



## Expanding your horizons

Education UK at China Education Expo

20 October – 3 November 2012

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## 1. Event fact file

### Beijing

<b>Venue</b>	China World Exhibition Hall, Beijing, 20-21 October 2012
<b>Opening hours</b>	09:00-16:00
<b>Opened by</b>	Fairlink Exhibition Services Ltd.
<b>Stand costs</b>	CNY 23,000
<b>Unique feature to give added value</b>	UK Border Agency – providing individual counselling service onsite UK Arts Zone – presenting UK institutions' achievement in arts and design education

### Xi'an

<b>Venue</b>	Shangri-La Hotel, Xi'an, 23 October 2012
<b>Opening hours</b>	13:00-17:00
<b>Opened by</b>	Fairlink Exhibition Services Ltd.
<b>Stand costs</b>	CNY 16,000

### Chengdu

<b>Venue</b>	Shangri-La Hotel, Chengdu, 25 October 2012
<b>Opening hours</b>	13:00-17:00
<b>Opened by</b>	Fairlink Exhibition Services Ltd.
<b>Stand costs</b>	CNY 16,000

### Shanghai

<b>Venue</b>	Shanghai East Asia Exhibition Hall, Shanghai, 27-28 October 2012
<b>Opening hours</b>	10:00-16:00
<b>Opened by</b>	Fairlink Exhibition Services Ltd.
<b>Stand costs</b>	CNY 21,000
<b>Unique feature to give added value</b>	UK Border Agency – providing individual counselling service onsite UK Arts Zone – presenting UK institutions' achievement in arts and design education



## Wuhan

<b>Venue</b>	The Westin Wuhan Wuchang, Wuhan, 30 October 2012
<b>Opening hours</b>	13:00-17:00
<b>Opened by</b>	Fairlink Exhibition Services Ltd.
<b>Stand costs</b>	CNY 16,000

## Changsha

<b>Venue</b>	Empark Grand Hotel, Changsha, 1 November 2012
<b>Opening hours</b>	13:00-17:00
<b>Opened by</b>	Fairlink Exhibition Services Ltd.
<b>Stand costs</b>	CNY 16,000

## Guangzhou

<b>Venue</b>	Convention & Exhibition Center, Guangzhou Dongfang Hotel, Guangzhou, 3 November 2012
<b>Opening hours</b>	11:00-17:00
<b>Opened by</b>	Fairlink Exhibition Services Ltd.
<b>Stand costs</b>	CNY 20,000
<b>Unique feature to give added value</b>	UK Border Agency – providing individual counselling service onsite UK Arts Zone – presenting UK institutions' achievement in arts and design education

## 2. Key statistics

Attendance	National	
	2012	2011
<b>Total number of visitors</b>	31,000	33,200
Schools	4	4
Further Education Institutions	5	5
Higher Education institutions	57	59
UK Border Agency	1	1
Others	5	7
<b>Total number of exhibitors</b>	72	76

Visitors' primary market interests	National	
	2012	2011
English Language Training	4%	7%
GCSE or A-levels	3%	4%
Foundation and Undergraduate	22%	24%
Postgraduate	48%	57%
Vocational Training	0%	1%
Vocational Qualification	0%	1%
Others	22%	6%
<b>Total</b> (Based on the number of responses, not the number of respondents as each respondent may provide multiple answers)	828 responses	1,037 responses

Demographics of visitors		National	
		2012	2011
<b>Age Groups</b>	16-20	21%	17%
	21-24	34%	45%



	25-34	19%	26%
	35-44	5%	4%
	Others	7%	8%
<b>Current Identification</b>	Professional	26%	8%
	Undergraduate Students/Graduate Students	46%	64%
	School Students	9%	19%
	Others	5%	9%
<b>Total</b> (Based on the number of responses, not the number of respondents as each respondent may provide multiple answers)		828 responses	1,037 responses

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

### City Breakdown and Other Outcomes

	National	Beijing	Xi'an	Chengdu	Shanghai	Wuhan	Changsha	Guangzhou
Number of visitors to UK pavilion	<b>31,000</b>	17,000	N/A	2,000	8,000	1,500	N/A	2,500
Total number of visitors to China Education Expo <sup>1</sup>	<b>60,000</b>	28,000	2,000	3,000	20,000	2,000	1,000	4,000
Number of UK exhibitors	<b>72</b>	64	14	18	37	15	12	20
Number of UK exhibitors registered through BC	<b>32</b>	30	4	8	17	5	3	7
Media Coverage	<b>National</b>	<b>North China</b>	<b>East China</b>	<b>South China</b>	<b>Southwest China</b>			
Number of Clippings	<b>296</b>	143	119	12	22			
Media Reach (10K)	<b>6,029.72</b>	3,289.84	1,274.52	288.42	1,176.94			
Media Value (CNY)	<b>10,560,297</b>	5,439,727	3,028,638	254,113	1,837,819			

<sup>1</sup> **Source:** Post-Exhibition Report by China Education Association for International Exchange, November 2012



### 3. Impact of marketing plan

As one of the largest international education events in China, China Education Expo, organised by China Education Association of International Exchange, receives extensive media and public attention every year. In the 2012 expo, we successfully incorporated the British Council's public relations resources with the Chinese organiser's media resources to maximise the marketing impact of the expo. A full media and promotion plan can be found in Appendix 4.

The media campaign aimed to 1) effectively enhance the general profile of the UK pavilion; 2) highlight the diverse course provisions of this year's UK exhibitors; 3) promote the exhibition to the most targeted groups of the audience including prospective students and their parents.

The British Council China's project media monitor report indicated that the UK pavilion at the China Education Expo 2012 achieved a significant growth in terms of media coverage and media value compared to the figures from last year's expo.

<b>Media Campaign Outcomes</b>	<b>2011 National</b>	<b>2012 National</b>
Number of Clippings	120	<b>296</b>
Media Reach (10K)	3312.7	<b>6,029.72</b>
Media Value (CNY)	5,392,000	<b>10,560,297</b>

#### Print and TV

Before the launch of the expo, we placed feature stories on mass-circulated newspapers and TV to attract the general Chinese public, especially parents' attention. The advertorials allowed us to promote our key messages with sufficient supporting evidence and also cover relevant topics that the Chinese public are interested in.

Meanwhile, with slightly increased budget from the GREAT campaign, we had the UK pavilion constructed with very strong brand presence this year, which effectively attracted extensive media attention onsite. The UK pavilion received interview opportunities with 7 national media outlets on the opening day of the expo in Beijing and the picture of the UK pavilion appeared on many national newspapers as part of their featuring report about the Education Expo.

#### Online promotion

The onsite visitor survey suggested websites are the most important information channels for the visitors to learn about the event information. About 50% of the visitors to the UK pavilion found out the expo information online via national digital portals or Education UK official website.

Meanwhile, popular social media portals such as Tencent and Sina weibo were used to generate interest from the targeted 14-24 years students and young professionals. Direct mailing (e-newsletters) were delivered to over 100,000 active Education UK online members who are geographically located in one of the seven exhibition cities.

#### Offline promotion

On behalf of all UK exhibitors at the China Education Expo 2012, British Council China attended the expo press conference on 12 October 2012 and introduced UK education updates and UK pavilion's features to more than 40 national media outlets. Our press releases successfully leveraged the media interest in Chinese students' employability after graduation and the diverse study programmes that the UK education



system has to offer. We received live media coverage from both China Central TV and Beijing TV, and were nominated to answer many questions by onsite media.

We also attended the Expo Campus Roadshow at four leading universities in Beijing to promote the UK pavilion to university students by making campus presentations and taking individual consultations onsite.


Education UK publications including U-Post 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 23% of the visitors found out about the expo via the universities or schools that they studied in. 30% 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 diverse study options: Chinese students and parents are increasingly looking for diverse study options in terms of different study levels and subjects. Although it appeared that the majority of the visitors planned to pursue postgraduate study in the UK, there are a growing number of visitors wishing to use the expo as an opportunity to learn official information on foundation or pathway courses and undergraduate programmes. Based on our observation, expo visitors' interest in courses below degree level will keep growing as school students and their parents, compared to university students, are more likely to regard the expo as one of their major and trustful information channels. Meanwhile, visitors showed significant interest in specialist subject information. An increasing number of visitors made their enquiries based on very specific subject selection other than the traditional popular subjects such as business, management, engineering and humanities. Therefore, exhibitors should be prepared to provide in-depth information about courses and subjects offered by their institutions as well as general admission information.
- Growing demand from visitors on exhibitors' visual display of campus life: Based on our visitor survey results, some visitors were interested to see videos or other multi-media displays onsite to help them understand what the campus life may be like in their targeted institutions. Exhibitors may consider using rented flat screens or laptops to show some campus videos to the selected visitors who present strong interest in studying in the university. This may take some more time to complete a counselling session but it may be worthwhile making such efforts to "high-quality" inquirers.
- Interpreters are required for counselling sessions when visitors are not capable of speaking English with the exhibitors: We received feedback from a number of visitors saying that they would need interpreters' assistance when talking to university representatives. Some students tried to make their enquiries directly to the English-speaking university representatives but they experienced difficulties halfway when the conversation went to specific details about subjects and they were worried that they might miss some important points made by the university staff.
- The presence of agents at some universities' booths was complained by some visitors: China Education Expo allows universities to have their partner agents' assistance when providing counselling service to visitors. The content of the counselling should be related to the universities but not agents' services. Some visitors complained that some agents were proactively promoting their services at universities' booths although the visitors were only interested in learning more information about specific courses provided by the universities. We would suggest that exhibitors may provide a thorough briefing to the supporting agents in prior to the exhibition as the agent staff will be representing the university together with university staff through out the exhibition.
- Increasing demands for wrap-around campus activities: A number of expo visitors were not quite knowledgeable about the participating UK institutions and would like to learn generic information by





attending presentations and seminars. As there were limited time slots for institutions to deliver seminars during the exhibition, exhibitors (especially the newcomers to the China market) are recommended to organise promotional activities at local universities or international schools leading up to exhibition, which can help to generate more traffic and enquiries during the expo.

## 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.*

### **Location of the UK pavilion at the expo**

Several institutions commented that the UK pavilion was located in a relatively “quiet” area at the expo with disappointing traffic. Every year British Council China made lots of efforts on negotiating with the Chinese organiser to secure a good position for the UK pavilion, but the Chinese organiser insisted on placing the most popular study destinations, including France, Germany, UK, US and Canada at the relatively disadvantaged position to attract the traffic to the far back end of the expo site. We understand that for our exhibitors, the position of their booth at the expo is always a key factor to influence their exposure effects and the promotion outcomes. We have worked out the following solutions for next year’s expo:

- 1) We have been informed by the Chinese organiser that the 2013 Expo will be held in different venues in some of the exhibition cities. This will be a good opportunity for us to re-negotiate the location of the UK pavilion with the Chinese organiser and we will absolutely capture this opportunity and try to secure a better location for our pavilion.
- 2) We will negotiate with the Chinese organiser to place a suitable number of Education UK branded signs over the expo site to effectively direct the traffic to our pavilion.
- 3) The exhibitors’ booth numbers are currently worked out in an alphabetical order based on institutions’ names. We have noticed that some institutions were more often placed at the back of the pavilion compared to others. We will try to adjust the booth numbers in different cities from next year so all UK exhibitors will be able to have equal opportunities to get the advanced booth location in the UK pavilion.

### **Drop of visitor numbers**

This year’s expo experienced a minor drop of visitors according to the expo statistics provided by the China organiser and also the perception of some UK exhibitors. One reason that may explain this phenomenon is there are many online channels available for prospective students to get the most updated information they need. With UK institutions’ frequently visiting China, there are also increasing opportunities for Chinese students to directly engage with institution representatives.

We noticed that in recent years, the Chinese organiser had tried to expand the tour to as many cities across the country as possible. However, the event did not seem to be successfully promoted in a few 2<sup>nd</sup>-tier cities and even in the top-tier cities, the expo appeared to be gradually losing its competitive advantages. Thus, we are now in discussion with the Chinese organiser on shortening the routes of the expo to five cities next year. The focus will still be placed on the 1<sup>st</sup> tier cities, considering more than half of the 2012 exhibitors were convinced the exhibition is very worthwhile attending as a public relationship building opportunity or a profile raising project in China with the nationwide media’s attention. This change will also free our time from complicated logistics arrangement and make it possible for us to place more focus on event promotion and publication relations management. The finalised schedule and routes of the 2013 China Education Expo will be released in January 2013 by the Chinese organiser.

### **Wrap-around activities**

Based on our exhibitor survey, nearly 80% of the 2012 exhibitors expressed their interest in participating wrap-around activities during their visits to China in the autumn. In order to help UK exhibitors keep on exploring their

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preferred 2<sup>nd</sup>-tier markets where the expo may not cover next year, British Council China will create marketing opportunities, such as school tours and university campus events, specifically for UK institutions in selected 2<sup>nd</sup> tier cities around the exhibition period.

### **Onsite security and logistic services**

Several exhibitors complained about the onsite services they received during the exhibition, such as interpreter arrangement, materials delivery, rubbish collection, etc. We have communicated all the issues with the Chinese organiser and service improvements are expected in next year's expo.

Security is also a serious issue raised by both visitors and exhibitors this year. We have acknowledged that there would be more surveillance equipment available in some of the new expo venues next year, but we strongly suggest that all exhibitors should make travel insurance arrangements before their travel.



## Appendix 1: List of participating institutions

Exhibitor List
Aberystwyth University
Anglia Ruskin University, Cambridge & Chelmsford
Bangor University
Bellerbys College
Birmingham City University / Birmingham Institute Of Art And Design
Bournemouth University
Brunel University
Cardiff Business School
Cardiff University
CATS COLLEGE
City University London
Coventry University
De Montfort University
Dundee University
Goldsmiths, University of London
Grantham College
Heriot-Watt University
Institute of Education, University of London
INTO University Partnerships
Keele University
King's College London English Language Centre
King's College London, University of London
Leeds Metropolitan University
London South Bank University
Mancheste Metropolitan University
Moreton Hall Study Centre
Newcastle College



Newcastle University
Northumbria University (Newcastle)
Pembrokeshire College
Queen Mary, University of London
Rendcomb College
Sheffield Hallam University
St. Andrew's Cambridge
The Glasgow School of Art
The Godolphin School
The Heart of England International Academy
The University of Manchester
The University of Northampton
The University of Nottingham
The University of Sheffield
Trinity Laban Conservatoire of Music and Dance
University College Birmingham
University College Falmouth
University for the Creative Arts
University of Birmingham
University of Bradford
University of Central Lancashire
University of East Anglia
University of Essex
University of Glamorgan
University of Hull
University of Kent
University of Leeds
University of Leicester
University of Liverpool
University of Portsmouth



University of Reading
University of Salford
University of Southampton
University of St. Andrews
University of Strathclyde
University of Sunderland
University of the Arts London
University of Ulster
University of Warwick
The University of West London
University of Westminster
University of Wolverhampton
York St John University, UK
<b>Other Organisations</b>
UK Border Agency
Student Enquiry

## Appendix 2: Visitors' survey results

<b>Total Respondent:</b>	828 responses	
<b>1. Have you achieved what you expected through the event?</b>		
Satisfied Strongly	275	33%
Satisfied	471	57%
Neither satisfied nor unsatisfied	53	6%
Unsatisfied	3	0%
Strongly unsatisfied	1	0%
<b>2. Please give your evaluation to this event</b>		
Satisfied Strongly	308	37%
Satisfied	454	55%
Neither satisfied nor unsatisfied	47	6%
Unsatisfied	4	0%
Strongly unsatisfied	0	0%
<b>3. I have received new knowledge, useful information and skills through this event</b>		
Agree strongly	272	33%
Agree in general	412	50%
Neither agree nor disagree	79	10%
Disagree	2	0%
Strongly disagree	0	0%
<b>4. Information Channels (Multi-Choice)</b>		
Friends/Classmates	251	30%
Parents	88	11%
Teachers/Universities/Schools	193	23%
Websites	411	50%
Agents	134	16%
Language Training Schools	87	11%
British Embassy and Its Events	109	13%
TV Programmes	49	6%
Others	12	1%
<b>5. Course of Overseas Study (Multi-Choice)</b>		
English Language Training	30	4%
GCSE or A-levels	28	3%
Foundation and Undergraduate	186	22%
Postgraduate	400	48%
Vocational Training	4	0%
Vocational Qualification	0	0%
<b>6. Subject Selection (Multi-Choice, no more than 3)</b>		
Applied and Pure Sciences	78	9%
Medical Studies	59	7%
Social Sciences and Media	160	19%
Sport, Leisure, Hospitality and Tourism	103	12%
Built and Natural Environment	48	6%



Humanities	137	17%
Engineering and Technology	96	12%
Management, Business, Finance and MBAs	323	39%
Computer, Mathematics and IT	132	16%
Law	51	6%
English Language	86	10%
Visual and Creative Arts	90	11%
<b>7. Preferred Study Destination (Multi-Choice)</b>		
UK	537	65%
USA	309	37%
Australia	101	12%
Canada	112	14%
New Zealand	18	2%
France	68	8%
Germany	148	18%
Japan	22	3%
Korea	16	2%
Singapore	40	5%
Malaysia	2	0%
Others	18	2%
<b>8. Influencing Factors in Choosing Overseas Education (Multi-Choice, no more than 3)</b>		
Quality of Education	449	54%
Admission Requirement	183	22%
Variety of Choices	175	21%
Tuition and Living Cost	292	35%
Scholarship Accessibility	136	16%
Career Prospects	312	38%
Visa Access	63	8%
Living Condition	105	13%
Available Friends/Relatives	39	5%
<b>9. Recognised Strengths of UK Education (Multi-Choice, no more than 3)</b>		
Reasonable Tuition Fee	102	12%
Short Course Duration	329	40%
High Quality	414	50%
Innovative Teaching Method	94	11%
Global Recognition	291	35%
Pragmatic Courses	97	12%
Easy Visa Access	39	5%
NHS Service	73	9%
Available Scholarships	69	8%
Taking Part-time Job	34	4%
Career Enhancement	138	17%
Advanced Research	160	19%
Variety of Choices	94	11%
<b>10. Recognised Weaknesses of UK Education (Multi-Choice, no more than 3)</b>		
High Tuition Fees	376	45%



Conservative Environment	90	11%
Too Much Workload on Courses	143	17%
Limited Choice	107	13%
Poor Career Prospects	181	22%
Immigration Control	185	22%
Course Duration is Too Short	41	5%
Poor Quality	28	3%
Difficult Visa Access	135	16%
Strict Language Requirement	195	24%
Too Few Chinese Students	28	3%
Too Many Chinese Students	113	14%
<b>11. How do you plan to apply for study in the UK?</b>		
Through Current School/University	102	12%
Apply to Institutions Directly	346	42%
Through Agents	176	21%



## Appendix 3: Exhibitors' survey results

<b>Total Respondent</b>	62 respondents	
<b>1. How do you rate the quality of the pre event support you received from our Chinese partner – Fairlink Exhibition Services Ltd.?</b>		
Excellent	21	34%
Good	38	61%
Poor	0	0%
<b>2. How do you rate the quality of the support that you received during the exhibition from our Chinese partner - Fairlink Exhibition Services Ltd.?</b>		
Excellent	16	26%
Good	38	61%
Poor	2	3%
<b>3. For future planning, how can the British Council help to maximise the impact and benefits of your visit to China?</b>		
PR	30	48%
Branding of Education UK Pavilion	24	39%
Market Briefing	40	65%
Wrap-around Activities	20	32%
Others	0	0%
<p><i>Comments:</i></p> <ul style="list-style-type: none"> <li>• Organise school tours</li> <li>• Where applicable, information on China's Ministry of Education policy changes</li> <li>• Additional seminar opportunities</li> <li>• PR-emphasis on pre-university</li> <li>• Organise workshop</li> <li>• Organise UK Arts Zone,</li> <li>• Digital work</li> <li>• Put UK in a better position in the hall</li> <li>• A-level / international school tour would be excellent!</li> </ul>		
<b>4. Do you welcome any wrap-around activities organised by BC around the time of the</b>		



<b>exhibition?</b>		
Yes	49	79%
No	8	13%
<b>If yes, what kind of activities you are interested in?</b>		
Information Day at Training School	32	52%
Information Day at Local Institutions	32	52%
Presentation at BC office	27	44%
Partnership Brokering Event (with Chinese institutions)	14	23%
Demo Class	15	24%
Others		0%
<i>Comments:</i> <ul style="list-style-type: none"> <li>All the options listed are good ideas</li> </ul>		
<b>5. Do you see the exhibition as a cost effective promotion channel to your institution?</b>		
Yes	38	61%
No	12	19%
<i>Comments:</i> <ul style="list-style-type: none"> <li>No. I was too optimistic that there would be pre-uni course demands, but felt swamped of requests on Master level courses.</li> </ul>		
<b>6. Do you think you will attend the same event next year?</b>		
Yes	31	50%
No	2	3%
Undecided	26	42%

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

- Very well organised
- Thank you for all your hard work.
- Student numbers seemed very low this year. Would be interested to know total numbers of the expo and how they are trending
- The location is not ideal for us. We are placed at the back and made quite "invisible".
- A bag belonging to a student was stolen from our booth - More secure cupboard space would be good.



- More British Council presence and support at the event
- It would be helpful to have rubbish (empty boxes) collected away at regular intervals
- Our exhibition booth was in the Italy Section. Would prefer to be in UK next time.
- This event is much better than the spring one.
- More students please!
- Students not interested in UK. The rest of the fair is busy but there are no students in UK section. UK needs to do something to regain some of market!
- UK should be more prominent. Put us nearer the traffic. Make navigation easier. Our interpreter largely disappointed on Day 2!
- Seemed a very quiet exhibition - is this the right venue in Shanghai ? Not down town nor near uni district.

## Appendix 4: Media and promotion plan

	Portal	Format
Print	21 <sup>st</sup> Century English News	Pre-exhibition feature story on UK Arts and Design education
	Mirror	Pre-exhibition feature story on Education UK generic information
	China Daily	Pre-exhibition feature story on Education UK generic information
	Yangcheng Evening News	Pre-exhibition feature story on UK Arts and Design education and post-study work opportunities
TV	BTV (Beijing TV)	BTV Morning News – Pre-exhibition interview on Education UK generic information and onsite interview on highlights of the UK pavilion
	CCTV (China Central TV)	CCTV International – Onsite interview on Education UK generic information and 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 40,000 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 Education Expo 2012 Press Conference	Organised by China Education Association of International Exchange, the organiser of the China Education Expo, the press conference was attended by over 40 national media. British Council was invited to the conference to introduce the UK pavilion to the media and provide updates on UK education and student visa policies.
	China Education Expo Campus Roadshow	Campus presentation at selected leading universities in the exhibition cities
	Agent Exhibitions	Exhibition promotion to prospective students at agent



	and Events	exhibitions and events
<b>Promotional publications</b>	U-Post and Poster	U-Post e-newsletter to more than 70,000 online subscribers; 7,000 hard copies of U-Post to local universities and international schools
	Education UK Generic Brochure	Generic information about UK education system and different levels of study programmes
	UK Exhibitor List	All UK exhibitors' English and Chinese names with booth numbers in each of the exhibition cities
	Subject Specific Booklets	Subject Specific Booklets produced by the British Council in the recent 2 years. The subjects include Arts and Design, Computer Science, Sports Management, and Social Sciences.
	Club UK	British Council's international student life magazine introducing students' study and living experience in the UK

Print Advertisement	
<p><b>Beijing Youth Daily (Media Coverage: 600,000)</b></p>	<p><b>Yangcheng Evening News (Media Coverage: 1,750,000)</b></p>
<p><b>West China City News (Media Coverage: 1,150,000)</b></p>	<p><b>Shanghai Evening Post (Media Coverage: 600,000)</b></p>



West China Club News  
2012-10-25 星期三

中国国际教育展今日亮相成都

# 中国国际教育展今日亮相成都

近百所海外名校邀您来“探班”

【成都讯】由成都商报主办、成都商报教育频道承办的“2012中国国际教育展”于10月25日在成都世纪城新国际会展中心拉开帷幕。本届教育展以“教育交流、资源共享”为主题，吸引了众多海外名校参展，为成都及周边地区的教育界人士提供了一个了解国际教育、寻求合作的机会。

【成都讯】本届教育展吸引了众多海外名校参展，包括美国、英国、加拿大、澳大利亚、新西兰、法国、德国、意大利、日本、韩国、台湾、香港、澳门等地的知名大学。参展学校涵盖了文科学科、理工农医、艺术体育、职业教育等多个领域，为成都及周边地区的教育界人士提供了一个了解国际教育、寻求合作的机会。

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Changsha Morning Post  
2012-10-25 星期三

24个国家和地区 300余所院校亮相国际教育展

# 周刊探营各国展团亮点

【长沙讯】由长沙晚报主办的“2012中国国际教育展”于10月25日在长沙世纪城新国际会展中心拉开帷幕。本届教育展以“教育交流、资源共享”为主题，吸引了众多海外名校参展，为长沙及周边地区的教育界人士提供了一个了解国际教育、寻求合作的机会。

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**TV report**

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

北京电视台新闻频道  
2012-10-16 星期二

秋学国际教育展美国参展报道

# 北京您早

Goodmorning Beijing

【北京讯】由北京电视台主办的“2012中国国际教育展”于10月16日在北京世纪城新国际会展中心拉开帷幕。本届教育展以“教育交流、资源共享”为主题，吸引了众多海外名校参展，为北京及周边地区的教育界人士提供了一个了解国际教育、寻求合作的机会。

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**Online promotion**

**Tencent (qq.com) Xinhua.net**

腾讯网  
http://www.qq.com  
2012-10-22 星期二

传统强国组团亮相教育展 美国签证政策调整

# 传统强国组团亮相教育展 美国签证政策调整

【北京讯】由腾讯网主办的“2012中国国际教育展”于10月22日在北京世纪城新国际会展中心拉开帷幕。本届教育展以“教育交流、资源共享”为主题，吸引了众多海外名校参展，为北京及周边地区的教育界人士提供了一个了解国际教育、寻求合作的机会。

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新华网  
http://www.xinhuanet.com  
2012-10-16 星期二

美国：签证“宽松”申请者对中国学生影响不大

# 英官方：面试“高危”申请者对中国学生影响不大

【北京讯】由新华网主办的“2012中国国际教育展”于10月16日在北京世纪城新国际会展中心拉开帷幕。本届教育展以“教育交流、资源共享”为主题，吸引了众多海外名校参展，为北京及周边地区的教育界人士提供了一个了解国际教育、寻求合作的机会。

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### China Education Online (www.eol.cn)

2012中国国际教育展：英国大使馆文化教育处教育推广助理主任刘静

发布时间：2012-10-21 15:00:26 浏览次数：中国留学网

内容介绍：  
2012中国国际教育展：英国大使馆文化教育处教育推广助理主任刘静

### People.com.cn

人民网 <http://www.people.com.cn>  
2012-10-16 星期二

传统英国组团亮相教育展 英国留学签证政策调整

2012年10月16日 11:57 来源：新华社稿 手机看新闻

10月20日，由教育部批准、中国教育国际交流协会主办的“2012年(英国)教育展”将在北京国际展览中心开幕。主办方透露，今年将有来自28个国家和地区的近500多所学校、机构参展，参展团更是达到21个。

今年展会的主题是“国际教育，多元共享”。据主办方介绍，传统的留学强国如美、加、英、新西兰、澳、法、意、韩、俄罗斯等依然以参展团团长、参赞学校众多，其中美国更是曾中德维交4周年之际，作为东道国，集中全面地展示其优质教育

### cn.yahoo.com

中国雅虎 <http://cn.yahoo.com>  
2012-10-15 星期一

英官方：面试“高危”申请者对中国影响不大

2012年10月15日 0:05 中国新闻网 来源：中国新闻网

中新网北京10月15日电 驻英大使刘晓明15日表示，为防止学生签证被滥用，并保护真正的学生，英官方将在全球范围内对“高危”留学申请者进行面试。但在中国，赴美留学的中国学生数量高，所以该措施对中国留学生影响不大。

刘表示，英国使馆对30万中国留学生签发签证，2011年去英国大学读书的中国学生达2009年上升60%，同时，红牌次的课程由美国及相关的教育而提供了60%。在中国，因为高素质的学生申请不断上升，拒签率从2010年的14%下降到2011年的4%。

20日起，2012秋季中国国际教育展将在全国拉开帷幕。英国大使馆文化教育处18日透露，作为留学中国学生数量最多的国家之一，英国的教育国际化程度越来越高，全面展示英国教育所呈现的创新精神和多元化风采。

### Sina.com.cn

新浪 <http://www.sina.com.cn>  
2012-10-16 星期二

英官方：面试“高危”申请者对中国影响不大

2012年10月16日 09:19 中国新闻网 来源：中国新闻网

英国驻华大使(微博)16日表示，为防止学生签证被滥用，并保护真正的学生，英官方将在全球范围内对“高危”留学申请者进行面试。但在中国，赴美留学的中国学生数量高，所以该措施对中国留学生影响不大。

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### Education UK Online Chat on QQ.com

Education UK Online Chat on QQ.com

The screenshot shows a grid of university logos including Warwick, Brunel, Kent State, and others. A red circle highlights a specific chat bubble in the bottom left corner.

### Education UK Online Chat on Sohu.com

大使馆马拉松 “来自世界的声音”

The screenshot shows a chat interface with a header '大使馆马拉松 “来自世界的声音”'. A red circle highlights a chat bubble in the center-right area.

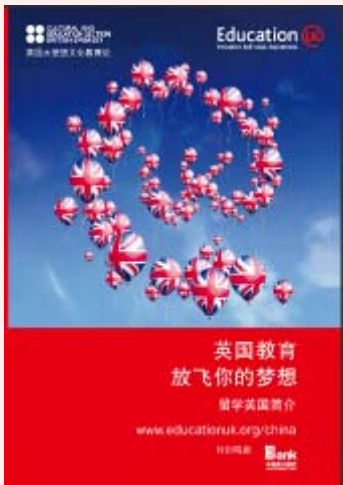


**Promotional publications**

**U-Post**



**Education UK Generic Information Brochure**



**UK Arts and Design Courses Promotional Booklet**



**UK Computer Science Courses Promotional Booklet**







# Appendix 5: Exhibition photos

