

June, 2025

PROPOSAL

TO HOST THE 2026
INTERNATIONAL ECONOMICS OLYMPIAD
IN SUZHOU (CHINA)



Dear IEO Committee,

We are NexGen Education Hub, a leading educational organization in China dedicated to promoting financial literacy and economic education among high school students.

As a long-term partner of the International Economics Olympiad (IEO) in China, NexGen is excited to submit our application to host the International Economics Olympiad in 2026.

We are confident that we can deliver an outstanding event in collaboration with International Business School Suzhou (IBSS) at Xi'an Jiaotong-Liverpool University (XJTLU) in Suzhou.

IEO's Country Partner in China: NexGen Education Hub

Full Name: NexGen Education Hub

Short Name for Publicity: NexGen

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Official Email: ieo@inghub.org.cn

Contact Number: contact the IEO China Coordinator

Contact Information of Head of the Organization

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- jdong@ieo-official.org (for IEO External Relations)
- Phone: +86 13816534926

About NexGen

Mission and Objectives:

Our mission is to empower the next generation through transformative learning experiences that combine academic rigor with global relevance.

- Promoting financial literacy and economic education among Chinese youth, equipping them with critical thinking skills and real-world understanding.
- Fostering East-West cultural exchange and mutual understanding, becoming a hub where young people engage across borders, share perspectives, and grow as global citizens.
- Supporting students in their academic and career development through international competitions, academic events, and innovative learning programs that broaden horizons and inspire excellence.

Human and Material Resources

- Team of highly qualified professionals graduated from world top universities like HUST, FDU, ZJU, Columbia University, Northeastern University, CASS Business School, etc.
- Extensive network with over 500 schools across 25 provinces in China.

Financial Model and Income Sources

- Revenue generated from educational programs including oversea and domestic camps, competitions, trainings etc.
- Fundraising through sponsors, grants, and educational collaborations.
- Partnerships with universities, enterprises, hundreds of local schools, and government education bodies.

IEO 2026 Co-Host: XJTLU IBSS

About International Business School Suzhou (IBSS)

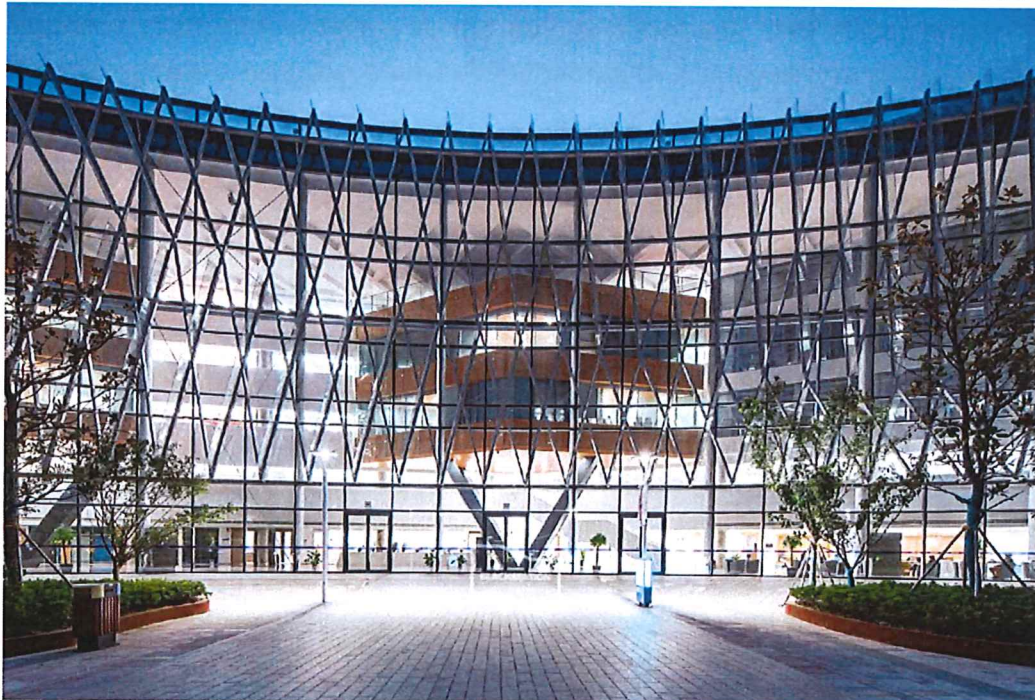
Founded in 2013, International Business School Suzhou (IBSS) at Xi'an Jiaotong-Liverpool University is the largest English-language business school in China, as well as one of a small and prestigious group of Triple Crown Accredited business schools worldwide.

Situated among tens of thousands of domestic and international businesses in the innovative Suzhou SIP district, IBSS forms a bridge between China and the world with its unique blend of Chinese and international academic practices.

IBSS offer a British education system with Chinese characteristics, combining international expertise with local relevance. Their experienced academic staff are highly international, and 100% of IBSS academic staff possess overseas doctorate degrees and/or work experience.

IBSS programs also feature accreditation by international organizations such as the Association of Chartered Certified Accountants, the CFA Institute, the Chartered Institute of Management Accountants, CPA Australia, the Institute of Chartered Accountants in England and Wales, the Institute of Singapore Chartered Accountants, the Institute of Management Accountants, the International Project Management Association, etc.

Website: <https://www.xjtlu.edu.cn/en/study/departments/international-business-school-suzhou>

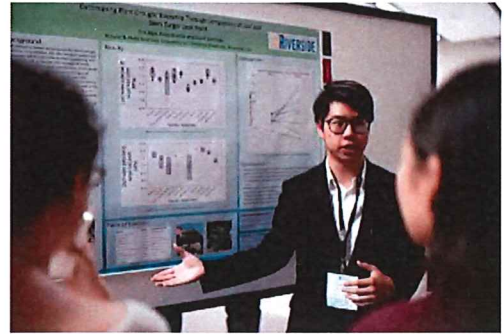
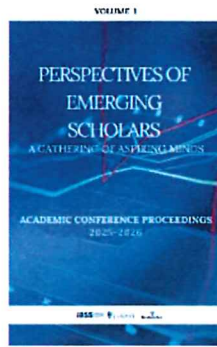


MAJOR ACADEMIC PROGRAMS HELD BY NEXGEN & IBSS

PESI (Perspective of Emerging Scholars Initiative)

<https://mp.weixin.qq.com/s/4Lc4pDZ-oTre0Odr4n8Mbg>

- Jointly developed by IBSS and NexGen, this international academic writing program aims to enhance data analysis skills through real-world business topics and provides systematic training in academic writing and research publication.



SPARKdtc (Design Thinking Challenge)

<https://mp.weixin.qq.com/s/XSv0eqGVpcvTKBUPrwUMHw>

- Co-organized with IBSS to foster innovation and creativity in business.



SPARK Design Thinking Challenge 2024 in IBSS

Educator Forums

<https://mp.weixin.qq.com/s/lKoxiuQ53ilGwmD0EvTqNA>

- Host annual educator forum: IBSS x NexGen Educator Forum, bringing together education professionals.



Educator Forums hosted with IBSS

PLAN: INTERNATIONAL ECONOMICS OLYMPIAD 2026

Proposed Dates

July 12 to July 21, 2026 (10 days, aligned with preferred IEO schedule).

Day	Date	Programme	Venue
1	July 12th	Arrival and Welcome	Airport-Apartments
2	July 13th	Opening Ceremony	IBSS
3	July 14th	Economics Examination	IBSS
4	July 15th	Financial Literacy Examination Cultural Activities on campus	IBSS
5	July 16th	Cultural Day	Around the city
6	July 17th	Business Case Preparations	Apartments
7	July 18th	Business Case Presentations	IBSS
8	July 19th	Moderation	IBSS
9	July 20th	Closing Ceremony	IBSS
10	July 21st	Departures	Apartments-Airport

Important Notice

- This time slot is fixed and cannot be changed, as the school will host major graduation events in the following week, making the campus and nearby hotels very busy.
- Due to the growing number of participating countries in the IEO, and in order to ensure fairness and integrity across all competition components while reducing operational complexity, IEO 2026 will require all delegations to participate **in person** according to IEO CO's requirement.

Venue: XJTLU International Business School Suzhou (IBSS)

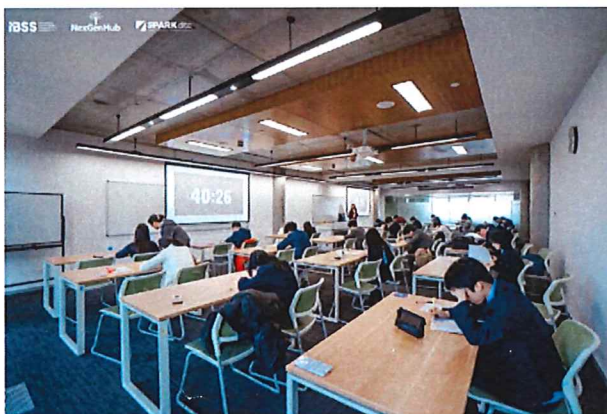
IBSS boasts excellent teaching facilities, study areas, as well as research and computer laboratories. There are 40+ classrooms of varied sizes, including 11 Harvard-style lecture theaters and a large auditorium with an audience capacity of up to 470 people.

Auditorium, fitting up to 470 people



40+ classrooms, capacity from 30 to 170

- Venues and table setups that can accommodate the needs of multiple sessions.



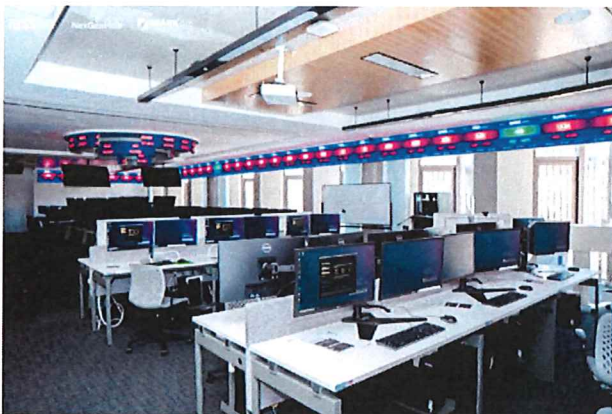
IBSS Building

- Equipped with numerous public areas that provide participants with space for both activities and rest.



IBSS Trading Floor

- The IBSS Trading Floor at XJTU is a cutting-edge facility equipped with Bloomberg terminals, offering students real-time market experience. As part of the Bloomberg Experiential Learning Partner (ELP) program, it connects IBSS with over 1,200 top institutions worldwide.



Potential Members of the Management Committee and Their Roles

Dr. Eddy Fang

- Role in the Organization: Dean of IBSS
- Role in the Management Committee: Strategic planning overall management representing IBSS

Jiajia Dong

- Role in the Organization: Founder and Chief Executive of NexGen
- Role in the Management Committee: Strategic planning and overall management representing NexGen

Dr. Ye Bai

- Role in the Organization: Head of IBSS Department, Economics
- Role in the Management Committee: Academics and Faculty Support (IBSS)

Pinpin Jiang

- Role in the Organization: Senior School Manager of IBSS
- Role in the Management Committee: Resource coordination (IBSS)

Kedi Yu

- Role in the Organization: School Senior Administrator of IBSS
- Role in the Management Committee: Program Liaison (IBSS)

Jiazi Chen

- Role in the Organization: EA to Dean of IBSS
- Role in the Management Committee: Program Liaison (IBSS)

Trista Yuan

- Role in the Organization: Project Management Director of NexGen
- Role in the Management Committee: Project Manager, Communication with IEO CO

Chancy Chen

- Role in the Organization: Business Development Director of NexGen
- Role in the Management Committee: Partners and Sponsorship, Communication with IEO country partners

Fee

NexGen and IBSS will jointly cover the core operational costs of hosting the IEO 2026. As Suzhou is located in close proximity to Shanghai, the overall cost of hosting is relatively high. All manpower and staffing support will be fully provided by us.

Based on our current financial planning and projections, our total budget unfortunately does not allow us to provide free accommodation and meals for all participants. However,

we have made every effort to secure affordable and flexible logistics options to meet the diverse needs of our participants.

Participation Fee: approximately USD \$350/person, same for the Team Leaders.

The final fee structure will be announced soon. Please refer to the official announcement for the exact details.

Accommodation (covered by participation fee):

Stay in a student dormitory near the venue. 9 nights of accommodation in a private single room, breakfast **not** included. Detailed information about the dormitory conditions is provided below. Available to all contestants and team leaders.

Meals:

Welcome dinner and farewell session with snacks and drinks would be provided by official host. Apart from that, meals during the competition period will **not** be provided centrally. Instead, participants will have access to multiple dining options on the university campus or nearby, including Chinese, Western, and Halal restaurants. The average meal cost ranges from USD \$4 to \$10 per meal, allowing participants to choose according to their preferences and enjoy a diverse range of local cuisine. This flexible approach also helps avoid potential food waste and logistical issues, especially during the hot summer months.

In summary, the estimated basic cost per person for the full competition period in Suzhou — including accommodation and meals — will range from approximately USD \$450 to \$550 per person.

Accommodation Details

Dormitory Apartment

- Each apartment is shared, with individual bedrooms featuring en-suite bathrooms, study desks, built-in wardrobes, and a small enclosed balcony. Shared areas include an equipped kitchen, living area, and laundry facilities.



- The Apartments are located approximately 10–15 minutes' walk from IBSS, offering great convenience for students and taking part in IEO 2026. The area is well-equipped with restaurants, supermarkets, cafes, and other daily necessities, providing a comfortable and accessible living environment for participants.

- **The dormitories do not provide Wi-Fi.** We strongly recommend that participants purchase a tourist SIM card at the Shanghai International Airport. These cards typically include 30GB of domestic data and 200 minutes of voice calls, costing about 17 USD per card. During the competition, for any academic research purposes, we would suggest that participants utilize the campus Wi-Fi. We could also assist with renting a portable Wi-Fi device if it is urgently needed.

Hotel

- Guests, jury members, EB members, and some of CO members will be accommodated in hotel nearby if necessary.



Canteen

Students and Team Leaders attending IEO 2026 are responsible for their own meal expenses.

- Considering the event's location in Suzhou—a city renowned for its convenient transportation and abundant dining options—participants will have the opportunity to explore and enjoy a wide variety of authentic Chinese cuisines as well as international flavors. This flexibility allows everyone to select meals that best suit their tastes and dietary needs.
- On campus, IBSS provides both Chinese and Western dining facilities, offering diverse menus designed to meet a broad range of preferences and requirements.





- Meals at IBSS are very affordable, typically ranging from \$3-5 (Chinese style) to \$5-10 (western style) per meal, making dining both convenient and budget-friendly. Over the 10-day event, participants can expect to spend approximately \$100-150 on food.

Volunteer

We plan to recruit approximately 30 volunteers from XJTLU to support the event. Their main responsibilities will include assisting with the setup and smooth running of academic sessions, such as managing registration, guiding participants, distributing materials, and supporting speakers.

Students of XJTLU come from diverse international backgrounds and possess strong English communication skills, ensuring effective support throughout the event. Thanks to our longstanding collaboration with IBSS, we have established a reliable recruitment channel, and experienced volunteers from previous events will be given priority consideration.

Suzhou's Cultural and Tourism Resources

Suzhou is a historic city in eastern China with over 2,500 years of rich cultural heritage, famous for its classical gardens and canals. At the same time, it is a modern economic hub known for its advanced industry and international business, perfectly blending tradition with innovation.

Cultural Day Activities

Considering that students have 1 full day dedicated to cultural day activities during their visit, we will carefully design the following program to offer an immersive and meaningful experience. Our goal is to provide both students and team leaders with a deep understanding of China's rich history, vibrant culture, and rapid economic development through engaging and interactive activities.

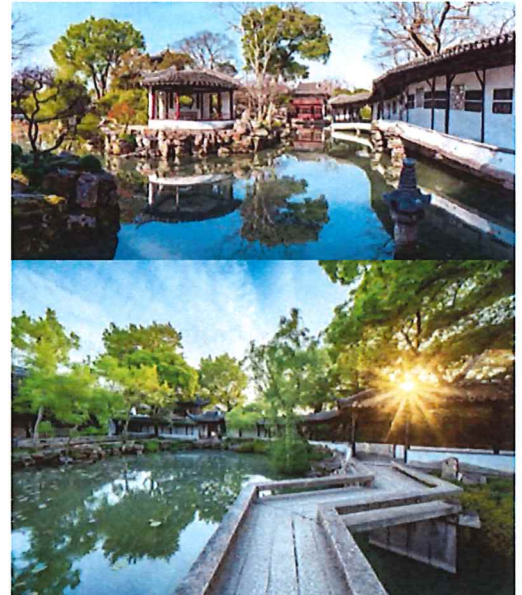
By exploring Suzhou's renowned heritage sites, experiencing traditional arts, and participating in cultural exchanges, participants will not only broaden their global perspectives but also build lasting memories of friendship and mutual respect.

Cultural day activities to consider:

- Humble Administrator's Garden

As one of the four greatest classical gardens in China and a UNESCO World Heritage Site, the Humble Administrator's Garden reflects the pinnacle of Jiangnan-style garden design. Built during the Ming Dynasty, the garden features elegant pavilions, meandering corridors, lotus-filled ponds, and carefully arranged rockeries, creating a poetic landscape that integrates nature and art.

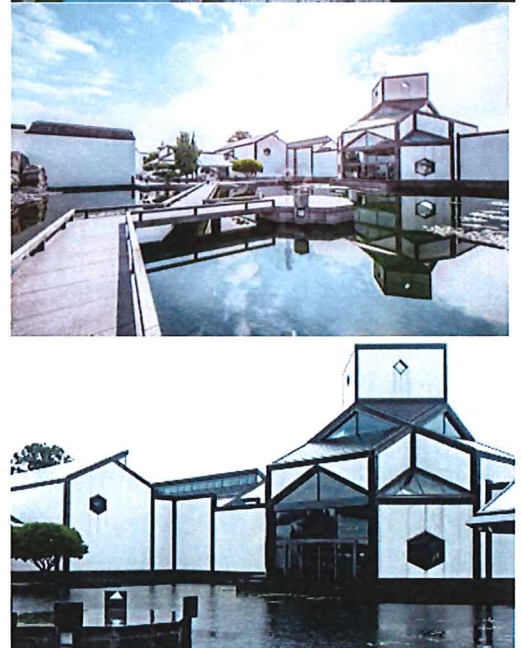
Students will explore the garden with a guided tour, learning about Chinese garden philosophy and taking photos in this serene environment.



- Suzhou Museum

Designed by world-renowned architect I.M. Pei, the Suzhou Museum is a modern architectural marvel that harmoniously blends with Suzhou's traditional architectural style. The museum houses a rich collection of ancient Chinese paintings, calligraphy, ceramics, and artifacts that reflect Suzhou's deep historical and cultural heritage.

Guided visits will highlight exhibits on Suzhou's cultural heritage, followed by time for exploration and discussion.



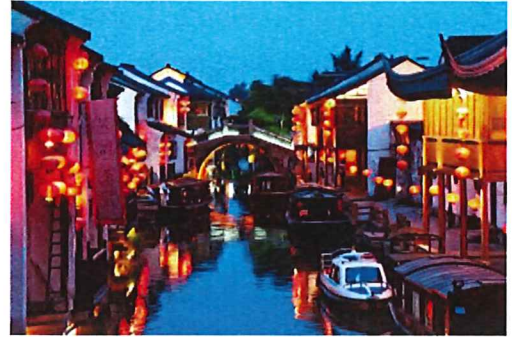
- Pingjiang Road Historical District

Pingjiang Road is a well-preserved canal-side street that embodies the essence of old Suzhou. With its stone bridges, white-walled houses, and cobblestone alleys, the district presents a living museum of Suzhou's past. Along the way, visitors



can find family-run teahouses, craft shops, traditional residences, and local street food stalls.

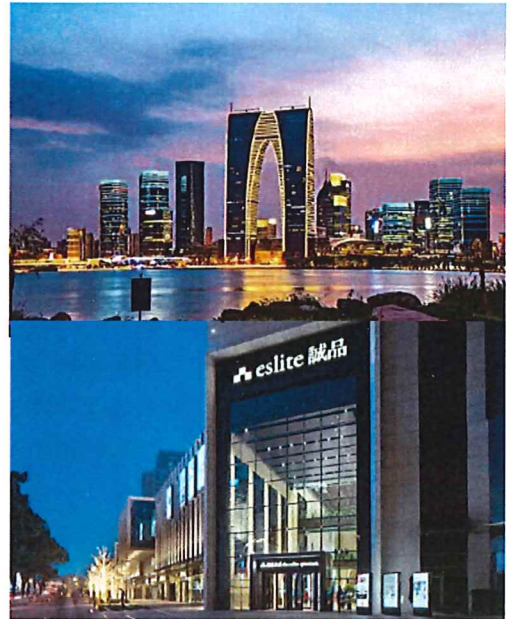
Participants will stroll along the canal, visit traditional shops, and enjoy authentic local snacks, experiencing the daily life of historic Suzhou.



- Jinji Lake CBD & Culture and Arts Centre

This lakeside central business district represents Suzhou's "new face" – a blend of finance, tech, and the creative economy. The Suzhou Culture and Arts Centre nearby hosts exhibitions, film festivals, and architectural landmarks.

Students can walk along the lakeside promenade, view examples of urban renewal, and visit public art spaces. This is ideal for discussing urbanization, public-private partnerships, and city branding.

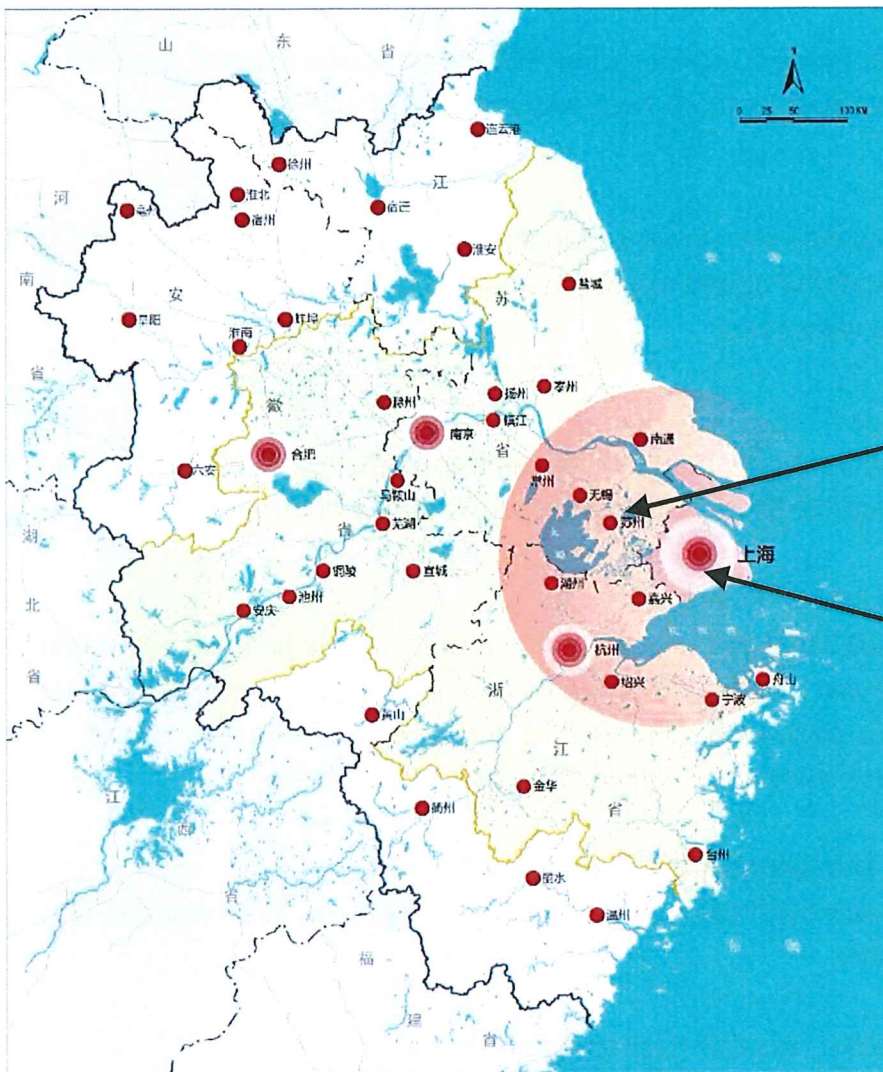


Accessibility and Transportation

Suzhou is well connected with convenient transportation options for international participants. While Suzhou does not have a major international airport, it is easily accessible via nearby airports such as Shanghai Pudong International Airport (PVG) and Shanghai Hongqiao International Airport (SHA), both serving direct flights from major cities across the world, including the United States, Europe, Australia, and Southeast Asia.

For participants arriving in Shanghai, there are multiple transfer options to Suzhou, including high-speed trains, airport shuttles, and private transfers. The high-speed train from Shanghai to Suzhou takes approximately 30 minutes, providing a fast and comfortable connection.

We can also arrange transportation from Shanghai airports to the event dormitories/hotels during specific time windows, and encourage participants to make their own arrangements outside of these times if needed.



Suzhou
Where XJTLU IBSS, our
venue locates

Shanghai
All international flights arrived in
Shanghai (SHA or PVG)

Network and Communication

Due to China's network environment, we understand the importance of having reliable internet access. However, please note that the campus network currently does NOT allow access to international websites and services such as Google and ChatGPT. Therefore, we strongly recommend that foreign participants consider using their overseas mobile data as a hotspot to access unrestricted internet, as the connection then is not subject to the domestic firewall.

OPERATION AND FINANCIAL PLAN

1. Accommodation Costs

The hotel costs for participants (5 participants and 2 team leaders) from each accredited country will be covered by the respective countries. We will start collecting the participation

fees and booking the rooms at least six months in advance, as the summer holiday is peak travel season in China.

Hotel accommodation costs for judges, guests, some EBs (who need support), and CO representatives will be covered by the official host, around 10 rooms in total.

2. Meals Cost

Participants are responsible for their own meal expenses as explained above. Over the 10-day event, participants can expect to spend approximately \$100-150 on food, based on typical university student meal standards.

3. Transportation within the Host City

Transportation will be provided for designated individuals from the airport to the the apartments, as well as for group transfers between locations during cultural activities.

4. Participation in Social and Cultural Activities:

All attendees will have their participation in social and cultural activities fully arranged and sponsored by official host. We are planning to organize a Global Village event on campus, as well as a full-day off-campus excursion. The specific activities will be designed with consideration of factors such as weather conditions and overall feasibility.

5. Medals, Trophies, Awards, and Certificates:

All medals, trophies, awards, and certificates will be produced by the official host and only for teams participating in person.

6. Travel Expenses for some EBs, and CO Representatives

At this stage, we can confirm that we will be able to support international airfare for 6 to 7 representatives traveling to China with a total budget of around 6000 USD. In addition, hotel accommodation during their stay in China will be fully covered by the official host for guests whose participation has been approved by the budget committee.

7. Technical Costs for Organizing Stages

The official host will bear all technical costs related to organizing the IEO stages, including but not limited to office supplies, multimedia equipment, and refreshments during the competition mainly for the organizing committee members and IEO Executive Members and Central Office Members.

8. Venue and Equipment Provision

Official host will provide venues and necessary equipment for the opening ceremony, briefings, competition stages, discussions, and award ceremonies.

Social gathering spaces will be arranged for participants to enjoy free time with their team leaders during competition breaks. Meeting rooms will also be provided for the International Board (IB) and jury sessions.

9. Promotion and Marketing

We will design exclusive souvenirs and promotional materials for participants and partner institutions (offline participants only). During the event, a professional photography and videography team will provide full coverage of key moments and highlights.

We will also extend invitations to key guests and aim for broad media exposure to enhance the visibility and impact of the competition.

10. Personnel Support

The entire process of project initiation, preparation, execution, and wrap-up is expected to involve a team of over 10 people working across a full year. The associated manpower costs, which are estimated to be in the hundreds of thousands dollars will be fully borne and absorbed by the official host.

Knowledge Partners and Funding Sources

NexGen and IBSS have extensive experience in collaboration and content development for competitions. For the development of the IEO Economics Test, Business Case, and Finance Test—particularly the Business Case—we are considering partnerships with external consulting firms or influential local businesses to create a unique and impactful case. We expect to finalize the direction for the case development by May 2026.

NexGen and IBSS have both allocated dedicated annual budgets for the successful delivery of IEO 2026, each having completed internal approval procedures. In parallel, we will begin reaching out to potential sponsors to help offset part of the event costs and enhance the overall quality of the experience. Our target is to secure between USD 20,000 to 30,000 in combined financial and in-kind sponsorships.

We will ensure that all sponsorship partners are aligned with the values of IBSS and NexGen, and fully compliant with relevant school policies and regulations.

Potential partners include: Mercer, PwC, ACCA, Dow, HSBC, Vita, Pantry's Best among other

CONCLUSION

Suzhou is uniquely positioned to host the IEO 2026, boasting a rich cultural heritage, vibrant economic development, advanced infrastructure, and strong support from local government and educational institutions. As a city that perfectly blends tradition with

innovation, Suzhou offers an inspiring environment for international academic exchange and cultural collaboration.

NexGenHub, in partnership with Xi'an Jiaotong-Liverpool University International Business School Suzhou, is committed to delivering a world-class event that not only upholds the excellence and prestige of the IEO but also provides an enriching experience for all participants. Together, we will ensure a seamless organization, high-quality competition, and meaningful cultural activities that highlight Suzhou's unique charm and global outlook.

Thank you for considering our application. We eagerly anticipate the opportunity to welcome the IEO 2026 to Suzhou and create a memorable and impactful event for the global community.

Sincerely,
Jiajia Dong
NexGenHub
Email: jdong@inghub.org.cn

