



China Education Expo (CEE) 2023

October 21 – 28, 2023

Shanghai ▶ Guangzhou ▶ Chengdu ▶ Beijing

Post Event Statistics Report

November 2023

Hosted by



中国教育国际交流协会

China Education Association
for International Exchange

Organized by **YuanSheng Education Ltd.**



CONTENTS

03	About CEE
04-05	Fact Sheet
06	Special Thanks to National Pavilions
07	Promotion Campaign
08-18	Visitor's Opinion by Questionnaires
19	CEE 2024 Registration
20	Participation Ways: Standard Booth & Raw Space Booth





About CEE



China Education Expo (CEE) is a show tour approved by CEAIE and held every October in Beijing, Shanghai and some other cities since 2000.

As the leading event for overseas school to expand their presence in the world's potentially largest recruitment market, CEE had the active involvement each year by more than 20 national pavilions and over 500 overseas schools from about 40 countries and regions.



Apart from information booths where visitors will be able to collect relevant information about study or cooperation opportunities, study abroad presentations by podcast, short video and live streaming will also be staged before, during and after the event.



Fact Sheet

Name: China Education Expo (CEE) 2023

Dates:	October 21-22 (Saturday, Sunday)	Shanghai	Shanghai World Expo Exhibition & Convention Center
	October 24 (Tuesday)	Guangzhou	Yuexiu International Congress Center
	October 26 (Thursday)	Chengdu	Chengdu CYNN Hotel
	October 27-28 (Saturday, Sunday)	Beijing	China National Convention Center

Hosted by: China Education Association for International Exchange

Organized by: YuanSheng Education Ltd.

Participating Countries and Regions (34):

Australia, Austria, Belgium, Brunei, Canada, China, Cyprus, Finland, France, Germany, HK SAR, Indonesia, Iran, Ireland, Italy, Japan, Kirghizia, Korea, Latvia, Macao SAR, Malaysia, Malta, New Zealand, Philippines, Poland, Russia, Singapore, Spain, Switzerland, Thailand, The Netherlands, UK, UAE, USA, totally 374 institutions from 34 countries and regions.

Country of Honor: The Republic of Korea



Fact Sheet

Number of Exhibitors: Total 374, including
153 from Europe
128 from Asia
67 from America
26 from Oceania

Number of Visitors: Total: 28,980, including
5,600 in Shanghai
1,900 in Guangzhou
1,000 in Chengdu
20,480 in Beijing

Space of Exhibition Hall: Total 13,050 sqm including
5,000 in Shanghai
2,400 in Guangzhou
1,150 in Chengdu
5,500 in Beijing

Exhibitor Categories:

63.4%	Universities
11%	Colleges
9.1%	Embassy or Governmental Organizations
8.3%	Student services
7.5%	High schools
7%	Joint program/institutions
5.6%	Language Training Schools

Number of Exhibitors in Each City: 153 in Shanghai
112 in Guangzhou
90 in Chengdu
277 in Beijing

Number of Seminars: Total 58 time slots, including
19 in Shanghai
9 in Guangzhou
9 in Chengdu
21 in Beijing

TOP 10 Counties/regions: Canada, UK, China, Russia, USA, Singapore,
New Zealand, France, Spain, Japan, Korea



Special Thanks to the National Pavilions at CEE 2023

Austria	Austrian Trade Commission – Study in Austria
Cyprus	Ministry of Education, Sport and Youth - Cyprus
Finland	Finnish Universities of Applied Sciences China-Network
France	French Embassy - Campus France Chine
Germany	DAAD - Deutscher Akademischer Austauschdienst
Ireland	Education in Ireland
Italy	Associazione Uni-Italia
Japan	Japan Student Services Organization (JASSO)
Korea	National Institute for International Education Development
Macao SAR	Education and Youth Development Bureau of Macao SAR Government
Malaysia	Education Malaysia
New Zealand	Education New Zealand
Russia	Ministry of Science and Higher Education of Russia
Spain	ICEX - Economic & Commercial Office, Embassy of Spain Education Office of the Embassy of Spain Instituto Cervantes de Pekin
UK	British Embassy Beijing / British Council
USA	EducationUSA China - U.S. Embassy
Canada	Embassy of Canada





Promotion Campaign

Before and during the exhibition, CEE launched promotion campaign online and offline.

- CEE 2023 invited about 37 medias, including new and traditional medias and popular We-medias to attend the Press conference on Oct. 14, 2023 as well as to visit and report the event on-site.
- Highlighted national pavilions, exhibitors, event schedule etc. by the CEE moment advert (Wechat group), WeChat account etc.
- Distributed CEE news by CEE visitor's database via email and text message.
- CEE worked with around 100 universities, middle and high schools, and international schools for campus promotion in Shanghai, Guangzhou, Chengdu and Beijing.

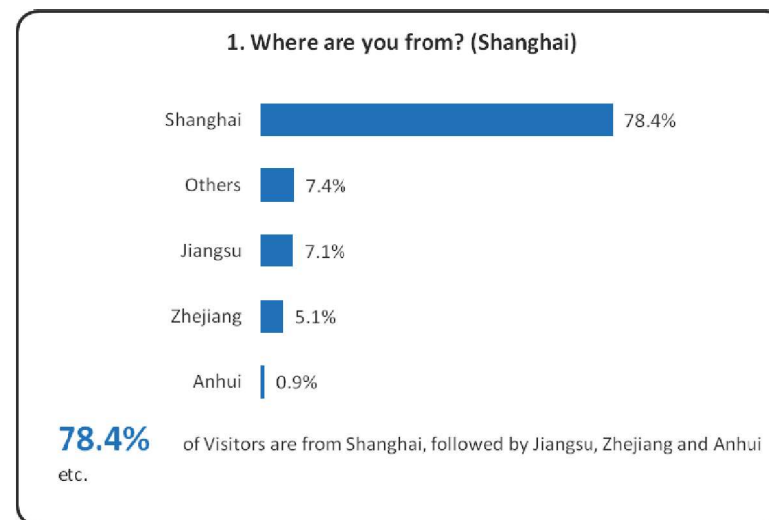
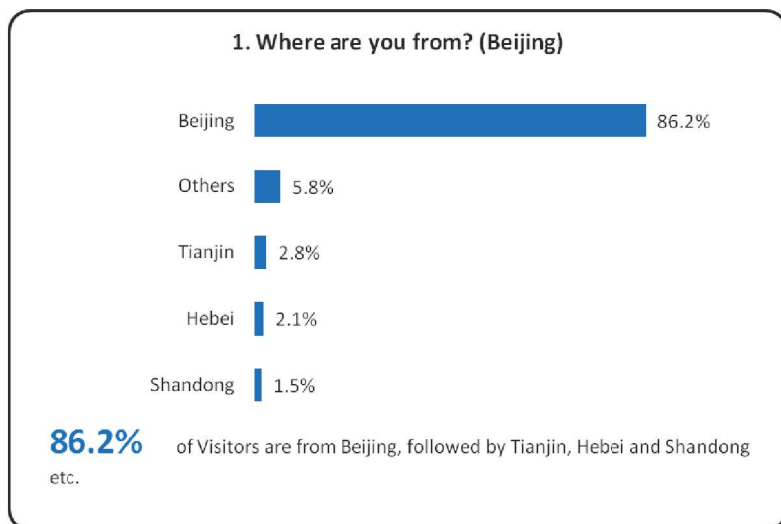




Visitor's Opinions by Questionnaires

Free admission is available to all visitors this year. It can be obtained by pre-registration at CEE website or Wechat where visitors are required to fill out the questionnaires for all the cities.

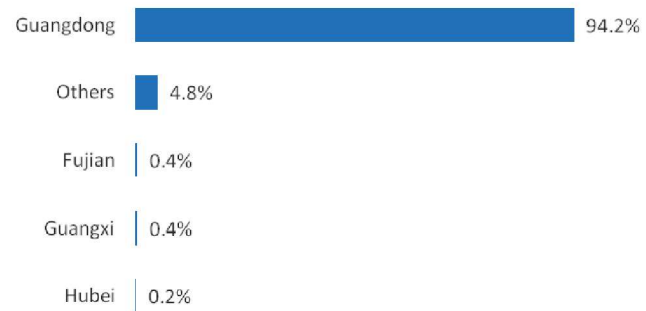
14,244 questionnaires are being recorded, among which **4,236** were for Shanghai, **1,553** for Guangzhou, **1,290** for Chengdu and **7,165** for Beijing. The following findings are the general survey for visitors' questionnaires at China Education Expo 2023. Due to the fact that the distribution of questionnaires is limited and targeted, the survey is just for internal reference.





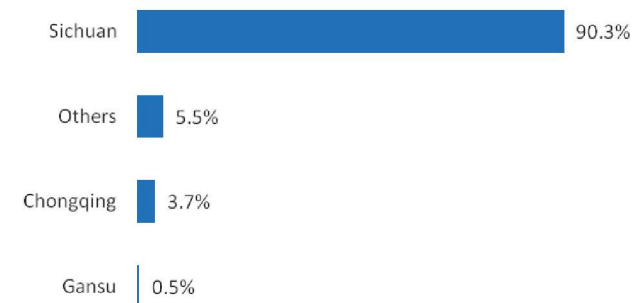
Visitor's Opinions by Questionnaires

1. Where are you from? (Guangzhou)



94.2% of Visitors are from Guangdong Province, followed by Fujian, Guangxi and Hubei etc.

1. Where are you from? (Chengdu)

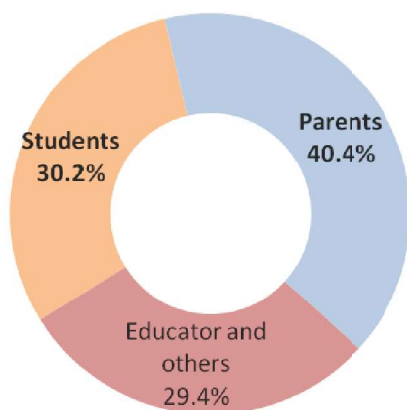


90.3% of Visitors are from Sichuan, followed by Chongqing, Gansu etc.

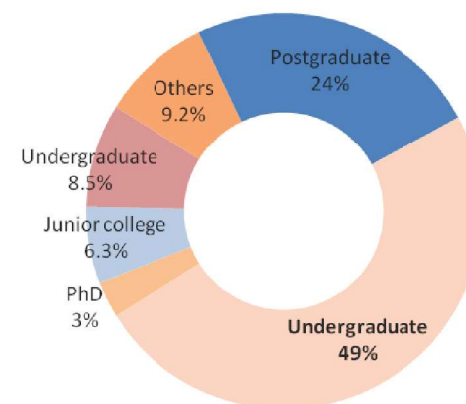


Visitor's Opinions by Questionnaires

2. Your present occupation: (Shanghai)



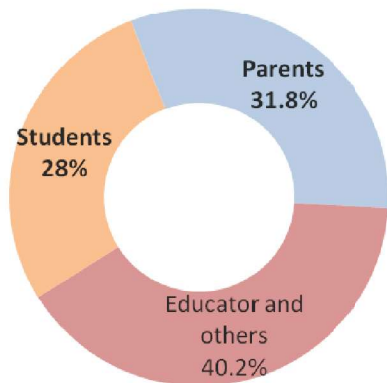
2.1 Student level: Shanghai



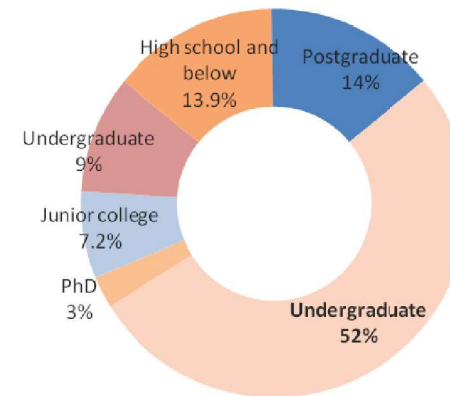


Visitor's Opinions by Questionnaires

2. Your present occupation: (Guangzhou)

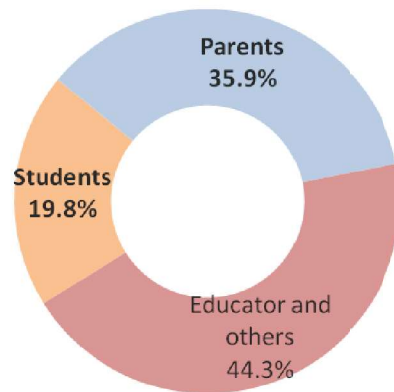


2.1 Student level: Guangzhou

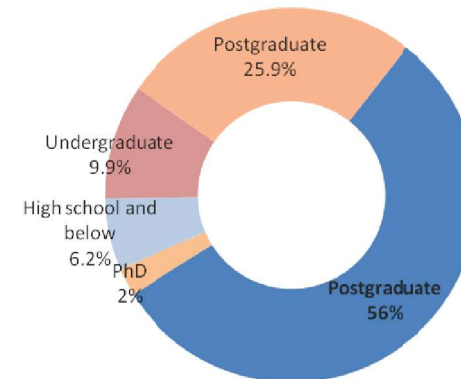


Visitor's Opinions by Questionnaires

2. Your present occupation: (Chengdu)

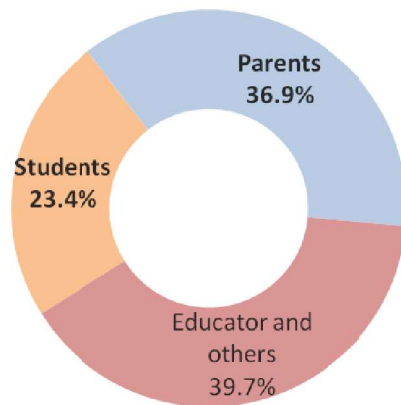


2.1 Student level: Chengdu

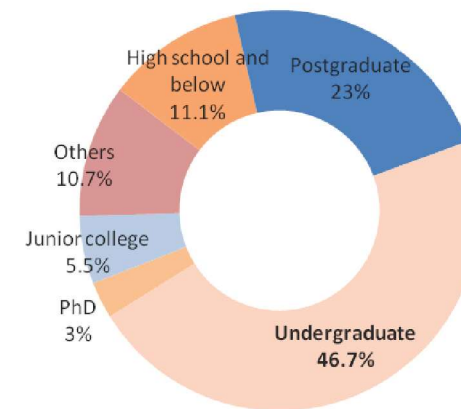


Visitor's Opinions by Questionnaires

2. Your present occupation: (Beijing)



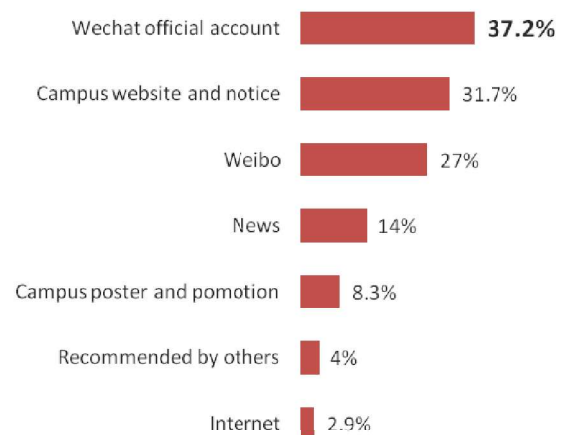
2.1 Student level: Beijing



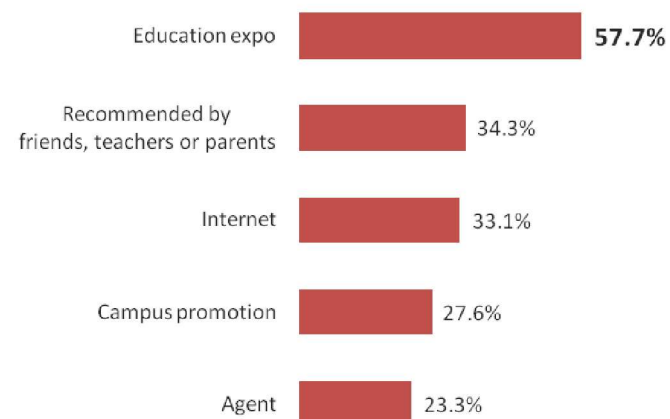


Visitor's Opinions by Questionnaires

3. How do you obtain the expo info?



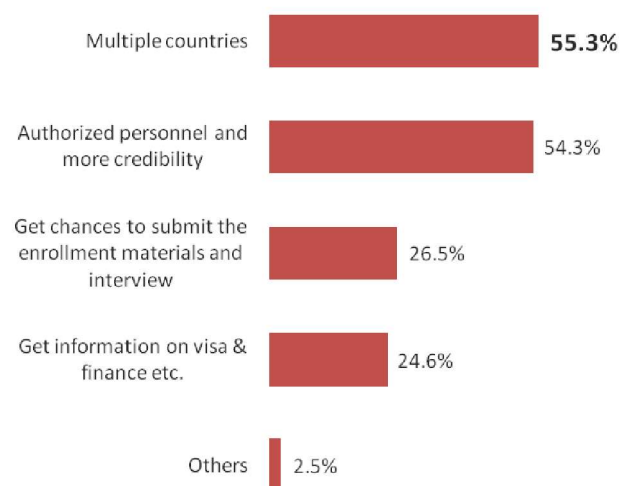
4. How do you usually get information on overseas study?



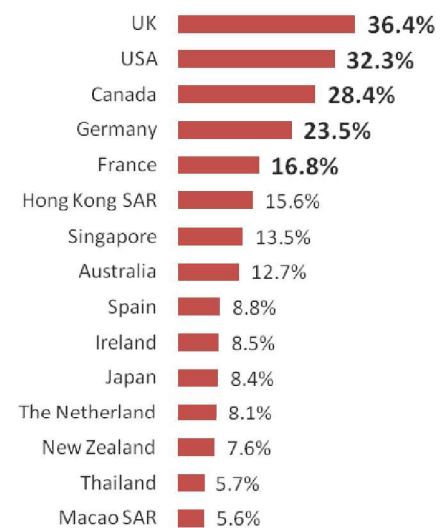


Visitor's Opinions by Questionnaires

5. The purpose of your visit?



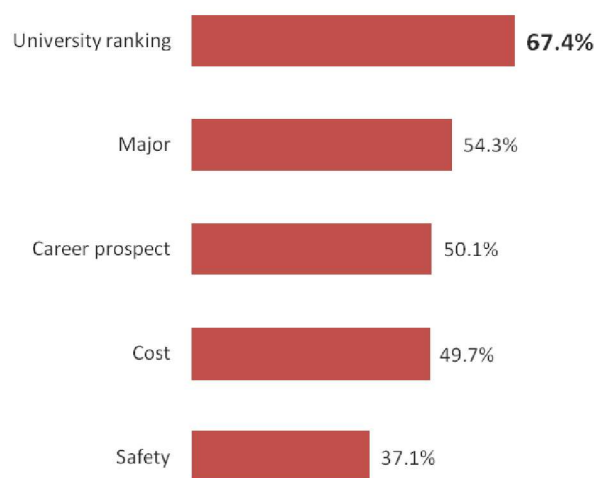
6. Your preferred countries/regions:



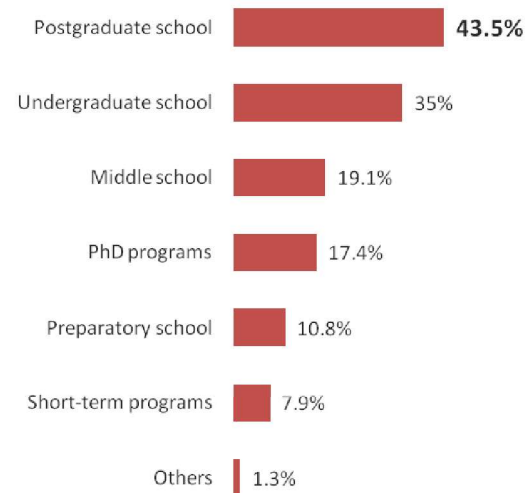


Visitor's Opinions by Questionnaires

7. Your prime concerns about choosing schools:

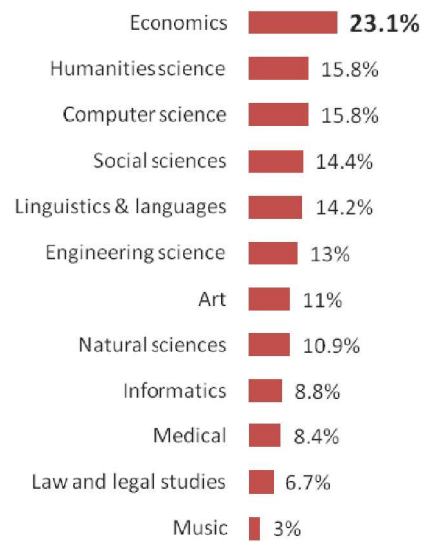


8. You are going to study at:

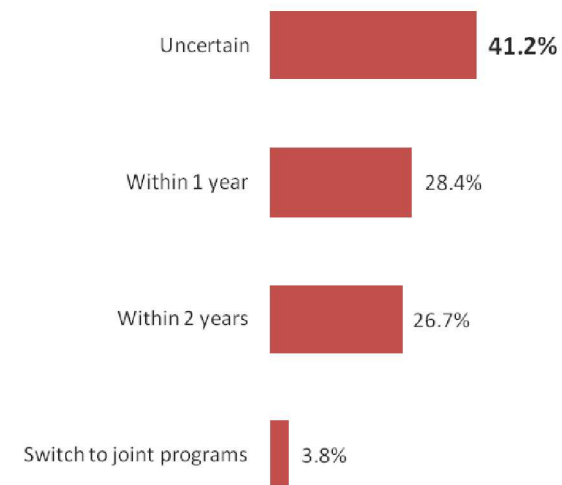


Visitor's Opinions by Questionnaires

8.1 The major you are going to study:

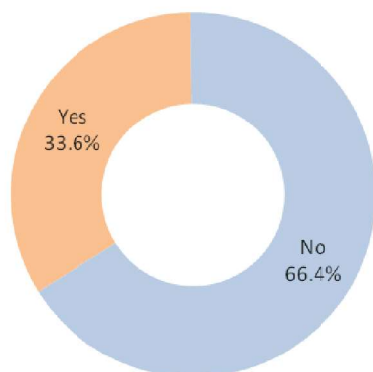


9. Time schedule to study abroad:

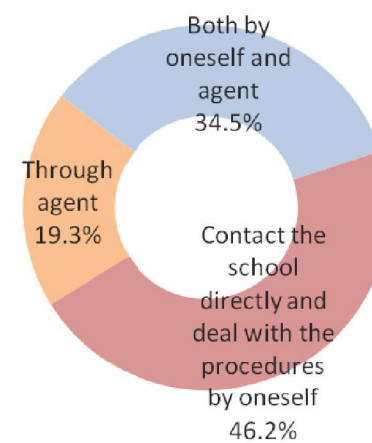


Visitor's Opinions by Questionnaires

10. Language test scores:



11. How do realize your overseas study?





CEE 2024 Registration | We look forward to welcoming you at CEE 2024 October!

CEE 2024 will be staged from October 23 to November 2 in Guangzhou, Shanghai, Chengdu and Beijing. The early-bird booking will start on January 20, 2024 and ends on March 20, 2024. Have your own booth right now! The earlier you confirm, the better services you will get.

The schedule of CEE 2024 is subject to change before the official announcement due to the itinerary. Please visit us at www.ChinaEducationExpo.com after January 20, 2024 or contact us by email directly.

CITY & BOOTH (W x L x H)	Dates & Times	Standard Booth		Raw Space Booth	
		Normal	Corner	Normal	Corner
Guangzhou 3m x 2m x 2.5m	10.23 Wednesday 10:00 – 16:00	¥17,000	¥18,500	¥15,500	¥17,000
Shanghai 3m x 2.5m x 2.5m	10.26-27 Saturday, Sunday 10:00 – 16:00	¥24,000	¥26,500	¥21,500	¥23,650
Chengdu 3m x 2m x 2.5m	10.30 Wednesday 10:00 – 16:00	¥17,000	¥18,500	¥15,500	¥17,000
Beijing * 3m x 2.5m x 2.5m	11.1-2, Friday, Saturday 09:30 – 16:00	¥25,000	¥27,500	¥22,500	¥24,500

Participation Ways: Standard Booth & Raw Space



Standard booth: more easier, more cost-effective



Raw space booth: have your design, deepen your brand



Photo left 1: standard booth 7.5sqm

Photo left 2: standard booth 6sqm

Photo right 3: raw space booth, specially for bigger national pavilions or who need larger space.