As a dedicated research, analysis and advisory firm, our goal at China Higher Ed is to provide the best advice and support to organisations seeking to engage with, enter and expand within the higher education market in China.
Through our B2B platform of over 14,000 readers and clients, CHE is a one-stop provider of China-related education information and services.

**EVENTS**

Our events provide a platform for industry professionals both within China and overseas to exchange ideas, information and experiences as well as learn about key topics and recent developments in the higher education industry in China.

- **ROUNDTABLE DISCUSSIONS**
  Informal and quarterly opportunity for local-based professionals to exchange ideas, information and experiences.

- **NETWORKING SESSIONS**
  Informal drinks events at international education events in China.

- **INDUSTRY EVENTS**
  Comprehensive and online list of China-related education events.

- **JOB FAIRS**
  Full- and half-day events targeting the entire job market or specific industry sectors focusing on under-/postgraduate employment. These can be tailored to include relevant seminars and panel discussions.

- **WEBINARS**
  Breakdown of participants by region:

**CHE READERS, CLIENTS AND PARTNERS**

**MARKETING & PROMOTION**

- Briefings & Workshops
- Student Recruitment Opportunities

**ESTABLISHING A CHINA PRESENCE**

- Study Tours, Internships & Short Courses
- Event & Logistical Support

**ALUMNI ENGAGEMENT**

- Due Diligence & Feasibility Studies
- Recruitment Agency Identification & Evaluation

**JOINT PROGRAM QUALITY ASSURANCE**

- HR Services
- Partnership Building

**RESEARCH REPORTS**

Market intelligence and analysis of key industry topics, either as a Standard or Tailored format. Examples include:

- The Medical Higher Education Landscape in China
- Building Brand Awareness in China: Overview of Media Channels and Best Practices
- Alumni Networks in China: Overview and Best Practices
- R&D in China
- Joint and Articulation Programs in China
- Prospective Chinese Students: Study Abroad and University Decision Making
- Working With Student Recruitment Agencies in China

**CHINAEDUCONNECT**

B2B Chinese-language platform to assist overseas education institutions promote scholarships, study tours, internships, employment and joint programs opportunities in China.

**OUR EVENTS**

- East China (Shanghai) 24%
- Central China 12%
- North East China 11%
- South West China 10%
- Beijing 9%
- Northern China (Beijing) 8%
- North West China 8%
- Southern China 8%
- Shanghai 8%
- Taiwan 2%