



CHINA ROADSHOW

The only B2B networking event in China that specialises in learning English in the UK.

A photograph of two glowing red Chinese lanterns hanging from a black metal frame. The lanterns are illuminated from within, casting a warm orange glow. The background is a bokeh of colorful lights in shades of blue, green, and yellow, creating a festive atmosphere.

17 – 23 November 2019
Beijing • Hangzhou • Shenzhen



China Roadshow 2019

Looking to increase student numbers from China?

The China Roadshow is the only business-to-business networking event in China that specialises in showcasing UK English language teaching centres.

This year, the event will visit three major Chinese cities: Beijing, Hangzhou and Shenzhen. English UK members will also have the opportunity to continue on to Taipei and Tokyo with the English UK Asia Pacific Roadshow.

Now in its tenth year, the China Roadshow is an established channel for Chinese education consultancies, travel agents and local educational institutions that are actively engaged in the UK ELT sector, to meet new and existing school partners.

Participants receive insights into the Chinese market and trends, as well as briefings from UK Visas and Immigration.

Why you should come

If you are serious about the Chinese market, this is an event you cannot miss.

Participation will help you raise and enhance your profile with extensive support from English UK and the British Council.

The package includes:

- Marcom eSchedule PRO account to schedule one-to-one meetings
- Chinese market briefing
- Six nights' accommodation
- Welcome reception and farewell dinner
- Refreshments and lunches during the agent workshops
- A listing in the 'Learn English in the UK' booklet, circulation 100,000
- Full assistance throughout from the English UK/British Council team.

How to join us

Participation is limited so register your place quickly at englishuk.com/china or contact Siobhan Small at siobhan.small@englishuk.com

The China Roadshow is organised in partnership with



Outline programme

Sunday 17 November	Beijing
18:00 – 19:00	Market briefing
19:00 – 21:00	Welcome dinner
Monday 18 November	Beijing
09:30 – 17:50	Appointment sessions
13:30 – 14:15	Visa briefing for agents
Tuesday 19 November	to Hangzhou
	Travel to Hangzhou
Wednesday 20 November	Hangzhou
09:30 – 17:50	Appointment sessions
13:30 – 14:15	Visa briefing for agents
Thursday 21 November	to Shenzhen
	Travel to Shenzhen
Friday 22 November	Shenzhen
09:30 – 17:50	Appointment sessions
13:30 – 14:15	Visa briefing for agents
Saturday 23 November	
12:00	Hotel check out
Optional	Fly to Taipei for the English UK Asia Pacific Roadshow

Testimonials

"The China Roadshow was an excellent opportunity to meet a wide selection of potential new partner agents in China."

"Thanks to the China Roadshow in 2016, we received £180,000 worth of business for this year!"

"The event was very well organised and attended. In the following weeks we developed new partnerships so feel very positive about our decision to participate."

"It was my second time on the roadshow and once again I learned a lot about the Chinese market and its enormous potential. Thank you to all for organising and running a successful trip."