



Department for International Trade

Department for International Trade is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy acknowledged as Europe's best place from which to succeed in global business.

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UK English Language Teaching (ELT) for Young Learners Online Roadshow 英国少儿英语语言 教学线上路演



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Foreword



It is with great pleasure that I welcome delegates to this UK-China Virtual ELT for Young Learners Mission. I am delighted that even during these unprecedented times, the Department for International Trade (DIT) is able to continue sharing our expertise and supporting successful commercial partnerships between the best that the UK and China has to offer in the field of English Language Training (ELT).

The UK-China relationship in ELT is longstanding and strong, with China remaining a vital market for UK ELT. Education really is at the heart of both China and the UK. China has one of the largest education markets in the world, and it has a tremendous demand for high-quality educational solutions. According to a research published in July this year by the Economist, the total number of after-school English Language Training learners in China reached 26.5 million, with around 6 million of these representing online learners. It is estimated that online penetration in this sector will rise from 22% to 36% by the end of 2021, and 57% by the end of 2022. There is no doubt that the UK's high-quality ELT resources will be in demand, in order to meet this market trend. The UK has over 100 years of experience in the field of English Language Training, and its world-class offers include several areas, from content to assessment, to publication, and digital resources.

The Department for International Trade works across UK government and with foreign governments to support the UK ELT sector in its international work, delivering this through the UK government's *International Education Strategy*. We work in China and across the world to strengthen government to government partnerships, to resolve market access barriers and facilitate ease of trade for businesses, as well as to identify and promote international opportunities and commercial leads for your business.

I am confident that by engaging in this mission you will gain valuable market insights and have the opportunity to forge some excellent new partnerships. I do hope that you enjoy the programme and wish you every success in your endeavours. And of course, don't hesitate to contact any member of the team, both in the UK and China; they will be delighted to support you.

Geoff Gladding, Head of Education Team DIT London

Welcome Message



As the Sector Director and Minister Counsellor, Creative, Consumer and Learning Industries at the Department for International Trade (DIT) China, I am delighted that a delegation of such well-known and highly regarded British education companies will be joining the 2020 ELT for Young Learners Virtual Mission.

Education is at the heart of both China and the UK. Both countries are committed to creating more opportunities for organisations to exchange experiences and cooperate with each other. And I am pleased to know that abundant of collaboration has already been achieved in this sector in recent years, which will ultimately provide great support on children's learning experience.

English is the dominant global language and is spoken by around a quarter of the world's population as the primary language for international business, science and academia. Emerging and developed economies recognise the important role that the English language plays in national development, with it contributing to employability, economic development and global connectivity.

The UK has a rich heritage in education and learning that stretches back over many centuries, and is a world leader in providing educational resources from pre-school to university and beyond. This global recognition has resulted in strong interest from overseas markets keen to access the expertise that the UK has to offer in ELT sector. China in particular, with its growing economy, emerging middle class and recent market reforms, is experiencing a heightened demand for high quality ELT resources including publishing, digital content, IP, assessment and online teaching.

Our DIT teams in both the UK and China are ready to help continue your dialogue following the mission, whether this is through facilitating follow-up meetings with potential partners or through meeting our team in order to provide further advice.

Thank you to everyone who has supported the organisation of the programme. I look forward to seeing new partnerships formed over the course of the event, and to celebrating the continuation of these successful relationships over the coming year.

Sector Director & Minister Counsellor, Creative, Consumer and Learning Industries at DIT China

BBC Studios English

Contact Person: Chris Hulse; Katy Marshall
 Position: Head of Motion Gallery and Studios English;
 Sales and Business Development
 Email Address: chris.hulse@bbc.com
katy.marshall@bbc.com
 Website: <http://www.bbcstudiosenglish.com/>

联系人: Chris Hulse; Katy Marshall
 职务: Motion Gallery 和 Studios English 主管;
 销售与业务发展经理
 电子邮件: chris.hulse@bbc.com
katy.marshall@bbc.com
 网址: <http://www.bbcstudiosenglish.com/>



BBC STUDIOS

BBC Studios English sits within the BBC's commercial arm, harnessing the best of the BBC's creative IP for use in English language learning and teaching worldwide. As a trusted content provider for ELT products, BBC Studios English offers a wide range of bespoke services from video clip licensing to content research and collaborative ELT project delivery set to larger product requirements.

BBC Studios is home to the best of British creativity and our premium content collections span world-leading natural history brands such as Blue Planet, award-winning children's programming like Hey Duggee, to classic moments from the BBC's rich archive and our trusted news programming output. Whatever your requirements, BBC Studios English can supply content perfectly tailored to your language programme, bringing globally-recognised quality to your product and helping to create digital learning products which entertain and engage learners.

BBC Studios English 作为 BBC 的商业主干，为全球英语教学提供创意 IP。作为一家值得信赖的英语教学内容提供商，BBC Studios English 致力于提供广泛的定制服务，具体包括视频内容授权、内容调研和英语教学项目联合开发，以满足巨大的市场需求。

英国创意人才辈出，BBC Studios 的优质内容集囊括了世界领先的自然历史品牌，如《蓝色星球》、备受赞誉的儿童节目《嗨！道奇》，还有 BBC 丰富资料库和新闻节目中的精彩片段。无论您有何需求，BBC Studios English 都可以为贵司打造完全匹配的语言课程的内容，提升产品的全球认可度，创造好学好玩的数字学习产品。

BBC Learning English

Contact Person: Dr Feifei Feng
 Position: China Editor, BBC Learning English
 Email Address: feifei.feng@bbc.co.uk
 Website: www.bbclearningenglish.com/chinese

联系人: Dr Feifei Feng
 职务: BBC 学习英语中国编辑
 电子邮件: feifei.feng@bbc.co.uk
 网址: www.bbclearningenglish.com/chinese



As part of the BBC World Service, BBC Learning English has been teaching English to global audiences since 1943, offering free audio, video and text materials to learners around the world.

From our English courses in Bangladesh and Latin America, to our mobile apps, and with our online offer for millions of Chinese learners, BBC Learning English provides multimedia English language teaching materials to meet learners' needs.

Our expert team of producers, writers and ELT specialists create award-winning content which engages and entertains our learners whilst helping them improve their English. Exploiting a wealth of BBC material, our content is media rich and focuses on presenting authentic, up-to-date, real English needed by learners to progress in their English studies.

In addition to our public service offer, we also work with international donors, NGOs and commercial partners to produce tailor-made materials for specific markets.

BBC Learning English has established successful partnerships with a wealth of Chinese media and educational organisations and is looking to further strengthen relationships in China.



BBC 英语教学为来自全球数以百万计的英语学习者提供高质量的视听学习资源。隶属于 _ BBC World Service(英国广播公司全球服务)，BBC 英语教学自 1943 年创办以来，持续广泛地为全球观众提供音频、视频、文字等多媒体英语学习和教学内容。

从面向孟加拉、拉丁美洲学习者的英语课程，到移动应用程序，还有给数以百万计中国观众制作的丰富的在线英语课程，BBC 英语教学为全球英语学习者提供多媒体的学习素材，以满足不同人的需求。

我们专业的制作、编辑团队以及英语教学专家们多次打造屡获殊荣的优质英语教学产品，既结合了学习者的需求，也能寓教于乐。BBC 英语教学制作的节目中使用丰富的 _BBC 视听资源，内容专业、多样，紧跟当下，并且原汁原味，真正考虑并解决学习者的诉求。

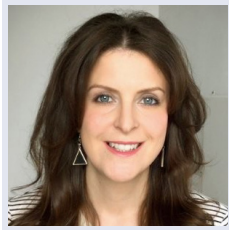
除了公共的英语教学服务，我们还与国际捐赠机构和商业伙伴合作为每个不同的市场量身定制英语教学内容和课程。

BBC 英语教学在中国已经和许多媒体和教育机构建立了成功的合作伙伴关系，期待在中国进一步发展合作伙伴。

Big Languages

Contact Person: Sarah Bromley
Position: Founder
Email Address: hello@biglanguages.com
Website: www.gocorrect.me

联系人: Sarah Bromley
职位: 创始人
电子邮件: hello@biglanguages.com
网址: www.gocorrect.me



Big Languages develops innovative digital products for language learning.

Our main product is Go Correct, aimed at teenage and adult English learners. It provides daily English practice with personalised feedback from a qualified teacher. Students receive a topic every day and write a 60-word text about it. Their text is corrected by a teacher and they can click mistakes to see explanations. They can also reply with audio, for speaking practice.

Go Correct is different to other practice apps because students can talk freely about their own life and opinions, meaning the practice is more realistic. Many other apps just use quizzes or flashcards and don't allow the student to produce their own English.

We are also interested in working with Chinese companies to develop other digital products for young learners. The company's director has many years of experience developing content for children and teenagers, including at the BBC.

Big Languages 

致力于为语言学习开发富有创造力的数字产品。

我们公司旗下的主要产品是面向青少年和成人的 Go Correct。它让学习者可以做每日个性化练习，并由专业教师提供学习反馈。每天学生们都会收到一个主题，围绕该主题写一篇 60 字文章。老师批改后，学生可以点击错误查看讲解。学生也可以用音频回复，同时促进口语练习。

Go Correct 与其他应用程序不同。学生可以在 Go Correct 上分享自己的生活和观点，让练习更贴合生活。其他许多程序只提供小测验或单词卡，学生丧失了自主表达的机会。

我们也有兴趣与中国公司开展合作，为年轻人打造其他数字产品。公司总监曾在 BBC 工作过，拥有多年为儿童和青少年开发学习内容的经验。

British Library

Contact Person: Kai-Chuan Chapman
Position: Lead, Cultural and Commercial Partnerships, China
Email Address: kai-chuan.chapman@bl.uk
Website: https://www.bl.uk/

联系人: Kai-Chuan Chapman
职务: 中国文化和商业伙伴关系的负责人
电子邮件: kai-chuan.chapman@bl.uk
网址: https://www.bl.uk/



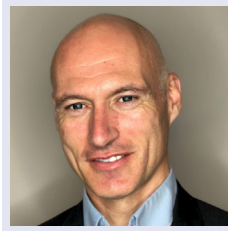
The British Library is the national library of the United Kingdom. Holding 200 million collection items in over 400 languages ranging from books, manuscripts, newspaper, maps, patents, sound recordings and philatelic collections, the British Library's vision is to make our intellectual heritage accessible to everyone for research, inspiration and enjoyment. We provide a dynamic learning programme, inspiring young people and learners of all ages. We offer unique and meaningful learning activities to those in formal education and beyond, supporting the development of enquiring minds and fostering a life-long passion for learning. We run a range of onsite, online and outreach programmes including workshops, projects, courses and special events. Our digital programme enables learners of all ages to explore our cultural history through object-based learning, accessing thousands of digitised treasures from our collection alongside teaching activities and documentary films to deepen the study and enjoyment of key curriculum subjects.

BRITISH LIBRARY

大英图书馆是英国国家图书馆，拥有超过 400 种语言的 2 亿件藏品。包括书籍、手稿、报纸、地图、专利文献、录音制品和集邮册。大英图书馆希望我们每个人都能接触知识遗产，研究它们，并从中获得灵感和享受。我们提供充满活力的学习计划，不仅适用于年轻人，也激励各年龄段的学习者。我们为科班学生和业余人士都提供独特且有意义的学习活动，激发他们的求知欲，并培养他们终身学习的热情。我们有一系列线上、线下、区域性活动，包括工作坊、学习项目、课程以及特别活动。我们的数字课程使所有年龄段的学习者都能通过以实物为导向的学习，接触我们收藏的数千件数字化珍品，以此来探索我们的文化历史。同时配套教学活动和纪录片，让主修课程更深入生动。

Collins Learning, a division of HarperCollins

Contact Person: Tim Jolly
Position: Business Development Director
Email Address: tim.jolly@harpercollins.co.uk
Website: www.collins.co.uk



联系人: Tim Jolly
职务: 业务发展总监
电子邮件: tim.jolly@harpercollins.co.uk
网址: www.collins.co.uk

Collins Learning is a division of HarperCollins Publishers. Collins has been publishing educational and informative books for more than 200 years. Throughout this rich heritage we have maintained an impressive record in creating market-leading products across various sectors, including ELT. Under the Collins and the Collins COBUILD brands within our ELT for Young Learners list, we have published dictionaries and other language reference materials, English for exams, English readers, English classroom courses, and resources for teachers of English.

We have already developed fantastic relationships with some traditional Chinese book publishing partners as well as with some technology companies, with whom we work both on the editorial side (developing content together or tailoring our content for the market) as well as our sales, marketing and distribution. We have some great new children's ELT products launching, including our new Collins Peapod Readers series, and we are looking forward to working with new Chinese partners to bring them to the market.



Collins Learning 是 HarperCollins 出版社旗下的教育分支。柯林斯在过去 200 多年里，一直致力于出版教育和信息类书籍。秉承着这一优良传统，我们一直努力创造引领行业的优秀产品，包括英语教学类产品。在青少年英语教学产品版块，我们的柯林斯和柯林斯 COBUILD 品牌出版了词典和其他语言类参考资料、考试英语、英语读物、英语课堂教学内容和供教师使用的英语资源。

我们已经与一些传统的中国出版社以及一些科技公司建立了良好的合作关系。合作方向包括在编辑方面联合开发内容、为市场定制内容，以及在销售、市场推广和分销方面开展合作。我们新推出了一系列儿童英语教学产品，包括我们的柯林斯 Peapod 读物系列。我们期待与新的中国合作伙伴一起，将这些优秀读物推向市场。

Digital Learning Associates

Contact Person: Stephen Haggard
Position: Director
Email Address: stephen@digitallearningassociates.com
Website: https://digitallearningassociates.com/



联系人: Stephen Haggard
职务: 主管
电子邮件: stephen@digitallearningassociates.com
网址: https://digitallearningassociates.com/

DLA provides graded authentic video with interactive teaching resources for the ELT syllabus of primary, secondary and Higher Education courses.

We believe that video and the real world have a unique power to engage today's young learners in English learning. Our catalogue of 1000 video based digital assets at CEFR grades A1 to B2 has won multiple awards including the British Council ELTons. The video materials include editable teacher and student resources. All materials are aligned to CYL framework and Cambridge Principles of ELT learning. We focus on global and contemporary English, and we offer stories matching the content standards of young people, with a special focus on speaking and listening in authentic and graded settings.

DLA already provides the video and digital core for ELT products from OUP, Collins, Macmillan, British Council and many other global education brands. We are now ready to directly support innovative digital-first education businesses in China to pursue ambitious goals in your market

ELT entrepreneurs: you can acquire DLA materials immediately, and then work with us to adapt them for specific sector needs, learning designs, and your branding. We will partner you to make popular localised digital ELT products that achieve your students' goals, support your business models, and stand out for quality.



DLA 为小学、中学和大学的英语教学大纲配套对应的地道分级视频和交互式教学资源。

我们认为视频和现实世界都具有一种独特的力量，能够吸引当今的青少年学习英语。我们在 CEFR A1 至 B2 级的 1000 个数字视频资产获得了包括英国文化教育协会 ELTons 在内的多个奖项。我们的视频材料可编辑，以供教师和学生使用。所有材料都符合 CYL 以及剑桥大学对于英语教学的要求。我们专注于全球和当代英语，致力于提供符合年轻人兴趣的故事，特别注重在真实和分级的环境中听说练习。

DLA 已经为牛津大学出版社、柯林斯出版集团、麦克伦伦出版社、英国文化协会和许多其他全球教育品牌提供英语教学视频和数字核心内容。我们已经准备好，期待与重点关注数字教学领域的中国公司进行合作。

英语教学行业的企业家们：您可与联系我们，第一时间获得 DLA 材料。我们一起合作优化，使这些材料适应特定的行业、设计和品牌要求。我们将与您共同研发，制作适应当地市场的受欢迎的数字英语教学产品，帮助您的学生完成学习目标，支持您的商业规划，使您的公司凭借高质量产品脱颖而出。

Intuition

Contact Person: Zhao Jie
Position: China Marketing Manager
Email Address: jie.zhao@prov-ed.com
Website: www.intuitionlang.com

联系人: 赵杰
职务: 中国区市场经理
电子邮件: jie.zhao@prov-ed.com
网址: www.intuitionlang.com



Intuition provides homestay English training programmes. We provide online lessons to Chinese students with our enrolled teachers, such as soft skill courses, general English courses, academic courses.



Intuition 致力于提供家庭英语培训课程。我们自己的优质教师,为中国学生提供在线课程,包括软实力课程、普通英语课程、学术课程。

M2R

Contact Person: Munir Mamujee
Position: Director
Email Address: munir@m2rglobal.com
Website: <https://www.m2rglobal.com/>

联系人: Munir Mamujee
职务: 主管
电子邮件: munir@m2rglobal.com
网址: <https://www.m2rglobal.com/>



My name is Munir Mamujee and I am the Director of m2r Education, a multi award winning education services company based in Yorkshire, England. We have worked with companies in China for over 10 years, providing ELT services to their young learners.



For the purposes of this mission I would like to focus on our online ELT services that we offer to young learners.

We offer the following:

- Live online ELT lessons delivered by UK Teachers. These are either 1-2-1 or group sessions.
- Online ELT courses which a student can access via a PC, laptop, tablet or mobile phone.

Our live lessons and digital courses can help young learners develop their English skills in a safe environment and are already being used by companies in China.

Both services are extremely affordable, and I would be delighted to discuss in detail with more Chinese organisations who would like to partner and promote our services to their young learners.

You can read more here: <https://www.m2ronlinetutors.com/>

我是 Munir Mamujee, 英国约克郡 m2r Education 的主管。M2r 是一家荣获多项大奖的教育服务公司, 已与中国多家公司合作 10 余年, 旨在为青少年学习者提供英语教学服务。

关于此次活动, 我想重点介绍一下我们为年轻学生提供的在线英语教学服务。

我们提供以下服务:

- 由英国教师提供的在线英语教学直播课程。这些课程是以 1-2-1 或小组会议的形式开展的。
- 学生可通过个人电脑、笔记本电脑、平板电脑或手机访问的在线英语教学课程。

我们的直播和数字课程可以帮助青少年学习者在安全的环境中提升他们的英语技能, 而且这些课程已经在中国教育业内普及起来。

这两项服务价格合理优惠, 我也期待与更多有意向推广我们青少年学习服务的合作伙伴洽谈更多信息。

请进入链接阅读更多内容: <https://www.m2ronlinetutors.com/>

Macmillan Education

Contact Person: Christine Zhu
Position: Regional Director, Asia
Email address: christine.zhu@macmillaneducation.com
Website: <http://www.macmillanenglish.com/>

联系人: Christine Zhu
职务: 亚洲区总经理
电子邮件: christine.zhu@macmillaneducation.com
网址: <http://www.macmillanenglish.com/>



Macmillan Education has been advancing learning for over 175 years. We produce high-quality, trusted educational materials and provide support to teachers and students across our three divisions – Language Learning, Curriculum and Higher Education.

As technology opens new doors, we use our expertise to create products and design innovative new tools that suit different learning styles.

Headquartered in London, we operate in over 120 countries worldwide. In China, with its head office in Shanghai, our teams in Shanghai, Beijing and Hong Kong work closely with educators across the country to support them with materials, latest pedagogy and practical learning solutions.

Recently, we hosted the 1st ever virtual Macmillan Day that aimed at addressing some of the issues brought by Covid-19 that teachers of young learners are facing with. Over 500 participants joined this online event to engage and discuss with us for solutions and ideas that meet their needs.

从英国出发, 麦克米伦探索学习求知的旅程已逾 175 年。我们在语言学习、国际课程及高等教育三大领域出版高品质且值得信赖的教材, 致力于为教师和学生提供优质的课程和服务, 以满足多元化的学习与教学需求。

随着数字技术的革新, 我们用我们的专业知识开发产品, 设计创新的教学工具, 以适应不同的学习模式, 提高教学成效。

麦克米伦教育的总部位于英国伦敦, 业务遍及世界各地 120 多个国家。在上海设立了大中华区总部, 我们位于上海、北京和香港的团队与全国各地的教育工作者紧密合作, 为他们提供教学资料、最前沿的教学与实践学习解决方案。Macmillan Day 是麦克米伦教育一年一度的教学实践研讨会。每年十月, 我们与北京、上海、深圳的教师面对面沟通交流, 帮助中国教师了解全球最新英语教学动态。今年由于疫情原因, 我们首次以线上直播形式完整替代了传统的线下峰会, 与广大教师共同探讨 OMO 趋势下的英语教学新思路, 旨在帮助专注青少儿英语学习的教师更好地适应和克服疫情带来的各种变化和和挑战。500 多名教师参加了此次在线活动, 与我们就如何切实解决他们的需求展开热烈讨论。

National Geographic Learning, a part of Cengage

Contact Person: Michael Cahill; Ellen Setterfield
Position: Senior Regional Director;
Product Marketing Executive (Young Learner)
Email Address: michael.cahill@cengage.com
ellen.setterfield@cengage.com
Website: <https://eltngl.com/>

联系人: Michael Cahill; Ellen Setterfield
职务: 高级区域主管;
产品营销主管 (青少年学习者)
电子邮件: michael.cahill@cengage.com
ellen.setterfield@cengage.com
网址: <https://eltngl.com/>

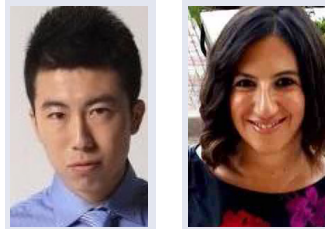


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Oxford University Press

Contact Person: Joseph Du; Banu Ozel; Sarah Cornish
 Position: Senior Solution Manager; Head of Key Account Management and Operations; Publisher
 Email Address: joseph.du@oup.com
 Banu.ozel@oup.com
 Sarah.cornish@oup.com
 Website: <https://www.ox.ac.uk/>; <https://www.oup.com.cn>
<https://www.oup.com.cn>



联系人: Joseph Du; Banu Ozel; Sarah Cornish
 职务: 高级解决方案经理; 大客户管理和运营总监; 出版商
 电子邮件: joseph.du@oup.com; Banu.ozel@oup.com; Sarah.cornish@oup.com
 网址: <https://www.ox.ac.uk/>; <https://www.oup.com.cn>

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UK English Language Teaching (ELT) for Young Learners DIT Contacts

英国少儿英语语言教学英国国际贸易部联系人

China 中国

Jing Liu
 Head of Education and Skills (China)
 Department for International Trade
liu.jing@fcdo.gov.uk

刘静
 英国国际贸易部教育与技能司中国区主任
liu.jing@fcdo.gov.uk



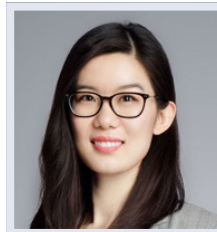
With BA Trade and Economics from Renmin University of China and Msc. Management from London School of Economics, Jing worked in Ernst & Young China and the Culture and Education Section of British Embassy for 15 years before she joined UK Department for International Trade to lead the Education and Skills Team in China. With a wide range of knowledge and strong networks in the international education market in both China and the UK, Jing has a strong track record in helping UK and Chinese education providers to set up partnerships and achieving the best business result by contributing and implementing UK government export and investment strategy in China.

刘静女士于中国人民大学获得贸易经济学学士学位，毕业后就职于世界四大会计师事务所之一的 Ernst & Young 安永会计师事务所，从事金融行业的咨询工作。之后赴伦敦政治经济学院 London School of Economics 继续深造，获得管理学硕士学位。回国后，刘静女士加入英国驻华大使馆文化教育处工作，拥有超过 15 年的国际教育行业经验。2015 年 8 月加入英国国际贸易部，现任英国国际贸易部教育及技能司中国区主任，致力于帮助中国政府、企业、院校和其他相关机构引进优质英国教育资源和合作伙伴以及寻找赴英投资机会。

China 中国

Xiaojing Wang
Deputy Head of Education and Skills (China)
Department for International Trade
wang.xiaojing@fcdo.gov.uk

王晓静
英国国际贸易部教育与技能司中国区副主任
wang.xiaojing@fcdo.gov.uk



Wang Xiaojing is the Deputy Head of Education and Skills (China) at the Department for International Trade (DIT) based in the British Embassy Beijing. Since 2016, Xiaojing has dedicated to support the cooperation between the UK and China in early years education, both on policy level and on commercial angle. In the past three years, Xiaojing has worked on G2G collaboration between Ministry of Education and UK Department for International Trade and UK Department for Education on early years teacher training, and has been actively working with Ministry of Human Resource and Social Securities on early years talent training. Commercially, Xiaojing helped leverage the UK stakeholders of these sectors' presence in China, and has supported multiple business cooperation between British and Chinese stakeholders. With a rich sector knowledge and experience, Xiaojing will continue to support Government to Government and Business to Business cooperation between China and the UK. Xiaojing has a Bachelor's degree in Business Administration from Beijing Jiaotong University, Master's Degree on Translation and Interpretation in Public Sectors from University of Alcalá of Spain, and currently is an MBA candidate at the National School of Development at Peking University and University College London.

王晓静于 2016 年加入英国驻华大使馆英国国际贸易部教育技能司，担任英国国际贸易部教育与技能司中国区副主任。在过去几年中，她致力于推动中英双方在英语领域及学前教育领域政府间及企业间的合作。在政府合作层面，王晓静女士参与推动了英国国际贸易部及英国教育部与中国教育部在学前教育教师培训方面的合作。2018 年 2 月英国首相访华期间，在英国首相及中国总理的见证下，中国教育部与英国国际贸易部签订了学前教育教师培训合作备忘录。同时，在商贸层面，王晓静女士助力中英双方社会民间力量进行对话，共同发现合作机遇。迄今为止，中英社会民间力量在学前教育领域的合作已遍布十三个省市。基于其在学前教育领域及英语教育的丰富经验，未来她会进一步协助中英双方政府之间及企业之间在这两个领域的广泛沟通及合作。王晓静于北京交通大学获得管理学学位、西班牙阿尔卡拉大学获得公共领域翻译学硕士学位、目前为伦敦大学学院及北大国家发展研究院联合 MBA 学员。

China 中国

Elaine Gao
Senior Trade and Investment Officer of Education and Skills (China)
Department for International Trade
elaine.gao@fcdo.gov.uk

高竹林
英国国际贸易部教育与技能司高级投资贸易官员
elaine.gao@fcdo.gov.uk



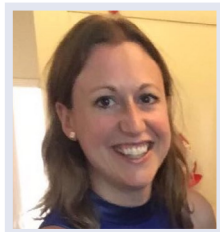
Elaine Gao is the Senior Trade and Investment Officer of Education and Skills (China) at the Department for International Trade (DIT) based in the British Consulate-General Chongqing. Since 2012, Elaine has dedicated to support the education cooperation between the UK and China. After joining DIT in 2017, Elaine acting as the regional head of DIT's education sector in Southwest China. Elaine is responsible for broadening and deepening UK-China collaboration and partnerships in six sub-sectors, English, Early Years, K12, TVET, HE and EdTech. She provides strategic direction and oversight to assist education institutions entering Southwest China. With high value-added advice and client management services to support and enhance both new and existing partnerships, Elaine helped to increase the UK market share in the region. Elaine also focus on strengthening the UK's educational operating environment in Southwest China to optimise market access, mitigating business risks, and preparing for future trade deals.

高竹林女士在英国驻重庆总领事馆工作，是英国国际贸易部教育与技能司的高级投资贸易官员。从 2012 年开始，高竹林女士就从事国际交流工作，推动中英两国的教育合作。2017 年加入英国国际贸易部以后，高竹林女士全面负责西南地区的教育工作，关注英语、学前教育、英式学校、职业教育、高等教育以及教育科技六个子领域。她为英国公司提供规划建议，介绍当地市场，协助他们进入中国西南地区。在她的推动下，西南地区英国教育机构的市场占有率已显著提升。高竹林女士也致力于优化西南地区教育行业的营商环境，提高英国公司的市场准入，控制商业风险，为中英贸易的持续扩大做好准备。

UK 英国

Sarah Chidgey
China & Hong Kong Lead, Central and South Asia - Education
Department for International Trade
Sarah.Chidgey@trade.gov.uk

Sarah Chidgey
中国及香港地区、中亚及南亚地区教育部门负责人
英国国际贸易部
Sarah.Chidgey@trade.gov.uk



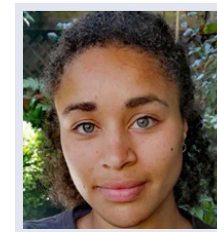
Sarah is China and Hong Kong Lead for the UK education portfolio. In this role Sarah works with UK providers in a number of education sub-sectors, helping them better understand the opportunities in China and Hong Kong, in order to grow their international presence and promote UK education excellence globally. Sarah has worked in a wide range of UK civil service roles in Whitehall (and in Wales) since 2008, having previously worked for the Ministry of Justice, Department for Work and Pensions, the Wales Office and Her Majesty's Revenue and Customs before moving to the Department for International Trade in 2017. Prior to joining the UK civil service, Sarah worked for the United Nations World Food Programme in Rome, and a private sector public affairs company named DeHavilland, which focuses on parliamentary and political reporting. Sarah holds an undergraduate degree in social anthropology from King's College, Cambridge University and a postgraduate degree in international development from Birkbeck, University of London.

Sarah 是英国国际贸易部教育与技能司中国大陆和香港地区负责人。Sarah 与英国教育机构在多个教育子领域深入交流，帮助他们更好地了解中国大陆和香港地区的机会，发展他们的国际业务，并在全球范围内推广英国优质教育。自 2008 年以来，Sarah 在英国政府内担任过多个公务员职务。她此前曾在司法部、就业和养老金部、威尔士办公室和英国税务与海关总署工作，2017 年转入国际贸易部。在加入英国公务员队伍之前，Sarah 曾在位于罗马的联合国世界粮食计划署以及一家名为 DeHavilland 的私营公司工作。Sarah 供职的政府事务部专注于议会和政治报道。Sarah 拥有剑桥大学国王学院社会人类学本科学位和伦敦大学伯克贝克学院国际发展硕士学位。

UK 英国

Amy Pritchard
Programme & Delivery Manager - China & Hong Kong, Central and South Asia – Education
Department for International Trade
amy.pritchard@trade.gov.uk

Amy Pritchard
中国及香港地区、中亚及南亚地区教育部门项目及交付经理
英国国际贸易部
amy.pritchard@trade.gov.uk



Amy works in the Education Team at the Department for International Trade in London, covering China, Hong Kong, Central Asia and South Asia. Amy has previously worked on the UK government's Covid-19 response in the Cabinet Office and the Department for Business, Energy and Industrial Strategy. She also spent a year and half at the Department for Exiting the European Union, where she account-managed UK tech businesses and worked with European embassies in London to help businesses and EU citizens living in the UK prepare for Brexit.

Prior to joining the Civil Service, Amy completed her degree in Chinese and Spanish at the University of Edinburgh, the third year of which was spent at Fudan University, Shanghai and Zhejiang University in Hangzhou, China.

Amy 在英国国际贸易部教育与技能司的伦敦总部工作，业务覆盖中国大陆和香港地区、中亚和南亚。Amy 此前曾在内阁办公室以及商业、能源和工业战略部参与英国政府的新冠肺炎应对工作。她还在脱欧部工作了一年半，负责管理英国的科技企业，并与欧洲驻伦敦各大使馆对接，帮助在英国生活的企业和欧盟公民为英国脱欧做好准备。

在加入公务员队伍之前，Amy 在爱丁堡大学完成了中文和西班牙语的学习，在大学第三年，她还来到中国，在上海的复旦大学和杭州的浙江大学交换学习。

