



Why recruit students from southern China?

- ✚ The number of Chinese students who study abroad has increased from 117,000 in 2003 to 150,000 in 2007.
- ✚ Guangdong is one of the three primary sources of demand of these Chinese students who study abroad.
- ✚ Guangdong residents account one tenth of China's market of students who study overseas.
- ✚ Guangdong has a long history of sending students overseas; during China's first experiment in overseas education in 1872, of the 120 students enrolled in the program 85 of them were from Guangdong.
- ✚ Guangdong is one of the wealthiest provinces in China. Guangdong accounted for 12.5% of China's total GDP in 2007.
- ✚ Every year, Guangdong has more than 2 million graduates from 80.48 million permanent residents (196,000 graduates from institutes of higher education, 198,200 graduates from vocational secondary schools, 81,600 from technical schools, and 1.85 million graduates from regular secondary schools)
- ✚ The government of Guangzhou, the capital city of Guangdong Province, has established an Office of Overseas Chinese Scholars Affairs in 1998. Since then, the Convention of Overseas Chinese Scholars in Science & Technology has been held every year to help overseas students find jobs or set up their own enterprises after they graduate and return China.



Opportunities and Trends

Strongest areas of opportunity for American colleges, universities, and organizations:

- Recruitment of students
- Cooperation with partner universities
- Summer/winter camps
- Specialized trainings
- Foreign Exchange programs



South China Snapshot:

Overseas education sector

Major Trade Show in 2009:

- **China International Education Exhibition Tour (CIEET) 2009**

Beijing, Feb 28-March 1,

Xi'an, March 3-4,

Shanghai, March 7-8,

Nanjing, March 10-11,

Guangzhou, March 14-15

Website: www.cieet.com

- **China Education Expo 2009**

Beijing October 16-18

Website: www.chinaeducationexpo.com

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