



第30th

香港國際教育及職業展

Hong Kong International Education and Careers Expo

6-7/7/2024

香港會議展覽中心5G展覽廳

Hall 5G, 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



HKIECE



www.hkiee.com.hk

The 29th Hong Kong International Education and Careers Expo (Expo), organised by The Chinese Manufacturers' Association of Hong Kong, was held successfully in July 2023. The Expo brought together more than 1,000 reputable colleges and educational institutions from 24 countries and regions, and more than 40 reputable companies, public organization and disciplinary forces from local. This 2-day Expo attracted over 11,000 visitors, showing that the Expo not only received positive responses from school principals, teachers, students and their parents, and job seekers, but also garnered extensive media coverage, including television, newspapers, and social media, highlighting the exhibition and its key events. Moreover, the Expo featured over 40 seminars covering study and career topics which had captured substantial level of audience further demonstrating a high recognition of the Expo among the visitors and exhibitors.

香港中華廠商聯合會於2023年7月成功舉辦「第29屆香港國際教育及職業展」，雲集來自24個國家及地區，超過1,000家著名院校及教育機構，以及40家優質企業、機構和紀律部隊參與。教育及職業展自舉辦以來，一直獲一眾校長、老師、學生、家長以及求職人士的高度關注和支持，一連兩日共錄得逾11,000入場人次。教育及職業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40場升學及就業專題講座，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 30th HKIECE will continue to be held at the Hong Kong Convention and Exhibition Centre from 6 to 7 July, 2024. The Expo will feature four thematic zones: "Local Education Zone", "Overseas and Mainland China Education Zone", "Continuing Education Zone" and "Careers Square". Consistently, the Expo will encompass various overseas and local colleges, as well as educational consultants, providing a comprehensive platform to exhibit the latest information on local and overseas education and further studies programmes. In addition, the "Careers Square" theme zone will invite participation from private and public organizations from different industries, and disciplined forces. Leveraging CMA's strong industry network, the Expo is expected to provide opportunities for students and job seekers to connect with employers directly and gain insights into industry developments, enabling them to make informed career choices. Furthermore, the Expo will stage a series of educational activities, including school briefings and seminars on study and career guidance, offering visitors a wealth of comprehensive information on study plans and career development.

第30屆香港國際教育及職業展將於今年7月6至7日繼續假香港會議展覽中心舉行，設有「本地升學區」、「海外及內地升學區」、「持續進修區」及「職業廣場」四大展區。一如既往，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，為市民提供本地及海外升學及進修等一站式最新資訊平台。此外，「職業廣場」主題區亦邀請不同行業的公私營企業、機構和紀律部隊參與，憑着廠商會強大的業界網絡，為學生及求職者提供更多機會直接接觸僱主，了解行業最新的發展情況，以作出明智的就業選擇。同時，展會期間將舉辦不同類型的升學及就業活動，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。

By leveraging a meticulously crafted marketing strategy, we are poised to launch captivating campaigns across an extensive array of online and offline media channels, including television, newspapers, magazines, outdoor billboards, direct mail, social media, and online advertising. CMA has also garnered full support from various organizations, including government departments, secondary school associations, education alliances, student councils, and associations. With our professional management team, strong industry network and extensive experience, ensuring that the 30th HKIECE will yield remarkable outcomes.

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為教育及職業展作全方位宣傳。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，以及廠商會專業的管理團隊，相信定必為第30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。

Educational Consultation
即場升學諮詢

Career Consultation
即場就業諮詢

Education and Career Seminars
升學及就業講座



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 candidates, 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

Having numerous renowned overseas, Mainland and local education institutions, and employers as our loyal exhibitors for the Expo, we cherish such good working relationships and we hope to continue this effective platform for everyone.

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

The 30th Hong Kong International Education and Careers Expo

第30屆香港國際教育及職業展

Date : 6 - 7/ 7/ 2024 (2 days)

Venue : Hall 5G, Hong Kong Convention and Exhibition Centre

Time : 11:00a.m. — 6:00p.m.

日期 : 2024年7月6日至7日 (共2天)

地點 : 香港會議展覽中心5G展覽廳

時間 : 上午11時 — 下午6時

Participation Fee 參展費用 :

Standard Booth 標準攤位 (3m x 3m)	Raw Space 空地攤位 (> 18 sqm)
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(3mx3m) : 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 includes booth construction and basic facilities.
2. By 29/3/2024: 25% discount for subscription of the booth(s).
3. 30/3 - 10/5/2024: 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2024年3月29日或之前報名，可獲75折優惠。
3. 於2024年3月30日至5月10日報名，可獲8折優惠。

參加第30屆香港國際教育及職業展的合資格參展商均可向工業貿易署申請「中小企業市場推廣基金」的資助(職業廣場除外)，詳情請瀏覽 www.smefund.tid.gov.hk。

Exhibitors participating in The 30th Hong Kong International Education and Careers Expo are eligible to apply for "SME Export Marketing Fund"(EMF) (except Careers Squares). Please visit www.smefund.tid.gov.hk for details.

Fair Manager 展會管理機構:



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