

# 中国市场概览 China Market Overview



# Immigration & Overseas Study



## Summary :

- The population of worldwide immigrant is now 232 million, accounting for 4.2% of world population. The number of Chinese immigrant has significantly increased from 4.1 million to 9.3 million. Nowadays, after India, Mexico and Russia, China has become the 4<sup>th</sup> immigrant country in the world.
- The majority of Chinese immigrants are study immigrants. Most of Chinese study immigrants are male, aging 20-39 and geographically concentrate in coastal cities in areas such as Yangtze River Delta region, Zhujiang Delta region and around the Bohai sea region.
- Education is the most prioritized need for immigration. Meanwhile, due to the serious pollution caused by industrial development in some big cities, many high net worth people deem that the purpose of immigration is to live longer and healthier, and hope that they can immigrate to countries with fresh air and good environment.

## Summary :

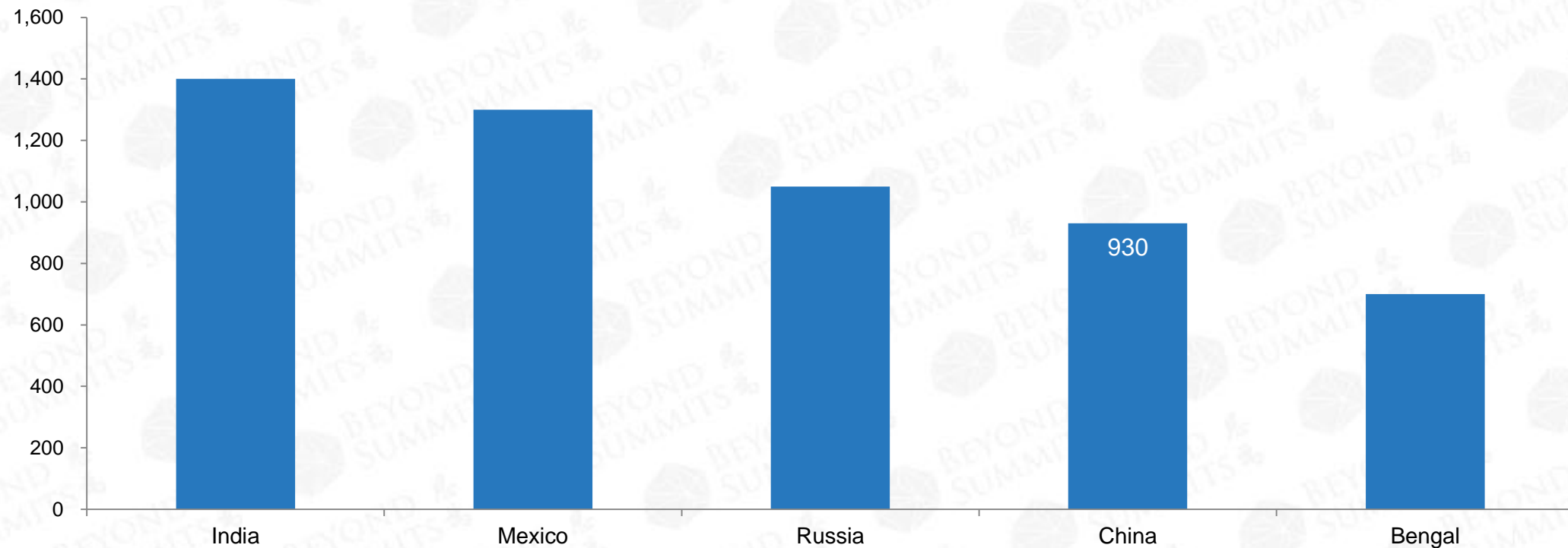
- USA and Canada are Chinese top prioritized immigration destinations. Los Angeles, San Francisco and Vancouver are Chinese immigrants' three favorite cities. The motivations of immigration can be education, environment and food. The major decisive factor of immigration, however, can be the convenient procedure and easy access of obtaining green cards.
- However, immigration is no longer feverish. When the rich consider immigration, they become more rational and calmer. Two methods of immigrant investments become welcomed among the rich—reference from friends and immigration companies. When considering immigration, people are in favor of professional guides and suggestions.
- In terms of studying abroad, the number of people who went abroad for study has retained two digits increase in recent 5 years. Both children and their parents are motivated by acquiring better education, enhancing foreign language skills and broadening horizon.

## Summary :

- Generally speaking, studying abroad is an important matter which need to be discussed by all family members. Children most concern about schools' world ranking. Fathers appear to be more rational. They pay more attention to the competitiveness of schools' majors. Mothers, however, have more concerns on security issues of studying abroad.
- In many years, Chinese overseas-studying students frequently choose US, Australia, Canada and Britain to be their destinations of studying abroad.

The amount of global emigration population has reached over 232 million, accounting for 4.2% of total global populations. Compared with the amount of 4.1 million in 1990, Chinese immigrants population has reached 9.3 million and ranked 4<sup>th</sup> in 2013, next to India, Mexico and Russia.

### Top 5 Emigration Destinations (2013)

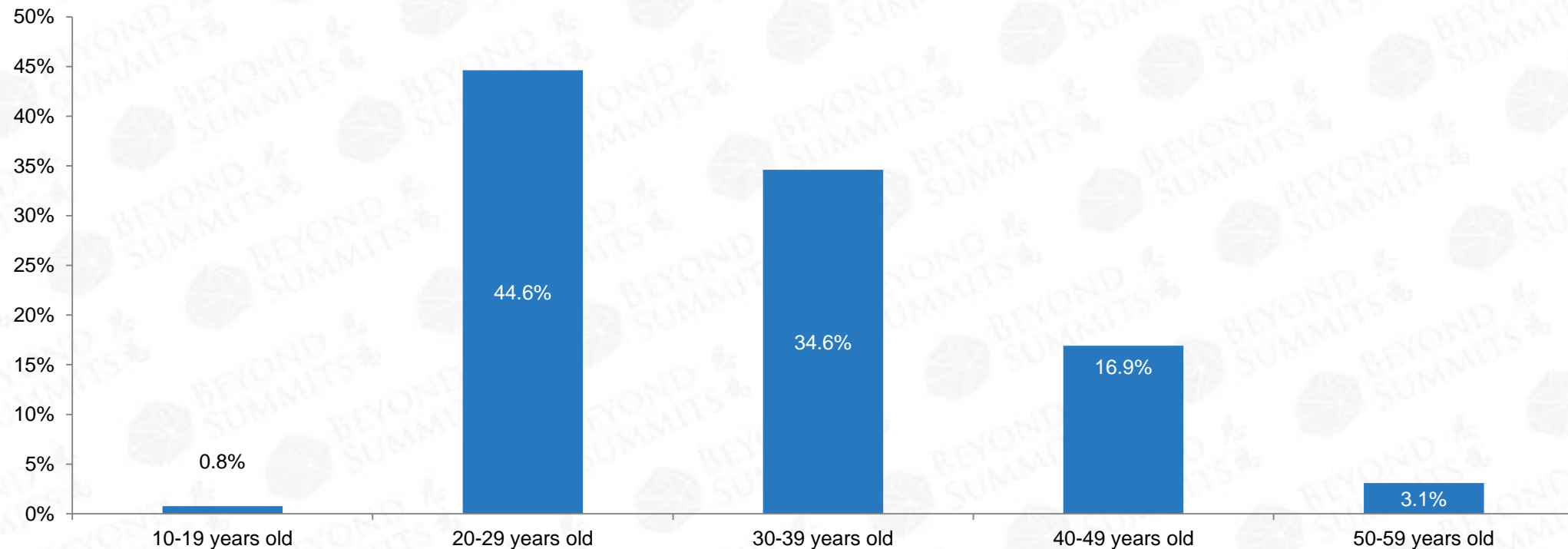


Source : China and Globalisation Data, *Base CCG Report*



People intending to emigrate are mainly male. Most of them are at their twenties, followed by people at thirties. Based on their ages, potential immigrants would majorly be international students.

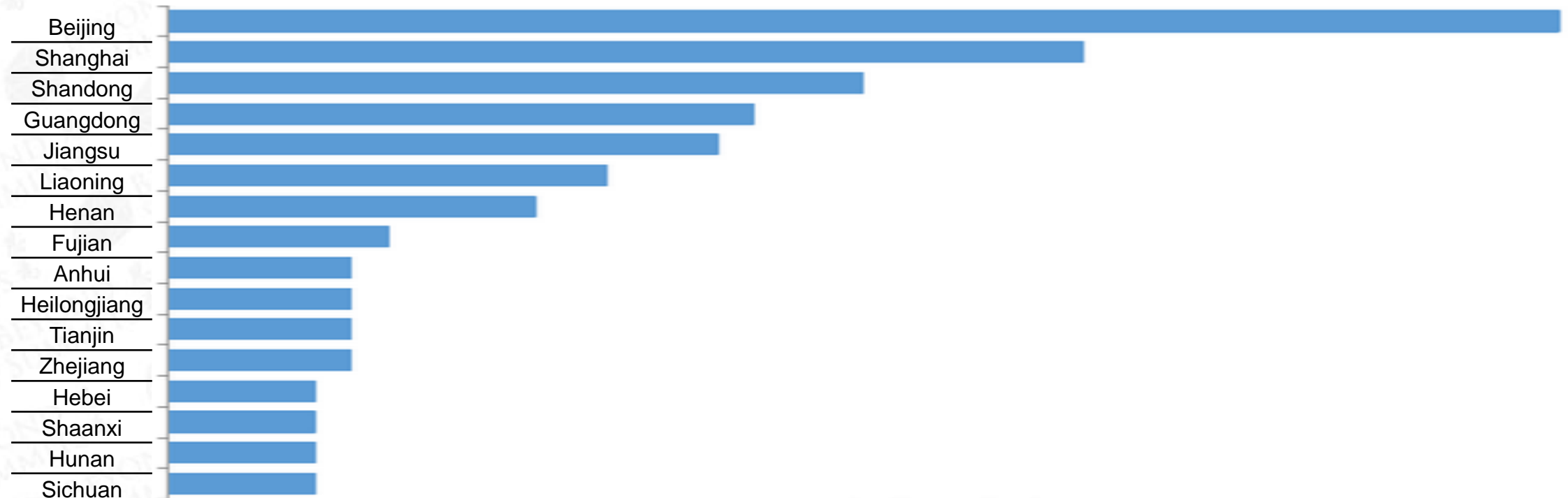
### Emigrates' Age (2014)



Source : Immigration Data from Internet

Immigrants in China mainly distribute in coastal areas, including Yangtze River Delta, Pearl River Delta, and Bohai Rim. Beijing and Shanghai has most of immigrants, followed by Guangdong, Jiangsu and Shangdong Province.

### China Immigrates Settlements (2014)

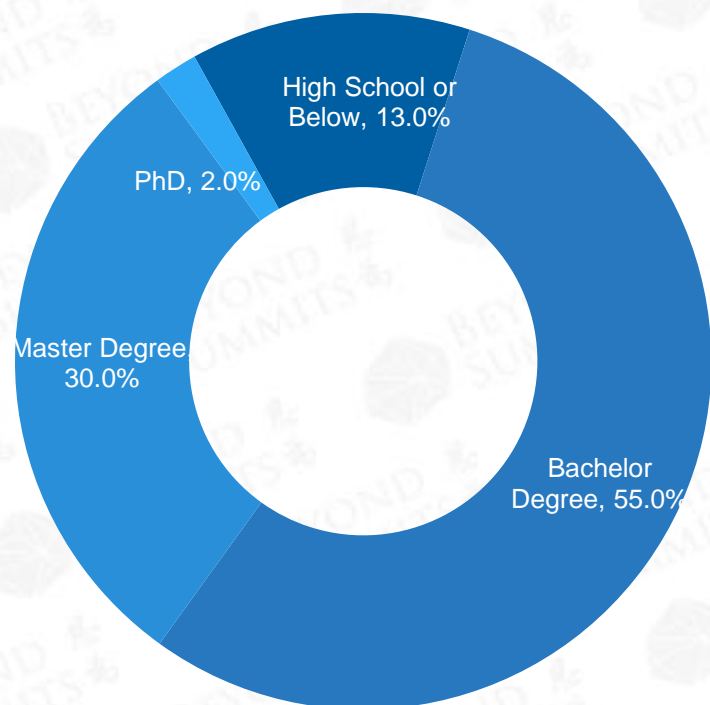


Source : Immigration Data from Internet

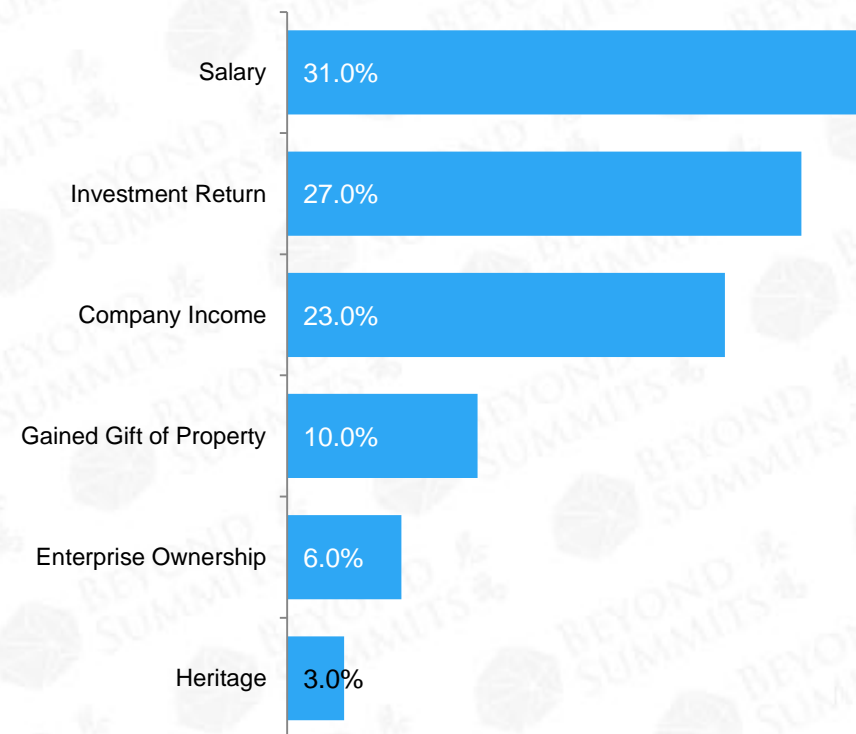


Investment immigrants normally hold current capital over 10 million RMB and their properties are mainly from their salary and investment return. More than half of them has bachelor degree.

**Educational Background of Emigrants (2014)**



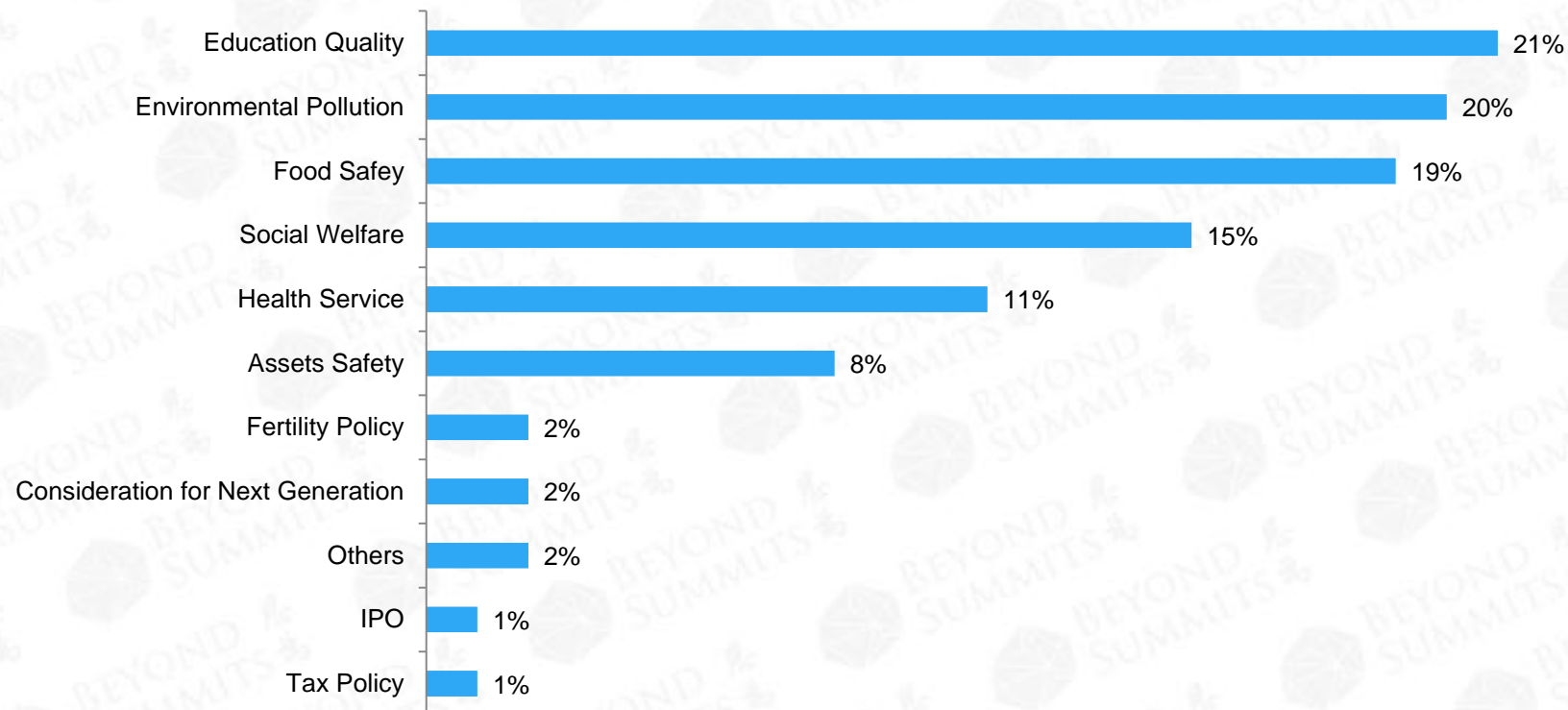
**Capital Resources of Emigrants (2014)**



Source : Hurun & Visas, *Emigration Research in 2014*

Education quality is the primary factor for immigration. Besides, high-net-worth individuals intend to migrate to countries with high environment quality and they think their migration lengthen life spans since industrial development has led to severe environmental pollution in China.

### Considerations for Chinese Emigrants (2014)

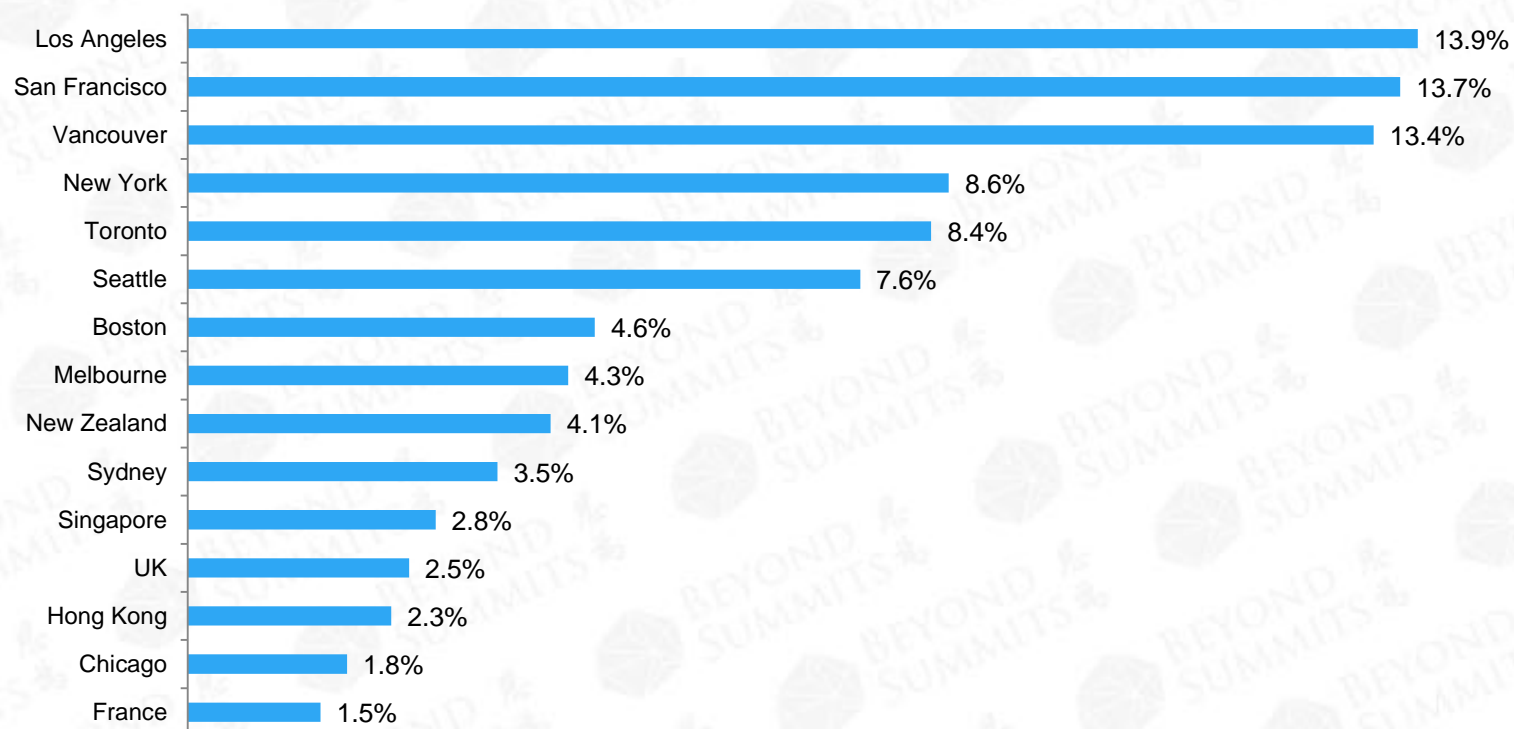


**Consideration for Next Generation** : means what kinds of welfare their children can acquire from immigration destination

Source : Hurun & Visas, *Emigration Research in 2014*

Most popular migration countries are US and Canada for immigration by investment, and Los Angeles, San Francisco and Vancouver are the top three cities. Australia and New Zealand are regarded as alternatives.

### Most Popular Immigration Destination for Chinese (2014)

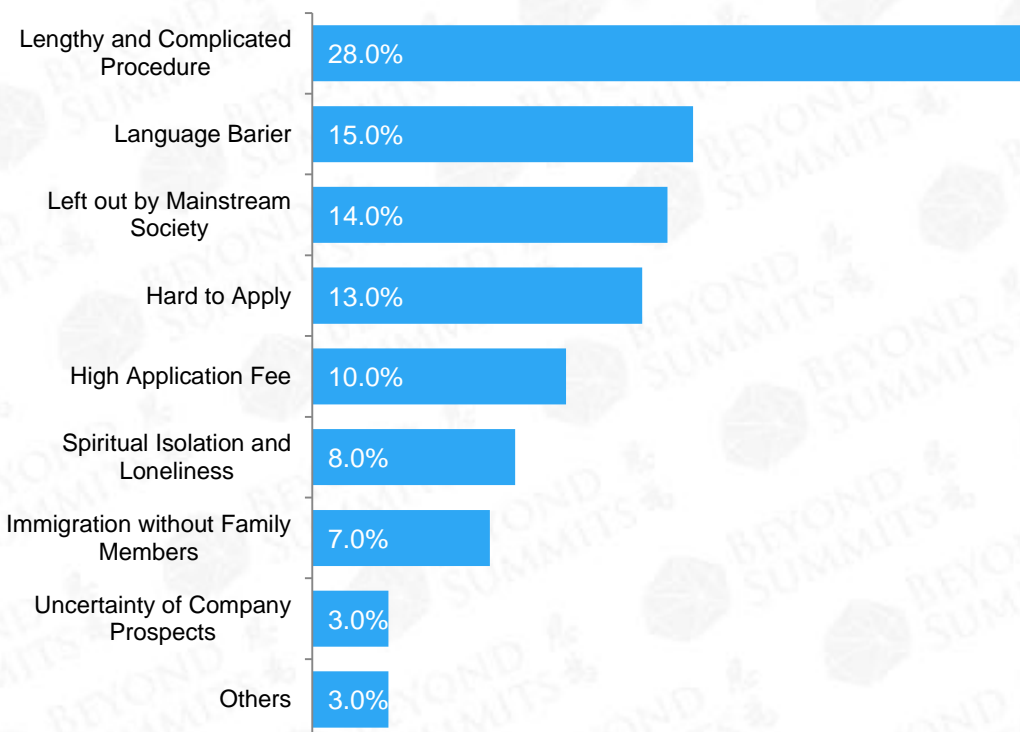


Source : Hurun & Visas, *Emigration Research in 2014*

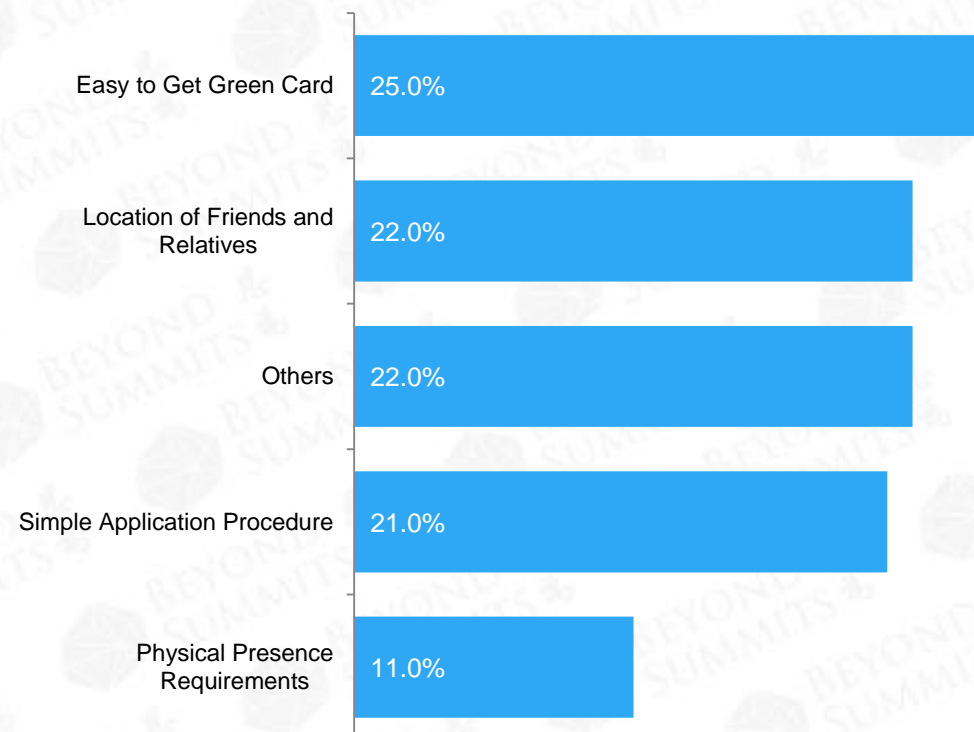


Over a quarter of immigrants regard a time-consuming and complicated application procedure are the biggest hindrances for immigration. Immigrants will consider about education quality, environment and food safety of destinations. And the final determinants are complicity and procedure of application.

**Hindrances for Immigration (2014)**



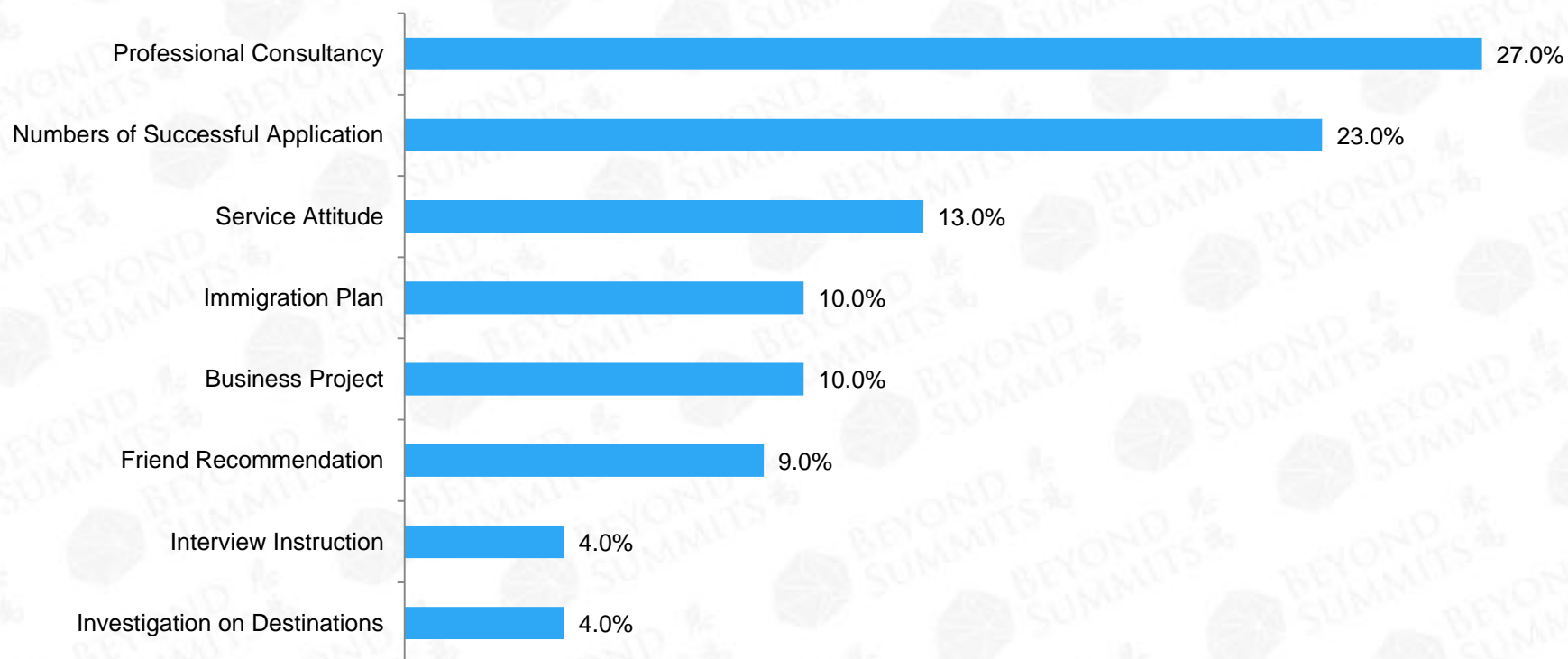
**Determinants of Immigration Destination (2014)**



Source : Hurun & Visas, *Emigration Research in 2014*

When choosing a migration agent, people give priority to its consulting service and numbers of successful application. Once an application fails, applicants not only waste their time, but cause difficulties for next application.

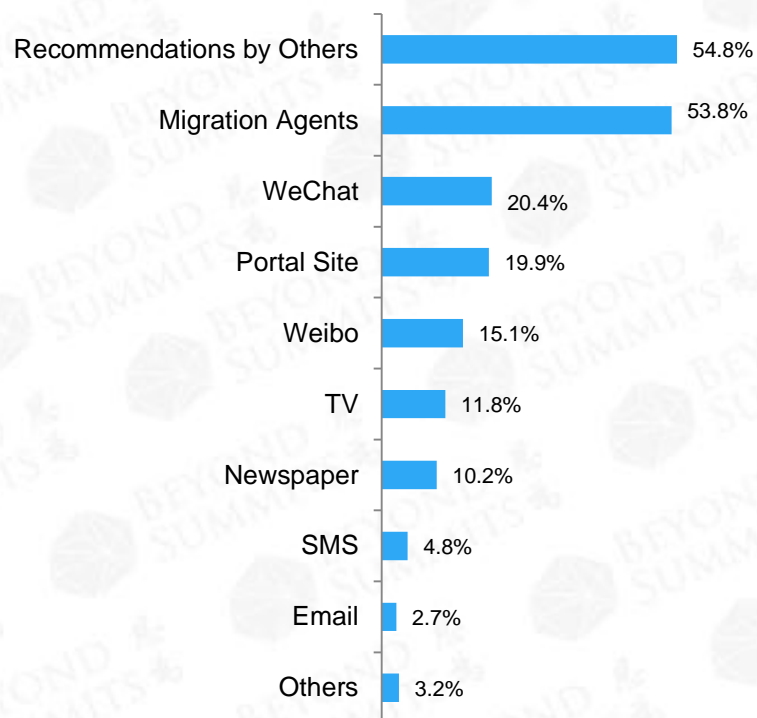
### Considerations when Choosing Migration Agents for Chinese (2014)



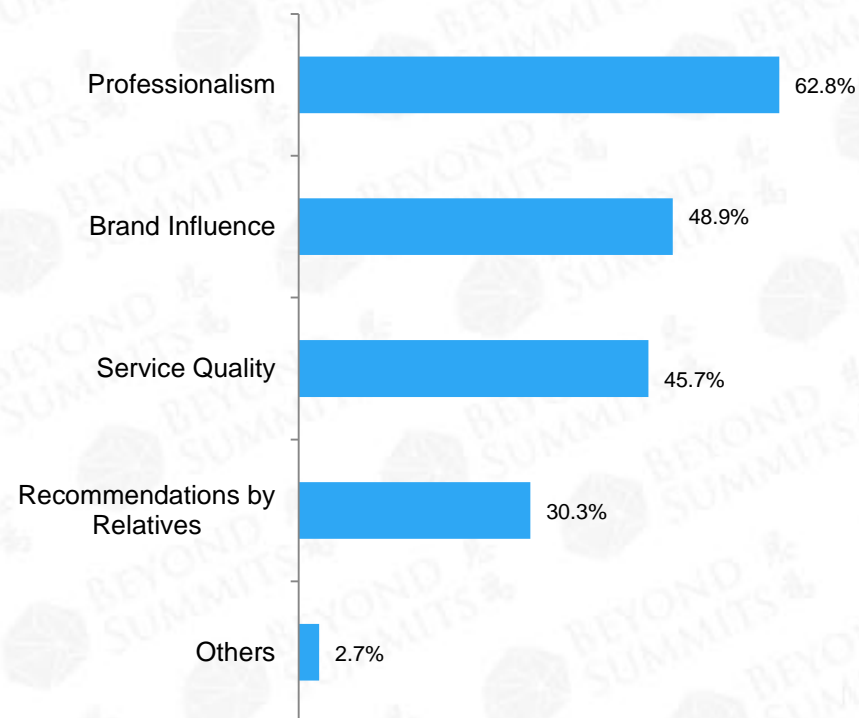
Source : Hurun & Visas, *Emigration Research in 2014*

Immigration trend has no longer been popular, and mass affluent individuals has been rational about immigration. Recommendations by others and immigration agents are main approaches for them to immigration by investment. When they choose immigration projects, mass affluent individuals prefer professional instructions and advice.

Approaches to Understand Migration by Investment for Mass Affluent Individuals (2014)



Determinants when Choosing Migration Projects or Agents for Mass Affluent Individuals (2014)



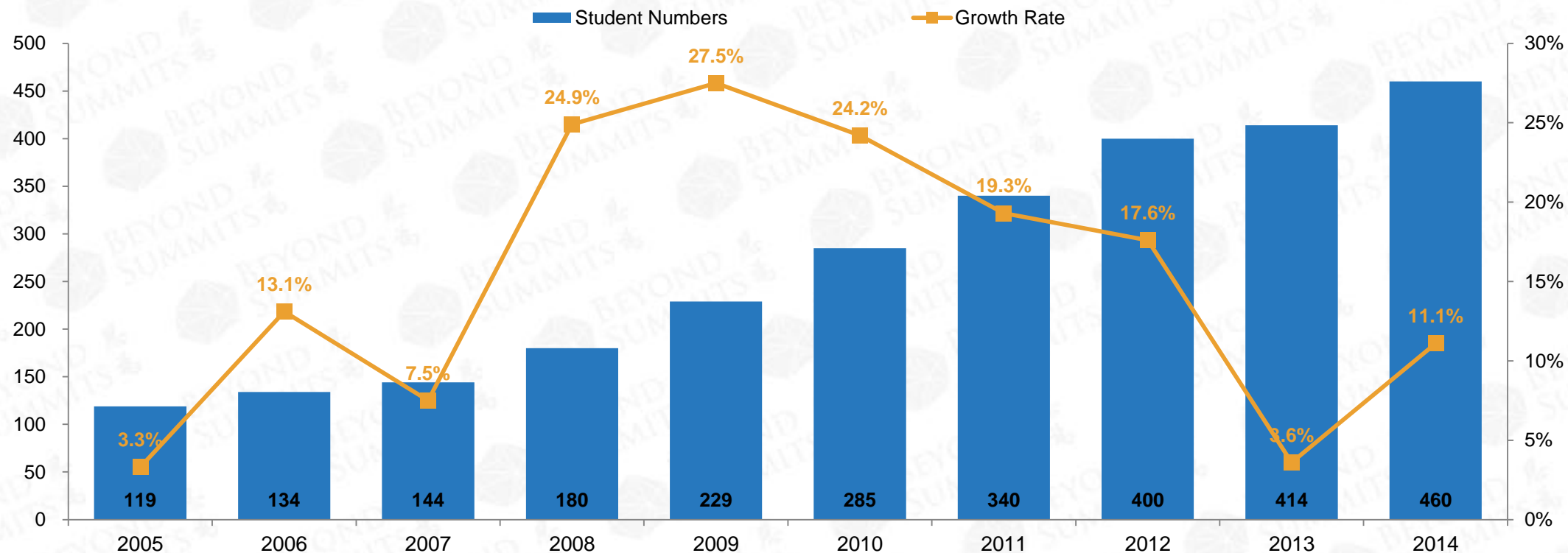
Source : Forbes, *White Paper of China Mass Affluent Individuals 2015*

Mass Affluent Individuals: Middle classes in China possessing investable capital ranging from ¥0.6 to 6 million.



The number of people studying abroad has been increasing in the past five years. In 2013, the growth rate of Chinese overseas students has reduced to double digit growth, and rose to 11.1% in 2014.

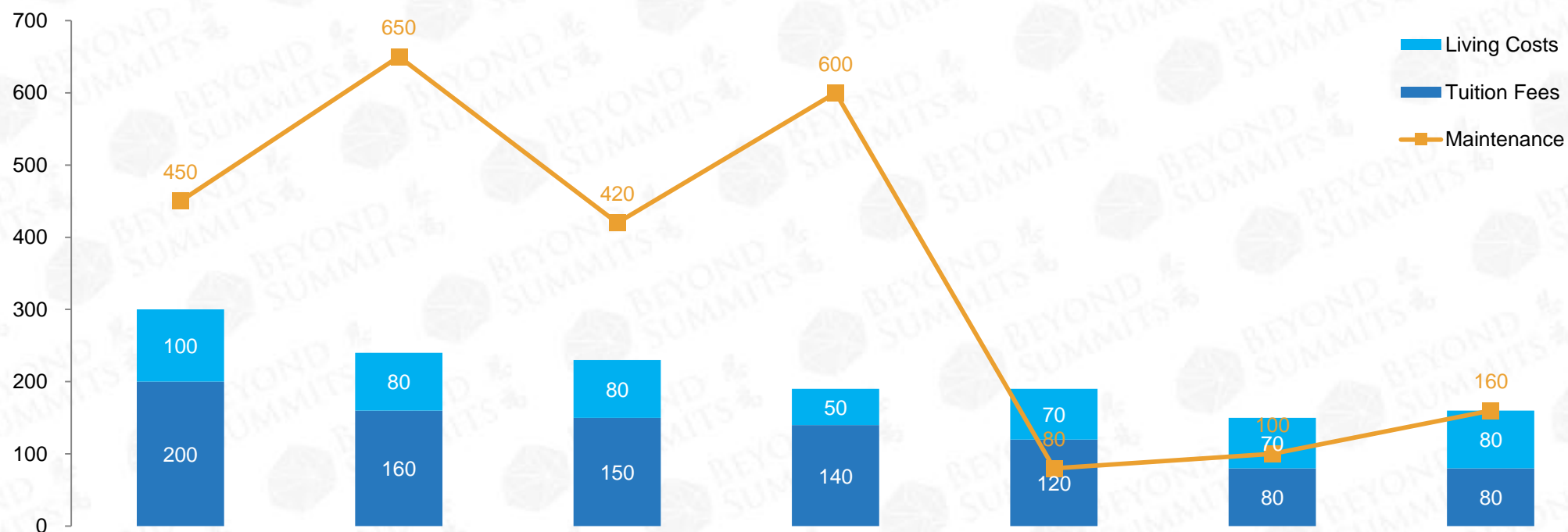
Numbers of Chinese Student Studying Abroad and Growth Rate (ths Persons)



Source : Chinese Students abroad Data from Ministry of Education of the People's Republic of China

The total fees of studying in US are highest, compared to the fees for other countries. The amount of maintenance required for visa application varies for different countries, and the amounts for US, Australia, UK and Canada are higher than others'.

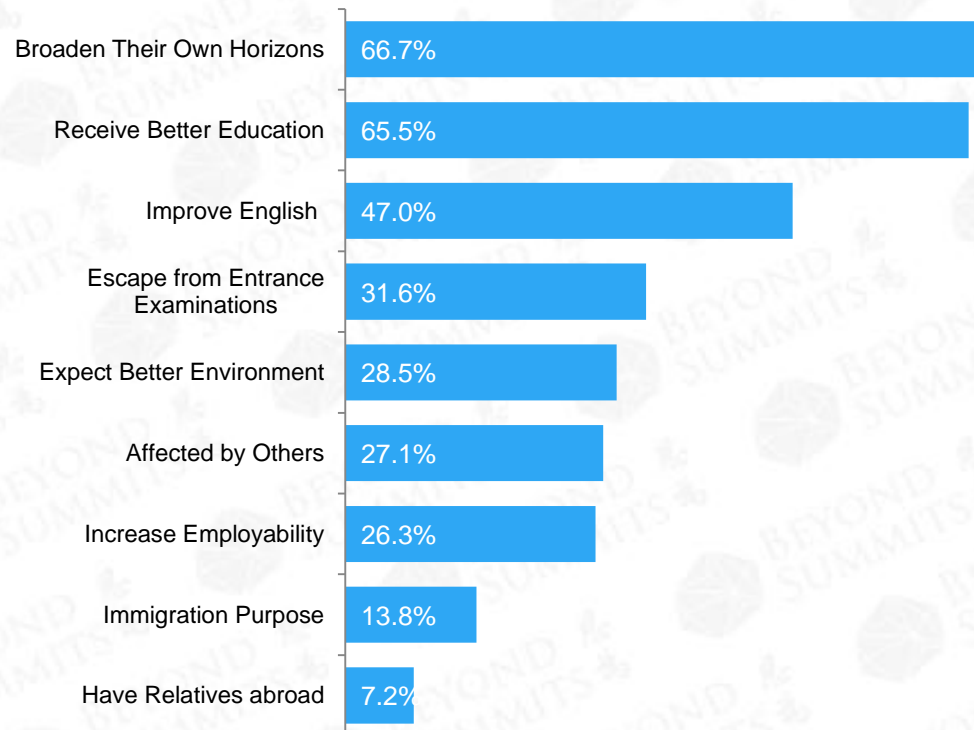
**Total Costs for Study Abroad (2014) (ths Person)**



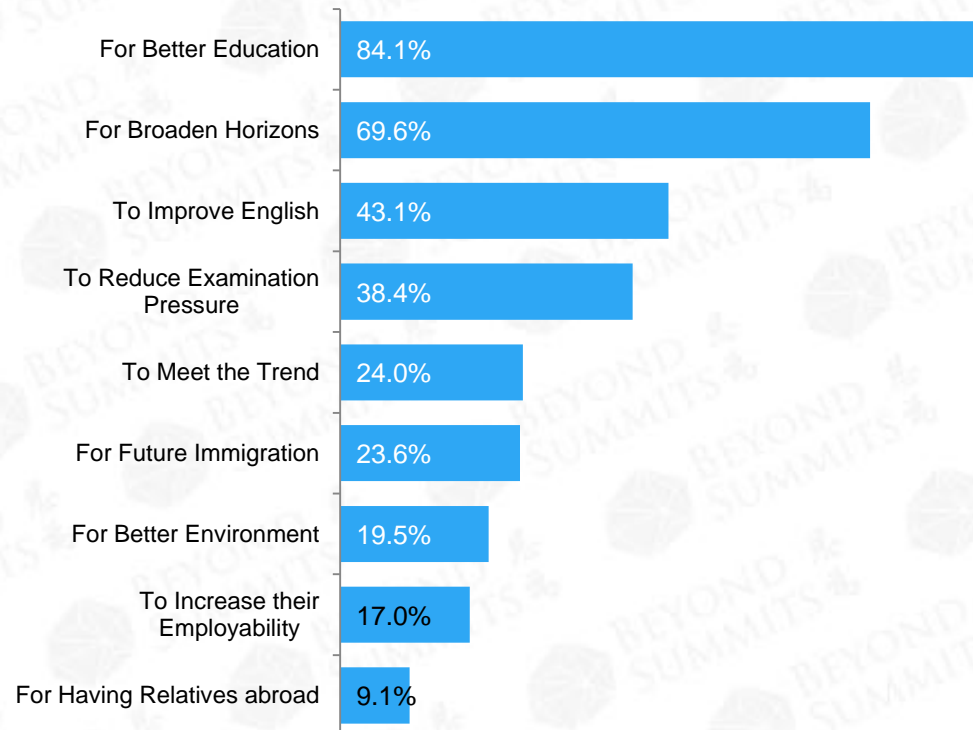
Source : Education Online, *Overseas Study White Paper 2014*; Research by *Guangzhou Daily 2014*

Both children and parents regard the experience of studying abroad as a chance to broaden horizons, receive better education and improve their English.

**Reasons to Receive High School & Higher Education Abroad for Children (2014)**



**Reasons for Parents to send children to High School & Higher Education Abroad (2014)**

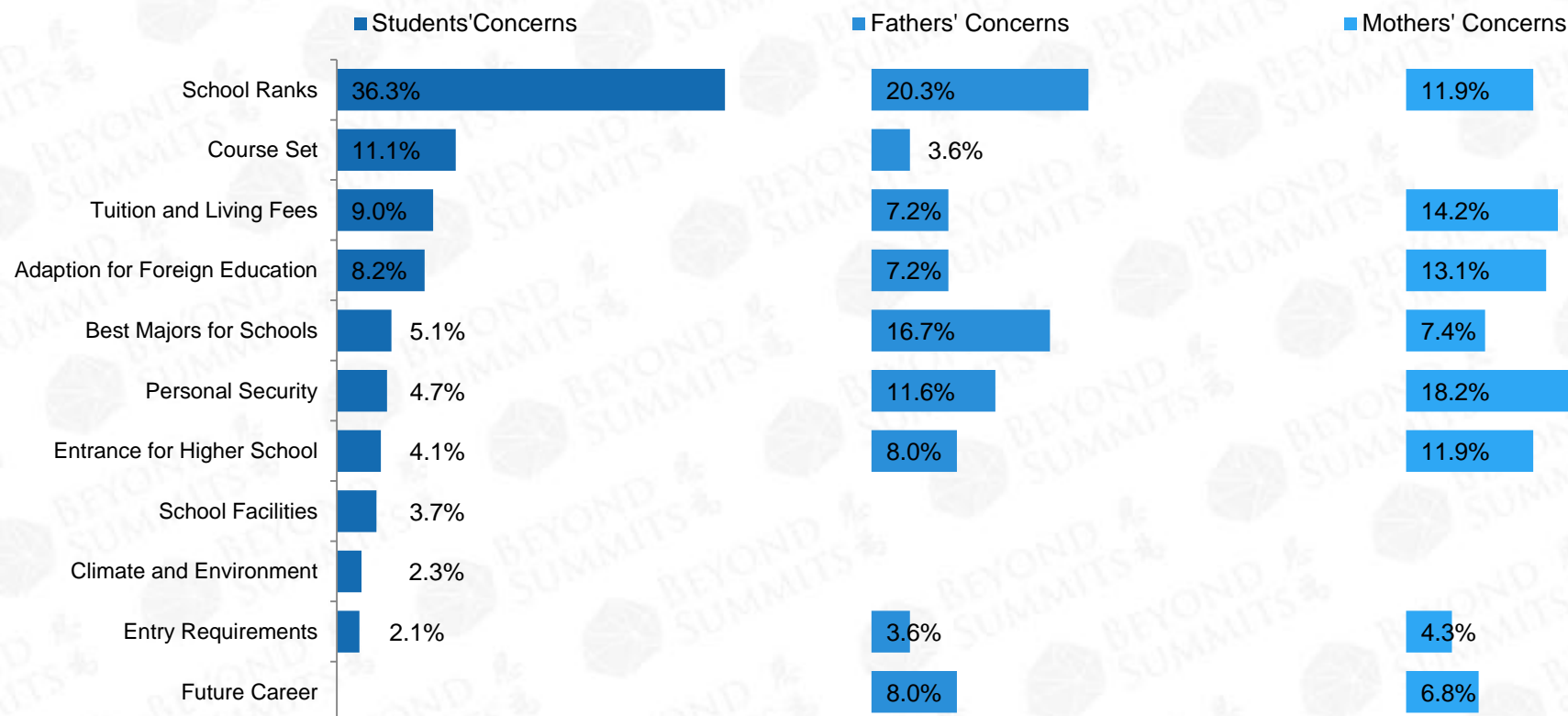


Source : EIC, *China Young Overseas Students Report 2014*



When choosing overseas schools, students concerns more about school ranks, and fathers also care about their best majors. Mothers, however, mainly care about personal security.

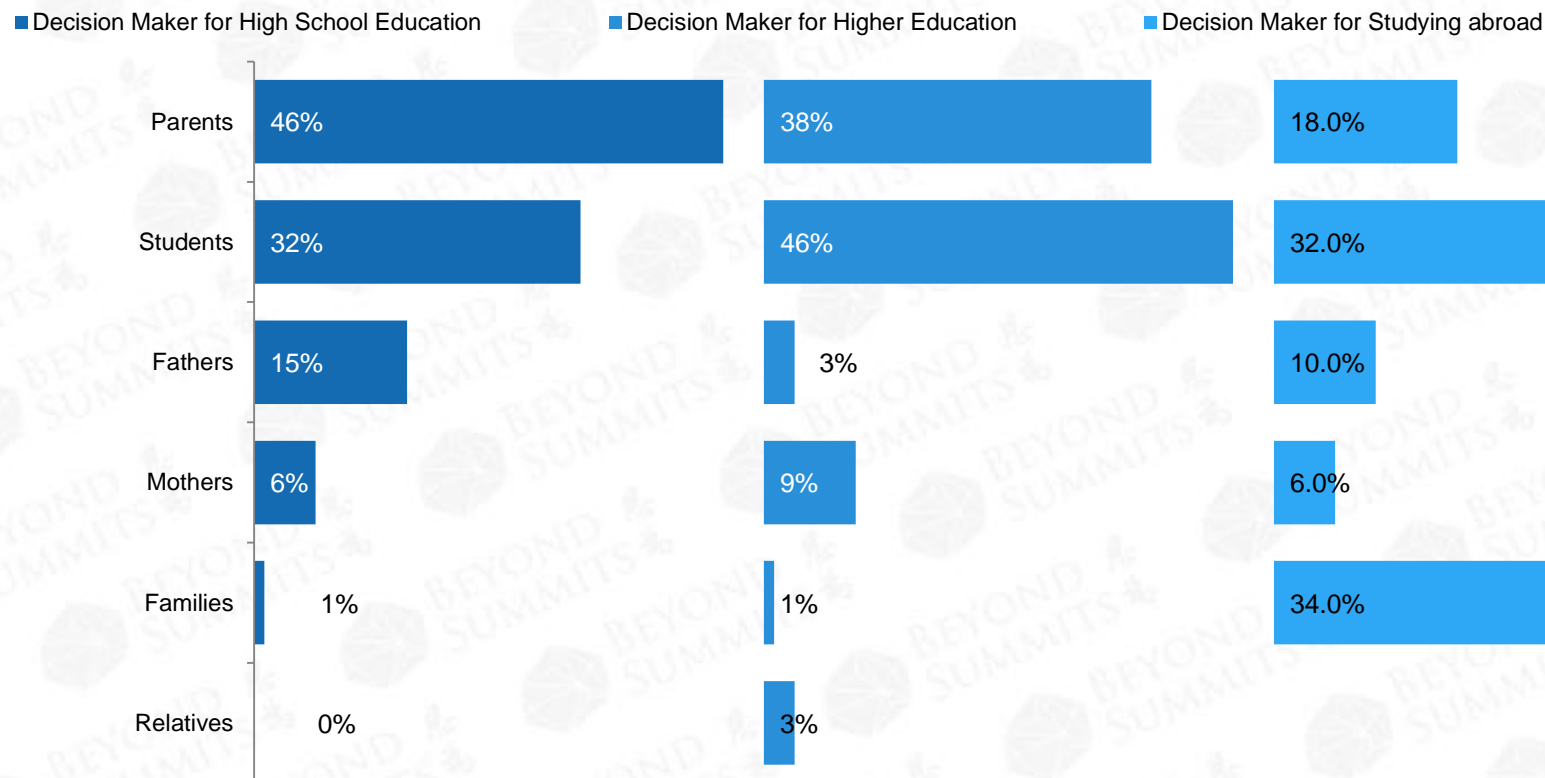
**Concerns when Choosing Schools Abroad for Parents and Students (2014)**



Source : EIC, *China Young Overseas Students Report 2014*

The decision of students' overseas study is normally made by whole families. For high school education, parents are decision makers. And students decide for whether to study abroad for higher education.

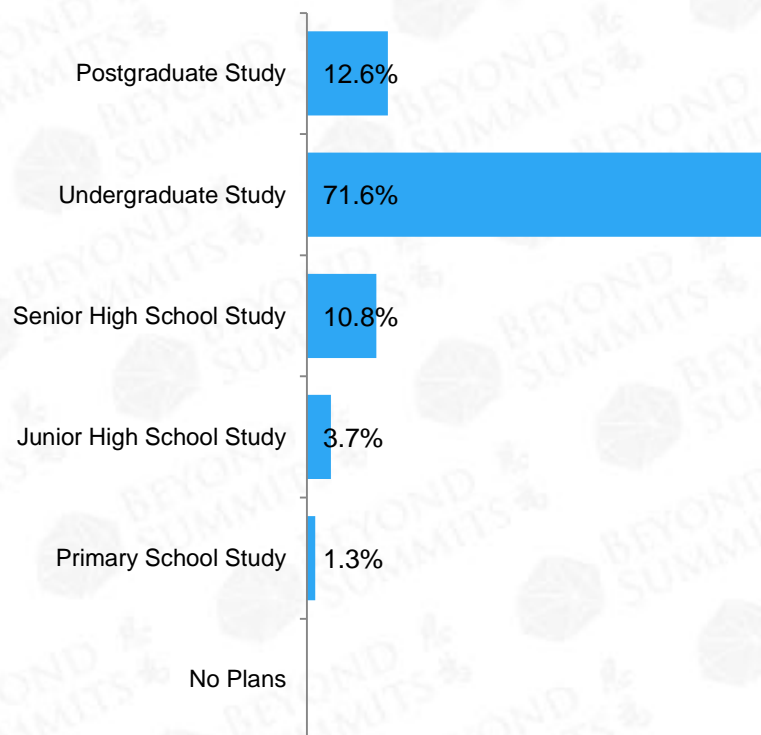
### Decision Makers for whether to Study abroad (2014)



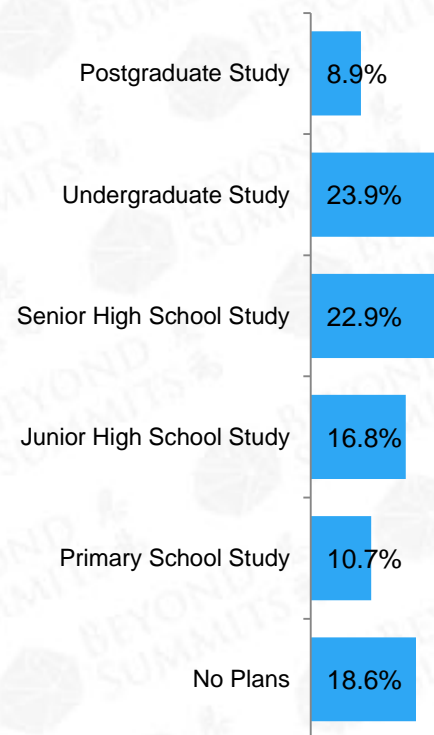
Source : EIC, *China Young Overseas Students Report 2014*; XDF, *China Overseas Student White Paper 2015*

Compared to high school and master degree, the rich prefer to send their children to study abroad for bachelor degree.

**Expected Education Stage for Children of Mass Affluent Individuals for Overseas Study (2014)**



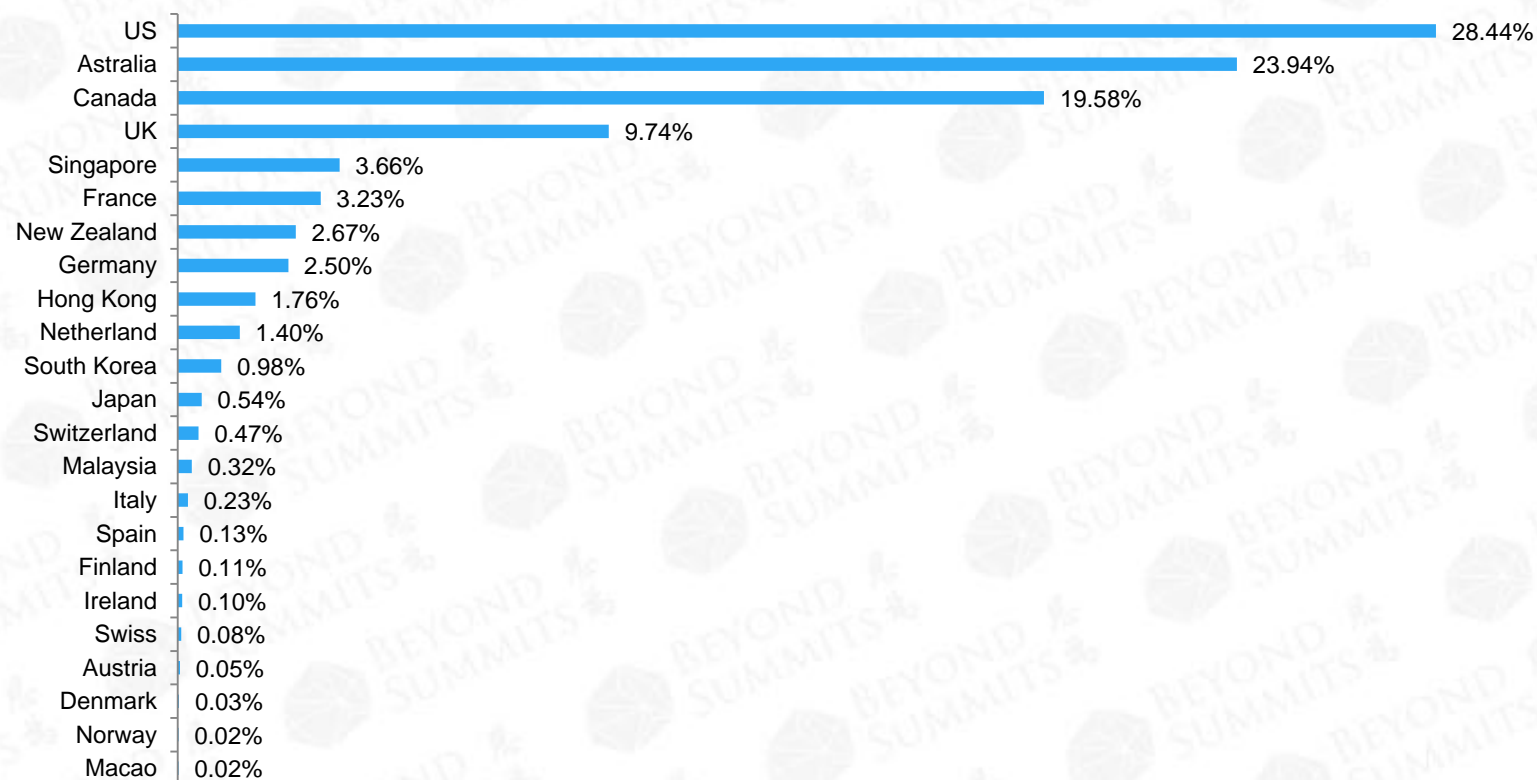
**Expected Education Stage for Children of Multimillionaire for Overseas Study (2014)**



Source : Forbes & CreditEase, 2015 White Paper for China Mass Affluent Individuals; Hurun, Hurun Chinese Luxury Consumer Survey 2014

For years, favorite destinations welcomed by Chinese overseas students are US, Australia, Canada and UK.

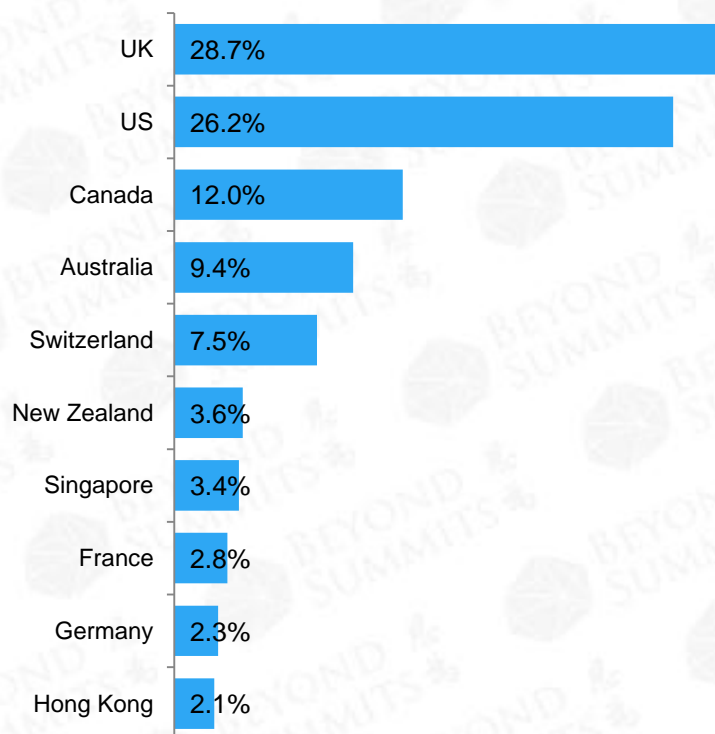
The Destinations of Overseas Study for High School & Higher Education (2007- 2014)



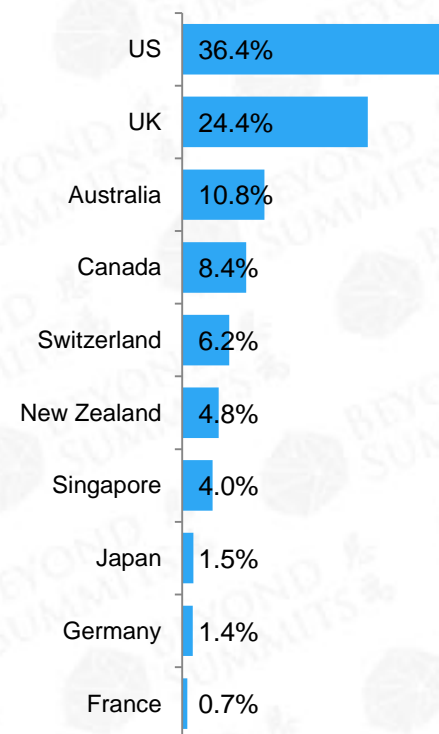
Source : Data from EIC 2007- 2014



### Overseas Study Destinations of Multimillionaire's Children for High School Education or Below (2014)



### Overseas Study Destinations of Multimillionaire's Children for Higher Education or Above (2014)



Source : Hurun, *Hurun Chinese Luxury Consumer Survey 2014*

2015 China Overview, covering Chinese economy, media and markets, is a set of yearly research report conducted and published by Beyond Summits Ltd, a leading all-media total solution provider focused on cross-border brand building & destination marketing in China. This report aims to summarize domestic industries' status in 2015, introduce Chinese market knowledge to overseas stakeholders, and propose Chinese market insights. The whole set of China Overview includes 20 sub-topics including economy, city, people, the rich, luxury, investment, auto, tourism, immigration and cross-border business, as well as Chinese all media, internet, mobile internet, social media, TV, radio, print, OOH, movie and airport.

This report is the full version of 2014-2015 China Overview Immigration and Overseas Study Report. More reports can be downloaded from Beyond Summits' official website link: [http://www.beyondsummits.com/reports\\_downloading](http://www.beyondsummits.com/reports_downloading)

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