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Appendices

A Technical Research Report on
The Development of Hong Kong as
A Regional Education Hub

The Hong Kong Institute of Education
香 港 教 育 學 院

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Appendix A1

Interview guides for local policy makers /service providers/ potential partners (consulate)

A. Introduction: partnership experiences

    a. Could you share with us your experiences with overseas institutions in offering higher education in your country?

    b. What are some of the benefits and challenges when partnering up with other overseas universities to offer higher education in your country?

    c. What areas of study and academic degrees are you interested in developing with overseas institutions?

B. Students and programmes in the target markets

    a. What are the most popular programs (e.g diploma, degree, etc.) and study areas in demands for local students for overseas higher education?

    b. What is your clientele?

    c. Which countries are your preferred choices of partnership?   Why and why not?

    d. Compared to other countries e.g. UK, Australia, US(?), and Singapore, what are some of the advantages and concerns of partnering up with Hong Kong universities in offering higher education in your country?

    e. What are the major reasons for students studying overseas? (This provides another sources of data to understand the overall reasons, please refer to the student survey)

    f. What are the major factors that hinder students to pursue study overseas? How do the local agents and government offices can help to overcome? (This can help to understand the overall and non-personal level factors)

C. Understanding HK higher education

    a. How well do you understand about HK higher education?

    b. How attractive and renowned is Hong Kong higher education (both inbound and outbound) to local students?

    c. What are the niches and weaknesses of Hong Kong higher education if provided to your local students?

D. Factors that facilitate and hinders the provision of HK higher education services

What are the major factors at the policy level, operational level, that may hinder or facilitate (1) students to pursue study in Hong Kong; (2) students to take HK higher education programmes locally at home city;   and (3) the partnership between the local agent and HK higher education providers to support student to pursue HK higher education programmes ?

- How can the partnership with the local agents or local government offices help to address the above difficulties and constraints?

E. Promotion strategies of HK higher education services

a. What do you think are the most effective strategies for promoting Hong Kong higher education services to local students, parents and schools?

b. What kinds of support can the local government offices or other agents help to promote HK higher education?

c. What can be done (and by whom) to make Hong Kong a more attractive place to study?

d. Would you give some examples of successful strategies used before (Success stories (case study)?

(ask for some printed information or web-site information)

Interview guides for local service providers (Hong Kong)/potential partners/policy makers

A. Students and programmes in the target markets
    a.   What are the most popular programs (e.g. diploma, degree, etc.) and study areas in demands for overseas students?

    b.   Which of them are non-government subsidized programmes?

    c.   What is your clientele? What are the populations of the overseas students who are not from Mainland China, and currently enrolling your programmes?

    d.   How do you attract overseas students to study in your institute?
        i. Are they provided with scholarship?
      ii. Are they also funded by UGC?
    iii. Are they offered with part-time job (TA/RA) at the campus?
    iv. Are they provided with any personal support? (e.g. language, food, social and culture life in Hong Kong etc.)

    e.   Have you had any overseas office / agents to promote your programme? If yes, can you tell me some of your experiences?

    f.   What do you think are the major reasons for overseas students studying higher education in Hong Kong?

    g.   What are the major factors that hinder overseas students to pursue higher education in Hong Kong?

    h.   How can the overseas agents/ providers and /or HK government offices help to overcome the hindrance? (e.g. providing part-time job, student loan)

B. Introduction: partnership experiences
    a.   Could you share with us your experiences with overseas institutions in offering higher education in Hong Kong or overseas countries?

    b.   What are some of the benefits and challenges when partnering up with other overseas universities to offer higher education?

    c.   What areas of study and academic degrees are you interested in developing (with overseas institutes) to attract overseas students?

C. Promotion strategies of HK higher education services
    a.   What do you think are the most effective strategies for promoting Hong Kong higher education services to overseas students, parents and schools?

    b.   What kinds of support can the Hong Kong government offices or overseas agents and Hong Kong service providers/ government help to promote HK higher education?

    c.   What can be done (and by whom) to make Hong Kong a more attractive place to study?

    d.   Would you give some examples of successful strategies used before (Success stories, case study)?

    e.   Can you introduce to us some of the students from India, Indonesia and Malaysia (or from other Asian countries) so that we can arrange individual or focus group interviews with them?

    f.   As far as you know, is there any alumni formed among these overseas students?

Inbound student interview

We are a team of faculty members at the Department of Educational Policy and Administration of the Hong Kong Institute of Education. We are currently commissioned by the Hong Kong Trade Development Council to conduct a research that helps promote Hong Kong's higher education services to overseas students. As you are currently studying higher education in Hong Kong, we would like to invite you to answer the following questions. The information collected will be kept **strictly confidential** and will remain **anonymous**.

Your help is much appreciated!
_____

(A)

1. Please introduce yourself to us. (Where do you come from? which institute are you studying now in HK? what programme are you studying and in what year now, etc.)

2. Why do you choose to study in HK (in comparison with home country and other foreign countries)? Do you have any friends or relatives studying in Hong Kong now?) / What are the main reasons for your pursuing higher education in Hong Kong?

3. The decision of studying higher education in Hong Kong is made

   □ Jointly by parents/guardians and the student concerned
   □ Solely by parents/guardians
   □ Solely by student concerned
   □ Others, please specify _____

4. Before you first came to Hong Kong, how much did you know about higher education in Hong Kong?

5. Through what types of channels have you found out about Hong Kong higher education?

   □ Internet
   □ Television
   □ Newspaper
   □ Magazines
   □ Exhibition
   □ Education agents
   □ Others, please specify _____

6. Among these channels, what do you think are the most effective one(s)?

7. What is your overall impression of promotional activities of Hong Kong higher education in your country?

8. With whom have you consulted when planning studying in Hong Kong?

   □ Parents/Guardians
   □ Teachers
   □ Agents of international education
   □ International education office of Ministry of Education
   □ Representatives of Hong Kong education providers at education fairs
   □ Others, please specify _____

(B)

9. Considering your experiences in Hong Kong, will you recommend your friends/relatives to come to study higher education in Hong Kong?   Why and why not?

10. What are your main challenges/hindrance of studying in HK?

11. Which of the following financial assistantship you are now receiving for your study in Hong Kong?

   □ Scholarship
   □ Low-interest loan
   □ Assistantship/Part-time job
   □ I don't need assistantship
   □ Others: _____

12. What are your suggestions to make HK higher education more attractive to students in your country?

13. Do you have anything else related to the studying in Hong Kong that you would like to share with us?

-Thank You-

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Interview guides (for competitors)

We are faculty members of the Hong Kong Institute of Education, Hong Kong. We are currently commissioned by the Hong Kong Trade Development Council to conduct a research that helps to promote international collaboration on provision of Hong Kong's higher education services outside Mainland China.

Thank you very much for accepting our interview invitation. The below are some of the key questions we would like to understand and discuss with you:

A. Experiences in offering higher education overseas

1. Could you share with us your experiences in offering higher education to other countries?

2. What are some of the benefits and challenges to offer higher education to other countries?

3. What areas of study and academic degrees are you interested in offering to overseas students?

B. Students and programmes

1. What are the most popular programs (e.g diploma, degree, etc.) and study areas in demands for overseas students?

2. What are the main characteristics of the overseas students who are likely to pursue higher education in your country?

3. Which countries are your preferred choices of partnership or providing overseas higher education?   Why?

4. What are the major reasons for students studying in your country?

5. What are the major factors that hinder students to pursue study in your country? How do the local agents, and government offices, and service providers/government can help to overcome these obstacles?

C. Understanding higher education in your country

1. How well do overseas students understand about higher education in your country?

2. How attractive and renowned is higher education in your country (both inbound and outbound) to overseas students?

3. What are the niches and weaknesses of your higher education if provided to your overseas students?

D. Factors that facilitate and hinders the provision of your higher education services

1. What are the major factors at the policy level, operational level, that may hinder or facilitate:

    a. Students to pursue study in your country?

  b. Students to take your higher education programmes locally at home city?

  c. The partnership between the local agent and your higher education providers to support student to pursue higher education programmes in your country?

2. How can the partnership with the local agents or local government offices and service providers/government help to address the above difficulties and constraints?

E. Promotion strategies of your education services

1. What do you think are the most effective strategies for promoting your higher education services to overseas students, parents and schools?

2. What kinds of support can the local government offices or other agents and service providers/government help to promote higher education in your country?

3. What can be done (and by whom) to make your country a more attractive place to study?

4. Would you give some examples of successful strategies used before (Success stories (case study) in promoting overseas higher education to overseas students?

(End)

Interview with the Immigration Department representative

July 2007, prepared by the HKIEd Project Team

We are faculty members of the Hong Kong Institute of Education. We are currently commissioned by the Hong Kong Trade Development Council to conduct a research that helps promote Hong Kong's higher education to overseas students.

Thank you very much for accepting our interview invitation. The purpose of the interview is to seek understanding of the issues related to the education hub policy. Your participation in the interview will greatly contribute to knowledge that will further facilitate our undertaking of the research project, which will benefit the future development of higher education in Hong Kong.

Below are the key questions we would like to understand and discuss with you.

A. Immigration policy on education

1. With respect to the current immigration policy on education, what are the facilitators and barriers to the export of higher education services to overseas countries (especially with respect to the potential markets of India, Indonesia, and Malaysia)?

   o Entry arrangements

   o Extension of stay

   o Change of educational institutions and programmes, and termination of study

   o Condition of stay, employment during course and after completion of studies

   o Entry of dependants, and related extension of stay

B. The education hub policy

1. What is the Immigration Department's role / plan in connection of the promotion of Hong Kong higher education sector to serve as "the education hub of the region"?

2. At the system level, how is the Immigration Department's work related to / coordinate with other parties, e.g. higher education providers, policy and executive bodies like the University Grants Committee, the Education Bureau, the Trade Development Council, other relevant bodies, etc in promoting the Hong Kong higher education sector to serve as "the education hub of the region"?

3. At the system level, which policies / mechanisms, etc need to be initiated / changed to support the Education Hub Policy? Which aspects of the immigration policy (e.g. immigration policy on education, policy on quality migrants, etc) may need to be changed to support the Education Hub Policy?

C. Promotion strategies of HK higher education services

1. What do you think are the most effective strategies for promoting Hong Kong higher education services to overseas students, parents and schools?

2. What kinds of support can the Hong Kong government offices or overseas

agents and Hong Kong service providers/ government help to promote Hong Kong higher education?

3. What can be done (and by whom) to make Hong Kong a more attractive place to study?

4. What role can the Immigration Department play in the promotion of Hong Kong higher education services to overseas markets?

Interview with the Trade Development Council representative

July 2007, prepared by the HKIEd Project Team

We are faculty members of the Hong Kong Institute of Education. We are currently commissioned by the Hong Kong Trade Development Council to conduct a research that helps promote Hong Kong's higher education to overseas students.

Thank you very much for accepting our interview invitation. The purpose of the interview is to seek understanding of the issues related to the education hub policy. Your participation in the interview will greatly contribute to knowledge that will further facilitate our undertaking of the research project, which will benefit the future development of higher education in Hong Kong.

Below are the key questions we would like to understand and discuss with you.

A. The education hub policy

1. What is the Trade Development Council's role / plan in connection of the promotion of Hong Kong higher education sector to serve as "the education hub of the region"?

2. At the system level, how is the Trade Development Council's work related to / co-ordinated with other parties, e.g. higher education providers, policy and executive bodies like the University Grants Committee, the Education Bureau, the Immigration Department, other relevant bodies, etc in promoting the Hong Kong higher education sector to serve as "the education hub of the region"?

B. Promotion strategies of HK higher education services

1. What do you think are the most effective strategies for promoting Hong Kong higher education services to overseas students, parents and schools?

2. What role can the Trade Development Council play in the promotion of Hong Kong higher education services to overseas markets?

Interview with UGC representative

July 2007, prepared by the HKIEd Project Team

We are faculty members of the Hong Kong Institute of Education. We are currently commissioned by the Hong Kong Trade Development Council to conduct a research that helps promote Hong Kong's higher education to overseas students.

Thank you very much for accepting our interview invitation. The purpose of the interview is to seek understanding of the issues related to the education hub policy. Your participation in the interview will greatly contribute to knowledge that will further facilitate our undertaking of the research project, which will benefit the future development of higher education in Hong Kong.

Below are the key questions we would like to understand and discuss with you. Apart from the interview, we would also like to seek your help with providing statistics on non-local students with reference to Appendix 1.

Key interview questions

A. The education hub policy

"The UGC sees the Hong Kong higher education sector serving as "the education hub of the region" driving forward the economic and social development of Hong Kong, in the context of our unique relationship with Mainland China and the region." (Extracts from UGC website)

"…the UGC has come to the conclusion that the whole of Hong Kong's higher education sector should be viewed as one force in the regional and international higher education arena. The whole of the higher education sector should seek to achieve the goal of developing Hong Kong into the education hub of the region. Each institution should contribute to this endeavor in its own differing and unique way and in a complementary manner." (Extracts from UGC 2004 document "Hong Kong Higher Education, To Make a Difference, To Move with the Times")

1. What is the aim of the Education Hub Policy?

2. One aspect of the Education Hub Policy is admission of overseas students. What is the current policy / mechanism on admission of overseas students in the Hong Kong higher education sector? (E.g. different types of degree programmes, funding policy, allocation of places, etc)? Will there be a change in this policy / mechanism in the near future?

3. What are the incentives for higher education providers to contribute to the Education Hub Policy?

4. What are the difficulties in initiating and promoting the Education Hub Policy?

5. What is the UGC's role / the UGC's plan in promoting the Hong Kong higher education sector to serve as "the education hub of the region"?

6. At the system level, how is the UGC's work related to / co-ordinated with other parties, e.g. higher education providers, policy and executive bodies like the EDB, the Immigration Department, the Trade Development Council, other relevant bodies, etc in promoting Hong Kong higher education sector to serve as "the education hub of the region"?

7. At the system level, which policies / mechanisms, etc need to be initiated / changed to support the Education Hub Policy?

B. Promotion strategies of HK higher education services

1. What do you think are the most effective strategies for promoting Hong Kong higher education services to overseas students, parents and schools?

2. What kinds of support can the Hong Kong government offices or overseas agents and Hong Kong service providers/ government help to promote Hong Kong higher education?

3. What can be done (and by whom) to make Hong Kong a more attractive place to study?

4. What role can the UGC play in the promotion of Hong Kong higher education services to overseas markets?

C. Students and programmes in the target markets

1. What are the most popular programmes (e.g. diploma, degree, etc.) and study areas in demands for overseas students?

2. What do you think are the major reasons for overseas students studying higher education in Hong Kong?

3. What are the major factors that hinder overseas students to pursue higher education in Hong Kong?

4. What are the features of the Hong Kong higher education programmes that successfully attract overseas students?

5. What are the strengths and weaknesses of Hong Kong higher education programmes as compared to programmes in Australia, Singapore and the UK in attracting overseas students?

6. What do you think about India, Indonesia and Malaysia as potential markets for the export of Hong Kong higher education services? How about other potential markets?

Interview with the Education Bureau (EDB)

July 2007, prepared by the HKIEd Project Team

We are faculty members of the Hong Kong Institute of Education.   We are currently commissioned by the Hong Kong Trade Development Council to conduct a research that helps promote Hong Kong's higher education to overseas students.

Thank you very much for accepting our interview invitation.   The purpose of the interview is to seek understanding of the issues related to the education hub policy. Your participation in the interview will greatly contribute to knowledge that will further facilitate our undertaking of the research project, which will benefit the future development of higher education in Hong Kong.

Below are the key questions we would like to understand and discuss with you.

A. The Education Hub Policy

1. What is the aim of the Education Hub Policy?

2. What is the EDB's role / the EDB's plan in promoting Hong Kong higher education sector to serve as "the education hub of the region"?

3. What are the incentives for higher education providers to contribute to the Education Hub Policy?

4. What are the difficulties in initiating and promoting the Education Hub Policy?

5. At the system level, how is the EDB's work related to / co-ordinated with other parties, e.g. higher education providers, policy and executive bodies like the UGC, the Immigration Department, the Trade Development Council, other relevant bodies, etc in promoting the Hong Kong higher education sector to serve as "the education hub of the region"?

6. At the system level, which policies / mechanisms, etc need to be initiated / changed to support the Education Hub Policy?

B. Promotion strategies of HK higher education services

1. What do you think are the most effective strategies for promoting Hong Kong higher education services to overseas students, parents and schools?

2. What kinds of support can the Hong Kong government offices or overseas agents and Hong Kong service providers/ government help to promote Hong Kong higher education?

3. What can be done (and by whom) to make Hong Kong a more attractive place to study?

4. What role can the EMB play in the promotion of Hong Kong higher education services to overseas markets?

C. Students and programmes in the target markets

1. What are the most popular programmes (e.g. diploma, degree, etc.) and study areas in demands for overseas students?

2.	What do you think are the major reasons for overseas students studying higher education in Hong Kong?

3.	What are the major factors that hinder overseas students to pursue higher education in Hong Kong?

4.	What are the features of the Hong Kong higher education programmes that successfully attract overseas students?

5.	What are the strengths and weaknesses of Hong Kong higher education programmes as compared to programmes in Australia, Singapore and the UK in attracting overseas students?

6.	What do you think about India, Indonesia and Malaysia as potential markets for the export of Hong Kong higher education services? How about other potential markets?

Interview with HUCOM Standing Committee on Internationalization

August / September 2007, prepared by the HKIEd Project Team

We are faculty members of the Hong Kong Institute of Education. We are currently commissioned by the Hong Kong Trade Development Council to conduct a research that helps promote Hong Kong's higher education to overseas students.

Thank you very much for accepting our interview invitation. The purpose of the interview is to seek understanding of the issues related to the education hub policy. Your participation in the interview will greatly contribute to knowledge that will further facilitate our undertaking of the research project, which will benefit the future development of higher education in Hong Kong.

Below are the key questions we would like to understand and discuss with you.

A. Internationalization, education hub and export of higher education services

1. What is the view of HUCOM Standing Committee on Internationalization (hereafter, the Committee) on internationalization, the Education Hub policy and export of higher education services in Hong Kong?

2. What is the purpose of setting up the Committee? Structurally how is it related to higher education providers and other relevant policy & executive bodies, e.g. the inter-bureau steering committee chaired by the Chief Secretary for Administration, the UGC, the Education Bureau, the Immigration Department, the Trade Development Council, etc? How do you see its operation at this stage?

3. What are the short-term and long-term goals of the Committee?

4. What is the Committee's role in promoting Hong Kong higher education sector to serve as "the education hub of the region"?

5. What is the Committee's view on the roles and responsibilities of different higher education providers in Hong Kong with regard to the Education Hub Policy?

6. What are the incentives for higher education providers to contribute to the Education Hub Policy?

7. What are the difficulties in initiating and promoting the Education Hub Policy?

8. At the system level, which policies / mechanisms, etc need to be initiated / changed to support the Education Hub Policy?

B. Promotion strategies of HK higher education services

1. What do you think are the most effective strategies for promoting Hong Kong higher education services to overseas students, parents and schools?

2. What kinds of support can the Hong Kong government offices or overseas agents and Hong Kong service providers/ government help to promote Hong Kong higher education?

3. What can be done (and by whom) to make Hong Kong a more attractive place to study?

C. Students and programmes in the target markets

1. What are the most popular programmes (e.g. diploma, degree, etc.) and study areas in demands for overseas students?

2. What do you think are the major reasons for overseas students studying higher education in Hong Kong?

3. What are the major factors that hinder overseas students to pursue higher education in Hong Kong?

4. What are the features of the Hong Kong higher education programmes that successfully attract overseas students?   Can you suggest examples of these programmes?

5. What are the strengths and weaknesses of Hong Kong higher education programmes as compared to programmes in Australia, Singapore and the UK in attracting overseas students?

6. What do you think about India, Indonesia and Malaysia as potential markets for the export of Hong Kong higher education services?   How about other potential markets?

Interview with the Malaysia Vice Consul (Consular)

We are faculty members of the Hong Kong Institute of Education, Hong Kong. We are currently commissioned by the Hong Kong Trade Development Council to conduct a research that helps to promote international collaboration on provision of Hong Kong's higher education services outside Mainland China. Malaysia is one of our target areas.

Thank you very much for accepting our interview invitation. Below are some of the key questions we would like to understand and discuss with you.

A. Malaysian education system and Malaysian students in Hong Kong

1. Please introduce briefly the population structure of Malaysia, Malaysian school education and higher education system.

2. What is the current situation of Malaysian students studying in higher education in Hong Kong? (e.g. number of students, programmes undertaking , mode of finance etc.)

B. Students and programmes

1. What are the major reasons for Malaysian students studying overseas? Which countries are the most popular choice for them?

2. What are the main characteristics of the Malaysian students who are likely to pursue higher education overseas?

3. What are the most popular programs (e.g. diploma, degree, etc.) and study areas in demands for Malaysian students for overseas higher education?

4. When Malaysian students complete their overseas studies, will they start their career in Malaysia or elsewhere in the world?   Are overseas qualifications well-recognized in Malaysia for employment in public and private sectors?

C. Understanding HK higher education

1. How well do Malaysian parents and students understand about Hong Kong higher education?
2. How attractive and renowned is Hong Kong higher education to Malaysian students?

3. What are the niches and weaknesses of Hong Kong higher education if provided to Malaysian students?

4. Compared to other countries e.g. UK, Australia, US, and Singapore, what are the advantages and concerns / difficulties for Malaysian students to pursue overseas studies in Hong Kong?

D. Factors that facilitate and hinder the provision of Hong Kong higher education services to Malaysian students

1. What are the major factors at the policy level, operational level, that may hinder or facilitate:

    a. Malaysian students to pursue studies in Hong Kong?

    b. Malaysian students to take Hong Kong higher education programmes locally at home city?

2. How can the partnership between the Malaysian agents or Malaysian government offices and Hong Kong service providers/government help to address the above difficulties and constraints?

E. Promotion strategies of Hong Kong higher education services in Malaysia

1. What do you think are the most effective strategies for promoting Hong Kong higher education services to Malaysian students, parents and schools?

2. What kinds of support can the Malaysian government offices or other agents and Hong Kong service providers/government provide to promote Hong Kong higher education?

3. What can be done (and by whom) to make Hong Kong a more attractive place to study for Malaysian students?

4. Would you give some examples of successful strategies used before (Success stories (case study) in promoting overseas higher education to Malaysian students?

<u>Interview with Policy Makers and School Principals in Malaysia</u>

We are faculty members of the Hong Kong Institute of Education, Hong Kong. We are currently commissioned by the Hong Kong Trade Development Council to conduct a research that helps to promote international collaboration on provision of Hong Kong's higher education services outside Mainland China. Malaysia is one of our studied areas.

Thank you very much for accepting our interview invitation. The below are some of the key questions we would like to understand and discuss with you:

A. Partnership experiences

1. Could you share with us your experiences or views on working with overseas institutions in offering higher education in your country?

2. What are some of the benefits and challenges when working with other overseas universities (particularly those from Hong Kong) to offer higher education in your country?

3. What areas of study and academic degrees are you interested in working with overseas institutions?

B. Students and programmes

1. What are the most popular programs (e.g diploma, degree, etc.) and study areas in demands for local students for overseas higher education?

2. What are the main characteristics of the local students who are likely to pursue higher education overseas?

3. Which countries are your preferred choices of partnership or providing oversea higher education?   Why?   What about Hong Kong?

4. Compared to other countries e.g. UK, Australia, US(?), and Singapore, what are some of the advantages and concerns if   working or partnering up with Hong Kong universities in offering higher education in your country?

5. What are the major reasons for students studying overseas?

6. What are the major factors that hinder students to pursue study overseas? How do the local agents and government offices and Hong Kong service providers/government can help to overcome?

C. Understanding HK higher education

1. How well do you understand about HK higher education?

2. How attractive and renowned is Hong Kong higher education (both inbound and outbound) to local students?

3. What are the niches and weaknesses of Hong Kong higher education if provided to your local students?

D. Factors that facilitate and hinders the provision of HK higher education services

1. What are the major factors at the policy level, operational level, that may hinder or facilitate:

   a. Students to pursue study in Hong Kong?

   b. Students to take HK higher education programmes locally at home city?

   c. The partnership between the local agent and HK higher education providers to support student to pursue HK higher education programmes?

2. How can the partnership with the local agents or local government offices and Hong Kong service providers/government help to address the above difficulties and constraints?

E. Promotion strategies of HK higher education services

1. What do you think are the most effective strategies for promoting Hong Kong higher education services to local students, parents and schools?

2. What kinds of support can the local government offices or other agents and Hong Kong service providers/government help to promote HK higher education?

3. What can be done (and by whom) to make Hong Kong a more attractive place to study?

4. Would you give some examples of successful strategies used before (Success stories (case study) in promoting overseas higher education to local students?

(End)

<div align="right">**Appendix A 2**</div>

Hong Kong student questionnaire

We are a team of faculty members at the Department of Educational Policy and Administration of the Hong Kong Institute of Education. We are currently commissioned by the Hong Kong Trade Development Council to conduct a research that helps promote Hong Kong's higher education services to overseas students.   As you are currently studying higher education in Hong Kong, we would like to invite you to answer the following questions. The information collected will be kept strictly confidential and will remain anonymous.
Your help is much appreciated!

Please tick or fill in the answer(s) where appropriate

1. What kind of degree are you pursuing in Hong Kong?

① Sub-degree or diploma	② Undergraduate	③ Master's	④ Doctorate	Others _____

2. What is your area of study of Hong Kong higher education?

  □ Biological Sciences;
  □ Medicine, Dentistry, & Health Sciences;
  □ Physical Sciences (e.g. Physics, chemistry, mathematics, etc)
  □ Electrical & Electronic Engineering;
  □ Computer Sciences/ Information technology;
  □ Engineering;
  □ Civil Engineering, Surveying, Building, and Construction;
  □ Law;
  □ Business Studies & Economics (e.g. finance, accounting, etc)
  □ Social Sciences (e.g. psychology, political science, sociology, etc)
  □ Humanities (e.g. Literature, language, history, etc)
  □ Creative Arts, Performing Arts & Design;
  □ Education (incl. physical education)
  □ Others, please specify: _____

3. Do you have any friends or relatives studying in Hong Kong now?
    ① Yes   ②   No

4. What are the main reasons for your pursuing higher education in Hong Kong?
   (Please choose three of the following)

  □ To have better job opportunities in Hong Kong
  □ To have better job opportunities in my home country and other countries
  □ To have opportunity to immigrate to Hong Kong
  □ To broaden your international horizons and experiences
  □ To learn more about advanced knowledge and technology
  □ To have better language environment
  □ To have better learning environment (such as facilities, social, cultural, etc)
  □ Too competitive in getting a place in a good local university in my home country
  □ Affordable cost
  □ To meet my parents' expectations
  □ To be my important personal goal
  □ To be less stressful in studying overseas
  □ Others, please specify: _____

5. Before you first came to Hong Kong, how much did you know about higher education in Hong Kong?

① Very well	② Fairly well	③ Adequate	④ Little	⑤ Very little

6. What are your main challenges/hindrance of studying in HK?
   (Please choose three of the following)

   □ Lack of information about Hong Kong higher education in my home country
   □ Higher education in Hong Kong may not be so attractive and advanced
   □ May not have better job opportunities in Hong Kong
   □ May not have better job opportunities in my home country and other countries
   □ May not have opportunity to immigrate to Hong Kong
   □ The total cost of studying is too expensive
   □ Language is a barrier for me to study in Hong Kong
   □ The social/ cultural environment is not appropriate for me
   □ I am not getting used to the food in Hong Kong
   □ Academic credentials earned in HK may not be recognized in my country
   □ It is not my parents' expectation
   □ It is not my personal goal
   □ It is too stressful in studying in Hong Kong
   □ Others, please specify: _____

7. Which of the following financial assistantship you are now receiving for your study in Hong Kong?

   □ Scholarship
   □ Low-interest loan
   □ Assistantship/Part-time job
   □ I don't need assistantship
   □ Others: _____

8. Considering your experiences in Hong Kong, would you recommend your friends/relatives to come to study higher education in Hong Kong?

   ① Yes   ②   No

Why or why not?
_____
_____

9. What is your overall impression of promotional activities of Hong Kong higher education in your country?

   □ Visible   □ Not visible   □ Don't know

10. Through what types of channels have you found out about Hong Kong higher education?

   □ Internet
   □ Television
   □ Newspaper
   □ Magazines
   □ Exhibition
   □ Education agents
   □ Others, please specify _____

11. Among these channels, what do you think are the most effective one(s)?

_____

12. The decision of studying higher education in Hong Kong is made

    □ Jointly by parents/guardians and the student concerned
    □ Solely by parents/guardians
    □ Solely by student concerned
    □ Others, please specify _____

13. With whom would you consult when planning studying in Hong Kong?

    □ Parents/Guardians
    □ Teachers
    □ Agents of international education
    □ International education office of Ministry of Education
    □ Representatives of Hong Kong education providers at education fairs
    □ Others, please specify _____

Personal Information:

1. Your age?	Years Old
2. Your gender? (only for written survey)	① Male ② Female
3. Where are you from?	Country _____City_____
4. Your tuition fee per year	_____
5. Level of study?	_____
6. Program of study?	_____
7. Name of Institution	_____
8. Please check the correct box.	□ Alumni □ Current Student

-Thank You-

☺

List of data collection from local respondents through face-to face interviews (I), focus group interviews (FGI), telephone interviews (TI) and email questionnaires (EQ) as at December 2007

Institutions		
Higher education institution 1 (admission office, undergraduate programme) (I)	Higher education institution 1 (Graduate school) (TI)	Higher education institution 1 (Department of Master in Business Administration (MBA) (I)
Higher education institution 2 (International students and programmes) (I)	Higher education institution 2 (Research Office) (I)	Higher education institution 3 (Associate Vice President, academic affairs) (I)
High education institution 4 (Registrar) (I)	Higher education institution 5 (International Office, Undergraduate). (I)	Higher education institution 5 (Research Office) (I)
Higher education institution 5 (College of Professional and Continuing Education) (I)	Higher education institution 6 (School of Continuous Professional Education) (I)	Higher education institution 6 (Office of Strategic and Academic Planning) (I)
Higher education institution 6 (Centre of International Education) (I)	Higher education institution 6 (Registrar) (I)	Higher education institution 7 (International Office) (I)
Higher education institution 7 (School of Continuing and Professional Education) (I)	Higher education institution 8 (Registrar) (1)	Higher education institution 9 (MBA programme) (I)
Higher education institution 9 (International Office) (I)	Higher education institution 9 (Graduate Office) (I)	Higher education institution 9 (International Office) (I)
Higher education institution 10 (International Office	Higher education institution 11 (Registrar) (I)	
Policy makers/advisers		
Immigration Department (Visa and policy branch) (I)	Education Bureau (Assistant permanent secretary for higher education) (I)	Chairman of Standing Committee on Internationalization, HUCOM (I)
University Grant Committee (EQ & TI)	Trade Development Council (I)	
Consulates		
Malaysia (I)	Indonesia (I)	India (I)
Foreign education services providers (competitors)		
British council (I)	US International institute of education (I)	Australian consulate-general (Education, science and training) (EQ)
Students, Alumni and people concerned from target markets		
A Malaysian alumni of Polytechnic University (I)	Two Chinese Malaysian students at HKIEd (FGI)	One Chinese Indonesian students from undergraduate programmes of CUHK (I)
Four Indian PhD students (3 from HKU and 1 from UST) (FGI)	One PhD student from HKU, a Vice President of an Indonesian University, and Consul of Indonesia Consulate (FGI)	Two students of HKIEd from Mainland China (FGI)
One Indian Faculty member of HKU (I)	One Chinese Indonesian PhD student of Polytechnic University (I)	One Pakistan student from undergraduate programme of HKU (I)
Four Chinese Indonesian students from undergraduate programmes of HKU (FGI)	Three Research Postgraduate students of HKU from India, Malaysia and Indonesia (FGI)	Three Indians students from undergraduate programme of HKU (FGI)
One Chinese Malaysian student from Research postgraduate programmes of HKU (I)	Six Chinese Malaysian students from undergraduate programmes of HKU (FGI)	Two Asian students in Baptist University (FGI)

Code book and references

Code	Name of the organization
HK-H1RE-in	HIE 1 Office of Admissions and Financial Aid
HK-H1MBA-in	HIE 1 MBA programmes
HK-H1PG-inp	HIE 1 Graduate School
HK-H2EX-in	HIE 2 Academic Exchange and Collaboration Office
HK-H2CPE-in	HIE 2 College of Professional and Continuing Education
HK-H2RO-in	HIE 2 Research Office
HK-H3RE-in	HIE 3 Academic Affairs
HK-H4RE-in	HIE 4 Registry
HK-H5INT-in	HIE 5 International Students and Programs
HK-H5PG-in	HIE 5 Postgraduate Studies Administration
HK-H6INT-in	HIE 6 Centre for International Education
HK-H6CPE-in	HIE 6 School of Continuous Progress Education
HK-H6RE-in	HIE 6 Registry
HK-H7INT-in	HIE 7 External Liaison and Cooperation Office
HK-H7CPE-in	HIE 7 School of Continuing and Professional Education
HK-H8RE-in	HIE 8 Registry
HK-H9PG-in	HIE 9 Graduate School
HK-H9MBA-in	HIE 9 Faculty of Business and Economics
HK-H9RE-in	HIE 9 Academic Liaison
HK-H10INT-in	HIE 10 International Office
HK-G1-in	Hong Kong Education Bureau
HK-G2-in	Hong Kong Immigration Department
HK-G4-in	Hong Kong Trade Development Council
HK-G5-in	Hong Kong HUCOM Standing Committee on Internationalization
HK-G3-mq	UGC's reply
HK-S1ID-fgi	1 HIE 9 PhD Indonesian student, counsel general and professor
HK-S2IN-fgi	FGI, Students from 5 Indian students. 4 from HIE 9 and 1 from HIE 5. (RPg)
HK-S3O-fgi	FGI, 2 students from Mainland China from HIE 6 (Associate Degree)
HK-S4ID-in	1 Indonesia Chinese student from HIE 1. (undergraduate)
HK-S5MA-fgi	2 Malaysian Chinese student to be and worker in Hong Kong
HK-S6MA-in	1 Malaysian Alumni from HIE 2 (undergraduate)
HK-S7ID-in	1 Indonesian Chinese PhD student from HIE 2
HK-S8MAIDIN-fgi	1 Malaysian, 1 Indonesian, 1 Indian from HIE 9 PhD students (RPg students)
HK-S9ID-fgi	4 Malaysian undergraduate HIE 9 students
HK-S10MA-in	1 Malaysian MPhil HIE 9 students
HK-S11IN-fgi	3 Indian undergraduate HIE 9 students
HK-S12MA-fgi	5 Malaysian undergraduate HIE 9 students
HK-S13ID-fgi	4 Indonesian undergraduate HIE 9 students
HK-S15O-fgi	1 Singaporean, 1 Kazakhstan from HIE 10
HK-S16IN-fgi	2 Indian MBA students from HIE 9
HK-IN- C1-in	India Consulate
HK-ID- C2-in	Indonesia Consulate
HK-MA-C3-in	Malaysia Consulate

Note: this table is also applicable to appendix C

R1 = HK-H1PG-inp; HK-H10INT-in; HK-H3RE-in
R2 = HK-G1-in
R3 = HK-H6RE-in
R4 = HK-H5INT-in; HK-H6INT-in; HK-H2EX-in
R5 = HK-H8RE-in
R6 = HK-H4RE-in; HK-H8RE-in
R7 = HK-H6CPE-in
R8 = HK-H2CPE-in; HK-H6CPE-in
R9 = HK-H1RE-in; HK-H3RE-in; HK-H4RE-in; HK-H5INT-in; HK-H10INT-in
R10= HK-G5-in
R11= HK-H10INT-in
R12= HK-H5INT-in
R13= HK-H2RO-in; HK-H2EX-in; HK-H9PG-in
R14= HK-H1RE-in; HK-H5INT-in
R15= HK-H1MBA-in; HK-H9MBA-in; HK-H5PG-in
R16= HK-H9MBA-in
R17= HK-H1MBA-in
R18= HK-H5PG-in
R19= HK-ID-E2-in
R20= HK-H1RE-in; HK-H1PG-inp
R21= HK-H2EX-in; HK-H7INT-in; HK-H10INT-in
R22= HK-H2CPE-in; HK-H3RE-in; HK-H8RE-in; HK-H10INT-in
R23= HK-H2RO-in
R24= HK-H9PG-in

<u>References</u>

R1= HK-H2EX-in; HK-H3RE-in; HK-H10INT-in
R2= HK-H1RE-in; HK-H1PG-inp; HK-H2EX-in; HK-H2RO-in; HK-H3RE-in;
HK-H5PG-in; HK-H6INT-in; HK-H9RE-in; HK-H9PG-in
R3= HK-H2RO-in; HK-G3-mq
R4= HK-H1RE-in; HK-H1MBA-in; HK-H2EX-in; HK-H5INT-in; HK-H5PG-in;
HK-H6INT-in; HK-H7CPE-in; HK-S8MAIDIN-fgi; HK-H9RE-in; HK-H9MBA-in;
HK-H10INT-in; HK-G1-in
R5= HK-H5PG-in; HK-H1RE-in; HK-H1MBA-in; HK-H2EX-in; HK-H3RE-in;
HK-S3O-fgi; HK-H5INT-in; HK-H9PG-in
R6= HK-H2EX-in; HK-H7INT-in
R7= HK-H1RE-in; HK-H1MBA-in; HK-H3RE-in; HK-H4RE-in
R8= IN-G4-in; IN-HKH-in
R9= HK-H9RE-in; HK-H9MBA-in
R10= HK-G1-in
R11= HK-G1-in; HK-G3-mq
R12= HK-G5-in
R13= HK-H2RO-in; HK-H9MBA-in; HK-G3-mq
R14= HK-H2CPE-in
R15= HK-H1MBA-in; HK-H3RE-in; HK-H5PG-in; HK-H9PG-in; HK-H10INT-in;
HK-S1ID-in; HK-S2IN-in; HK-S3O-fgi; HK-S5MA-fgi; HK-S6MA-in;
HK-S7ID-in; HK-S8MAIDIN-fgi; HK-H9RE-in; HK-S11IN-fgi; HK-S12MA-fgi;
HK-S15O-fgi; HK-G3-mq
R16= HK-H2EX-in; HK-H5INT-in; HK-H9MBA-in
R17= HK-H2EX-in; HK-H2RO-in HK-H4RE-in; HK-H5INT-in; HK-H6INT-in;
HK-H7INT-in; HK-H7CPE-in; HK-H9RE-in; HK-H10INT-in; HK-G5-in
R18= HK-G1-in; HK-G5-in; HK-H6RE-in; HK-H7INT-in; HK-H9RE-in
R19= HK-G1-in; HK-H1RE-in; HK-H1MBA-in; HK-H2EX-in; HK-H2CPE-in;
HK-H4RE-in; HK-H5PG-in; HK-H9PG-in; HK-H9MBA-in HK-H10INT-in;
HK-S1ID-in; HK-S13ID-fgi; HK-G3-mq
R20= HK-H1RE-in; HK-H1PG-inp; HK-H2RO-in; HK-H5INT-in; HK-H5PG-in;
HK-H9RE-in; HK-H10INT-in; HK-S1ID-in; HK-S3O-fgi; HK-S4ID-in;
HK-S7ID-in; HK-S8MAIDIN-fgi; HK-S10MA-in; HK-ID-C2-in
R21= HK-H1RE-in; HK-H1PG-inp; HK-H2EX-in; HK-H2RO-in; HK-H3RE-in;
HK-H5INT-in; HK-H6INT-in; HK-H7INT-in; HK-H9RE-in; HK-H10INT-in;
HK-S1ID-in; HK-S4ID-in;   HK-S8MAIDIN-fgi; HK-S10MA-in; HK-S11IN-fgi;
HK-S13ID-fgi; HK-ID-C2-in
R22= HK-H2EX-in; HK-H2CPE-in; HK-H5PG-in; HK-S1ID-in; HK-G3-mq
R23= HK-H5PG-in; HK-H10INT-in
R24= HK-H2EX-in; HK-H9RE-in
R25= HK-S3O-fgi; HK-S4ID-in; HK-S5MA-fgi; HK-S6MA-in; HK-S11IN-fgi;
HK-S12MA-fgi; HK-S13ID-fgi
R26= HK-H4RE-in; HK-S1ID-in
R27= HK-H1RE-in; HK-H2RO-in; HK-H3RE-in; HK-H6CPE-in; HK-H7INT-in;
HK-S1ID-in; HK-S2IN-in; HK-S3O-fgi; HK-S8MAIDIN-fgi; HK-S10MA-in;
HK-S11IN-fgi; HK-S15O-fgi; HK-S16IN-fgi; HK-G5-in
R28= HK-H6CPE-in; HK-S3O-fgi
R29= HK-H1RE-in; HK-S2IN-fgi; HK-H2RO-in; HK-H3RE-in; HK-S10MA-in;
HK-S11IN-fgi; HK-S12MA-fgi; HK-S13ID-fgi; HK-S16IN-fgi
R30= HK-H4RE-in; HK-H5PG-in; HK-H6CPE-in; HK-S6MA-in; HK-S7ID-in;
HK-G3-mq
R31= HK-H2RO-in; HK-S6MA-in; HK-S13ID-fgi

R32= HK-H1PG-inp; HK-H4RE-in; HK-H7INT-in; HK-H9RE-in; HK-H10INT-in;
HK-S2IN-fgi; HK-S3O-fgi; HK-S7ID-in; HK-S10MA-in; HK-S11IN-fgi;
HK-S12MA-fgi HK-S13ID-fgi; HK-S15O-fgi; HK-S16IN-fgi; HK-G4-in;
HK-G5-in
R33= HK-H2EX-in; HK-H6CPE-in; HK-H7INT-in; HK-H9RE-in; HK-H9MBA-in;
HK-H10INT-in; HK-S4ID-in; HK-S5MA-fgi; HK-S6MA-in; HK-S7ID-in;
HK-S8MAIDIN-fgi; HK-S10MA-in; HK-S11IN-fgi; HK-S12MA-fgi;
HK-S13ID-fgi
R34= HK-H1PG-inp; HK-H4RE-in; HK-H7INT-in; HK-H10INT-in; HK-S3O-fgi;
HK-S7ID-in; HK-S2IN-fgi; HK-S5MA-fgi; HK-G5-in; HK-H5INT-in;
HK-H6CPE-in; HK-G5-in
R35= HK-H9MBA-in; HK-H10INT-in; HK-S1ID-in; HK-S2IN-fgi; HK-S3O-fgi;
HK-S5MA-fgi; HK-S7ID-in; HK-S11IN-fgi; HK-G4-in; HK-G5-in
R36= HK-S7ID-in
R37= HK-H1RE-in; HK-H2RO-in; HK-H5INT-in; HK-H6INT-in; HK-H7INT-in;
HK-H7CPE-in; HK-H9MBA-in; HK-H9RE-in; HK-S2IN-fgi; HK-G4-in;
HK-S5MA-fgi; HK-S10MA-in;   HK-S13ID-fgi; HK-S16IN-fgi; HK-G1-in;
HK-G3-mq; HK-G5-in
R38= HK-H1MBA-in; HK-H2CPE-in; HK-H4RE-in; HK-S13ID-fgi; HK-H9RE-in;
HK-G1-in; HK-G3-mq
R39= HK-H1PG-inp; HK-S5MA-fgi; HK-S10MA-in; HK-S15O-fgi; HK-G3-mq
R40= HK-H1PG-inp; HK-H6INT-in; HK-S4ID-in; HK-S5MA-fgi; HK-S6MA-in;
HK-S7ID-in
R41= HK-H5PG-in; HK-H6CPE-in; HK-H9RE-in; HK-S1ID-in; HK-S7ID-in;
HK-S10MA-in; HK-S11IN-fgi; HK-S13ID-fgi
R42= HK-H9RE-in; HK-S4ID-in; HK-S7ID-in; HK-S8MAIDIN-fgi
R43= HK-H2CPE-in; HK-H7INT-in; HK-H9PG-in; HK-H9MBA-in;
HK-H10INT-in; HK-S4ID-in; HK-S6MA-in; HK-S7ID-in; HK-S8MAIDIN-fgi;
HKS10MA-in; HK-S11IN-fgi; HK-S12MA-fgi; HK-S13ID-fgi; HK-S15O-fgi;
HK-S16IN-fgi; HK-G3-mq; HK-G5-in
R44= HK-H1RE-in; HK-H2CPE-in; HK-H10INT-in; HK-S3O-fgi; HK-G3-mq;
HK-S15O-fgi; HK-G1-in
R45= HK-H9PG-in; HK-H9MBA-in; HK-H9RE-in; HK-S1ID-in; HK-S4ID-in;
HK-S6MA-in; HK-S8MAIDIN-fgi; HK-S12MA-fgi; HK-S13ID-fgi; HK-S16IN-fgi;
HK-G3-mq; HK-G5-in
R46= HK-H9RE-in; HK-H10INT-in; HK-S1ID-in; HK-S4ID-in; HK-S5MA-fgi;
HK-S10MA-in; HK-S12MA-in; HK-S13ID-fgi; HK-S15O-fgi; HK-S16IN-fgi
R47= HK-H6CPE-in; HK-H9RE-in;HK-S3O-fgi
R48= HK-H1MBA-in; HK-H7INT-in; HK-H7CPE-in; HK-H9PG-in;
HK-H10INT-in
R49= HK-H9RE-in
R50= HK-S1ID-in; HK-G3-mq
R51= IN-HKH-in
R52= HK-H2EX-in; HK-H4RE-in; HK-H6INT-in; HK-H6CPE-in; HK-H7INT-in;
HK-H9MBA-in; HK-S1ID-in; HK-S11IN-fgi; HK-G1-in
R53= HK-H2EX-in; HK-H6CPE-in; HK-S12MA-fgi; HK-S15O-fgi; HK-G5-in
R54= HK-H2EX-in; HK-H5PG-in; HK-H9RE-in; HK-S2IN-fgi; HK-S3O-fgi;
HK-S7ID-in; HK-S11IN-fgi
R55= HK-S2IN-fgi; HK-S6MA-in; HK-H7INT-in; HK-S8MAIDIN-fgi
R56= HK-H1RE-in; HK-H1MBA-in; HK-H2CPE-in; HK-H4RE-in; HK-H5PG-in
R57= HK-H2RO-in; HK-H2CPE-in; HK-H2EX-in; HK-H4RE-in
R58= HK-H1RE-in; HK-H2EX-in HK-H3RE-in; HK-G1-in
R59= HK-H2RO-in; HK-H3RE-in; HK-S1ID-in
R60= HK-H1PG-inp; HK-H2EX-in; HK-H2CPE-in; HK-H5PG-in; HK-H6INT-in;
HK-H7INT-in; HK-H10INT-in
R61= HK-H2CPE-in; HK-H5INT-in; HK-H9RE-in; HK-G3-mq; HK-G5-in
R62= HK-G4-in

R63= HK-H1RE-in; HK-H3RE-in HK-S1ID-in; HK-S5MA-in; HK-S11IN-in;
HK-G4-in
R64= HK-H1PG-inp; HK-H9MBA-in; HK-S2IN-fgi; HK-S6MA-in;
HK-S8MAIDIN-fgi; HK-S15O-fgi
R65= HK-H2RO-in; HK-H5PG-in; HK-H5INT-in; HK-H6INT-in; HK-S3O-fgi;
HK-S5MA-fgi; HK-S6MA-in; HK-S10MA-in; HK-S11IN-fgi; HK-S12MA-fgi;
HK-S13ID-fgi
R66= HK-H2EX-in; HK-H3RE-in; HK-H6RE-in; HK-S4ID-in; HK-S5MA-fgi;
HK-S6MA-in; HK-S7ID-in; HK-S8MAIDIN-fgi; HK-S11IN-fgi
R67= HK-H3RE-in; HK-S5MA-in HK-S6MA-in; HK-S6MA-in;
HK-S8MAIDIN-fgi; HK-S12MA-fgi; HK-S13ID-fgi
R68= HK-H3RE-in; HK-S5MA-fgi; HK-S6MA-in; HK-S15O-fgi; HK-G4-in
R69= HK-H2CPE-in; HK-S7ID-in; HK-S15O-fgi
R70= HK-H2CPE-in; HK-H5PG-in
R71= HK-IN-E1-in