



CIEET 2013



Official Brochure
of
China International Education Exhibition Tour
CIEET 2013 March 9 – 24

Beijing
Shenyang
Xi'an
Shanghai
Hefei
Fuzhou
Guangzhou

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BC REF: UK INST SPRING 2013



Dear Colleagues,

Approved by the Ministry of Education (MOE) of the People's Republic of China, Chinese Service Center for Scholarly Exchange (CSCSE) will hold China International Education Exhibition Tour (CIEET 2013) in the following seven cities of China, *i.e.* Beijing, Shenyang, Xi'an, Shanghai, Hefei, Fuzhou and Guangzhou, from 9th March to 24th March 2013. China Study Abroad Forum 2013 will also be staged at its sideline. I, hereby, on behalf of CSCSE, convey my sincere pleasures to invite your organization to participate in this year's event.

With strong support from all parties, CSCSE has been successfully hosting seventeen CIEETs in over 30 major cities across China since 1999. CIEET, renowned both at home and abroad, is acknowledged as the most influential international education occasion featuring overseas study. The 17th CIEET alone has attracted 485 various types of educational institutions from 35 different countries and regions to participate, and the total number of visitors exceeded 40,000. The China Study Abroad Forum, to be organized in the parallel with the CIEET, will invite professionals, scholars and established experts in the field of education from home and abroad to discuss international education issues of common concern so as to further promote communication and exchanges while strengthening the mutual cooperation.

Looking into the trend of global students' mobility in the world, China will continue to retaining its position as the world's largest source country for students studying abroad. According to MoE, about a total of 2.25 million Chinese students went to study abroad from 1978 to the end of 2011. And the number for the year 2011 alone is around 340,000. Following the annual growth rate of over 20% in the past a few consecutive years, it is estimated that 2012 will see more than 400,000 students pursuing their studies overseas.

As the leader and a well-known brand in Chinese educational market, CIEET will endeavor to provide students with the most authoritative, accurate and straightforward overseas studying information continuously, to offer a full range of promotion services to participating institutions, to introduce more high quality overseas educational resources, and to build up a cooperation and exchange platform for Chinese and overseas higher education institutions and related organizations.

Look forward to meeting with you in CIEET 2013.

Yours sincerely,

BAI Zhangde
Director General

Chinese Service Center for Scholarly Exchange
of Education, The People's Republic of China



CIEET 2013
Ministry



CSCSE – “YOUR TRUE PARTNER IN CHINA”

Chinese Service Center for Scholarly Exchange (CSCSE) directly affiliates to the Ministry of Education (MOE). It is the important gateway to the international education exchange and overseas study. CSCSE is always at the frontier and keeps an eye out for the changing needs of students and overseas institutions. The CSCSE now mainly exercises the following functions:

1. Exclusive provision of foreign academic qualification accreditation service;
2. Provision of announcement of the Ministry’s List*;
3. Provision of counseling service to students who are planning to study abroad;
4. Database maintenance of Chinese students who are studying abroad;
5. Provision of resettlement service to returned Chinese students on scholars;
6. Provision of services to foreign students who are studying in China;
7. Holding MOE approved education exhibitions;
8. Hosting seminars on important education topics;
9. Providing assistance and services to officials of the Ministry and Chinese institutions for outgoing visits and academic exchange and cooperation.

By participating in our activities you will find an easy way to start your work here. Interested in learning more about us? Please visit: www.cscse.edu.cn

** Ministry’s List is a list of foreign institutions published on the website of the Ministry of Education (MOE). Chinese Service Center for Scholarly Exchange (CSCSE) is responsible for the preliminary screening. The List is considered as an official recommendation to prospective students in making their choices of studying overseas.*

FORUMS – “VALUE-ADDED JIGSAW PIECES OF CIEET 2013”

In line with the previous annual forums since 2004, the Forum 2013 will be host to discuss the most prominent education issues which all participants share concerns. It will be the opportunity for higher education institutions to look at the wider role of education institutions in the creation of a global education in China.

Attendees are from various fields such as government officials, education experts, agents, CIEET participants and so on. The purpose of the forums is to update the participants on the latest policies and trends and explore all kinds of cooperation opportunities.

For any question about the Forum, please visit the CSCSE website which will be regularly updated or write to us at lpchen@cscse.edu.cn / hyyu@cscse.edu.cn .

**CIEET 2013- ITINERARY**

The itinerary of the CIEET 2013 is as follows.

Dates	Cities	Activities
March 8 10:00 –16:00	Beijing	Registration and booth dressing
March 9 ~ 10 10:00 –16:30		Exhibition – National Agriculture Exhibition Center Address: 16, East 3rd Ring North Road, Chaoyang District, Beijing
March 11	Beijing → Shenyang	Flight to Shenyang
March 12 9:00 –12:00	Shenyang	Registration and booth dressing
March 12 13:00 –17:00		Exhibition – Royal Wanxin Hotel Shenyang Address: 390, Qingnian Street, Heping District, Shenyang
March 13	Shenyang → Xi'an	Flight to Xi'an
March 14 9:00 –12:00	Xi'an	Registration and booth dressing
March 14 13:00 –17:00		Exhibition – Crowne Plaza Xi'an Address: 1, Zhuque Zhong Road, Xi'an
March 15	Xi'an → Shanghai	Flight to Shanghai
March 15 10:00 – 17:00	Shanghai	Registration and booth dressing
March 16 ~ 17 10:00 –16:30		Exhibition – Shanghai East Asia Exhibition Hall Address: 800, Lingling Road, Xuhui District, Shanghai
March 18	Shanghai → Hefei	Flight to Hefei
March 19 9:00 –12:00	Hefei	Registration and booth dressing
March 19 13:00 – 17:00		Exhibition – Hilton Hefei Address: 198, Shengli Road, Hefei, Anhui Province
March 20	Hefei → Fuzhou	Flight to Fuzhou
March 21 9:00 –12:00	Fuzhou	Registration and booth dressing
March 21 13:00 – 17:00		Exhibition – Shangri-La Hotel Fuzhou Address: 9, Xin Quannan Road, Fuzhou, Fujian Province
March 22	Fuzhou → Guangzhou	Flight to Guangzhou
March 23 9:00 –12:00	Guangzhou	Registration and booth dressing
March 23 ~ 24 13:00 – 17:00		Exhibition – Dongfang Hotel Address: 120 Liu Hua Road, Guangzhou

- The Organizer reserves full right to change the itinerary with notice to the signed-up exhibitors.
- TIPS-** Due to the tight schedule of CIEET 2013, for exhibitors taking part in both Xi'an and Shanghai: The Shanghai exhibition venue will close at 17:00 on March 15th. There may not be sufficient time for your booth dressing work. In that case, we strongly suggest you taking a morning flight from Xi'an to Shanghai on March 15th, and going directly to the venue for booth-dressing.



CIEET – EXHIBIT PROFILE

We welcome the following entities to join the 18th CIEET:

1. Providers of:
 - a) Graduate Education
 - b) Undergraduate Education
 - c) High School Education
 - d) Pre-University Preparation Courses
 - e) Language Training
 - f) Sino – Foreign Joint Education
 - g) Vocational Training & Further Education
2. Credential Evaluation Organizations
3. Foreign Embassies / Consulates
4. Professional Associations
5. Commercial Entities: Banks, Insurance Companies, Airlines, Computer Companies etc.
6. Other entities approved by the Organizing Committee



CIEET – FEATURES

1. The CIEET has the following features compared with other education exhibitions in China:
2. Absolute discretion – Exhibitors are free to make their own combination of exhibiting cities;
3. More choices – Exhibitors are provided a wide range of promotion opportunities during the Exhibition. Please contact the Organizing Committee for more details.
4. Strong support – The CIEET has received the wide support from Chinese and foreign governments. All foreign embassies of popular international student receiving countries have written greeting messages for the CIEET and over 10 government agencies have actively involved in the exhibitions.
5. Extensive Media Coverage – Press media always treat CIEET coverage as their most valuable contents for their audience. They proactively interview with our exhibitors and widely report about CIEET.

STEPS AFTER SIGNING UP THE EXHIBITION.....

CIEET – GENERAL SERVICES (ADMISSION NAME BADGES)

Maximum of five name badges will be provided to delegates of exhibitors for each standard booth for free. The badges warrant entry to the exhibition venue during the specified period and **remain valid in all the leg(s) that the exhibitor has signed up**. For security purpose all delegates are required to wear the badges all the time during the exhibition and keep them in safe places thereafter. Any loss of badges indicates the risk of warranted entries by some unauthorized people, a risk that we cannot mitigate without your help. Each additional name badge will cost **CNY100**.

(Deadline: February 22, 2013)

Exhibitors shall submit their name badge information through the CIEET Online Exhibitor Manual only.

CIEET – GENERAL SERVICES (SHOW CATALOGUE ENTRY)

Each fully paid exhibitor is entitled to a short description entry, in the Official Show Catalogue free of charge. The description shall not contain any meanings that are not factual or misleading and the Organizing Committee reserves full rights to refuse or amend the description.

Exhibitors shall submit their show catalogue entry through the CIEET Online Exhibitor Manual only.

The deadline of submitting the show catalogue material is **January 31, 2013**. Due to the strict deadline of the printing process, no late submission will be accepted.

**Under no circumstances will the description be published if the exhibitor fails to make full booth rental payment before the payment deadline.*

**CIEET – OPTIONAL SERVICES (MATERIAL SHIPPING)**

Material shipping to China can be a very complicated matter. The Organizing Committee has appointed the following party as the ***Official Carrier** for the Exhibition:

Myfreight Logistics Co., Ltd.

Add.: Rm 1801, Tower B, HuaPu Mansion, No.9 DongZhiMen South Street, Dong Cheng District, Beijing China 100007

Tel.: +8610 64076718/ 64073048 Fax : +8610 64076518

Email: sally@myfreight.com.cn Contact : Ms. Sally Chen

Please contact the Official Carrier as soon as your application is submitted to us.

***Important Note:** The Official Carrier is the only authorized contact point for your material shipments in the whole CIEET event. The Organizer does not hold any responsibilities for your chosen shipping methods. **ALL venues and organizer/co-organizer do not act as the recipients of the exhibitors' materials. In the case that the venue has to receive the arriving materials, they may charge the storage fee entirely at their discretion.**

CIEET – OPTIONAL SERVICES (VISITOR HANDBOOK ADVERTISEMENT)

A free of charge Visitor Handbook will be used as a quick reference by the students and their parents to learn about the exhibiting institutes, we strongly advise those who want to draw massive attention to make use of this advertising opportunities. For paper advertisement:

Page Size	Film Size	B / W	4 C
Full page	140 mm (W) x 210 mm (H)	N/A	US\$1800
Inside Back Cover	140 mm (W) x 210 mm (H)	N/A	US\$2100
Back Cover	140 mm (W) x 210 mm (H)	N/A	US\$2500

Exhibitors shall submit their orders through the CIEET Online Exhibitor Manual.

***SPECIAL PROMOTION: BUY ONE GET TWO** – Advertiser will now enjoy a free ad space (same ad artwork) in the E-Show Catalogue.

Advertisers are requested to provide artwork materials sent by emails but please make sure the resolution of any pictures be at least 300 dpi in PDF/JPEG/TIFF format. ***(Deadline: January 31, 2013)***

Note: The rates for non-exhibitors are subject to 25% surcharge.



CIEET – OPTIONAL SERVICES (MATERIAL PRINTING)

Big savings can be achieved on printing your materials in China. The savings come from: (i) **ZERO** overseas freight costs; (ii) **ZERO** tariff or import duties; (iii) **LOW** printing costs and (iv) **ZERO** delivery costs to your booths.

The Organizing Committee exercises close supervision on the printing quality and delivery so that exhibitors have timely arrival of good quality materials for their exhibitions. We will provide quotations for your specific print jobs. The following table provides you some ideas about the costs (printing + initial delivery):

No. of Sheets(one-sided)	B / W	4 Colors
3,000	about US\$520	about US\$990
5,000	about US\$720	about US\$1380

CIEET – OPTIONAL SERVICES (STAND ASSISTANT – USD120/ DAY)

Are you able to communicate with the students' parents in Chinese? Are you able to cope with more than 10 visitors at the same time? If not, we suggest you hiring an interpreter or a stand assistant to assist you in answering the visitors' questions. All stand assistants are able to command Chinese and at least one foreign language at your choice. *(Deadline: February 21, 2013)*

**Exhibitors shall submit their orders through the CIEET Online Exhibitor Manual.*

CIEET – OPTIONAL SERVICES (SEMINAR – USD500 / SESSION)

Instead of repeating the answers one thousand times to students, you may find the seminar facilities a useful means to introduce your institution and answer the FAQs. Each session of seminar lasts thirty minutes and the seminar area is equipped with sound equipment and a beamer with data cable. **Computer is NOT provided.* The capacity of the seminar area is not less than 50 persons. *(Deadline: as soon as all sessions are booked)*

**Exhibitors will find the available seminar time slots and submit their orders through the CIEET Online Exhibitor Manual.*

The Organizer reserves the right to finalize the schedule. Topics are subject to the approval by the MOE.

***The Seminar would be only held in Beijing, Shanghai and Guangzhou.*

**CIEET – OPTIONAL SERVICES (INVITATION LETTER)**

Non-Chinese participants are advised to come on business visas. According to relevant regulations invitation letters are required to support business visa applications. Participants

requesting this service should supply the following information. *(Deadline: February 9, 2013)*

1) Full name as shown on the passport	2) Passport number
3) Nationality	4) Position held
5) Port of Departure	6) Expected dates of entry and exit

An administrative charge of **US\$30** per person will be levied to reimburse the costs incurred. Additional costs on an out-of-pocket basis will be levied for express post delivery service.

**Exhibitors shall input the required information and submit their orders through the CIEET Online Exhibitor Manual.*

**CIEET – OPTIONAL SERVICES (LODGING)**

Exhibitors may take advantage of the special rate arrangements exclusively made for CIEET delegates. Bookings must be made through the Organizing Committee. (*Deadline: February 21, 2013*). The rates quoted below are inclusive of breakfast(s) and service charge.

Hotel		Hotel Ratings	Distance from venue
Beijing: Jinglun Hotel		4 stars	10-minute by car
Shenyang: Royal Wanxin Hotel Shenyang		5 stars	Within Hotel
Xi'an: Crowne Plaza Xi'an		5 stars	Within Hotel
Shanghai:	Regal Shanghai East Asia Hotel	4 stars	1-minute walk
	Hua Ting Hotel & Towers	5 stars	5-minute walk
Hefei: Hilton Hefei		5 stars	Within Hotel
Fuzhou: Shangri-La Hotel Fuzhou		5 stars	Within Hotel
Guangzhou: Dongfang Hotel		5 stars	Within Hotel

Important Notes:

1. All bookings must be supported by credit card guarantee. Bookings will not be processed for any invalid / insufficient credit card information. No charge will be made against the credit card unless no show and guests are required to settle their payment upon checking out.
2. All non-guaranteed reservations will be released after 1600 hours on the date of scheduled arrival. Thereafter, guest rooms will be subject to availability.
3. *All bookings will be confirmed by RELIABLE after we receive your reservation form. Since all bookings are made under a group, there is no individual confirmation issued by the hotels.*
4. No Show Clause: One night room charge will be charged against the supporting credit card for any no shows on the arrival date of confirmed bookings. Bookings of subsequent nights will be released.
5. The requested room type will be arranged according to availability.



CIEET – OPTIONAL SERVICES (LODGING) – BOOKING FORM

**For environment-friendly purpose, exhibitors may input the required data and submit their orders through the CIEET Online Exhibitor Manual.*

Institute Name: _____
 1st room's Guest names: _____
 2nd room's Guest names: _____
 3rd room's Guest names: _____
 Credit card number: (for booking purpose) _____
 Cardholder's name: _____
 Type: Visa / Master / AE / Diners / JCB _____
 Expiry date (not sooner than **April 1, 2013**): _____

Cities		Check-In	Check-out	No. of Single Rooms	Rates (RMB)	No. of Twin Rooms	Rates (RMB)	No. of Nights	Sub-total
Beijing	Superior				730		830		
	Deluxe				830		930		
	Excutive Floor				1300		1400		
Shenyang	Deluxe				TBA		TBA		
Xi'an	Deluxe				978		1093		
Shanghai Regal	Superior				800		800		
	Deluxe				900		900		
Shanghai Hua Ting	Deluxe				750		805		
Hefei	Deluxe				650		700		
Fuzhou	Deluxe				850		950		
Guangzhou	Deluxe				720		800		
	Business				800		880		

CIEET Organizing Committee
 c/o Reliable International Exhibition Services Co., Ltd.
 Room 1702, Building 6, SOHO New Town, 88 Jianguo Road, Chaoyang District, Beijing 100022, P
 R China



CIEET – SIGNING UP THE 18TH CIEET [Please fax to +86-10-8589-8180]

Please complete the form and fax to the Organizing Committee. Your application is subject to the approval of Chinese Service Center for Scholarly Exchange and we will submit your application to them upon receipt of this completed form. *Please read all the notes below before making the reservation:*

1. Application deadline: There is no official deadline for booth application as far as there are booths available. However, exhibitor may miss the complementary show guide entry after the show guide entry submission deadline.
2. The application must be made directly from institutions. A copy of the institutions' authorization letter is required if the domestic agency is entrusted for registration, and the letter must be directly submitted by email from that authorizing institution, fax copy is not acceptable.
3. An additional 50% levy on booth rental shall be imposed on booth sharing institutions. No more than 2 institutions can share a standard booth.
4. A General Booth is usually a linear booth that has three partition walls, or other booth type assigned on a "first-come, first-served" basis by the Organizer in its absolute and exclusive discretion. The standard booth in Beijing, Shanghai and Guangzhou is 3m x 2.5m, in Shenyang, Xi'an, Hefei and Fuzhou is 3m x 2m. Each standard booth is equipped with basic fittings of space, partition walls up to three sides, carpet and fascia board with exhibitor's name in Chinese and English, information counter, chairs and two lights.
5. A 25% additional booth rental shall be levied for Corner booth.
6. The exhibitions in Beijing and Shanghai last two full days while the exhibitions in other cities last 1 half day (or 2 half days in the case of Guangzhou). Signed-up exhibitors will be provided a detailed itinerary in due course.
7. Exhibitors are not allowed to carry out any promotion activities (e.g. distributing flyers or other promotion materials) outside their own booths. Promotion activities in passageways are strictly prohibited.
8. **All invoices shall be settled in either USD or RMB unless prior consent is obtained. They must be settled by earlier of (a) 14 calendar days from the date of invoice(s) or (b) before February 12, 2013. Any overdue bookings may be cancelled without prior notice.**
9. All subsequent cancellation requests must be made in writing. No refund shall be made if the cancellation request is made on or after February 1, 2013 and 50% charge shall be levied if the request is made between December 31, 2012 and January 31, 2013 (both dates inclusive).



The following is the exhibitor's particulars:

Note: Your Exhibitor Names provided below will be used in all of our CIEET 2013 promotional materials such as booth's fascia board, show directory entry etc. Other contact details may be changed in future on request.

Institute Name (in English):			
(in Chinese):			
Address:			Postal Code:
Tel.:		Fax:	
Email:		Web:	
Contact Person:		Position held:	
City	Booth Standard	General Booth	
Beijing	3m x 2.5m standard booth	US\$3,650 / CNY22,000 x () booth(s)	
Shenyang	3m x 2m standard booth	US\$2,820 / CNY17,000 x () booth(s)	
Xi'an	3m x 2m standard booth	US\$2,820 / CNY17,000 x () booth(s)	
Shanghai	3m x 2.5m standard booth	US\$3,650 / CNY22,000 x () booth(s)	
Hefei	3m x 2m standard booth	US\$2,820 / CNY17,000 x () booth(s)	
Fuzhou	3m x 2m standard booth	US\$2,820 / CNY17,000 x () booth(s)	
Guangzhou	3m x 2.5m standard booth	US\$3,650 / CNY22,000 x () booth(s)	

Signature: _____

Date: _____



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