



# STUDY IN CHINA AT BEGIN EDU FAIRS

Through a strategic partnership with the **China Scholarship Council (CSC)**, the Spring 2025 Begin Edu Fairs in Istanbul and Cairo featured the **Study in China Pavilion** – a high-visibility hub designed to showcase the growing academic prestige and diverse degree pathways available in China. The Pavilion unified **39 of China's top-tier universities**, providing a direct gateway for students in Türkiye and Egypt to explore world-class education and research opportunities in Asia. Begin Group supported the core mission of the China Scholarship Council, a non-profit organisation affiliated with China's Ministry of Education to position China as a top destination for international student mobility.

## KEY FIGURES

**2 cities:** Istanbul and Cairo

**39 exhibitors**

**2,891 registrations**

## Comprehensive event management:

Begin Group managed the Study in China project end-to-end to ensure a seamless, high-visibility national presence. Our support included localised advertising campaigns designed for the Turkish and Egyptian markets, featuring specialised outreach to Chinese-speaking students; full logistical coordination, detailed post-event reporting, and high-quality lead generation to support long-term recruitment goals.

## Benefits for Participating Institutions:

- **Strengthened national identity:** The collective pavilion format enhanced China's brand as a leading global study destination, making the 39 participating institutions a focal point of the exhibition.
- **Highly motivated leads:** Exhibitors connected with a pre-qualified audience through individual online campaigns and dedicated landing pages, resulting in a robust database of students ready for personalised follow-up.
- **Strategic local outreach:** By specifically inviting Chinese-speaking attendees and local scholars, Begin Group ensured that institutions engaged with students possessing the linguistic and academic background necessary for success in China.
- **Seamless logistics:** Begin Group's on-site support allowed university representatives to focus exclusively on student engagement.
- **Institutional synergy:** The pavilion layout encouraged collaboration among the 39 Chinese institutions, amplifying their collective reach and impact in these two key regions.

## Key Event Features

### Pre-event:

- Customised media plan
- Dedicated landing page for Study in China exhibitors
- Localised promotional campaigns with specific outreach to Chinese-language learners

### Event:

- Dedicated exhibition space
- Visitor registration with QR codes
- Presentations and Q&A sessions
- On-site interpreters/assistants

### Post-event:

- Contact lists of registered attendees
- Professional photos



## List of exhibitors:

- Beijing Forestry University
- Beijing Jiaotong University
- Beijing University of Chemical Technology
- Beijing University of Chinese Medicine
- Central South University
- Chengdu University of Technology
- China Information Desk
- China University of Mining and Technology
- Dalian University of Technology
- East China Normal University
- Gansu University of Chinese Medicine
- Guangxi Medical University
- Guilin Medical University
- Harbin Engineering University
- Harbin Institute of Technology
- Harbin Normal University
- Jiangsu Normal University
- Jinan University
- Kunming Medical University
- Lanzhou University of Technology
- Nanjing University of Aeronautics and Astronautics
- Nanjing University of Information Science & Technology
- Northeast Agricultural University
- Northeast Forestry University
- Northwestern Polytechnical University
- Peking University
- Shanghai Jiao Tong University
- Shanghai Ocean University
- Shanghai University of Political Science and Law
- Sichuan Agricultural University
- Sichuan University
- Southern Medical University
- Sun Yat-sen University
- Tianjin University
- Tsinghua University
- Wuhan Sports University
- Wuhan University
- Xi'an Jiaotong University
- Zhengzhou University

