



China Higher Education Exhibition Tour 13th CHEET 2017

.....Invitation.....

Organizer: China Senior College Exhibition Organization Committee

Co-organizer: Consulate General of each country in Shanghai, China

Sponsor: China Shanghai Qianyi Culture and Communication Co. Ltd

Media: The Oriental Television, Shanghai Television, Shanghai Evening News, Shanghai Morning News, Jiefang Daily, Wenhui Newspaper, 21 Century, Eastern Morning, Phoenix Satellite TV, Yangtze Evening News, Huicong Education, Study abroad website, Sina.com and other traditional and new media

Target Groups: students, parents, teachers, academic organizations, consuls of different countries, educational training institutions, and enterprises.

China Senior College Exhibition Organization Committee (CSCE) is pleased to invite your university/institute to participate in The 13th China Higher Education Exhibition Tour (CHEET) scheduled for April 29 to June 11, 2017 in China.

Based on the former exhibitions organized and held annually by CSCE, the platform of CHEET will attract over 20,000 attendees to engage in the event, enable partner institutions to recruit more Chinese students who are willing to study abroad, and reap fruitful collaborations among educational institutions around the world in the meantime.

China is world famous for its student exchange programs and China is a key player in the eyes of academic institutions looking for an international presence. According to China's official statistics, more than 339,700 students studied abroad and among those, 314,800 students had the experience of funding themselves independently.

Yangtze River Delta is a center area on economy and culture in China. There are a lot of big cities, such as Shanghai, Hangzhou, Nanjing, Fuzhou, Xiamen they are all very populated cities, lots of universities and colleges gather here. Take Shanghai for example, there are 23 million people in Shanghai, with 14,000 US dollars per capita GDP. There are 62 post-secondary



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institutions, the enrollment rate for students is 72%, the rest 28% of those students are studying abroad.

The detail arrangement of the 13th Education Exhibition of China in 2017 is as follows:

Exhibition Contents:

Education conditions, education characteristics, education facilities, scientific research, teacher resource, student source, degree programmes, education philosophy, education criteria, education reform, etc. of different educational institutes present at the exhibition.

Exhibition Range:

Embassies / Consulates in China
Education institutes (domestic / overseas)

Service of Exhibition:

- An inquiry desk
- Two chairs
- Two lights for each exhibition booth
- A 220V/5A Socket
- Free shuttle service from the designated hotel to the exhibition site
- The safeguarding and lighting during the exhibition and dismantling period
- Free mineral water
- The cleaning of the public area in the Exhibition Hall

Schedule:

Date	Content	Activities
April.29-30	Shanghai Library No. 1555 Middle Huai Hai Rd, Shanghai	13 th China Higher Education Exhibition Tour
May.13	Fuzhou Hotel No.1 Doudong Rd,Fuzhou Fujian	
May.14	Xianmen Huaqiao Hotel No.70-74 Xinhua Rd,Xiamen Fujian	
June.10	Yuquan Hotel No.Yugu Rd, Hangzhou Zhejiang	
June.11	Nanjing Zhongshan Hotel No.307 East Zhongshan Rd,Nanjing Jiangsu	



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The Fees of Participating:

Item	City	Unit Price	Time	Remarks
13 th China Higher Education Exhibition Tour	Shanghai	USD3,000	9:00-16:00	1. Can assist booking hotel at exhibitors expense (price upon application) 2. Provide a multifunction conference hall accommodated 40 persons (price upon application) 3. Can publish and print publications about your countries and universities (price upon application) 4. Can rent exhibition equipment (price upon application)
	Fuzhou	USD1,500		
	Xiamen	USD1,500		
	Hangzhou	USD1,500		
	Nanjing	USD1,500		

Registering and Paying Fees:

- (a) The booth position is decided on “come first, serve first” basis.
(b) The deadline for reserving a booth is March 31st, 2017.
- Please fill in the receipt of participation, fax or email it to the organizing Committee.
- Please remit the participating fees within 7 days to following account after sending the receipt of participation:
Remittance Unit: China Shanghai Qian Yi Culture and Communication Co., Ltd
Bank Name: Industrial and Commercial Bank of China Shanghai Branch
JIUSHIFUXING BUILDING SUB-BRANCH
Account No. : 1001200309148004734
Swift Code: ICBKCNBJSHI
- We will immediately allocate the booth to you upon receiving your payment.

เรียน คณบดี/ผู้อำนวยการ

เพื่อโปรดทราบ และเผยแพร่

ประชาสัมพันธ์ต่อไป

ศูนย์ความร่วมมือนานาชาติ

ประชาสัมพันธ์

Chunyu

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International Affairs Office
China Senior College Exhibition Organization Committee

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