

中国教育部留学服务中心
CHINESE SERVICE CENTER FOR SCHOLARLY EXCHANGE

嘉华世达国际教育
CHIVAST EDUCATION INTERNATIONAL



嘉华世达® 国际教育
中国(教育部)留学服务中心

Speaker : Pierre SHI

Pierre SHI

Director of Operations Spain Section

PROFESSIONAL EXPERIENCE

2000-2014: Chinese Service Center for Scholarly Exchange (CSCSE)
Director of Sapin Department

1997-1998: Smith & Nephew in China
Director of Equipment Sales

1993-1997: Beijing satellite Factory, China Academy of Space Technology
Mechanical Engineer

- Affiliated to CSCSE
- First licensed agency operating nation-wide
- Cooperating with more than 3000 foreign institutions
- More than 100 partners across the country
- Helping nearly 5,000 students pursuing their studies in 25 different countries
- One of the largest and most professional agencies in China

Chivast Education International



Headquarters in Beijing
More than 300 staffs

10 branches in China
More than 200 staffs



To overseas schools:

- To promote countries, schools, courses by daily consultation
- To arrange exams, seminars and other promotional activities, such as advertisement, articles etc.
- To participate fairs and exhibitions on behalf of schools
- To provide information on Chinese overseas study market
- To set up Sino-foreign institutional cooperation
- To implement training and tailor-made programs in China
- To provide logistic service for overseas delegations

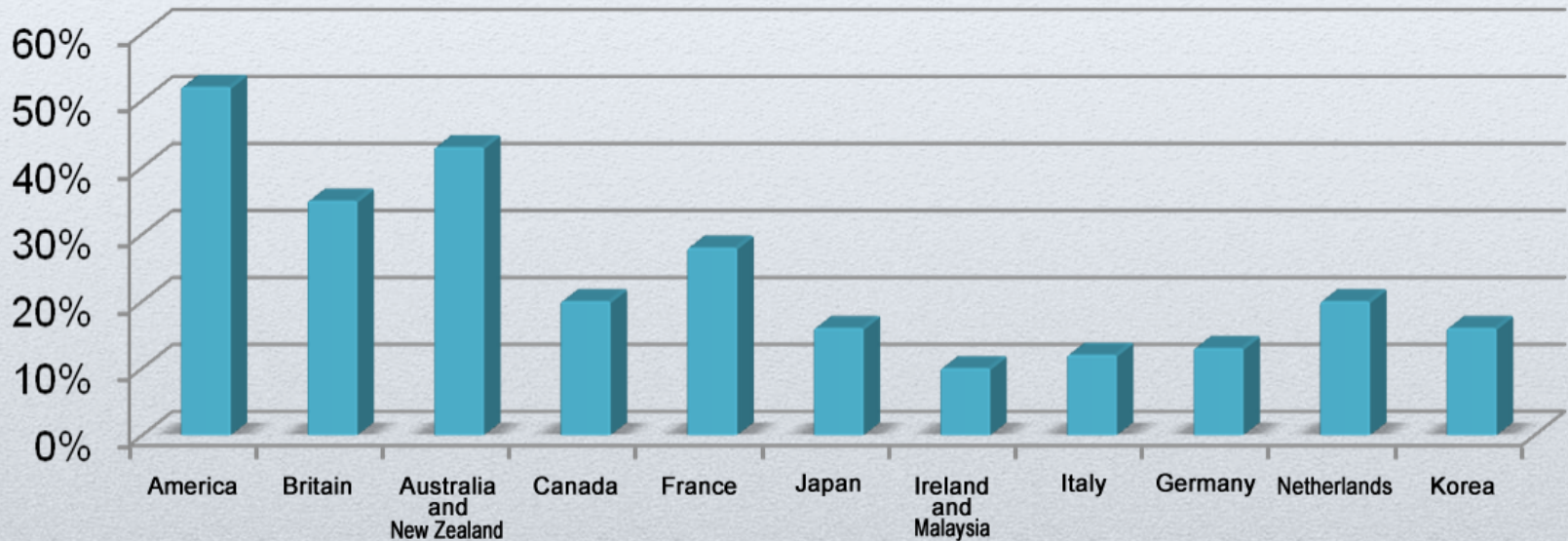
Services we can provide

To students:

- To provide educational informations to the students
- To provide advice and assistance for the students' overseas study
- To evaluate the students' qualifications for the programme in the overseas schools
- To provide translation services
- To organize pre-departure/language training programs
- To help the students' visa applications
- To provide arrival services

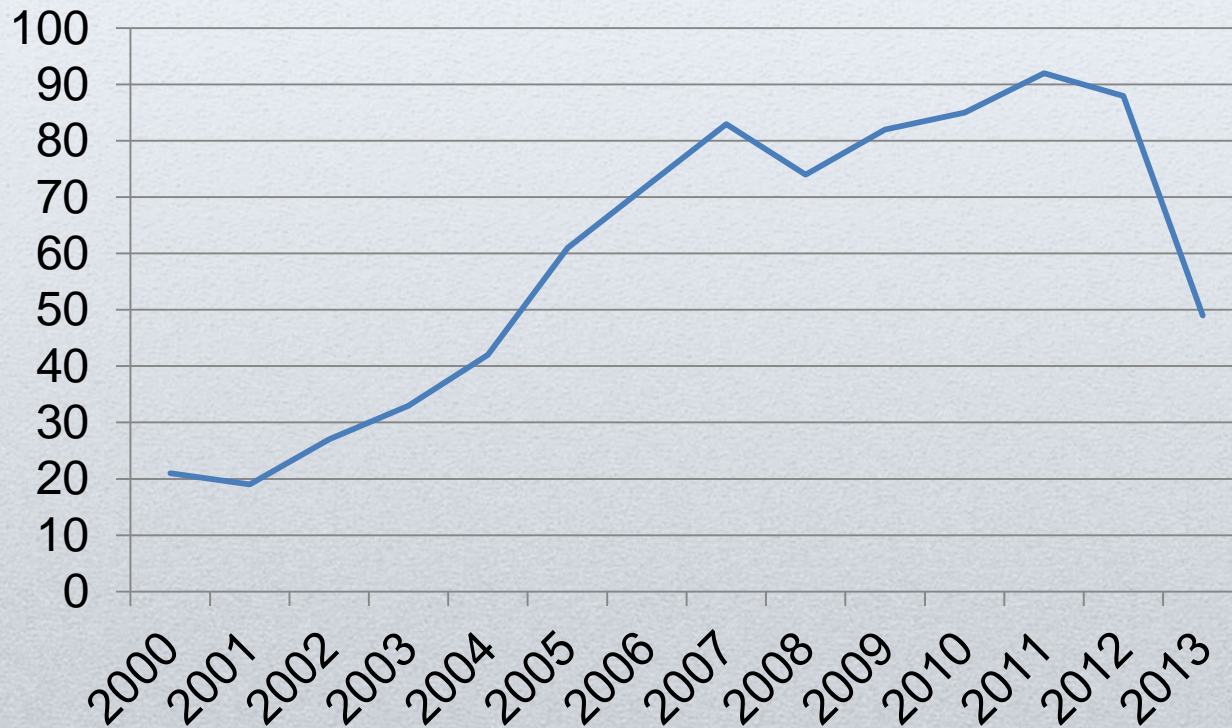
Services we can provide

2000-2012



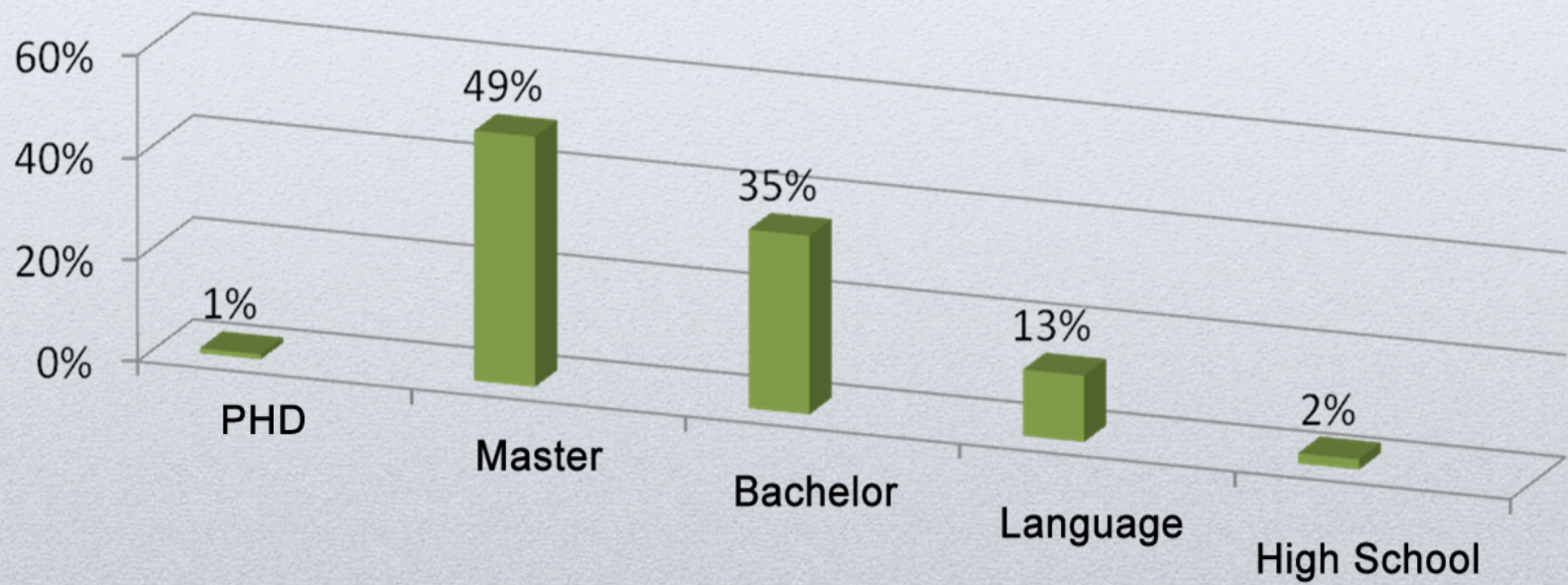
**Helping over 100,000 students,
2000-2013**

Number of students to Spain

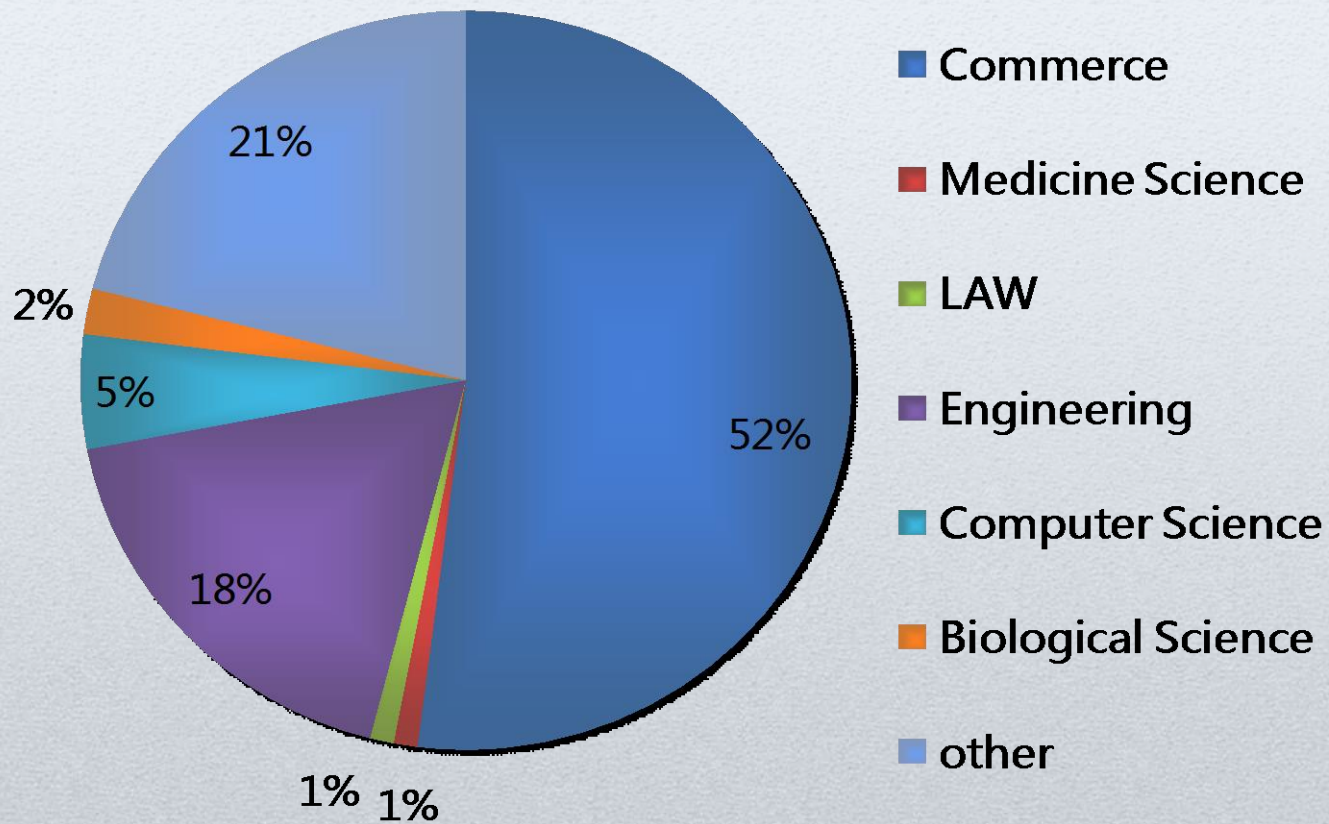


**Helping over 800 students
2000-2013**

2000-2013



Different Levels



Program

Number of student for overseas study

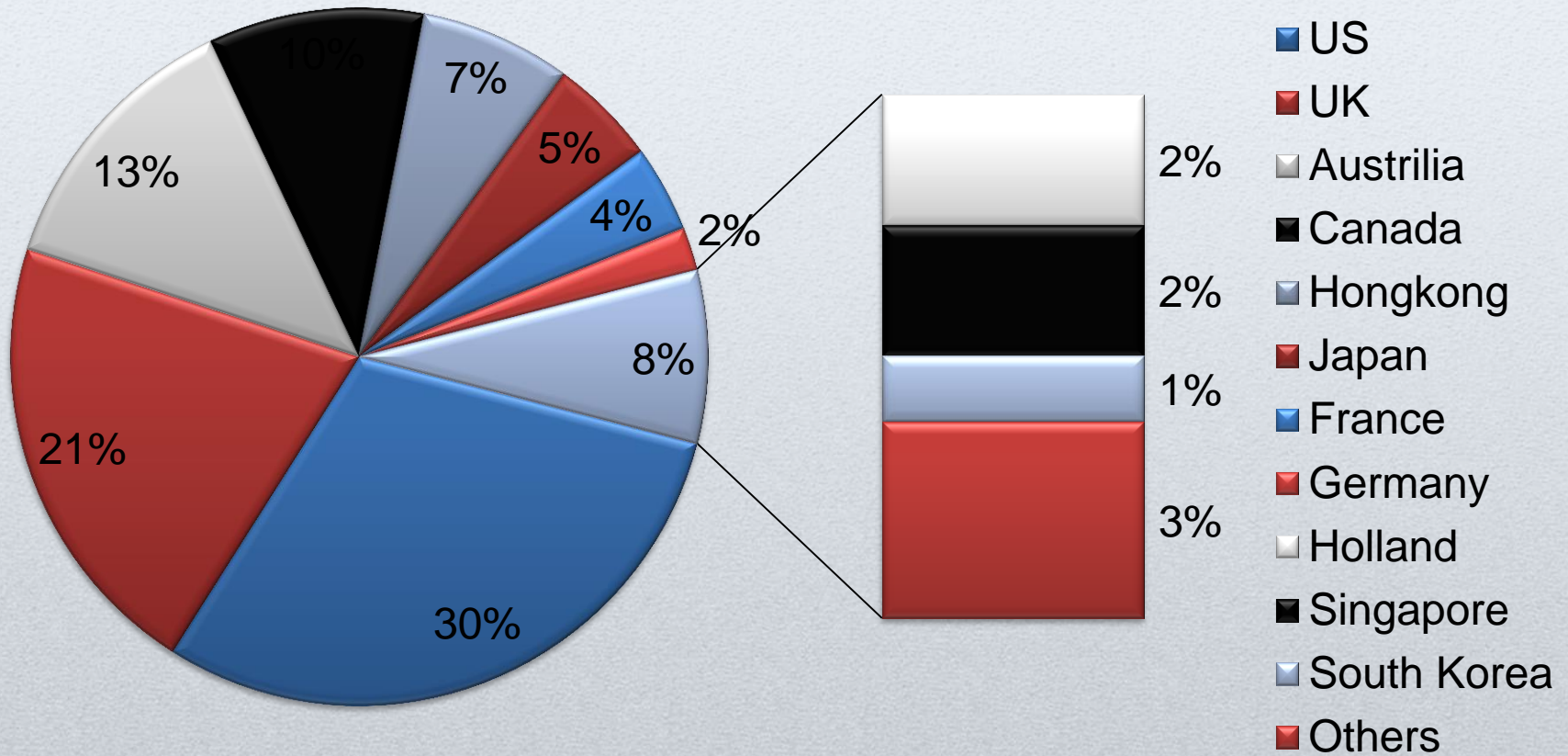


	2008	2009	2010	2011	2012	2013	2014
Number of student for overseas study	180000	230000	280000	340000	400000	410000	500000

Trend analyse :

Spanish overseas study market

Country proportion for overseas study



Trend analyse :
Spanish overseas study market

Spain \approx 0.8%

Student type :

- ✓ Senior high school students
- ✓ Undergraduate students
- ✓ Short-term study

Objective :

- ✓ Language study (Spanish)
- ✓ Major study (Spanish + Major)

Trend analyse :

Spanish overseas study market

Potentiality :

About **3000** students/year

About **70** universities offer Spanish major

Positive increase in future

Trend analyse :

Spanish overseas study market

What kind of student do we Spanish Public school need?

➡ Undergraduate students

➡ Excellent senior high school students

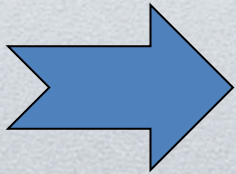
Trend analyse :

Spanish overseas study market

Information catching channel :

- ☐ Advertising, newspaper, website
- ☐ Recommendation by professors
- ☐ Relationship(Family, alumni)

Existant problems :



Non-synchronization of informations
Small basic number

Trend analyse :

Spanish overseas study market



留学目的地中，美英澳加领跑热门国家，美日韩增势迅猛

留学热门检索国家里美国位居第一，英、加、澳、日、韩紧随其后。

对比2013年，韩日等亚洲国家更受网民关注。英美澳加等热门国家维持上涨势头，意法瑞西等欧洲国家小幅度下滑。

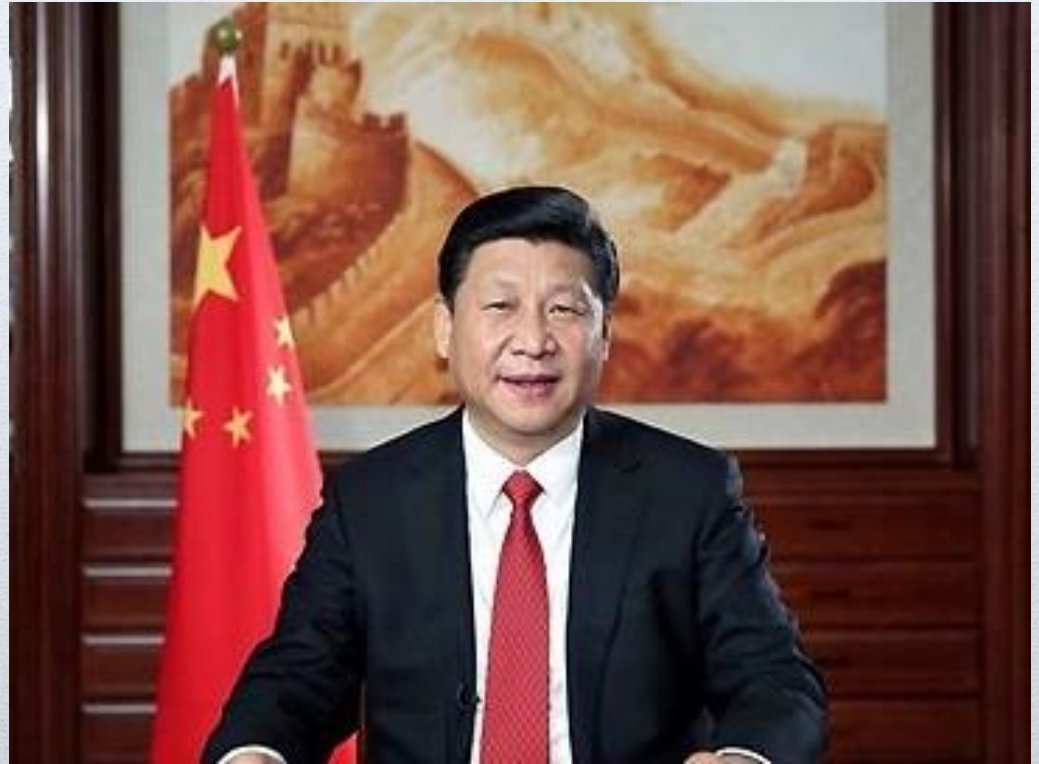


数据来源：百度留学出国行业2014年流量数据

Trend analyse :
Spanish overseas study market

↳ Strict control of Chinese public universities' commercial activities

↳ Encourage outsourcing of services



支持出国 鼓励回国 来去自由 发挥作用

Chinese politics

1

Helping Spanish Catalonia universities to establish cooperative relationship for joint program

2

Helping Chinese universities to cooperate with Spanish Catalonia's universities and stimulate the Spanish students' study in china

3

Operating and managing joint program to guarantee the healthy developpment for « Win-Win »

Our perspective

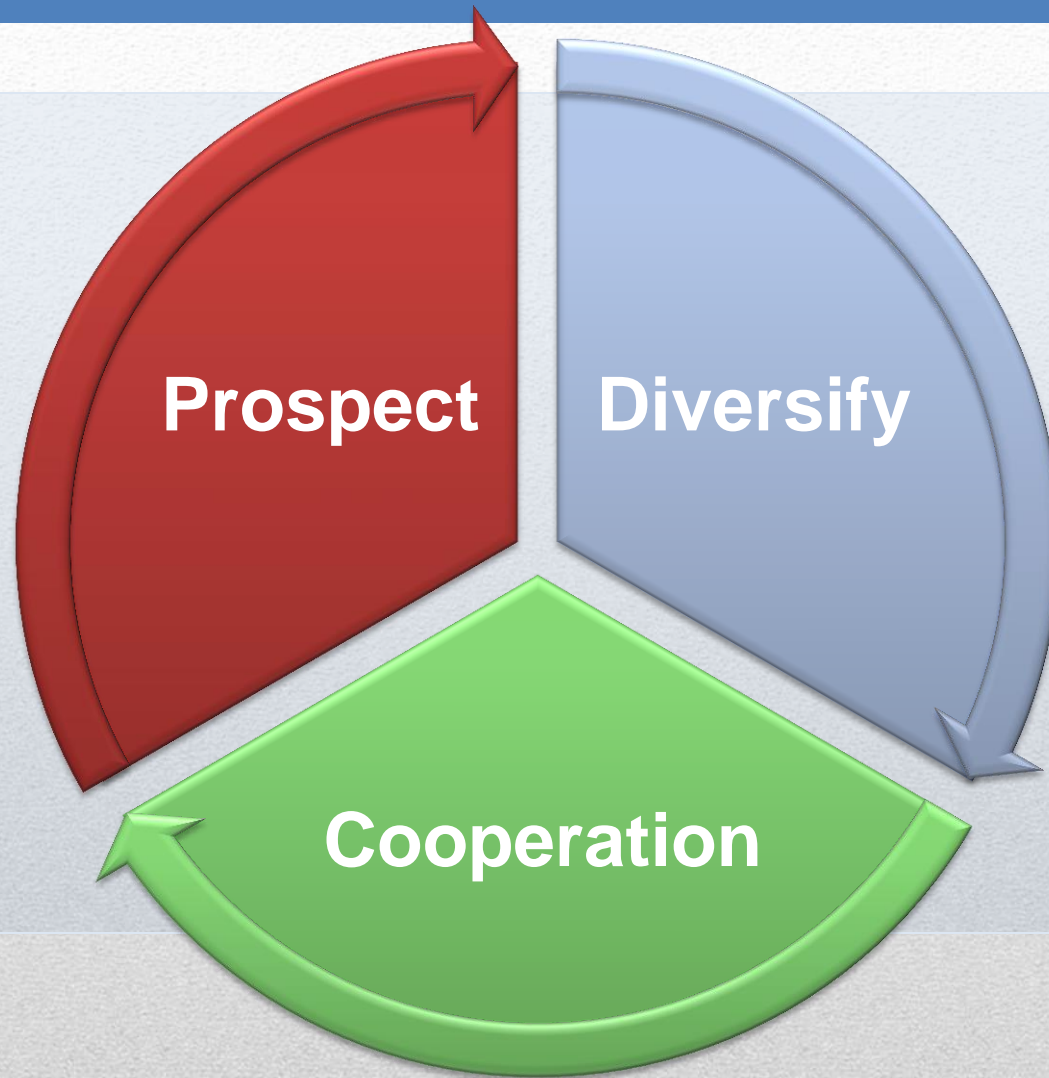
- Establish a committee of public universities and delegate a chinese institution for promotion
- Stimulate joint and cooperative program with chinese universities



Chivast Education International
Chinese Service Center for Scholarly Exchange



Our proposal to Catalonia



Conclusion



GRÀCIES

ありがとう

MERCI

THANKS

谢谢

СПАСИБО

GRAZIE

DANKE

감사합니다

GRACIAS

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