布了关于**摇号招生和收费上限**方面的新规。

重点加强了对**义务教育阶段的课程教材的审查**，尤其是人文类课程的教材和教学。

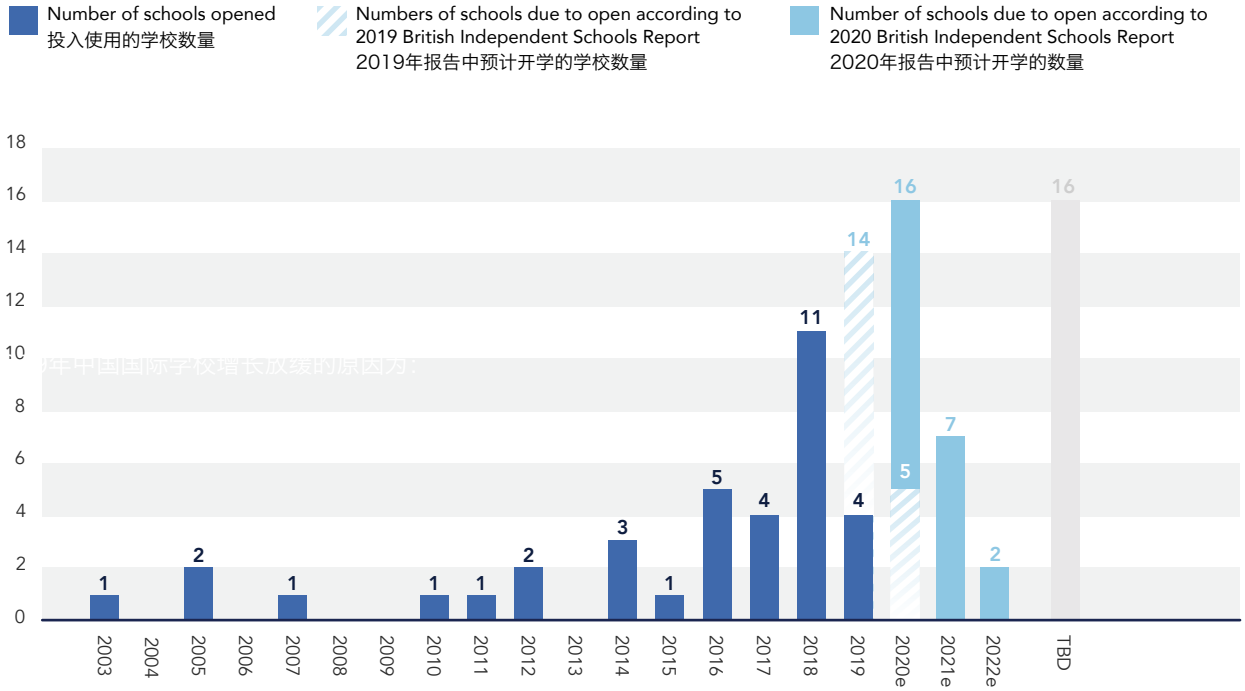
房地产开发领域发展的放缓，影响到了包括投资、建设项目和文书在内的工作。

新建学校数量的不断激增以及随之而来成倍增加的就业需求，导致教育招聘工作面临着挑战，**尤其是师资队伍的招聘与建设问题。**

At the end of 2019, 36 British independent school campuses were operating in mainland China. Only four new school campuses opened in 2019, significantly fewer than the 14 openings projected for the year. Many of the schools have simply delayed opening to 2020 or 2021. One major cause of the delay is China's recent tranche of guidelines to improve and reform compulsory education and regulate private education. While tighter regulation and economic uncertainty have led to a temporary slowdown in 2019, British independent schools may experience significant benefits in the longer term from a more compliant Chinese market that regulates unfair competition. According to available data, 16 new schools are planned in 2020.

截止2019年底，在中国内地设立分校的英国私立学校共有36所。2019仅新增四所，远远低于此前预计的14所。 部分学校将其开学计划推迟至2020或2021年。推迟的主要原因可能是中国教育主管部门近期出台的一系列关于推动义务教育及规范民办教育的指导政策。虽然监管政策的收紧和经济发展的不确定性等因素导致了2019年的短暂“阵痛”，但在排除不良竞争、更加合规的市场中，英国私立学校将获得更为长远的发展。据统计，将会有16所新学校在2020年开学。

Numbers of British Independent Schools by Year 中国英国私立学校数量



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2

Survival of the Biggest
强者生存

Currently, there are 17 British independent school running 36 campuses in mainland China.
目前，共有17个英国私立学校品牌与中国教育集团合作并在中国内地设立了36所分校。

The 17 existing UK schools are:
这17家英国私立学校品牌为：

- Adcote School 阿德科特学校
- Cardiff and Vale International College 卡迪夫公学
- Concord College 康德学院
- Dulwich College 德威学院
- Harrow School 哈罗公学
- Hurtwood House 赫德伍德豪斯公学
- King's College School, Wimbledon 国王学院学校
- Kingswood School 国王伍德公学
- Lucton School 莱克顿学校
- Malvern College 墨尔文中学
- Merchiston Castle School 曼彻斯通城堡学校
- Reigate Grammar School 赖盖特文理学校
- Sedbergh School 赛德伯学校
- Sutton Valence School 萨顿瓦朗斯学校
- The King's School, Canterbury 坎特伯雷国王学校
- Wellington College 惠灵顿公学
- Wycombe Abbey School 威雅公学

At the same time, new UK schools will continue to enter the Chinese market. According to available statistics, there will be 15 British independent schools opening their first campus in mainland China in the next few years.

同时，新生品牌也将不断进入中国市场。据统计，未来几年将会有15个英式品牌入驻中国内地。

The 15 UK schools entering the market will be:
将要入驻中国的15个英式品牌为：

- Cranleigh School 克雷格学校
- Durham School 杜伦学校
- Fettes College 斐特思公学
- Gordonstoun School 高登斯顿学校
- Headington School 海丁顿学校
- Lady Eleanor Holles School LEH学校
- Myddelton College 米德尔顿公学
- Pate's Grammar School 佩特文法学校
- Repton School 莱普敦学校
- Royal Grammar School 皇家文理学校
- Shrewsbury School 修仕倍励国际学校
- St Bees School 圣比斯公学
- The Perse School 剑桥德佩斯学校
- Uppingham School 阿平汉姆学校
- Westminster School 威斯敏斯特公学

The rapid expansion of British independent schools in mainland China will lead to increasingly high levels of competition between players as market saturation approaches. Those best placed to survive will be the schools that successfully integrate local and British education, and localise sustainable management models.

随着中国国际教育市场趋于饱和，英国私立学校在中国内地的迅速扩张也将会引发更加激烈的竞争。在市场优胜劣汰中生存下来的往往是那些成功地整合了本地和英国教育资源，并采用本地化可持续管理模式的品牌。

By 2022, the top four school groups operating campuses in mainland China are expected to be: Harrow School (10), Dulwich College (8), Wellington College (6), and Hurtwood House (4).

预计到2022年，排在前四位的在中国内地运营校园的学校集团预计将会是：哈罗公学（10所）、德威学院（8所）、惠灵顿学院（6所）和赫特伍德学校（4所）.

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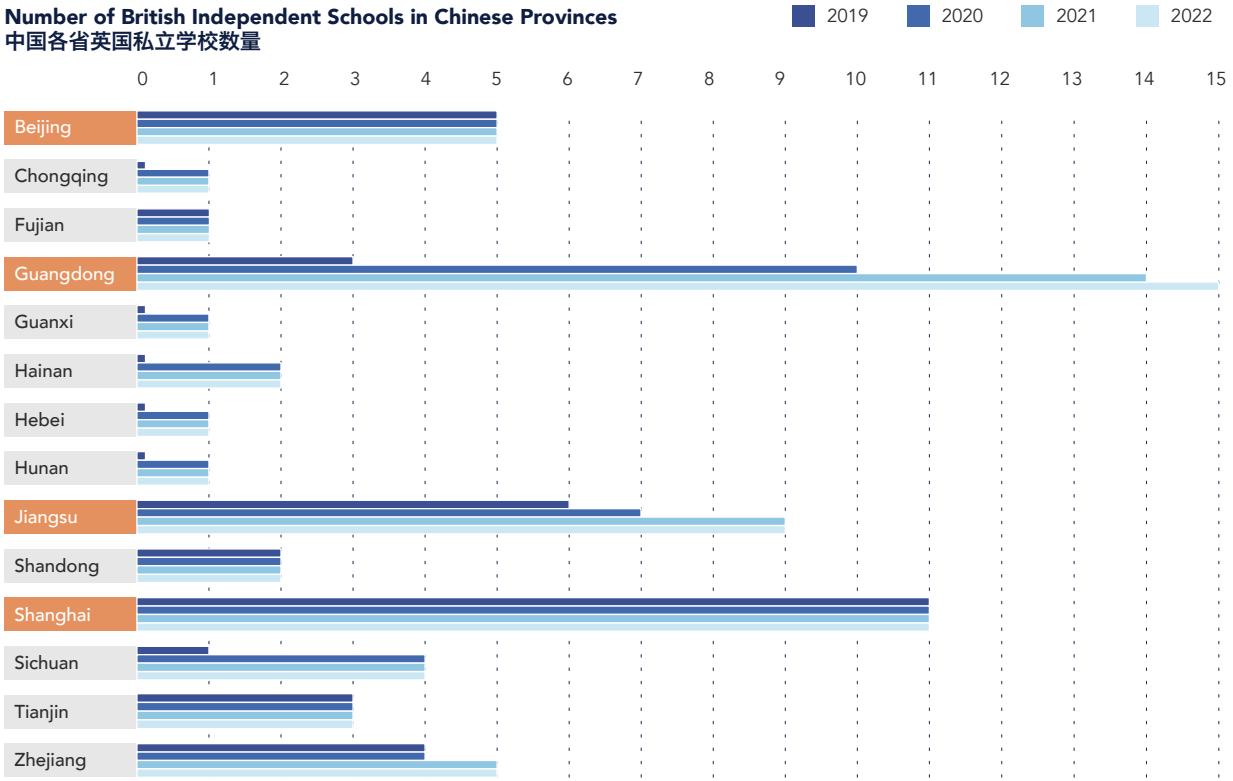
3

Greater Bay Area
粤港澳大湾区

Geographically, the British independent school will increasingly favour provinces outside Beijing and Shanghai. On February 18, 2019, the PRC central government formally issued the *Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area*. Arising from the active encouragement of local government, a wish to attract talent to the area, buidling on local strengths such as well-established sectors like HK, and strong commercial foundations in the area, Guangzhou and Shenzhen are likely to overtake Shanghai and Beijing as new hubs for international education. **Guangdong province is expected to have 13 private schools by 2022, ahead of 11 in Shanghai and 9 in Jiangsu. New schools will also open in Sichuan, Hainan, Hebei, Chongqing, Guangxi and other regions.**

从地域分布上来看，英国私立学校品牌将愈加青睐京沪之外的省份，尤其是广东省。2019年2月18日，中国政府发布《粤港澳大湾区发展规划纲要》并指出，将在大湾区建设国际教育示范区并推动国际优质教育发展。在这一政策的推动下，广州和深圳很有可能将取代上海和北京成为新的国际学校聚集地。**预计截至2022年，广东省将会有13所英国私立学校落地， 领先于上海的11所与江苏省的9所。同时，四川、海南、河北和湖南等地区也会有新校落成。**

Number of British Independent Schools in Chinese Provinces
中国各省英国私立学校数量



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4

Bilingual Schools
双语学校

One noticeable recent trend has been the rapid growth of bilingual curriculums and teaching. Bilingual schools enjoy some significant advantages in the current market, giving schools opportunities to recruit a much wider pool of Chinese students and align with Chinese national curriculum requirements while still offering a British-style holistic education in high demand from Chinese consumers.

国际学校的双语课程设置以及双语教学的发展逐渐成为引人注目的趋势。在目前的教育市场上，双语学校显然具备不少的优势，这不仅让这些学校在招生层面获益，而且在符合中国国家课程要求的同时，也能让中国消费者享受到其所需求的英式全人教育。

5

Going It Alone
另辟蹊径

As the domestic education market becomes increasingly knowledgeable and sophisticated, Chinese property and education companies are, in some cases, simply choosing to open their own international schools (often recruiting staff who have gained experience working for successful existing international schools). These companies have the financing, the expertise, the sales channels and the local government support to open bilingual schools and manage their future.

随着国内教育市场知识化、复杂性的程度越来越高，中国的房地产企业和教育公司纷纷选择投资创办自己的国际学校（通常会聘请具备成功的国际学校行业经验的业界人士进行管理）。充足的资金投入、专业的管理经验、多样化的销售渠道以及地方政府的大力支持，促使这些企业积极投入到兴办双语学校的大潮中。

6

Diversification
多元并举

One particularly observable trend this year has been towards a far broader range of engagement models from UK schools. While opening a sister campus may have been the dominant goal a decade ago, an increasingly diverse range of opportunities can now be seen, from licencing and franchising, management contracts, curriculum support, teacher training and recruitment arrangements and even consultancy projects with local governments. In each case, both sides are looking to maximise their strategic and economic advantages as efficiently as possible.

一个明显的趋势是英国私立学校采用了更为广泛的参与模式。相比十年前各大国际学校品牌都以建立姊妹学校为主要的发展策略而言，近年来呈现出更加多元化的合作模式，如，通过获得许可及特许经营、委托管理、课程支持、教师培训和招聘配置，以及通过与地方政府进行项目咨询合作等参与形式。无论是采取何种方式，双方都希望尽可能有效地发挥出各自在战略与经济方面的优势。

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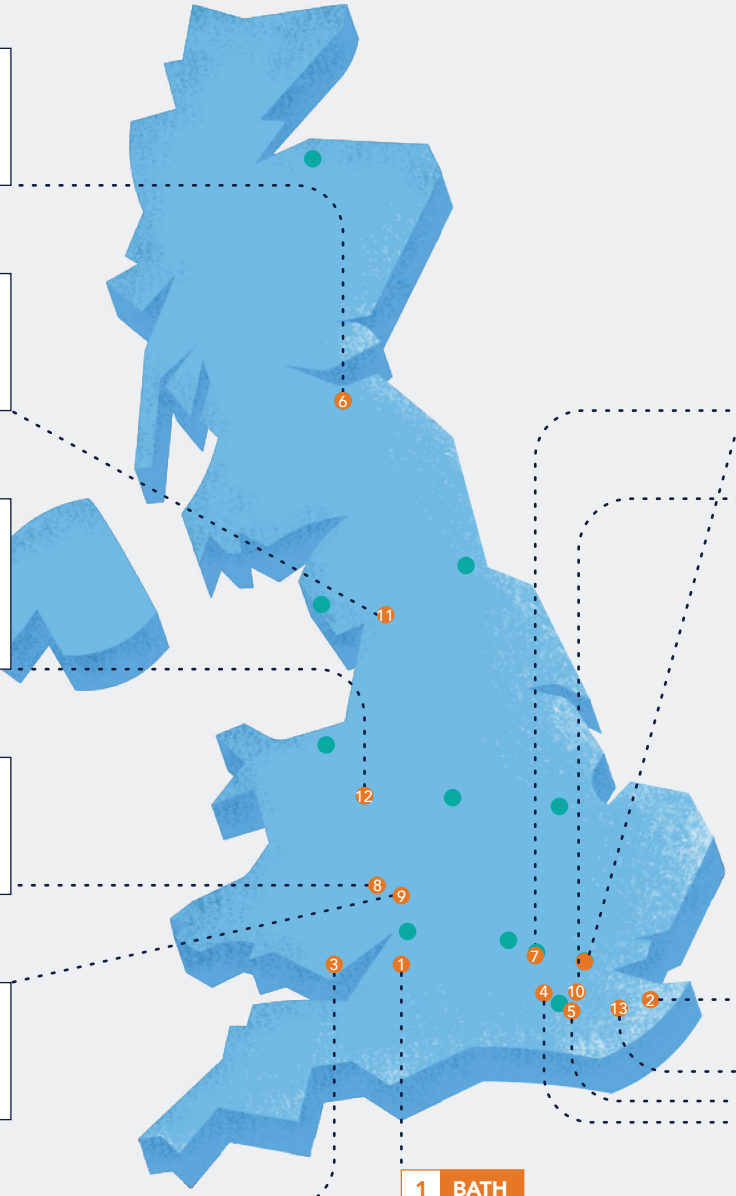
Map of UK: British Independent Schools Represented in China | 英国私立学校分布概况

● British independent schools due to open in China



6 EDINBURGH
- Merchiston Castle School

LONDON
- Dulwich College
- Harrow School
- King's College School

11 SEDBERGH
- Sedbergh School

7 HIGH WYCOMBE
- Wycombe Abbey

12 SHREWSBURY
- Adcote School
- Concord College

10 REIGATE
- Reigate Grammar School

8 LEOMINSTER
- Lucton School

2 CANTERBURY
- The King's School

9 MALVERN
- Malvern College

3 CARDIFF
- Cardiff & Vale College

1 BATH
- Kingswood School

4 CROWTHORNE
- Wellington College

5 DORKING
- Hurtwood House

13 SUTTON VALENCE
- Sutton Valence

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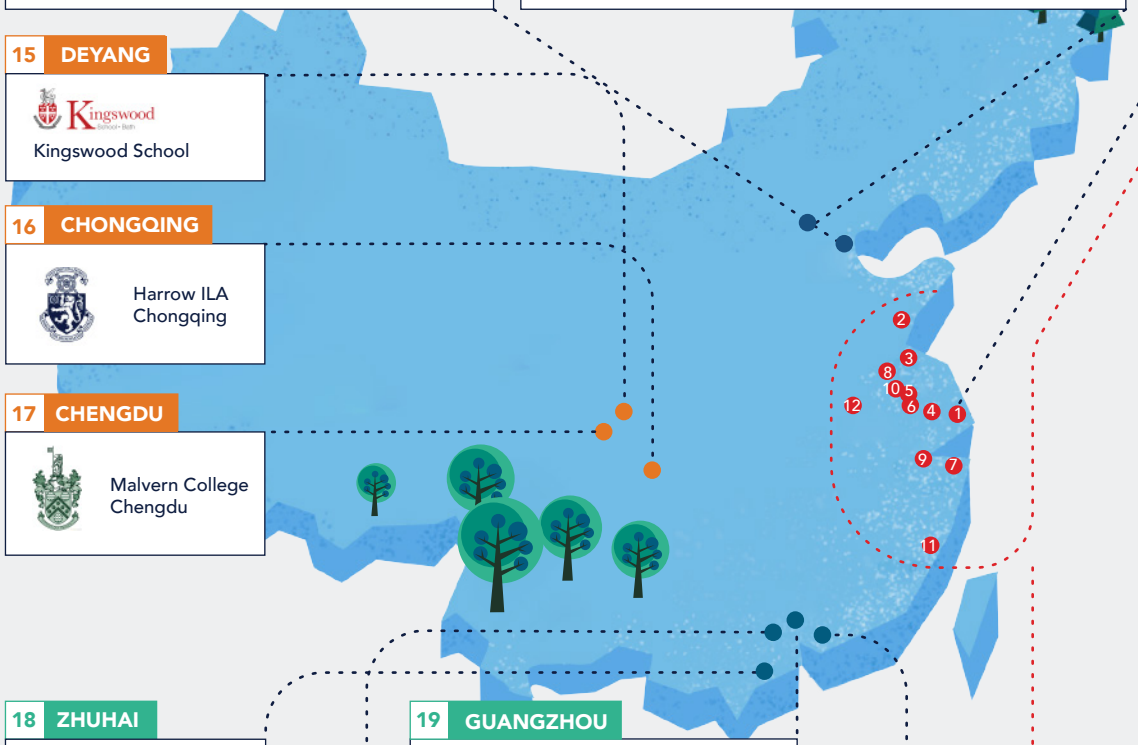
Map of China: British Independent Schools Across China | 在华英国私立学校分布概况



1 SHANGHAI

- Cardiff and Vale Shanghai A-level Centre
- Adcote School Shanghai
- Shanghai Concord Bilingual School
- Dulwich College Shanghai
- Dulwich College Shanghai Puxi
- Shanghai Dehong Bilingual School
- Harrow International Shanghai
- Shanghai HD Bilingual School
- Lucton School Shanghai
- Wellington College International Shanghai
- Huili School Shanghai

2 QINGDAO

- HD Qingdao Wanda School
- Malvern College Qingdao

3 LIANYUNGANG

- St. Albans International School Lianyungang

4 SUZHOU

- Dulwich College Suzhou
- Dulwich College International High School Suzhou

5 CHANGZHOU

- Wycombe Abbey International School Changzhou
- Cardiff and Vale College Changzhou

6 WUXI

- Nanwai King's College School

7 NINGBO

- HD Ningbo School

8 XUZHOU

- Xuzhou Cambridge Academy

9 HANGZHOU

- RDFZ King's College School
- Wellington College International Hangzhou
- Huili School Hangzhou

10 NANJING

- Reigate Grammar School Nanjing

11 FUZHOU

- Rong Qiao Sedbergh School

12 HEFEI

- Cardiff and Vale Hefei School

13 BEIJING

- Kingswood International Beijing
- Dulwich College Beijing
- Harrow International School Beijing
- HD Beijing School
- Dehong Internatinal Chinese School Beijing

14 TIANJIN

- Wellington College International Tianjin
- Wellington College Bilingual Tianjin
- HIKSVS International School

15 DEYANG

- Kingswood School

16 CHONGQING

- Harrow ILA Chongqing

17 CHENGDU

- Malvern College Chengdu

18 ZHUHAI

- Dulwich International High School Zhuhai

19 GUANGZHOU

- Fettes College Zengcheng
- Shrewsbury School Nansha
- Shrewsbury School Luogang

20 FOSHAN

- Lady Eleanor Holles International School Foshan

21 SHENZHEN

- The King's School Shenzhen International Pre-Prep
- The King's School Shenzhen International Main School
- Merchiston Castle School Shenzhen

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Map of UK: British Independent Schools Due to Open | 拟入驻中国的英国私立学校分布概况

● British schools represented in China in 2019

7 ELGIN
Gordonstoun School

12 ST BEES
St Bees School

4 DENBEIGH
Myddelton College

11 SHREWSBURY
Shrewsbury School

2 CHELTENHAM
Pate's Grammar School

LONDON
Lady Eleanor Holles
Westminster School

6 EDINBURGH
Fettes School

5 DURHAM
Durham School

10 REPTON
Repton School

13 UPPINGHAM
Uppingham School

1 CAMBRIDGE
Perse School

9 OXFORD
Headington School

8 HIGH WYCOMBE
Royal Grammar School

3 CRANLEIGH
Cranleigh School

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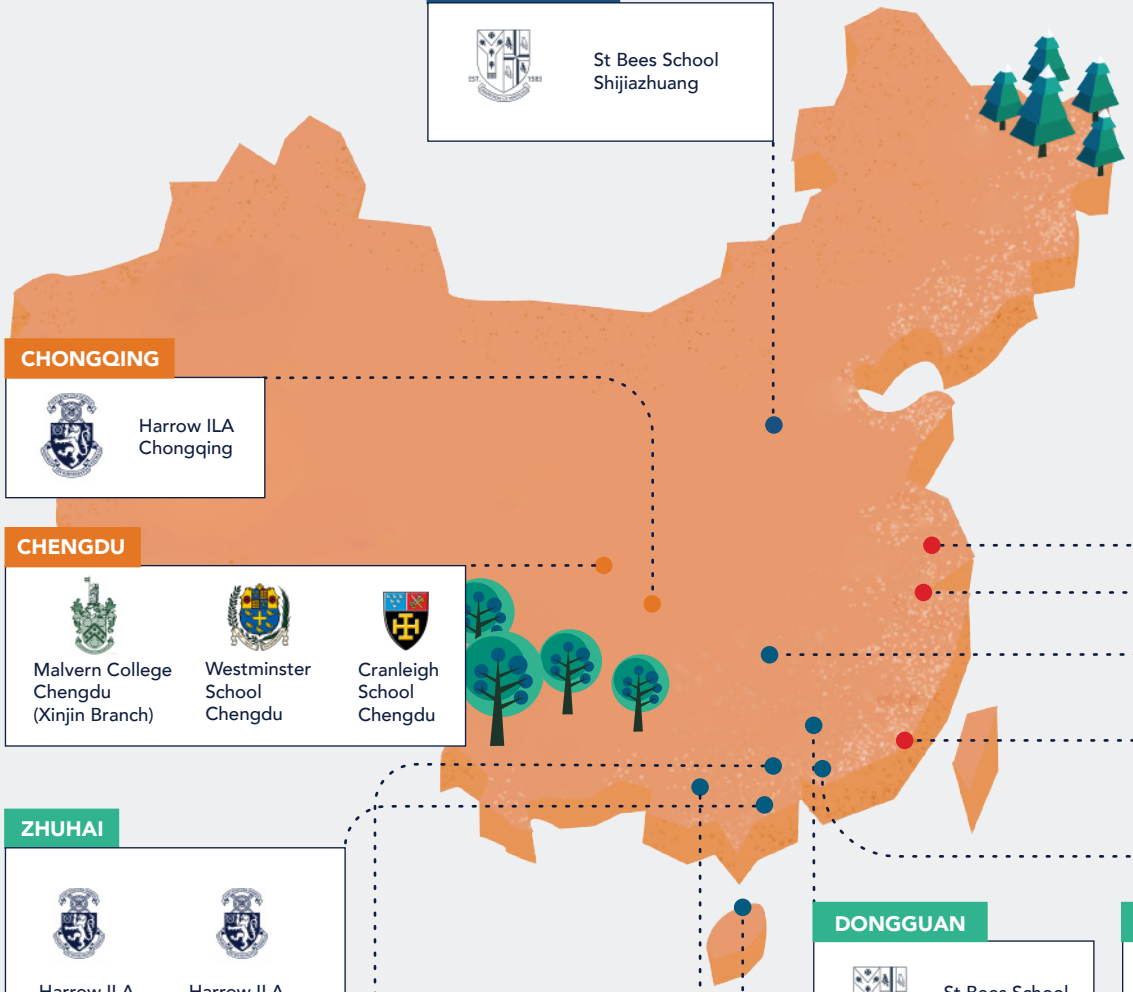
Map of China: British Independent Schools Due to Open in 2020 | 拟在2020开学的在华英国私立学校分布概况



SHIJIAZHUANG
- St Bees School Shijiazhuang

CHONGQING
- Harrow ILA Chongqing

CHENGDU
- Malvern College Chengdu (Xinjin Branch)
- Westminster School Chengdu
- Cranleigh School Chengdu

ZHUHAI
- Harrow ILA Hengqin
- Harrow ILA Tangjiawan

FOSHAN
- Lady Eleanor Holles International School Foshan

NANNING
- Harrow ILA Nanning

DONGGUAN
- St Bees School Dongguan

CHANGSHA
- Cranleigh School Changsha

HAIKOU
- Harrow International School Haikou
- Harrow ILA Haikou

SHENZHEN
- Harrow International School Shenzhen (Qianhai)

SUZHOU
- The Perse School Suzhou

HANGZHOU
- Wycombe Abbey International School Hangzhou

XIAMEN
- Repton Xiamen

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British Chamber of Commerce Across China | 中国英国商会

BRITISH CHAMBER OF COMMERCE IN CHINA 中国英国商会

The British Chamber of Commerce in China is a membership organisation for British business focused on boosting UK-China trade and investment. We operate as an independent, not-for-profit organisation with a strong and diverse membership. With over two decades' worth of business experience in China, we provide intelligence, advice, and networking opportunities for our members, helping their business grow in one of the world's fastest growing markets.

中国英国商会是一家致力于加强中英双边贸易投资的会员制机构。我们作为一家独立非盈利的机构，拥有强大而多样化的会员网络。在过去的20年里，我们为会员提供了智力支持、宝贵意见以及社交机会等，使得他们可以在这个世界发展最快的市场赢得发展机会。

BRITISH CHAMBER OF COMMERCE SHANGHAI 上海英国商会

The primary objective of The British Chamber of Commerce Shanghai is to support member companies and individuals working in Shanghai and the East China region, as well as British commerce in general. The Chamber provides a forum through which members and guests can widen their contacts and tackle the many issues facing foreign companies operating in China. Our membership consists of UK companies and UK nationals as well as organisations and individuals with strong interests in, or links to, the UK.

上海英国商会主要为上海和华东地区的英国企业和公司提供帮助。 通过举办贸易和商务论坛，为会员提供广泛的商业合作平台和发展机会。

BRITISH CHAMBER OF COMMERCE SOUTHWEST CHINA 中国西南英国商会

The British Chamber of Commerce has been operating in Southwest China since 1997 with offices in both Chengdu and Chongqing. The British Chamber Southwest is a membership-based, non-for-profit organisation that is sustained solely by membership fees and sponsorship. We are powered by our members, directed by our members, for our members, and act as the voice of British Business in Southwest China.

中国西南英国商会成于1997年，其总部位于成都，主要为西南地区的英国企业和公司提供帮助。同时也为中、英两国政府或其它相关组织提供会员们想得到的信息，并为政府制定方法和政策提供适当的和必要的建设性意见，并提供贸易和商务论坛，以收集和分布意见和信息。

BRITISH CHAMBER OF COMMERCE GUANGDONG 广东英国商会

The British Chamber of Commerce Guangdong(BritCham) is an independent international organisation in China, helping members with business development. Established in 1996, BritCham is one of the most active and influential chambers in PRD.

广东英国商会是一家代表中外企业、特别是在穗英国企业的非盈利贸促机构，为中外企业提供广泛的商业合作平台及会员服务。同时举办各类商务、文化活动。

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British Independent Schools Directory
中国英国私立学校目录

Disclaimer: the listed schools that are yet to open are compiled through speaking with schools, press reports and school or partner announcements. Some are nearly ready to open, some have just broken ground, some have signed agreements and it is possible that some will go no further than the handshakes and photos reported by the local press. Those with TBC are likely most speculative.

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UK School 英国私立学校	Chinese Partner 中国合作方	School 学校	Year 年	City 城市	Province 省	Accessibility 招生对象	Curriculum 课程
Adcote School 阿德科特学校	**Ray Education Group 雅力教育集团**	**Adcote School Shanghai 上海阿德科特学校**	2018	Shanghai 上海	Shanghai 上海	Chinese Nationals 中国国籍	IGCSE and A-Levels
Cardiff and Vale International College 卡迪夫公学	**Shanghai Yijin Education Group 上海毅进教育集团**	**Cardiff and Vale Shanghai A-level Centre 卡迪夫公学上海中心**	2016	Shanghai 上海	Shanghai 上海	Chinese Nationals 中国国籍	A-Levels
		Cardiff and Vale College Changzhou Campus 卡迪夫公学常州校区	2019	Changzhou 常州	Jiangsu 江苏	Chinese Nationals 中国国籍	A-Levels
		Cardiff and Vale College Pinghu Campus 卡迪夫公学平湖校区	TBD	Pinghu 平湖	Zhejiang 浙江	Chinese Nationals 中国国籍	IGCSE and A-Levels
Concord College 康德学院	**LangSheng Education 朗盛教育**	**Shanghai Concord Bilingual School 上海康德双语学校**	2017	Shanghai 上海	Shanghai 上海	Chinese Nationals 中国国籍	IGCSE and A-Levels
Cranleigh School 克雷格学校	**Cogdel Education Group 康德教育集团**	**Cranleigh School Changsha 长沙克雷格学校**	2020	Changsha 长沙	Hunan 湖南	Chinese Nationals 中国国籍	A-Levels, IB, and AP
		Cranleigh School Chengdu 成都克雷格学校	2020	Chengdu 成都	Sichuan 四川	Chinese Nationals 中国国籍	TBC 待定

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UK School 英国私立学校	Chinese Partner 中国合作方	School 学校	Year 年	City 城市	Province 省	Accessibility 招生对象	Curriculum 课程
Dulwich College 德威学院	Dulwich College Management International 德威国际教育管理集团	Dulwich Chollege Shanghai Pudong 上海德威外籍人员子女学校（浦东）	2003	Shanghai 上海	Shanghai 上海	FPHS 外国国籍	IGCSE and IBDP
		Dulwich College Beijing 北京德威英国国际学校	2005	Beijing 北京	Beijing 北京	FPHS 外国国籍	IGCSE and IBDP
		Dulwich College Suzhou 苏州德威英国国际学校	2007	Suzhou 苏州	Jiangsu 江苏	FPHS 外国国籍	IGCSE and IBDP
		Dulwich College International Zhuhai 珠海德威国际高中	2010	Zhuhai 珠海	Guangdong 广东	Chinese Nationals 中国国籍	IGCSE and A-Levels
		Dulwich College International High School Suzhou 苏州德威国际高中	2012	Suzhou 苏州	Jiangsu 江苏	Chinese Nationals 中国国籍	IGCSE and A-Levels
		Dulwich College Shanghai Puxi 上海德威外籍人员子女学校（浦西）	2016	Shanghai 上海	Shanghai 上海	FPHS 外国国籍	IGCSE and IBDP
		Dehong International Chinese School Shanghai 上海德闳学校	2017	Shanghai 上海	Shanghai 上海	Chinese Nationals 中国国籍	Integrated bilingual course
		Dehong International Chinese School Beijing 北京德闳学校	2019	Beijing 北京	Beijing 北京	Chinese Nationals 中国国籍	Integrated bilingual course
Durham School 杜伦学校	Tianjin International Education Limited 天津国际教育	Durham International School 杜伦国际学校	TBC 待定	TBC 待定	TBC 待定	TBC 待定	TBC 待定
Fettes College 斐特思公学	Bright Scholar 博实乐教育集团	Fettes College Zengcheng 广州斐特思公学学校	2021	Guangzhou 广州	Guangdong 广东	Chinese Nationals 中国国籍	TBC 待定
Gordonstoun School 高登斯顿学校	Hampton Group 汉普集团	Gordonstoun School 高登斯顿学校	2022	TBC 待定	TBC 待定	Chinese Nationals 中国国籍	TBC 待定

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UK School 英国私立学校	Chinese Partner 中国合作方	School 学校	Year 年	City 城市	Province 省	Accessibility 招生对象	Curriculum 课程
Harrow School 哈罗公学	Asia International Limited / Harrow International Management Services Ltd 亚洲国际学校有限公司 / 哈罗国际管理服务有限公司	Harrow International School Beijing 哈罗北京	2005	Beijing 北京	Beijing 北京	Chinese Nationals 中国国籍	IGCSE and A-Levels
		Harrow International School Shanghai 上海哈罗国际学校	2016	Shanghai 上海	Shanghai 上海	Chinese Nationals 中国国籍	IGCSE and A-Levels
		Harrow ILA Chongqing 哈罗礼德学校重庆	2020	Chongqing 重庆	Chongqing 重庆	Chinese Nationals 中国国籍	IGCSE and A-Levels
		Harrow ILA Nanning 哈罗礼德学校南宁	2020	Nanning 南宁	Guangxi 广西	Chinese Nationals 中国国籍	IGCSE and A-Levels
		Harrow ILA Hengqin 哈罗礼德学校横琴	2020	Zhuhai 珠海	Guangdong 广东	Chinese Nationals 中国国籍	IGCSE and A-Levels
		Harrow ILA Tangjiawan 哈罗礼德学校唐家湾	2020	Zhuhai 珠海	Guangdong 广东	Chinese Nationals 中国国籍	IGCSE and A-Levels
		Harrow International School Shenzhen (Qianhai) 前海哈罗国际学校	2020	Shenzhen 深圳	Guangdong 广东	FPHS 外国国籍	IGCSE and A-Levels
		Harrow International School Haikou 哈罗海口国际学校	2020	Haikou 海口	Hainan 海南	Chinese Nationals 中国国籍	IGCSE and A-Levels
		Harrow ILA Haikou 哈罗礼德学校海口	2020	Haikou 海口	Hainan 海南	Chinese Nationals 中国国籍	IGCSE and A-Levels
		Harrow ILA Qianhai 哈罗礼德学校前海	2021	Shenzhen 深圳	Guangdong 广东	Chinese Nationals 中国国籍	IGCSE and A-Levels
		Harrow ILA Guangzhou 哈罗礼德学校广州	TBC 待定	Guangzhou 广州	Guangdong 广东	Chinese Nationals 中国国籍	TBC 待定
		Harrow ILA Suzhou 哈罗礼德学校苏州	TBC 待定	Suzhou 苏州	Jiangsu 江苏	Chinese Nationals 中国国籍	TBC 待定

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Headington School 海丁顿学校	Shenzhen Huiming Group Co Ltd 深圳市惠名(集团)有限公司	Headington School 海丁顿学校深圳	TBC 待定	Shenzhen 深圳	Guangdong 广东	Chinese Nationals 中国国籍	TBC 待定
Hurtwood House 赫德伍德豪斯公学	Elite K12 Education Group 义格教育	HD Ningbo School 宁波鄞州赫德实验学校	2014	Ningbo 宁波	Zhejiang 浙江	Chinese Nationals 中国国籍	Integrated bilingual course
		Shanghai HD Bilingual School 上海赫德双语学校	2016	Shanghai 上海	Shanghai 上海	Chinese Nationals 中国国籍	Integrated bilingual course
		HD Beijing School 北京市朝阳区赫德双语学校	2017	Beijing 北京	Beijing 北京	Chinese Nationals 中国国籍	Integrated bilingual course
		HD Qingdao School 青岛万达赫德双语学校	2018	Qingdao 青岛	Shandong 山东	Chinese Nationals 中国国籍	Integrated bilingual course
King's College School, Wimbledon 国王学院学校	Dipont Education 狄邦教育	Nanwai King's College School Wuxi 无锡南外国王国际学校	2018	Wuxi 无锡	Jiangsu 江苏	Chinese Nationals 中国国籍	IGCSE, A-Levels and IB
		RDFZ King's College School 人大附中杭州学校	2018	Hangzhou 杭州	Zhejiang 浙江	Chinese Nationals 中国国籍	IGCSE, A-Levels (IB in the future)
		King's College School Shenzhen 深圳国王学院学校	2021	Shenzhen 深圳	Guangdong 广东	Chinese Nationals 中国国籍	A-Levels and IB
Kingswood School 国王伍德公学	Bohua Education Group 北京博华百校教育投资集团有限公司	Kingswood International Beijing 英国国王伍德公学北京学校	2018	Beijing 北京	Beijing 北京	Chinese Nationals 中国国籍	AP and IB
	China First Capital Group Limited 中国首控集团有限公司	Kingswood School 国王伍德学校德阳校区	TBC 待定	Deyang 德阳	Sichuan 四川	TBC 待定	TBC 待定

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Lady Eleanor Holles School LEH学校	Hong Kong Trumptech Education 尊科国际教育有限公司	Lady Eleanor Holles International School Foshan 佛山LEH外籍人员子女学校	2020	Foshan 佛山	Guangdong 广东	FPHS 外国国籍	IGCSE and A-Levels
Lucton School 莱克顿学校	Opal Education 欧泊教育	Lucton School Shanghai 上海莱克顿学校	2018	Shanghai 上海	Shanghai 上海	Chinese Nationals 中国国籍	IGCSE and A-Levels
Malvern College 墨尔文中学	Hong Kong Babylon Education 贝隆教育有限公司	Malvern College Qingdao 青岛墨尔文中学	2012	Qingdao 青岛	Shandong 山东	Chinese Nationals 中国国籍	IGCSE and A-Levels
		Malvern College Chengdu 成都墨尔文学校	2015	Chengdu 成都	Sichuan 四川	Chinese Nationals 中国国籍	IGCSE and A-Levels
		Malvern College Chengdu (Xinjin Branch) 成都墨尔文学校新津校区	2020	Chengdu 成都	Sichuan 四川	Chinese Nationals 中国国籍	Integrated bilingual course and IGCSE and A-Level
Merchiston Castle School 曼彻斯通城堡学校	Shenzhen Merchiston International Education Co. Ltd/ 深圳曼彻斯通国际教育有限公司	Merchiston International School Shenzhen 深圳曼彻斯通城堡学校	2018	Shenzhen 深圳	Guangdong 广东	Chinese Nationals 中国国籍	IGCSE and A-Levels
Myddelton College 米德尔顿公学	Ray Education Group 雅力教育集团	Myddelton College 米德尔顿公学	TBC 待定 scheduled date was 2019	TBC 待定	TBC 待定	Chinese Nationals 中国国籍	TBC 待定
Pate's Grammar School 佩特文法学校	Hailiang Education 海亮教育	Pate's Grammar School 佩特文法学校	TBC 待定	TBC 待定	TBC 待定	Chinese Nationals 中国国籍	TBC 待定
Reigate Grammar School 莱爵公学	China New Town Development Company 中国新城镇发展有限公司	Reigate Grammar School Nanjing 博颂莱爵南京	2019	Nanjing 南京	Jiangsu 江苏	Chinese Nationals 中国国籍	Integrated bilingual course
	Kaiyuan Education Fund 开元教育基金	Reigate Grammar School Zhangjiagang 张家港莱爵学校	2021	Suzhou 苏州	Jiangsu 江苏	Chinese Nationals 中国国籍	TBC 待定
	TBC 待定	Reigate Grammar School Shenzhen 深圳莱爵学校	TBC 待定	Shenzhen 深圳	Guangdong 广东	Chinese Nationals 中国国籍	TBC 待定

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British Independent Schools Directory | 中国英国私立学校目录

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Repton School **莱普顿学校**	**Chiway Education Group** **中锐教育集团**	**Repton Xiamen** **厦门华锐莱普顿学校**	2020	Xiamen 厦门	Fujian 福建	Chinese Nationals 中国国籍	TBC 待定
Royal Grammar School, Guildford **皇家文理学校**	**Gemdale Education** **深圳金地教育有限公司**	**Royal Grammar School Nanjing** **皇家文理学校南京校区**	TBC 待定	Nanjing 南京	Jiangsu 江苏	Chinese Nationals 中国国籍	TBC 待定
Sedbergh School **赛德伯学校**	**Rong Qiao** **融侨集团**	**Rong Qiao Sedbergh School** **融侨赛德伯学校**	2018	Fuzhou 福州	Fujian 福建	Chinese Nationals 中国国籍	Integrated bilingual course and A-Levels
Shrewsbury School **修仕倍励国际学校**	**Shrewsbury International Asia** **思貝禮國際學校有限公司**	**Shrewsbury School Huangpu** **广州市黄埔区修仕倍励实验学校**	2021	Guangzhou 广州	Guangdong 广东	Chinese Nationals 中国国籍	GCSE and A-Levels
		Shrewsbury School Nansha **广州市南沙修仕倍励学校**	2022	Guangzhou 广州	Guangdong 广东	Chinese Nationals 中国国籍	GCSE and A-Levels
		Shrewsbury School Jiading **上海嘉定修仕倍励国际学校**	TBC 待定	Shanghai 上海	Shanghai 上海	Chinese Nationals 中国国籍	GCSE and A-Levels
St Bees School **圣比斯公学**	**Full Circle Group** **合一教育集团**	**St Bees School Dongguan** **东莞圣比斯中学**	2020	Dongguan 东莞	Guangdong 广东	Chinese Nationals 中国国籍	TBC 待定
		St Bees School Shijiazhuang **石家庄圣比斯中学**	2020	Shijiazhuang 石家庄	Hebei 河北	Chinese Nationals 中国国籍	TBC 待定
Sutton Valence School **萨顿瓦朗斯学校**	**Hopeland International Kindergarten Group** **华兰国际幼稚园**	**HIKSVS International School** **华兰萨顿国际学校**	2017	Tianjin 天津	Tianjin 天津	Chinese Nationals 中国国籍	Integrated bilingual course
The King's School, Canterbury **坎特伯雷国王学校**	**HengYu Group** **深圳市恒裕启扬教育有限公司**	**The King's School Shenzhen International** **深圳市南山区坎特伯雷国王学校**	2019	Shenzhen 深圳	Guangdong 广东	Chinese Nationals 中国国籍	IGCSE and A-Levels
The Perse School **剑桥德佩斯学校**	**Cheung and Sons** **张氏家族控股**	**The Perse School Suzhou** **德佩斯苏州校区**	2020	Suzhou 苏州	Jiangsu 江苏	Chinese Nationals 中国国籍	IGCSE and A-Levels

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Uppingham School 阿平汉姆学校	China Investment Development Co, Ltd 中国投资开发有限公司	Uppingham School 阿平汉姆学校	TBC 待定 scheduled date was 2019	Chongqing 重庆	Sichuan 四川	Chinese Nationals 中国国籍	TBC 待定
	TBC 待定	Uppingham School 阿平汉姆学校	TBC 待定 scheduled date was 2019	Kunming 昆明	Yunnan 云南	Chinese Nationals 中国国籍	TBC 待定
Wellington College 惠灵顿公学	Wellington China 惠灵顿中国	Wellington College International Tianjin 天津惠灵顿外籍人员子女学校	2011	Tianjin 天津	Tianjin 天津	FPHS 外国国籍	IGCSE and A-Levels
		Wellington College Bilingual Tianjin A-Level Centre 天津惠灵顿国际课程中心	2014	Tianjin 天津	Tianjin 天津	Chinese Nationals 中国国籍	IGCSE and A-Levels
		Wellington College International Shanghai 上海惠灵顿国际学校	2014	Shanghai 上海	Shanghai 上海	FPHS 外国国籍	IGCSE and IBDP
	Huili Education 惠立教育集团	Huili School Hangzhou 杭州市萧山区惠立学校	2018	Hangzhou 杭州	Zhejiang 浙江	Chinese Nationals 中国国籍	Integrated bilingual course
		Wellington College International Hangzhou 杭州惠灵顿外籍人员子女学校	2018	Hangzhou 杭州	Zhejiang 浙江	Chinese Nationals 中国国籍	Integrated bilingual course
	Lujiazui Group / Huili Education 上海陆家嘴集团 / 惠立教育集团	Huili School Shanghai 上海浦东新区民办惠立学校	2018	Shanghai 上海	Shanghai 上海	FPHS 外国国籍	English National Curriculum
Westminster School 敏斯特公学	Hong Kong Melodious Education Technology Group Limited 香港斯為美教育科技集团有限公司	Westminster School 成都威斯敏斯特公学	2020	Chengdu 成都	Sichuan 四川	Chinese Nationals 中国国籍	TBC 待定

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Wycombe Abbey 威雅公学	BE Education 必益教育	Wycombe Abbey International School Changzhou 常州威雅公学	2016	Changzhou 常州	Jiangsu 江苏	Chinese Nationals 中国国籍	IGCSE and A-Levels
		Wycombe Abbey International School Hangzhou 杭州威雅公学	2021	Hangzhou 杭州	Zhejiang 浙江	Chinese Nationals 中国国籍	TBC 待定
		Wycombe Abbey International School 南京威雅公学	2021	Nanjing 南京	Jiangsu 江苏	Chinese Nationals 中国国籍	TBC 待定
	TBC 待定	Wycombe Abbey International School Sanya 威雅公学三亚	TBC 待定	Sanya 三亚	Hainan 海南	Chinese Nationals 中国国籍	TBC 待定
		Wycombe Abbey International School Hengqin 珠海威雅公学	TBC 待定	Zhuhai 珠海	Guangdong 广东	Chinese Nationals 中国国籍	TBC 待定
		Wycombe Abbey International School Jiaxing 嘉兴威雅公学	TBC 待定	Jiaxing 嘉兴	Zhejiang 浙江	Chinese Nationals 中国国籍	TBC 待定

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Advice for UK Suppliers | 对英国教育提供商的建议

Know the Competition

The days of underconfident or low-quality local products are long gone; Chinese companies are increasingly looking to export their products and services to the UK. Expect to find local competition (often hundreds of competitors) who provide a similar service at a lower cost with a large team of support and service staff.

Key questions

What can we offer which could not be done better or more efficiently by local providers?

How much do we know about the competition? Have we undertaken a reliable competitor analysis?

Assessment and Impact

Chinese parents, and often the wider family, value academic achievements very highly, seeing academic success as central to their child's future. You can expect a much higher level of engagement with the nuts and bolts of delivery, and different expectations of the parent/school relationship. Tangible results, ongoing assessment, and feedback are vital to maintaining these client relationships from the start. Integrating with existing curriculum and qualifications can offer a valuable head start in ensuring your product is understood, while ways to share and measure success, such as certificates, publishing strong exam results and destinations and marketing-quality photographs, can ensure it stands out from the crowd.

Key questions

What do we know about existing norms in parent/school communication?

Can we measure the impact we have? Do we know enough about this?

Do we have the language and logistical resources and protocols to show impact clearly to our Chinese stakeholders?

Product Plus

Chinese consumers have high expectations of education providers. You may well be expected to offer a wealth of other services that can educate and support customers to use your product effectively before, and indeed after, your central sale. Workshops, training, localised and translated handbooks, and CPD opportunities are all effective ways of ensuring that your product is well received. Chinese partners do not respond well to what they may deem insufficient long-term support.

Key questions

What 'add-ons' can we realistically and sustainably provide to ensure that our product is understood and can be embedded locally?

Do we know enough about who will be using our product, why they want it and how they will be using it?

Building Trust

International schools are arguably held to the highest regulatory standards of anyone operating in education in China, including all levels of compliance and safeguarding. Certifications and licences are essential for initially setting up a school, and you can expect both regular visits and checks to ensure standards are being maintained, and frequent and sometimes opaque changes in statutory requirements. Another issue is profile: the most powerful form of credibility to attract prospective parents remains testimonials from partners and other institutions; schools want products and services that they can trust so that their students and families can too.

Key questions

How are we maintaining and developing our individual working relationships with partners?

Do we have a reliable method of staying abreast of compliance requirements?

In what meaningful ways can we communicate to local stakeholders that we are trustworthy?

Boots on the Ground

Don't underestimate the logistical and cultural barriers to operation. Localisation is key, and having a representative based in China is highly recommended if you want to operate successfully in the long run. Managing practical challenges such as time difference in the face of high expectations for attentive support is one side of it; really understanding and effectively managing the profound differences in the culture, practicalities and pace of business in China is another. If your local representative is more focused on sales in particular, they will ideally be a Chinese national.

Key questions

What local support do we need? What networks and reputation will our local representative need to have?

How can we manage an effective working relationship with local representatives?

If our local representative is providing training, does this person possess the necessary experience and expertise in the field?

Pace

Things happen fast in China. China-based social media platforms (such as WeChat) are the dominant method of communication and regular, informal and out-of hours contact is the norm for most companies. This said in some areas, particularly around areas related to policy or regulation, decision-making bottle-necks can be expected. Establishing and consulting carefully, honestly and early with local stakeholders on expected timelines and deadlines is recommended; flexibility is essential for survival.

Key questions

Do we know which areas are most likely to create delays?

What will be our dominant communication medium? Do we have clear expectations and protocols for using it?

Procurement Pains

Knowing who is making the actual purchasing decisions can be harder than you might anticipate. While foreign staff may endorse your offering, Chinese management and finance teams are often the best guarantee of a long-term commitment to your product.

Key questions

Are products and services purchased by teachers, procurement departments or head office?

If teachers make decisions, then how do we ensure sales continue after they have finished their two-year contract?

How long will the procurement process be and is it competitive?

Recognition

While some UK brands and UK education in general enjoy a good reputation in China, don't expect prestige or home reputation to travel smoothly. Knowledge of what is valued and useful at a local level, and what is really irrelevant is essential for making the most of the reputation you have built at home.

Key questions

What do we know about what consumers value and why they value it in China?

Can we identify a concise list of benefits we offer most likely to appeal to the Chinese market?

Do we have any established links or connections to brands and institutions already recognised and valued here (such as Oxbridge)?

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Venture Education empowers UK education in Asia through research, projects and consultancy. Our Beijing-based team is a versatile conglomeration of former teachers, university lecturers, education professionals, research analysts and project leaders from the UK and China. We are always open to new projects; we love to make ideas happen, and we care about what we do.

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China Ready

800GBP
three weeks

Is your education organisation China ready?

Taking you from the fundamentals to a practical roadmap for next steps, we work with you to research your place and potential in one of the most dynamic markets on earth. Our bespoke 32-page report gives you a thorough, honest and assessment across twelve essential metrics of your education company, school or institution and its readiness for the Chinese market.

Pitch Deck

1200GBP
three weeks

We distill your marketing message into something as concise, culturally relevant and impactful as possible for the Chinese market, producing a bilingual pitch deck for use with potential partners or customers in China.

Opportunity Hunter

Building from initial research with China Ready and Pitch Deck, we share contacts and leads that will drive business and increase sales. While every member of our team is out and about around education organisations in China we will build product awareness, share information about your company and get conversations started.

Representation

In cases where we know we can work really effectively together, we may be interested in forming an exclusive partnership with participants of China Ready and Pitch Deck to represent the company more extensively in China including full support from our team of designers, translators, trainers and sales.