

Dept. of External Affairs
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I. SUMMARY HIGHLIGHTS

A. POINTS OF INTEREST FOR CANADIAN INSTITUTIONS

General factors which describe China's professional training and post-secondary education sector include:

- quality of training programs provided by Chinese institutions are poor due to outdated teaching methods and a lack of Western management and curriculum development knowledge.
- domestic and foreign companies are sending some employees abroad to study management techniques; most companies provide limited in-house training serviced by foreign managed HRD firms primarily from Hong Kong and Singapore with a few U.S. and Australian based deliverers.
- training programs currently provided in China do not meet the demand. In Beijing alone, there is a untapped education and training market valued in the ten's of millions of U.S. dollars.
- the most likely buyers of management training programs are medium to large sized foreign enterprises in the service sector.
- training currently provided by foreign companies tends to be specialized, i.e. skills based with measurable output.
- regulations governing the education sector are constantly changing. The need for and viability of foreign joint-venture programs are offset by bureaucratic regulations set out by the State Education Commission.
- continuing education programs delivered by local institutions which meet international standards are currently not competitive with North American and European course offerings. Management courses which may or may not be tied to a degree program, designed with a foreign curriculum, taught by qualified foreign instructors or local Chinese teachers trained overseas, priced competitively would prove to be the winning package.
- training programs must provide opportunity to enhance critical thinking, leadership, personal communication skills as well as creative ability.

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