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World Association of Publishers, Manufacturers and Distributors of Educational Materials
Association Mondiale des Editeurs, Fabricants et Revendeurs de Matériels Didactiques
Weltverband der Lehrmittelfirmen

Mission Report

July 2007

Worlddidac Mission to Access the Chinese Vocational Education Market

June 21 to 29, 2007

Shanghai, Jinan (Shandong) and Chongqing
with visit of the Vocational Education Equipment & Technology Show, Chongqing

Shanghai



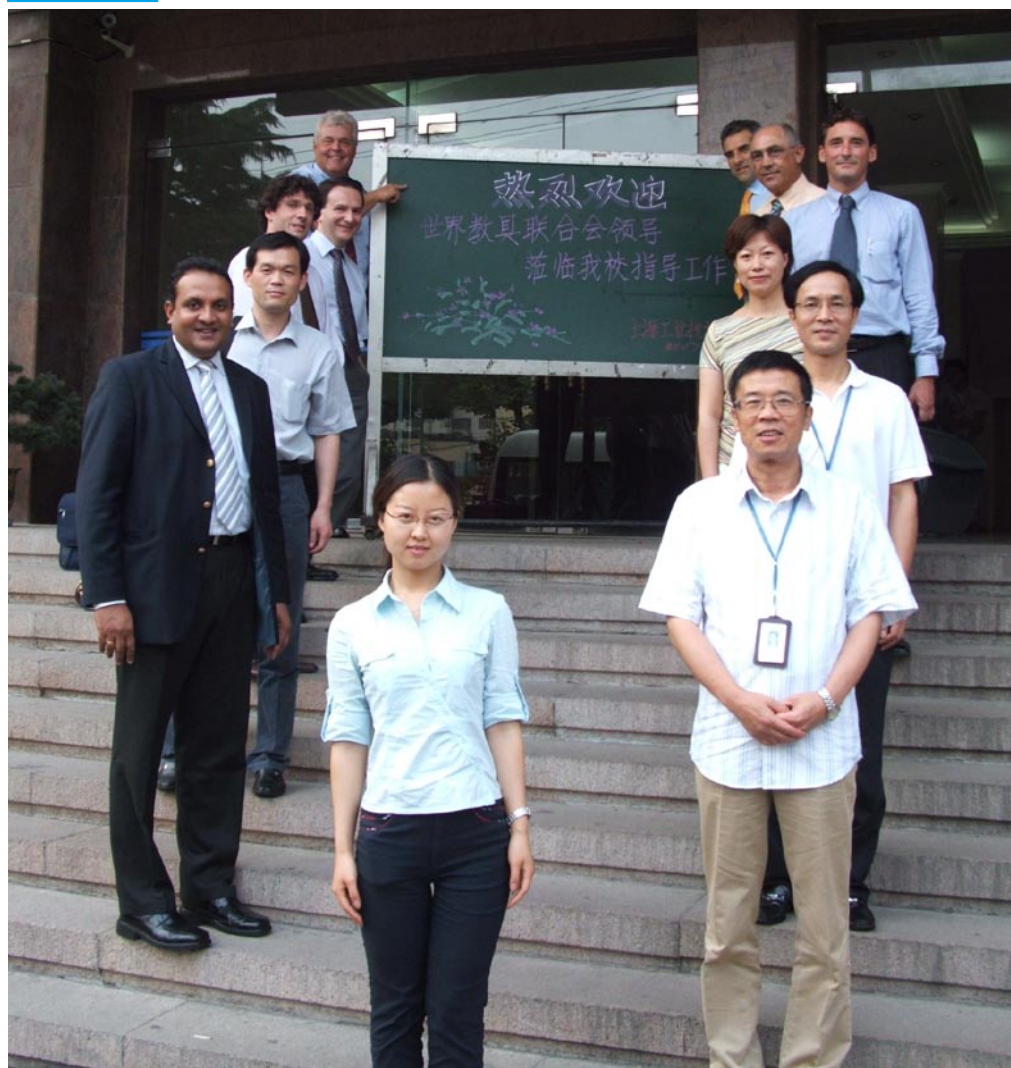
Jinan



Chongqing



Edited by Paul Z. Perjes
Photos by Paul Z. Perjes and Liang Lingfeng
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The Worlddidac delegation at the entrance of the Shanghai Industrial Technical School. The blackboard reads „Welcome to Worlddidac“. Together with the delegation is also the Vice-President Mr. Li-Gang Wang (second from front on the right) with his staff.

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June 22, 2007

Visit of the Shanghai Technical Institute of Electronics and Information

The Shanghai Technical Institute of Electronics and Information was founded in 1959. Approved by the Shanghai municipal government in April 2001, it became a full time college.

In October 2002, the enlargement of the college moved to its new campus in Fengcheng Central town, Fenxiang District. The institute covers now an area of 430 hectares, which includes 323 hectares for school buildings and 82 hectares for dormitories. There are more than 6300 full-time students, and after the completion of “construction phase three” the student population will grow to 8000. The teachforce of the institute includes 353 full time teachers with diverse backgrounds.

The institute has seven departments:

- Communication and Information Engineering
- Computer Application
- Electronic Engineering
- Mechanism and Electronics Engineering
- Basic Courses
- Foreign Language Teaching
- Research

Besides these, there are other two attached colleges, The Sino-German College (a cooperative program of the Chinese and German Governments) and the Animated Caroon College (a program combining production with education).

As for the Shanghai Technical Institute of Electronics and Information there are 43 on-campus training laboratories and over 30 off-campus training bases run cooperatively with enterprises.

The Shanghai Technical Institute of Electronics and Information has an excellent performance record: The annual employment rate of its students as always above 95%. In 2003 the institute was listed as one of the “Shanghai Model Vocational Institutions”. Ever since the institute has been assessed as “Shanghai Model Unit” three times in succession.

All school visits provided valuable first hand information about the state of equipment and the training concepts in vocational school.



June 22, 2007 Visit of the Shanghai Industrial Technical School

The Shanghai Industrial Technical School was established in 1963. It is a modern, comprehensive, specialized secondary school on the national level. In 1998 the Shanghai Light Industry School merged with this school, a fact that increased its educational competence. The school one of the fifty specialized institutions in the Shanghai area that have a long educational reputation. Through modern and effective teaching concepts it ensures that graduates enter the labor market with a high employability rate.

The school is located in central Shanghai and has an overall surface area of 40,000 square meters and hosts many advanced facilities, such as a broadcast center, multimedia classrooms, language labs, computer classrooms and various experimental laboratories.

Distinguished by its engineering department, the school combines many disciplines, among which the numerical control technology is certified as a nationwide example by the Education Department of China. Other top disciplines include mould designing and manufacturing, refrigeration, air conditioning and quality control.

The school's training work is developing rapidly. Nanya Vocational Technique Training School, which directly belongs to the school, runs the training courses of CNC machine operating, die and mould operating, refrigeration maintenance, etc.

The Sino-Japanese Modern Die and Mould Technical Center, belonging to the school, is a national level scientific technical cooperation project aided by the Japanese Government. This center has introduced sets of state-of-the-art international engineering and technical equipment, such as a CNC machining center, Liner Cutting Machines and Electronics Pulse from Japan.

The graduates of the Die & Mould and Numerical Control sections are welcome by the industry the whole of Southeast Asia.



After the school visit the Worlddidac delegation discussed important questions about the procurement system of the institute and their future purchasing plans.

June 24, 2007

Trip to Qufu City, the Birthplace of Confucius

Located in Qufu, Shandong Province, the area which includes the Mansion, Temple and Cemetery of Confucius, enjoys a worldwide reputation as a traditional Chinese cultural site. In 1994, the complex was listed as a world cultural heritage site.

The Mansion of Confucius is the living quarters of the first grandson of Confucius, a great philosopher, educator and a founder of Confucianism. It is also known as Master Yansheng's Mansion because in 1055, or the second year of the reign of Song Emperor Zhaozheng, Kong Zongyuan, the 46th generation male descendant of Confucius was given the title „Master Yansheng“. The title was passed down to Kong Decheng, the 77th generation male descendant of Confucius.

With an area of 160,000 square meters, the mansion has nine courtyards with 463 rooms along the east, west and middle routes. The main part of the mansion centers the houses along the middle route. The first four yards contain offices and the other five serve as residences. At the rear it is a garden. The mansion stores more than 9,000 volumes of files from 1534 (the 13th year of the reign of Ming Emperor Jiaqing) to 1948 and great quantities of rare and precious cultural and historical relics.

The Temple of Confucius served as a place for worshipping Confucius in various dynasties. In 478 B.C., the second year after Confucius' death, the ruler of the State of Lu converted Confucius' former residence, the three-room mansion, into a temple and made it a place for worshipping Confucius. The temple was constantly renovated and expanded to its present size by emperors of the Western Han Dynasty and the following historical periods. It covers an area of 218,000 square meters and is 1,120 meters in length from south to north. There are nine courtyards and 466 rooms along three routes in the left, right and middle. The temple has an outer wall, with four corner towers, which shelters ancient pines. The main buildings along the middle route are Kuiwen Pavilion, Thirteen Stele Pavilion, Xingtian Pavilion, Dacheng Hall, Hall of Confucius' Wife and Shengji Hall. Dacheng Hall stands out and is the main hall where Confucius was worshipped.

The Cemetery of Confucius is about 1.5 kilometers north of Qufu and is the Confucius family cemetery. It takes up 1.998 million square meters and around it there is a seven-kilometer-long hedge. The pavilions, towers, halls and archways built in various historical periods are set in a forest. Behind the Zhushui Bridge is the graveyard, dating from the Eastern Zhou, which houses the tomb of Confucius, the tombs of his son Kong Li and grandson Kong Ji. The tomb of Confucius is 6.2 meters high and has a circumference of 88 meters.



June 25, 2007

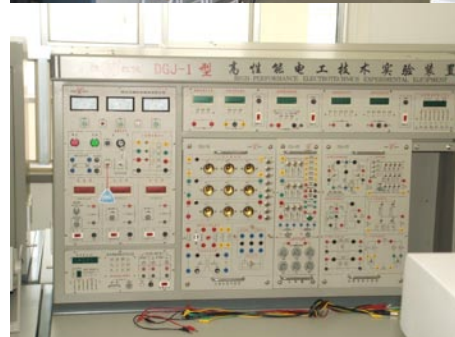
Visit of the Shandong College of Electronic Technology

The Shandong College of Electronic Technology was founded in 1978. It is a comprehensive three-year college granting associate degrees and diplomas to students in 45 different programs. It has ten academic departments specializing in mechanics and automation, engineering, computer science & information technology, commerce and trade, business management, preschool education, foreign languages, arts, law, and nursing, with a student body of more than 8,000 (the whole number of students who graduated from this school is about 20,000). The college has over 600 faculty and staff working in this 100-acre school. It holds a large number of teaching equipments and facilities, including 1600 personal computers, 10 language labs, over 20 multi-media classrooms, and more than 70 professional labs. After having invested 11.6 million RMB for rendering facilities last year, the educational equipment reached a value of 25 million RMB. The school library has 350,000 paper books, 34,000 electronic books, and there are more than 1,300 newspapers, magazines, and academic journals in the reading rooms.

The eleventh five year plan is being implemented by the government, between 2006 and 2010. The faculty size, educational quality, training level and facilities, and especially the quantity of training and practicing centers of vocational schools in whole country should reach a new standard in order to make education more attractive. The plan for the following years includes the increase of the vocational majors to 30 with 450,000 books. The numbers in the Shandong College of Electronic Technology will reach 10,000 students and 520 teachers and staff, educational equipment and instruments will be allocated 40 million RMB, which will also allow new curriculum types and learning



Meeting with the representatives of the Shandong College of Electronic Technology. The Discussion were led by the President of the College, Mr. Zhang Xun Hua. After an introduction of this state-of-the-art school, the talks were centered around the question of how Worlddidac and its members can help to supply needed high-end training equipment. In this context, the possibiltiy to cooperate with the Shandong Educational Instrument and Equipment Company SDJY emerged. SDJY is a functional department under the direct supervision of the Shangdong Provo-cial Education Department. It provides services for 18,926 primary and middle schools, 1035 secondary vocatinal schools and 109 colleges. SDJY is responsible for he supply of educational materials and training for 16 million students.



June 25, 2007 Visit at the Licheng Trade School, Jinan City

Founded in 1976, the overall area of the school is 54,493 m². There are 67 classes specialized in subjects such as

- Mechatronics
 - Automobile maintenance and repair
 - Electric technology
 - Computers
 - Accounting
- and other interdisciplinary topics.

The Student population amounts to 4,100 and there are 87 teachers. The total value of teaching and laboratory equipment is 6.358 million RMB.

On June 25, the Worlddidac Delegation visited their numerical control and mechatronics training center which covers an area of 11,000 m² and includes equipment worth 30 million RMB.



Meeting with the representatives of the Ministry of Education of the Shandong Province. The group was chaired by Mr. Peng Xue Shan, the Shandong Province Educational Department, who explained to us the priorities of his department and the opportunities that could emerge as a result of the Worlddidac Mission. The meeting was followed by a lunch where the two groups had the opportunity to know each other better. Interesting ideas came out of the discussion, such as the possibility of workshops at selected schools where new solutions could be introduced.

June 27, 2007 Visit Chongqing Vocational Institute of Engineering

Founded in 1951, formerly known as Chongqing Coal mine Industry School attached to the Ministry of Coal Industry, Chongqing Vocational Institute of Engineering (CQVIE) as a key national technical secondary school. In March 2001 it grew to become an independent vocational college upon the approval of the Ministry of Education and Chongqing Municipal Government. In 2005, after being evaluated by the national cultivation leveling group of vocational colleges, it was granted the Excellent Senior Vocational College Status. In the past 55 years, the colleges has turned out more than 50,000 talented graduates including senior and junior technicians and management professionals for all professional fields. Consequently, it has been honored as HuangPu Military School of the Southwestern coal industry.

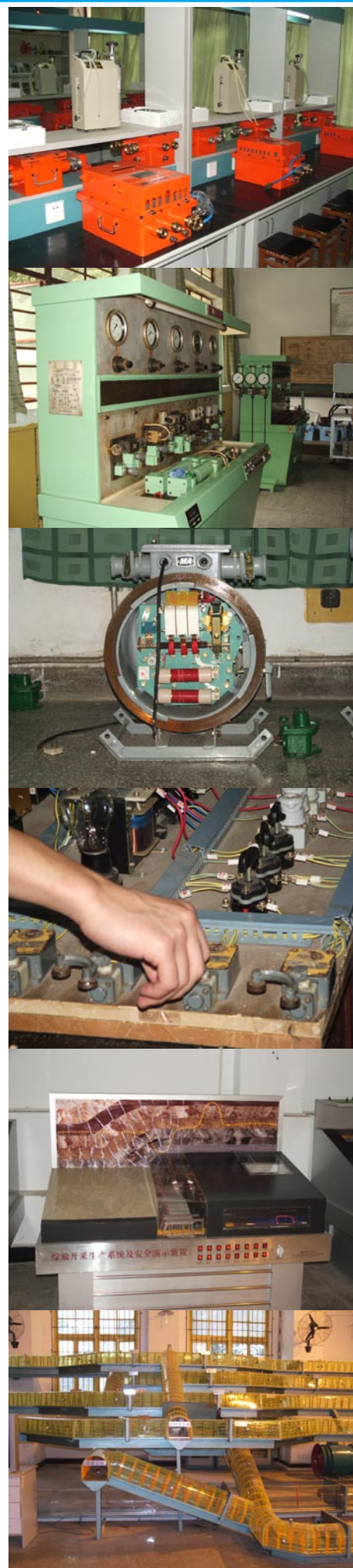
Located in the ShaPingBa District of Chongqing, which is famous for its concentration scientific, technological and cultural resources, CQVIE covers an area of 230 hectares with a total floor space of 120,000 square meters. The library has a collection of 310,000 books and periodicals. All the teaching and training equipment is worth over 31 million Yuan. The college os successively conferred titles such as National Advanced of Unit of Vocational Education, Chongqing Advanced Working Unit of Vocational Education and Civilized Working unit and Garden Campus.

The college is highly reputed for its outstanding faculty and staff, including 247 full-time teachers, among which there are 98 associate professors and 146 two-discipline teachers. The college also engages academicians, well established experts, scholars and senior engineers as visiting professors and part time teachers form other well known universities. Additional experts are from enterprises, businesses and scientific research institutions.

Presently the college is composed of eight departments: (1) Department of Resource Exploration Engineering, (2) Mechanical and Electrical Engineering, (3) Computer Science, (4) Architecture Engineering and Design, (5) Economics and Administration, (6) Department of Basic Courses, (7) Department of Military Physical Education, and (8) the Adult Education School.

CQVIE hosts 57 on-campus practical work bases and is linked to 40 off-campus bases for training in various disciplines, such as colliery safety, computer applications, gas long-distance monitoring and controlling system.

The college actively serves the local economy by training professional qualification and offering the appraisal service on occupational skills.





June 27, 2007 Visit at the Women Vocational School of Chongqing City

The Women Vocational School of Chongqing City provides formal schooling and training to girls on the secondary vocational level. Most of the traditional female professions are covered by appropriate training facilities. The school has a very important mission since it raises the degree of professionalism and thereby gives many girls - especially from neighboring rural areas - a good opportunity to find better jobs in the ever growing services sector.

The student population is 3500, the teach force is larger than 250. The campus is spread out on an area of 80 acres.

The following subjects are taught:

Computing, cosmetics, esthetics, hairdressing, sports, hotel and restaurant services, music, tailoring, flight attendant training and many interdisciplinary subjects.

The school has four departments: technical secondary school, the vocational junior college, the technical school training department, and the adult secondary school training department.

Whereas the Women Vocational School of Chongqing City is a typical "women only" institution, it is due to its impact on practical skills training one of the most important secondary vocational school of the region. The modern facilities are enhanced by adequate training equipment and classroom materials.



Dinner with Mr. Li Xingzhi, the General Manager of the China Educational Instrument & Equipment Corp. (CEIEC) in the evening of June 27, 2007. CEIEC is a foreign trade company dealing with the import and export of educational equipment for all levels.

June 27, 2007

Meeting at the Vocational Department of Chongqing City



The meeting was held to introduce Worlddidac and the participating companies to the representatives of the Chongqing Education Commission and of the Department of Vocational Education as well as of the Educational Equipment Management Service. The Group leader was Mr. Zhao Weiliang, Vice Chairman of Chongqing Education Commission and the Deputy Group Leader was Mr. Liu Xianhai, Director of Vocational and Adult Education Department of Chongqing Education Commission.

The issues discussed were:

- Industries in the Chongqing region
- The needs of vocational schools
- Purchasing policy
- Funds and funding sources
- Options for international companies
- Approaches for Worlddidac to get involved in existing and future projects
- The creation of a permanent information exchange between Chongqing and Worlddidac



About Chongqing

Chongqing in the Szechuan province is situated at the conjunction of two major rivers, the Yangtze and the Jialing river. The metropolitan area is one of the fastest growing in the world and with a current population of 31 million, Chongqing also belongs to the group of new mega-cities.

Chongqing received the status of a municipality ten years ago, which has increased the city's political and economic influence. A strong economic growth has made Chongqing very attractive to people from rural areas. Currently the city has a yearly growth rate of 10%, construction and urbanization keep pace with this growth so the city maps have to be reprinted every three months.

Population growth poses enormous challenges and opportunities for education and training. The city has now 1373 ordinary middle schools and 8754 primary schools. Chongqing has also 38 higher education institutions on the college and university level. The industry demand for skilled workers, technicians and engineers has also led to strong increase in the establishment or enlargement of vocational schools and training centers. Currently, Chongqing has 387 vocational colleges and schools with an student population of 506,000. Among these institutions there are 32 state-level and 30 city-level key vocational schools.



June 28, 2007 Start of the China Vocational Education Equipment & Technology Show 2007 in Chongqing

Held from June 28 to 30, 2007, China Vocational Education Equipment & Technology Show 2007 had for the first time Chongqing as its venue. The 450 exhibitors, who were all Chinese companies or local branches of international companies, presented a comprehensive display of modern training equipment, instruments and other tools for professional and industrial training. For international visitors, such as the Worlddidac Delegation, the show was a good opportunity to get acquainted with the state of development in this sector. In particular, it was very informative to evaluate the local suppliers because they reflected the kind and quality of the demand on part of the schools. Moreover, the show proved to be an excellent place to find contacts for partnerships, which are indispensable for success in China.



On the same day, we had meeting with Mr. Jie Liu, who is Deputy Director at the Division of Comprehensive Department of Vocational and Adult Education (MOE) in Beijing. The meeting provided highly valuable insights into the current situation of vocational education in China. The information was especially helpful to develop a new business strategy for Worlddidac's future activities.

The Mission was officially concluded by the banquet, held for exhibitors and VIP guests.



The Worlddidac delegation during the Opening Ceremony of the Vocational show. From left to right, top row first: Huang Yuequan, Leonardo Gardin, Alessandro Rangoni, Pietro Fornaris, Paul Perjes, Beat Jost, Chula Gangoda, Massimo Macini.

Conclusion

The following summary reflects the insights that we gained had during the trade mission.

There are three important factors that determine China's Vocational Education Policies:

1. Urbanization and the migration from rural to urban regions
2. The graduated requirements of the industry
3. Population policy and its consequences

1. Urbanization and the migration from rural to urban regions

China is rapidly transforming itself from an originally rural to an urban society. The government expects 300 million people in the next five years to move into cities. This creates enormous challenges for housing and for the labor market. To maintain acceptable employment rates, governments at all levels have to find a balance between the industry's capacity to absorb the newcomers and the professional qualifications that make them employable. Consequently, great attention is devoted to developing a vocational training system whose output corresponds sufficiently with the job profiles in important industries as well as in the growing services sector.

2. The graduated requirements of the industry

Graduated requirements mean different levels of skills that are sufficient to perform certain jobs. Whereas the European vocational schooling system tends to be holistic – thus trying to provide young people with skills that will move them automatically up on the career ladder – China's priorities are focused on getting everyone a job. So the ultimate goal of every vocational school is to turn out employable people with qualifications that are good enough to perform a particular set of tasks. There are roughly three basic skill levels required by many industries: (1) Maintenance workers and operators, (2) technicians and (3) engineers. This situation is clearly reflected by the nature of existing vocational schools. Consequently, secondary schools teach skills on the first level with some overlaps to the second. Vocational colleges provide skills coupled with a solid knowledge of underlying theory so their output consists mainly of engineers or of graduate students. The involvement of enterprises in formal training is very low. To some degree there is on-the-job training for workers to become technicians within the scope of the work that they are already performing.

4. Population policy and its consequences

China's one child per family policy will probably stop population growth by 2015. However, the implicit consequences of this policy are already visible today: The only child is extremely important to her or his parents who do everything in their power to give their child the best education possible.

These education options are today mostly available to the growing urban middle class and comprise well-paid jobs with some prestige. In the past few years some new vocational colleges have successfully incorporated the "well paid job perspective" into their curricula. Contrary to secondary vocational schools, these colleges are very much interested in up-to-date international technologies, which is a chance for international companies to enter the Chinese education market.

Worlddidac's Approach

Worlddidac has been active in China since 1993. Today we have arrived at a turning point where quantity in education is slowly superseded by new quality requirements. Consequently, we have started with a systematic evaluation of the needs for new educational solutions in collaboration with Chinese partners. Our goal is to create a better match between needed products and the expertise of our member companies. However, this match will and must also include the adaptation of foreign companies to the conditions of doing business in China. A further series of other in-country missions and meetings in China, each with a clearly defined purpose, will take these aspects into account. The opportunities are vast: Experts estimate an enormous growth of the vocational education market in the next 10 years and we are very happy to have made an important initial contribution now.

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Thanks

We would like to thank all who made this trade mission so successful! This includes of course our partners and friends from the China Educational Instrument & Equipment Corporation (CEIEC) who elaborated the program details. Our appreciation goes also to our hosts at the departments of education, schools and colleges in Shanghai, Jinan and Chongqing. Everywhere we were received in a spirit of friendship and enjoyed an unparalleled hospitality. Finally, we also would like to express our gratitude to each individual trade mission participants. We were a fantastic group; everyone contributed to a productive mission and we also had much fun together!