

Participation Guidelines

- Only regionally accredited academic institutions are accepted.
- Institutions shall only be represented by authorized personnel (faculty professor, advisor, lecturer, or recruitment officer) from the institutions themselves.
- As we promote direct communication between schools with students, we couldn't accept any third party recruiters or agencies or domestic language training organizations or alumni running agency business.

Exhibitor's Profile

- National pavilions by governmental organizations
- Embassies or governmental organizations
- Regionally recognized overseas schools, colleges, universities, vocational education schools, language training schools and institutions
- Regionally recognized Chinese-foreign joint programs and institutions, international schools
- Student services providers before and after studying abroad (study tour camp, banking, accommodations, insurance, airlines, law office, internet plus & career development companies etc.)
- Regionally recognized smart education products, lifelong learning programs etc.



Participation

Standard Booth

The standard booth will be set up by CEE organizer and the basic fittings shall include:

- Fascia board with exhibitor's E/C names
- Aluminum frame system, white plywood panel walls on all closed sides of the booth
- Booth fully carpeted
- 2 Information counters, 1 table and 5 chairs for Beijing and Shanghai each;
- 1 IBM table with tablecloth, 4 chairs for Wuhan, Chengdu and Guangzhou each
- 2 Lights • 1 Single-phase socket(220V/5A) • 1 Waste basket

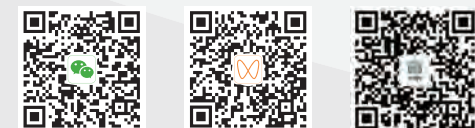
Raw Space Booth

Exhibitors will design and build their own booths at their cost with the assistance of CEE official booth contractor and raw space booth is only available with minimum 30sqm in Beijing/Shanghai; 24sqm in Wuhan/Chengdu/Guangzhou.

Book Your Booth Now!

For more information and services, please visit the CEE website

www.ChinaEducationExpo.com



2025 中国国际教育展

CHINA EDUCATION EXPO (CEE) 2025



18 National/Regional Pavilions



38 Countries & Regions



380 Exhibitors



55 Study Abroad Seminars & keynote speeches



30,980 visitors



19,550 Sqm Exhibition Space



★ Source: CEE2024 Post Event Statistics Report

Show Management Office

YuanSheng Education Ltd.

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Website: www.ChinaEducationExpo.com or www.JiaoYuZhan.com

同期北京举办 / A part of 第二十六届中国国际教育年会
26th China Annual Conference & Expo for International Education - CACIE in Beijing

主办单位: Hosted by:



2025主宾国: 新西兰

Country of Honor: New Zealand



October 31 – November 9, 2025
Beijing > Wuhan > Chengdu > Guangzhou > Shanghai

Why CEE?

CEE is the leading international student recruitment and B2B event in China, featuring 3,000 exhibitors from around 60 countries and regions worldwide since 2000.

China will insist on the high level education development which is an important driving force for building a strong country in education, science, technology and talent. Efforts will be made to coordinate the two major issues of "bring in" and "going out", according to the opening-up policy.

To this end, CEE 2025 will continue to serve as a platform to showcase excellence in high quality education, while also bring industry, education, and government leaders together for face-to-face communication, allowing for a comprehensive understanding of the needs and expectations of attendees from different regions. It also enables a more comprehensive showcase of the latest projects and programs of exhibiting institutions.

The Largest Student Recruitment Market

It is by far still the largest education market that in 2023 around 730,000 Chinese student study abroad, returned to its pre-pandemic levels of growth.

State-of-the-Art International Education Event

CEE offers modern, state-of-the-art facilities that can accommodate large numbers of participants, ensuring a memorable and impactful event.

Exciting Socializing Activities

Both exhibitors and visitors appreciate the relaxed yet passionate atmosphere at the event.

New Partnership

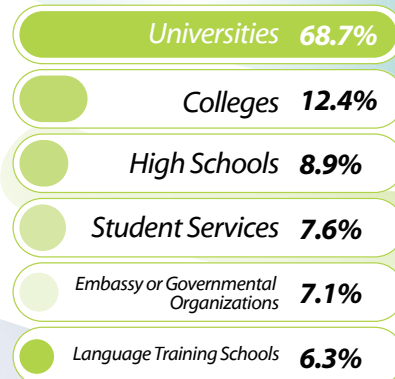
Find the right partner here, make sure you communicate well with them and build a strong personal relationship and then the further cooperation will flow smoothly.

Simple Visa Policies & Cultural Experience

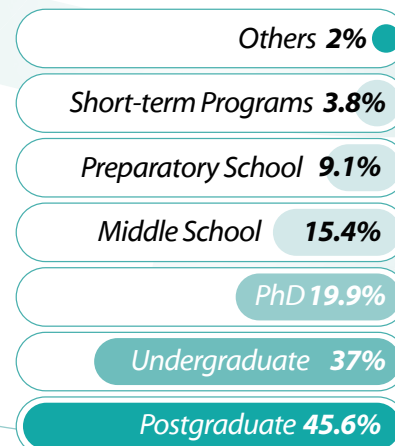
Under China's new visa policies, ordinary passport holders from more than 60 countries are able to enjoy visa-free entry into China, as exhibitors, China's vibrant culture and innovation scene will provide a rich and engaging experience during your stay.



Exhibitor Categories of Last Year



Students Target Level for Studying Abroad of Last Year



★ Source: CEE2024 Post Event Statistics Report



Beijing

October 31 – November 1
Friday, Saturday
China National Convention Center (CNCC) Beijing

10月31日至11月1日 (周五、周六)
北京国家会议中心 09:30-16:00



Wuhan

November 4 Tuesday
Wanda Reign Wuhan

11月4日 (周二)
武汉万达瑞华酒店
10:00-16:00



Chengdu

November 6 Thursday
Chengdu CYNN Hotel

11月6日 (周四)
成都世外桃源酒店
10:00-16:00



Guangzhou

November 8 Saturday
Guangzhou Yuexiu International Congress Center

11月8日 (周六)
广州越秀国际会议中心
10:00-16:00



Shanghai

November 9 Sunday
Shanghai World Expo Exhibition & Convention Center

11月9日 (周日)
上海世博展览馆
10:00-16:00

Save the Dates Mark Your Calendar and Apply Now!

January 20
Application opens

March 20
Special Early-bird booking ends

July 20
Early-bird booking ends

July 21 - Late
Regular booking starts until space fully booked

September 20
Services applications due date (i.e. advert, hotel booking, invitation letter for visa, etc.)

Special Offers!

• on Five Cities 15% or Four Cities 10%

Submit your online booth application and once admitted, as CEE 2025 exhibitor, you will receive 10% off on booking four cities or 15% on five cities. Booths are assigned on a 'first-come, first-served' basis and based on the CEE overall arrangement.

There are also opportunities to join CEE Talk for free to help promote your brand via live-streaming or podcast the whole year.



Exhibiting at



• Beside the basic booth fittings, each booth fee will also cover:

- Online profile with photo, video and PDF brochure on CEE website and mobile terminal.
 - Tailor-made E-poster.
- Exposure in the popular media outlets in China.
- Free promotion in all four cities and distributed to nearly 100,000 potential visitors.
- 4 badges (maximum), access to CEE exhibition as well as CACIE (China Annual Conference & Expo for International Education) held concurrently in Beijing, including the plenary, CACIE night, forums, sessions, and B2B connect platform.
 - Lunch, Coffee & Drinking water.
- List in the Visitor's Guide and the on-site information board.
 - Photo live-streaming on-site
 - Post event statistics report

