

EDUCATION UK PARTNERSHIP

HONG KONG PARTNERSHIP

# Hong Kong Country Partnership meeting 28 September 07

Katherine Forestier  
Director, Education services  
British Council Hong Kong



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## Agenda

- 10.00 Registration and welcome
- 10.15 Market trends and issues: presentation by Katherine Forestier, and discussion
- 11.15 Break
- 11.30 Hong Kong students: their opinion of UK education, by Will Archer, of i-Graduate (tbc)
- 12.15 Our service and marketing activities and plans. Presentation by Katherine Forestier, and discussion
- 1.15 Lunch
- 2.30 Partnership meeting ends

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2.40 Focus group meeting on EUKP menu of services, hosted by market research company Accelerator (refreshments provided during this session)

4pm Focus group meeting ends



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Hong Kong: the boom returns:  
2007 GDP growth: 5-6%  
Hang Seng Index: 25,000 plus

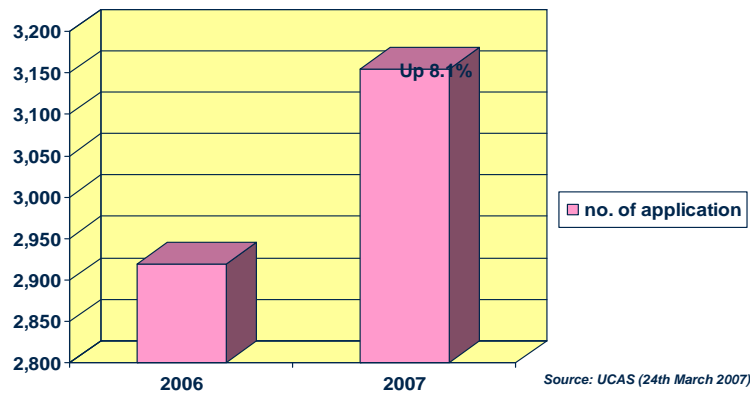


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UCAS applications

HK UCAS applicants, up to June 07

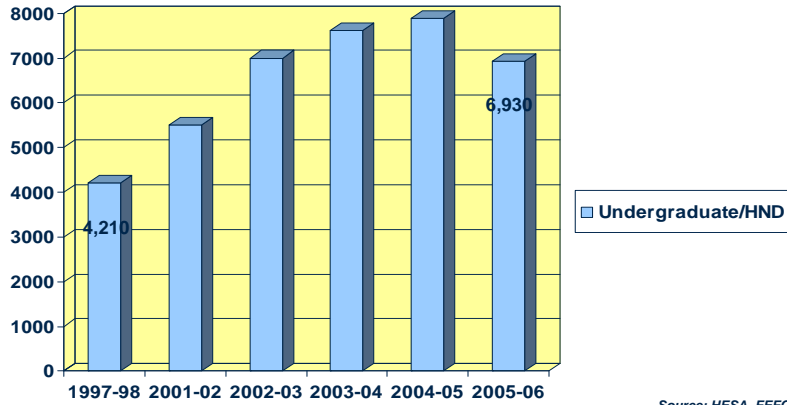


Source: UCAS (24th March 2007)

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HK undergraduates in UK



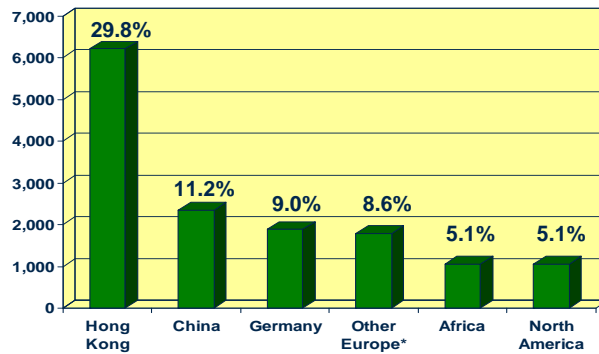
Source: HESA, FEFC, ISC

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HK: the dominant market for UK schooling

International students in UK independent schools 2006/07



\* Other Europe: excluding Germany, Russia, Spain, France

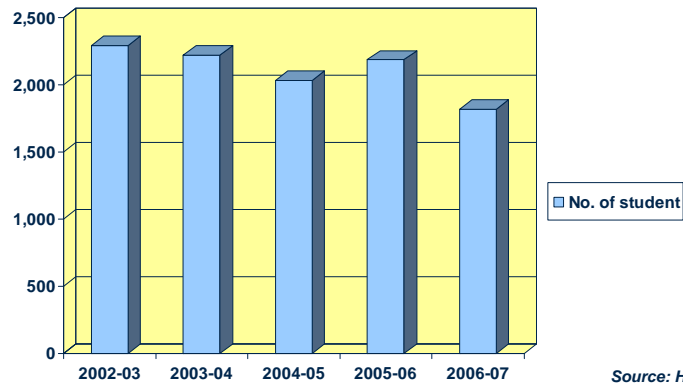
Source: ISC Census (2007)

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### Demand for UK schooling

Number of Hong Kong students studying in UK Independent Schools (first year entry)

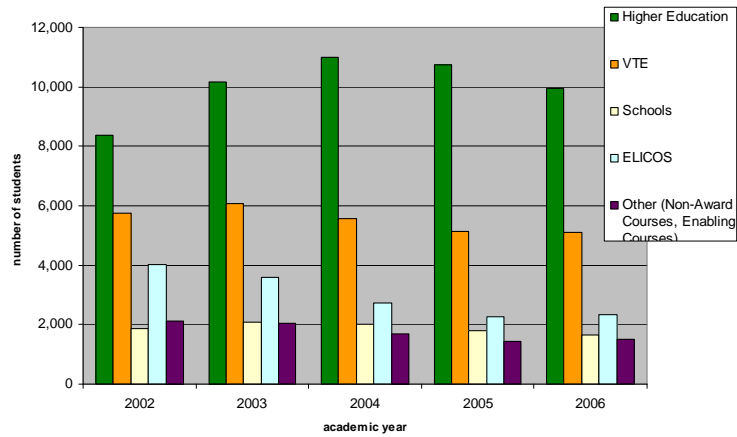


Source: HESA, FEFC, ISC

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### Market trend – HK students in Australia



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HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY  
香港中學會考成績通知書  
HONG KONG CERTIFICATE OF EDUCATION EXAMINATION RESULTS NOTICE

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樣本  
SAMPLE

本成績通知書在發出證書前，香港考試及評核局有權對此通知書，在本局網頁「香港考試及評核局」或電話「香港考試及評核局」作出修改。此通知書並非證書，不應以此通知書作為入學或報名的憑證。本局保留對本通知書有權作出修改的權利。此通知書並非證書，不應以此通知書作為入學或報名的憑證。

科目 Subject	科目等級 Subject Level/Grade	分級等第 Component Level/Grade
CHINESE LANGUAGE • READING • WRITING • LISTENING • SPEAKING • INTEGRATED SKILLS	5(Five)	50(Five*) 5(Five) 4(Four) 5(Five) 4(Four)
ENGLISH LANGUAGE • READING • WRITING • LISTENING AND INTEGRATED SKILLS • SPEAKING	4(Four)	3(Three) 4(Four) 4(Four) 4(Four)
PUTONGHUA • LISTENING • TRANSCRIPTION • ORAL • LINGUISTIC KNOWLEDGE AND LANGUAGE USAGE	C(c)	B(b) C(c) D(d) B(b)
BIOLOGY	E(e)	
CHEMISTRY	C(c)	
PHYSICS	B(b)	
MATHEMATICS	D(d)	
COMPUTER AND INFORMATION TECHNOLOGY • THEORY • COURSEWORK	D(d)	D(d) D(d)

學校  
School  
1234 ABC SCHOOL  
年份  
Year  
2007  
考生編號  
Candidate No.  
1234567  
註冊編號  
Reference No.  
1234 9999  
性別  
Sex  
M  
香港身份證號碼/出境證件號碼  
Hong Kong Identity Card No./  
Travel Document No.  
A12345617  
考生科目編號  
No. of Subjects Set  
00  
考生姓名及自稱生地址  
Name of Candidate and  
Address of Private Candidate  
CHAN TAI HAN

註釋及說明 Explanatory notes are printed overleaf.

香港特別行政區政府  
The Government of the Hong Kong Special Administrative Region  
Education Bureau  
中大入學服務統一服務專用  
HK Admission Slip - for School Use Only



## English and Chinese: Major changes

### OLD

- Grades A – F
- English syllabus A & B
- Norm referenced marking

### NEW

- Levels 1 – 5\* (5\* highest)
- U = unclassified
- Single English syllabus
- Standard-referenced

• HKCEE Levels 5\*, 5, 4, 3 equivalent to IGCSE English as a second language Grades A\*, A, B, C. Chinese also equivalent. (Cambridge Assessment)

- Entries achieving HKCEE Levels 5\*, 5: 7.0%
- Entries achieving IGCSE Grades A\*, A: 6.0%

## HK-UK exam equivalences

**Does HKALE Grade E = GCE A-level Grade B?**

## HK qualification equivalences – NARIC findings

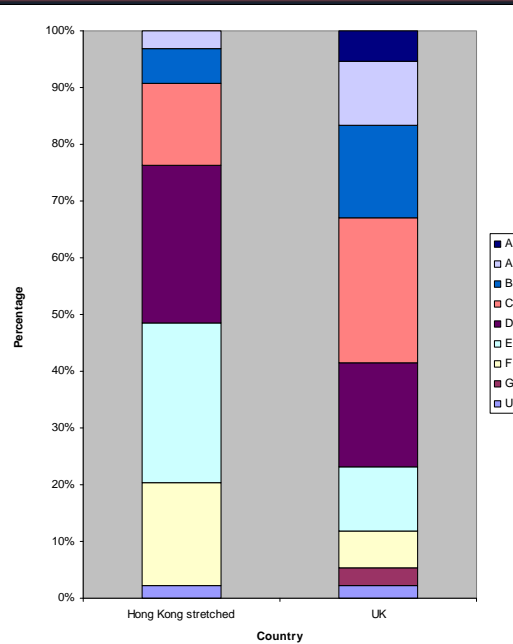
### HKCEE vs GCSE

Grade	Percentage of student	Cumulative percentage
A	2.8	2.8
B	5.6	8.37
C	13	21.4
D	25.1	37.7
E	25.6	62.8
F	16.3	88.4
U	11.6	100

Source: Hong Kong Examinations and Assessment Authority (HKEAA)

Grade	Percentage of student	Cumulative percentage
A*	5.3	5.3
A	11.3	16.6
B	16.4	33
C	25.5	58.5
D	18.3	76.8
E	11.4	88.2
F	6.5	94.7
G	3	97.7
U	2.3	100

Source: Joint Council for Qualifications (JCQ)



## Grade Equivalences

Hong Kong Grade	UK Equivalents
A	A*
B	A*, A
C	A, B
D	B, C
E	C, D
F	E, F and G
U	U

*HK grades are 2 higher than in the UK*

## University foundation courses

The optimum entry year:  
After Secondary Five, Six or Seven?

## Reform countdown

- 2006: 31,700 places for Associate Degrees
- 2006: 46,200 students in DSS schools, up from 26,100 in 2001-02
- 2009: First students enter new 3-year senior secondary programme
- 2010: Last students enter current Secondary Six (shortfall of places ends)
- 2012: Four-year degrees begin: the double cohort year (new shortfall in Higher Education)

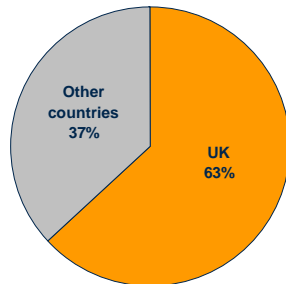
## Positioning for reform: student recruitment

- Step up marketing of UK school education
- Prepare to promote 3-year UK degree for quality and faster route to a university qualification
- Promote UK top- up degrees in HK
- New opportunities for foundation courses
- University entrance test?

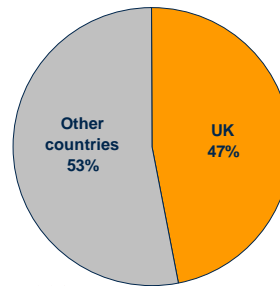


### TNE: UK market share at 30 April 2007

Exempted – delivered with self-accrediting institutions



Registered with Education Bureau (EDB), HK



**No. of UK programmes: 628**

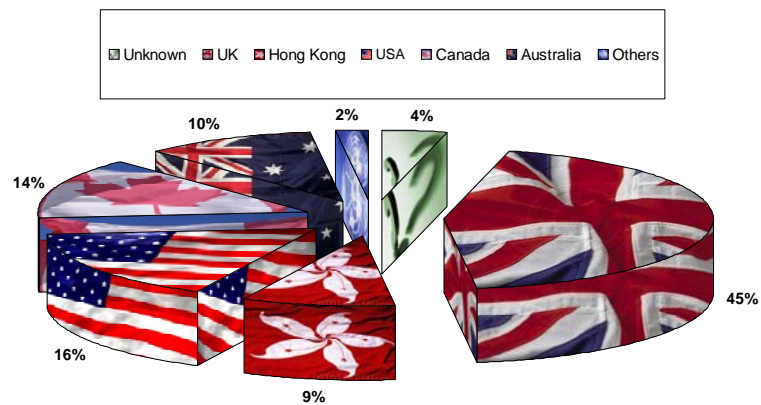
**Overall market share: 57%**

### Positioning for reform: strategic partnerships (continued)

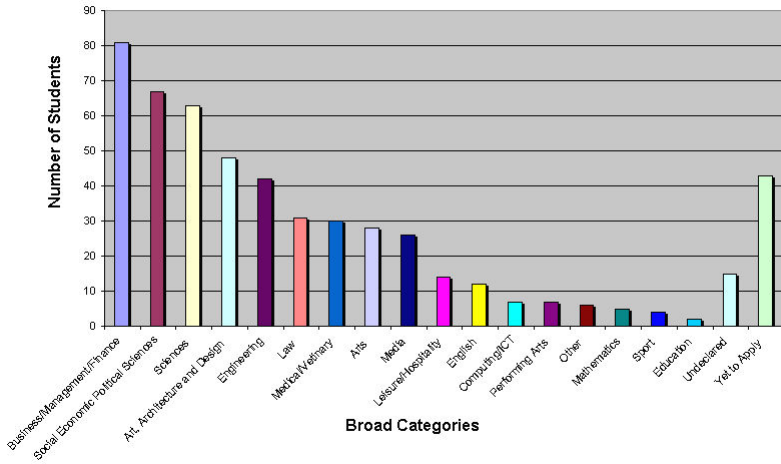
- Quality assured
- Supporting HK's internationalist agenda
  - summer schools
  - exchanges
  - joint degrees
- Wanted: 1000 academics and teachers
- Reshaping HE: opportunities for dialogue
- Exchange – for international officers!

Thank you!

### ESF Higher Education Destinations 2005

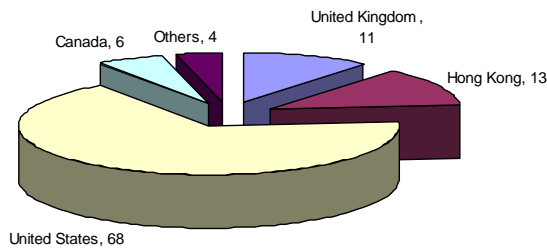


ESF Students Choices for Higher Education



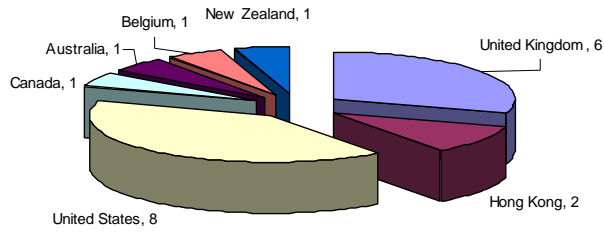
Higher Education Destinations

Li Po Chun United World College  
2007 graduating class



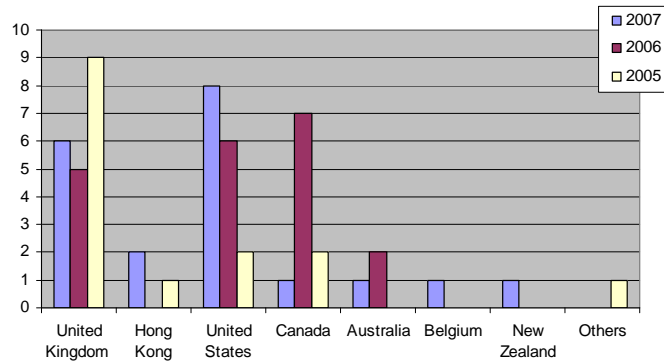
Higher Education Destinations

**French International School  
2007 graduating class**



Higher Education Destinations

**French International School 2005-2007**



## Higher Education Destinations

Yew Chung International School 2005-2007

