



Invitation to Participate in the 2021 CIEET Online

Dear valued partner,

On behalf of Chinese Service Center for Scholarly Exchange (CSCSE), I would like to invite you and your esteemed institute to participate in the “2021 China International Education Exhibition Tour (Online)” (hereinafter known as “2021 CIEET Online”), which will take place from **20 to 21 March, 2021**.

As one of the key players under China’s Ministry of Education dedicated to services of international education, CSCSE has consecutively organized China International Education Exhibition Tour (CIEET) since 1999. Over 2400 universities and institutions from 56 countries have participated in the exhibition and showcased their educational opportunities to 1.47 million visitors. CIEET is committed to providing timely and comprehensive studying abroad information to students and professional promotion services to our exhibitors. It has been acknowledged as an outstanding platform for promoting exchanges and cooperation between Chinese and overseas institutions of higher education.

The outbreak of COVID-19 has brought unprecedented challenges to the field of international education exchanges. Opportunities always come alongside with challenges. While the on-going pandemic does not prevent us from taking proactive measures to mitigate the influence, it serves as a catalytic force propelling us to stage online promotion events. With the participation of 112 universities and institutions from 14 countries, the 2020 CIEET Online-- the first of its kind since the inception of CIEET, turned out to be a big success and won praise from both exhibitors and viewers.

The 2021 CIEET Online will make it possible to broaden engagement and cooperation, attracting exhibitors from across the globe, including many national pavilions. This online event will be held in the form of website info-display and live webcast with concurrent exhibitor-viewer interaction. Please check our

website (www.cieet.com) for details and updates of the event.

Besides branding and marketing promotion, CIEET also serves as a practical platform that facilitates dialogues among partners and exhibitors from in and outside China to promote international higher education exchanges and cooperation. As a highlight of this year's CIEET Online, exhibitors will be provided with networking opportunities with universities/institutions around China in accordance with the interest of exhibitors. By holding on-site/online B2B education events, we encourage all exhibitors to actively explore potential partnership with Chinese universities via CIEET platform in all creative ways and further raise your brand profiles in especially Tier 2 or 3 cities of China. These networking sessions will be organized periodically as both value-added service and prolonged side events to 2021 CIEET Online till the end of this year depending on the networking targets specified by our exhibitors. Please do not hesitate to let us know which university/city/province you're most interested in to expand in-depth and practical collaboration by choosing options in the application form.

As the leading organization in the field of international education, CSCSE dedicates itself to innovating the form of the exhibition, enriching the content, highlighting its features, and finally establishing a quality service platform by providing more precise service to exhibitors and visitors. In 2021 CIEET Online, you will be provided with high-quality, efficient and professional service throughout the process, such as one-on-one technical guidance and support, fully functional live broadcasting platform training and testing, multi-channel media exposure, and audience organizing. The event will be extensively advertised via mainstream web portals and popular social media platforms. As the organizer, CSCSE will give full play to the advantages of media resources, partner domestic universities and local education authorities for event promotion to attract as many student viewers as possible, who are planning to study abroad.

2021 China Study Abroad Forum (Online) will be held on **19 March** as the prelude of CIEET. The forum aims to build up a high-level communication platform for international education specialists to promote high quality development of international higher education. By discovering key issues relating to international

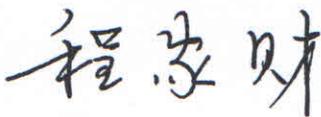
development of international higher education. By discovering key issues relating to international education and student mobility in the post-pandemic era, the forum brings together government officials, diplomats from Chinese Embassies, academics and international education professionals to share their views and experiences on effective strategies and practices for the field.

As you may be aware, CSCSE is a national public organization under the jurisdiction of the Ministry of Education (MOE), specializes in offering professional services for studying abroad consultation and orientation, overseas academic credential evaluation, international students' recruitment fair, job-relocation and other related services. CSCSE has always been earnestly implementing education opening-up policies and promoting the pragmatic cooperation between domestic and overseas educational institutions.

Through the nation-wide network of CSCSE's partners, along with tailor-made media promotion, and most important of all, your close cooperation, we believe there is no better opportunity to actively engage, strengthen cooperation and gain exposure in Chinese market than CIEET Online. Jointly, we can overcome the challenge and inject continued public confidence in the value of international education.

I would like to thank our dedicated partners for your commitment and support at this difficult time, and cordially invite you to participate in CIEET Online events. To registrate for the online event and make any enquiries, please contact CIEET Organizing Committee Office at cieet_online@cscse.edu.cn. We look forward to meeting you in CIEET 2021!

Best Regards,



CHENG Jiakai

Director General

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