





# บันทึกข้อความ

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ส่วนราชการ สำนักงานปลัดกระทรวงศึกษาธิการ สำนักความสัมพันธ์ต่างประเทศ โทร. ๐ ๒๖๖๘ ๕๐๕๐ ต่อ ๑๓๓ ภายใน ๑๖๕๖  
ที่ ศธ ๐๒๐๕/ ๑๖๕๖ วันที่ ๓ กุมภาพันธ์ ๒๕๖๐  
เรื่อง งานนิทรรศการสัญจรด้านการศึกษาในต่างประเทศของจีน ครั้งที่ ๒๒ (The 22<sup>nd</sup> China International Education Exhibition Tour : CIEET 2017)

๑) เรียน เลขาธิการคณะกรรมการการอุดมศึกษา

ด้วย กระทรวงการต่างประเทศได้มีหนังสือแจ้งว่า ศูนย์บริการการศึกษาในต่างประเทศของจีน (Chinese Service Center for Scholarly Exchange : CSCSE) จะจัดงานนิทรรศการสัญจรด้านการศึกษาในต่างประเทศ ครั้งที่ ๒๒ (China International Education Exhibition Tour : CIEET 2017) และการเสวนาเรื่องการศึกษาในต่างประเทศ ครั้งที่ ๑๒ (China Study Abroad Forum : CSAF) ระหว่างวันที่ ๒๕ มีนาคม-๙ เมษายน ๒๕๖๐ ตามเมืองสำคัญต่างๆ ของจีน ได้แก่ กรุงปักกิ่ง นครซีอาน นครเจิ้งโจว นครเซี่ยงไฮ้ นครหนานหนิง นครฉงชิ่ง และนครกว่างโจว โดยมีข้อมูลโดยสรุปของงานดังกล่าว ดังนี้

๑. CSCSE เป็นหน่วยงานที่อยู่ภายใต้กระทรวงศึกษาธิการจีน จัดตั้งขึ้นเมื่อปี ๒๕๓๒ มีหน้าที่ให้บริการและส่งเสริมการแลกเปลี่ยนทางวิชาการระหว่างจีนกับต่างประเทศ ตลอดจนข้อมูลการศึกษาต่อในจีนให้แก่นักเรียนและนักศึกษาต่างชาติ

๒. งาน CIEET เป็นงานนิทรรศการสัญจรด้านการศึกษาที่มีขนาดใหญ่และประสบความสำเร็จมากที่สุดงานหนึ่งของจีนเนื่องจากการได้รับการสนับสนุนจากกระทรวงศึกษาธิการจีน จัดขึ้นครั้งแรกเมื่อปี ๒๕๔๒ และจัดต่อเนื่องมาแล้ว ๑๙ ปี โดยในปี ๒๕๕๙ มีสถาบันการศึกษาเข้าร่วม จำนวน ๓๑๖ แห่ง จาก ๓๐ ประเทศร่วมออกบูธและมีผู้เข้าชมนิทรรศการรวม ๒๑,๘๐๐ คน

๓. CSCSE จะจัดงาน On-site Education B2B Meeting คู่ขนานกับงาน CIEET ที่นครเซี่ยงไฮ้และนครกว่างโจวด้วย โดยจะเป็นกิจกรรมที่เปิดโอกาสให้สถาบันการศึกษาของจีนและต่างชาติได้พบปะแลกเปลี่ยนและแสวงหาความร่วมมือระหว่างกัน

ในการนี้ สำนักงานปลัดกระทรวงศึกษาธิการ ใ้ขอความร่วมมือจากหน่วยงานของท่าน พิจารณาเผยแพร่ประชาสัมพันธ์งานนิทรรศการดังกล่าวไปยังสถาบันการศึกษาต่างๆ ในสังกัด ทั้งนี้ สถาบันการศึกษาที่สนใจเข้าร่วมงาน สามารถหาข้อมูลเพิ่มเติมได้ที่ [www.cscse.edu.cn](http://www.cscse.edu.cn) หรือ [www.cieet.com](http://www.cieet.com) หรือติดต่อคณะกรรมการจัดงานฯ ได้ที่ [ypsun@cscse.edu.cn](mailto:ypsun@cscse.edu.cn) หรือ [sjhan@cscse.edu.cn](mailto:sjhan@cscse.edu.cn)

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการตามที่เสนอข้างต้นด้วย จักขอบคุณยิ่ง

๑๑๑

- 1. หมาย
- 2. สำเนา
- 3. 1. หมาย
- 4. 1. หมาย

นายวันนันทน์ นนทศิริ

นายวันนันทน์ นนทศิริ

(นายวันนันทน์ นนทศิริ)  
รองปลัดกระทรวง ปลัดวิเทศการแทน  
ปลัดกระทรวงศึกษาธิการ

นายวันนันทน์ นนทศิริ  
ผู้อำนวยการสำนักงาน

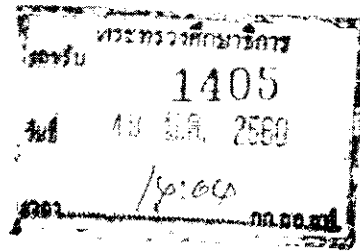
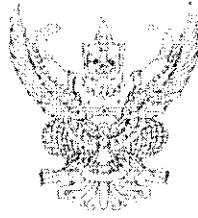
นายวันนันทน์ นนทศิริ

นายวันนันทน์ นนทศิริ

(นายวันนันทน์ นนทศิริ)

รองปลัดกระทรวง

ปลัดกระทรวงศึกษาธิการ



ที่ กส ๑๓๐๘/๑๕๓

กระทรวงการต่างประเทศ

ณปศวิญญูปลัดการทศ ๑๐๕๐๐  
 ศษวิภาควิชายลัมพันธกิจต่างประเทศ  
 และที่ 204  
 วันที่ 19 มี.ค. 2560  
 22<sup>nd</sup> China International  
 Travel  
 สำนักงานปลัดกระทรวงศึกษาธิการ

๕๗ มกราคม ๒๕๖๐

เรื่อง งานนิทรรศการสัญจรด้านการศึกษาในต่างประเทศของจีน ครั้งที่ ๒๒ (The 22<sup>nd</sup> Education Exhibition Tour : CIEET 2017)

เรียน ปลัดกระทรวงศึกษาธิการ

- สิ่งที่ส่งมาด้วย ๑. สำเนาหนังสือศูนย์บริการการศึกษาในต่างประเทศของจีน ลงวันที่ ๒ มกราคม ค.ศ. ๒๐๑๗  
 ๒. เอกสารประชาสัมพันธ์งาน China International Education Exhibition Tour: CIEET 2017

ด้วยกระทรวงการต่างประเทศได้รับแจ้งจากสถานเอกอัครราชทูต ณ กรุงปักกิ่งว่า ศูนย์บริการการศึกษาในต่างประเทศของจีน (Chinese Service Center for Scholarly Exchange: CSCSE) มีกำหนดจัดงานนิทรรศการสัญจรด้านการศึกษาในต่างประเทศ ครั้งที่ ๒๒ (China International Education Exhibition Tour : CIEET 2017) และการเสวนาเรื่องการศึกษาในต่างประเทศ ครั้งที่ ๑๒ (China Study Abroad Forum : CSAF) ระหว่างวันที่ ๒๕ มีนาคม - ๕ เมษายน ๒๕๖๐ ตามเมืองสำคัญต่าง ๆ ของจีน ได้แก่ กรุงปักกิ่ง นครซีอัน นครเจิ้งโจว นครเซี่ยงไฮ้ นครหนานจิง นครฉงชิ่ง และนครกว่างโจว และผู้จัดงานขอความร่วมมือในการประชาสัมพันธ์ให้สถาบันการศึกษาของไทยที่สนใจเข้าร่วมงานดังกล่าวทราบ ดังรายละเอียดปรากฏตามสิ่งที่ส่งมาด้วย

กระทรวงการต่างประเทศขอเรียนข้อมูลเพิ่มเติม ดังนี้

๑. CSCSE เป็นหน่วยงานที่อยู่ภายใต้กระทรวงศึกษาธิการจีน จัดตั้งขึ้นเมื่อปี ๒๕๓๒ มีหน้าที่ให้บริการและส่งเสริมการแลกเปลี่ยนทางวิชาการระหว่างจีนกับต่างประเทศ รวมทั้งแนะนำข้อมูลเกี่ยวกับการศึกษาต่อในต่างประเทศแก่นักเรียนและนักศึกษาชาวจีน และข้อมูลเกี่ยวกับการศึกษาต่อในจีนแก่นักเรียนและนักศึกษาต่างชาติ

๒. งาน CIEET เป็นงานนิทรรศการสัญจรด้านการศึกษาที่มีขนาดใหญ่และประสบความสำเร็จมากที่สุดงานหนึ่งของจีนเนื่องจากได้รับการสนับสนุนจากกระทรวงศึกษาธิการโดยตรง งาน CIEET จัดขึ้นครั้งแรกเมื่อปี ๒๕๔๒ และจัดต่อเนื่องมาแล้ว ๑๕ ปี กว่า ๓๐ เมืองทั่วประเทศจีน ปัจจุบันมีมหาวิทยาลัยกว่า ๒,๐๐๐ แห่งจาก ๕๕ ประเทศ เคยเข้าร่วมงาน โดยในปี ๒๕๕๙ มีสถาบันการศึกษา จำนวน ๓๑๖ แห่งจาก ๓๐ ประเทศร่วมออกบูธและมีผู้เข้าชมนิทรรศการรวม ๒๑,๘๐๐ คน


๓. นอกจากนี้ CSCSE จะจัดงาน On-site Education B2B Meeting คู่ขนานกับงาน CIEET ที่นครเซี่ยงไฮ้และนครกว่างโจวด้วย โดยจะเป็นกิจกรรมที่เปิดโอกาสให้สถาบันการศึกษาของจีนและต่างชาติได้พบปะ แลกเปลี่ยนและแสวงหาความร่วมมือระหว่างกัน ทั้งนี้ สถาบันการศึกษาที่สนใจเข้าร่วมสามารถหาข้อมูลเพิ่มเติมได้ที่ [www.cscse.edu.cn](http://www.cscse.edu.cn) หรือ [www.cieet.com](http://www.cieet.com) หรือติดต่อคณะกรรมการจัดงานฯ คือนาย Sun Yupeng ไปรษณีย์อิเล็กทรอนิกส์ [ypsun@cscse.edu.cn](mailto:ypsun@cscse.edu.cn) หรือนาย Han Sanjun ไปรษณีย์อิเล็กทรอนิกส์ [sjhan@cscse.edu.cn](mailto:sjhan@cscse.edu.cn) โทรศัพท์ +๘๖ ๑๐ ๒๖๖๗ ๗๕๗๙ /๗๕๗๗/๗๕๘๓ โทรสาร +๘๖ ๑๐ ๒๖๖๗ ๗๕๘๓

/ ในการนี้...

ในกรณี กระทรวงการต่างประเทศจึงขอความร่วมมือจากหน่วยงานของท่านพิจารณา ประชาสัมพันธ์ข้อมูลการจัดงาน CIEET ครั้งที่ ๒๒ และกิจกรรมคู่ขนานข้างต้นให้สถาบันการศึกษาต่าง ๆ ของไทยทั้งในระดับมัธยมศึกษา อุดมศึกษา และอาชีวศึกษา ที่มีความประสงค์ที่จะชักชวนนักเรียน นักศึกษา ชาวจีนมาเรียนในประเทศไทย หรือมีความสนใจที่จะมีความร่วมมือกับสถาบันการศึกษาในจีนตามที่เห็น เหมาะสมต่อไป

จึงเรียนมาเพื่อโปรดพิจารณา

ขอแสดงความนับถือ



(นายปลั่ง หักทอง สยามพิเศษพันธุ์)  
อธิบดีกรมเอเชียตะวันออก ปฏิบัติราชการแทน  
ปลัดกระทรวงการต่างประเทศ

กรมเอเชียตะวันออก  
กองเอเชียตะวันออก ๓  
โทร. ๐ ๒๒๐๓ ๕๐๐๐ ต่อ ๑๔๔๔๙  
โทรสาร ๐ ๒๖๔๓ ๕๒๐๕

กลุ่มทวิ ๒

中国留学服务中心  
CHINESE SERVICE CENTER  
FOR SCHOLARLY EXCHANGE



Add: Floor 6, Splendid Times Plaza  
No.56, Beishuan West Road  
Beijing, 100080, P.R.China  
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http: //www.cscse.edu.cn

6 January 2017

*Royal Thai Embassy  
40 Guang Hua Road, Chaoyang District,  
Beijing, 100600, P.R.China  
Fax: 010-6532-1748*

To whom it may concern

Dear Sir/Madame,

**Subject: Invitation to the 22<sup>nd</sup> CIEET and 12<sup>th</sup> CSAF**

The Chinese Service Center for Scholarly Exchange (CSCSE) presents its compliments to the Royal Thai Embassy and has the honor to inform the Embassy of the relevant matters on the China International Education Exhibition Tour 2017.

The 22<sup>nd</sup> China International Education Exhibition Tour (CIEET 2017), organized by CSCSE, will take place from 25 March to 9 April of 2017 in Beijing, Xi'an, Zhengzhou, Shanghai, Nanjing, Chongqing and Guangzhou. On behalf of CSCSE, I would like to sincerely invite your organization to participate in the event.

As an annual education event, CIEET aims to set up a platform for all parties to publicize government policies on study abroad, provide the latest, most authoritative and straightforward information about studying abroad as well as offer a full range of promotion service to participating institutions. Since 1999, CIEET has been successfully hosted for nineteen years over 30 major cities across China and acknowledged as the most influential international education event featuring overseas study. CIEET has attracted over 2000 institutions from 55 different countries and regions to participate by the end of this year. China Study Abroad Forum (CSAF), in parallel with the CIEET, has been regarded as an important platform for strengthening cooperation and promoting exchanges among various education institutions from all over the world.

To further promote communication and exchanges between Chinese and foreign education institutions, an On-site education B2B Meeting will also be held in Shanghai and Guangzhou during the CIEET of 2017. A variety of topics concerning education policy will be discussed in the meeting.

In this regard, we would like to sincerely invite Your Excellency Royal Thai Embassy to participate in the 22<sup>nd</sup> CIEET and help us to facilitate the promotion of the event. Please distribute the information to all the relevant universities and educational institutions in Thailand. We would like to express our gratitude to you for supporting the CIEET.

For more information, please kindly visit the official website: [www.cscse.edu.cn](http://www.cscse.edu.cn); <http://www.cieet.com> and also contact us through the following information:

CIEET Organizing Committee:

SUN Yupeng (Mr); Han Sanjun (Mr)

Tel: +86-10-6267 7579/7577/7583

Fax: +86-10-6267 7587

Email: [ypsun@cscse.edu.cn](mailto:ypsun@cscse.edu.cn); [sjhan@cscse.edu.cn](mailto:sjhan@cscse.edu.cn)

CSCSE avails itself of this opportunity to renew to the Royal Thai Embassy in Beijing the assurances of its highest consideration.



Che Weimin

Deputy Director General

Chinese Service Center for Scholarly Exchange



**Official Brochure**

**of**

**China International Education Exhibition Tour**

**CIEET 2017    March 25–April 9**

**Beijing  
Xi'an  
Zhengzhou  
Shanghai  
Nanjing  
Chongqing  
Guangzhou**

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Held by Chinese Service Center for Scholarly Exchange (CSCSE), the 22<sup>nd</sup> Chinese International Education Exhibition Tour (CIEET 2017) will stage the exhibitions in Beijing, Xi'an, Zhengzhou, Shanghai, Nanjing, Chongqing and Guangzhou from 25<sup>th</sup> March to 9<sup>th</sup> April 2017, and China Study Abroad Forum 2017 (CSAF 2017) will be held on 24<sup>th</sup> March 2017 in Beijing. On behalf of CSCSE, I would like to formally invite you to take part in these education fairs.

Chinese International Education Exhibition Tour (CIEET), approved by the Ministry of Education of the People's Republic of China, has been one of the largest exhibitions in the field of international education in China, which sets up a platform for Chinese students and parents providing the latest, most authoritative and direct information about studying abroad and develops channels for universities and institutions to introduce their quality education resources and opportunities. Since its first series started in 1999, there were around 2,000 universities and institutions from more than 50 countries and regions joined the exhibition and showcased their educational opportunities to over 1 million Chinese students and parents. With the tremendous efforts by CSCSE in the past years, CIEET has been acknowledged as the most influential international education event, which is renowned for its good quality, diversified activities and striking features. As the prelude of CIEET, China Study Abroad Forum (CSAF) has been committed to building up a high-level dialogue platform for specialists in international education and providing a valuable networking opportunity for CSCSE partners from both home and overseas since its first start in 2004, which fosters a deeper understanding about different education policies, systems and the future development trend.

The year 2017 will see a further opening-up of the Chinese education system to the world, a deeper exchange of education information among different regions, and a critical development of cooperation between China and parties related to 'One Belt and One Road' initiatives for particular. As a quality platform for the overseas universities to promote their brands, CIEET responds positively to the call of government to offer various opportunities for Chinese students, and to enable communications among institutions both from home and overseas. CIEET 2017 will, as usual, attract universities and institutions from all over the world to participate in. A large number of universities from major countries for Chinese students to study abroad will join the exhibition in the form of national pavilion to show their features. Universities and institutions from other countries will also introduce their education systems and showcase academic strengths to audiences through the event. During the exhibition, we would also invite participating institutions, foreign embassies in China to deliver lectures on the topic of overseas study for Chinese students and parents.

In order to renovate the form of the exhibition and to enrich the content of the event, CSCSE will organize an On-Site Education B2B Meeting for the exhibitors during the exhibition, involving foreign embassies in China, provincial governmental departments of education, and universities





from both home and overseas. In parallel with CIEET, China Studying Abroad Forum (CSAF), themed as "National Education Initiative Leading the Way of Global Learning in China", will facilitate dialogues among government officials, specialists, scholars, and representatives of universities to promote international higher education exchanges and cooperation.

It is our sincere hope that the exhibiting universities and institutions take full advantage of CIEET to showcase the strengths and help to pave the way for Chinese students to pursue their study overseas successfully.

Look forward to meeting you in the 22nd CIEET!

Sun Jianming  
Director-General  
Chinese Service Center for Scholarly Exchange



## CSCSE – “YOUR TRUE PARTNER IN CHINA”

Chinese Service Center for Scholarly Exchange (CSCSE) directly affiliates to the Ministry of Education (MOE). It is the important gateway to the international education exchange and overseas study. CSCSE is always at the frontier and keeps an eye out for the changing needs of students and overseas institutions. The CSCSE now mainly exercises the following functions:

1. Exclusive provision of foreign academic qualification accreditation service;
2. Provision of announcement of the Ministry’s List\*;
3. Provision of counseling service to students who are planning to study abroad;
4. Database maintenance of Chinese students who are studying abroad;
5. Provision of resettlement service to returned Chinese students on scholars;
6. Provision of services to foreign students who are studying in China;
7. Holding MOE approved education exhibitions;
8. Hosting seminars on important education topics;
9. Providing assistance and services to officials of the Ministry and Chinese institutions for outgoing visits and academic exchange and cooperation.

By participating in our activities you will find an easy way to start your work here. Interested in learning more about us? Please visit: [www.cscse.edu.cn](http://www.cscse.edu.cn)

*\* Ministry’s List is a list of foreign institutions published on the website of the Ministry of Education (MOE). Chinese Service Center for Scholarly Exchange (CSCSE) is responsible for the preliminary screening. The List is considered as an official recommendation to prospective students in making their choices of studying overseas.*

## FORUMS, AND RELEVANT EVENTS – “VALUE-ADDED JIGSAW PIECES OF CIEET 2017”

In line with the previous annual forums since 2004, the Forum 2017 will be host to discuss the most prominent education issues which all participants share concerns. It will be the opportunity for higher education institutions to look at the wider role of education institutions in the creation of a global education in China.

Attendees are from various fields such as government officials, education experts, agents, CIEET participants and so on. The purpose of the forums is to update the participants on the latest policies and trends and explore all kinds of cooperation opportunities.

For any question about the Forum, please visit the CSCSE website which will be regularly updated or write to us at [lqin@cscse.edu.cn](mailto:lqin@cscse.edu.cn).

**CIEET 2017- ITINERARY**

The itinerary of the CIEET 2017 is as follows.

Dates	Cities	Activities
March 24 10:00 – 16:00	Beijing	Registration and booth dressing
March 25 – 26 10:00 – 16:30		Exhibition – National Agriculture Exhibition Center Address: 16, East 3rd Ring North Road, Chaoyang District, Beijing
March 27	Beijing → Xi'an	Beijing to Xi'an
March 28 10:00 – 13:00	Xi'an	Registration and booth dressing
March 28 13:00 – 17:00		Exhibition – Sofitel Xi'an on Renmin Square Address: 319, Dongxin Street, Xi'an
March 29	Xi'an → Zhengzhou	Xi'an to Zhengzhou
March 30 10:00 – 13:00	Zhengzhou	Registration and booth dressing
March 30 13:00 – 17:00		Exhibition – Yuda Palace Hotel Address: 220, Zhongyuan Zhong Road, Zhengzhou
March 31	Zhengzhou → Shanghai	Zhengzhou to Shanghai
April 1 14:00 – 17:30	Shanghai	Registration and booth dressing
April 2 10:00 – 16:30		Exhibition – Everbright Convention & Exhibition Center (West Hall) Address: 88, Caobao Road, Xuhui, Shanghai
April 3	Shanghai → Nanjing	Shanghai to Nanjing
April 4 10:00 – 13:00	Nanjing	Registration and booth dressing
April 4 13:00 – 17:00		Exhibition – Shangri-La Hotel Nanjing Address: 329, Zhongyang Road, Nanjing
April 5	Nanjing → Chongqing	Nanjing to Chongqing
April 6 10:00 – 13:00	Chongqing	Registration and booth dressing
April 6 13:00 – 17:00		Exhibition – The Westin Chongqing Liberation Square Address: 222, Xinhua Road, Yuzhong District, Chongqing
April 7	Chongqing → Guangzhou	Chongqing to Guangzhou
April 8 14:00 – 17:30	Guangzhou	Registration and booth dressing
April 9 10:00 – 16:30		Exhibition – Dongfang Hotel Address: 120, Liu Hua Road, Guangzhou

*The Organizer reserves full right to change the itinerary with notice to the signed-up exhibitors.*



## CIEET – EXHIBIT PROFILE

We welcome the following entities to join the 22<sup>nd</sup> CIEET:

1. Providers of:
  - a) Graduate Education
  - b) Undergraduate Education
  - c) High School Education
  - d) Pre-University Preparation Courses
  - e) Language Training
  - f) Sino – Foreign Joint Education
  - g) Vocational Training & Further Education
2. Credential Evaluation Organizations
3. Foreign Embassies / Consulates
4. Professional Associations
5. Commercial Entities: Banks, Insurance Companies, Airlines, Computer Companies etc.
6. Other entities approved by the Organizing Committee



## CIEET – FEATURES

1. The CIEET has the following features compared with other education exhibitions in China:
2. Absolute discretion – Exhibitors are free to make their own combination of exhibiting cities;
3. More choices – Exhibitors are provided with a wide range of promotion opportunities during the Exhibition. Please contact the Organizing Committee for more details.
4. Strong support – The CIEET has received wide support from Chinese and foreign governments. All foreign embassies of popular international student receiving countries have written greeting messages for the CIEET and over 10 government agencies have actively involved in the exhibitions.
5. Extensive Media Coverage – Press media always treat CIEET coverage as their most valuable contents for their audience. They proactively interview with our exhibitors and widely report about CIEET.

## STEPS AFTER SIGNING UP THE EXHIBITION.....

### CIEET – GENERAL SERVICES (ADMISSION NAME BADGES)

**Maximum of five name badges** will be provided to delegates of exhibitors for each standard booth for free. The badges warrant entry to the exhibition venue during the specified period and **remain valid in all the leg(s) that the exhibitor has signed up**. For security purpose all delegates are required to wear the badges all the time during the exhibition and keep them in safe places thereafter. Any loss of badges indicates the risk of warranted entries by some unauthorized people, a risk that we cannot mitigate without your help. Each additional name badge will cost **CNY100**.

*(Deadline: March 3, 2017)*

*Exhibitors shall submit their name badge information through the CIEET Online Exhibitor Manual only.*

### CIEET – GENERAL SERVICES (DESCRIPTION ENTRY)

Each fully paid exhibitor is entitled to a short description entry, on our official website free of charge. The description shall not contain any meanings that are not factual or misleading and the Organizing Committee reserves full rights to refuse or amend the description.

*Exhibitors shall submit their description entry through the CIEET Online Exhibitor Manual only.*

The deadline of submitting the description entry is *February 17, 2017*. Due to the strict deadline of the printing process, no late submission will be accepted.

*\*Under no circumstances will the description be published if the exhibitor fails to make full payment of booth rental before the payment deadline.*



**CIEET – OPTIONAL SERVICES (MATERIAL SHIPPING)**

Material shipping to China can be a very complicated matter. The Organizing Committee has appointed the following party as the **\*Official Carrier** for the Exhibition:

Myfreight Logistics Co., Ltd.

Add.: Rm 2001, Tower 2, Suncity, Xinzhong Road No. 18, Dong Cheng District, Beijing China 100027

Tel.: +86-10-6407 6718/ 13911726265 Fax : +86-10-6407 6518

Email: [mark@myfreight.com.cn](mailto:mark@myfreight.com.cn) Contact : Mr. Mark Xu

Please contact the Official Carrier as soon as your application is submitted to us.

**\*Important Note:** The Official Carrier is the only authorized contact point for your material shipments in the whole CIEET event. The Organizer does not hold any responsibilities for your chosen shipping methods. **ALL venues and organizer/co-organizer do not act as the recipients of the exhibitors' materials. In the case that the venue has to receive the arriving materials, they may charge the storage fee entirely at their discretion.**

**CIEET – OPTIONAL SERVICES (VISITOR HANDBOOK ADVERTISEMENT)**

A free of charge Visitor Handbook will be used as a quick reference by the students and their parents to learn about the exhibiting institutes, we strongly advise those who want to draw massive attention to make use of this advertising opportunities. For paper advertisement:

Page Size	Film Size	B / W	4 C
Full page	140 mm (W) x 210 mm (H)	N/A	US\$1,800
Inside Back Cover	140 mm (W) x 210 mm (H)	N/A	US\$2,100
Back Cover	140 mm (W) x 210 mm (H)	N/A	US\$2,500

*Exhibitors shall submit their orders through the CIEET Online Exhibitor Manual.*

Advertisers are requested to provide artwork materials sent by emails but please make sure the resolution of any pictures must be at least 300 dpi in PDF/JPEG/TIFF format. *(Deadline: February 17, 2017)*

*Note: The rates for non-exhibitors are subject to 25% surcharge.*

**CIEET – OPTIONAL SERVICES (MATERIAL PRINTING)**

Big savings can be achieved on printing your materials in China. The savings come from: (i) **ZERO** overseas freight costs; (ii) **ZERO** tariff or import duties; (iii) **LOW** printing costs and (iv) **ZERO** delivery costs to your booths.

The Organizing Committee exercises close supervision on the printing quality and delivery so that exhibitors have timely arrival of good quality materials for their exhibitions. We will provide quotations for your specific print jobs. The following table provides you some ideas about the costs (printing + initial delivery):

No. of Sheets(one-sided)	B / W	4 Colors
3,000	about US\$520	about US\$990
5,000	about US\$720	about US\$1380

**CIEET – OPTIONAL SERVICES (STAND ASSISTANT – USD150/ DAY)**

Are you able to communicate with the students' parents in Chinese? Are you able to cope with more than 10 visitors at the same time? If not, we suggest you hiring an interpreter or a stand assistant to assist you in answering the visitors' questions. All stand assistants are able to command Chinese and at least one foreign language at your choice. (*Deadline: March 3, 2017*)

*\*Exhibitors shall submit their orders through the CIEET Online Exhibitor Manual.*

**CIEET – OPTIONAL SERVICES (SEMINAR – USD500 / SESSION)**

Instead of repeating the answers one thousand times to students, you may find the seminar facilities a useful means to introduce your institution and answer the FAQs. Each session of seminar lasts thirty minutes and the seminar area is equipped with sound equipment and a beamer with data cable. *\*Computer is NOT provided.* The capacity of the seminar area is not less than 50 persons. (*Deadline: as soon as all sessions are booked*)

*\*Exhibitors will find the available seminar time slots and submit their orders through the CIEET Online Exhibitor Manual.*

*The Organizer reserves the right to finalize the schedule. Topics are subject to the approval by the MOE.*

*\*\*Seminars would be only held in Beijing, Shanghai and Guangzhou.*

**CIEET – OPTIONAL SERVICES (INVITATION LETTER)**

Non-Chinese participants are advised to come on business visas. According to relevant regulations invitation letters are required to support business visa applications. Participants requesting this service should supply the following information. *(Deadline: March 3, 2017)*

1) Full name as shown on the passport	2) Gender
3) Date of Birth	4) Position held
5) Passport number	6) Nationality
7) Expected dates of entry and exit	

An administrative charge of US\$30 per person will be levied to reimburse the costs incurred. Additional costs on an out-of-pocket basis will be levied for express post delivery service.

*\*Exhibitors shall input the required information and submit their orders through the CIEET Online Exhibitor Manual.*



**CIEET – OPTIONAL SERVICES (LODGING)**

Exhibitors may take advantage of the special rate arrangements exclusively made for CIEET delegates. Bookings must be made through the Organizing Committee. (*Deadline: March 3, 2017*). The rates quoted below are inclusive of breakfast(s) and service charge.

Hotel	Hotel Ratings	Distance from venue	
Beijing: Zhaolong Hotel	5 stars	8-minute Walk	
Xi'an:	Sofitel Xi'an on Renmin Square	5 stars	Within Hotel
	Grand Mercure Xi'an on Renmin Square	5 stars	Within Hotel
	Mercure Xi'an on Renmin Square	4 stars	Within Hotel
Zhengzhou: Yuda Palace Hotel	5 stars	Within Hotel	
Shanghai: Hua Ting Hotel & Towers	5 stars	7-minute by Taxi	
Nanjing: Shangri-La Hotel Nanjing	5 stars	Within Hotel	
Chongqing: The Westin Chongqing Liberation Square	5 stars	Within Hotel	
Guangzhou: Dongfang Hotel	5 stars	Within Hotel	

**Important Notes:**

1. All bookings must be supported by credit card guarantee. Bookings will not be processed for any invalid / insufficient credit card information. No charge will be made against the credit card unless no show and guests are required to settle their payment upon checking out.
2. *All bookings will be confirmed by RELIABLE after we receive your reservation form. Since all bookings are made under a group, there is no individual confirmation issued by the hotels.*
3. No Show Clause: One night room charge will be charged against the supporting credit card for any no shows on the arrival date of confirmed bookings. Bookings of subsequent nights will be released.
4. The requested room type will be arranged according to availability.



## CIEET - OPTIONAL SERVICES (LODGING) - BOOKING FORM

*\*For environment-friendly purpose, exhibitors may input the required data and submit their orders through the CIEET Online Exhibitor Manual.*

Institute Name: \_\_\_\_\_

1<sup>st</sup> room's Guest names: \_\_\_\_\_2<sup>nd</sup> room's Guest names: \_\_\_\_\_3<sup>rd</sup> room's Guest names: \_\_\_\_\_

Credit card number: (for booking purpose) \_\_\_\_\_

Cardholder's name: \_\_\_\_\_

Type:      Visa / Master / AE / Diners / JCB \_\_\_\_\_Expiry date (not sooner than **May 1, 2017**): \_\_\_\_\_

Cities		Check - In	Check - out	No. of Single Rooms	Rates (RMB)	No. of Twin Rooms	Rates (RMB)	No. of Nights	Sub-total
Beijing	Superior				810		898		
	Deluxe				880		968		
	Business				950		1038		
Xi'an Sofitel	Superior				750		850		
	Luxury				850		950		
Xi'an Grand Mercure	Superior				500		580		
Xi'an Mercure	Classic				450		480		
Zhengzhou	Deluxe				848		948		
Shanghai	Deluxe				713		813		
Nanjing	Deluxe				750		800		
Chongqing	Superior				1000		1158		
Guangzhou	Deluxe				720		800		
	Premier				800		880		

CIEET Organizing Committee

c/o Reliable International Exhibition Services Co., Ltd.

Room 1702, Building 6, SOHO New Town, 88 Jianguo Road, Chaoyang District, Beijing 100022, P R China

Tel.: +86-10-8589 8181

Fax: +86-10-8589 8180

Email: [cieet@reliable.org.cn](mailto:cieet@reliable.org.cn)

Contacts: Ms. Etta Ho / Ms. Stella Huang / Ms. Maggie Yang / Mr. Owen Zhu

**CIEET – SIGNING UP THE 22<sup>nd</sup> CIEET | Please fax to +86-10-8589 8180 |**

Please complete the form and fax to the Organizing Committee. Your application is subject to the approval of Chinese Service Center for Scholarly Exchange and we will submit your application to them upon receipt of this completed form. *Please read all the notes below before making the reservation:*

1. Application deadline: There is no official deadline for booth application as far as there are booths available. However, exhibitor may miss the description entry on the Official Website after the submission deadline.
2. The application must be made directly from institutions. A copy of the institutions' authorization letter is required if the domestic agency is entrusted for registration, and the letter must be directly submitted by email from that authorizing institution, fax copy is not acceptable.
3. An additional 50% levy on booth rental shall be imposed on booth sharing institutions. No more than 2 institutions can share a standard booth.
4. A General Booth is usually a linear booth that has three partition walls, or other booth type assigned on a "first-come, first-served" basis by the Organizer in its absolute and exclusive discretion. The standard booth in Beijing, Shanghai and Guangzhou is 3m x 2.5m, in other cities is 3m x 2m. Each standard booth is equipped with basic fittings of space, partition walls up to three sides, carpet and fascia board with exhibitor's name in Chinese and English, information counter, chairs and two lights.
5. A 25% additional booth rental shall be levied for Corner booth.
6. The exhibitions last two full days in Beijing, one full day in Shanghai and Guangzhou, one half day in Xi'an, Zhengzhou, Nanjing and Chongqing. Signed-up exhibitors will be provided a detailed itinerary in due course.
7. Exhibitors are not allowed to carry out any promotion activities (e.g. distributing flyers or other promotion materials) outside their own booths. Promotion activities in passageways are strictly prohibited.
8. All invoices shall be settled in either USD or RMB unless prior consent is obtained. They must be settled by earlier of (a) 14 calendar days from the date of invoice(s) or (b) before *February 25, 2017*. Any overdue bookings / incomplete payment may be cancelled without prior notice.
9. All subsequent cancellation requests must be made in writing. No refund shall be made if the cancellation request is made on or after *February 5, 2017* and 50% charge shall be levied if the request is made between December 31, 2016 and January 31, 2017 (both dates inclusive).



The following is the exhibitor's particulars:

Note: The Chinese and English Exhibitor Names below will be used in exhibition such as catalogue and booths' fascia boards etc. Please contact the Organizing Committee before February 17, 2017 should there be any changes.

Institute Name (in English):			
(in Chinese):			
Address:			
		Postal Code:	
Tel.:		Fax:	
Email:		Web:	
Contact Person:		Position held:	
<b>Date</b>	<b>City</b>	<b>Booth Standard</b>	<b>General Booth</b>
March 25-26	Beijing	3m x 2.5m standard booth	US\$4,000 / CNY25,000 x ( ) booth(s)
March 28	Xi'an	3m x 2m standard booth	US\$2,720 / CNY17,000 x ( ) booth(s)
March 30	Zhengzhou	3m x 2m standard booth	US\$2,720 / CNY17,000 x ( ) booth(s)
April 2	Shanghai	3m x 2.5m standard booth	US\$3,520 / CNY22,000 x ( ) booth(s)
April 4	Nanjing	3m x 2m standard booth	US\$2,720 / CNY17,000 x ( ) booth(s)
April 6	Chongqing	3m x 2m standard booth	US\$2,720 / CNY17,000 x ( ) booth(s)
April 9	Guangzhou	3m x 2.5m standard booth	US\$3,520 / CNY22,000 x ( ) booth(s)
Signature:		Date:	



# 中国国际教育巡回展

## CHINA INTERNATIONAL EDUCATION EXHIBITION TOUR

### CIEET 2017

Beijing: March 25-26

Xi'an: March 28

Zhengzhou: March 30

Shanghai: April 2

Nanjing: April 4

Chongqing: April 6

Guangzhou: April 9

### Organizer

Chinese Service Center for Scholarly Exchange (CSCSE) was set up on 31st March 1989. It is a public institution affiliated to the Ministry of Education (MOE), People's Republic of China. As a legal entity, CSCSE specializes in offering professional services for international scholarly exchanges, including Chinese students and scholars studying abroad, returnees from overseas, and international students and scholars coming to study in China. In addition, CSCSE is also dedicated to promoting the internationalization of Chinese higher institutions, enhancing the capacity building of Chinese higher education institutions and introducing the best practice of education resources through international communication and collaborations.

### Background of the Exhibition

Chinese International Education Exhibition Tour (CIEET), approved by the Ministry of Education of the People's Republic of China, has been hosted for 17 years in over 20 major cities of China. Since its first series started in 1999, there were more than 2,000 universities and institutions from 55 countries and regions joined the exhibition and showcased their educational opportunities to over 1 million Chinese students and parents. As one of the most influential international education fair, CIEET is renowned for its striking features, good quality, and diversified activities.

### Aims of the Exhibition

To foster the exchange and co-operation between higher education institutions and all related parties to lead to and regulate the healthy development of the study abroad market in China;

To Set up a platform for all parties in order to provide the latest, most authoritative and direct information about studying abroad;

To develop channels for introducing quality international education resources to serve for the cultivation of much-needed talents who will contribute to China's modernization drive;

To serve as a bridge to enable direct communication among the study abroad agents, authoritative foreign authorities and overseas higher education institutions.



*CIEET Logo*

### Striking Features of the Exhibition

- One of the largest education exhibitions in China
- Offering the opportunities for the overseas universities to reach their prospective students and have direct face-to-face contacts
- Countries like Australia, Canada, France, New Zealand, Italia Malaysia, Japan, Korea, UK will be presented in the form of national pavilion
- Seven stops in each year covering China's major markets for study abroad

## Supporting Events

*Lectures to support the exhibitors to disseminate the information to the participated Chinese students and parents*

During the exhibition, we would also invite participating institutions, foreign embassies in China to deliver lectures regarding overseas study. In addition, in order to help students to achieve a rewarding study abroad experience safely and healthily, CSCSE will provide pre-departure training for visitors. And a series of consultation service including overseas qualification verification and management of personnel record prior to overseas study will be offered as well.

### *CSAF & On-site Education B2B Meeting*

In parallel with CIEET, China Studying Abroad Forum (CSAF) serves as a platform that facilitate dialogues among partners and peers to promote international higher education exchanges and cooperation, which has been recognized as a top level professional study abroad event in China. The forum is a one-day event with a series of parallel workshops in the morning and plenary session in the afternoon. In addition to the CSAF, CSCSE will organize an On-Site Education B2B Meeting for the exhibitors during the exhibition. Based on your needs for partner exploration, CSCSE will provide an opportunity for the participants to communicate with their like-minded counterparts.

## Information of the CIEET 2017

In the coming year, CIEET 2017 will stage the exhibitions in Beijing, Xi'an, Zhengzhou, Shanghai, Nanjing, Chongqing and Guangzhou from 25 March-9 April 2017. A large number of universities from Australia, Canada, USA, New Zealand, the UK, Korea and others will join the exhibition in the form of national pavilion. Universities and institutions from other countries will also introduce their education systems and showcase academic strengths to audiences through the event.

This year, the On-Site Education B2B Meeting and other supporting events will be, as usual, held during the exhibition. All registered exhibitors are welcome to participate in the events to explore more partnership with Chinese universities.



## Photos



