



# China Market Subscription

## Improved market understanding and intelligence

**BONARD**, a global market research company and leader in strategic advisory, bespoke data-driven recruitment and networking events in the international education sector, is pleased to provide a **China Market Subscription** for our partners.

The Chinese education market has undergone profound change, and BONARD's annual China Market Subscription, designed for individual education providers, will offer a complex suite of services. These include access to a regularly updated agency database of up to 150 of the best-qualified agencies across T1 and T2 cities;

agency introductions arranged by BONARD; regular market intelligence and digital marketing solutions to facilitate a complex market approach; easier and more efficient development of new partnerships; and a better market understanding and digital presence on the most influential Chinese social media platforms.

### Subscription will include:

- ✓ Agency list for **top New Tier 1 and Tier 2 cities** (with numbers for active agencies)
- ✓ Accessible and up-to-date data on 100–150 agencies across Tier 1 to Tier 2 cities via a shared online database (e.g., **10 cities x 15 agencies**)
- ✓ **Ten introduction meetings** (over a single year) with agencies selected from the online database
- ✓ **Quarterly ad hoc consultation** sessions (to advise how to develop b2b channels)
- ✓ Access to **all city reports** released
- ✓ Complimentary **early access** to all BONARD China market research – reports, webinars, studies, etc.
- ✓ Complimentary analysis of **product and marketing portfolio suitability** for China market (advisory on adjustments)
- ✓ Online **b2b marketing promotion** on BONARD's Chinese social media accounts
- ✓ **A special discount** of up to 30% on BONARD trade missions
- ✓ **Digital marketing** for major social media accounts (WeChat, Weibo)

**Standard price: 7,900 EUR**

**Limited offer: 6,900 EUR**

[Register here](#)

\*To be eligible for the limited offer rate, RSVP by June 15, 2022.



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