



Prospectus 2010 October

Premium Education International

Choosing Premium is your Premium Choice!

London: Longcroft Centre, 2-8 Victoria Avenue, London EC2M4NS | Tel: +44 (0) 203 206 1211

Shanghai: 31F, Jin Mao Centre, Pu Dong, Shanghai 200120 | Tel: +86 400 666 1553

Content List

1.	Contact	1
2.	Company Profile	2
	2.1 Company Introduction	2
	2.2 Services and Businesses	3
3.	Achievements and History Review	5
4.	Services	8
5.	Co-operations	11

1. Contact

Premium Education International Limited, Companies House Registration Number: 07092225

Registered Address: Longcroft House, 2/8 Victoria Avenue, EC2M4NS, London, United Kingdom



China Office: 31 F, Jin Mao Centre, 88 Century Avenue, Pu Dong, Shanghai 200120



UK Landline: +44 (0) 203 206 1211 / +44 (0) 203 206 1212

China Landline: +86 400 666 1553 (Free Phone) / + 86 (0)21 6089 6216

FAX: +44 (0) 203 206 1101 (UK) / +86 (0) 21 2890 9999 (China)

Email: enquiry@peinternational.co.uk (UK) / china@peinternational.co.uk (China)

Website: www.peinternational.co.uk (UK) / www.peccn.com (China)

UK: Longcroft House Center, 2/8 Victoria Avenue, London EC2M4NS, + 44 (0) 203 206 1211

China: China Office: 31 F, Jin Mao Centre, Pu Dong, Shanghai 200120, + 86 400 666 1553

2. Company Profile

2.1 Company Introduction

Premium Education International Ltd., Known as P.E.I. is a one of the most professional registered consultation providers in the UK specialize in a wide range of services within the field of UK. We manage and aim to provide quality education consultancy service to anyone who has interest and intension in studying in UK, supporting with providing advice of immigration and career development. We always believe in that out privileges and reputations are built up on our professionalism, experiences and commitments to our duties.



P.E.I. was officially found in 2009. We have more than 3 years of education counseling experience, only back in 2009 that we decided to put together all of our resources and expertise within such field to form the organization. Up until today, we have established the matriculation strategy relations with numerous of universities in the UK. Our entire education consultancy services are carefully designed managed by our highly qualified and experience staffs; moreover, we also have established a long-term cooperation with our partnership with immigration consultancy institutions to form an even stronger company basis. We aim to provide highly qualified, professional and efficient to our client, we place special stress on understanding, exchanges and cooperation of each member of our staffs. We are very proud to say that, at the present stage, we have secured a solid and stable customer base from numbers of UK cities, which has not only enabled us establish a good brand image nationwide but substantially strengthened our place in the education market in 2010. At present, P.E.I. has been the one of the most influential and professional education consultancy providers in UK.

In early March 2010, our overseas branch was successfully established in Shanghai, China, to

UK: Longcroft House Center, 2/8 Victoria Avenue, London EC2M4NS, + 44 (0) 203 206 1211

China: China Office: 31 F, Jin Mao Centre, Pu Dong, Shanghai 200120, + 86 400 666 1553

help fully capture the opportunities from the enormous market; we recruit the most experienced marketing consultants and experts to work on our continuous marketing campaigns. With our aims to achieve the most trust-worthy brand name within the education consultancy industry across East Asia and the UK, we will be highly focusing on the quality of services we provide to our clients and the businesses involved with our partners; our highly trained consultants and experts are always standing by the front-line.

2.2 Services and Businesses

Premium Education International Ltd. was established to assist non-European students already in UK who are looking to explore the higher education opportunities available to them. We have come across cases of which students who have spent several years in UK but often come and seek for assistance in finding the most suitable university or college for themselves, or guidance throughout application procedures.

Our head office is based in advantageous location near Liverpool Street in Central London, with easy access to all national railways and metropolitan underground lines. Our office in Shanghai is also located in the heart of the city to give a prestigious image.

Our company is equipped with training and test facilities, which enable our company to be authorized as a test centre on behalf of institutions when the candidates are required to undertake pre-assessment tests.

Our consultants are well trained to assist overseas students regardless to their nationalities and languages; Up to today, over 30 nationalities of students have come to us for our education consultancy services and career development.

Most of our education counseling services provided are free to students. All of our consultants are well trained to give impartial and informative advice on a variety of topics relevant to studying in the UK. They help students to discover their personal characteristics, advantages and disadvantages so that students make an informed decision on which level of education is suited to them, what they should study, which school or university can best benefit their future careers and where to study.

We provide:

1. Quality-assured education consultant service leading to high school, undergraduate and postgraduate study for those who has various academic backgrounds.
2. Guaranteed successful application for a variety of courses provided by a wide range of education institutions in the UK.
3. Excellent one-to-one language training course.
4. Highest levels of consultancy services and one-to-one support.

Meanwhile, we provide additional services in the following area:

1. Up-to-date information on courses available.
2. Help with choosing the right university, college or school.
3. Assistance with completing application materials.
4. Details on residential accommodation.
5. Information on scholarship and successful application for scholarship.
6. Support with providing visa application on the basis of our partnership with immigration consultancy institutions.
7. Support and advice throughout the study of each student.
8. Immigration and employment advice on the completion of the courses of our students.

3. Achievements and History Review

Alongside our major success within the education recruitment industry, we are also proud of what we have been able to accomplish and achieve within other areas up until now; 2010 is a break-through year to our company as we started setting our foosts in other business areas. We are working even harder on this basis at the moment to plan some even more comprehensive and effective marketing strategies and planning to further expedite and stabilize our business expansion and developments in the coming future.

2008 -2009: Joint-establishment of a first Chinese London Voucher Map with Sea Moon Media Co. Ltd.; the product contains multi-information that is helpful to overseas students as a London guide, information including shopping, restaurants, sightseeing spots, travel, and various consumption vouchers are attached to each map for use. We planned a comprehensive distribution network in major UK cities so as to effectively distribute and promote the product. It has indeed, become a very popular and controversy product amongst students.



March 2010: Our Shanghai, China office was opened, which has dramatically helped us to effectively expand our customer base, extend our marketing campaigns in East Asia countries, and significantly strengthened our market place and reputation in the first 6 months after opening. With such initial success, we are now working even harder; intense marketing campaigns are being implemented and undertaken at present to make sure our brand name and business get a substantial recognition in the East in the coming couple of

UK: Longcroft House Center, 2/8 Victoria Avenue, London EC2M4NS, + 44 (0) 203 206 1211

China: China Office: 31 F, Jin Mao Centre, Pu Dong, Shanghai 200120, + 86 400 666 1553

years.

July 2010: We hosted the first on-line photography competition, named as ' LOVE UK Photography Competition'; it received very positive reaction from numbers of overseas people in the UK who are from a variety of backgrounds, whether they are professional photographers or only do it as a personal hobby, this competition has helped them to share their experiences in the UK, to share their feelings and emotions in lives through the photos that are demonstrated in the competition, as well as exchange of photography techniques and opinions throughout the time. This activity is purely non-profitable as we only hope to create and provide a mutual platform for people to be able to share experiences and get connected in a social way.



August 2010: We are very pleased to announce that our company has formally been upgraded from originally Premium Education Consultancy Ltd. to Premium Education International Ltd. Since we are now a company that has it's an international presence.

Other remarks:

In May 2010, we became a partner of Money Gram - a well-known company which deals with international currency transactions; we hope to further accommodate our clients with more diverse services as we expand our businesses.

In Sep 2010, we became a master agent of Auracall, a telecommunication company that

operates in the UK who provides several of telephony services. This again, helps us to diversify our business in order for us to provide full range of services besides education consultancy service.



4. Services

4.1 University Application Consultancy

Our specialists are devoted to provide quality consultancy services to students, on courses including Language Schools, Foundation, Undergraduate, Pre-Master, Master programs, etc. The cooperation between our UK and China offices ensures the efficiency and effectiveness for each application. Our university application service is packaged with assistance in accommodation arrangement, airport picking up service, free UK phone number, and further consultancy on progression or transfer of study.

4.2 Visa Application Consultancy

All Premium Education consultants are experienced in education consultancy and thus we have a deep understanding of policies and rules of the UK immigration. We are professional in assisting students to organize Visa application documents, whether you are in the UK or China.

4.3 Organization and Translation of Documents

We deeply understand a successful university application or Visa application depends on the accuracy and professionalism in documents that our students prepare. Therefore, we tailor the organization and translation of documents to students' academic backgrounds, personalities, and special abilities.

4.4 UK Summer School and Winter School

Our UK summer school and winter school are normally arranged in July, August, and January every year. Packages include more than 20 cities and 25 universities.

4.5 Exchange Programs between UK and Chinese Universities

Thus far, we have built long-term cooperation with more than 60 education institutions in China and more than 110 education institutions in the UK. Thus, we yearly launch exchange

programs between UK and Chinese universities.

4.6 Language Training Programs

At the first stage of consultancy, we undertake a thorough assessment of the English level for our students, and set training targets for them to improve their English ability to the entry requirement of courses which they apply. So far, we have built partnership with more than 30 language training schools in China offering more than 200 types of English Language courses tailored to students at a variety of English levels.

4.7 Accommodation Arrangement and Airport Picking Up Service

Accommodation will be the first issue that a student faces when he/she arrives at university. In order to solve this problem, we are currently cooperating with more than 20 property agencies to ensure successful arrangement of accommodation for our students. Also, our airport picking up service can ensure our students who are not familiar with the UK transportation travel to their schools from the airport.

4.8 International Financial Services and Internship

In China, bank statement is an important issue for students who are going to apply for UK Visa. Therefore, more than 15 of our co-operational financial institutions in China can ensure our students provide proper financial Visa documents to the UK embassy. Besides, our students can obtain internship in our co-operational financial institutions.

4.9 Premium Telecom

We provide a free UK phone number to our students in China, plus assistance in Top-up service. Students will have 500 local free minutes and 60 international minutes after the first Top-up.

4.10 Vouchers for Purchase in Chinese Shops in the UK

We are now launching our membership system for our students. They are being offered a

voucher with which they can have up to 50% discount in purchase in Chinese shops in the UK, including catering, supermarkets, salons, accommodation, etc.

Premium Education 优越教育

5. Co-operations

5.1 Current Co-operative Institutions and Organisations

Co-operative Universities:

Essex

Swansea

Portsmouth

Chichester

Plymouth

Northumbria

Hertfordshire

Sheffield Hallam

Coventry

Bedfordshire

Winchester

Staffordshire

Central Lancashire

Teesside

Sunderland

Roehampton



Glamorgan

Canterbury Christ Church

Middlesex

Greenwich

Thames Valley

Buckinghamshire New



5.2 Co-operative Groups:

Study Group

Bellerbys colleges

Embassy CES

Navitas

Kaplan

Cambridge Education Group



5.3 Co-operative Colleges:

Chichester College

London School of Business and Finance

Ethames College

London School of Commerce

Avalon School of English

Cambridge Regional College

City of London College

Leicester Montessori College

London School of Scholars

David Game College

College of Technology London

4.4 Other co-operative partners:

Pearson Test of English (PTE)

Money Gram

Auracall