



CHINA

CCIEE Fairs China Education Expo 2007

Participation Fee

One day fairs - NZ\$1,500 each + GST

Two day fairs - NZ\$2,000 each + GST

Date	Beijing: 20-21 October
	Qingdao: 23 October
	Wuhan: 25 October
	Shanghai: 27-28 October
	Xi'an: 30 October
	Chengdu: 1 November
	Shenzhen: 3-4 November
Sectors	UNI, ITP, PTE, ELS

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The CCIEE fairs are approved by the Chinese Ministry of Education and sponsored by China Education Association for International Exchange (CEAIE). CEAIE is one of the two main operational education agencies under the Chinese Ministry of Education, so supporting their activities means institutions are directly supporting New Zealand's education relationship with China.

Participants are free to arrange their own combinations of exhibiting cities without the necessity of committing to the full tour. Further information about these fairs can also be found at www.chinaeducationexpo.com or www.fairlink.com.cn

Activity Introduction

The CCIEE fairs will be held in Beijing, Qingdao, Wuhan, Shanghai, Xi'an, Chengdu and Shenzhen.

China Education Expo has been held successfully for seven years already and

the growing media exposure, visitors and exhibitors and national pavilions have proven its success. The figures show that 472 schools from 26 countries and regions participated at China Education Expo 2006 while over 30,000 visitors in Beijing and Shanghai were registered. Last year's survey reported that nearly 50% of the students regarded face-to-face communication as their top reason for attendance.

Sector Recommendations

China remains an extremely important market for New Zealand education providers. Focusing on regions outside of Beijing, Shanghai and Guangzhou is seen as a strategy that provides an opening to institutes that do not have a hold in this market. It is also an opportunity for those institutions already active in China who would like to diversify their sources of Chinese students and find potential partnerships in local regions.

Participation Costs

The participation fee for the seminar covers:

- All organisational arrangements for the fairs
- Table display area for promotional material and seated conversations within branded New Zealand pavilion
- Arrangement of accommodation
- Co-ordination by Education New Zealand
- NZTE staff on site

Additional Costs

All representatives cover their own accommodation, travel and daily expenses, and provide their own promotional materials.