

**U.S. ELECTRONIC EDUCATION FAIR FOR CHINA**  
*LIU XUE USA*

The U.S. Departments of Commerce and State are launching an innovative partnership to promote U.S. higher education opportunities to students in China. Colleges and universities in 25 states plus the District of Columbia are working with the U.S. government in an unprecedented effort to encourage study in the United States in a country with one of the largest student bodies in the world. The initiative, the “U.S. Electronic Education Fair for China,” will inform Chinese students, parents, teachers and advisors about higher education opportunities available in the United States. The project will also to strengthen the understanding between the United States and China, promoting both the economic and diplomatic sides of the relationship.

**Program Highlights**

Launching on November 18, this multimedia approach uses television, the Internet and on-ground activities:

- Two documentary-style 23 minute programs, Mandarin language, produced and aired on local television channels in Beijing, Shanghai and Guangzhou;
- Two minute “shorts” airing 49 times on an international broadcaster with coverage across China;
- A customized Internet “landing page” ([www.LiuXueUSA.cn](http://www.LiuXueUSA.cn), available November 17), which will provide additional information including the latest program schedules and resources about studying in the U.S.;
- DVDs of the programming, which will be distributed at education fairs as well as through the 47 U.S. education advisory centers across China;
- The programming will feature Chinese students talking about their experiences with U.S. higher education. Filming took place in three geographically diverse locations in the United States.
- The initiative was a result of the January 2006 University Presidents Summit on International Education, where university presidents emphasized a desire for the U.S. government to take a more active role in promoting American higher education in the global market.

**Television Broadcast Schedule\***

**Beijing TV 5:**

November 22, 2006	8:30 pm (Episode 1)
November 23, 2006	1:30 pm (Episode 1) and 5:00 pm (Episode 1)
November 26, 2006	6:30 pm (Episode 1)
November 29, 2006	8:30 pm (Episode 2)
November 30, 2006	1:30 pm (Episode 2) and 5:00 pm (Episode 2)
December 3, 2006	6:30 pm (Episode 2)

**Guangdong TV5 2:**

November 25, 2006	10:00 pm (Episode 1)
November 26, 2006	10:00 pm (Episode 1)
December 2, 2006	TBD approx. 3:00 - 4:00 pm (Episode 2)
December 3, 2006	TBD, approx. 3:00 - 4:00 pm (Episode 2)

**Shanghai China Business Network (CBN):**

November 18, 2006	2:00 pm (Episode 1)
November 20, 2006	12:10 am (Episode 1)
November 25, 2006	2:00 pm (Episode 2)
November 27, 2006	2:10 am (Episode 2)

**Phoenix TV:**

Short, two minute programs will be broadcast each day starting November 18. (Exact times TBD)

*\*Broadcast times subject to change. Please consult local TV listings or [www.LiuXueUSA.cn](http://www.LiuXueUSA.cn) for more information.*