Educating the dragon

Advice from Singapore Management University on education business opportunities in China. By ANDREW WOOD

EDUCATION WAS ONE of the areas that Singapore Management University students focused on during their recent 11-day business study mission to China.

One participant, Wendy Chew, said: "Singapore education is still considered much better than the local Chinese education—that's our competitive advantage."

She said there were many opportunities for Singapore education companies to set up in China "although it can be difficult because of government regulations".

The 36-strong SMU mission visited Hong Kong and the surrounding Pearl River Delta to learn more about the business environment.

In the long-term, Wendy believed the most business opportunities were in professional education. But more immediately, she felt teaching English would be lucrative.

(Good English skills can double a salary in China.)

SMU students were surprised by the number of other European languages that business people could speak in China. They said executives were much more skilled in French, German or Italian than their Singapore counterparts, and they believed this may give Chinese businesses an advantage in Europe.