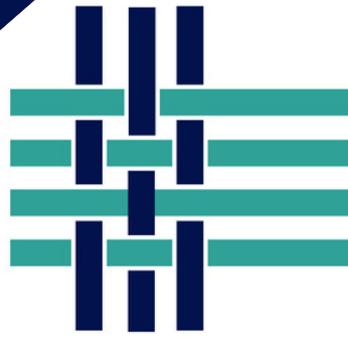


# Ting Xu



**Global  
Threads  
Local Ties**

SIEBA HUI 25-26 JUNE 2024

## Speaker Bio:



**Director of International Students,  
Sacred Heart College Auckland**  
Topic: Marketing in China - Case  
Studies

Ting Xu is the International Director at Sacred Heart College in Auckland. Ting has been in the school sector involving international education for over 20 years and he has extensive experience managing a successful international programme at Sacred Heart College.

During his time at Sacred Heart, the College has consistently maintained its full capacity for International Fee-Paying students and survived the tough period during Covid.

Ting has years of successful marketing experiences in China, as well as other east Asian countries and regions. He is happy to share his knowledge with you on collective marketing, agent & parents' relationship building, and monitoring and understanding markets and parent & agent preferences, particularly in the Chinese markets.