

A Technical Research Report on The Development of Hong Kong as A Regional Education Hub

- *Principal Investigator :*
Prof Cheng Yin Cheong
- *Co-Principal Investigators:*
Dr Ng Shun Wing & Dr Cheung Chi Keung Alan
- *Team Members:*
**Dr Choi Pik Lin Jocelyn, Dr Tang Yee Fan Sylvia
Dr Yuen Yuet Mui Celeste & Dr Yuen Wai Wa Timothy**



March 2009

Copyright © 2009 The Hong Kong Institute of Education

All rights reserved. No part of this publication may be reproduced or distributed in any form or any means, or stored in a database or retrieval system, without the prior written permission of The Hong Kong Institute of Education.

CONTENTS

LIST OF TABLES.....	VII
LIST OF FIGURES.....	VII
LIST OF ACRONYMS.....	IX
ACKNOWLEDGMENTS.....	XI
EXECUTIVE SUMMARY	XII

CHAPTER ONE

INTRODUCTION

1.1 Background of the study	2
1.2 An international review: Exporting higher education.....	3
1.2.1 Internationalization of higher education.....	3
1.2.2 An increasing demand for international higher education among Asian countries	5
1.2.3 GATS and WTO– Suppliers of education services	6
1.2.4 Strategies of promoting higher education.....	7
1.2.5 Issues and challenges of exporting higher education services.....	9
1.2.6 Experiences of Australia and Singapore in exporting higher education services	11
1.3 Objectives and significance of the study.....	16
1.4 Outline of the report	17

CHAPTER TWO

RESEARCH METHODOLOGY

2.1 Framework of the study	18
2.1.1 Phase 1: Field work and data collection.....	19
2.1.2 Phase 2: Analysis and findings.....	19
2.1.3 Phase 3: Final report	19
2.2 Methods of data collection	19
2.2.1 In-depth interviews and FGIs	20
2.2.2 Document collection	20
2.2.3 Survey questionnaires	20
2.2.4 Sampling	21
2.3 Data analysis.....	23
2.4 Limitations of the study	23
2.5 Summary	24

CHAPTER THREE

CURRENT PROVISION OF HIGHER EDUCATION FOR NON-LOCAL STUDENTS IN HONG KONG

3.1	Introduction.....	25
3.2	The policy of inbound provisions for higher education	25
3.2.1	Inbound provisions.....	25
3.3	The current situation of higher education provision in Hong Kong	28
3.3.1	Higher education provision for non-local students by local providers	28
3.3.3	Case studies of non-government subsidized programmes for the Asian countries.....	33
3.4	The profile of students from the Asian countries	40
3.4.1	Enrolment of non-local students in UGC-funded institutions	40
3.4.2	Enrolment of non-local students in self-financed programmes in both UGC funded and non UGC funded institutions.	44
3.5	Summary	50

CHAPTER FOUR

CURRENT CONDITIONS OF EXPORTING HIGHER EDUCATION IN HONG KONG

4.1	Introduction.....	51
4.2	Current promotion strategies employed by higher education providers.....	51
4.2.1	Programme strategies employed by the HEIs.....	51
4.2.2	Marketing strategies employed by the HEIs.....	52
4.2.3	Organizational strategies employed by the HEIs.....	54
4.3	Inadequacies in exporting Hong Kong's higher education services	54
4.3.1	Diverse views towards developing Hong Kong as a regional education hub	54
4.3.2	Inadequate visibility of Hong Kong's higher education services in the overseas markets	55
4.3.3	Inadequate policy infrastructure to support the recruitment of non-local students.....	56
4.3.4	Concerns within the local higher education sector	57
4.3.5	Social and cultural concerns.....	58
4.4	Factors facilitating the export of Hong Kong's higher education services	59
4.4.1	Attractions of Hong Kong to overseas students	60
4.4.2	Hong Kong's higher education services.....	61
4.5	Strategies recommended by various stakeholder groups for promoting Hong Kong's higher education services in the Asian countries	63
4.5.1	The government's role in developing Hong Kong as a regional education hub	64
4.5.2	Strategies to be strengthened by higher education service providers	67
4.6	Recent development in policy infrastructure to support the recruitment of non-local students: The 2007 Policy Address	69

4.6.1	Increasing admission quota for non-local students.....	70
4.6.2	Establishing a fund to provide government scholarships and student hostel provision.....	70
4.6.3	Relaxing immigration restrictions.....	70
4.6.4	Establishment of a Research Endowment Fund.....	70
4.6.5	Possible implications.....	71
4.7	Summary.....	71

CHAPTER FIVE

RECOMMENDATIONS AT THE SYSTEM LEVEL

5.1	Strategic issues and structural arrangements.....	72
5.1.1	Strategic issues.....	72
5.1.2	Structural arrangements.....	73
5.2	Higher education policy.....	76
5.2.1	Enhancing the international competitiveness of Hong Kong's higher education.....	77
5.2.2	Increasing admission quota for non-local students.....	77
5.2.3	Increasing student accommodation.....	78
5.2.4	Maintaining quality assurance of higher education.....	79
5.2.5	Qualifications recognition, credit transfer system and partnership arrangements.....	79
5.3	Support from other sectors of society.....	80
5.3.1	Sustaining Hong Kong's attractions to non-local students.....	80
5.3.2	Creating facilitating conditions to attract non-local students to study in Hong Kong.....	80
5.3.3	Promoting community understanding and social integration.....	81
5.4	Summary.....	81

CHAPTER SIX

RECOMMENDATIONS AT THE INSTITUTIONAL LEVEL

6.1	Organizational dimensions.....	82
6.1.1	Position-taking of individual HEIs.....	82
6.1.2	Collaboration among institutions to build the image of HK higher education.....	83
6.1.3	Developing shared vision among stakeholders.....	83
6.1.4	Establishing communication networks between institutional units for international education.....	84
6.2	Programme dimensions.....	85
6.2.1	Developing a flexible MOI policy.....	85
6.2.2	Developing flexible programmes, delivery modes and tuition fees system.....	85
6.3	Social and cultural dimensions.....	86
6.3.1	Raising multicultural awareness and social support.....	86
6.4	Summary.....	87
	CONCLUDING REMARKS.....	88

REFERENCES	89
APPENDICES	94