

งานวิเทศสัมพันธ์  
รับที่ ๐๐๐๔๓  
วันที่ ๑๙ ก.พ. ๒๕๕๘  
เวลา ๐๙:๔๓ น.



หน่วยประสานงานมหาวิทยาลัยบูรพา  
รับที่ ๐161  
วันที่ 17 ก.พ. 2558  
เวลา ๙.๒๖ น.

มหาวิทยาลัยบูรพา  
รับที่ ๐1221  
วันที่ 17 ก.พ. 2558  
เวลา 16.๕๐ น.

ที่ ศธ 0507(4)ว 177

ถึง มหาวิทยาลัยบูรพา

ด้วย China Senior College Exhibition Organization Committee (CSCE) สาธารณรัฐประชาชนจีนร่วมกับสถานกงสุลใหญ่ประเทศต่างๆ ในนครเซี่ยงไฮ้ กำหนดจัดงาน The 11<sup>th</sup> China Higher Education Exhibition Tour (CHEET) ระหว่างวันที่ 1-2 พฤษภาคม 2558 ณ นครเซี่ยงไฮ้ สาธารณรัฐประชาชนจีน และประสงค์เชิญชวนสถาบันอุดมศึกษาไทยเข้าร่วมการจัดนิทรรศการดังกล่าวเพื่อประชาสัมพันธ์สถาบันและหลักสูตร โดยมีอัตราค่าเช่าพื้นที่कुทาละ 3,000 เหรียญสหรัฐ หนังสือเชิญและแบบตอบรับเข้าร่วมงานดูได้ที่เว็บไซต์ [www.chneduexpo.org](http://www.chneduexpo.org) หรือเว็บไซต์ของสำนักงานคณะกรรมการการอุดมศึกษา [www.mua.go.th](http://www.mua.go.th) ภายใต้หัวข้อ แวดวงอุดมศึกษา (31 มี.ค.ค 2558)

จึงแจ้งมาเพื่อโปรดประชาสัมพันธ์การจัดงานนิทรรศการดังกล่าวไปยังหน่วยงานต่างๆด้วย จะขอบคุณยิ่ง

สำนักงานคณะกรรมการการอุดมศึกษา



เสนอ งานวิเทศสัมพันธ์

๑๙  
๑๗ ก.พ. ๕๘

เรียน ผู้รักษาการแทนผู้ช่วยอธิการบดี (ดร.ฤทธิกร ศิริประเสริฐโชค)

ศาสตราจารย์ ดร. ฤทธิกร ศิริประเสริฐโชค

๑๙ ก.พ. ๕๘

๑๙ ก.พ. ๕๘

ประชาสัมพันธ์ทุกคณะ อธิการบดี

๑๙ ก.พ. ๕๘

สำนักยุทธศาสตร์อุดมศึกษาต่างประเทศ  
กลุ่มบริหารนโยบายการเปิดเสรีอุดมศึกษา  
โทร. 0-2610-5397  
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Website: www.chinaedu.org.cn

# The 11<sup>th</sup> China Higher Education Exhibition Tour

## May 1-May 2, 2015

### .....Invitation.....

**Organizer:** China Senior College Exhibition Organization Committee

**Co-organizer:** Consulate General of each country in Shanghai, China

**Sponsor:** China Shanghai Qianyi Culture and Communication Co. Ltd

**Media:** The Oriental Television, Shanghai Television, Xinmin Evening Post, Shanghai Morning Post, Jiefang Daily, Wenhui Newspaper, 21 Century, Eastern Morning, Phoenix Satellite TV, Sina.com and other traditional and new media.

**Target Participants:** students, parents, teachers, academic organizations, consuls of different countries, educational training institutions, and enterprises

China Senior College Exhibition Organization Committee (CSCE) is pleased to invite your university/institute to participate in The 11<sup>th</sup> China Higher Education Exhibition Tour (CHEET) scheduled for May 1 to May 2, 2015 in Shanghai.

Based on the former exhibitions organized and held annually by CSCE, the platform of CHEET will attract over 20,000 attendees to engage in the event, enable partner institutions to recruit more Chinese students willing to study abroad, and reap fruitful collaborations among educational institutions around the world in the meantime.

China is world famous for its student exchange programs and its pivotal role in outputting international students across the globe for its large population and fast economic growth. China's official statistics indicates that more than 339,700 Chinese students are studying abroad, among which 314,800 are self-financed.

Yangtze River Delta region, a heavyweight economic and cultural center in China, consists

of many big and populated cities including Shanghai, Hangzhou, Nanjing etc., where lots of nationally and even world famous universities and colleges are located. As the most developed city of China with US \$14,000 GDP per capita and around 23 million population, Shanghai has big potential for contributing to the international college-level enrollment. According to the official data, there are 62 post-secondary institutions in Shanghai whose enrollment rate is 72% on average, and the rest 28% students choose to study abroad.

The detailed arrangement for The 11<sup>th</sup> CHEET in Shanghai is as follows:

**Exhibition Content:**

Education conditions, education characteristics, education facilities, scientific research, teacher resource, student source, degree programmes, education philosophy, education criteria, education reform, etc. of different educational institutes present at the exhibition.

**Exhibition Body:**

- Embassies / Consulates in China
- Education institutes (domestic / overseas)

**Exhibition Service:**

- An inquiry desk
- Two chairs
- Two lights for each exhibition booth
- A 220V/5A Socket
- Free shuttle service from the designated hotel to the exhibition site
- The safeguarding and lighting during the exhibition and dismantling period
- Free mineral water
- The cleaning of the public area in the Exhibition Hall

**Exhibition Schedule:**

Date	Venue	Activity
April 30	Shanghai Library No. 1555 Middle Huai Hai Rd, Shanghai	Exhibition laying-out
May 1-May 2	Shanghai Library No. 1555 Middle Huai Hai Rd, Shanghai	The 11 <sup>th</sup> China Higher Education Exhibition

**Registration Fee:**

Item	Unit Price	Date & Time	Remarks
The 11 <sup>th</sup> China Higher Education Exhibition	US\$3,000	May 1-May 2 9:00-16:00	1. Service of booking hotel at the exhibitor's expense (price upon application) 2. Service of renting a multifunctional conference hall that can accommodate 40 persons (price upon application) 3. Service of publishing and printing materials about your country and university (price upon application) 4. Service of renting exhibition equipment (price upon application)

**Registration and Fee payment:**

- (a) The booth is provided on 'first-come-first-served' basis.  
(b) The deadline for booth reservation is March 31<sup>st</sup>, 2015.
- Please fill out the receipt of participation, then fax or email it to The Committee.
- Please remit the registration fee within 7 days to the following account after sending the receipt of participation:  
Remittance Unit: China Shanghai Qian Yi Culture and Communication Co., Ltd  
Bank Name: Industrial and Commercial Bank of China Shanghai Branch  
JIUSHIFUXING BUILDING SUB-BRANCH  
Account No. : 1001200309148004734  
Swift Code: ICBKCNBJSJI
- We will immediately allocate the booth to you upon receiving your payment.

International Affairs Center  
China Senior College Exhibition Organization Committee  
Project Coordinator: (Mr.) Kyle Lew  
Tel: 0086-21-51113499  
Fax: 0086-21-51113490  
E-mail: csce@chneduexpo.org  
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 Add: Room 1304-06, No. 933 West Zhongshan Rd,  
 Changning District, Shanghai, China  
 Tel: 0086-21-51113499; Fax: 0086-21-51113490  
 E-mail: csce@chneduexpo.org  
 Website: www.chneduexpo.org

# The 11<sup>th</sup> China Higher Education Exhibition Tour

(The 11<sup>th</sup> CHEET May 1 – May 2, 2015 China)

PLEASE FAX THE COMPLETED REGISTRATION FORM TO:

China Senior College Exhibition Organization Committee

Tel: +86 (21) 5111-3499 Fax: +86 (21) 5111-3490 E-mail: csce@chneduexpo.org

## Exhibition Booth Registration Form

Exhibitor Name (English)			
Exhibitor Name (Chinese)			
Note:	The above English and Chinese names will appear on the exhibitor's booth fascia plate, so please write as legibly as possible.		
Full Address			
Liaison person		Position	
Telephone		Fax	
Country		E-mail	
Organization Type		No. Attending	
Attendee Name - 1		Position	
Attendee Name - 2		Position	
Attendee Name - 3		Position	
Attendee Name - 4		Position	
Attendee Name - 5		Position	

## Exhibitor Booth Option

- The 11<sup>th</sup> CHEET Shanghai Exhibition Date: May 1–May 2, 2015  Standard Booth (3m × 2m) \_\_\_\_\_ (quantity)
- Registration Deadline: March 31<sup>st</sup>, 2015

PLEASE FAX OR EMAIL THE COMPLETED REGISTRATION FORM TO US AFTER FILLING OUT THE REGISTRATION FORM;  
PLEASE REMIT THE FULL PAYMENT TO US WITHIN 7 DAYS AFTER SENDING THE REGISTRATION FORM.

Signature / Seal: \_\_\_\_\_ Date: \_\_\_\_\_