

Foreword

I am delighted to welcome you to the 5th IELTS Annual Conference. Since its inception in 2007, the IELTS Annual Conference has been bringing together industry practitioners in the international education and language assessment sectors in order to surface inspirational ideas and gain unique insights.

The performance of the global economy has not significantly affected Chinese students' enthusiasm for pursuing international educational opportunities. In 2011, the number of Chinese students going overseas for further studies was around 340,000. IELTS, in the meantime, has witnessed steady growth over the last few years. IELTS is widely recognised as the leading high-stakes English language test in terms of integrity, reliability and research-based evidence. Over 7,000 higher education and other organisations worldwide recognise IELTS, with over 1.7 million exams delivered in the last 12 months across the globe.

I strongly believe that IELTS plays a critical role in helping millions of individuals achieve their aspirations and opening up international opportunities for overseas study, immigration and work.

The theme of this year's conference centres on *Partnership: Creating Shared Purpose in Education*. This fits well with the IELTS Partnership Programme. First introduced in our previous annual conference in Sanya, the IELTS Partnership Programme has received an overwhelmingly positive response. A year since its launch, the Programme has lived up its promise to build closer bilateral cooperation and promote long-term mutually beneficial partnerships with IELTS stakeholder organisations. By working alongside each other, we continuously assist more IELTS candidates to realise their dreams.

In this internationalised world of education, partners encompass both public and private education providers, corporate and business, as well as a wide range of associated groups. What then are the essential factors underpinning strategic collaboration? Since there is no universal standard for stakeholder engagement, how is a shared purpose created when working with stakeholders, and subsequently how is this developed into a sustainable network of partnerships? In addition, how does partnership and customer relations evolve as the world steps ever forward into the digital age? I hope this conference is able to shed some light on these questions, inspiring you to think beyond the hotly-discussed topics in the conference and build up a wider partnership network amongst us.

I'd like to express my most sincere thanks to all delegates for participating in the conference and joining the debate of partnership in international education. I hope you all enjoy the conference, and that you will leave with views and insights beneficial to your work.

Last but not least, early seasonal greetings to you all, and wishing you a prosperous year of the Snake.

Greg Selby
Director Examinations East Asia,
Cultural and Education Section of the British Embassy

前言

欢迎参加第五届雅思考试年度会议。自 2007 年始，雅思考试年度会议一直致力于集结国际教育和语言测试的业界人士，共享真知灼见。

全球经济走势并未显著影响中国学生追寻国际教育机会的热情。2011 年，中国出国留学的学生人数约为 34 万。与此同时，雅思考试在过去几年也稳健发展。雅思考试公正、可信、以调研为基础，是受到广泛认可的选拔性英语测试的领导者。7000 余所高等教育机构和其他组织全面认可雅思，去年一年全球范围内举办了超过 170 万次考试。

我坚信，在帮助数百万人实现他们的抱负、创造出国学习、移民、工作的国际机遇方面，雅思考试举足轻重。

今年年会的主题是创造国际教育领域的共赢合作伙伴关系。这与雅思的合作伙伴项目相辅相成。自去年雅思三亚年会推出以来，雅思合作伙伴项目获得了热烈反响。实施一年以来，该项目不负所托，与雅思的合作机构建立了更紧密的双边合作关系，促进了长期的互利伙伴关系。我们通力合作，帮助更多的雅思考生实现他们的梦想。

在如今国际化的教育领域，合作伙伴既包括公立、私立的教育机构和人员，也包括公司、商界以及广大的其他机构组织。何为战略合作的核心要素？既然合作伙伴关系没有放之四海皆准的标准，那么合作过程中是如何建立共同目标、并将其锻造成为可持续合作伙伴关系的？此外，随着世界日趋数字化，合作伙伴关系和客户关系如何随之发展变化？我希望此次年会能对这些问题略示一二，启发您从更高的层面思考这些热点，建立更广泛的合作伙伴关系。

我想对各位的参会和参与国际教育合作伙伴关系的讨论致以最诚挚的谢意。祝大家与会愉快，有所收获。

最后给大家拜个早年，祝大家蛇年大吉。



葛思斌
英国大使馆文化教育处考试部东亚区业务总监

Background and Objectives

年会背景及目标

As the world's most popular English testing system, IELTS is accepted by over 7,000 organisations worldwide. In 2011, we delivered over 1.7 million exams in 135 countries and regions. In mainland China, the British Council (operating as the Cultural and Education Section of the British Embassy/Consulates-General in China) is the administrator of IELTS, and has been helping thousands of students each year, since 1989, to realise their goal of international education. There are now 42 test centres across China, providing 48 test dates annually.

With partnership becoming a way of life in international education to create shared value, IELTS invites industry practitioners to participate in this year's IELTS Annual Conference, aiming at:

- discussing the current and future development of overseas education in China
- bringing the latest updates in the overseas education at policy level
- sharing best practices and new insights through stimulating dynamic debates
- facilitating delegates to establish a network of beneficial partnerships

作为全球最权威的英语语言测试系统，雅思考试在135个国家和地区举行，并得到全球超过7000所机构认可。2011年，参加雅思考试的考生人次超过了170万。在中国，雅思考试在33个城市设立了42个考点，

帮助无数中国人实现踏出国门的梦想。雅思考试已经成为留学海外、求职和移民类英语考试的市场领导者。

随着留学市场的利好，行业内外的协同合作以及伙伴关系愈发彰显其重要性和迫切性。作为留学产业链中的重要一环，雅思考试主办方于今年年末再次与国际教育界的专业人士共聚一堂，畅谈伙伴关系的现状和未来。会议目标包括：

- 了解中国政府关于留学行业发展的最新信息
- 探讨留学市场的新模式和新走向
- 交流与分享留学行业内外的最佳实践经验
- 建立留学产业链各环节的合作网络

Agenda

会议日程

6 December 2012
2012年12月6日

Time 时间	Activity 日程安排
18:30 - 20:30	Welcome Dinner and Business Networking 欢迎晚宴及互动交流

7 December 2012
2012年12月7日

Time 时间	Activity 日程安排	Speaker 主讲人
08:00 – 09:00	Guests Registration 会议签到	
09:00 – 09:10	Welcome Speech and Housekeeping 欢迎词及会务安排	Greg Selby, Director Examinations East Asia, Cultural and Education Section of the British Embassy 葛思斌, 英国大使馆文化教育处考试部东亚区业务 总监 Chen Zhiwen, Chief Editor of www.eol.cn 陈志文, 中国教育在线总编
09:10 – 10:10	Reassessing the International Education Market Home and Abroad: Where We are and Where We are going 剖析国际教育的现状与发展	Jazreel Goh, East Asia Regional Business Director (Services In International Education Marketing), Cultural and Education Section of the British Embassy 吴媛媛, 英国大使馆文化教育处东亚区业务总监 (教育)
10:10 – 10:40	Macro-environment Analysis: a Closer Look at the Present and Future 中国经济宏观运行及对国际教育和 人才流动的影响	Xu Sitao, Chief Representative, the Economist Group China 许思涛, 经济学人集团驻中国首席代表
10:40 – 11:10	IELTS Developments and New Initiatives 雅思考试在中国和全球的发展态势	Greg Selby, Director Examinations East Asia, Cultural and Education Section of the British Embassy 葛思斌, 英国大使馆文化教育处考试部东亚区业务 总监
11:10 – 11:30	Tea Break 茶歇	Eliza Chui, Consul (Education), Austrade, Australian Consulate-General 徐佩仪, 澳大利亚驻上海总领事馆商务处教育领 事
11:30 – 12:30	Presentations: Consulates-General of Major Study Destination Countries 主要留学目的国使领馆访谈	Jean-Philippe Davignon, Vice Consul, Consulate General of Canada 段杰朴, 加拿大驻广州总领事馆副领事 Jazreel Goh, Director Education Marketing, Cultural and Education Section of the British Embassy

12:30 – 14:00	Buffet Lunch 自助午餐	吴媛媛，英国大使馆文化教育处教育推广总监
		14:00 -14:30 Hu Bing, Sports Marketing Olympic Director, Nike China 胡冰, 耐克体育中国公司体育市场奥运总监
	Break-out Session #1 分会场一 Stakeholder Engagement in the Internationalised World of Education 合作伙伴关系的有效建立与维护	14:30-15:00 Dr. Wang Xiangbo, Vice President, Relationship Development, Asia, The College Board 王湘波博士, 美国大学理事会, 关系发展部亚洲事 务, 副总裁
14:00– 16:00		15:00-15:30 Dr. Guo Haipeng, Director of WPEO, Program Coordinator of CST, BNU-HKBU United International College 郭海鹏博士, 北京师范大学-香港浸会大学联合国 际学院
		15:30-16:00 Q&A 问答环节
		14:00 -14:30 Stella Jiang, CIE Representative 姜艳, 剑桥大学国际考试委员会中国区高级经理
	Break-out Session #2 分会场二 Being Competitive: Management of Customer Relationship, How? 消费者策略和管理的制胜之道	14:30-15:00 He Qingrong, Director of International Cooperation of New Oriental Education & Technology Group 贺庆荣, 新东方教育科技集团国际合作部总监
		15:00-15:30 Sid Krommenhoek, Founder, Zinch 柯轶诚, Zinch 中国创始人
		15:30-16:00 Q&A 问答环节
16:00 - 16:20	Tea Break 茶歇	
16:20 - 16:50	IELTS Partnership Programme Award Ceremony 雅思考试合作伙伴项目颁奖仪式	
16:50 - 17:20	Essentials of International Education 国际教育的“可为”与“应为”	Professor Liu Yunshan, Dean of Department of Education and Human Being Development, Peking University 刘云杉教授, 北京大学教育学院教育与人类发展系 主任
17:20	Closing 结语	

演讲嘉宾简介

Greg Selby 葛思斌



Greg Selby is currently Director Examinations East Asia of Cultural and Education Section of the British Embassy. His first degree was in English Literature at Saint David's University College, Wales and he has various postgraduate English teaching and training qualifications: Royal Society of Arts Certificate (1988), Diploma (1992); MA in Teaching English as a Foreign Language (University of Reading 1996). In 2001, he completed an MBA at the University of Durham.

Greg has worked as a teacher of English in Spain, Turkey, London and Japan. He joined the British Council in 1997 and managed teaching centres in Tokyo and Tunisia. After his MBA he worked in global and regional marketing communications for the British Council. His last posting 2009-2012 was as regional manager of IELTS operations across East Asia: South Korea, Japan, Hong Kong, Philippines, Vietnam, Myanmar, Malaysia, Singapore and Thailand.

葛思斌先生现任英国大使馆文化教育处东亚区考试业务总监。他毕业于英国杜伦大学，获得MBA硕士学位。曾获得英国皇家艺术学会英语教育与培训证书及学历。随后在伦敦、西班牙、土耳其及日本等地教授英语。他于1997年加入英国文化协会（British Council），负责东京及突尼斯地区教学中心的管理工作。随后任职于全球和地区市场传播部门。在调任中国之前，于2009年至2012年，他曾担任雅思考试东亚地区运营经理，负责及就职于韩国、日本、香港、菲律宾、越南、缅甸、马来西亚、新加坡、泰国办公室。

Chen Zhiwen 陈志文



Mr Chen Zhiwen is chief editor of www.eol.cn, www.chinaedu.edu.cn and www.jsj.edu.cn. Mr. Chen has been a specialist in education research, media and online Education. He's an expert of Ministry of Education's Edoasoft Project.

陈志文先生是中国教育在线，中国教育网和教育涉外监管信息网总编辑，长期从事教育研究以及媒体与网络教育工作，是教育部金教工程专家。

Jazreel Goh 吴媛媛



Jazreel Goh joined British Council China as Director Education Marketing Mainland China in June 2004. She first started her career in 1994 as a Linguistics lecturer with the National University of Malaysia before joining IDP Education Australia as an education consultant in 1995. She has worked in various organisations in Malaysia, Australia, as well as Hong Kong in the areas of international education consultancy, executive search as well as in intellectual property licensing. Jazreel is currently the East Asia Regional Business Development Director for British Council Services for International Education Marketing. She leads a dispersed team based in 13 countries across East Asia to deliver marketing and education services for the UK education sector. In 2011 she set up British Council's Education Intelligence Unit – the first e-marketing platform dedicated to in international education research for the industry globally. Jazreel graduated with a Bachelor of Arts from Monash University and was awarded the Equity and Merit Scholarship by the Australian Government to undertake her Master of Arts in Applied Linguistic degree.

吴媛媛女士于 2004 年 6 月加入英国大使馆文化教育处，任职中国大陆地区的教育推广总监。她曾任马来西亚国立大学的语言学讲师和 IDP 教育集团教育咨询顾问。她先后任职于国际教育咨询、专业人才招聘和知识产权特许等不同领域，并曾在马来西亚、澳大利亚以及香港的不同机构工作。吴媛媛目前是东亚区的业务总监，负责英国文化协会的国际教育推广服务。她领导着一个分属于东亚 13 个国家的团队，为英国的教育机构和院校提供市场推广等服务。同时，她在 2011 年建立了英国文化协会（在中国作为英国大使馆文化教育处开展工作）的教育资讯部门，该部门是第一个致力于为全球教育行业提供国际教育研究的电子商务平台。吴媛媛女士拥有莫纳什大学的文学学士学位，之后被授予澳大利亚的政府奖学金并获得应用语言学硕士学位。

Xu Sitao 许思涛



Mr. Xu Sitao is Chief Representative of the Economist Group in China and Director of Advisory Services for Economist Corporate Network in China since 2004. He was the Economist for Indonesia, Korea, and Thailand in Singapore, working for MMS International of Standard and Poor's Group in 1995. He then joined Standard Chartered Bank as Regional Treasury Economist in 1996. Following this, he became Societe Generale's Chief Economist for Asia (ex-Japan) in 2001. Mr. Xu also worked for ICBC (Asia), the overseas flagship of China's largest bank (the world's largest bank based on market capitalization), as the Head of Economics. He is a columnist for Caijing and 21st Century and has contributed frequently to leading regional and international publications, such as YaleGlobal Magazine, the Asian Wall Street Journal and Financial Times. He appears regularly on CNBC, Bloomberg, CCTV,

and other TV programmes as a commentator on Asia issues and an accomplished public speaker and lecturer. Mr. Xu is on the Speaker Retainer Programme for the Virginia-based CFA Institute and speaks regularly on asset allocation strategy in the context of China to institutional investors. Mr. Xu is also a visiting professor at the School of Economics and Management of Tsinghua University, and a visiting scholar at Hoover Institution at Stanford University in 2012. Mr. Xu holds a B.A. in Economics from Peking University, an M.A. in Economics from the University of Connecticut, and a M.S. in Finance from Boston College.

许先生自2004年起担任经济学人集团中国的首席代表及中国咨询总监。他曾驻新加坡在标准普尔集团所属的MMS国际担任新兴亚洲经济学家，负责对韩国、印尼、泰国的经济研究。他之后驻香港，在渣打银行任东北亚地区经济学家(1996-2000)，后来又在法国兴业银行担任首席亚洲经济学家(2000-2002)。他还曾出任中国工商银行(亚洲)经济主管(2003-2004)，负责中国最大银行的海外旗舰的宏观经济研究。许先生定期为中国业界领先的商业刊物《财经》和《二十一世纪报道》撰写专栏文章，同时担任《亚洲华尔街日报》、英国《金融时报》、《耶鲁全球在线》及《南华早报》的特约撰稿人。他经常出现在BBC、CNBC、CNN，中央电视台及Bloomberg的电视节目中，担任亚洲经济事务的评论人。许先生从2004年至今担任特许金融分析师协会关于中国经济与资产配置题目的指定演讲人，定期在亚太及欧美数十个主要城市为基金经理、分析师及监管当局进行演讲。他目前是清华大学经济管理学院客座教授及斯坦福大学胡佛研究所访问学者(2012)。许先生在北京大学获得经济学学士学位，在康涅狄格州大学获得经济学硕士学位，在波士顿学院获得金融学硕士学位。

Eliza Chui 徐佩仪



Eliza Chui is Consul (Education) and Education Commissioner for North Asia, Australian Consulate-General Shanghai. Eliza is the Country Team Leader of Austrade China overseeing the marketing and promotional work in education. She also contributes to the overall leadership and direction in promoting Australian education in China, Hong Kong, Macau, Taiwan, South Korea and Mongolia. Before joining Austrade, Eliza held wide-ranging managerial roles at five universities in three different countries. Her knowledge and experience in international education dated back to the late 1980s when Australia deregulated the provision of education to international students. Eliza holds the degrees of Bachelor of Social Science (Honours) and Master of Educational Administration.

徐佩仪女士现任澳大利亚贸易委员会北亚地区教育专员、澳大利亚驻上海总领事馆商务处教育领事。徐女士是澳大利亚贸易委员(中国)教育团队的负责人，监管市场推广与宣传工作，同时负责总体指导在中国、港澳台地区、日本、韩国及蒙古的澳大利亚教育推广工作。在加入澳大利亚贸易委员会之前，徐女士曾在三个国家的五所大学内担任管理工作，在国际教育领域累积了丰富的知识和经验。徐女士拥有社会科学荣誉学士学位和教育管理硕士学位。

Jean-Philippe Davignon 段杰朴



Jean-Philippe Davignon is a Vice-Consul at the Canadian Consulate-General of Canada in Guangzhou. In his role of Trade Commissioner, he is part of the team responsible for education promotion in South China. His academic background includes a Bachelor's degree in business administration from the University of Ottawa, as well as a Bachelor's and a Master's degree in aerospace engineering from Carleton University. Prior to joining Foreign Affairs and International Trade Canada, Jean-Philippe held positions at the House of Commons of Canada and the Canadian Space Agency, and spent two years in Japan working as an English teacher.

段杰朴先生是加拿大驻广州总领事馆的副领事。作为商务专员，他也负责中国华南地区的教育推广工作。他在渥太华大学获得工商管理本科学位，在卡尔顿大学获得航空航天工程本科与硕士学位。在加入加拿大外交及国际贸易部之前，段杰朴先生曾任职于加拿大下议院和加拿大太空总署。他还曾在日本担任过两年的英语教师。

Hu Bing 胡冰



Mr. Hu Bing received his BA from Foreign Affairs College and a MBA in Football Industry from the University of Liverpool. Currently he is the Sports Marketing Olympic Director in Nike China. Mr. Hu worked in Chinese Athletic Association, and received Nike Milestone Prize (The highest level of award in Nike) and Chevening scholarship of British Commonwealth Government. He was also a national level I referee in T&F.

胡冰先生 1996 年在北京外交学院获得学士学位，2004 年在英国利物浦大学获得足球产业 MBA 学位。胡先生现任耐克体育中国公司体育市场奥运总监，并曾在国家体育总局任职。他曾获得耐克员工最高级别奖项耐克基石奖、英国政府志奋领学者奖学金，还为国家一级田径裁判。

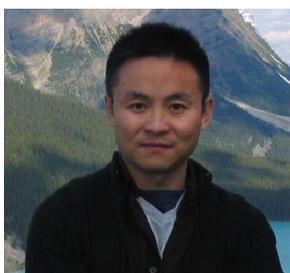
Dr. Xiangbo Wang 王湘波博士



Dr. Xiangbo Wang is the Vice President at the College Board overseeing relationship development in Asia. As a member of College Board's leadership team, Dr. Wang is responsible for the strategies and implementation of all the College Board's services and products in China, especially with regard to the AP educational programs, and advises the president of the College Board on technical and psychometric issues. Dr. Wang has great experience in American education and expertise in the testing field. Before he became Vice President of the College Board, Dr. Wang spent 7 years as the leading research scientist for the Law School Admission Test of the Law School Admissions Council, 2 years as a senior psychometrician at the Educational Testing Service, 3 years as the director of statistical analysis for Chauncey Group International, 4.5 years as a senior psychometrician and research scientist at the College Board, and 2 years as the Vice President of Corporate Assessment Infrastructure and Chief Architect of Platform Reengineering of ACT.

王湘波博士是大学理事会的领导班子成员之一，他主要分管大学理事会关系发展部的亚洲事务，重点在中国的项目策略和运行，负责建立和保持与中国政府、教育机构、学校、教育工作者的良好关系，确保大学理事会项目在中国及亚洲的顺利发展，尤其是大学先修课程和考试(AP)项目的运行。此外他也是大学理事会主席的特殊技术顾问，向主席提供有关心理测试学、教育考试和技术等领域，特别是计算机考试及测试基础设施方面最新发展的有关建议。王博士在美国教育界及考试服务方面有丰富的经验。他曾担任担任法律学院入学考试委员会(LSAT)的主要研究科学家，美国教育考试服务中心(ETS)的高级心理测量学分析专家，Chauncey 国际集团的统计分析主任，大学理事会资深心理测量专家和研究科学家，以及 ACT 副总裁。

Dr. Guo Haipeng 郭海鹏博士



Dr. Guo Haipeng received a Ph.D. in computer science from Kansas State University in 2003. He joined UIC in 2005 when it was founded and was appointed as the Director of Whole Person Education Office in 2006.

郭海鹏博士 2003 年获美国堪萨斯州立大学计算机系哲学博士学位，2005 年建校之初加入 UIC，2006 年至今担任 UIC 全人教育办公室主任。

Stella Jiang 姜艳



University of Cambridge International Examinations is the world's largest provider of international education programmes and qualifications for 5–19 year olds. Our qualifications are taken in over 160 countries and recognised by universities, education providers and employers across the world. More than 9000 schools offer Cambridge programmes and qualifications. After around 10 years' development in China, our A-level courses have been helping thousands of Chinese students successfully entered into top-tier universities in the US, UK, Australia and Canada.

剑桥大学国际考试委员会是向5到19岁的青少年提供国际教育课程和证书的全球最大机构。我们提供卓越教育的使命，让剑桥的课程和证书受到全球众多大学和用人单位的认可。全球160多个国家，9000多所学校都选择了剑桥课程。在中国经过近10年的发展，被国际誉为“金牌证书”的剑桥A-level课程已经遍布全国各地，帮助数千中国高中生成功进入了美国，英国，澳大利亚，加拿大等世界最顶级名校。

He Qingrong 贺庆荣



Mr. He Qingrong is currently the Director of International Cooperation of New Oriental Education & Technology Group. He was a lecturer of Shanghai International Studies University in 1980s. He studied and taught in Warwick University and University of Sunderland in UK in 1990s. He then worked in BBC as senior sports producer for 11 years until 2008 when he came back to China.

贺庆荣先生现为新东方教育科技集团国际合作部总监。80年代在上海外国语大学学习并执教，90年代在英国华威大学、森德兰大学留学并执教，之后在BBC担任资深体育记者十余年。2008年回国。

Sid Krommenhoek 柯轶诚



Mr. Sid Krommenhoek is the International Vice President of Chegg and the founder of Zinch.com. He used to be a member of an undefeated WAC conference championship basketball team that advanced to the 2nd round of the NCAA tournament when he was at the University of Utah. In 2006, he founded the Zinch.com, which is now the largest online network of college-seekers in the United States. Zinch is having in-depth cooperation with 900 colleges in U.S., and successfully help over 3.5 million high school students learn about, get recruited by, and interact with their dream colleges. In 2010, Mr. Krommenhoek decided to introduce a completely localized version of Zinch to China. Zinch would like to provide free services to help Chinese students get more information about colleges from all over the world and find the best-fit schools for them. The registers on Zinch CN have now exceeded over 250,000.

柯轶诚先生现任 Chegg 国际业务副总裁，是 Zinch 创始人之一。早在大学期间，他便担任犹他大学篮球队主力成员，并率领全队取得骄人战绩。2006 年，柯先生参与创建了美国最大的院校信息平台 Zinch.com，与 900 所美国高校建立了深入的合作，成功帮助超过 350 万的美国高中生申请自己理想的大学。2010 年，柯先生带领 Zinch 来到中国，希望通过 Zinch 专业的留学平台，更加本土化的服务理念，帮助更多渴望出国留学的中国学生免费获取美国院校信息，并获得直接与招生官交流的机会，最终找到适合自身发展的大学，实现他们的留学梦想。目前 Zinch 中国已拥有超过 25 万注册用户。

Liu Yunshan 刘云杉



Ms Liu Yunshan is a Professor of Graduate School of Education in Peking University, and Dean of the Department of Education and Human Being Development. Her research focuses on the sociology of teaching and higher education study. She is the author of two books and co-author of one book, and has published almost 50 papers. Professor Liu leads several national and provincial projects and serves as a consultant for education projects of UNICEF and British Overseas Development Administration.

刘云杉教授为博士生导师、北京大学教育学院教授、教育与人类发展系主任，主要研究领域是教育社会学和高等教育基本理论。她出版专著两本，合作出版著作一本，发表学术论文近 50 篇。刘教授主持多项国家、省部级课题，并担任联合国儿基会、英国海外发展部教育项目顾问。