



# East & West International Education

PROMOTING UNDERSTANDING AMONG PEOPLES THROUGH INTERNATIONAL EDUCATION PROGRAMS AND SERVICES

## 2023

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# East & West International Education

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## Mission & Vision

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East & West International Education (EWIE), established in 1999 in Beijing, is a prominent corporate group specializing in providing exceptional international education services.

With an impressive track record spanning over 23 years, EWIE offers comprehensive solutions and tailored programs to meet the ever-changing demands of international education. Our core competencies encompass educational research, international curriculum development, transnational program design, youth global competence training, and unparalleled services in international student recruitment. Over the years, we have established thousands of partnerships with esteemed local and international schools and universities.

At EWIE, our vision is to be globally recognized as a leader in the field of international education services. We are committed to fostering mutual understanding among diverse communities through a wide range of international education programs and services.

## Facts & Figures

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- **10+** Center of International Curriculum Programs in partnership with major universities of China
- **20+** years of dedicated professional services in international education
- **160+** partner schools and universities in China
- **2000+** partner schools and universities worldwide
- **5000+** students from 145 universities of China join the Youth Global Competence Training program annually.

- **100,000+** students relished our services through international programs of all types.

## Core Business Areas

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We specialize in:

### 1. Applied Research on International Education

Conducting extensive research on education internationalization in China and closely monitoring global transnational education trends, we are committed to driving positive developments in the field. By analyzing data, identifying emerging patterns, and staying at the forefront of educational advancements, we aim to contribute valuable insights and shape the future of international education.

### 2. Joint Academic Program Development (Degree Program)

Creating joint degree programs that facilitate strong academic collaboration between universities in China and worldwide, our focus lies in designing programs such as the 3+1 or 2+2 model. These programs ensure compatibility and offer students comprehensive learning experiences that span multiple institutions. Our goal is to establish robust partnerships that enable students to gain international perspectives and excel in our interconnected world.

### 3. International Curriculum Development & Integration

Designing and developing international curriculum and courses that seamlessly integrate Chinese and foreign educational systems, combining their respective teaching characteristics. Our portfolio includes a range of programs, such as International Foundation Certificate programs, International Year One programs, one year Pre-Master's international programs, and 2+2 programs for undergraduate education. With over 10 Centers of International Curriculum Programs in collaboration with major universities in China, we are dedicated to providing students with comprehensive and diverse educational opportunities.

#### **4. Student Study-Abroad Services for Chinese Universities (Non-Degree)**

Delivering customized study-abroad services to Chinese universities and colleges, catering to the unique needs of students with programs ranging from 2 weeks to 2 years. Our goal is to support the expansion of international study experiences among Chinese students by providing bespoke services and diverse opportunities. Through our comprehensive guidance, we aim to equip students with a global perspective and cross-cultural competencies for success in today's interconnected world.

#### **5. Students Recruitment Services for Overseas Universities**

Offering a comprehensive suite of professional education services dedicated to assisting Chinese students in their pursuit of studying abroad. Expert admission consulting, language test preparation, and enriching study tours are provided. With a broad reach spanning 15 countries and regions worldwide, including the US, UK, Australia, New Zealand, Canada, Japan, Korea, Singapore, Hong Kong China, Germany, Spain, and more, the organization is committed to becoming the trusted partner for partner schools. The mission revolves around delivering timely and accurate recruitment information to Chinese students while providing tailored school marketing promotion. Guiding students through the admission and visa application process with utmost professionalism remains the top priority.

#### **6. China Market Development Support for International Partners**

Assisting foreign schools in developing insights on China's educational landscape, fostering partnerships, and facilitating joint academic programs.

#### **7. Off-Shore Development Services for Chinese Universities**

Providing professional support to the universities in China in their internationalization goals.

### **Key Programs**

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#### **1. The programs we provide:**

*The programs in the following list are programs in which EWIE functions as a provider by offering well-elaborated curricula and profoundly engaging in necessary teaching and learning management. Some of the programs are delivered in renowned universities in China, and the course credits are granted jointly by these universities and EWIE.*

##### **A. International Foundation Certificate (IFC)**

A one-year undergraduate pathway program designed to prepare Chinese students for admission into renowned universities overseas. Developed by EWIE, the curriculum is delivered by prestigious universities like Zhejiang University and Shanghai International Studies University. Recognized by over 100 universities in English-speaking countries, IFC is a trusted source of quality students for many overseas institutions.

**B. International Year One (IYO)**

The International Year One (IYO) program is customized for Chinese students, enabling them to enter the second or third year of a three or four-year undergraduate degree at English-speaking universities. Its design aims to bridge differences between Chinese and western educational systems, integrate academic standards, and improve academic competence. IFC+IYO form a 2-year general education program, providing a solid foundation of knowledge and preparing students to complete their undergraduate education at foreign universities.

**C. Joint Academic Degree Enrolment Program (JADE)**

A 2+2 undergraduate program with a general education curriculum of the first 2 years developed and provided by EWIE and delivered in cooperation with partner universities. The curriculum is designed to allow students to spend their first 2 years in a local university and another 2 years at an overseas partner university to attain the undergraduate degree(s) granted by either or both of the partner universities. It is meant to be bi-directional, i.e. it aims to make it possible for both partner universities to send their students to the other partner for 2 years.

**D. International Pre-Master's Program (IPMP)**

The one-year postgraduate bridging curriculum offered by EWIE is specifically designed for Chinese students who wish to pursue graduate studies in major universities in English-speaking countries. The program is tailored to bridge the gap between the Chinese and western educational systems and help students meet the academic requirements of their chosen graduate programs. Upon completion, students are well-equipped with the necessary knowledge and skills to succeed in their future studies and career.

**E. Youth Global Competence Training Program (GCT)**

Launched in late 2021 and jointly provided with the China Education Association for International Exchange (CEAIE), the one-year Youth Global Competence Training Program draws together 145 major universities, and takes an approach which combines 9 elective courses, 9 designated lectures with 9 extra-curriculum field works and practical activities (branded as "999 Model"). Each year over 5000 students choose to participate in the program.

## F. 'InChina' Program for International Students

The 'InChina' program, created by EWIE, offers international undergraduate students a unique study abroad experience coming to China for one semester. Focused on Chinese traditional culture and current socio-economic development, the program consists of four courses, totaling 16 credits, and includes field trips and cultural experiences related to the course content.

## 2. The programs we facilitate

*Utilizing our strategic networks and local knowledge and resources, EWIE provides essential support throughout the process of establishment and implementation to the programs in the following list to design tailored solutions for universities overseas to develop their engagement and partnership in China.*

### A. Sino-Foreign Joint Programs/Institution

The Sino-Foreign Joint Programs/Institution refers to the models of cooperation under the current policy regulation issued by the Ministry of Education in September 2003 i.e. *the Regulations on Chinese-Foreign Cooperation in Running Schools*. There are three basic models of cooperation, which include: (1) joint institutions established as independent legal entities; (2) institutions without legal status within or attached to an existing Chinese university; and (3) joint education programs with a Chinese university. Each of these programs requires approval from the relevant Chinese education authority. Applications are made through the Chinese partner university. For 'joint education program', it usually takes the form of 3+1 at undergraduate level, i.e. student enrolled into such programs will spend their first 3 years in the Chinese partner university and the final year at the partner institution overseas.

### B. Dual Degree International Program (DDIP)

The DDIP is a 2+2 undergraduate partnership program between a Chinese university and a university overseas in a chosen subject area. It is an academic progression program based on systematic mapping of the curricula in the designated academic discipline between the partner universities. With approval from educational authorities, students would usually be enrolled through Gaokao (China National College Entrance Examination).

### C. Accelerated Master Degree Program (AMD)

An accelerated Master Degree Program is a combined undergraduate and postgraduate program which take the form of 3+1+1, in which students will go through first 3 years of undergraduate study in a university in China, while still in China in the fourth year, students will start to work on some of the graduate courses introduced from the partner university overseas, where they will spend their fifth year to finish their graduate study.

#### D. Short Term Study Abroad for Chinese Students:

These are a series of programs for Chinese students at both undergraduate and graduate level to broaden their study experiences and improve their English language proficiency and intercultural awareness. The length of the programs ranges from one semester to one year, and it is usually tailor-made by EWIE through collaborations with international partner universities.

### Organizational Structure

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#### 1. The Steering Committee

*The Steering Committee* is a strategic advisory body composed of well-known educational experts and practitioners, scholars, and senior administrators and managers from the domestic and foreign education circles, particularly in the international education field, aiming to gather the wisdom and experience of experts and scholars and provide advice and guidance for the long-term development of the EWIE.

#### 2. The Academic Advisory Committee

*The Academic Advisory Committee* is an academic consultative body established to provide academic guidance in educational research, curriculum development and review, project design and evaluation, aiming to standardize academic criteria and improve the level of service through strengthening the quality control of our international education programs.

#### 3. Academic Centre & Institute

- a) East & West Institute for International Education
- b) Center of International Curriculum Programs
- c) Centre for International Liaison & Development

#### 4. Functional Departments

- a) Central Office for International Curriculum Centers
- b) Department of High School International Program Development
- c) Department of International Joint Programs in Universities & Colleges
- d) Department of Teaching & Learning Management
- e) Office for Youth Global Competence Training Program

### Members & Affiliates

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#### ▪ Wiseway Group

- *A 20-years dedicated agency to help Chinese students study abroad.*

11F Hesheng Plaza,  
32 Zhongguancun Road, Haidian, Beijing 100086, China.



- **Wiseway Global**

- *A professional institution for international liaison and communication.*

19F, building A, Haojing Plaza,  
108 Zhichun, Road, Haidian, Beijing,China.

- **CITS Overseas Travel Co., Ltd.**

- *An acquired professional travel agency with a national network of branch offices specialized in tailored short-term study abroad program management.*

817 CITS Plaza, No. 1 Dongdan BeiDajie  
Dongcheng, Beijing, China.

- **Youth Development and Exchange Co., Ltd**

- *A joint undertaking dedicated to youth global competence training, leadership programs and entrepreneurship development.*

9F, building A, Haojing Plaza,  
108 Zhichun, Road, Haidian, Beijing,China.

- **LaowaiCareer.com**

- *An online head hunting platform for foreigners look for jobs in China, particularly teaching jobs in schools.*

11F Hesheng Plaza,  
32 Zhongguancun Road, Haidian,  
Beijing 100086, China.

## National & International Platforms

EWIE is the initiator and key member of the following national and international platforms for educational cooperation and development, and currently hosting the secretariats of these organizations.

- **International Education Consortium (IEC)**

- *An international platform formed by a group of liberal arts universities and EWIE to promote Sino-US educational exchange through a number of pathway programs leading to universities of both sides.*

St. Edmund's Hall, One Winnoski Park,  
Box 153 Colchester, Vermont, 05439, USA.

- **University Network for Global Competences (UNGC)**

- *An international network of universities specialized in global competence education, global governance, and international development, to facilitate students exchange through mutually recognized credit-bearing courses, to enhance academic research through joint degree programs, regular exchange of faculties and academic conferences, and to promote educational exchanges*

*between member institutions in the related subject areas.*

19F, building A, Haojing Plaza,  
108 Zhichun Road, Haidian, Beijing,China.

▪ **China Network of High School International Programs (HSIP)**

- *A national platform for high school international programs to promote mutual learning and resources sharing for equal cooperation, collaborative innovation, and common development among all members.*

19F, building A, Haojing Plaza,  
108 Zhichun Road, Haidian, Beijing,China.

▪ **Alliance of China-Thailand Universities (ACTU)**

- *A non-governmental, not-for-profit and non-legal-entity network association for Sino-Thai universities to promote educational cooperation in key areas of higher and to establish long-term mechanisms for common development of the region.*

19F, building A, Haojing Plaza,  
108 Zhichun Road, Haidian, Beijing,China.

**Global Partners (partial list)**

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**Universities from the USA**

California Lutheran University  
California State University-East Bay  
California State University-Northridge  
Drexel University  
Florida International University  
Husson University  
Kent State University  
Liberty University  
Ohio University  
Oklahoma City University  
Pace University  
SUNY Albany  
Tennessee Tech University  
Texas Wesleyan University  
The University of Alabama  
Troy University  
University of Cincinnati  
University of Colorado Denver  
University of La Verne  
University of Maine  
University of Missouri-St. Louis  
University of North Texas  
University of Tennessee, Knoxville

**Universities from the UK**

City University of London  
Cranfield University  
Lancaster University  
Loughborough University  
Newcastle University  
Queen's University Belfast  
Swansea University  
University of Aberdeen  
University of Bath  
University of Birmingham  
University of Bristol  
University of Durham  
University of East Anglia  
University of Exeter  
University of Kent  
University of Leeds  
University of Leicester  
University of Liverpool  
University of Manchester  
University of Reading  
University of Sheffield  
University of Southampton  
University of Stirling

Yeshiva University

#### Universities from Australia:

Bond University  
Charles Darwin University  
Curtin University  
Deakin University  
La Trobe University  
Queensland University of Technology  
Swinburne University of Technology  
University of Tasmania  
University of Wollongong  
UNSW College  
Western Sydney University

#### Universities from New Zealand

Auckland University of Technology  
Te Pūkenga – New Zealand Institute  
of Skills and Technology  
University of Auckland  
  
University of Canterbury  
University of Lincoln  
University of Otago  
University of Waikato  
Victoria University of Wellington

University of Sussex  
University of York

#### Universities from Canada

Brock University  
Cape Breton University  
Lakehead University  
Laurentian University  
Mount Allison University  
Mount Saint Vincent University  
Ontario Tech University  
University of Manitoba  
University of Saskatchewan  
University of Windsor  
Wilfrid Laurier University  
York University

#### Universities from the Netherlands

HZ University Applied Sciences  
Saxion University Applied Sciences

#### Universities from Ireland

Trinity College Dublin  
University College Cork  
University of Galway

### China Universities (Partial List)

Beijing International Studies University	北京第二外国语学院
Beijing University of Chemical Technology	北京化工大学
Central China Normal University	华中师范大学
Chongqing University	重庆大学
Fuzhou University of International Studies and Trade	福州外语外贸学院
Harbin Institute of Technology	哈尔滨理工大学
Inner Mongolia University	内蒙古大学
Nanjing University	南京大学
Nanjing University of Science and Technology	南京理工大学
North China Electric Power University	华北电力大学
Renmin University of China	中国人民大学
Shanghai International Studies University	上海外国语大学
Shanghai Jiao Tong University	上海交通大学
Shanghai University of Finance and Economics	上海财经大学
Sichuan International Studies University	四川外国语大学

Sichuan University	四川大学
University of Electronic Science and Technology of China	电子科技大学
University of International Business and Economics	对外经济贸易大学
Zhejiang University	浙江大学
Zhejiang Yuexiu University	浙江越秀外国语学院

## Contact

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