



Why recruit students from southern China?

- During the 2009-2010 school year, 128,000 Chinese students studied in the U.S., a 30 percent increase from the previous year.
- Guangdong is one of the three primary sources of demand of these Chinese students who study abroad.
- Guangdong residents account for 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% of China's total GDP in 2009, and the third highest GDP per capita in China.
- 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 to 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

Major Trade Shows in 2011:

- **China International Education Exhibition Tour (CIEET) 2011**

Beijing	March 12 - 13
Dalian	March 15
Xi'an	March 17
Shanghai	March 19 - 20
Nanjing	March 22
Wuhan	March 24
Guangzhou	March 26 - 27
Website: www.cieet.com	

- **China Education Expo 2011**

October 2011

Website: www.chinaeducationexpo.com

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