



SERVICES FOR INTERNATIONAL EDUCATION MARKETING

Seminar on China Transnational Education (TNE) Market Beijing, 1 November 2013

Transnational Education (TNE) has become an important components in China international education market and UK institutions have been very active in setting up links with Chinese institutions, from student, academic and research exchanges to curriculum, articulation, joint programmes or even joint campus.

It is estimated that each year, over 35,000 mainland Chinese students are following UK qualifications here in China and over 10,000 Chinese students choose the UK as their first choice for overseas study destination through the transnational education partnerships.

Working in China with a good partner is highly encouraged by the Chinese government. British Council China, with continuous efforts to promote the partnerships between China and the UK, and through its intensive market research and scoping exercises, has identified a number of partnership opportunities.

During the seminar, we will cover

- Overview of the TNE market in China
- Perception of TNE in China
- TNE Opportunities in China
- Issues and challenges
- Case studies of successful joint programmes in China
- Forward looking

Meanwhile, we will also invite a representative of successful joint programmes in China to share their experiences and tips with you.

Participants of this seminar will gain a clear and in-depth understanding on China's TNE market and how to set up a successful link with as well as better engage with Chinese partners.

Time: 2pm – 4pm, 1 November 2013 (right before the international exhibition in Beijing)

Venue: British Council Beijing Office

Participation fee: GBP200 (VAT excl.) per participant

Contact person: Ms Feng Ying, Education Marketing Officer, British Council China
(feng.ying@britishcouncil.org.cn)

Deadline to apply: 15 September 2013

Application Form

Name of institution: _____

Participant name: _____

Job Title: _____

Telephone: _____

Email: _____

Contact address: _____

DECLARATION

*I confirm that the above person does want to take part in the **Seminar on China Transnational Education (TNE) Market**. I understand that if this application is accepted that the terms and conditions listed on <https://siem.britishcouncil.org/terms-service> will form a binding contract between this organisation and the British Council.*

Signature of applicant

Date

Please email the completed application form to Ms Feng Ying by 15 September 2013:

Coordinator: Ms Feng Ying

Education Marketing Officer

British Council China

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