

Education Market in China 2014

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Abstracts

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Netscribes' latest market research report titled Education Market in China 2014 captures the current scenario of the education market in China. Market for education services remains strong in China. The education sector has become a high priority area for the government, as there is an increasing demand for a more skilled based workforce. Education market in China is divided into a number of segments including the online education market, pre-school market, private education market, vocational education market and after school tutoring to name a few. Online education sector has witnessed a rapid growth in the recent years and has also seen the maximum number of investments in terms of venture capital and private equity. A number of companies have ventured into the online education sector and have introduced various platforms and websites for the same. Vocational education sector has seen the maximum government support and initiatives as China has encountered the obstacle of skill mismatch in the labor market.

ICT has a major role to shape the development of the education sector in China. A number of projects have been implemented and undertaken by the government as well as by major IT companies including HP and Microsoft. These projects have not only helped in bettering the lives of students, but have been immensely beneficial for the teachers as well. The latest trend in the market is the rise of MOOCs and the growing importance of language learning and m-learning. But the market is plagued with several drawbacks. The major problem faced by this industry is the skewed ratio of the number of students going overseas to study and the number of students coming from abroad to China. Providing quality higher education is another complication faced by the industry. China's education market is one of the largest in the world and the government in working hand in hand with the private institutes and players to bring it a par with the American and European educational system.

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