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**For immediate release**

**INTO published survey findings that reveal growing sophistication of Chinese student market**

Over the last few years, internationalisation has become an important agenda for universities. The proportion of Chinese students in the UK in 2007/08 has risen by 38.6%, which amounts to an increase of over 13,600 students as compared to 2002/03. To date, China constitutes the largest market for UK's university international student intake, amounting to over 50,000 students, i.e. 13% of the overall international university students in the UK.

To better understand the market dynamics, INTO, a global organisation that engages in transforming internationalisation strategies for university partners, has recently completed a survey on Chinese students' decision-making when choosing their higher education destination. The online survey was conducted in March 2009, in partnership with China Education Association for International Exchange (CEAIE) and its online affiliate Bonoffer. Based on the responses of over 1,300 Chinese participants from various parts of China, it examined how Chinese students perceive studying abroad, their favourite destinations and factors that influence their decision-making.

One major finding is the growing sophistication of the market. Chinese students and their parents have become increasingly discerning in researching the range of university choices when planning to study abroad, and in assessing their strengths, as they can gather information from education organisations and exhibitions, teachers and overseas alumni. 75% of respondents value overseas university education for the international experience, rather than viewing the degree as a mere academic qualification (25%), with the US and UK remaining their top choices. UK universities are highly favoured for its quality of teaching.

Daniel Yuen, INTO's Regional director for China, Hong Kong and Macau, said: "Our marketing team and agents work very closely in the regional markets to recruit students of potential from all parts of China. What we understand from these students is that they or their families are very willing to invest in an overseas education, insofar as it is able to offer

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international exposure that will open doors, combined with a supportive and quality learning environment. For many, studying abroad is a life-changing experience, and we cannot take these students for granted.”

The recent lowering of value of the British pound against yuan has also made UK more favourable as a higher education destination. As at December 2008, the cost of studying in the UK has dropped by 30%, whereas that of studying in the US has dropped by 7%. But there is no reason to be complacent, given the stronger competition among higher education players on a global scale, including competition from a rising number of Chinese universities. The study findings reinforces INTO’s vision that the key to meet market needs lies in enhancing student exposure alongside the academic strengths of its university partners.

Notes to editors: see [Annex](#) for survey highlights.

## **About INTO**

INTO University Partnerships is a global organisation that works with universities worldwide to help them transform internationalisation strategies and student experiences in universities, through long-term joint venture partnerships. It has a strong marketing network of 600 agents and over 4300 students have commenced INTO’s academic preparation and English language programmes in 2008/09. Since its commencement in 2006, its partnership alliance has grown steadily. Its university partners in the UK include the Universities of East Anglia, Exeter, Newcastle, Manchester, Glasgow Caledonian; and Oregon State University in the US. In the next five years, INTO plans to invest up to £1 billion in strengthening its facilities and infrastructure.

For details, please visit [www.into.uk.com](http://www.into.uk.com) or [www.into-global.com](http://www.into-global.com).

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