



Global
Education
Alliance

UQ x GEA Case Study

At a glance

The University of Queensland (UQ) is one of Australia's most prestigious and globally recognized institutions. Despite its popularity, UQ has faced unique recruitment challenges in China due to the absence of an in-country recruitment team.

Through strategic collaboration, Global Education Alliance (GEA) has become UQ's trusted partner, helping expand its outreach and student recruitment across China.

180+

Local Staff
in China

4000
+

Channel
Partners



Strong
Event
Representation



Outstanding
Platinum
Partner
Award



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



GEA HQ @ Hong Kong Science Park

CHALLENGES



- UQ did not have a local recruitment team in mainland China and relied solely on its Australian office for market engagement.
- Limited in-country visits each year made it difficult to manage a wide network of small and mid-sized agencies.
- Challenges in conducting admissions activities at international schools and Chinese universities, leading to reduced visibility and slower conversion.

SOLUTIONS



As the officially authorized partner of UQ, GEA provided a localized recruitment framework to strengthen the university's presence in China:

- Leveraged 180+ GEA staff and 4,000+ partner agents, international schools, and universities as recruitment channels.
- Provided training, consultation, and customized student recommendations to increase efficiency and quality of applicants.
- Supported UQ's participation in GEA's Annual Global Partners Conference, giving the university access to a large network of educational consultants and high-performing agencies.
- Coordinated international school fairs and local events, ensuring continuous brand visibility across key cities in China.

BENEFITS



Localized Market Presence

1

GEA's in-country resources and agent network bridged the operational gap for UQ in China.

Efficient Recruitment Pipeline

2

Systematic engagement through training, fairs, and partner management improved student conversion.

Brand Recognition & Growth

3

UQ gained greater exposure and credibility among students, agents, and partner institutions.



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