



## Participation Guidelines

- Only regionally accredited 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 schools with 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
- Embassies or governmental organizations
- Regionally recognized overseas schools, colleges, universities, vocational education schools, language training schools and institutions
- Regionally recognized Chinese-foreign joint programs and institutions, international schools
- 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

The standard booth will be set up by CEE organizer and 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 Guangzhou and Chengdu each
- 2 Lights • 1 Single-phase socket(220V/5A) • 1 Waste basket

### • Raw Space Booth

Exhibitors will design and build their own booths at their cost with the assistance of CEE official booth contractor and raw space booth is only available with minimum 30sqm in Beijing/Shanghai; 24sqm in Guangzhou/Chengdu.



For more information and services, please visit the CEE website

[www.ChinaEducationExpo.com](http://www.ChinaEducationExpo.com)



Owned by China Education Association for International Exchange (CEAIE)  
Tel: +86-10 66090069 ext. 8162 Email: [cee@ceaie.edu.cn](mailto:cee@ceaie.edu.cn)  
Website: [www.ChinaEducationExpo.com](http://www.ChinaEducationExpo.com) or [www.JiaoYuZhan.com](http://www.JiaoYuZhan.com)



15 National Pavilions



34 Countries & regions

374 Exhibitors



58

Study Abroad Seminars & keynote speeches



28,980 Visitors



13,050

Sqm Exhibition Space

## Show Management Office

YuanSheng Education Ltd.



CEE  
EDUCATION  
EXPO  
CHINA  
中国国际教育展

2024

Best Option to  
Internationalize  
Your Campus



同期北京举办 / A part of  
第二十五届中国国际教育年会暨展览  
25<sup>th</sup> China Annual Conference & Expo  
for International Education (CACIE) in Beijing

October 26–November 2, 2024

Guangzhou Shanghai Chengdu Beijing

[www.ChinaEducationExpo.com](http://www.ChinaEducationExpo.com)

2024主宾国：法国  
Country of Honor : France

主办单位：CEAIE 中国教育国际交流协会  
Hosted by: CHINA EDUCATION ASSOCIATION FOR INTERNATIONAL EXCHANGE



# 2024 Exhibition Tour 巡回展览

# CEE 2024

CHINA EDUCATION EXPO (CEE) 2024



## Beijing

November 1-2 Friday, Saturday  
China National Convention Center (CNCC) Beijing

11月1-2日 (周五、周六)  
北京国家会议中心  
09:30-16:00

## Chengdu

October 29 Tuesday  
Chengdu CYNN Hotel

10月29日 (周二)  
成都世外桃源酒店  
10:00-16:00

## Shanghai

October 27 Sunday  
Shanghai World Expo Exhibition & Convention Center

10月27日 (周日)  
上海世博展览馆  
10:00-16:00

## Guangzhou

October 26 Saturday  
Guangzhou Yuexiu International Congress Center

10月26日 (周六)  
广州越秀国际会议中心  
10:00-16:00

### 2024 Important Dates

Mark Your Calendar Now!

**January 20**  
Application opens

**March 20**  
Special Early-bird booking ends

**July 20**  
Early-bird booking ends

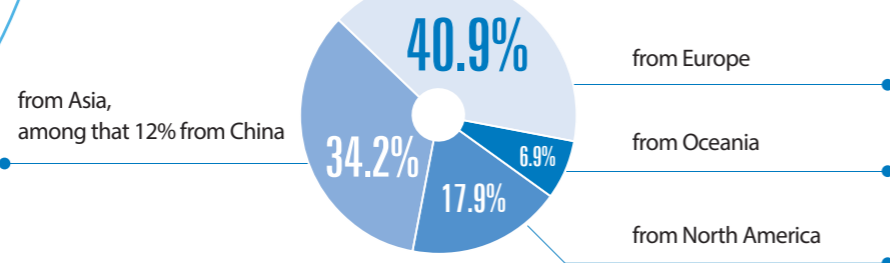
**July 21 - Late**  
Regular booking starts until space fully booked



## The New Era Calls for New Ideas

You can't miss out the largest student enrollment market and the strong growing demand for international education in China! China will continue the nation strategic strategy for opening up education to the outside world, keep encouraging student to have a global and innovating perspective to meet the future talent need.

## Distribution of CEE 2023 Exhibitors



## Great Reasons for Participation

### The biggest student recruitment fair in China

CEE has attracted nearly 3,000 exhibitors from 60 countries and regions since 2000 – bringing more than 900,000 visitors from all over China.

### The ideal B2B & B2G platform in China

With more than 2,000 Chinese educators, CEE offers the fact-to-face chances for overseas exhibitors to deepen new opportunities for cooperation from the whole host of exhibitions, events & forums.

### The orientation of national pavilions marks your brand

CEE worked with around 40 country pavilions to introduce the excellent education as well as the career prospects, effectively playing a role as a comprehensive experimental platform for serving the Chinese education markets.

### Direct interaction with students & educators

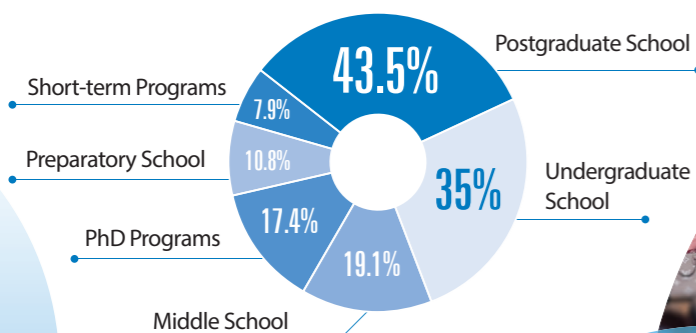
With students and educator across China, CEE has enriched the vision steadily over the past two decades, making it an encompassing vehicle that get first-hand information for study abroad and direct communication with colleges representatives and explore the possibility of cooperation.

### Tailor-made marketing campaigns

The campaign will be launched before and during the exhibition that blend online, offline and hybrid activities to highlight your key disciplines, hot major and inspired scholarship, covering dozens of provinces and cities across the country.



## Destination of CEE 2023 Students



Best Option to Internationalize Your Campus



CEE 2023  
中国国际教育展  
FIRST FLOOR

- 出国留学 STUDY ABROAD
- 合作洽谈 B2B COOPERATION
- 专场讲座 SEMINAR