



第29屆

香港國際教育及職業展

Hong Kong International Education and Careers Expo

8-9/7/2023

香港會議展覽中心

Hong Kong Convention and Exhibition Centre



Organiser
主辦機構:



香港中華廠商聯合會
The Chinese Manufacturers'
Association of Hong Kong

Fair Manager
展會管理機構:



香港中華廠商聯合會
展覽服務有限公司
CMA Exhibition Services Limited



hkieducationexpo



www.hkiee.com.hk

香港中華廠商聯合會於2022年7月成功舉辦第28屆香港國際教育展，雲集來自18個國家及地區，超過750家著名院校及教育機構參與。教育展獲一眾校長、老師、學生以及家長的高度關注和支持，一連兩日共錄得逾9,000入場人次。教育展亦成功吸引大批媒體到場採訪，包括電視、報章及社交媒體等，廣泛報導展覽情況及焦點活動。此外，大會於展覽期間舉辦超過30場講座，每場講座幾乎座無虛席，成效顯著，獲得參觀人士及參展商的良好口碑。

The 28th Hong Kong International Education Expo (Expo), organised by The Chinese Manufacturers' Association of Hong Kong, was held successfully in July 2022. The Expo gathered over 750 prestigious colleges and educational institutions across 18 countries and regions. This 2-day Expo had recorded more than 9,000 visitors, showing that the Expo not only received positive responses from school principals, teachers, students and their parents, but also drew tremendous attention from the media, generating huge amount of coverage. Moreover, the Expo organised over 30 seminars which had captured substantial level of audience further demonstrating a high recognition of the Expo among the visitors and exhibitors.

第29屆香港國際教育及職業展將於2023年7月8至9日繼續假香港會議展覽中心舉行，一如以往，是屆展覽將涵蓋各海內外及本地各類學院及升學顧問中心等，亦會注入更多持續進修課程以及海外升學的元素，為市民提供本地及海外升學及進修的一站式最新資訊平台。此外，展覽將加入「職業廣場」主題區，邀請不同行業的機構參展，希望借助廠商會強大的業界網絡，為學生及求職者提供機會接觸僱主，讓他們了解行業的發展情況，以便作出更明智的就業選擇。同時，展會期間將舉辦不同類型的活動，如院校簡介會、升學及就業指南講座等，讓參觀人士獲取豐富及全面的資訊。

The 29th HKIECE will continue to be held at the Hong Kong Convention and Exhibition Centre from 8 to 9 July 2023, to provide a comprehensive platform for overseas and local education institutions and education consultants to exhibit the latest information on education programmes. The Expo will also feature more attractions such as continuing education courses, to create a one-stop information platform for the public. In addition, "Career Square" will be introduced and institutions from various industries will be invited to participate. Leveraging on CMA's strong industry network, the Expo is expected to provide an effective platform for candidates to have a better understanding of the latest industry developments, assisting them to make the best decision of career options. Meanwhile, the Expo will stage a series of educational and career seminars by different institutions, providing practical information of study plan and career development.

大會將透過不同宣傳渠道，包括電視、報章雜誌、戶外廣告，以至不同社交平台及線上廣告等全方位宣傳。同時，展會亦獲得眾多教育界代表機構鼎力支持，包括政府部門、公營機構、高等教育院校、中學聯會、教育聯盟、校長會、學生及青年組織等，透過廣大的業界網絡宣傳，以及廠商會專業的管理團隊，相信定能為第29屆香港國際教育及職業展奠定成功的基礎，創出更理想佳績。

With well planned advertising and promotion campaigns to be rolled out through a wide range of traditional and digital media channels, including but not limited to television, newspapers, magazines, outdoor advertisement, direct mail, social media and online advertisement, CMA is also fully supported by various educational organisations, including government departments, secondary school associations, education alliances, student councils and associations. Together with our professional management team, strong industry network, and extensive experience in the field of exhibition, CMA has laid a good foundation for the Expo. Thus, we are confident to achieve a better performance in the Expo in the coming year, helping various educational institutions to promote their businesses and study programmes in Hong Kong.



Maximise Opportunities at the Best Timing

黃金檔期 商機滿溢

- Meeting the immediate needs of candidates closely before the release of HKDSE & IBDP result
中學文憑試及國際文憑大學預科課程放榜檔期，配合考生迫切升學需要
- Direct and effective way to contact candidate, expanding the market, enrollment and recruitment network
最直接及有效途徑接觸考生，協助拓展市場、擴大招生及招聘網絡
- Increase your brand awareness through our extensive marketing campaigns across the local market
強勁宣傳覆蓋全港，助參展商提高知名度



Categories of Exhibitors

參展商類別

- Universities & Tertiary Institutions
大學及專上學院
- Adult & Continuing Education Institutions
專科及進修學校
- Vocational Training Institutions
職業訓練學校
- International Schools
國際學校
- Overseas Education Consultants
海外升學顧問
- Overseas Boarding Schools
海外寄宿學校
- Arts and Design Schools
藝術及設計學校
- Music Education Institutions
音樂教育機構
- Sports Training Institutions
體育培訓機構
- Language Schools
語文學校
- Early Childhood Education Institutions
幼兒教育機構
- Extracurricular Activity Courses
課外活動課程
- Creative & Supplementary Education Institutions
創意及補習機構
- Study Tours & Summer Camps
暑期遊學團夏令營
- Government and Related Organisations
政府部門及公營機構
- Commercial Organisations
商業機構

教育展多年來獲眾多知名海外升學機構、本地及海內外的院校持續支持參展，我們將繼續致力創出理想佳績，協助各參展商拓展業務。

Having many well-known overseas and local education institutions as our loyal exhibitors, the Expo cherish as such good working relationships and we hope to continue this effective platform for everyone.

The 29th Hong Kong International Education and Careers Expo

第29屆香港國際教育及職業展

Date : 8 - 9/7/2023 (2 days)

Venue : Hall 3G, Hong Kong Convention and Exhibition Centre

日期：2023年7月8日至9日 (共2天)

地點：香港會議展覽中心3G展覽廳

Participation Fee 參展費用：

Standard Booth 標準攤位 (3m x 3m)	Raw Space 空地攤位 (> 18 sqm)
US\$3,380 / HK\$26,000 美金3,380元 / 港幣26,000元	
Add-on deluxe decoration for standard booth: 4 booth types, from HK\$3,500-6,500(no discount item), please contact us for details. 標準攤位可加購精裝佈置(3m x 3m)： 共4款選項，由港幣3,500-6,500元不等，此項目不設任何折扣優惠，詳情請聯繫我們。	US\$325 / HK\$2,500 (per sqm) 美金 325元 / 港幣2,500元 (每平方米)

Note:

1. Standard booth package include booth construction and basic facilities.
2. By 31/3/2023: 30% discount for subscription of the booth(s).
3. 1/4 - 5/5/2023: 20% discount for subscription of the booth(s).

註：

1. 標準攤位費用包括攤位搭建及基本設施。
2. 於2023年3月31日或之前報名，可獲7折優惠。
3. 於2023年4月1日至5月5日報名，可獲8折優惠。

Fair Manager 展會管理機構：



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