

# China Education Industry Report: 2016 Edition

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## Abstracts

The ancient education of China began in the Chinese classical works, rather than religious organizations. In Chinese history, clearly documented school for formal teaching began in Xia Dynasty (c. 2100-1600 B.C.). Since the beginning of 21st Century, the Chinese government gave priority to education and put forward the strategic policy of “revitalizing the nation through science and education”. Deepening educational system reform, strengthening quality education, and adhering to make nine-year compulsory education universal and eliminating illiteracy are the most important tasks of education.

The Chinese education system follows a specific pattern where early childhood education (pre-primary) is followed by primary school (Elementary school), middle school, secondary school (High school), and post-secondary (Tertiary) education. There are two major examinations for students undergoing school education in China, Zhongkao and Gaokao. Students begin their nine-year compulsory education at about six years old, and they progress through elementary school and junior high school over the following nine years. At the end of Grade Nine, all students are required to take Zhongkao, which is the cumulative assessment of this nine-year education period and is the entrance examination for senior high school.

The overall growth of the industry will be driven by rising responsiveness of people towards the benefits of early education and continuing education and growing demand for online teaching methods. The trends observed in China regarding the education industry are growing access to internet and declining rates of young population. While on one side, internet opens up the opportunities to grab overseas education, simultaneously it poses a threat to domestic educational institutions. Another challenge faced by the industry is declining rate of young population reflected by the fact that enrollments in primary and secondary education have been declining since 2007.

The report, “China Education Industry” analyzes the prevailing condition of the industry along with its major segments including pre-primary, primary, K-12, post-secondary and adult/continuing education. Chinese domestic and international education market along with specific dependence on the US education as well as the market dynamics of the Chinese education industry are being presented in this report. The major players, TAL Education, TARENA International, China Distance Education Holding and New Oriental have being profiled and compared, along with their key financials and strategies for growth.

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