

## 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.

## Book Your Booth Now!

### • Raw Space Booth

Raw space is more suitable for bigger pavilions or who need larger space. Exhibitors will design and build their own booths at their cost with the assistance of CEE official booth contractor.

### • 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

### • Standard Booth Pro

Customize your stand in several patterns. For more info, please contact your account manager.

### • Mini Booth

Explore CEE for less! Find out more with us by email.

## Show Management Office

**YuanSheng** Education Ltd.

Owned by China Education Association for International Exchange (CEAIE)

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[www.ChinaEducationExpo.com](http://www.ChinaEducationExpo.com)

[www.JiaoYuZhan.com](http://www.JiaoYuZhan.com)



第二十七届中国国际教育年会  
27th China Annual Conference & Expo for International Education - CACIE in Beijing



**18** National/Regional Pavilions

**36** Countries & Regions

**368** Exhibitors

**60** Study Abroad Seminars & Keynote Speeches

**33,800** Visitors

**21,550** Sqm Exhibition Space

★ Source:  
CEE2025 Post Event  
Statistics Report

# 2026 CHINA EDUCATION EXPO

中国国际教育展

October 30 – November 8, 2026

Beijing > Wuhan > Chengdu > Guangzhou > Shanghai

2026主宾国: 泰国



Country of Honor: Thailand

主办单位:  中国教育国际交流协会  
Hosted by: CHINA EDUCATION ASSOCIATION FOR INTERNATIONAL EXCHANGE

承办单位: **YuanSheng**  
Organized by: 北京中教源盛国际教育科技有限公司  
YuanSheng Education Ltd.



## AISA'S Largest Study Abroad Fair

CEE, Asia's leading study abroad event is an annual 1 week student recruitment fair and convention designed to bring together the key schools all over the world.

It convenes international exhibitors from the high schools, universities, business schools, technical training schools, vocational colleges, language training schools, Chinese-Foreign cooperation in running schools, and international schools, as well as service suppliers including study tour camps, banking, accommodations, insurance, airlines, law office, career development companies, smart education products, and lifelong learning programs etc.

Today, CEE is the premier meeting place for the international education for finding talented students, forging new partnerships and strengthening existing business relationships in China.

## CEE in Numbers Since 2000

**10,000 + Exhibitors**

**900,000 + Visitors**

**1600 + Study Abroad Seminars**



## Be Part of CEE 2026

### Most international student recruitment fair

Over 40 countries & regions represented; the most international student recruitment fair with around 30000 visitors each year in China.

### More ways to match the right people you're looking for

Present by booth, present by advert, present by seminar, and present by online CEE Talk.

### More service

cost-effective promotion solutions that focus on study abroad.

### More value

All exhibitors get access FREE to CACIE the China Annual Conference for International Education.



### Shanghai

November 8 Sunday  
Shanghai World Expo Exhibition & Convention Center

11月8日 [周日]  
上海世博展览馆 10:00-16:00



## Save the Dates

Don't miss the offers and make your CEE tour now!

**January 20**  
Application opens

**September 20**  
Full price booking ends

**March 20**  
Special Early-bird booking ends

**July 20**  
Early-bird booking ends



# 2026 EXHIBITION TOUR

巡回展览 TOUR



### Guangzhou

November 7 Saturday  
Guangzhou Yuexiu International Congress Center

11月7日 [周六]  
广州越秀国际会议中心  
10:00-16:00



### Chengdu

November 5 Thursday  
Chengdu CYNN Hotel

11月5日 [周四]  
成都世外桃源酒店  
10:00-16:00



### Wuhan

November 3 Tuesday  
Wanda Reign Wuhan

11月3日 [周二]  
武汉万达瑞华酒店  
10:00-16:00



### Beijing

October 30-31 Friday, Saturday  
China National Convention Center (CNCC) Beijing

10月30日至31日 [周五、周六]  
北京国家会议中心 9:30-16:00



## Big Sale Off!

on Five Cities 15% or Four Cities 10%

Enjoy up to 15% OFF for 'Go-5-city' exhibitors or up to 10% OFF for 'Go-4-city' exhibitors, plus unlock a 60-minute presentation at CEE Talk for FREE via China's most popular social media platforms for your recruitment in China.



## Steer Your CEE 2026 Now

NOT ONLY the booth. Including ALL below

- 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 tour cities and distributed to nearly 100,000 potential visitors.
- 4 badges (maximum), access to CEE exhibition as well as CACIE (China Annual Conference for International Education) held concurrently in Beijing, including the plenary, CACIE night, forums, sessions, and B2B event.
- 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.

