

## Participation Guidelines

- Only regionally accredited 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 schools with 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
- Embassies or governmental organizations
- Regionally recognized overseas schools, colleges, universities, vocational education schools, language training schools and institutions
- Regionally recognized Chinese-foreign joint programs and institutions, international schools
- 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

The standard booth will be set up by CEE organizer and 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

### • Raw Space Booth

Exhibitors will design and build their own booths at their cost with the assistance of CEE official booth contractor and raw space booth is only available with minimum 30sqm in Beijing/Shanghai; 24sqm in Guangzhou/Chengdu.



For more information and services,  
please visit the CEE website

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



Owned by China Education Association for International Exchange (CEAIE)  
Tel: +86-10 6499 8310, 6499 8309, 6499 8308 Email: [cee@ceaie.edu.cn](mailto:cee@ceaie.edu.cn)  
Website: [www.ChinaEducationExpo.com](http://www.ChinaEducationExpo.com) or [www.JiaoYuZhan.com](http://www.JiaoYuZhan.com)

## Show Management Office

**YuanSheng** Education Ltd.

15 National Pavilions

34 Countries & regions

374 Exhibitors

58

Study Abroad Seminars  
& keynote speeches

28,980 Visitors

13,050

Sqm Exhibition Space



CEE  
EDUCATION  
EXPO  
CHINA

中国国际教育展

2024

Best Option to  
Internationalize  
Your Campus



同期北京举办 / A part of

第二十五届中国国际教育年会

25<sup>th</sup> China Annual Conference & Expo  
for International Education (CACIE) in Beijing

October 26–November 2, 2024

Guangzhou Shanghai Chengdu Beijing

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

2024主宾国：法国  
Country of Honor : France



主办单位：  
Hosted by:



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





## 2024 Exhibition Tour 巡回展览

# CEE 2024

CHINA EDUCATION EXPO (CEE) 2024



### Guangzhou

October 26 Saturday  
Guangzhou Yuexiu International Congress Center

10月26日 (周六)  
广州越秀国际会议中心  
10:00-16:00

### Shanghai

October 27 Sunday  
Shanghai World Expo Exhibition & Convention Center

10月27日 (周日)  
上海世博展览馆  
10:00-16:00

### Chengdu

October 29 Tuesday  
Chengdu CYNH Hotel

10月29日 (周二)  
成都世外桃源酒店  
10:00-16:00

### Beijing

November 1-2 Friday, Saturday  
China National Convention Center (CNCC) Beijing

11月1-2日 (周五、周六)  
北京国家会议中心  
09:30-16:00

### 2024 Important Dates

Mark Your Calendar Now!

**January 20**  
Application opens

**March 20**  
Special Early-bird booking ends

**July 20**  
Early-bird booking ends

**July 21 - Late**  
Regular booking starts until space fully booked



## Great Reasons for Participation

### • The biggest student recruitment fair in China

CEE has attracted nearly 3,000 exhibitors from 60 countries and regions since 2000 – bringing more than 900,000 visitors from all over China.

### • The ideal B2B & B2G platform in China

With more than 2,000 Chinese educators, CEE offers the fact-to-face chances for overseas exhibitors to deepen new opportunities for cooperation from the whole host of exhibitions, events & forums.

### • The orientation of national pavilions marks your brand

CEE worked with around 40 country pavilions to introduce the excellent education as well as the career prospects, effectively playing a role as a comprehensive experimental platform for serving the Chinese education markets.

### • Direct interaction with students & educators

With students and educator across China, CEE has enriched the vision steadily over the past two decades, making it an encompassing vehicle that get first-hand information for study abroad and direct communication with colleges representatives and explore the possibility of cooperation.

### • Tailor-made marketing campaigns

The campaign will be launched before and during the exhibition that blend online, offline and hybrid activities to highlight your key disciplines, hot major and inspired scholarship, covering dozens of provinces and cities across the country.

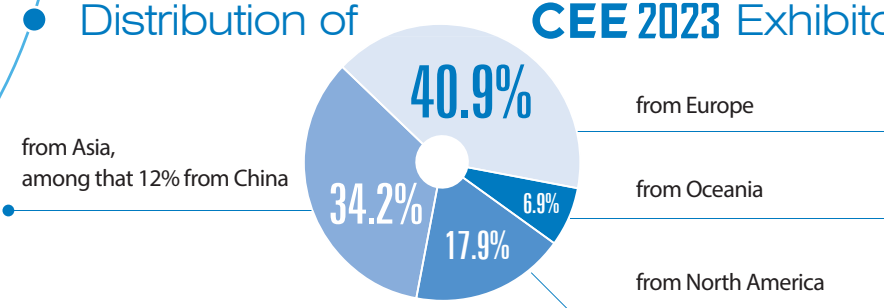


## The New Era Calls for New Ideas

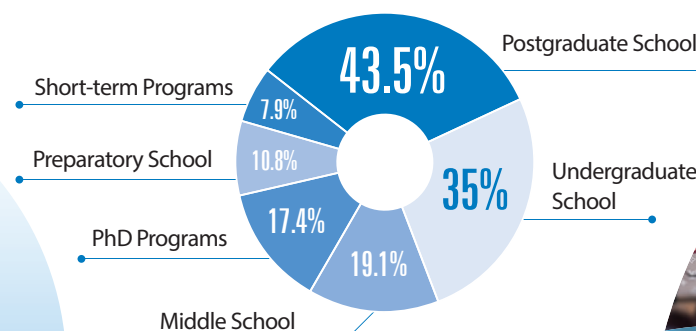
You can't miss out the largest student enrollment market and the strong growing demand for international education in China! China will continue the nation strategic strategy for opening up education to the outside world, keep encouraging student to have a global and innovating perspective to meet the future talent need.

## Distribution of

## CEE 2023 Exhibitors



## Destination of CEE 2023 Students



Best Option to Internationalize Your Campus

