

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.
- CEE strongly encourage direct communication between schools and attendees, no third party recruiters and agencies, domestic language training organizations or alumni running agencies will be accepted.

Exhibitor's Profile

- National pavilions by governmental organizations
- Regionally recognized overseas schools, colleges, and universities
- Regionally recognized technical vocational education training
- Regionally recognized overseas language training schools and institutions
- Accredited joint programs and institutions
- Embassies or governmental organizations
- Student services providers before and after studying abroad (study tour camp, banking, accommodations, insurance, airlines, law office, internet plus & career development companies etc.)

Participation

• Standard Booth

Beijing and Shanghai
Guangzhou and Chengdu

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 Guangzhou and Chengdu 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/Webinar

Cost: CNY5,000/session

Inclusive of 30 minutes duration, a 50-people capacity seminar room, laptop with free wireless internet connection, AV equipment and multi-media projector.

For more information and services, please visit the CEE website:

www.ChinaEducationExpo.com

Conference and Exhibition Office

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CEE 2021 Playback



30,000 visitors online and offline



217 exhibitors (incl. 29 online)



9 national pavilions



24 countries and regions



48 study abroad seminars & keynote speeches



6 Live streaming for Embassies

Best Option to Internationalize Your Campus

CHINA EDUCATION EXPO 2022



中国国际教育展

Oct. 25-29, Nov. 11- 12, 2022

Guangzhou > Chengdu > Shanghai > Beijing

主宾国/Country of Honor: 德国/Germany



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中国教育国际交流协会
CHINA EDUCATION ASSOCIATION
FOR INTERNATIONAL EXCHANGE



2022 Exhibition Tour 巡回展览

10.25 Guangzhou

Oct. 25, 2022
(Tue. 10:00-16:00)
Guangzhou Yuexiu
International Congress Center
2022年10月25日
(周二 10:00-16:00)
广州越秀国际会议中心

10.27 Chengdu

Oct. 27, 2022
(Thur. 10:00-16:00)
Chengdu CYNH Hotel
2022年10月27日
(周四 10:00-16:00)
成都世外桃源酒店

10.29 Shanghai

Oct. 29, 2022
(Sat. 10:00-16:00)
Pudong Shangri-La Shanghai
2022年10月29日
(周六 10:00-16:00)
上海浦东香格里拉酒店

11.11-12 Beijing

Nov. 11-12, 2022
(Fri.-Sat. 09:30-16:00)
Beijing International
Convention Center
2022年11月11日至12日
(周五-周六 09:30-16:00)
北京国际会议中心

Important Dates
Mark your calendar Now!

April 20
Early-bird booking ends

July 20
Regular booking ends

July 21 - Late
Regular booking + 5%

Find New Connections and New Ideas

CEE 2022 will provide you with exciting opportunities for B2C, B2B and B2G to connect you to old and new visitors from access the parents and students who are planning their study abroad experience to senior level government representatives, school principals, counsellors, enterprise and agents who are looking for partnerships around the world.

CEE 2022 will cover such leading markets as Beijing, Guangzhou, Chengdu and Shanghai that can meet the attendee demand in international education and amplify attendee voice and perspective for face-to-face ongoing information.

CEE 2022 will commit to bring you together to offer excellent training and education resources for prospective students, meet the key decision maker from international office and government, as well as tackle the grand challenges of the day, backing them up with one step close the enrolment and cooperation.

Strengthen Your Brand by Participating in-person or by Cloud

To get involved, CEE 2022 will continue to provide blended ways in booking booth and seminar in all 4 cities. Last year CEE received 29 schools by remote participation, around 13% of the total. From small tables to mini stands, CEE will get you covered!



Shape Future Together

Join a global and passionate network of thousands of overseas schools around the world and about 40 national & regional pavilions have relied on CEE for over 20 years, continue to embrace the opportunity to connect in-person at Chinese education market.

Booking your stand now! Besides the basic fittings and benefits, each stand fee will also cover:

- One profile with photos, video and PDF brochure on CEE website and mobile page, which will be linking to exhibitor's home page directly
- Two exhibitor badges to access exhibition & annual conference for international education
- Opening Ceremony and Reception (Only for Beijing)
- Listing in the pocket Visitor's Guide, conference catalogue and on-site information board
- Exposure in the new media outlets in China
- Post event report after the exhibition

2022 Country of Honor – Germany

On the occasion of the 50th anniversary of Sino-German diplomatic relationships, Germany is delighted to contribute to a successful CEE 2022 by being the Country of Honor.

German universities enjoy a high reputation worldwide and are a powerhouse of global discoveries and cutting-edge technology.

The number of Chinese students in Germany has almost doubled during the past decade, to 42,000 in 2021. They appreciate the advantage of study and work experience going hand in hand to produce and share innovations, new knowledge, and unique solutions, and ultimately live in a stable and strong, innovative economy.

