
Landing British Education in China 英式教育登陆中国

Opportunities, Challenges, Recommendations and After Thoughts
机遇、挑战、建议与反思

Steven Yang
Opal Education

羊曦
欧泊教育



欧泊教育
opal education

BACKGROUND INTRODUCTION

背景介绍

01



Background Introduction 背景介绍



Opal Education is currently helping 4 British nursery and school brands to develop overseas school projects in China. This will grow into 6 by June 2018.

欧泊教育正在帮助4个英国幼教及学校品牌在中国发展海外分校。到2018年6月，我们辅助的品牌数量将达到6个。

OPPORTUNITIES 机遇

02



Where is the real opportunity? 真正的机会在哪里?

Chinese cities by GDP

Gross GDP Ranking	City	Gross GDP (billion RMB)	Population (million)
1	Shanghai	3013	24.18
2	Beijing	2800	21.71
3	Shenzhen	2229	10.90
4	Guangzhou	2150	14.04
5	Chongqing	1953	33.73
6	Tianjin	1860	15.47
7	Suzhou	1700	10.65
8	Chengdu	1389	15.92
9	Wuhan	1340	10.77
10	Hangzhou	1256	9.19
11	Nanjing	1172	8.27
12	Qingdao	1126	8.71
13	Wuxi	1051	6.53
14	Changsha	1020	7.65
15	Ningbo	985	7.88

Chinese family spending on pre-school education (2015)

Age		Population (million)	Annual Spending Per Child (RMB)	Market Size (billion RMB)
0-3	Urban	26.84	2,760	74.1
	Country	35.99	-	-
3-6	Urban	19.33	13,543	261.8
	Country	26.92	1,950	52.5
Total		109.08		388.4

Chinese family spending on pre-school education (2020 Forecast)

Age		Population (million)	Annual Spending Per Child (RMB)	Market Size (billion RMB)
0-3	Urban	30.23	3,523	106.5
	Country	42.10	-	-
3-6	Urban	22.61	17,285	390.8
	Country	31.49	2,489	78.4
Total		126.43		575.7

Ways to explore the market 探索市场的方式

Direct Investment 参与投资

The British School wholly invests or co-invests in the school project in China.



Joint Venture 合资经营

The Chinese investor provides the fund, and the British School invests in operational capability.

Managed Franchise 管理授权

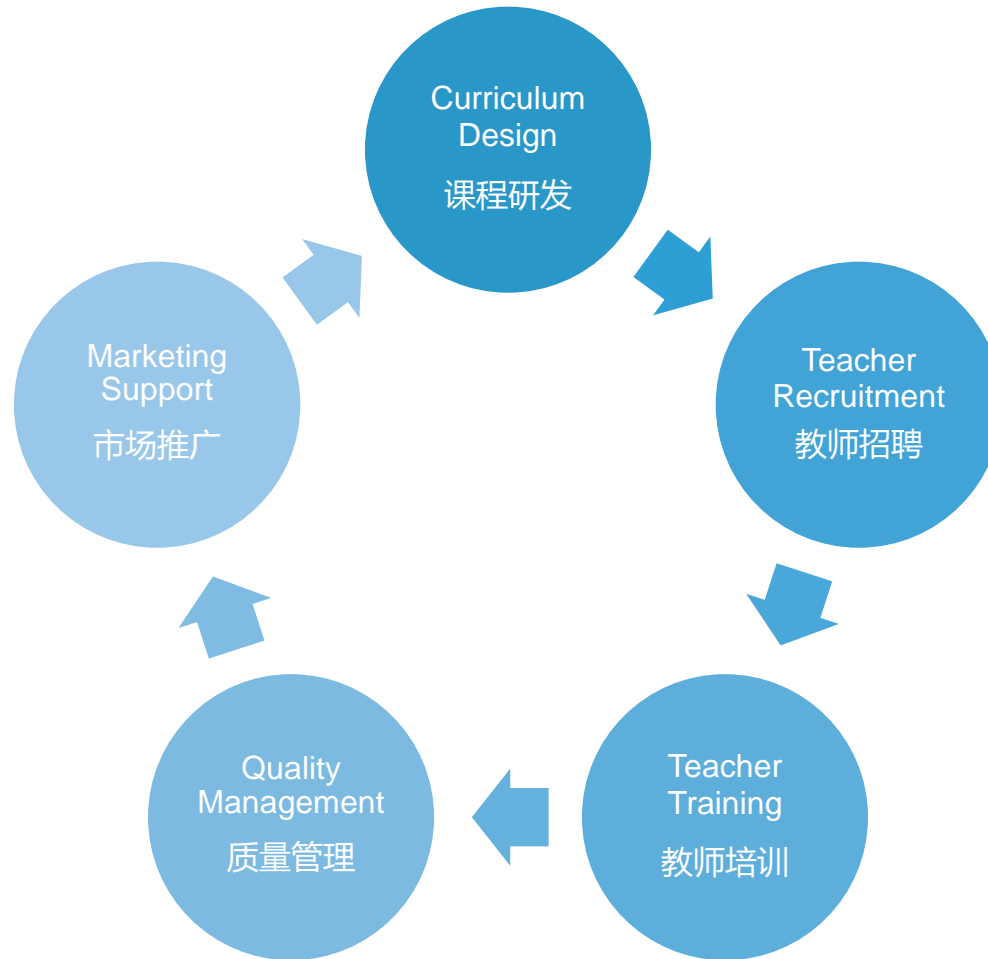
The British School adopts a franchise model in principle and contributes on key managerial aspects. The daily operation of the school is left with the Chinese partner.

Brand Licensing 品牌许可

The British School licenses its brand to its Chinese partner and does not get involved in the running of the school.

For British Schools – 对于英国学校

What makes us competitive? 英式学校的核心竞争力



For Chinese investors – 对于中国投资方

How to partner with a British School? 如何与英国学校合作?

- Do you have a clear strategy?
您有清晰的战略吗?
- Which type of brand would suit your development?
您需要怎样的品牌以配合您的发展?
- What type of education would you aim to provide?
您希望提供什么样的教育?
- What is your unique strength and how should your British partner compliment your strength?
您有哪些特长? 需要英方在何处做出贡献?
- What is your ideal operating structure with your British partner?
您与英方理想的合作结构是什么?

CHALLENGES

挑战

03



Authenticity vs International 原汁原味还是走向国际?

What school are we trying to build? 我们要建立怎样的学校?

A truly international school for the local market 适应当地需求的真正国际化的学校

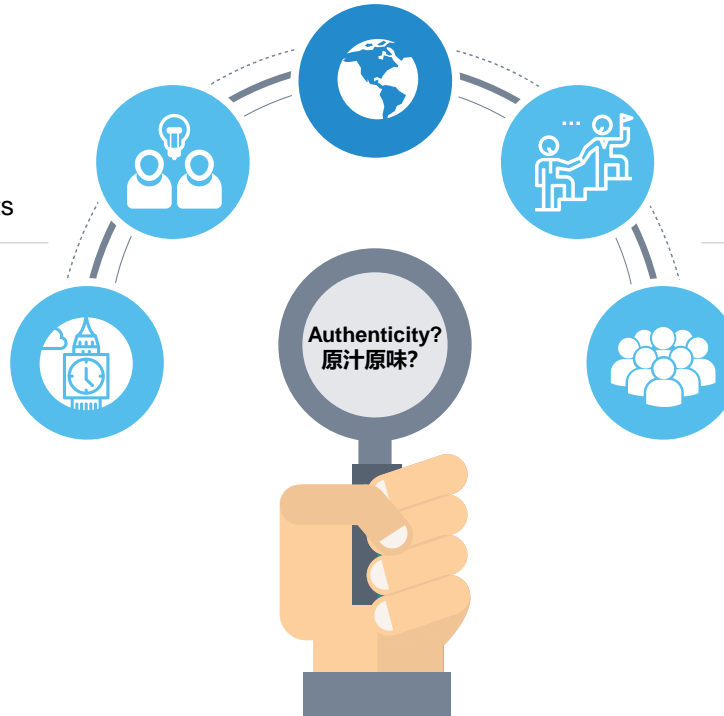
A genuine partnership approach

A continuation of ethos 理念传承

- A replication of ethos from the UK, aiming for aligned educational results

Distinctive British Elements 显著英式特征

- Many investors want an authentic British feeling



Role of the UK Head 英国校长的纽带作用

- An experienced Head from the UK with a global perspective

Involvement of all staff 全员参与

- Participation of UK staff
- Time spent by key personnels in the UK
- Regular visits to China by the UK leadership team

Creating a dream school 建立一所梦想学校

Taking Lucton as an example 以莱克顿为例

Strong bond with parents 家长链接

- Seeking families that agree with our values

HR and recruitment of teachers 教师招聘

- Hiring the best talent

An international team 国际化团队

- International team with strong Sino-UK understanding
- Greater efficiency through better communication



Strategic Positioning 战略定位

- Small school, holistic education, full boarding

Leadership Structure 领导架构

- UK Head + Dep Head (Academic)
+ Dep Head (Operations)

Start-up Approach 创业方法

- Flexible
- Fast decision making

RECOMMENDATIONS 建议

04



A realistic project timeline 一张务实的时间表



AFTER THOUGHTS
反思

05



Key questions for the future 关于未来的疑问

- How should we invest in Chinese teacher development?
我们应如何培养中国本地的国际学校教师?
- How do we balance international curriculum with Chinese culture?
我们如何平衡国际课程与中国文化?
- How do we attract better international teachers?
我们如何获取更好的国际教师?
- How to improve the management of diverse cultures?
如何更好地管理多元文化?
- How do we achieve an industry standard in quality?
我们如何形成质量体系的行业标准?

SOME EXAMPLES
一些案例

06



Brooke House College



A school in the heart of England which has consistently sent its students to excellent universities including Oxford and Cambridge. An innovative school with a football academy.

一所位于英格兰中心位置的学校，持续将其优秀的学生送入包括牛津、剑桥在内的世界名校。一所拥有足球学院的创新学校。

Education for life 终生教育理念

Following a family style approach and establishing a learning environment to build personality 家庭式学习氛围，人格养成

Excellence in Sport 缔造辉煌运动生涯

Many of its students play for elite football clubs 诸多学生为世界知名的俱乐部效力

International Foundation 国际预科项目

One year programme leading directly towards universities 一年制学习直升大学

Start from Tier 2 cities 二线城市出发

Focus on Tier 2 and 3 cities and establishing a sustainable model for a vibrant school with international identity 专注于二三线城市，打造生机勃勃的国际化学校

Kangaroo Pouch Nurseries



The largest nursery chain in the West Midlands, now coming to China.

英国西米德兰郡最大幼教集团，现在进入中国。

A well managed business 优质管理

Grew by 5 in the last 3 years
过去三年增加5所

University collaboration 大学合作

Working with Wolverhampton University
与胡弗汉顿大学紧密合作

Grow at scale 规模化发展

Plans to open over 20 kindergartens in the next 5 years
计划未来5年开园20家

Full range of collaboration 全范围合作

Opportunity for a full range of collaboration including branding, teacher recruitment, training support, marketing support and quality control
可在品牌授权、教师招聘、培训支持、市场背书及质量把控等方面进行全方位合作

Poppies Day Care



An Ofsted Outstanding Nursery from Devon which is opening its first overseas day care centre in Chengdu on 2 June.

一家位于德文郡的Ofsted卓越评级幼儿园，现于6月2日在成都开设第一家位于海外的早教中心。

Ofsted Outstanding Nursery 卓越评级

Officially rated as Outstanding by Ofsted
由英国教育部直属教育标准办公室授予“卓越”评级

Already landed in China 已落地中国

Already landed in China with a mature collaboration model
已在中国落地且具备成熟的合作模式

Supports individual projects 单体项目

Happy to support individual kindergartens and day care centres
可支持独立的幼儿园及早教项目

Training as core offering 培训至上

Treat training as the core offering
将培训作为核心价值传递

Delivering Success for British-Style Schools in China

THANKS

Steven Yang 羊曦

Steven.Yang@opal.org.cn



欧泊教育
opal education

www.opal.org.cn