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**DIT China & Hong Kong team**  
关于英国国际贸易部教育与技能司团队

英国国际贸易部 (DIT) 是英国的政府部门, 致力于促进英国和全球的繁荣发展。我们通过将政府沟通、贸易促进和专业的知识结合起来, 打破合作壁垒。我们的教育与技能司团队致力于以高效的方式为合作伙伴提供全面高效的本地化支持。英国企业正在不断战胜教育领域出现的重重挑战, 不断推出创新的教育解决方案。截至目前, 英国已有多家素质教育机构与中国建立重要合作关系, 为中国提供最新的教育符合和产品。

若您对任何英国素质教育机构感兴趣, 请随时联系我们的中国区和英国总部工作人员, 联系方式列示如下:

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# 英国素质教育手册

## UK All-round Education Catalogue



# UK All-round Education Catalogue (Version 2022)

## 英国素质教育手册 (2022 年版本)

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# Foreword

Education concerns more than just providing knowledge for our children. It underpins our culture, our economy, and our global networks. It is a crucial part of UK-China relations. Both the UK and China continue to create opportunities to exchange educational expertise and to bolster educational ties between our two countries.

The UK has a rich heritage in education and learning, which stretches back many centuries and is recognised as a world leader in education from pre-school to university and beyond. British education is not just about academic performance. We are particularly strong at offering extensive extra-curricular programmes to students including STEM, drama, music, dance, sports and etc., which support them on character development, leadership, creativity and innovation cultivation. There is a real focus on the breadth of the education that we offer, in order to develop well-rounded students that are ready to become global citizens. China too attaches great importance to all-round education, and we see great opportunities to collaborate with China in this increasingly important area.

By working closely with partners in both countries, DIT is actively supporting all-round education providers from the UK to embrace emerging collaboration opportunities in China. We have already seen successful partnership in various areas, ranging from arts, STEM and sports. We will further explore we will further explore bringing in and developing UK all-round education offers that match local demands in China, such as personalised student learning content, teacher training and more innovative education solutions. This catalogue of UK supply aims to provide a snapshot of the breadth and depth of UK all-round education offers. We hope to work more closely with experts from both countries to achieve more sustainable and strategic partnership in this domain, for the benefits of our sectors and the next generation as well.

I look forward to seeing more UK-China education partnerships formed in all-round education, and to celebrating the continuation of these successful relationships over the coming years.



John Edwards  
HM Trade Commissioner for China

# 前言

教育不仅仅关乎为下一代传授知识，教育也是我们文化、经济以及全球关系网络中的关键要素，更是英中关系的重要组成部分。英中两国坚持为促进两国的教育经验交流，加强两国教育联系创造更多的机会。

英国在教与学方面的底蕴源远流长，被认为是学前至高等教育等领域的佼佼者，英国教育不仅注重出色的学术表现，我们亦特别擅长提供丰富的课外课程，涵盖 STEM、戏剧、音乐、舞蹈、体育等多个方面，旨在促进学生的个性发展、领导力和创造力的提升。我们重视课程的丰富度，以便培养全面发展的学生，为其成为世界公民做好准备。中国也素来重视素质教育，我们在里这个日益重要的领域看到与中国合作的巨大机会。

通过与两国合作伙伴的紧密合作，英国国际贸易部积极协助英国素质教育提供方拥抱在中国蓬勃的合作机会。我们已经看到包括在艺术、STEM 以及体育等不同领域的素质教育合作成果。我们将进一步探索如何根据中国市场的需求，引入和开发符合中国本地需求的素质教育产品和服务，比如个性化学习内容、教师培训和创新的教育解决方案等。本英国素质教育供应手册旨在一展英国素质教育的广度和深度。我们希望能加强两国的专业资源对接合作，以促成更多在素质教育领域可持续战略性的合作，同时惠及我们的行业和下一代。

期待在未来看到更多英中素质教育合作的达成，并庆祝这些成功的合作不断延续发展。



吴侨文  
英国驻华贸易使节

## Introduction on Department for International Trade Education and Skill Sector 国际贸易部教育与技能行业介绍

As a UK government department, Department for International Trade helps UK business export overseas and attract high quality investment. For Education and Skills Team in China, we act as a central point of contact within UK government for enquiries from Chinese government, institutes, business and other organisations seeking expertise from the UK for their large-scale education and training projects. We work with the UK education and training sector to prepare an effective, co-ordinated response to meet market demands. At the same time, we pay close attention to the education policy environment in China, engaging actively with relative Chinese government departments for regular communication, to promote cooperation and exchanges between the UK and China in education and beyond. In China, our team primarily focus on collaboration opportunities in seven areas under education sector, namely early year education, K12 schools, higher education, technical vocational education and professional training, education technology, English language teaching and the emerging all-round education as well.

英国国际贸易部 (Department for International Trade) 作为英国的政府部门, 帮助英国的企业开拓海外市场, 同时吸引海外企业对英国市场进行高质量的投资。作为英国政府内部的联络中心, 英国国际贸易部教育与技能行业中国区团队负责对接来自中国政府部门、院校、商业以及各类机构寻求英国专业资源的大型教育项目需求, 并与英国教育技能行业紧密合作, 向中国合作伙伴提供高效协同的回应以满足本地市场需求。同时我们密切关注中国教育行业的政策信息, 积极与相关中国政府部门展开对话, 促进中英两国在教育及更多领域的合作和交流。在中国, 我们团队重点关注教育行业7大领域的合作机会, 包括学前教育、K12学校、高等教育、职业教育及培训、教育科技、英语教学及当下蓬勃发展的素质教育。

## About British All-round Education 英国素质教育特色

- **Global recognition:**  
British education enjoys a high reputation around the globe. British education adopts an integrated approach for students' personality development and academic achievement, cultivating students' capabilities in various aspects including arts, STEM, sports and etc., to drive the well-rounded development of students.
- **Meeting diversified needs:**  
The British all-round education offers are comprehensive, meeting diversified needs of students at different age. Areas of collaboration range from IP collaboration, curriculum design, content development, assessment and recognition as well as teacher training.
- **Added value in English language learning:**  
Families and schools in China pay great attention to students' English skills development. With English language originated from the UK, undertaking British all-round education delivered in English support to enhance the English language skills of Chinese students.
- **国际认可度高:**  
英国教育在国际享有盛誉, 英国教育将培养学生品格、个性与严格的学术要求相融合, 培养学生包括艺术、STEM, 体育等多方面的能力, 以达到学生全面发展的目标。
- **满足多元化需求:**  
英国素质教育体系完善, 满足全年龄段多领域的需求, 从 IP 授权、课程设计、内容研发、考评认证到教师培训均可以开展合作。
- **英语语言附加值:**  
中国家庭和学校重视培养学生的英语能力。英国是英语的发源地, 通过用英文学习英国素质教育内容对学生英语能力的提升有积极促进作用。

## British All-round Education – Potential Partners and Collaboration Areas

### 英国素质教育 – 潜在合作机构及范畴

- Potential Partners
  - All-round education training providers
  - Exam Boards
  - Sectoral professional associations/organisations
  - Higher education institutes
- Collaboration Areas
  - IP collaboration
  - Curriculum design
  - Content development
  - Assessment and accreditation
  - International competition
  - Teacher training
- 潜在英国合作伙伴:
  - 素质教育培训机构
  - 专业考试局
  - 行业专业协会 / 机构
  - 高等院校
- 英国素质教育合作领域:
  - IP 合作
  - 课程设计
  - 内容研发
  - 考评认证
  - 国际赛事
  - 教师培训

## Department for International Trade

### Contacts for All-round Education

### 英国国际贸易部素质教育业务联系人

To meet the evolving education needs, the UK endeavour to introduce innovative solutions for education sector. To date, some training providers from the UK have already pioneered in establishing partnerships with their Chinese partners to provide all-round education with distinctive UK features. If you are interested in collaborating with the UK in all-round education or any service/products introduced in this catalogue, you are more than welcomed to contact relevant DIT colleagues listed below for further discussion:

为满足不断发展的教育需求，英国致力推出创新的教育解决方案。截至目前，英国已有先行的素质教育机构与中国建立重要合作关系，为中国提供特色的英国素质教育服务和产品。若您对英国素质教育资源或本目录介绍的英国机构服务产品感兴趣，欢迎联系以下英国国际贸易部相关联系人，作进一步交流探讨：

#### Department for International Trade China Market

#### 英国国际贸易部中国区

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#### Department for International Trade UK Headquarter

#### 英国国际贸易部英国总部

Amy Pritchard  
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## ABRSM

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 Website: <http://abrsm.org/>

联系人: Chris Cobb  
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We are a global music education charity and the world's leading provider of music exams, holding over 600,000 assessments in more than 90 countries every year. ABRSM was established in 1889 and first began offering music exams to China in the late 1990s. ABRSM is also one of the UK's largest music publishers, offering a wide range of publications and digital resources for both teachers and learners. We are regulated in the UK by Ofqual, Qualifications Wales and CCEA Regulation.

- Product/service aimed at the Chinese market; Our core activity is providing graded music exams, assessments and diplomas. Our qualifications have a worldwide currency and are designed to motivate learners at all levels and ages, providing realistic goals and tangible rewards for their achievements. Our exams are assessed by highly trained examiners who apply our standards consistently worldwide.

We sell a wide range of high-quality music publications, including albums of musical scores designed to support our exams, and books aimed at learners at the beginning of their musical journeys. Many of our publications are available translated into Simplified Chinese.

Our teacher training and CPD programmes include inset days run by our experienced examiners, along with a highly popular free FutureLearn online teacher training course.

- Experience in the international market; ABRSM first starting operating internationally in 1892. We now operate in 93 countries across six continents with a significant presence across South and East Asia.

- The type of Chinese partners you are looking for We would be interested in hearing from large education groups, schools, music education organisations and teacher training organisations.

我们是全球音乐教育慈善机构, 提供世界领先的音乐考试, 每年在超过 90 个国家评核超过 600,000 多场音乐考试。ABRSM 成立于 1889 年, 并于 1990 年代后期开始向中国提供音乐考试。ABRSM 还是英国最大的音乐发行商之一, 为教师和学习者提供广泛的出版物和数字资源。我们在英国受 Ofqual, 威尔士资格认证和 CCEA 法规的监管。

我们的核心业务是提供音乐等级考试、评核和文凭。我们的证书享誉全球, 并旨在激发各个程度和年龄的学习者, 为他们的成就造诣提供可实现的目标和切实的回报。我们的考试由受过严格培训的考官进行评核, 他们在全世界考试中贯彻执行我们的考试评分标准。

我们出售各种高质量的音乐出版物, 包括旨在支持我们考试的乐谱专辑, 以及专门针对初级学习者的音乐书籍。我们的许多出版物都可以翻译成简体中文版本。

我们的教师培训和持续专业发展计划, 包括由我们经验丰富的考官主持的在职培训日。我们还设有广受欢迎的免费在线教师培训课程 FutureLearn。

ABRSM 于 1892 年开始在国际上运营。我们现在在六大洲的 93 个国家营运, 尤其在南亚和东亚地区。

我们希望和大型教育集团、学校、音乐教育机构和教师培训机构合作。

## Charanga

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Charanga was founded in 1996 and today is one of the world's leading online learning platforms for music. Over 11,000 schools in 62 countries use Charanga, with over 45,000 teachers, logging in to Charanga each week to help them provide high quality music lessons for over 2 million children. Charanga's online platform has advanced technology which supports sophisticated user management, plus high value music content embedded in interactive on-screen presentation tools. The platform also has a built-in commercial licence management and sales support facility to quickly and easily grow and retain subscriptions.

Charanga's extensive professional development work, often collaborating with local partners, has trained over 25,000 teachers and led to measurable, long-term improvements in standards. With Charanga's educational technology, learning platform, music content and training, anyone can become a good music teacher including parents.

Charanga has business partnerships around the world including in the US, Australia, Denmark, the Czech Republic and Vietnam. A visit to Xi'an China in 2019 organised in conjunction with the government of Xi'an, included several meetings with school leaders. The impact that the Charanga platform and approach could have on widening access to music learning on a large scale, was clear.

Charanga is seeking partners within China to help adapt its platform content to meet the cultural and curriculum needs of Chinese music education. We would particularly like to establish partnerships with Chinese Educational or Edutainment companies, interested in growing a long-term licensing relationship with Charanga and generating sales in the All-Round Education and school markets.

Charanga 成立于 1996 年, 如今是世界领先的在线音乐学习平台之一。62 个国家 11,000 多所学校使用 Charanga, 45,000 多名教师每周登录 Charanga, 为 200 多万儿童提供高质量的音乐课程。Charanga 在线平台拥有先进的技术, 支持复杂的用户管理, 以及嵌入交互式屏幕演示工具的高价值音乐内容。该平台还有内置的商业授权管理和销售支持功能, 可以方便快速地增长和留存订阅用户。

Charanga 经常与当地合作伙伴合作广泛的职业发展业务, 已经培训了超过 25,000 多名教师, 带来了可衡量的长期的标准提升。借助 Charanga 的教育科技、学习平台、音乐内容和培训, 包括家长在内的每个人都可以成为一名优秀的音乐老师。

Charanga 的业务伙伴遍及世界各地, 包括美国、澳大利亚、丹麦、捷克共和国和越南。2019 年与中国西安政府共同组织了西安访问, 其中包括与当地学校领导会谈。

Charanga 正在中国寻找合作伙伴帮助调整平台内容, 以满足中国音乐教育的文化和课程需求。我们特别希望与中国教育和教育娱乐公司建立合作伙伴关系, 希望他们乐于与 Charanga 建立长期特许授权关系, 并在素质教育 and 学校市场作销售拓展。

## Connected Learning Community

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Website: www.connectlearn.eu



联系人: Patrick Deas  
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The Connected Learning Community is about creativity, innovation and connecting. Our unique blend of drama based learning, digital technology and expert language learning, is a step towards building connected classrooms for future learners. We supply safe interactive learning platforms and deliver onscreen training and learning events for schools, advisors and educational authorities.

Our Festival of Languages: celebrates cross-curricular learning through English, French and Spanish. It is unique in that learning is guided by characters played by actors and their avatars.

- Internationalisation of the curriculum
- Content for learners from 3-14 years old
- Connecting schools
- Engaging teacher professional development in language skills
- Exploring innovative pedagogy and cross curricular resources
- Improving learners confidence and social skills
- Developing communicative competences

The Festival of Languages is already working in European schools and offers Chinese students an opportunity to discover British and Irish culture and directly interact with classrooms around the world. Our teacher training services reinforce and illustrate learning opportunities in the Festival and provide teachers with practical and creative resources to connect languages and the content from all curriculum subjects.

In China we look for partners to promote and distribute our digital services. Our partners should be companies with experience and prestige in bilingual and international schools. We offer partners exclusive agency for their province. Once established in China we hope to offer services to the state sector, both teachers and learners.

Connected Learning Community 关注于创造力、创新与连接。我们开创性地将基于戏剧的学习、数字科技和专业语言学习融为一体，以此来为未来的学习者建立互联式的课堂体验。我们提供安全的互动性学习平台，并为学校、顾问和教育主管部门提供数字化培训和学习活动。

我们的语言节：以英语、法语和西班牙语助推广跨学科学习。它的独特之处在于，学习是由演员和他们的化身所扮演的角色来引导的。

- 课程的国际化
- 内容适合 3-14 岁的学习者
- 连接学校
- 参与感强的教师语言技能的职业培训
- 探索创新教学法和跨课程资源
- 提升学习者的信心和社会技能
- 培养交际能力

我们已经在多所欧洲学校开办了语言节，为中国学生提供了领略英国和爱尔兰文化并与世界各地的课堂直接互动的机会。我们的教师培训服务是语言节的强化和体现，向教师提供了实用和创新的资源，将语言和学科学习联系起来。

在中国，我们正在寻找合作伙伴来推广和分销我们的数字化服务。我们的理想合作伙伴是在双语和国际学校圈子内具有经验和口碑的公司。我们可为合作伙伴提供其所在省份的独家代理权。在华开展业务后，我们希望为国家部门（包括教师和学习者）提供服务。在中国逐步开展业务后，我们希望为当地公立系统（包括教师和学生）提供服务。

## ESTA String Teachers Association Ltd

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联系人: Madeline Kam  
职务: 中国及东南亚地区发展总监  
电子邮件: mkam@mpsintercon.com  
网址: www.estastrings.org.uk

• ESTA (UK) is a non-governmental organisation founded in 1972 by the great violin virtuoso, Yehudi Menuhin, and is dedicated to the provision of music training for instrumental & vocal teachers at every level.

• Through ESTA Education we provide teachers of all instruments & voice a range of UK accredited qualifications, professional development courses and study programmes that can be taken in either Mandarin or English.

We are an academic partner of Chichester University where our Post Graduate Certificate in Instrumental teaching is accredited. This is a Master level qualification.

The Royal Welsh College of Music a Drama (one of the UK's leading Royal Conservatoires) & Chichester University also endorse our Certificate for Teachers qualification.

Our courses are either delivered face to face or online, and we offer the opportunity for students to study in the UK. All our courses can be taken in either Mandarin or English.

What's the product/service aimed to be exported to China market.

- Post Graduate Certificate in Instrumental teaching (delivered in Mandarin or English)
- Certificate for teachers - (for instrumental teachers delivered in Mandarin or English)

- Experience in international market  
Our courses have been successfully taken by students in Mainland China, Hong Kong, Singapore, Malaysia, Australia, Canada, Europe, and the UK.

-The type of Chinese partners you're looking for  
Schools, music studios, education centres and their agents.

• ESTA (英国) 是一个非政府组织，于 1972 年由伟大的小提琴演奏家 Yehudi Menuhin 创立，致力于为各个层次的器乐和声乐教师提供音乐培训。

• 通过 ESTA 教育，我们可为各类器乐和声乐教师提供一系列英国认证的资格证书、职业发展课程和学习课程，这些课程均可采用普通话或英语授课。

作为奇切斯特大学的学术伙伴，我们的器乐教学研究生证书可由该校认证。这是一个硕士水平的资格认证。

威尔士皇家音乐与戏剧学院（英国领先的皇家音乐学院之一）和奇切斯特大学也都认可我们的教师证书资格。

我们的课程采用面对面授课或在线授课的形式，也可为学生提供在英国学习的机会。我们的课程均可采用普通话或英语授课。

有哪些希望出口到中国市场的产品 / 服务。  
• 器乐教学研究生证书（以普通话或英语授课）  
• 教师证书（面向以普通话或英语授课的器乐教师）

在国际市场上的经验  
我们的课程已经由来自中国大陆、香港、新加坡、马来西亚、澳大利亚、加拿大、欧洲和英国的学生成功选修。

- 寻找的中国合作伙伴的类型  
学校、音乐工作室、教育中心及其代理。

## LAMDA

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LAMDA is a world-class drama school and awarding organisation based in London and regulated by Ofqual. LAMDA exams are about achievement and empowerment, and we've been helping learners of all ages develop into confident English speakers since the 1880s. Over a hundred thousand people a year take LAMDA exams from all over the world and from all cultures, backgrounds and abilities. What unites them is their enthusiasm for the English language and a desire to develop the skills they need to be a success.

We offer a wide selection of qualifications in communication and performance skills, covering topics such as speaking in public, acting, reading for performance and musical theatre. All learners are assessed by UK-based examiners and receive a grade and certificate, and our higher-level qualifications also hold UCAS points which support applications to UK universities. For schools keen to deliver LAMDA qualifications to their learners, we run teacher training courses and bespoke workshops to support teachers in their use of the LAMDA syllabi.

Outside of the UK, China is LAMDA's biggest market. We started examining in China in 2014 and currently have 26 registered schools across the country. We welcome interest from schools in China keen to develop their learners' self-expression, self-assurance, creativity and confidence in the English language.

LAMDA 是世界一流的戏剧学校和颁证机构, 总部设在伦敦, 受英国资历及考试评审局 (Ofqual) 监管。LAMDA 考试意味着成就和赋能, 自 19 世纪 80 年代以来, 我们一直在帮助各年龄段学习者成为自信的英语使用者。每年有来自世界不同的地方, 拥有不同的文化、背景和能力的超过 10 万人参加 LAMDA 考试, 将他们联系在一起的是对英语的热情和培养助力成功的技能的渴望。

我们提供多种交流和表演技能资格认证, 涵盖公众演讲、表演、表演阅读和音乐剧等。所有学员均经英国考官评估后获得等级和证书, 我们的高级资格认证还提供 UCAS 分数, 支持学生申请英国大学。我们向希望向学生提供 LAMDA 资格认证的学校开设教师培训课程和定制研讨会, 支持教师使用 LAMDA 教学大纲。

中国是除英国之外 LAMDA 的最大市场。我们从 2014 年起在中国举行考试, 目前在中国有 26 所注册学校。我们对培养学生自我表达、自信、创造力和英语自信感兴趣的学校的合作意向表示热诚欢迎。

## London College of Music Examinations

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Established in 1887, the London College of Music Examinations (LCME) is one of the longest established exam boards for the creative arts in the UK and the only one that is part of a leading British university, the University of West London.

It is one of the most comprehensive exam boards, operating in over 44 countries and regions and providing qualifications in more than 90 different subjects across Speech, Drama, Classical, Traditional and Contemporary Music as well as Early Learning and Creative Media.

LCME in China is to promote and organise LCME exams, and exam related shows and exhibitions and competitions in China, and setting up local exams centres.

伦敦音乐学院 (LCME) 成立于 1887 年, 是英国成立时间最长的创意艺术考试委员会之一, 也是唯一隶属于英国领先大学 (西伦敦大学) 的考试委员会。

LCME 是最全面的考试委员会之一, 运作区域覆盖超过 44 个国家和地区, 可以提供超过 90 个不同科目的资格, 包括演讲、戏剧、古典、传统和当代音乐以及早期教育和创意媒体。

LCME 将在中国推广和组织 LCME 考试、考试相关展览和竞赛, 还将建立本地考试中心。



## Round Midnight Ltd

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Round Midnight is a UK based creative arts company that specialise in theatre, drama, and tech in education. We provide high quality, individually designed arts programmes for schools in the UK and internationally. Round Midnight has been operating in the UK since 1992, working with 300+ schools and over 200,000 young people. Since 2010, we have been delivering in international and bilingual schools in China and the UAE, reaching over 3,000 international students.

In 2021 Round Midnight was named as one of the "Ones to Watch" by Business Live, and London Tech Week, and has been nominated for four awards for our ground-breaking Virtual Reality in Education programme, Virtual Decisions, that combines creative practices with tech.

Round Midnight offer fantastic Arts Festivals to international and bilingual schools in China. The festivals run for a minimum of one week and can be delivered to hundreds of students (aged 3-18), enriching multiple areas of the curriculum including English language and literacy. Using highly regarded industry professionals we guarantee the highest quality work, including practical parent workshops and CPD Training for teachers and staff.

Previous arts festivals and workshops have been delivered in Wellington International Schools (Shanghai and Tianjin), Huli Schools (Shanghai and Hangzhou), WSLA Shanghai and NORD Anglia School Shanghai.

We are looking to work with international, bilingual and state schools in China, to collaborate, develop and deliver exciting Arts Festivals, that can be experienced by all students, staff and parents, bringing All Round Education to life through creativity.

Round Midnight 是一家总部位于英国的创意艺术公司，专门从事剧院、戏剧和教育技术。我们为英国和国际学校提供高质量、个性化的艺术课程。Round Midnight 自 1992 年以来开始在英国运作，合作对象包括 300 多所学校和 20 多万年轻人。自 2010 年以来，我们开始在中国和阿拉伯国家的国际和双语学校授课，触及超过 3000 多名国际学生。

2021 年，Round Midnight 被商业直播和伦敦技术周评为“最值得关注的节目”，我们开创性的教育虚拟现实项目《虚拟决策》(Virtual Decisions) 获得四项奖项提名，该项目将创造性实践和先进技术相结合。

Round Midnight 为中国国际和双语学校组织精彩艺术节。节日至少持续一周，受众可达数百名 (3-18 岁) 学生，覆盖包括英语语言和文化在内的多个领域。我们通过聘请获得高度评价的专业人士来保证最高质量的服务，包括提供实用的家长工作坊和教师和员工持续专业发展培训。

此前的艺术节和工作坊已在惠灵顿国际学校 (上海和天津)、惠立学校 (上海和杭州)、WSLA 上海和诺德安达学校上海举办。

我们希望能与中国的国际学校、双语学校和公立学校合作，一起开发和举办让所有学生、员工和家长都能体验的激励人心的艺术节，通过创意呈现全人教育。

## RSL Awards Limited

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RSL (RSL Awards Limited) brings together the leading names in contemporary arts. We are a global, specialist awarding body, and our grades are regulated in the UK by the qualifications regulators of England (Ofqual), Wales (Qualifications Wales), Northern Ireland (CCEA) and the Scottish Qualifications Authority (SQA). When you take an RSL exam you will have a qualification and measure of your achievement that is recognised around the world. Our qualifications cover guitars, drums, bass, pop piano and keyboards, music production, pop music theory, pop vocals, classical piano, musical theatre, street dance and jazz dance (entry level up to level 6). Advanced level RSL certificates carries UCAS points. RSL exams are delivered in more than 50 countries. In 2018, RSL proudly received the Queens Award for Enterprise in International Trade to recognise the continuous growth and achievement in the international business.

RSL assigns thoroughly trained examiners worldwide (including China market) to assess the exams, and ensure that assessment taking place in RSL's home country is no different to assessment happening elsewhere in the world. Local representatives can provide teacher training to help instil teachers with the confidence and technical knowledge to help their students flourish in our graded music exams and Performance Arts Awards. In 2017, RSL set up its first wholly owned foreign enterprise in Beijing.

-Experience in international market;  
 RSL Awards has vast experience in the international market, operating in over 50 countries, and offer video exams since 2020 to cope with the Covid-19 pandemic.

-The type of Chinese partners you're looking for  
 We partner with extra-curriculum arts training schools and international schools/private schools in China to deliver our qualifications.

-Suggested collaboration model  
 RSL offers 3 exam periods in China per year. Aforementioned collaborative schools use RSL syllabus in teaching, and book examiners with RSL China Office during the exam periods.

RSL 是全球领先的现代艺术资质证书颁发机构，我们提供的等级认证资格证书受到英国的英格兰资格与考试监督办公室 (Ofqual)、威尔士资格认证 (Qualifications Wales)、北爱尔兰教学大纲 / 考试与评估委员会 (CCEA) 以及苏格兰学历管理委员会 (SQA) 监管。参加 RSL 等级认证，意味着你的学习成就将获得资格认定与考核，且在全球获得承认。我们提供的资格认证涵盖入门等级直至英国的 Level 6，包括：现代音乐类 (吉他、贝司、架子鼓、流行钢琴与键盘乐器、尤克里里、音乐制作、流行乐理、流行演唱)、现代表现艺术 (音乐剧、街舞、爵士舞)、创意产业资格认证 (视频博主、播客)、职业教育资格认证、以及最新推出的 RSL 古典钢琴等级认证。高等级 RSL 资格证书适用于英国 UCAS 加分。RSL 资格认证在全球 50 多个国家实施，并于 2018 年获颁“英女王企业奖”，以表彰 RSL 在国际业务中所取得的持续性成就。

RSL 向世界各地 (包括中国) 派遣经过专业培训的考官实施认证，并确保在世界任何地方实施的 RSL 等级认证都与英国本土保持相同的标准。当地 RSL 代理机构提供师资培训，帮助教师有信心和足够的技能知识来辅导学生顺利完成我们的现代音乐等级认证与表演艺术等级认证。2017 年，RSL 在北京成立了旗下第一家位于海外的全资子公司。RSL 拥有丰富的国际市场经验，目前在 50 多个国家实施认证。为了应对全球新冠疫情，2020 年，RSL 率先推出了视频认证方式。

我们的目标合作伙伴是课外艺术培训机构、国际学校 / 私立学校，用我们的考纲进行教学、并参加 RSL 等级认证。RSL 每年在中国大陆组织 3 个考季。上述合作伙伴使用 RSL 教材进行日常教学，与 RSL 中国办公室预定考官，并在考季来临时，在自己的校内场地实施 RSL 等级认证。

## Shakespeare's Globe

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A world-renowned theatre, education centre, and cultural landmark, located on the bank of the River Thames in London, UK. We celebrate Shakespeare's transformative impact on the world by conducting a radical theatrical experiment.

Inspired and informed by the unique historic playing conditions of two beautiful iconic theatres, excites learning to make Shakespeare accessible for all. The Globe has one of the largest Education department of all UK theatres and we work with thousands of teachers & students annually from age 3+ right through to post-graduate.

We have been working with international partners for nearly 3 decades and with Chinese partners for about 6 years e.g. online delivery to students and teachers in Shanghai via Hanlan Education; Globe practitioners in residence working with students & teachers in Kaiwen Academy schools, Beijing; Kaiwen student Globe residential week leading to performance in the theatre. In the USA we work with the Education faculty of UC Davis, California, focusing on teacher training in creative delivery using Globe drama workshop techniques. Extensive teacher training in other US centres including Santa Barbara & Cincinnati. Other international partners include Greece, Germany, Turkey, Italy, UAE, Norway, India, New Zealand, Saudi Arabia.

We are famous for our active learning methods helping children and teachers access Shakespeare's plays, which complement the Chinese All-Round Education approach. We are looking to work with partners interested in drama & English education content development; teacher training on delivering Shakespeare & theatre skills & English language acquisition; co-delivering accredited Globe courses on Shakespeare through active drama education.

莎士比亚环球剧场位于英国伦敦泰晤士河畔，是世界著名剧院、教育中心和地标。我们曾经通过一次激进的戏剧实验庆祝莎士比亚对世界的变革性影响。

两座美丽的标志性剧院所具备的独特历史演出条件激发着人们学习莎士比亚的兴趣。环球剧场拥有英国所有剧院中最大的教育部门，每年服务于数千名教师和学生，学生年龄从3岁到研究生不等。

我们开展国际合作近30年，与中国机构合作近6年，案例包括通过翰览教育在线服务上海的学生和教师，进校北京凯文学校与学生和教师合作教学和艺术周。在美国，我们与加州大学戴维斯分校教师合作，专注通过环球戏剧工作室技术培训教师进行创造性教学。在圣巴巴拉和辛辛那提等其他美国中心，我们提供各种教师培训。其他合作的国家和地区包括希腊、德国、土耳其、意大利、阿联酋、挪威、印度、新西兰和沙特阿拉伯。

我们以积极学习方法而闻名，这种方法能帮助儿童和教师接触莎士比亚戏剧，作为本土素质教育的补充。我们希望寻找的合作伙伴主要从事戏剧和英语教育内容开发；教授莎士比亚戏剧技巧和英语语言习得的教师培训；与我们一起通过积极戏剧教育提供全球莎士比亚认证课程。

## CEED LTD (trade as Pi-top)

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Pi-top's mission is to inspire a generation of learners by giving young people STEAM-related hard skills (e.g. coding and circuitry) and in-demand soft skills (e.g. communication, critical thinking and problem-solving) that they will need in a rapidly changing world. Pi-top has an inclusive eco-system perfect for middle school all the way to the university level by providing the transition between Blockly/scratch coding into python a very popular coding language.

-What's the product/service aimed to be exported to China market.  
Pi-top [4] Electronics Kit, Robotics Kit, FHD Touch Display and Bluetooth Keyboard, Online learning platform called Further. Pi-top provides the teacher training and full support to educators, customisable online learning platform to meet the curriculum standards in the Chinese market.

-Experience in international market;  
Pi-top is a global company we work in education. Some of the schools we work in are International School Brussels, Tulsa Public Schools, University Illinois, Raynes Park High School. Pi-top also operates in the retail market working with distributors like Okdo, Famell, Maker maven and Teq. Pi-top is also in collaboration with Oranbear in China, running 72 centres.

-The type of Chinese partners you're looking for  
Schools, training centres, afterschool clubs, education groups, ministries of education.

-Suggested collaboration model if any  
An ideal collaboration for Chinese partners is for them to use our eco-system in their curriculum or working collaboratively with the eco-systems already present in schools, clubs and training centres. In return pi-top is open to negotiating margins, providing training with educators.

Pi-top 旨在向年轻人提供他们在快速变化的世界中所需的与 STEAM 相关的技术实力（如编程和电路）和成长必备的人文素养（如沟通能力、批判性思维和解决问题的能力等），并通过这样的方式来激励现代学生。Pi-top 具备一个包容的生态系统，它提供了从 Blockly、Scratch 到 python（一种非常流行的编程语言）之间的过渡，非常适合中学到大学水平的学生。

-Pi-Top 将在中国市场推出的产品服务：  
Pi-top [4] 电子套件、机器人套件、FHD 触摸显示屏和蓝牙键盘以及名为“Further”的在线学习平台。Pi-top 为教师提供教师培训和全面支持以及定制化在线学习平台，以满足中国市场的课程标准。

- 国际市场经验：  
Pi-top 是一家致力于教育行业的全球性公司。目前与 Pi-Top 建立合作关系学校有布鲁塞尔国际学校、塔尔萨公立学校、伊利诺伊大学、雷恩公园高中等。在零售市场方面，Pi-top 还与 Okdo、Farnell、Maker maven 以及 Teq 等分销商进行合作。同时，Pi-top 还与中国的奥兰熊科技中心（OranBear）进行合作，共同运营 72 个培训中心。

- 目标合作伙伴类型：  
学校、培训中心、课外俱乐部、教育集团、教育部等。

- 建议未来合作模式：  
对中国合作伙伴来说，最理想的合作方式则在课程中使用 Pi-Top 系统，或者与学校、俱乐部和培训中心等部门现有系统进行合作。同时，Pi-Top 愿意共商利润，并为教师提供培训。

## Discovery Education

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Discovery Education is the global leader in standards-based digital curriculum resources for K-12 classrooms worldwide. Discovery Education encourages lifelong learning for students and teachers alike, with award-winning digital textbooks, high-quality content, and the largest professional learning community of its kind. Discovery Education currently serves more than 4.5 million educators and 45 million students in more than 140 countries worldwide. In China, Discovery is looking at partnering with agents of K12 digital education resource base, STEM, coding and science curriculum, schools as well as education training centres, for curriculum and content collaboration

Discovery Education 是全球领先的基于标准的数字课程资源提供商, 为全球 K-12 课堂提供服务。Discovery Education 以获奖的数字教科书、高质量的内容和最大的专业学习社区, 鼓励学生和教师终身学习。Discovery Education 目前为全球 140 多个国家的 450 多万教育工作者和 4,500 万学生提供服务。Discovery Education 正在中国寻求 K12 数字教学资源库, STEM, 编程以及科学课程的代理商、学校以及教育培训机构, 开展课程和内容授权的合作。

## F1 in Schools

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网址: www.f1inschools.com

F1 in Schools is a global STEM Challenge, inspiring students between 9-19 to take on a career path in STEM, through the exhilarating context of Formula 1. Groups of 3-6 individuals build a team around themselves, managing the processes of designing, manufacturing, marketing, financing, and competing as a real racing team. They manufacture their own miniature racing car, powered by compressed air along with a range of presentation items which are judged by industry professionals at a mixture of live and virtual events, where their cars race head-to-head against other teams. F1 in Schools offers a unique try-before-you-drive careers experience like no other, giving young people a supremely rich experience of enterprise and design activities in a competition format. Working as a team in pressurised situations, students develop skills, behaviours and relationships that not only give significant advantages as they move through education, but form abilities that can last a lifetime.

F1 in Schools 是一项全球性的 STEM 挑战赛, 鼓励 9-19 岁的学生通过体验 F1 场景从而选择 STEM 方向的职业道路。在我们的挑战赛中, 学生将由 3-6 个人组成小组并建立团队, 管理设计、制造、营销、融资以及作为一个真正的赛车团队进行竞争的全过程。他们将制造一辆迷你赛车进行参赛, 赛车的主要动能为压缩空气; 同时, 团队将进行系列展示活动, 并由专业人士在现场和线上为他们的产品进行打分。在这样的活动中, 每个团队将与其他车队进行面对面的激烈竞争。F1 in Schools 提供了独一无二的“先试后开”的职业体验, 这种体验是前所未有的, 它能够让年轻人在竞赛形式中体验到极其丰富的企业和设计活动。在比赛的压力下, 学生们作为一个团队合作分工、发展技能、培养行为、创建联系。这不仅能为他们的学习阶段带来显著优势, 同时有助于培养学生们有益终身的综合能力。

-What's the product/service aimed to be exported to China market

F1 in Schools is a competition where teams will be able to register and participate in the challenge

-Experience in international market

F1 in Schools currently has presence in 54 countries including China

-The type of Chinese partners you're looking for  
Schools and Colleges who can register students to take part in the challenge

-F1 in Schools 将在中国市场推出的产品服务:  
欢迎参赛队伍注册参与 F1 in Schools 挑战赛

-国际市场经验:  
目前, F1 in Schools 开展范围覆盖了包括中国在内的 54 个国家。

-目标合作伙伴类型:  
允许学生注册报名参赛的学校等。



## MEL Science

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MEL Science is breaking the stereotype that science is boring, difficult, and only for certain types of people. We strive to make serious science accessible, interesting, and cool. Science is about exploration, experiments, discovery, and asking questions – all of which comes naturally to all children. We believe that every child is a scientist. We help nurture children's natural interest in science by giving them:

- fun hands-on experiments to engage
- serious, detailed explanations to learn
- VR and AR technologies to dive deeper

We have won numerous international EdTech and VR industry awards. We served families, children and teachers in 60+ different countries over the last 6 years and we provided individual portfolio learning to everyone with unique and reliable application – MEL Science, downloadable on all mainstream mobile phones, VR devices.

-What's the product/service aimed to be exported to China market

Educational subscription boxes with breathtaking hands-on experiments, powered by immersive AR & VR lessons and live online classes. Our products are a great fit for aspiring scientists ages 5–14, science teachers, schools, and homeschooling parents. In China, we have provided relative content to many education institutions and China Mobile.

-Experience in international market

MEL Science products and contents is servicing more than 60 different countries, <https://melscience.com/change-country/>

With hundreds of school case studies, some of which featured here: <https://blog.melscience.com/>

-The type of Chinese partners you're looking for

Schools, education institutions, government agencies, resellers and education device providers etc.

-Suggested collaboration model if any

Open for negotiations – can co-brand, trade sell, customizing, white label and joint development.

钉龙 MEL Science 正在打破人们对于科学学习的刻板印象——“枯燥难懂、科学是科学家的任务”等。我们正在努力让高深的科学变得通俗易懂、又酷又有趣。科学的精髓在于探索、实验、发现问题和提出问题，这些对于孩子们而言则是再自然不过的事情了。因此我们坚信每个孩子都是一名小小科学家。钉龙 MEL Science 将通过以下体验来培养儿童对科学天然的兴趣：

- 丰富有趣的动手实验
- 深入详实的科学原理
- 潜力无限的 VR、AR 技术

我们曾多次获得国际教育技术学和 VR 领域相关奖项。在过去的 6 年里，我们为 60 多个国家的家庭、儿童和教师提供了优质服务，并通过独树一帜、稳定性高的应用程序——MEL Science 为每位用户提供个性化定制学习。本 APP 可在所有主流手机应用商店和 VR 设备上下载。

- 钉龙 MEL Science 将在中国市场推出的产品服务：

教育订阅与精彩的动手实验，伴随着沉浸式 AR & VR 课程和在线直播课程。我们的产品非常适合 5–14 岁的小小科学家、科学教师、学校以及实行家庭教育的家长。与此同时，我们已经向中国诸多教育机构和中国移动公司提供了相关内容。

- 国际市场经验：

钉龙 MEL Science 已为 60 多个国家提供产品和服务：<https://melscience.com/change-country/>

同时我们收集了数百所学校的使用案例，详情请见：<https://blog.melscience.com/>

- 目标合作伙伴类型：

学校、教育机构、政府机构、经销商和教育设备提供商等。

- 建议未来合作模式：

钉龙 MEL Science 诚邀各方进行开放洽谈，未来合作方式可包含品牌联名、贸易销售、产品定制、白标产品和联合开发等。

## Pearson

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Pearson is a world-leading education company, with more than 170 years of history. We proudly provide multi-dimensional content for millions of lifelong learners all over the world. Among our best acknowledged courses, Pearson STEM project has been introduced to China since 2017, including 60 themes of content based on local needs, as the most recognised STEM curriculum. Pearson STEM project solution package offers a complete value chain of service including consultant, theme building, teacher professional development, digital resource support, assessment service, accreditation system. To date, over 300 schools and tens of thousands of students have benefited from this project so far and we look forward to establishing more partnership with education institutes and schools, allowing more future scientists and engineers to flourish through the Pearson STEM project.

培生是一家世界领先的教育公司，拥有 170 多年的历史。我们为全球数百万的终身学习者提供多维度的教育服务内容。在众多被认可的学习解决方案中，自从 2017 年将 STEM 项目引入中国，并根据国内需求开发形成的 60 个主题内容，成为了最被认可的 STEM 项目课程。培生的 STEM 项目解决方案从咨询、主题提供、教师专业化成长、数字化资源支持、评价服务、认证体系等方面提供一条龙服务。迄今为止，已经有超过 300 所学校和数万名学生从这个项目中受益，我们期待与越来越多的机构与学校进行合作，让未来科学家和工程师通过培生的 STEM 项目受益、茁壮成长。



## School of Coding Limited

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School of Coding is the UK's largest computer science and coding educator and the only company who works directly within schools and colleges in the UK and Europe on a daily basis teaching coding to children in school settings. Our unique services such as Teaching Resources for Teachers and Trainers, Live Online Lessons, After School Provision, IGCSE Courses, Games & Robotic Coding Lessons and workshops and STEM teaching resources for schools and colleges is very popular in UK & Europe.

We work with more than 250 schools each year within the UK teach over 2800 students per week, we also provide training in Coding to teachers from Primary and Secondary schools. The company also advises schools on introducing coding and supplying the syllabus and lesson planning to enhance student engagement and learning. Our clients include Westminster Cathedral, University of Birmingham, London Business School, Aston University, Bradfield College, JP Morgan Bank, Toyota Europe and others. School of Coding has also been awarded numerous funded projects by the EU Council to deliver Coding training in Schools and Colleges across Europe.

Along with our live learning, we also offer an E-learning platform with courses in Coding, Unity Gaming, Robotics, VR, IGCSE and more. These courses are designed for children from age 6 through to University level. Schools and Colleges can buy resources for teaching and benefit from our teacher training packages too.

We have a full infrastructure for an International school to adopt our syllabus and teaching resources to start coding clubs as an after school provision. We also deliver online lessons and teacher training to help schools upskill their staff. We are very keen on working with independent schools in China in Coding, Computer Science, IGCSEs, Sciences and other subjects such as English to both primary and secondary school students. We are also interested in creating partnerships with other edTech and education providers for collaboration.

School of Coding 是英国最大的计算机科学和编程教育机构,也是唯一一家直接在英国和欧洲的学校和学院内每天为在校学生教授编程的公司。我们独特的服务,包括面向教师 and 培训师的教学资源、在线直播课程、课后服务、IGCSE 课程、游戏和机器人编程课程和作坊以及面向学校和学院的 STEM 教学资源,在英国和欧洲广受欢迎。

我们每年与英国的 250 多所学校合作,每周为超过 2800 名学生提供教学,我们还为中小学校的教师提供编程培训。公司还可为学校设置编程课程提供建议,并提供教学大纲和课程规划,以提高学生的参与度和学习效果。我们的客户包括威斯敏斯特大教堂、伯明翰大学、伦敦商学院、阿斯顿大学、布拉德菲尔德学院、摩根大通银行、丰田欧洲公司等。School of Coding 还获得了欧盟理事会的诸多项目资助,为欧洲各地的学校和学院提供编程培训。

除了通过直播课程学习,我们还有可提供包括编程、Unity 游戏、机器人、VR、IGCSE 等课程的线上学习平台。这些课程是为 6 岁到大学阶段的学生设计。学校和学院可以购买这些教学资源,并享受我们的系列教师培训课程。

我们有完善的基础设施,国际学校可采用我们的教学大纲和教学资源,在课外活动开设编程俱乐部。我们还提供在线课程和教师培训,以帮助学校提升员工技能。我们期待与中国的民办学校在编程、计算机科学、IGCSE、科学和其他科目(如英语)方面合作。我们也有兴趣与其他教育科技公司和教育供应商建立合作关系。

## Science Museum Group

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The UK's Science Museum Group is devoted to the history and contemporary practice of science, technology, engineering, mathematics and medicine. Welcoming over 5 million visitors each year, the Group consists of: Science Museum (London), National Railway Museum (York), the Science & Industry Museum (Manchester), National Science & Media Museum (Bradford), and Locomotion (Shildon) - the world's greatest alliance of science museums.

The Science Museum Group cares for an astonishingly diverse and internationally significant collection of 7.3 million items from science, technology, engineering, medicine, transport and media. Together these objects tell the story of our world—from the rise of the Indus Valley civilisation over 3,000 years ago to the microchips powering our connected planet today.

We welcome more visitors in education groups than any other UK museums. The Science Museum Group's learning vision is to enrich lives by igniting curiosity in science through awe-inspiring authentic artefacts, cutting-edge science stories and hands-on activities. Together, our museums form the UK's national museum of science and industry, and the home of human ingenuity.

The group's business covers a wide range of disciplines, including science academy training for teachers, science speakers and museum staff, roving exhibitions, exhibition hall consultation, IP business, publishing collaborations and licensing. Welcome to work together with us to develop STEM related cooperation possibilities.

英国科学博物馆集团致力于科学、技术、工程、数学和医学的历史和当代实践。每年接待超过 500 万名游客,英国科学博物馆集团包括:科学博物馆(伦敦)、国家铁路博物馆(约克)、科学与工业博物馆(曼彻斯特)、国家科学与媒体博物馆(布拉德福德)和 Locomotion(希尔登铁路博物馆),是世界上最大的科学博物馆联盟。

英国科学博物馆集团管理着众多的藏品,其中有 730 万件来自科学、技术、工程、医学、运输和媒体领域,这些藏品不仅丰富多样、令人惊叹,更具有国际意义。从 3,000 多年前印度河谷文明的兴起,到今天驱动我们的星球互联互通的微芯片,这些藏品共同讲述了属于我们世界的故事。

我们所接待的教育团体游客比任何英国其他博物馆都多。英国科学博物馆集团的学习愿景是通过令人敬畏的真品文物、前沿的科学故事和实践活动,点燃人们对于科学的好奇心,从而丰富生活。我们旗下的众多博物馆共同不仅组成了英国的国家科学和工业博物馆矩阵,更是人类智慧的家园。

集团的业务涵盖了多种学科,包括面向教师、科学传播者和博物馆工作人员的科学学院培训、巡回展览、展厅咨询、IP 业务、出版合作以及商品的冠名与授权等等。欢迎您与我们共同开发与 STEM 相关的合作机会。

## SAM LABS

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SAM Labs is a high-tech education company founded in the United Kingdom, dedicated to providing programming education and STEAM education solutions for students aged 4-14 years, supporting the self-developed full Bluetooth electronic module set, programming APP, and course material package.

-What's the product/service aimed to be exported to China market  
STEAM teacher training, teaching equipment, teaching software, teaching curriculum and etc.

-Experience in international market  
Present in over 3,000 schools across the United States and over 6,000 schools worldwide, SAM Labs has years of experience giving educators the confidence to teach coding and computational skills. With a team of experienced educators, curriculum and content written for educators, by educators, and a group of SAMbassadors across the globe for guidance, we are able to customize the STEAM and Coding learning experience for educators and students to fit a wide variety of district needs.

-The type of Chinese partners you're looking for  
Local education bureaus, schools, education groups.

-Suggested collaboration model if any  
STEAM products trade sell and teachers training.

SAM Labs 为一家始创于英国的高科技教育公司, 致力于为 4-14 岁学生提供编程教育和 STEAM 教育解决方案, 同时拥有配套自主研发的全蓝牙电子套装、编程 APP、课程教材包等。

- 将在中国市场推出的产品服务:  
STEAM 师资培训、教学设备、教学软件、教学课程等。

- 国际市场经验:  
目前, SAM Labs 在美国 3,000 多所学校和全球 6,000 多所学校中开展工作。SAM Labs 经验丰富, 为老师们教授编程和计算机提供充足信心。通过一支经验丰富的教师队伍、为教育者精心设计的课程和内容以及遍布全球的 SAMbassadors 团队, 我们能够为教师和学生提供定制的 STEAM 和编程学习体验, 以满足各国家和地区的需求。

- 目标合作伙伴类型:  
地方教育局, 学校, 教育集团等。

- 建议未来合作模式:  
STEAM 产品贸易销售及教师培训。

## City Football Group

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City Football Group is the owner of football-related businesses in major cities around the world, including football clubs, academies, technical support and marketing companies.

CFG owns 100% the Premier League club, the Manchester City Football Club. ManCity related IP is the main product/service that has been exported to China market. This includes the club IPs, players IPs, high value marketing assets etc. The education related product/service exported to China is in the area of Football Education, which includes 1) coaching youth players at all levels 2) coaching coaches and PE teachers at all levels.

-Experience in international market;  
CFG had rich experience in operating Football Academies and Schools worldwide: UK, US, Australia, etc.

-The type of Chinese partners you're looking for  
Private or Public Schools; Education groups; Youth Football training organizations; Football Clubs.

-Suggested collaboration model if any  
To be discussed face to face.

City Football Group 是世界各大城市足球相关企业 (包括足球俱乐部、学院、技术支持和营销公司) 的所有者。

CFG 全资拥有英超俱乐部 -- 曼城足球俱乐部。曼城相关的知识产权是其出口到中国的主要产品/服务。其中包括俱乐部的知识产权、球员的知识产权、高价值的营销资产等。出口到中国的教育相关产品/服务集中在足球教育领域, 包括: 1) 各级青少年球员的教练指导 2) 各级教练员和体育教师培训。

- 在国际市场上的经验  
在全球范围内运营足球学院和学校方面, CFG 有着丰富的经验, 业务遍及英国、美国、澳大利亚等地。

- 寻找的中国合作伙伴的类型  
私立或公立学校; 教育集团; 青少年足球培训组织; 足球俱乐部。

- 建议的合作模式 (如有)  
面谈。

## Class Action Education

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Class Action Education (CAE) offers world-class pre-recorded and live classes that cover sports, creativity, soft skills, music, arts and well-being for students from 4 to 18 years of age, as well as parenting classes that provide advice to families. CAE collaborates with world leading educators, sports professionals, psychologists, and parenting experts to ensure our content covers all aspects of a child's development and well-being, to address the right balance between digital and screen free activities.

The transition from in-person to digital means that CAE can reach a global audience, providing superior learning at an affordable and convenient price for students and their families. The Times reported that "Class Action Education will use any tool and tactic available to improve student learning." The Telegraph referred to the CAE digital platform as "The Netflix of education."

-What's the product/service aimed to be exported to China market:  
Pre-recorded enrichment classes aimed at students aged between 4-18 years and parenting classes, offering families support and advice from world leading experts.

-Experience in international market:  
Our company is currently licensing pre-recorded content covering sports, arts, creativity, music, wellbeing and parenting classes to a leading Chinese Ed-Tech platform on a service contract basis.

-The type of Chinese partners you're looking for  
Education providers/groups, schools, universities, tech companies, content platforms, online extra-curricular companies.

-Suggested collaboration model if any  
1. Licensing of content.  
CAE wishes to explore potential collaborations to license the Class Action Education platform/content to established online companies within China.  
2. Bilingual tutors, coaches.  
CAE wishes to explore potential collaboration with sports, music, language, wellbeing coaches and experts, to provide live and recorded content creation to our platform.

Class Action Education (CAE) 致力于提供世界级的录播和直播课程, 内容涵盖 4 至 18 岁学生的体育、创意、软技能、音乐、艺术和健康, 以及面向家庭提供建议的育儿课程。为达到数字课堂和线下活动之间的平衡与完善, CAE 与世界领先的教育家、体育专业人士、心理学家和育儿专家合作, 确保我们的课程覆盖了儿童发展和健康教育的各个方面。

从面授到数字的转变意味着 CAE 可以接触到全球的受众, 为学生和他们的家庭提供价格合理、方便快捷的优质学习内容。

据英国《泰晤士报》报道说, "Class Action Education 采用了多样化的工具和策略来改善学生的学习效果"。英国《电讯报》则将 CAE 的数字平台喻为 "教育界的 Netflix"。

- 有哪些希望出口到中国市场的产品 / 服务:  
针对 4-18 岁学生的录播的兴趣课程以及育儿课程——为家庭提供世界一流专家的支持和建议。

- 在国际市场上的经验:  
目前我们正在以服务合同的形式将录制的体育、艺术、创意、音乐及身心健康的课程内容授权给一家领先的中国教育科技平台。

- 寻找的中国合作伙伴的类型  
教育机构 / 集团、学校、大学、科技公司、内容平台、在线课外公司。

- 建议的合作模式 (如有)  
1. 内容的授权许可  
Class Action Education 希望与在中国的在线公司探索授权其平台或者课程内容的潜在合作。  
2. 双语教师 / 教练  
Class Action Education 希望与体育、音乐、语言、身心健康的教练和专家探索合作, 在其平台提供在线或录播的内容创作。

## Football Association of Wales Trust

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An integral part of the national governing organisation, the FAW Trust is the body responsible for football development in Wales. The Football Association of Wales Trust is responsible for the growth of the grassroots game, player development, coach education and the development of Dragon Park, the National Football Development Centre in Newport. Our vision is to intensify the power of football at home and take Welsh Football to the world.

Online Programme for China Market: FAW Introduction to Football Coaching Certificate

- This online eLearning award provides a basic and engaging introduction to the organisation of football (soccer) practices in a fun, safe environment with an emphasis on engaging with the young players of today.
- It is aimed at people who want to take their first steps into football coaching in a safe theoretical environment
- The award provides learners with an opportunity to discover and consider the technical and social support that we, as coaches, can provide to our players, discussing various practical aspects.

- These include: the importance of area size, practice transitions, progressions and regressions, as well as ensuring the learner takes a closer look at themselves, their role as a coach, and how they currently share the messages they provide players.

- This course is ideal for anyone taking their first steps into coaching young players and teams.

At present, our preliminary goal in China is to find an agent partner for online junior level course. Following the successful launch of the programme in China, it is possible to further develop cooperation projects such as the integrated online and offline courses, exchange visits in China and in the UK.

作为国家级管理组织一部分, 威尔士足球协会是负责威尔士足球发展的机构。威尔士足球协会负责基层赛事开发、球员发展、教练培养以及位于纽波特的国家足球发展中心 -- Dragon Park 的发展管理。我们的愿景是提升威尔士足球水平, 并将威尔士足球带向世界。

针对中国市场的在线课程: FAW 足球教练员入门证书

该项在线学习项目旨在提供基础而有互动性的入门介绍, 课程着眼于引导调动当下的年轻球员, 讲授了如何在一个有趣的、安全的环境中组织足球练习。

针对的是那些想在安全的理论环境中迈出足球教练事业第一步的人。

该项目为学习者提供了一个发现和思考的机会, 作为教练, 我们可以为球员提供技术和社会支持, 讨论各种实际问题。

其中包括: 场地大小的重要性、练习的过渡、进步和退步, 以及确保学习者仔细审视自己作为教练的角色, 乃至于他们和球员分享信息的方式。

对于有志于执教年轻球员和球队的人来说, 这门课程是他们迈出第一步的理想选择。

目前, 我们在中国的初步目标是为在线初级课程寻找一个代理伙伴。在中国成功推出该课程后, 我们也希望能进一步开发合作项目, 譬如线上和线下的综合性课程, 中英两国间的交流访问等。



## Inspiring Learning

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Inspiring Learning is a professional camp education institution from the UK. Since 1980, it has provided camp education to more than 1 million young people worldwide. Its camp brand Kingswood has more than 10 camp sites in the UK and Europe, which specialises in outdoor theme camps for 8-18 year olds. Every year 165,000 kids come to our camps. Its another camp brand Beaumont provides offer of day camp for children aged 3-12, with more than 30 school camps in and around London. Since 2017, Kings Wood has successfully run British-style school camps in China for 5 years, with a total of nearly 7,000 children participating, whose response has been very positive. In China we are now actively seeking to collaborate in the form of brand authorization to carry out outdoor camp and campus camp services in China.

Inspiring Learning 是来自英国的专业营地教育机构。自 1980 年起, 为全球 100 多万青少年提供了营地教育体验。旗下 Kingswood 品牌专注于 8-18 岁青少年户外主题营地, 在英国及欧洲拥有 10 多个户外营地。每年有 16.5 万孩子参加我们的住宿营地活动。旗下 Camp Beaumont 品牌致力于为 3-12 岁儿童提供综合走读营体验, 在伦敦市区及周边拥有 30 多个学校营地。自 2017 年在中国已经成功连续运营 5 英式校园营, 累计有近 7000 个孩子参加, 反响十分积极。积极寻求在中国以品牌授权形式合作开展户外营地和校园营地服务。

## Oxford University Press

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Oxford University Press is a department of the University of Oxford and is the largest university press in the world. It is our mission to further the University's objective of excellence in research, scholarship, and education by publishing worldwide. 80% of UK school children learn to read with Oxford Reading Tree, our iconic graded reader series which are read in more than 130 countries and regions. OUP has a long history of setting its footprint in the Chinese ELT market. We offer integrated solution including print, digital, licensing, custom-made content, assessment, professional development and consultancy services to our education partners and try to build a learner-centric, all-round education content eco-system that aligns with OUP quality standards. We're looking for and empowering partners that share our vision to jointly lead China's education development.

Our new Talk about with Oxford series has systematic learning content across multiple subjects (Chinese and global cultures, science, life, coding, maths, arts, etc) and will guide learners through an engaging, interactive, and fun learning experience. We're open to collaborate on the new content/IP series with potential partners such as schools, education training institutions, distributors, edu-tech and online companies as well as educational hardware and platforms.

牛津大学出版社是牛津大学的一个部门, 也是世界上最大的大学出版社。我们的使命是通过在全球范围内的出版活动, 进一步实现牛津大学在研究、学术和教育领域的卓越目标。有 80% 的英国学童通过《牛津阅读树》(Oxford Reading Tree) 学习阅读, 该系列也是我们标志性的分级读物, 读者遍及 130 多个国家和地区。牛津大学出版社在中国的英语教学市场上耕耘已久。我们致力于为教育合作伙伴提供综合解决方案(包括印刷、数字、授权、定制内容、评估、职业发展和咨询服务), 并力图建立一个以学习者为中心、符合牛津大学出版社质量标准的全方位的教育内容生态。我们正在寻找与我们有共同愿景的合作伙伴, 通过为他们赋能, 共同引领中国的教育发展。

我们全新推出的 "Talk about with Oxford" 系列涵盖了多个学科(中国和全球文化、科学、生活、编程、数学、艺术等)的系统性学习内容, 并将通过具参与感、互动性和有趣的学习体验引导学习者。我们欢迎学校、教育培训机构、经销商、教育技术和网络公司以及教育硬件和平台等潜在合作伙伴就新内容/IP 系列进行合作。



## Peter Jones Foundation

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The Peter Jones Foundation (PJF) was founded in 2005 by successful entrepreneur and star of the BBC's Dragons' Den, Peter Jones CBE. The charity delivers programmes both in the UK and overseas that provide young people and disadvantaged groups with the enterprise skills and experiences to better prepare them for successful employment or self-employment.

Through PJF's innovative Tycoon Enterprise Competition they give young people from 5-18 years the opportunity of setting up and running a business in school. Tycoon, now open to schools internationally, can be run as an extra-curricula enrichment programme or alongside a Pearson-accredited qualification in business, enterprise and entrepreneurship. Teachers are fully trained to use the innovative Tycoon platform and successful Tycoon teams are invited to an international final in the UK.

Tycoon has been running internationally for 3 years and we invite international schools as well as organisations working in the youth enterprise and entrepreneurship space to get in touch and help us in our mission to grow the programme in China and inspire the next generation of entrepreneurs and business leaders.

Peter Jones Foundation 成立于 2005 年, 由成功企业家、BBC 经典创业节目《龙穴》明星、大英帝国司令勋章获得者 Peter Jones 创办。该慈善机构在英国和海外组织项目, 为年轻人和弱势群体提供企业技能和经验, 帮助他们更好地实现就业和创业。

Peter Jones Foundation 富有创意的企业大亨竞赛为 5-18 岁的年轻人提供在学校创办和经营企业的机会。该竞赛国际上已向学校开放, 可以作为课外项目, 也可以作为培生 (Pearson) 认证的商业、企业和创业证书的配套活动。教师经过全面培训后使用创新大亨平台, 并且脱颖而出的团队会被邀请参加在英国举行的全球决赛。

企业大亨竞赛已经在海外经营了 3 年, 我们欢迎国际学校以及专注青年企业和创业领域的机构与我们联系, 帮助我们在中国发展项目, 激励下一代企业家和商业领袖。

## Premiership Experience

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We have been operating in the UK for 11 years with an office opened in Shanghai in 2019. We provide high-quality educational, arts and sports training for students by both having top institutions send coaches to China for camps, but mainly taking tours to the UK, Europe and Dubai.

Schools have come with us from all over the world including USA, Australia and India. China schools coming have included such as Beijing Fengcaodi and Haumei International from Guangzhou.

We have extensive 'inside reach' built over many years in the professional sports, academic and entertainment world. Our fully holistic programmes are about providing youngsters with high quality educational and sports 'skills' coaching. For football, this is at the top European Club's academies, watching 'live' English or Spanish Premiership matches in the best seats, the highest level of Dance & Performing Arts training plus attending several world-famous shows in London's 'West End' theatres.

Our tours include inspirational private programmes - 'academic' visits (with talks) at Cambridge and Oxford Universities, guided trips and seminars in London's wonderful cultural and aspirational venues: Sotherbys Fine Arts; Francis Crick Institute (Bio-Medical Research), Shakespeare's Globe Theatre, the Bank of England, etc. Certificates are awarded to all participating students.

The tours include 'behind-the-scenes' adventures, meeting key people involved, workshops with performers, and international dining. We stay in quality hotels and offer adults the opportunity to come too! We are winners of regional UK Business Awards and are looking for re-selling partnerships to be established with us across China. Ideally these partners should have good relationships with schools and other potential markets for our tours.

我们在英国已经运营了 11 年, 并于 2019 年在上海开设办事处。我们提供为学生高质量的教育、艺术和体育培训, 邀请顶级机构派教练来中国开办夏令营, 并主要组织学生去英国、欧洲和迪拜游学。

合作学校来自世界各地, 包括美国、澳大利亚和印度。中国合作的学校包括北京芳草地学校和广州华美国际学校。

我们在专业体育、学术和娱乐领域经营多年, 拥有广泛的内部影响力。我们的全人教育项目是为青少年提供高质量的教育和体育技能辅导。在足球方面, 这是可以接近顶级欧洲俱乐部的学院, 学员可以在最佳位置观看英超比赛, 接受最高水平的舞蹈和表演艺术培训, 并在伦敦西区剧院观看世界著名演出。

游学中将有具启发性的私人项目——剑桥和牛津大学的学术访问 (含访谈), 在伦敦独具文化气息的场所游览和开展研讨会, 包括在苏富比美术、弗朗西斯·克里克研究所 (生物医学研究)、莎士比亚环球剧院、英格兰银行等。我们将为所有参加学员颁发证书。

游学中还有幕后奇遇, 包括会见活动关键人物、参加表演者研讨会和各种美食。期间将入住高品质酒店, 成年人也可以参加!

我们是英国地区商业奖的获奖者, 正寻求在中国各地建立渠道合作伙伴关系。理想的合作伙伴是能与学校和其他潜在游学服务采购客户保持良好的关系。

## Role Models

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Role Models is an impact driven education provider. We focus on life skills that promote social & emotional wellbeing and dynamic thinking, helping young people to thrive in life; both at home and their future workplace. We complement traditional academic education by delivering online & offline courses for 3-15 year olds that develop young peoples' skills in leadership, confidence, resilience, creative problem solving, collaboration and growth mindset.

Our three core products are:

- 1.60 minute online life skills sessions delivered via video conferencing to groups of maximum 9 students.
2. Online life skills courses (comprised of x5 90 minute sessions) delivered via video conferencing to groups of maximum 9 students.
3. Offline (or face to face) five day courses delivered in China or the UK to groups of maximum 15 students during the school holidays.

We are Ofsted registered and have been awarded the Association of Character Education kitemark.

-The type of Chinese partners you are looking for  
Ideal partner: A large education group with a large B2C database focused on online delivery of academics, English language or coding, who is interested in adding life skills to their portfolio of offerings.

Next best partner: Schools or schools groups who are interested in running our online or offline courses during the school holidays (typically paid for by the parents) or our online courses during term time (sometimes paid for by the parents, sometimes by the school).

-Suggested collaboration models, if any  
With large education groups, typically we have a 50:50 profit share model.  
With schools, we normally offer approximately 20% commission of sales facilitated by the school.

Role Models 是一家以影响力为导向的教育机构。我们致力于培养促进社交和情感健康的生活技能以及灵活的思维，帮助年轻人在生活中大放异彩，无论是在家庭还是在未来的职场中。通过为 3-15 岁的孩子提供在线和线下课程来作为传统学术教育的补充，我们专注于培养青少年的领导力、自信、抗压能力、创造性解决问题、协作和成长性心态等方面的能力。

我们的三大核心产品是：

- 1.60 分钟的在线生活技能课程，通过视频会议为最多 9 名学生进行小组授课。
- 在线生活技能课程（由 5 次 90 分钟的课程组成），通过视频会议为最多 9 名学生进行小组授课。
- 为期 5 天的线下课程，在学校假期期间在中国或英国为最多 15 名学生进行小组授课。

我们已在英国教育管理局注册，并获得了英国品格教育协会的标志认证。

正在寻找的中国合作伙伴类型：

理想合作伙伴：一家拥有大型 B2C 数据库的大型教育集团，专注于在线提供学术、英语或编程课程，并有兴趣将生活技能课程纳入到他们的产品系列中。

次优合作伙伴：有兴趣在学校假期期间开设我们的在线或线下课程（通常由家长付费），或在学期期间开设我们的在线课程（可由家长或校方付费）的学校或学校集团。

建议的合作模式：

与大型教育集团合作，我们通常采用的是 50:50 的利润分成模式。  
与学校合作，我们通常向学校渠道提供约 20% 的销售佣金。

## Union Education Group

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Union Education Group is a UK-based holistic education services platform providing 1-1 lessons and courses to national and international students. We partner with organisations in China directly, enabling their students to have access to first-rate education and learning materials. In addition, we offer extremely efficient technological solutions for delivering the lessons, as well as rebranding our material to fit our partner's requirements.

We have been trading in China for a little over a year and have already taught thousands of students across the country. The students we have taught are of a variety of different age groups. Our partner's students in China can either take a solo class or work in a group. This enables students to take classes for whatever price fits their requirements.

We operate a commission-based model for our partners, meaning that they are able to make money, while their students benefit from lessons and courses with the UK's leading Educators. The organisations we are partnered with are diverse in what they do, ranging from online schools to international schools to large commercial organisations. We enjoy meeting with new businesses, schools and educational institutions, listening to the culture that they have fostered and seeing how we can help them prosper.

Although we have a very large existing catalogue of courses and Educators, our content is bespoke, and we will always fulfil requests for new material within one week of receiving the order.

作为一家英国素质教育的服务平台，Union Education Group 为英国国内和国际学生提供一对一课程。Union Education Group 直接与中国相关机构合作，其学生可以获得一流的教育和学习材料。此外，我们教授课程时采用高效的技术解决方案，并可根据合作伙伴的要求基于我们的学习素材建立新的品牌。

我们已经在中国运营一年有余，教授学生数千名。学生年龄各不相同。学生可以在我们的中国合作伙伴那里上一对一课程，也可以上小班课程。学生可以根据需求选择各种价格的课程。

合作伙伴可以通过佣金模式获利，同时其学生也可以受益于英国的领先教育课程。我们的合作机构多种多样，有在线学校、国际学校和大型商业机构等。我们喜欢与新的企业、学校和教育机构建立联系，了解他们的教育文化，寻找可以帮助他们发展的领域。

尽管我们有很多现成的课程和教师，我们也可以定制内容，我们将在收到订单后一周内提供新的课程材料。

## Young Film Academy

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Young Film Academy is the UK's leading provider of practical filmmaking education programmes to young people aged 5-19. Since 2004, YFA has helped over 100,000 young people make their first films, and works with 100+ top UK independent & international schools.

-Product/service aimed at the Chinese market;

YFA offers an online film course for schools, One Day Film School, enabling teachers to run filmmaking projects with step-by-step professional guidance and award events for parents. Each August, YFA runs a residential filmmaking camp in the UK for international students aged 12-17 at a leading boarding school. For young people who love films this is a dream come true!

-Experience in the international market;

"One student who usually does not enjoy school said the One Day Film School was the best day at school he had ever had" – ESF Discovery College, Hong Kong

-The type of Chinese partners you are looking for

Private/international schools

Education giants developing creative segments of all-round education

Training providers focussed on visual arts/drama

Partner organisations interested in creating a residential filmmaking camp in China

Education consultants looking for creative, UK-based camps for Chinese students

-Suggested collaboration models, if any

IP collaboration

Content licensing/co-development/design

Teacher training

Partnership

Agency commission

Young Film Academy 是为 5-19 岁年轻人提供实用电影制作教育课程的领先英国机构。自 2004 年以来, Young Film Academy 已经帮助超过 10 万名年轻人制作了他们的第一部电影, 并与 100 多所英国顶级私立国际学校合作。

Young Film Academy 为学校提供在线电影课程“一日电影学校”, 教师能够在循序渐进的专业指导下开展电影制作项目, 并为家长举办颁奖活动。每年 8 月, Young Film Academy 都会在英国顶尖的寄宿学校为 12-17 岁的国际学生举办电影制作营。对于热爱电影的年轻人来说, 这意味着梦想成真!

意向的中国合作伙伴类型:

- 私立 / 国际学校
  - 开发素质教育创新环节的教育巨头
  - 专注于视觉艺术 / 戏剧的培训师
  - 有兴趣在中国创办住宅电影制作营的合作组织
- 正在为中国学生寻找创意英国夏令营的教育顾问

建议的合作内容和模式

- 知识产权合作
- 内容许可 / 共同开发设计
- 教师培训
- 联合或代理佣金

