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FOR IMMEDIATE RELEASE

ECE Launches Chinese Website

ECE expands online presence in China

Milwaukee, Wis. – March 12, 2021 – [Educational Credential Evaluators, Inc.](http://www.ececredentialevaluation.com/) (ECE®), a nonprofit organization that evaluates foreign educational credentials, recently launched <http://www.ececredentialevaluation.com/>, a new website created specifically for the Chinese market.

The new website will provide information about credential evaluation reports, documentation requirements, and ECE’s 40-year history of providing credential evaluations to international students.

Last year ECE also launched an official WeChat account, which is the largest social media platform in China.

“Chinese students make up the largest population of international students in the United States and second largest in Canada. Together, these platforms give ECE expanded reach in China,” said Leigh Lane Peine, ECE Senior Director of Marketing. “Many familiar platforms like Google, Facebook, and YouTube are blocked in China, making it difficult for organizations in the U.S. and Canada to reach this market. This new site should give our brand, already recognized, a boost in this important market.”

ECE has seen an increase in the number of Chinese students ordering reports and expects that trend to continue as sentiment for an education in the U.S. and Canada remains strong.

About Educational Credential Evaluators

Educational Credential Evaluators, Inc. (ECE) is a 501(c)(3) nonprofit located in Milwaukee, Wis. Founded in 1980, ECE evaluates foreign educational credentials of individuals for the purposes of studying or working in the U.S. and studying in Canada. ECE reports give individuals from other countries the recognition they deserve for education completed in their home countries and give higher education institutions, employers, healthcare organizations, and licensing boards confidence that educational equivalencies between countries are accurate. ECE’s mission is to promote the betterment of individuals’ lives and society by ensuring that educational qualifications are fairly and accurately recognized across borders. Launched in 2016, ECE Aid is a charitable initiative developed to provide free evaluation reports for vulnerable and displaced populations. In addition to providing reports, ECE team members provide ongoing training and support to the international education community.

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