



2017 China Annual Conference for International Education

China Education Expo 2017

October 21-29, 2017

Beijing > Chengdu > Guangzhou > Shanghai

主宾国：加拿大
Country of Honour: Canada



www.ChinaEducationExpo.com

Your Best Option to Internationalize campus



主办单位/Hosted by:



中国教育国际交流协会
China Education Association
for International Exchange

2017 Exhibition Tour 巡回城市

10.21-22 Beijing

Oct. 21-22, 2017
(Sat.-Sun. 09:30-16:00)
China National Convention Center, Beijing
2017年10月21日至22日
(周六-周日 09:30-16:00)
北京国家会议中心

10.24 Chengdu

Oct. 24, 2017 (Tue. 13:00-17:00)
Chengdu CYNN Hotel
2017年10月24日 (周二 13:00-17:00)
成都世外桃源酒店

10.26 Guangzhou

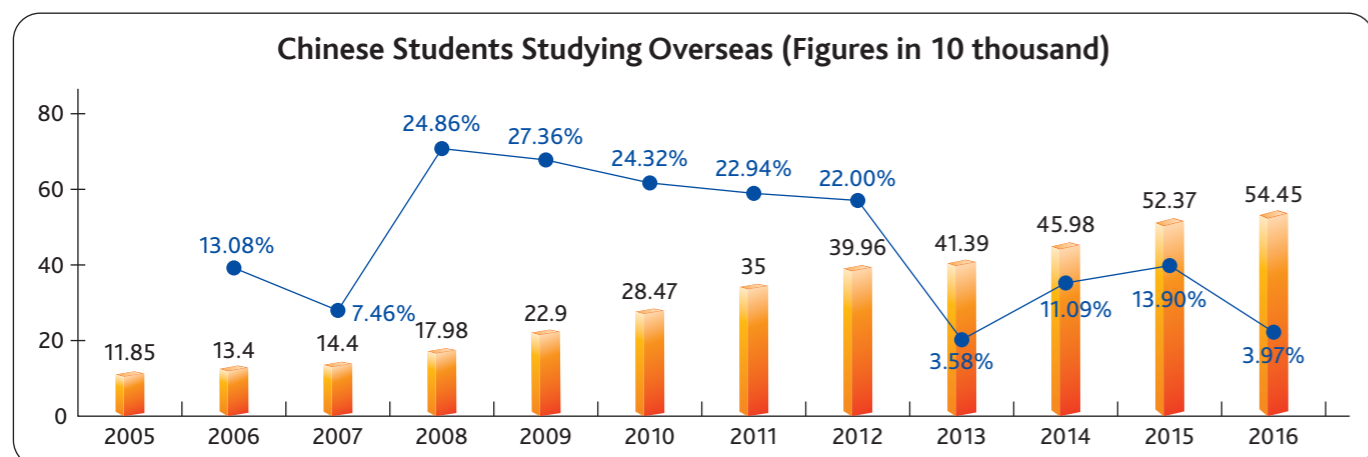
Oct. 26, 2017 (Thu. 13:00-17:00)
Shangri-la Hotel Guangzhou
2017年10月26日 (周四 13:00-17:00)
广州香格里拉大酒店

10.28-29 Shanghai

Oct. 28-29, 2017 (Sat.-Sun. 10:00-16:00)
Shanghai World Expo Exhibition
& Convention Center
2017年10月28日至29日
(周六-周日 10:00-16:00)
上海世博展览馆

EMPOWERING YOUR RECRUITMENT IN THE WORLD'S LARGEST MARKET

The Chinese Ministry of Education reports that 544,500 Chinese students went abroad to study in 2016 (up 3.97% from 2015), keeps the growth going as the previous years.



Since 2000, China Education Expo (CEE), the biggest student recruitment fair in China, has been staged for 17 years, bringing more than 500 institutions and around 50,000 students together each year in Beijing, Chengdu, Guangzhou and Shanghai.

The CEE has proven, year after year, to be the most effective platform to recruit Chinese students, who are looking for further education opportunities. Last year's CEE survey shows nearly 63% visitors hope to study abroad within 2 years, and roughly 50% visitors plan to study in postgraduate schools, 27% in undergraduate schools, 15% in PhD programs, 15% in middle schools or preparatory schools, 16% in language schools and short-term programs.

3 WAYS CEE 2017 CAN HELP YOU

- **Promotion of your branding in Chinese market.** The multiple visibility opportunities will benefit you before, during and after the event. CEE will help you reach the targeted people not only at exhibition site but also by TV, radio, newspapers, print ads and social networks.
- **Direct interaction with students.** For many students, a visit to CEE marks a new phase in their life. Your presence in person will make a difference, and your face-to-face interview will help them build their future.
- **Understanding of what students look for in the future.** The CEE speaks for itself with an average visitorship of 50,000 in 4 leading cities. It is not only the largest but also the best visited expo in China.



To celebrate the 150th anniversary of Canadian Confederation, and the 10th anniversary of Canada's partnership with CEE and CACIE with National pavilion, Canada is being appointed as the Country of Honour in 2017.

2017 Country of Honour - Canada



Participation Guidelines

- Only regionally accredited overseas academic institutions are accepted.
- Institutions shall only be represented by authorized personnel (faculty professor, advisor, lecturer or recruitment officer) from the institutions themselves.
- As we promote direct communication between overseas schools with Chinese students, we couldn't accept any third party recruiters or agencies or domestic language training organizations or Alumni running agency business.

Exhibitor's Profile

- National pavilions
- Regionally recognized overseas schools, colleges and universities
- Regionally recognized overseas vocational education schools
- Regionally recognized overseas language training schools and institutions
- Embassies or Governmental organizations
- Student services providers before and after studying abroad (banking, accommodations, insurance, airlines, law office, internet plus & career development companies etc.)

Participation

● Standard Booth

Beijing and Shanghai
Chengdu and Guangzhou

3mW x 2.5mD x 2.5mH

3mW x 2mD x 2.5mH

The basic fittings shall include:

- Fascia board with exhibitor's E/C names
- Aluminum frame system, white plywood panel walls on all closed sides of the booth
- Booth fully carpeted
- 2 Information counters, 1 table and 5 chairs for Beijing and Shanghai each
- 1 IBM table with tablecloth, 4 chairs for Chengdu and Guangzhou each
- 2 Lights
- 1 Single-phase socket (220V/5A)
- 1 Waste basket

● Space Only

- Space Only is available with minimum size of 4 standard booths.
- Exhibitors will design and build their own booths at their cost with the assistance of exhibition official booth contractor.

● Seminar

Price: CNY5,000/session

Inclusive of 30 minutes duration, a 50-people capacity seminar room, laptop, AV equipment and multi-media projector.

For rates and details, please refer to the Application & Contract.
More updated information and services,
please visit the official website: www.ChinaEducationExpo.com

Show Management Office

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CEE 2016 Playback



48,500 visitors in 4 cities



582 exhibitors



20 national pavilions



36 countries and regions



80 study abroad seminars