

POST-SHOW REPORT FOR THE 24th CHINA INTERNATIONAL EDUCATION EXHIBITION TOUR

Date: March 23 - March 31, 2019

Hosted by: Chinese Service Center for Scholarly Exchange (“The Center”)

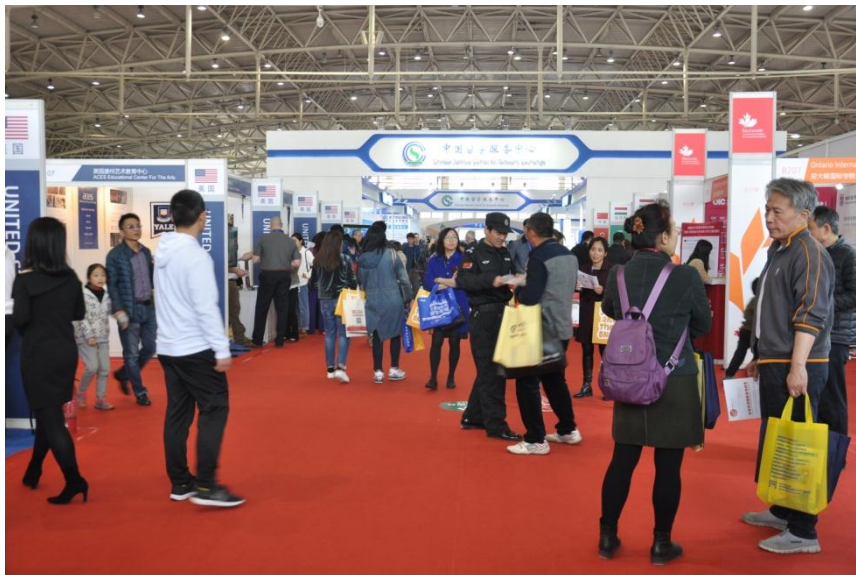
Co-organizer: Chivast Education International

For any feedback or suggestion, please send it to CIEET Organization Committee

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1. Introduction

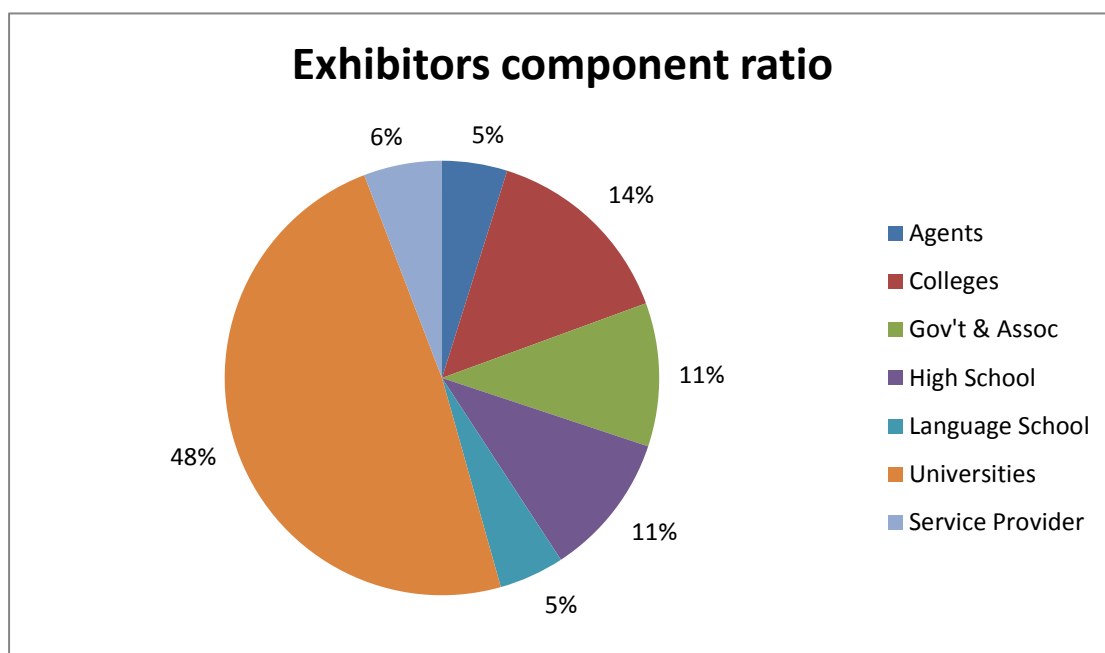
Approved by the Ministry of Education, the 24th CIEET co-organized by Chivast Education International, a whole-owned subsidiary of the Chinese Service Center for Scholarly Exchange, was held successfully in Beijing, Wuhan, Shanghai Guangzhou and Shenzhen. The report will summarize the relative statistical information and highlights about the exhibition for providing better understanding to the exhibitors and institutions.



2. Basic Information

2.1 The Scale and Type of CIEET 2019

There were more than 200 universities and institutions from 26 countries and regions around the world participating in CIEET 2019. The exhibitors from United Kingdom, Canada, Australia, South Korea, United States, Italy, Macao and Czech Republic as national pavilions joined in the exhibition. The types of universities and institutions participating in this exhibition mainly include universities, vocational and technical colleges, high schools, and various types of educational training and service agencies.

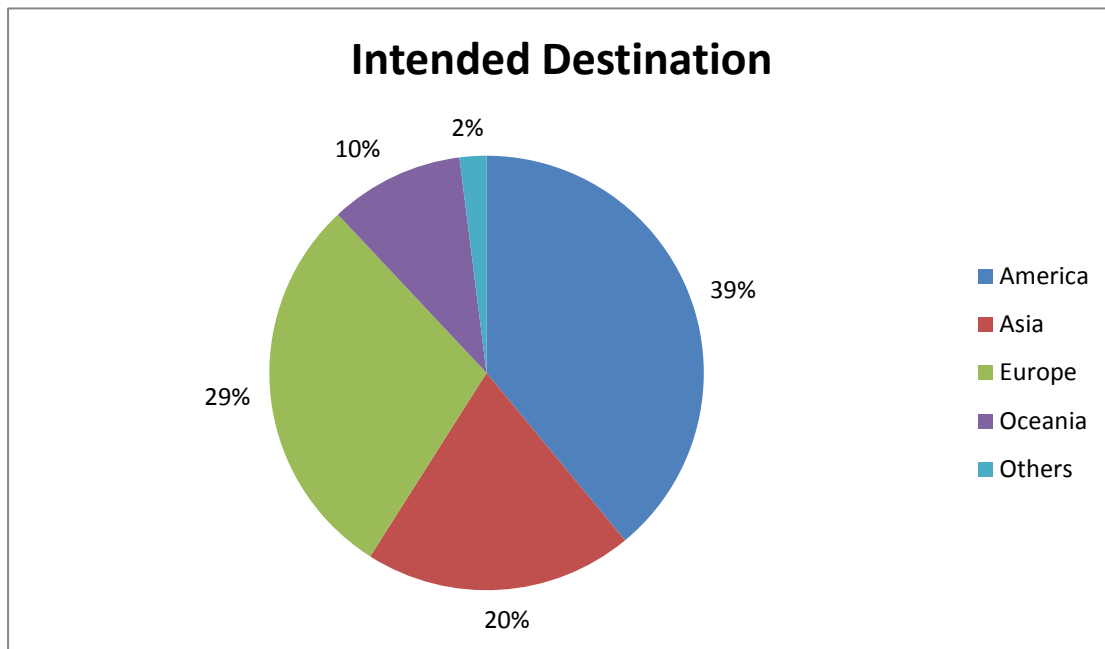


2.2 Scales and Levels of the Visitors

According to the statistics, the total number of visitors to CIEET 2019 in 5 cities reached approximately 22,000.

A survey of the level of study abroad that the visitors were concerned about has shown that language courses account for 5%, the high school level account for 35%, the undergraduate level account for 40%, the masters and PhDs level account for 18%, and the other account for 2%. From this it can be seen that most Chinese students are more inclined to choose to study abroad at the undergraduate and high school levels.

The audience intends to study abroad as shown in the following figure:



3. Highlights

3.1 The Pre-departure Orientation Project

In recent years, with the increasing number of students studying abroad, a diversity of overseas students and increasingly prominent young overseas students, the topic of study-abroad security has received a lot of attention under a complex international situation. Due to the demands, Chinese Service Center for Scholarly Exchange launched a series of the pre-departure orientation service in this exhibition. More than 600,000 people were attracted to join in the online broadcast and both the scale and coverage have exceeded previous years.

The first exhibition in Beijing set up an area of “The Pre-departure Orientation Project”. It has launched a full range of both online and offline promotion through demonstrating, expert lectures, simulations, consulting evaluations and special interviews. Using the mode of "Internet+", online live broadcast via NetEase's Live Streaming Platform, so that the majority of students studying abroad learn practical knowledge and skills of studying abroad.

3.2 Unprecedented Media Publicity

Over 200 media reported the 24th CIEET nationwide. The main media includes CCTV, Beijing TV Station, Wuhan TV Station, Hubei TV Station, Shanghai Education TV Station, Beijing Youth Daily, Global Times, The Beijing News, Cankaoxiaoxi, Morning Post, Jiefang Daily, Wenwei Po, Xinmin Evening News, The Morning Newspaper, Shanghai Daily, Youth Daily, Guangzhou Daily, Yangcheng Evening News, Nanfang Metropolis Daily etc. These public reports played an important role in the success of the 24th CIEET.

Moreover, major domestic media have also done a lot of publicity and reporting on

this exhibition. Xinhua Net, Weibo, NetEase Education, Tencent Video, Phoenix Net and Beijing People's Broadcasting Station interviewed a lot of important officials and exhibitors. The coverage covered more than millions of people and received extensive attention from parents and students.

More detailed and relevant information of the 24th CIEET report will be summarized on the CIEET official website. Please pay close attention.

3.3 Studying Abroad Information into Campus Series of Public Welfare Activities

For the sake of facilitating the students to visit the exhibition, the CIEET Organization Committee organized "Studying Abroad Information into Campus" activities at Beijing, Guangzhou, Wuhan and other core universities. In the process of both online and offline activities, over 10,000 free tickets of CIEET 2019 had been distributed to students.

3.4 Many famous universities attend CIEET 2019

During this exhibition, many famous universities which leading the world university rankings including University of Bath in UK, The university of Adelaide in Australia, Nanyang Technological University in Singapore and School of Oriental and African Studies, University of London attended this event. Many main stream media including CCTV, Xinhua Net, Beijing City Broadcasting, Tencent Video, and Phoenix Video carried special reports on the participating universities mentioned above.

3.5 More than 20 topic lectures received unprecedented response

During CIEET 2019, CSCSE has combined most embassies from main destination countries, government educational institutions and some of the exhibiting universities to hold totally 25 various topic lectures and seminars. By attending these lectures, audiences learned about the latest news and policies about studying abroad; strength and attracting point of exhibiting universities. CIEET has played an important role in fostering a deeper understanding of different education policies and systems and the future development of higher education. As the organizer of CIEET, CSCSE has offered each kind of services including studying abroad consulting; foreign degrees certification; archive keeping and returning students' career building, aiming to create a comprehensive, one-stop information consulting platform.

4. Background of CIEET

The China International Education Exhibition Tour began in 1999 and has been successfully held in more than 20 cities in China for 24 sessions. More than 2,000 colleges and universities and educational institutions from 55 countries and regions have participated in the exhibition. A total of 1.4 million people have attended the exhibition. Through years of development, CIEET has become an effective platform

for face-to-face communication between foreign universities, education institutions, agents, students and parents, and has also contributed to the multi-directional exchange of information.

4.1 Government Support

CIEET aims to provide high-quality education resources for Chinese students and has received consistent support and recognition from the Chinese Ministry of Education and local authorities in China.

4.2 The Organizer

Chinese Service Center for Scholarly Exchange (CSCSE), as the Organizer of the exhibition, has played an important role in building a bridge between Chinese and foreign educational resources.

Since its establishment on March 31, 1989, the Chinese Service Center for Scholarly Exchange has gradually evolved from its established five business units into its current 14 business units, two directly-affiliated enterprises, and 30 domestic and foreign sub-centers (28 of which are also certification bodies), and 51 certification agencies. The business involves 24 service contents in five fields including services for studying abroad students, services for overseas returnees, services for studying in China, international higher education cooperation and exchanges and educational foreign affairs service, etc.

4.3 The Co-organizer

Chivast Education International, established in 2000, aims to “provide Chinese students with high-quality overseas education resources” and strives to build a safe passage for Chinese students to study abroad.

Chivast Education International provides “one-stop” services including self-financed study abroad consultation, foreign academic degree certification, consultation of employment and settlement, education information consultation, exhibitions (CIEET, etc.), translation and language training, etc. Chivast Education International also provides services for Chinese and foreign universities with cooperation projects, studying in China and teacher training.

Chivast Education International sincerely welcomes educational institutions around the world to work together with us to provide valuable opinions and suggestions, so that we can constantly improve the exhibition services and provide a satisfactory platform for communication and cooperation among all parties in international education. www.chivast.com

4.4 Feedback

CIEET, as the largest education exhibition in China, is still the major channel for

understanding and communication between the institutions, students and parents, which cannot be replaced by any electronic or print media.

While we are celebrating the success of this exhibition, admittedly there are certain aspects we can do better. The comments of exhibitors are essential to the improvement. We welcome all comments, positive or negative, from our exhibitors and we will do our best to exceed your expectations.

Please feel free to contact us if you have any comments on the Show or questions about the Report. We look forward to serving your institution soon.

****** End of Report ******