

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
- Embassies or governmental organizations
- Student services providers before and after studying abroad (banking, accommodations, insurance, airlines, law office, internet plus & career development companies etc.)

Participation

● Standard Booth

Beijing and Shanghai
Chengdu and Guangzhou

3mW x 2.5mD x 2.5mH
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 and Shanghai each
- 1 IBM table with tablecloth, 4 chairs for Chengdu and Guangzhou 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

Show Management Office

Fairlink Exhibition Services Ltd.

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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 Expo 2020

Part of CACIE - China Annual Conference for International Education & Expo

Oct. 24 – Nov. 1, 2020

Beijing > Chengdu > Guangzhou > Shanghai

主宾国：马来西亚

Country of Honor: Malaysia



www.ChinaEducationExpo.com

主办单位/Hosted by:



中国教育国际交流协会
China Education Association
for International Exchange

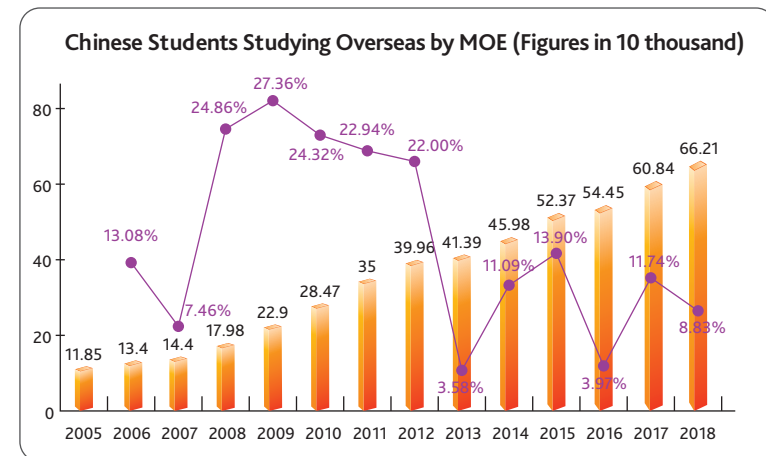
TOP 5 Reasons to Participate at CEE 2020



• The world's largest recruitment market

The number of Chinese students studying abroad reached 662,100 in 2018, up 8.83 percent from a year earlier. Most of the students funded their studies by themselves, accounting for 90 percent of the total and only 65,800 were sponsored by public funding. A total of 5.86 million Chinese studied abroad from 1978 to the end of 2018.

— 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 4 leading cities, CEE offers a powerful PR platform to increase your visibility and generate your exposure.

Exhibiting at CEE 2020

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 2020. 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 2020!

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 CACIE (China Annual Conference for International Education)
- One invitation for the Opening Ceremony and Reception (only for Beijing)
- Complimentary drinking water on-site

2020 Country of Honor – Malaysia

Malaysia currently hosts over 100,000 international students from over 150 countries and the numbers are growing, especially from East Asia. Malaysia is known for its diverse and multicultural society, which made up of ethnic Malay, Chinese, Indian and other indigenous groups. Malaysia is also one of the top destinations for those seeking internationally-recognised education. By maintaining high standards in keeping with the region's education sectors and key industries, Malaysian universities rank highly in global university ranking tables.

Malaysia looks forward to welcoming international students and educators at the CEE and CACIE 2020.



2020 Exhibition Tour 巡回展览

10.24-25 Beijing

Oct. 24-25, 2020
(Sat.-Sun. 09:30-16:00)
China National Convention Center, Beijing
2020年10月24日至25日
(周六-周日 09:30-16:00)
北京国家会议中心

10.27 Chengdu

Oct. 27, 2020
(Tue. 13:00-17:00)
Shangri-La Hotel Chengdu
2020年10月27日
(周二 13:00-17:00)
成都香格里拉大酒店

10.29 Guangzhou

Oct. 29, 2020
(Thu. 13:00-17:00)
Shangri-La Hotel Guangzhou
2020年10月29日
(周四 13:00-17:00)
广州香格里拉大酒店

10.31-11.1 Shanghai

Oct. 31-Nov. 1, 2020
(Sat.-Sun. 10:00-16:00)
Shanghai World Expo Exhibition & Convention Center
2020年10月31日至11月1日
(周六-周日 10:00-16:00)
上海世博展览馆

Important Dates *Mark your calendar now!*

January 20

Booth Application opens

April 20

Exhibitor online accounts open

August 20

Early bird prices close

September 10

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