The Only Professional International Higher Education Expo in Hunan Province

Caring for Students Catering for Colleges

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Date: 2020/07/26-2020/07/27 Venue: Hunan Province Exhibition Hall

**2020The 12th Hunan International Education Expo**

**Invitation Letter**

**Host**: Changsha Education Bureau

Hunan Education News (Competent Authority: Hunan Province Education Bureau)

**Undertaker**: Hunan Province Exhibition Hall

**Organizer**: Hunan Education News

Changsha Tiansheng Exhibition Planning Co. Ltd.

**Executor**: Changsha Tiansheng Exhibition Planning Co. Ltd.

**Medias**: Hunan Economic Television Station, Hunan Educational Television,Sanxiang City Express, Contemporary Business, Middle School Students Magazine, China Website for College Enrollment, China College Application Online, College Application 114, Chinese Service Center for Scholarly Exchange , Sunshine NCEE, , Hunan College Enrollment, China Education Online, Hunan Education Online, Earth Education, E-Exhibition, etc.

**Theme**: Caring for Students Catering for Colleges

**◆Exhibition Arrangement:**

Move-in: 2020/07/24-25

Exhibition: 2020/07/26-27

Move-out: After 16:00 pm on 2020/07/27

**◆Exhibition Features**

·Series of Activities themed “Caring for Students Who Will Attend College Entrance Examination”

·Promotion Seminars for Overseas Education and Immigration, as well as Exhibition

of Foreign Colleges and Universities

·High-Level Forum of China’s Education Information, and College Enrollment Orientation for Hunan Students

* Lectures on rules and related policies when filling out College Application
* Annual Academic Meeting of Senior Grade-3 Head Teachers

**◆Exhibition Background Introduction**

Hunan (Changsha) International Education Expo (HIEE), jointly hosted by Changsha Education Bureau, Hunan Educational Television and Hunan Education News, has been held successfully for 11 consecutive years, attracting more than 2260 colleges, universities and educational institutes from 35 countries and areas, as well as 230,000 students and parents in the past 11 years.

With 11 years’ successful experience and rich resources from various fields, featuring its unique style, HIEE has become the most representative and the only professional International Higher Education Expo in Hunan Province. Consequently, HIEE is considered as the best choice for students and parents in Hunan to address their needs of all sorts, like understanding on College Enrollment policies, consultation about college choosing and application, and information about overseas education.

In order to offer better service for colleges and universities, and to care for students who will attend the 2020 College Entrance Examination, the Expo Committee decides to hold the 12th Hunan International Education Expo in Hunan Province Exhibition Hall on June 26, 2020 (a crucial time when the examination scores have been released and students are seeking for ideal colleges).

**◆Reasons to Attend the 12th HIEE**

·11 years’ efforts and perfection—one of the most time-honored and professional Expos focusing on higher education at home and abroad in Hunan Province

· More than 500 domestic and overseas colleges and universities—representation of the latest and most authoritative information about college enrollment

·More than 10 lectures on China college application rules and related policies—a collection of the latest enrollment information

·Free entrance ticket—more than 50,000 students and parents on-site

·Vigorous support from more than 200 medias and education authorities—Focus of the Year in educational field

* New Combination Pattern of “Educational Authorities + Professional Medias +Social Medias” –upgrade of the Expo’s scale, grade and influence
* Large Professional Exhibition Hall in central city area—convenience for people to attend the Expo

**◆Our Long-term Cooperation Partners (listed in no particular order)**

National University of Defense Technology

Tsinghua University

Fudan University

Nanjing University

Shanghai Jiao Tong University

Renmin University of China

Tongji University

Central University of Finance and Economics

Shanghai University of Finance and Economics

South China Normal University

Southwest Jiaotong University

Macau University of Science and Technology

Beijing Institute of Technology

Beijing Normal University

Communication University of China

Central South University

Hunan University

Hunan University of Science and Technology

Changsha University of Science and Technology

Nanjing Normal University

South China University

The British Embassy in China

Dhurakij Pundit University

Quinnipiac University

Oral Roberts University

**◆Previous Data & Analysis Table**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Items(Numbers) | 2009(First Expo) | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
| Key Universities (Undergraduate Universities) | 88 | 97 | 112 | 121 | 138 | 142 | 148 | 162 | 167 |
| Colleges, Junior Colleges and Vocational/ Private Colleges | 62 | 78 | 85 | 98 | 107 | 123 | 32 | 148 | 154 |
| International Education Exchange and Overseas Studying Agency  | 18 | 33 | 42 | 45 | 51 | 52 | 55 | 62 | 65 |
| On-site Consulting Students and Parents | 18,649 | 27,680 | 36,288 | 42,689 | 45,786 | 57,982 | 58,456 | 58,925 | 59137 |
| Satisfaction Degree of Exhibitors | 75% | 80% | 90% | 92% | 96%1 | 99% | 99% | 99% | 99% |

**◆Hunan College Application Guidance Express**

Hunan College Application Guidance Express is a guidance book edited and printed by the Expo Committee, including information of all Expo exhibitors over the past eleven years. It carefully selects information about enrollment policies, college choosing and application advices, overseas studying and so on. Meanwhile, it is also a book presenting details of featured education and preponderant majors of different colleges and universities, as well as the latest news about College Entrance Enrollment.

Besides, the catalogue of the 2020 HIEE exhibitors’ names and booths information is also available in the book.

Book Size & Paper: 16mo / full color

Print-run: 100,000 copies

**◆Exhibitors Scale**

National Key Universities: “985 Project”, “211 Project”

Higher Education Institutions/ Vocational Education Institutions: domestic education institutions using independent recruitment system, private education institutions, independent institutes, online colleges, adult education college, self-study examination institutes and other education institutions

Overseas Universities/ Colleges by Sino-Foreign Cooperation: overseas universities, colleges, language schools, university-preparatory schools and other education institutions recognized by the Ministry of National Education or registered in Chinese embassies or consulates; colleges and programs, and international education exchange programs approved by the Ministry of National Education or provincial education competent authorities.

**◆Exhibition Fees**

Overseas Colleges: for booth in T Section: 1000USD/each

 for booth in A Section: 800USD/each

**◆Booth Allocation**

Allocation of each standard booth: one lintel board with the exhibitor’s name, one negotiation table, two chairs, 220V outlet.

**◆Exhibition Application & Notes**

1. Exhibitors need to ask for “Exhibition Layout Map” and “Exhibition Application Form” from the Expo Committee.

2. Exhibitors fill out the “Exhibition Application Form”, and then send the form and other required documents to the Expo Committee (by fax or scanned copies).

3. Exhibitors pay the fees to designated bank account by the Expo Committee or to the office of the Expo Committee in five working days. If the required advance or full value hasn’t been received within the above-mentioned time, then the Expo Committee reserves the right to disposal the booth.

4. Exhibitors send the payment slip (by fax or other acceptable ways) to the Expo Committee after the remittance. The Expo Committee will send a “Booth Confirmation Letter” in three working days after receiving all required fees.

5. Booth allocation principal (based on application and payment time): “Early application and early payment first”.

**◆Expo Committee Contact**

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