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China Education & Training Industry Report, 2007-2008

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Report Summary

2007 witnessed a continuous and fast development in China's education and training industry, which has formed a huge market. The development of every variety of education in 2007 is as follows:

The government has gradually opened up the education market and has given substantial support to the non-public funded education. Therefore, the government has launched a series of laws and regulations to regulate and promote its development.

IT training, English training, management training and children education have become the pillar for the current training and education industry.

In 2006, some IT training institutions made had a great restructuring, which has helped the whole industry enter into a period of stable development. In 2007, with the adjusted business model put in place and the participation of capital market, the industry would usher in a new round of developmental surge.

The market value of China English training market totals around CNY15 billion. There are already more than 50,000 English training institutions in China. It is expected that the market value of China English training industry will reach CNY30 billion in 2010.

Distance education is also a major part of training market. There are many classifications regarding its operating costs. In this report, we divide the costs into three parts: production cost, sending cost and support cost. The ratio of the three costs is about 10:1. Distance education has a high production and support costs, but a low sending cost, which is decided by its features of one-off exploitation, indefinite use and separation between teachers and students.

Based on the substantial data and information released by the National Bureau of Statistics, the Ministry of Education and major education and training companies, the report makes an in-depth study on China's education and training industry regarding development environment, competition condition, policy, segment market, major companies and regional development and also analyzes the development trend based on the current situation of the industry.

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