

## 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
- Accredited Chinese-foreign 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

Shanghai and Beijing  
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 Shanghai and Beijing 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

Cost: 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](http://www.ChinaEducationExpo.com)

## Show Management Office

YuanSheng Education Ltd.  
(under the ownership - China Education Association for International Exchange)

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## 2022 Year in Review



33,000 visits online and offline



214 exhibitors (incl. 11 remote exhibitors)



14 national pavilions



28 countries and regions



40 study abroad seminars (incl. 12 webinars)



9 live streaming for national/regional pavilions



**CEE 2023**  
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10月21-28日 上海、广州、成都、北京  
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主宾国：韩国  
Country of Honor: The Republic of Korea



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主办单位/Hosted by:



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





**10.21-22 Shanghai 上海**

October 21-22, 2023 (Saturday, Sunday)  
2023年10月21日至22日 (周六-周日)  
10:00-16:00

**10.24 Guangzhou 广州**

October 24, 2023 (Tuesday)  
2023年10月24日 (周二)  
10:00-16:00

**10.26 Chengdu 成都**

October 26, 2023 (Thursday)  
2023年10月26日 (周四)  
10:00-16:00

**10.27-28 Beijing 北京**

October 27-28, 2023 (Friday, Saturday)  
2023年10月27日至28日 (周五-周六)  
09:30-16:00

## Meeting the Right Person

According to a report by the Ministry of Education PRC, the number of studying abroad reached 5.8171 million from 1978 to 2022, which provide Chinese students sufficient chance for excellent education, importantly it is also a necessary way reserving the nation international talent.

In recent 10 years, with a capacity of 3.2124 million Chinese students studying abroad, it's much higher than the total before 2012 (2.6047 million), giving a particularly strong boost to education market.

Looking ahead, study abroad is not only for a few people, but also for the masses. This is inseparably from the country's economic expansion, more requirement rising for diversity education and more supportive role from the governments.



## Recovering from the Post-COVID Era

Although affected by COVID in 2022, CEE still received about 200 exhibitors from 28 countries and regions attending both in person and remote participation. With China easing COVID-19 policy in the end of year 2022 and the vaccination rate increases, CEE 2023 set to make event a high-level platform for the upcoming new and returning exhibitors and more efforts will also be made to encourage visitors to come 'face-to-face' communication.



## Together for the Quality Education

CEE 2023 as the biggest education fair in China, will continue to provide you with the opportunities for B2C, B2B and B2G to connect you to Chinese visitors from across the parents and students who are planning their study abroad experience to senior level government representatives, schools principals, counsellors, enterprise and agents who are looking for partnerships around China.

Booking your stand now! Besides the basic booth fittings and benefits, each booth 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, China annual conference for international education and the Opening Ceremony and Reception (Only for Beijing)
- Listing in the pocket Visitor's Guide and on-site information board
- Exposure in the new media outlets in China
- A post event report after the exhibition to help you evaluate your success



## 2023 Country of Honor – The Republic of Korea

According to Education at a Glance 2021: OECD Indicators, Korea ranks first in higher education completion and ranks at the top in all areas or reading, mathematics, and science in PISA (Programme for International Student Assessment). To promote the educational cooperation between China and Korea, Korea is being appointed as the Country of Honor in 2023.



**Important Dates**  
Mark your calendar NOW!

➤ **March 20, 2023** Special early-bird booking ends for previous exhibitors ONLY

| **July 20, 2023** Early-bird booking ends for all

| **July 21 - Late, 2023** Regular booking until the space is fully booked