SPRING 2025 – CHINA OVERVIEW

Shanghai, Guangzhou, Dongguan, Shenzhen

March 23-29

The AEO Tour – China Tour visited 4 cities throughout China (Shanghai, Guangzhou, Shenzhen). We held 12 high school fairs with 14 high schools in 5 days. Throughout the week, we met over 800 students! Below, is a summary of each of the entire week.

SHANGHAI: March 23-25

Most of the group arrived on Sunday afternoon and enjoyed the night off to explore the City Centre of Shanghai. The location of the hotel was great as it was next to lots of shopping and the beautiful scenery of the Bund.

On Monday morning, we departed early for 3 school fairs. The visits got progressively better, fortunately, because the first two were very slow. The first visit was during their break and not too many students showed interest, but we had a few parents turn out, which was great to see. The next visit was during lunch and we were placed in the common room with nearly one hundred students. The engagement was not what we were hoping for, but we were still able to connect with some interested students. The school fed us a wonderful lunch and it was nice to catch up with the counselor. Our last fair was great as a few parents came to attend with their children. After the last school, we returned to the hotel and enjoyed a free night.

On Tuesday morning, we checked out and departed for 3 more school fairs. At the first school, we were greeted with student ambassadors and had our best fair yet. Many parents came and the students were very interested. After the fair, each of the university reps gave a presentation about a unique major and they did a wonderful job! At the second fair, all the grade 9-11 students came for the fair and it was packed. The students were eager to learn more and showed a lot of interest. The school was very supportive and fed us amazing snacks and some of the best donuts I have ever had haha. The last school fair was great as well and we were able to have a nice lunch with the counselors after the fair and catch up. After the last visit, we headed directly to the airport for our flight to Guangzhou.

GUANGZHOU: March 25-26

We arrived late in the evening on March 25 and checked into our hotel in downtown Guangzhou. On Wednesday morning, we left for our first school fair and had a nice turnout with interested students and a few parents. Our second fair was away from the city and located next to a beautiful river. It was a combined school fair with their sister campus and there were nearly 200 students/parents that attended. They fed us a wonderful lunch and

were very hospitable. Both schools planned a career day in conjunction with our university fair and it was a great event. Before the fair, there were a few panels that we participated in about careers, failures & learning opportunities, and new & exciting majors to study. Everyone did a fantastic job and the event was a huge success. We returned to the hotel in the late afternoon and we all enjoyed the free night to shop, explore, and eat dinner in the city.

DONGGUAN: March 27

We checked out early on March 27 and drove about an hour to the neighboring city of Dongguan. We had a great presentation before our multi-school fair with nearly 50 interested students from two nearby schools. The counselors and administration were very hospitable and appreciative of our time as Dongguan doesn't get a lot of visits. After the fair, we had a short break at a nearby mall for lunch and then headed to Nansha for our last fair of the day. We had a few presentations before the fair and the reps did a great job! We stayed a little longer because of the interest among the parents, as many left work early to attend the fair. After the fair, we drove to Shenzhen and checked into the hotel.

SHENZHEN: March 28-29

We had an early morning fair with the first school and each of the reps had a chance to introduce their institutions before the fair. It was a smaller group, but the students that participated were very interested and open. After the fair, we returned to the hotel for a lunch break and then headed out in the afternoon for our final fair of the week. Each of the reps participated in a variety of workshops for the grade 10-12 students and we held a fair after. Many parents attended the event and everyone did a wonderful job! To cap off the week, we enjoyed a fantastic group dinner in the hotel and had a private Chinese dinner. We enjoyed a great conversation with each other and the food was incredible. On Saturday, March 29, the group enjoyed breakfast and all departed their separate ways.

<u>Statistics: China</u>
7 participating institutions: 6 states represented
Number of 4-year colleges: 7
Number of 2-year colleges: 0
Number of school fairs: 12
Number of total students, counselors, & parents seen: 818

FINAL THOUGHTS

This was AEO Tour's first China Tour since before the pandemic and it was a great success. All the schools in China were very eager to host us and were very appreciative of our visit. Most of the fairs were very busy and had the support of many parents. The group of university representatives on the tour did a wonderful job promoting & educating students, parents, and counselors about their respective institutions. My goal for the week was to cast a wide net on a variety of schools throughout Shanghai, Guangzhou, Dongguan, and Shenzhen and I am confident that we did that. I think this will be the first of many great tours in China and I am looking forward to the next one in the fall.