



Next stop Education UK

Education UK at China International Education
 Exhibition Tour

9 March– 24 March 2013

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1. Event fact file

Beijing

Venue	National Agriculture Exhibition Center, Beijing, 9-10 March 2013
Opening hours	10:00-16:30
Opened by	Chinese Service Center for Scholarly Exchange (CSCSE)
Stand costs	CNY 22,000
Unique feature to give added value	UK Border Agency – providing individual counselling service onsite GREAT Britain campaign visuals were present onsite to give the UK pavilion a integrated and stronger branding impact

Shenyang

Venue	Royal Wanxin Hotel Shenyang, 12 March 2013
Opening hours	13:00-18:00
Opened by	Chinese Service Center for Scholarly Exchange (CSCSE)
Stand costs	CNY 17,000
Unique feature to give added value	GREAT Britain campaign visuals were present onsite to give the UK pavilion a integrated and stronger branding impact

Xi'an

Venue	Crowne Plaza Xi'an, 14 March 2013
Opening hours	13:00-18:00
Opened by	Chinese Service Center for Scholarly Exchange (CSCSE)
Stand costs	CNY 17,000
Unique feature to give added value	GREAT Britain campaign visuals were present onsite to give the UK pavilion a integrated and stronger branding impact

Shanghai

Venue	Shanghai East Asia Exhibition Hall, Shanghai, 16-17 March 2013
Opening hours	10:00-16:30
Opened by	Chinese Service Center for Scholarly Exchange (CSCSE)
Stand costs	CNY 22,000



Unique feature to give added value	UK Border Agency – providing individual counselling service onsite GREAT Britain campaign visuals were present onsite to give the UK pavilion a integrated and stronger branding impact
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Hefei

Venue	Hilton Hefei, 19 March 2013
Opening hours	13:00-18:00
Opened by	Chinese Service Center for Scholarly Exchange (CSCSE)
Stand costs	CNY 17,000

Fuzhou

Venue	Shangri-La Hotel Fuzhou, 21 March 2013
Opening hours	13:00-18:00
Opened by	Chinese Service Center for Scholarly Exchange (CSCSE)
Stand costs	CNY 17,000

Guangzhou

Venue	Dongfang Hotel, 23-24 March 2013
Opening hours	13:00-17:00
Opened by	Chinese Service Center for Scholarly Exchange (CSCSE)
Stand costs	CNY 22,000
Unique feature to give added value	UK Border Agency – providing individual counselling service onsite GREAT Britain campaign visuals were present onsite to give the UK pavilion a integrated and stronger branding impact



2. Key statistics

Attendance	National	
	2013	2012
Total number of visitors	19100	21,600
Schools	1	8
Further Education Institutions	6	10
Higher Education institutions	45	46
Others	3	3
Total number of exhibitors	55	67

Visitors' primary market interests	National	
	2013	2012
English Language Training	6%	4%
GCSE or A-levels	3%	3%
Foundation and Undergraduate	26%	22%
Postgraduate	66%	48%
Vocational Training	5%	0%
Vocational Qualification	1%	0%
Others	0%	22%
Total (Based on the number of responses, not the number of respondents as each respondent may provide multiple answers)	417 responses	828 responses

Demographics of visitors		National	
		2013	2012
Age Groups	16-20	19%	21%
	21-24	42%	34%
	25-34	22%	19%



	35-44	5%	5%
	Others	4%	7%
Current Identification	Professional	29%	26%
	Undergraduate Students/Graduate Students	53%	46%
	School Students	8%	9%
	Others	3%	5%
Total (Based on the number of responses, not the number of respondents as each respondent may provide multiple answers)		417 responses	828 responses

*A full list of exhibitors can be found in Appendix 1

City Breakdown

	National	Beijing	Shenyang	Xi'an	Shanghai	Hefei	Fuzhou	Guangzhou
Number of visitors to UK pavilion	19,100	11,000	900	700	3,500	N/A	N/A	3,000
Total number of visitors to China International Education Exhibition Tour 2013 ¹	40,000	18,000	1,900	1,200	8,500	1,000	900	8,500
Number of UK exhibitors	55	44	10	16	26	6	6	19
Number of UK exhibitors registered through BC	20	18	4	9	10	3	3	6

Media Coverage

Number of Clippings	141
Media Reach (10K)	1,142.23
Media Value (CNY)	2,943,249

¹ **Source:** Post-Show Report for the China International Education Exhibition Tour (CIEET) 2013, April 2013



3. Impact of marketing plan

China International Education Exhibition Tour, approved by the Ministry of Education and organised by Chinese Service Center for Scholarly Exchange (CSCSE), is regarded as the largest international education events in China every spring.

As the organiser of the UK pavilion which was featured with 55 UK exhibitors, the British Council worked closely with CSCSE and incorporated media channels of both parties to promote the event to a wider range of audience and maximise the marketing impact. A full media and promotion plan can be found in Appendix 4.

The British Council's marketing campaign aims to:

- 1) effectively enhance the general profile of UK education in all sectors
- 2) highlight the diverse course provisions of this year's exhibitors
- 3) promote the exhibition to the most targeted groups of audience including prospective students, young professionals and their key influencers.

Print and TV

Before the launch of the exhibition tour, we proactively approached selected national and local key media outlets to achieve pre-event exposures. On behalf of the UK pavilion, we attended CSCSE's press conference in Beijing, Shanghai and Guangzhou and directly engaged with more than 90 key media contacts nationwide.

The media story of the UK pavilion, "*Next stop, Education UK – The UK offers high-quality study and living experience for international students*", was covered by many mass-circulated print media and was later disseminated extensively online. Feature stories focusing on the UK's visa policies on Tier 4 General Students and available visa routes for post-study work were also provided to key media based on their requests.

Online promotion

The onsite visitor survey suggested online promotion through relevant websites was still the most effective promotional channel. 60% of the visitors had been exposed to the exhibition tour's information online either via national digital news portals, the Education UK official website in China, or the exhibition tour's official website.

Meanwhile, popular social media portals such as Sina Weibo, Tencent Weibo and WeChat were all used for exhibition promotion. The Education UK account currently has 65,000 followers on Sina Weibo and 350,000 followers on Tencent Weibo, which make these platforms very effective in generating interest from targeted student groups and young professionals.

Direct mailing was used to distribute exhibition e-flyers to over 100,000 active Education UK online members across the country.

Offline promotion

Education UK publications including U-Post and Education UK Exhibition Guide with detailed UK pavilion information were distributed at selected universities and schools in all exhibition cities prior to the expo. The visitor survey results demonstrate that 45% of the visitors received the exhibition tour information via the



universities or schools in which they studied in. 32% of the visitors found out the event information from their classmates or friends.

4. Conclusions and follow up

4.1 Key recommendations for institutions

- **Increasing demands from visitors for information on pre-university level study options**

Based on the onsite visitor survey and the British Council staff's observation, there have been a significantly growing number of exhibition visitors expressing their interest in pre-university level education in the UK in the recent two years. Compared to university students who are capable of sourcing relevant educational opportunities online, school students and their parents often find it difficult to source necessary information by themselves due to their lack of English language skills. Traditionally they would seek support from local education agents although they have increasing concerns with agents' credibility and integrity.

Education exhibitions provide a unique opportunity for these prospective school students and their parents to have direct communication with UK schools, colleges and universities, and acquire the information that they consider to be the most reliable and updated. Apart from postgraduate level courses, A-level courses, foundation and other pathway programmes appear to be very popular among exhibition visitors. We would encourage more schools and institutions offering pre-university level courses to attend future exhibitions to offer diverse education provisions to the target audience. Also we will advise representatives from UK universities to be better prepared in taking questions on relevant foundation and pathway programmes. Specifically produced Chinese information leaflets and Chinese hotline services can be very helpful to support school students and their parents' decision making.

- **Visitors' complaints on the presence of education agents at a few exhibitors' stands**

We received a few complaints from visitors about their unsatisfactory experience of having consultation with agents at a few UK institutions' exhibition stands. Instead of giving direct answers to visitors' questions, some agent staffs tried hard to sell their education services onsite. For some adult students who have done their information research and have no intentions to seek agents' help, it is seen as a waste of time if their questions can not be answered in a straight-forward way. Moreover, some visitors considered the information they received from university representatives was more reliable than that of education agents. We would suggest all UK exhibitors send at least one of member of staff to attend the exhibition. When agents' onsite support is necessary, it is important to give the agent a thorough briefing prior to the exhibitions. It is also worthwhile reminding the attending agents that they should focus on promoting the specific institutions' programmes only throughout the exhibitions.

- **Use rankings in a rational way**

Many exhibitors are quoting rankings to attract audience's attention and it has been proved to be effective for profile enhancing and course promotion in the China market. However, there are an increasing number of students and parents feeling confused about the different results of rankings quoted by exhibitors. Some students started to show interest in learning the key factors behind each of the major rankings. To cope with the target audience who are getting more knowledgeable in rankings, it is helpful for exhibitors to do some research and figure out the rationale behind these rankings and further understand how to utilise the ranking figures more effectively in terms of strengthening the competitive advantages of their institutions to the visitors.



- **Visitors are interested to learn what career development support they can receive from UK institutions after their graduation**

Before pursuing overseas studies, many students, as well as their parents, have realised the fierce competition that they will have to face in job hunting after graduation. For some students who have plans of working and living in the UK after graduation, the career development support that they can have from the universities seems even more crucial. We suggest all exhibitors can collect some updated detailed information about their institutions' career services, and if possible, some generic information on the labour market status in the UK and China. British Council China organises career advisors' workshops every year in the UK to introduce updates on the Chinese job market, employers' recruitment strategy and practical operation information. Career offices may be able to share helpful information that they collected at these workshops.

- **Creative and innovative stand decorations are well received by young visitors**

Many UK exhibitors have put extra investment in to decorating their stands to attract more visitors. Onsite visitors suggest exhibitors may play interesting promotional films, use fashionably designed banners (try to avoid traditional pull-up banners), and display students' artworks to generate traffic. How to be creative and innovative is the key issue that exhibitors should consider when producing stands decorations in order to catch young visitors' changing tastes. The British Council will also continue to ensure the UK pavilion showcases a strong branding presence.

- **Increasing demands for wrap-around campus activities**

As there were very limited time slots for seminars during the exhibitions, visitors expressed their interest in attending wrap-around activities on campus. Some visitors suggested they were not very keen on attending generic promotional events (i.e. introduction to programmes/courses) as they had already got easy access to this information online. Instead, demo classes and workshops could be better received because they may get a true taste of studying and research in the UK.

4.2 Key recommendations for the British Council

Below is a summary of areas commented on by institutions and our response in terms of follow-up actions. Suggestions and comments received from institutions are listed in full in Appendix 3.

- **Participation figures**

The exhibition tour in 2013 experienced a minor drop in the overall participation figures based on the post-show report published by CSCSE. Based on some exhibitors' feedback, the participation figures dropped significantly in Shanghai and some second tier cities.

Nowadays, prospective students normally have multiple channels to easily access programme information from their target UK institutions. Thus, some of the Chinese audience tend to acquire all the information online, which may lead to the drop of exhibition's participation figures. However, our exhibitor survey suggested 59 per cent of the UK exhibitors still considered the exhibition tour as a cost effective event in terms of student recruitment and more importantly, brand and profile enhancement in the Chinese market.

To improve the participation of audience and the communication effectiveness in Shanghai and the second tier cities, we will work closely with CSCSE and Reliable, the exhibition services company, to review the current media channels in these cities and seek for opportunities to expand sharing resources and improve

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the impact of communication. We will also approach the local education agents and training schools in a more proactive manner to deliver the event message to a wider range of local audience and encourage their participation in the exhibition tour. In addition, we will place a focus on these cities when planning the exhibition wrap-around activities in campus as well as other Education UK's marketing projects around the exhibition period to improve the exposure of the exhibition tour among the target audience.

- **The effectiveness of wrap-around events**

At the China International Education Exhibition Tour 2013, the British Council provided a series of chargeable wrap-around promotional opportunities for UK exhibitors to maximise the impact of their visit to China. Among all these promotional opportunities, themed lectures at local schools and universities received very positive feedback from both participating UK exhibitors and the local partner schools and universities. The participating institutions also took the opportunity to establish new conversations on potential partnership in staff exchange and joint programmes. The initiative of advertisement on the Education UK exhibition guide was also well received by exhibitors. There were more than 4,000 copies of exhibition guides distributed to onsite visitors across the country.

However, another promotional initiative – the QR code display and game – was not as successful as we expected. With a very small number of exhibitors showing interest in it, the display did not effectively generate a significant number of visitors to the participating exhibitors' stands either. We have carefully reviewed the outcomes of this initiative, collected feedback from the participating institutions, and summarised the learning points, which will surely contribute to the success of future projects and services that we plan and develop for our UK partners.

Based on the onsite exhibitor survey conducted by the British Council, 95 per cent of the UK exhibitors are interested in participating in the wrap-around activities organised by the British Council. The most welcomed formats of activities include: a) Information day at local institutions (46%); b) Demo class (41%); c) Information day at training schools (34%). We will carefully plan the future wrap-around activities based on the survey results and the market demands. We are also keen to hear about any other ideas that UK institutions would like to share with us.

- **WiFi connection at the exhibition venues**

Some exhibitors suggested that it would be very helpful if the pavilion could be covered by WiFi so they could use their laptops to do some demonstrations to visitors. We have checked with the Chinese organiser of the exhibition tour for the possibility of this arrangement in the future and confirmed that most exhibition venues were not equipped with WiFi connections. The Chinese exhibition services company Reliable will consider providing chargeable 3G connection equipment on exhibitors' requests in next year's exhibition.

- **Onsite services provided by Reliable, the exhibition services company**

Several exhibitors complained about the inefficient onsite services they received from the exhibition supplier, Reliable. We have passed on the feedback in detail to the Chinese organiser of the exhibition tour. The British Council and the Chinese organiser will work together to monitor the improvement of services for next year's exhibition.



Appendix 1: List of participating institutions

Institution Name	BJ	SY	XA	SH	HF	FZ	GZ
Aberystwyth University	1			1			1
University of the Arts London	1	1	1	1	1	1	1
Bath Spa University	1			1			1
University of Birmingham	1			1			1
University College Birmingham	1			1	1		1
Birmingham City University	1						
Bournemouth University	1						
BPP University College	2			1			
University of Bradford	1			1			1
University of Brighton	1		1	1			
Brunel University	1						
Cardiff Business School, Cardiff University			1				
The University of Central Lancashire				1			
University of Chester	1			1			
Coventry University	1						
University for the Creative Arts (UCA)	1		1	1			1
De Montfort University, Leicester	2						
University of Dundee	1						
University of East Anglia	1						
University of Essex							1
Heriot-Watt University	1		1	1			1
University of Huddersfield							1
The University of Hull	1			1		1	
ICAEW	1			1			
LAL Language Centres	1			1			
University of Leeds		1	1				
Leeds College of Art	1			1			
Leeds Metropolitan University	1	1	1	1			1
London South Bank University	1	1	1	1			1
Manchester Metropolitan University	1		1			1	
Istituto Marangoni	1						
The University of Northampton	1						1
Northumbria University (Newcastle)					1		
University of Portsmouth	1	1			1	1	
Queen Ethelburga's Collegiate	1			1			1
Queen Mary, University of London	1						
Robert Gordon University			1				
The University of Salford	1		1				
Sheffield Hallam University	1			1			



SOAS, University of London	1						
St. Andrew's College, Cambridge	1						1
University of Sunderland	1	1		1			1
UK Boarding Schools	1			1			1
University of Warwick	1		1	1		1	1
University of West London	1			1			
York St. John University	1						1
College of International Education, Oxford	1	1	1				
Newcastle University	1		1	1			
Oxford Tutorial College				1	1	1	
Queen's University Belfast		1	1				
University of Wales Trinity Saint David	1						
Goldsmiths College, University of London			1				
Oxford International College	1			1	1		
Crest Overseas Guardians Ltd	1			1			
University of Liverpool				1			1



Appendix 2: Visitors' survey results

Total Respondent:	417 responses	
1. Have you achieved what you expected through the event?		
Satisfied Strongly	118	28%
Satisfied	232	56%
Neither satisfied nor unsatisfied	88	21%
Unsatisfied	2	0%
Strongly unsatisfied	1	0%
2. Please give your evaluation to this event		
Satisfied Strongly	112	27%
Satisfied	240	58%
Neither satisfied nor unsatisfied	86	21%
Unsatisfied	4	1%
Strongly unsatisfied	1	0%
3. I have received new knowledge, useful information and skills through this event		
Agree strongly	101	24%
Agree in general	240	58%
Neither agree nor disagree	93	22%
Disagree	3	1%
Strongly disagree	2	0%
4. Information Channels (Multi-Choice)		
Friends/Classmates	132	32%
Parents	66	16%
Teachers/Universities/Schools	188	45%
Websites	251	60%
Agents	113	27%
Language Training Schools	97	23%
British Embassy and Its Events	91	22%



TV Programmes	70	17%
Others	20	5%
5. Course of Overseas Study (Multi-Choice)		
English Language Training	26	6%
GCSE or A-levels	12	3%
Foundation and Undergraduate	109	26%
Postgraduate	275	66%
Vocational Training	19	5%
Vocational Qualification	4	1%
6. Subject Selection (Multi-Choice, no more than 3)		
Applied and Pure Sciences	44	11%
Medical Studies	82	20%
Social Sciences and Media	110	26%
Sport, Leisure, Hospitality and Tourism	69	17%
Built and Natural Environment	48	12%
Humanities	120	29%
Engineering and Technology	91	22%
Management, Business, Finance and MBAs	169	41%
Computer, Mathematics and IT	86	21%
Law	80	19%
English Language	138	33%
Visual and Creative Arts	55	13%
7. Preferred Study Destination (Multi-Choice)		
UK	257	62%
USA	227	54%
Australia	128	31%
Canada	108	26%
New Zealand	41	10%
France	51	12%



Germany	89	21%
Japan	36	9%
Korea	33	8%
Singapore	43	10%
Malaysia	10	2%
Others	14	3%
8. Influencing Factors in Choosing Overseas Education (Multi-Choice, no more than 3)		
Quality of Education	252	60%
Admission Requirement	131	31%
Variety of Choices	107	26%
Tuition and Living Cost	224	54%
Scholarship Accessibility	109	26%
Career Prospects	228	55%
Visa Access	57	14%
Living Condition	98	24%
Available Friends/Relatives	29	7%
9. Recognised Strengths of UK Education (Multi-Choice, no more than 3)		
Reasonable Tuition Fee	56	13%
Short Course Duration	156	37%
High Quality	257	62%
Innovative Teaching Method	71	17%
Global Recognition	156	37%
Pragmatic Courses	55	13%
Easy Visa Access	42	10%
NHS Service	89	21%
Available Scholarships	62	15%
Taking Part-time Job	36	9%
Career Enhancement	103	25%



Advanced Research	114	27%
Variety of Choices	51	12%
10. Recognised Weaknesses of UK Education (Multi-Choice, no more than 3)		
High Tuition Fees	219	53%
Conservative Environment	83	20%
Too Much Workload on Courses	153	37%
Limited Choice	85	20%
Poor Career Prospects	110	26%
Immigration Control	95	23%
Course Duration is Too Short	35	8%
Poor Quality	31	7%
Difficult Visa Access	135	32%
Strict Language Requirement	162	39%
Too Few Chinese Students	39	9%
Too Many Chinese Students	47	11%
11. How do you plan to apply for study in the UK?		
Through Current School/University	81	19%
Apply to Institutions Directly	194	47%
Through Agents	173	41%



Appendix 3: Exhibitors' survey results

Total Respondent	41 respondents	
1. How do you rate the quality of the pre event support you received from the Chinese exhibition supplier – Reliable Exhibition Services Ltd.?		
Excellent	14	34%
Good	24	59%
Poor	3	7%
2. How do you rate the quality of the support that you received during the exhibition from the Chinese exhibition supplier – Reliable Exhibition Services Ltd.?		
Excellent	10	24%
Good	28	68%
Poor	3	7%
<p><i>Comments:</i></p> <ul style="list-style-type: none"> • We were not aware that they were here. • Poor. The stands were not hovered, the chairs dirty and the carpet was torn. 		
3. For future planning, how can the British Council help to maximise the impact and benefits of your visit to China?		
PR	18	44%
Branding of Education UK Pavilion	15	37%
Market Briefing	14	34%
Wrap-around Activities	15	37%
Others	0	0%
<p><i>Comments:</i></p> <ul style="list-style-type: none"> • Get a better booth location for the UK pavilion • Create workshop opportunities • It would be good to have supporting BC workshops around the event, perhaps with subject specific focuses • Networking events after the exhibition • More advertising opportunities • Introduction to potential partners with art and design specialism • A-level / international school tour would be excellent 		



4. Do you welcome any wrap-around activities organised by BC around the time of the exhibition?		
Yes	39	95%
No	2	5%
If yes, what kind of activities you are interested in?		
Augmented Reality and innovations corner	8	20%
Information Day at Training School	14	34%
Information Day at Local Institutions	19	46%
Presentation at BC office	12	29%
Partnership Brokering Event (with Chinese institutions)	11	27%
Demo Class	17	41%
Others	1	2%
5. Do you see the exhibition as a cost effective promotion channel to your institution?		
Yes	24	59%
No	13	32%
6. Do you think you will attend the same event next year?		
Yes	16	39%
No	7	17%
Undecided	17	41%

7. What recommendations do you have for the future of this particular event for the British Council?

- Excellent exhibition in Beijing. Good venue and effective branding of the UK pavilion. Wifi would be helpful.
- Event support from the British Council was excellent.
- The location of the venue in Beijing is not ideal. The previous venue (International Trade Center) was better.
- For Tier 2 cities, please host the event at weekend (Saturday or Sunday). This time Xi'an exhibition was on Thursday and very few students came to the event.
- Xi'an VS Beijing, number of inquiries received: 2 VS 52
- Shanghai exhibition needs more students to come.
- Shanghai exhibition was the least effective exhibition. It is a very mature market now. The student attendance was very low though the organisation of the event was OK.



- We would like to see focused subject specific events to attract the most targeted school students as well as university students for BA and Postgraduate market.
- We now book the event through our China office and were informed very late about the change of location. It would be good to understand whether there is a better way for us to book in future in order to get British Council's communications around the time of the event?
- The courier company required a copy of all documents in PDF. It would have been useful to have warning of this requirement to plan better.



Appendix 4: Media and promotion plan

	Portal	Format
Print	21 st Century Newspaper	Pre-exhibition feature story
	Beijing Morning Post	Pre-exhibition feature story
	Global Times Beijing Version	Pre-exhibition feature story on UK's cutting-edge courses
	Modern Education	Pre-exhibition feature story and international education trends
TV	BTV (Beijing TV)	BTV Morning News – Pre-exhibition interview on Education UK generic information and onsite interview on highlights of the UK pavilion
Online	Education UK Official Website	Exhibition feature page with exhibition tour schedule and exhibitor list
	Education UK Weibo Platforms (a.k.a. the Chinese version of Twitter)	Exhibition promotion on Education UK Sina Weibo with 65,000 followers and Education UK QQ Weibo with 350,000 followers
	eDM	Direct mailing campaign to over 100,000 active Education UK members who are geographically located in the seven exhibition cities.
	Online Chat on QQ.com	Interactive Interview with Chinese netizens on QQ.com, providing generic UK education information
	Online Chat on Sohu.com	Interactive Interview with Chinese netizens on Sina.com, providing generic UK education information
Offline promotional activities	China International Education Exhibition Tour 2013 Press Conference in Beijing, Shanghai and Guangzhou	Organised by Chinese Service Center for Scholarly Exchange, the organiser for the exhibition tour, the press conference was attended by nearly 100 national and local media. British Council was invited to the conferences to introduce the UK pavilion to the media and provide updates on UK education and student visa policies.
	Agent Exhibitions and Events	Exhibition promotion to prospective students at agent exhibitions and events
Promotional publications	U-Post	U-Post e-newsletter to more than 70,000 online subscribers; 7,000 hard copies of U-Post to local universities and international schools



	Generic Brochure	different levels of study programmes
	Education UK Exhibition Guide	UK exhibitors' English and Chinese name lists and booth numbers in each exhibition city; Institutional profiles of selected exhibitors and introduction to the British Council's upcoming education projects.
	Subject/Sector Specific Booklets	Subject/Sector Specific Booklets produced by the British Council in the recent 2 years. Sector booklets include PhD, boarding school and summer school programmes booklets; Subject booklets include Arts and Design, Computer Science, Sports Management, and Social Sciences booklets.
	Club UK	British Council's international student life magazine introducing students' study and living experience in the UK

Print Coverage

Beijing Morning Post (Media Coverage: 400,000)

周末去新农展逛国际教育展

精彩看点

澳大利亚: 设立中学专区

为结合留学低龄化的特点,澳大利亚展团除传统的政府专区以外,将另设澳大利亚中学区。中学区由逾 20 所精英中学及政府教育部门或推广机构组成,学生可以很便捷地与校方进行零距离接触,甚至可以在现场进行入学资格评估或者直接递交申请。届时,展区内还会安排一系列精彩的留学澳大利亚及中学专题讲座。

法国: 高端申请可预约“一对一面谈”

法国展区设立了“一对一面谈区”,供院校与希望赴法攻读硕士或博士学位的学生直接交流。希望参加“一对一面谈”的同学须提前登录网站报名,并选择希望面谈的院校: www.chine.campusfrance.org。

新西兰: 28 所公立校悉数到场

今年是新西兰第 9 次参加中国国际教育巡回展。对于新西兰“军团”而言,此行最大的亮点是 28 所公立校全部参加此次中国国际教育展。新西兰驻华大使馆教育处教育推广经理李欣告诉记者,新西兰共有八所大学和 20 所理工学院,全部都是公立学校,其中有八所是世界排名前 500 的学校。”

英国: 将有 50 余所院校组团参展

此次,英国将有 50 余所院校组团参展。其中,不仅包括知名的综合性高等教育学府,还有商学院、预科学院、寄宿中学和语言学校,涉及专业广泛,为想去英国留学的中国学生带来多种选择。届时,英国大使馆文化教育处工作人员将现场设立咨询台,与院校代表一起为参展学生和家长们答疑,包括英国教育体系、如何选择课程和学校、最新奖学金信息、英国文化解析、如何准备申请材料以及学生签证申请的最新政策等信息。

荷兰: 提供 1700 种英语授课课程

荷兰是最早开设英语授课课程的非英语国家之一。目前,荷兰的高等教育机构能够提供超过 1700 种国际英语授课课程。此次,荷兰展团中名校云集,覆盖领域全面,既有中国学生比较关心的商科领域,也有农业与环境学、建筑与设计类等领域。2012 年,《泰晤士报》将荷兰的 12 所研究型大学列入世界大学“前 200 强”。

由中国(教育部)留学服务中心主办的第十八届“中国国际教育巡回展”将于 3 月 9 日至 3 月 24 日在北京、沈阳、西安、上海、合肥、福州、广州七个城市陆续亮相。作为揭幕之作,3 月 9 日、10 日,巡回北京站将首次亮相新农展。

主办方介绍,本届巡回展将有 20 多个国家和地区的近 400 所高校和教育机构参加,主要包括大学、职业技术学院、中学以及各类教育培训机构等。其中,澳大利亚、新西兰、英国、法国和韩国等国将以国家展团的形式集中亮相,而美国仍是参展院校最多的国家。

中国(教育部)留学服务中心主任白章德强调,所有参展院校都经过了严格审查,其可靠度大幅度提升,绝对不会出现“野鸡大学”参展。

主办方提醒广大学生和家长们做好“功课”:认真阅读观展须知,可以提前登录展会官网 www.cieet.com 查看参展院校名录,在综合分析的基础上初步选择目标留学国家和院校,以便在展会现场有的放矢,充分利用难得的面对面交流机会,获取更多留学信息。另外,为便于学生参加展会,在校学生仍可凭本人有效证件免费入场。

展会讲座一览

3月9日	3月10日
10:15-10:45 法国驻华大使馆-法国高等教育署 留学法国 11:00-11:30 欧盟 欧洲奖学金项目机遇及全球 11:45-12:15 丽硕大学 招生说明会 12:30-13:00 马来西亚 Optima International College 在马来西亚学习,到中国实习、工作 13:15-13:45 美国 Full Sail University 媒体、艺术与娱乐专业的职业前景 14:00-14:30 美国麻省大学 招生说明会 14:45-15:15 美国威斯康星大学密尔沃基校区 全美顶尖研究型大学的优势专业与就业前景 15:30-16:00 美国爵硕大学 美国高中留学介绍	10:15-10:45 美国俄克拉荷马大学 中国留学生海外学习综合成才规划 11:00-11:30 欧盟 欧洲奖学金项目机遇及全球的机遇 11:45-12:15 美国碧岳十一中学 美国蓝带高中招生说明会 12:30-13:00 中国(教育部)留学服务中心/嘉华世达 留学安全与海外避险 13:15-13:45 美国多米尼克高中 人均十万奖学金是怎样炼成的 14:00-14:30 美国马丁路德高中 招生说明会 14:45-15:15 美国德蒙福特大学 怎样在英国成功学习

本版撰文 展报记者 徐虹

Global Times Beijing Version (Media Coverage: 2,000,000)



英国：新兴专业渐受青睐

访英国大使馆文化教育交流处教育推广官员齐琦

此次教育巡回展，英国有 50 余所院校组成英国展团参与巡展。这其中不仅包括综合性高等教育学府，还包括商学院、预科学院、寄宿中学和语言学校。齐琦告诉记者，本届教育巡回展上，英国大使馆文化教育处工作人员会在北京、沈阳、西安、上海和广州 5 地的展会现场设立咨询台，为学生及家长解答有关留学英国的各类综合性问题，包括英国教育体系、如何选择适合自己的课程和学校，最新奖学金信息，英国文化解析，如何准备申请材料，以及学生签证申请的最新政策等。齐琦建议那些对英国感兴趣的学生和家长可以与院校代表和相关官员直接交流，获得最新关于招生计划、入学条件、课程分类、奖学金及英国当地生活状况的信息，从而选择并制定适合自己的学习计划。

谈到 2013 年英国在留学生政策方面的调整与变化，齐琦指出，自 2013 年 4 月，在英国完成博士学位的学生在毕业后将有 12 个月在英国找工作或创业的时间。此外，国际学生在留学英国期间也可以从事兼职工作。这使留学生可以更好地融入当地社会，获得工作经验。“只要你在英国的大学、高等教育学院及公立继续教育学院学习，就可以边学边工作。”

“高水平的教育质量和学生体验”、“多元化的学习选择”、“高竞争力的留学性价比”、“留英毕业生优秀的职场竞争力”是齐琦认为英国教育具有的几大特点。她告诉记者，英格兰高等教育拨款委员会公布了 2011 年“学生满意度调查”的结果。83% 的学生对就读的院校及其课程表示满意；84% 的学生对自己课程的教学

质量表示满意；77% 的学生对自己获得的学术支持表示满意。该调查收到来自全英 154 所高等教育院校和 99 所继续教育学院的 26.5 万名毕业生（包括英国、欧盟和国际学生）的回复。英国文化协会的高等教育总监说：“这个《学生满意度调查》对准备去英国留学的国际学生来说是非常好的消息。调查结果显示，学生普遍对英国的课程和教学的质量非常满意。而且，对于需要改进的地方，英国的院校也十分乐意倾听学生的声音并努力提高标准。”

英国现有 140 多所大学和高等教育学院，提供大约 83 万种不同专业的课程，各个院校都有自己的优势、特点及特长专业。在齐琦看来，目前中国学生的专业选择越来越理性和多样化。除了因为英国作为全球贸易和金融中心而使其金融、商务和管理专业一直热门以外，其他如媒体、工程、法律以及新兴的运动管理、数字技术、策展等专业也逐渐受到了中国学生的青睐。此外，英镑汇率的变化也为学生在较大程度上节约了留学成本。（杨洋）

Modern Education (Media Coverage: 180,000)

博士生开出免学费、全额奖学金的优惠条件，但报名人数并不火爆。东京大学一位招生人员分析，日本一些好的学校，本科生申请全额奖学金很难，而且很多文学专业需要良好的日语水平，这样的门槛也是中国学生对日本高校不感兴趣的原因之一。

英国共有 50 余所院校组团参展，包括商学院、预科学院、寄宿制中学和语言学校等。英国大使馆文化教育处教育推广官员齐琦介绍，2012 年，英国边境管理局在中国颁发了超过 56000 份学生签证和 9000 份短期学习的学生访问签证，与 2011 年相比，增长约 11%。

趋势三 两成留学生选择读商科

“通过最近的就业趋势，还是希望我的女儿选择商科院校留学。”吴先生的女儿现在在北京一所高中上高二，他和女儿对商科院校情有独钟，重点咨询了英国、美国等地的商科院校。

据嘉华世达国际教育一工作人员介

绍，留学生在专业选择方面，商科、金融、计算机、工程等专业仍是热门。“20% 的留学生会选择读商科。”该工作人员说，金融、会计等商科专业最受追捧，建筑、设计、通信、材料等专业也是学生的主要选择。

“美国工科院校也喜欢中国留学生，因为数学功底好，又比较勤奋。”该工作人员建议，值得留学生关注的好专业包括：美国的制药专业、医药卫生和生物医学工程等专业；澳大利亚的工程、教育、医学、护理、精算师以及高级技工类课程；亚洲国家的游戏开发、网络工程、食品安全等专业；荷兰的文学艺术和爱尔兰的酒店管理和软件开发专业等。

趋势四

国外院校切国内蛋糕

据教育部最新数据统计，2012 年度中国出国留学人员总数为 39.96 万人，比 2011 年度增加了 5.99 万人，同比增

长 17.65%。目前，中国已成为世界上最大的留学生生源国，海外院校更是主动出击，抓住教育展契机纷纷来华招揽优秀学生。与此不同，不少国外院校、研究机构也纷纷将目光转向中国，寻求合作。

英格兰及威尔士特许会计师协会 (ICAEW) 在英国院校展区中显得有些冷清，协会大中华区总监黎日忠告诉记者，他们此次参展的目的是寻求与国内高校的合作，扩大影响。

据介绍，近年来，国外高校也纷纷加大了来华办分校的步伐，包括西安交通大学和英国利物浦大学合作开办的西交利物浦大学、华东师范大学和美国纽约大学联合创办的上海纽约大学、浙江万里学院与美国诺丁汉大学合作创办的万里诺丁汉大学等。

■ 专家观点

“低龄化”成线下留学新趋势

海外院校校园信息平台 Zinch 创始

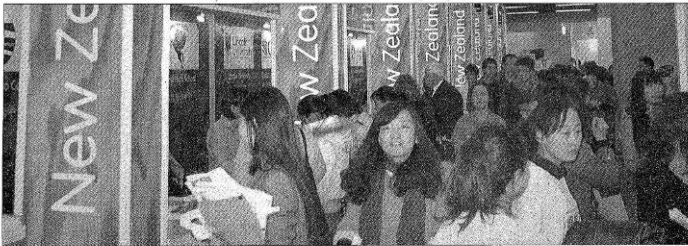
人、Chegg 国际业务副总裁 Sid 先生认为，留学“低龄化”现在已经成为了线下留学的一种新趋势。

他认为，留学“低龄化”主要有三方面的原因：一是因为中国经济的快速发展，家里有钱了，更多的家庭选择送孩子出国读书；二是中西方的教育理念和环境的不同，不少家长认为国外的教育理念和模式更适合孩子的发展，了解国外环境的家长当然希望自己的孩子能够尽早留学国外，而不了解的家庭也会受到周围出国人群的影响，而最终选择送孩子出国；三是受到国内就业的影响，企业把英语和出国留学当做职场应聘的重要因素，在面试的时候如果有出国经历的话更容易找到好的工作。

□ 文并摄/本报记者 郑组伟



21st Century Newspaper (Media Coverage: 550,000)



New Zealand, along with some other countries, has introduced new policies to attract international students. FILE PHOTO

Where will you study?

The China International Education Exhibition Tour 2013 will kick off in Beijing on March 9 and go on to cover Shenyang, Xi'an, Shanghai, Hefei, Fuzhou and Guangzhou. Representatives of about 400 universities from 20 countries and regions around the world will be there to answer your questions about study abroad opportunities.

Still unsure about your study destination? Curious to discover which school would suit you best? Read our four-page guide and then visit the exhibition for more information.

New policies and scholarship programs have been introduced in some countries this year to attract international students. Take a look and see which one appeals to you most.

UK

From next month, the UK government will allow international students completing a PhD (or other doctoral program) at a UK higher education institution to stay in the UK on a Tier 4 visa for 12 months after their expected course completion date. This is intended to provide students gaining a doctorate with a longer period to look for a job, set up as an entrepreneur, or gain practical work experience in their field.

This will apply to PhD students who start their course after April

and to those already enrolled on a course but who will not have completed their studies by April. Those who have already completed their course by the given date in April but whose leave has not yet expired will not be eligible to apply for this new type of extension.

New Zealand

New Zealand's government is hoping that the country's universities will attract more international master's students after shortening the qualifying period for the degree.

The country's degree-awarding institutions are able to provide 180-credit master's degrees from this year, according to an official announcement made in December.

The introduction

of 180-credit master's degrees allows students to complete the necessary credits in 12 or 18 months instead of two years.

Australia

Starting this year, a new post-study work visa will allow international graduates to work and live in Australia for up to four years after their graduation, depending on the type of course they did. PhD graduates will receive a visa that allows them to work for four years in Australia, graduates with a research-based master's degree will receive a three-year work visa, and anyone graduating with a bachelor's degree will receive a two-year work visa.

To qualify for the new visa, graduates must obtain a minimum of 6 in each of the four

components of the IELTS test of English language ability and apply for the visa within six months of finishing their course.

France

The French Embassy in China is again offering the France Excellence scholarship to Chinese students who intend to pursue a master's degree in France in law, communication and media studies, economics, sociology, engineering or natural sciences.

The scholarship is open to Chinese nationals who were born after Oct 2, 1986 and speak good English or French.

Winners will get help finding an apartment and receive a payment of 750 euros per month for 12 months.

The application must be submitted by 4 pm on April 5.



TV report

BTV- BTV Morning News (Media Coverage: 11,810,000)





Online coverage

Chinadaily.com.cn

中国日报网
http://www.chinadaily.com.cn
2013-03-15 星期五

内地留学生专业选择拓宽 留学日趋理性

2013年4月26日 星期五

CHINADAILY 国际频道

内地留学生专业选择拓宽 留学日趋理性

2013-03-15 00:14:00 来源: 中国新闻网

【摘要】(阿琳娜)在儿子留学一事上,我们尊重他的意愿,尽量不加干涉。记者在采访中发现,前来咨询的多以家长和90后学生为主,对于留学有明确的规划,有属意的国家和专业,带着比较明确的目的性。

中新网西安3月14日电 (阿琳娜)在儿子留学一事上,我们尊重他的意愿,尽量不加干涉。”随同儿子前来教育巡展,在现场“旁听”的家长王梅婷认为留学一事应与孩子多沟通,按孩子的特点选择学校专业,而不是盲目跟风或追求名校。

ifeng.com

凤凰网
http://www.ifeng.com
2013-03-07 星期五

周末去新农展逛国际教育展

凤凰网教育
edu.ifeng.com

周末去新农展逛国际教育展

2013年03月07日 05:48

由中国(教育部)留学服务中心主办的第十八届“中国国际教育巡回展”将于3月8日至3月24日在北京、沈阳、西安、上海、合肥、福州、广州七个城市陆续亮相,作为揭幕之作,3月9日、10日,巡展北京站将首次亮相新农展。

主办方介绍,本届巡展将有20多个国家和地区的近400所高校和教育机构参加,主要包括大学、职业技术学院、中学以及各类教育培训机构等,其中,澳大利亚、新西兰、英国、法国和韩国等国家将以国家展团的形式集中亮相,而美国仍是参展院校最多的国家。

中国(教育部)留学服务中心主任白章德强调,所有参展院校都经过了严格审查,其可靠度大幅度提升,绝对不会出现“野鸡大学”参展。

主办方提醒广大学生和家长们做好“功课”,认真阅读参展须知,可以提前登录展会官网

Education Online (eol.com.cn)

2013英国留学是否依然“给力”

2013年伊始是准备2014年英国秋季入学的重要时机。同时,鉴于英国部分大学及专业申请截止日期比较晚,所以部分学生现在仍有申请机会。受英国大学学费上调影响,中国总体申请英国大学入学人数下降6%。据英国新报,赴英留学学生在去留、工作能力以及英语听力方面也面临更严格的规定。那如何才能hold住2013英国留学呢?

胡未末
留学规划系列总编
总负责人
留学国际教育服务
留学咨询专家
留学签证申请辅导人

刘静
英国大使馆
文化教育参赞
教育推广助理主任

冯蕾
中国教育在线
留学论坛版主

留学改变人生,不科学的规划是自毁人生。
希望大家顺利实现自己赴英留学的梦想,每个人都能学有所成!
世界很大,留学给你的是更广阔的视野。

2012年中国留英学生达56000人

Xinhua.net

新华网
http://www.xinhuanet.com
2013-03-15 星期五

内地留学生专业选择拓宽 留学日趋理性

中国教育部留学服务中心主任白章德表示,内地学生留学的热门选择,整体讲以英语国家居多,留学“口味”受诸多因素影响,包括签证政策、移民政策、收费标准、汇率等方面的变化,就留学方面而言,西安是一个在发育过程中的城市。

白章德指出,内地学生留学日趋理性,前几年多选择工商管理类,所占比例非常高,现今选择时更加理性,选择面也越来越宽,其次,家长学生会详细咨询,“货比几家”者增加,不轻易作选择;再者,现今留学时家长学生会对外国情况熟悉了解后才作决定。

记者在采访中发现,前来咨询的多以家长和90后学生为主,对于留学有明确的规划,有属意的国家和专业,带着比较明确的目的性。

英国大使馆文化教育处教育推广经理李岩说,在此次巡回展中,家长和学生的咨询时涉及的专业分布很广,不像以前多只有商科,现场也有了了解艺术类、自然科学和工程等专业的。

陕西省留学服务中心主任关芳介绍,家长和学生的日趋理性反映在,除反复咨询,货比几家后才选择外;家长也比较实事求是,在综合考虑孩子的实力和家庭的经济条件后,作出最适合孩子的选择。

据了解,自1999年以来,中国(教育部)留学服务中心已连续14年在国内20多个城市举

Education UK Online Chat on QQ.com

腾讯
http://www.qq.com
2013-03-06 星期五

中国学生对英本科以上高等教育热情高

2013年03月06日 11:50

中国学生对英本科以上高等教育热情高

2013年03月06日 11:50

腾讯教育

教育 > 出国 > 第十八届教育展 > 正文

中国学生对英本科以上高等教育热情高

2013年03月06日 11:50

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2013年03月05日 16:14

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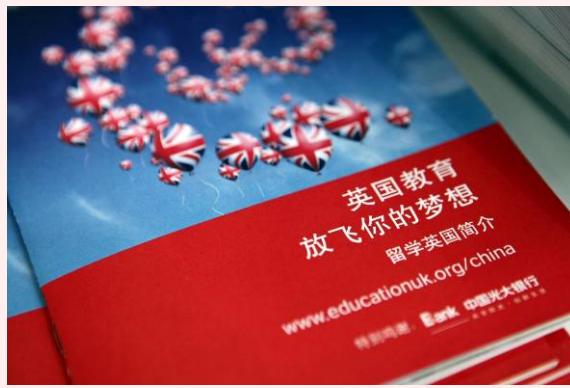


Promotional publications

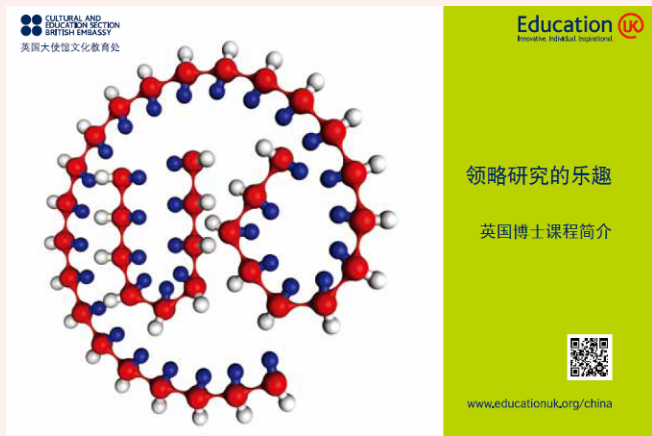
Education UK Exhibition Guidebook



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UK PhD Courses Promotional Booklet



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Appendix 5: Exhibition photos (Beijing and Shanghai exhibitions)

