



CHINA

China International Education Exhibition Tour 2007

Participation Fee

TBC: NZ\$1,600 - NZ\$2,200 per city + GST

Dates 3-4 March, Beijing; 6-7 March, Chongqing; 10-11 March, Shanghai; 13-14 March
Nanjing; 17-18 March, Guangzhou.

Sectors UNI, ITP, PTE, ELS

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As one of the two largest education fairs in China, CIEET is approved by the Chinese Ministry of Education and hosted by the Chinese Service Centre for Scholarly Exchange (CSCSE). CSCSE started hosting CIEET in spring 1999. The past series of CIEET contributed a lot to public knowledge about international education, and earned a favourable reputation. The fairs have successfully assisted participating institutions to get a foothold in the Chinese market, and to go on to broaden their base of prospective students. More information can be found at www.cieet.com/cieet/English/web/Welcome.htm

Activity Introduction

The first series of the China International Education Exhibition Tour (CIEET) for 2007 will be held in five cities in China, including Beijing and Shanghai. Participants are free to arrange their own combinations of exhibiting cities and do not need to commit to the full tour. Besides the exhibition, participants are also invited to attend a series of important conferences to be held concurrently with CIEET.

Sector recommendations

China continues to be an extremely important market for New Zealand. We recommend New Zealand institutions actively participate in the upcoming series of CIEET in order to consolidate the image of New Zealand as a quality education provider.

Participation Costs

The participation fee covers:

- All organisational arrangements for the fairs
- Table display area for promotional material and seated conversations
- 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 as well as providing their own promotional material.

IMPORTANT NOTE: The China International Education Expo (CCIEE) is in October 2007. The size, style and itinerary of these fairs are similar to CIEET. Institutions should consider the CCIEE fairs as well as the CIEET fairs for 2007.