

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 by governmental organizations
- Regionally recognized overseas schools, colleges, and universities
- Regionally recognized overseas vocational education schools
- Regionally recognized overseas language training schools and institutions
- Accredited Chinese-Foreign joint programs and institutions **NEW!**
- Embassies or governmental organizations
- Student services providers before and after studying abroad (study tour camp, banking, accommodations, insurance, airlines, law office, internet plus & career development companies etc.)

Participation

• Standard Booth

| | |
|------------------------|---------------------|
| Beijing | 3mW x 2.5mD x 2.5mH |
| Guangzhou and Shanghai | 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
- 1 IBM table with tablecloth, 4 chairs for Guangzhou and Shanghai 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 more information and services, please visit the CEE website:

www.ChinaEducationExpo.com

Conference and Exhibition Office

China Education Association for International Exchange (CEAIE)

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Scan the "QR Code" and follow us:



CEE 2019 Playback



37,800 visitors



459 exhibitors



36 countries and regions + 15 national pavilions



77 study abroad seminars



11 presentations on learning stage



23 online presentations from OCS & live streaming

CHINA EDUCATION EXP 2021



Part of China Annual Conference for International Education & Expo

Best Option to Internationalize Your Campus

Expo: Oct. 23 – 30, 2021 Beijing > Guangzhou > Shanghai

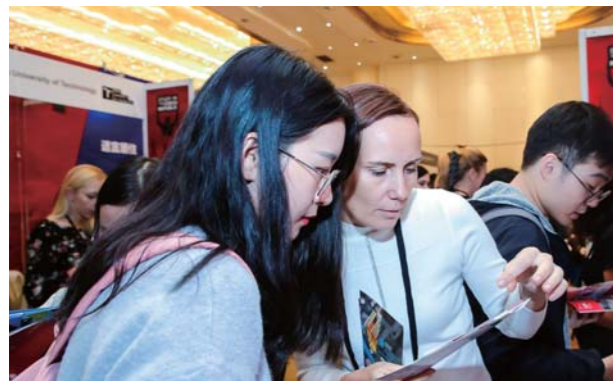
Virtual Event: Jun. 19 – 20, 2021

Hosted by:



中国教育国际交流协会
CHINA EDUCATION ASSOCIATION
FOR INTERNATIONAL EXCHANGE

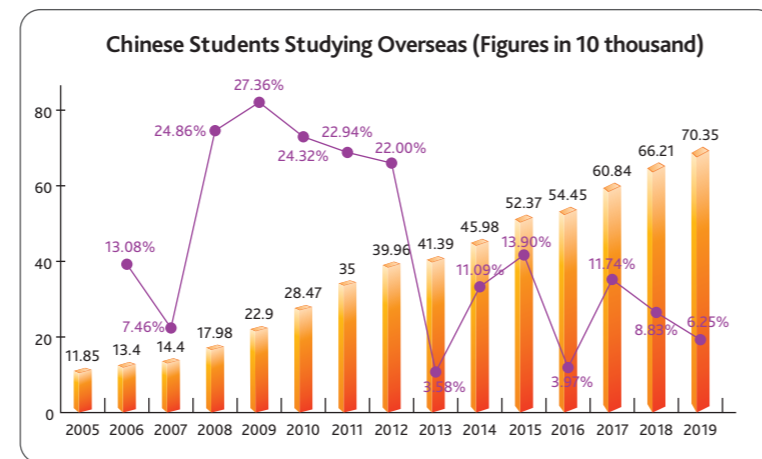
TOP 5 Reasons to Participate at CEE 2021



• The world's largest recruitment market

The number of Chinese students studying abroad reached 703,500 in 2019, up 6.25 percent from a year earlier. Most of the students funded their studies by themselves, accounting for around 90 percent of the total and about 70,000 were sponsored by public funding. A total of 6.5606 million Chinese studied abroad from 1978 to the end of 2019.

— Statistics from the Ministry of Education, PR China.



• Trend barometer for study-abroad sector

CEE is the platform to showcase your excellent international courses and meet students face-to-face. As China's leading recruitment fair, you will meet the whole sector and on the personal level in a similar manner nowhere else as at CEE.

• International networks in China

The most important meeting place for the global education advocates offers the best opportunities to network nationwide and worldwide. Diverse concurrent annual conference, forums and B2B networking etc., offer comprehensive information and possibilities for an intra-sector exchange.

• 20 years of experience makes for a strong exhibitor and visitor engagement

With more than 20 years of presence in China, CEE is becoming the keyword for study-abroad sector, which keeps attracting tens of thousands of visitors every year and always on the pulse of time, where exhibitors will find new ideas, latest trends and inspiring facts about the future of the leading markets in China.

• The proven platform for image building

This is where the West meets the East. With more than 50 media reporting covering the whole China, in particular, touring 3 leading cities, CEE offers a powerful PR platform to increase your visibility and generate your exposure.

Exhibiting at CEE 2021

CEE has been a must for overseas institutions accessing and connecting China education market since 2000. It brings together national pavilions, accredited institutions, student services providers, and high-quality, aspirational young students and their families under one roof every year.

Book your space early to ensure your institution can receive more value-added opportunities at Learning Stage at CEE 2021. In addition, a tailor-made promotion activity will also be streamed online via CEE community and social media after your participation.

Make this value offering as part of your marketing packages at CEE 2021!

Besides the basic booth fittings, each booth fee will also cover:

- One online profile with photo in CEE website and mobile page, which will be linking to exhibitor's home page directly.
- Listing in the Visitor's Guide and information board
- Exposure in the new media outlets
- Four exhibitor badges to access CEE and China Annual Conference for International Education.
- One invitation for the Opening Ceremony and Reception (only for Beijing)
- Complimentary drinking water on-site

New Opportunities for a Virtual Event in June

To reach out the market after Chinese Gaokao - national college entrance examination, and upon practical experience that CEE organized 270 online seminars throughout the year 2020 due to the global COVID-19 outbreak, where more than 500 delegates from 25 countries and regions came together from home or office, providing the solutions through the online platform for Chinese students and parents for studying abroad, attracted 22,000 visitors, so we would like to launch the CEE summer virtual event again this June, in which you will have live-streaming session, 3 staff ID, chat room, PDF brochure upload, online profile with photo etc. to showcase your excellence and make online connection with the targets this June after Gaokao.



2021 Exhibition Tour 巡回展览

10.23-24 Beijing

Oct. 23-24, 2021
(Sat.-Sun. 09:30-16:00)
China National Convention Center, Beijing
2021年10月23日至24日
(周六-周日 09:30-16:00)
北京国家会议中心

10.27 Guangzhou

Oct. 27, 2021
(Wed. 13:00-17:00)
Guangzhou Yuexiu International Congress Center
2021年10月27日
(周三 13:00-17:00)
广州越秀国际会议中心

10.30 Shanghai

Oct. 30, 2021
(Sat. 10:00-16:00)
Shanghai International Conference Center
2021年10月30日
(周六 10:00-16:00)
上海世贸商城国际会议中心

Important Dates Mark your calendar now!

March 20

Booth Application opens

June 20

Exhibitor online accounts open

September 20

Early bird prices close

September 30

Services applications close
(i.e. advert, visa letter, hotel booking etc.)