



## Media Release

3 March 2011

### *Unlimited Educational Opportunities in Australia*

The 16<sup>th</sup> China International Education Exhibition Tour (CIEET) in China is one of the world's premier education exhibitions.

Held from 12-27 March, CIEET 2011 will encompass the cities of Beijing, Dalian, Xi'an, Shanghai, Nanjing, Wuhan and Guangzhou.

The CIEET is the largest multi-country education exhibition to be held in China, with 46,000 visitors attending the events in Beijing and Shanghai in 2010. At this year's exhibition, 450 institutions from 28 countries and regions will be on exhibit.

The exhibition provides an opportunity for Chinese students who wish to study abroad to understand the international education opportunities available to them, including in Australia.

The Australian Government views the CIEET as an ideal forum to refresh and reposition the Australian education brand, based on its key strengths of high quality education, a safe and welcoming destination for students, good job prospects after study and the enjoyment of a unique Australian experience.

China is the largest source for international students in Australia, with student enrolments at Australian institutions totalling over 167,000 students in 2010, a seven per cent increase on the previous year.

The Australian Trade Commission—Austrade—will be managing the Australian pavilion at CIEET. Austrade's stand at CIEET will be used for various promotional activities, including the attendance of Australian alumni who will share their experiences of studying in Australia.

Twenty Australian education providers, from a range of education sectors, will participate in CIEET 2011.

In addition, CPA Australia and the Australia China Alumni Association will be exhibiting. Their representatives will be on hand to explain the post-study opportunities and career support for graduates from Australian institutions.

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