

China Vocational Training Market Report, 2008

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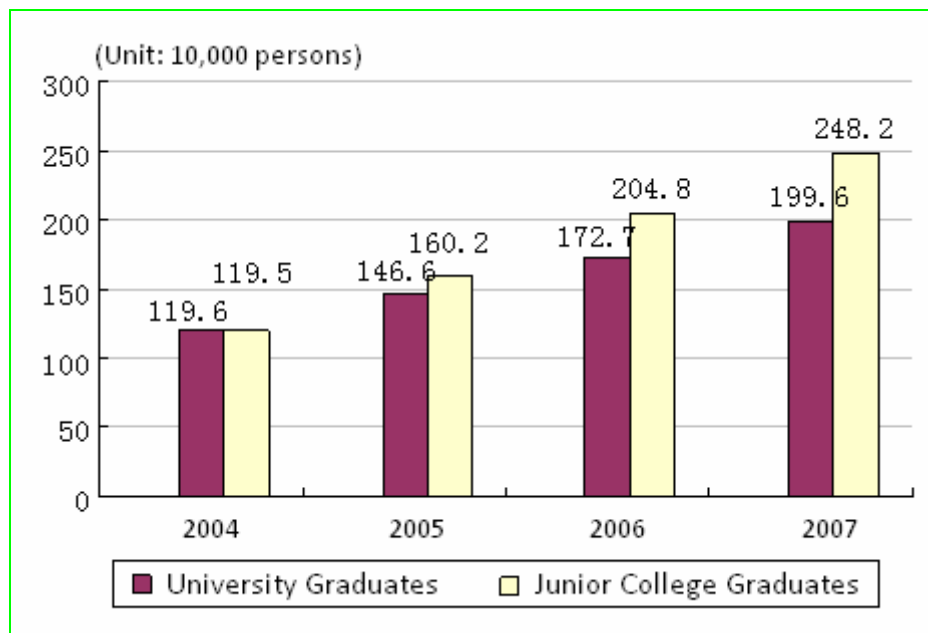
China Vocational Training Market

Overview

The industrialized vocational training in China consists mainly of language training, IT training, administrative training, finance training, accounting training, and legal training.

In China, the number of higher-education graduates has been growing fast. In 2004, the figure registered merely 2.5 million graduates, but it rose to 4.95 million ones in 2007. Since great competitive pressure from employment and the shortage of qualified professional talents for enterprises, the demand and supply is hardly in balance, thus resulting in the great demand of graduates for further education.

Quantity of University Graduates & Junior College Graduates in China, 2004-2007



Source: ResearchInChina

The elements such as the regard on education, employment pressure, the enforcement of the qualification authenticating system, as well as the loose policies for school running, etc provide huge opportunities for education training market. The development of Internet conduces to the extension of education training to the online service. And, the distance education, corporate training and the providing of channels began to emerge in China.

APTECH of Beida Jade Bird Group

Company Profile

Beida Jade Bird Group was founded on November 19, 1994 and is a large-scale state-controlled high-tech enterprise affiliated to Beijing University.

Operations

In 2005, APTECH of Beida Jade Bird Group gained the sales income of RMB 850 million, increasing 77% than 2004. In 2007, it achieved RMB 1.77 billion, up 41.6%, which made it take the first position in the market.

Development Strategies

Franchising Strategy: Beida Jade Bird adopts franchising strategy. As of the end of 2007, Beida Jade Bird had 227 training centers, of which 5 were direct centers and 172 were franchise centers. In 2007, franchise centers contributed 94.6% to the revenue of Beida Jade Bird, that is, 200 franchise centers gained RMB 1.674 billion as income, which means each center achieved RMB 6, 976, 75.

Market Expansion through Cooperation with Colleges and Universities: As of the end of 2007, Beida Jade Bird had cooperated with 450 colleges and universities, increasing by 189 than in 2006.

Investment: Beida Jade Bird Group has billions for investment. At the end of August, 2007, Jade Bird and Yamazaki who is the former director of Goldman Sachs set up Asia Mutual Fund in Tokyo jointly. In September of 2007, Jade Bird set up Investment Fund to invest in unlisted stocks in Japan, in order to raise about JPY 3,000 billion from Japanese institutional investors and utility companies in 5 years. In November 2006 and July 2007, Crescent Point Group invested in Jade Bird.

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