



Global
Education
Alliance

Shorelight x GEA Case Study

At a glance

When Shorelight Education entered the Chinese market in 2015, brand awareness was limited and its partner universities faced challenges in competitiveness.

Through an exclusive strategic partnership, GEA helped Shorelight rapidly expand its market presence, strengthen its recruitment network, and establish a strong reputation among Chinese students and agents.

20+

**City
Engagement
Network**

1000
+

**Counselors
Engaged**



**Strategic
Partnership
Since 2015**



**Impact
Innovator
Award Winner**



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 <https://www.geaworld.org/>

 GEA HQ @ Hong Kong Science Park

CHALLENGES



- Shorelight was new to the Chinese market and lacked brand visibility among agents and students.
- Early partner universities had limited recognition and were less competitive in academic rankings and locations.
- Needed a scalable recruitment strategy to accelerate market entry and establish credibility.

SOLUTIONS



- Achieved strong and consistent recruitment growth year after year.
- 2019 marked a record-high enrollment peak through joint campaign efforts.
- Shorelight has since become a recognized leader in U.S. international education among Chinese agents and students.
- GEA was honored with the Impact Innovator Award, acknowledging its outstanding contribution to Shorelight's success.

BENEFITS



1

Rapid Market Expansion

Accelerated Shorelight's entry into the Chinese education market.

2

Enhanced Brand Visibility

Boosted recognition among students, agents, and schools nationwide.

3

Strong Agent Engagement

Built a connected counselor network through training and fairs.

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