
British Council – CACIE engagement

20th – 30th October 2021

China Annual Conference for International Education and Expo

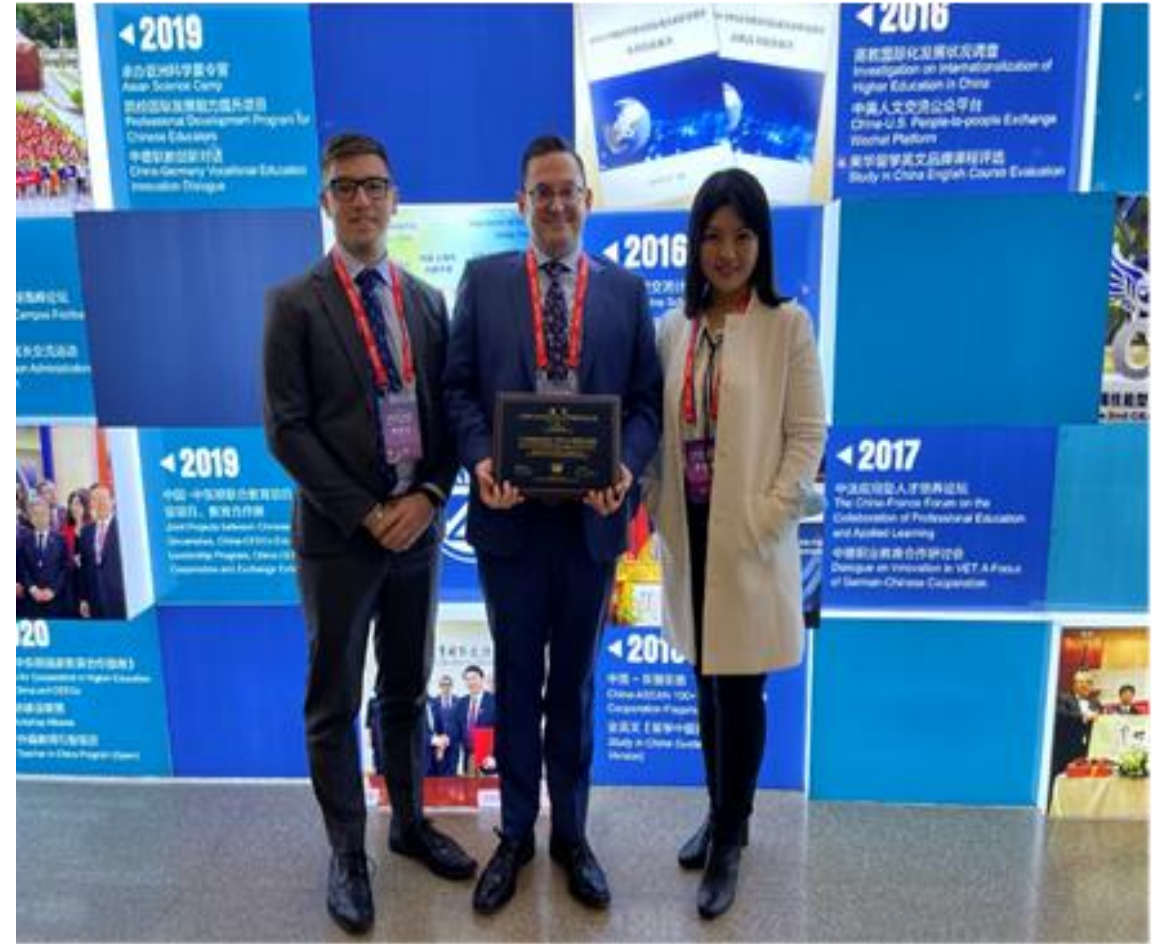
One of the most comprehensive international education events in East Asia.

- 1,000+ education institutions from 40+ countries and regions engaged in the conference
- 30+ conference sessions
- 3,000 HE professional participants worldwide
- 20,000 visitors to the exhibitions in Beijing, Guangzhou and Shanghai



Our engagement objectives

- Build our brand reputation and raise the profile of our education work
- Engage with the Chinese HE sector and policy makers
- Showcase our knowledge, expertise and thought leadership
- Facilitate British and Chinese universities to explore education partnerships
- Provide opportunities to potential students, parents to learn about studying in the UK



Summary of our contribution



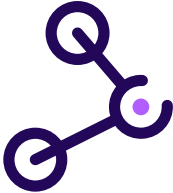



- The UK as the Country of Honour
- We received the Outstanding Contribution Partner Award
- The Study UK Pavilion showcased the UK's education offering to 20,000 visitors
- Our conference contributions:
 - Conference keynote and panel discussion
 - Joint sessions with UUKI, DIT, British Universities, JISC etc.
 - Blended teaching and learning
 - UK-China transnational education
 - Symposium on English Medium in HE



UK Pavilion at China Education Expo



- 8 days, 3 cities, c. 20,000 visitors, 34 UK universities
- Digital audience reach 400,000
- Study UK weibo single post audience reach 179,000

<p>Online and Print Media Mentions</p>  <p>200</p>	<p>Tier 1 vs General Average across all countries</p>  <p>53%</p>	<p>State broadcaster CCTV ran several news pieces which included short interviews with Matt Burney</p>
<p>Publications</p>  <p> CCTV News CCTV news CETV China Youth Daily, Tencent News, Xinhua News </p>	<p>Key messages / words</p> <ul style="list-style-type: none"> - “UK has been awarded Outstanding Contribution.” - “International partnerships and cooperation between educational institutions can help drive innovation and facilitate the exchange of knowledge and ideas” 	<p>Sentiment</p>  <p>Positive</p>

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育新机 开新局 建立更加开放的高质量教育体系

2021/10/22 21:42



探寻后疫情时代国际教育发展之道

10月21日至24日，第22届中国国际教育年会在京举行。中外政府部门相关主管、国际组织负责人、中外著名大学及国内企业代表等，线上线下共同探讨教育国际合作与全球教育议题。

国际组织负责人指出，教育是人类文明和知识、培养年轻一代、创造美好生活的根本途径。教育对人类社会发展的基础性作用，在全面建设社会主义现代化国家新征程中，具有更加重要和深远的意义。

英国皇家工程局局长吉姆·豪斯表示：“教育对全球变局机遇、促进人类社会可持续发展、促进经济发展等方面，教育不可或缺。”他认为，自动化、智能化、人工智能等对人类社会发展的影响日益深远，教育应积极应对这些挑战，培养具备创新精神和实践能力的人才。

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英国获2021年中国国际教育年会“卓越合作伙伴”称号

2021-10-22 中国青年报客户端

中国青年报客户端北京10月22日电 (中青报·中青网记者 马子倩) 记者从英国文化教育协会获悉，为表彰英国与中国教育机构间的杰出合作，英国在10月22日举行的2021年中国国际教育年会上被授予“卓越合作伙伴”称号。



英国是今年中国国际教育年会的主宾国。英国文化教育协会中国区主任、英国驻华大使馆文化教育公使包迈岫 (Matt Burney) 在年会上表示，英国非常荣幸担任此次大会的主宾国，并获得“卓越合作伙伴”称号。40年来，中英两国教育交流与合作持续发展，不断深化，此项荣誉是对这一合作伙伴关系的重要认可。

近年来，中国学生赴英留学意愿高涨。英国高等教育统计局数据显示，仅2019-2020年，就有超过20.7万名中国大陆学生赴英学习，其中14.8万人接受高等教育。在跨境



Reflections

- **A strategic, multi-tiered engagement with China's largest international education conference.**
- **Successfully highlighted our ambitions and commitment for education engagement and collaboration between the UK and China.**
- **We will further explore deep and broad engagement with CEAIE, CSCSE and the national and regional Ministries of Education China.**