



The Hanoi Fair:

Working for the Asia Pacific

Tuesday 16 – Friday 19 November 2010

InterContinental Hanoi Westlake



The Hanoi Fair



Quality in international student recruitment

The Hanoi Fair will bring together accredited UK English language centres and study abroad agents in a sublime waterfront resort on the banks of the city's West Lake. Participation is limited to just 70 organisations (30 educators and 40 agencies) and is only open to English UK member centres and selected top quality agents from the Asia Pacific. The Fair is organised by the English Language Promotions Group, which comprises the British Council, English UK, UK Trade & Investment and VisitBritain.

Working for the Asia Pacific

The Asia Pacific is a key region for ELT. Accredited UK English language centres are actively looking to increase business from across the area. The Hanoi Fair will attract the full range of providers, from private language schools to educational trusts and charities, further education colleges and universities. Study abroad agents and educational consultants will represent key markets in the Asia Pacific including (but not limited to) China, Hong Kong, Indonesia, Japan, Korea, Taiwan, Thailand and Vietnam.

A unique opportunity

The Hanoi Fair will be the sixth workshop to be jointly organised by the British Council, English UK, UK Trade & Investment and VisitBritain. The success and popularity of these fairs is based on their unique small size and friendly atmosphere. The programme of social events and one-to-one appointments in a relaxed resort setting gives educators and agents the opportunity to get to know each other and develop long-lasting productive partnerships.

How to register

To register for the Hanoi Fair contact Jodie Gray at English UK on jodie@englishuk.com.

Package offered

The package includes accommodation for 3 nights at the InterContinental Hanoi Westlake, Welcome Reception, workshop sessions and eSchedule Lite account, seminar programme, lunch on Wednesday and Thursday, an evening scooter tour of the Old Quarter, and Farewell Gala Dinner.

Educators and agents are also invited to participate in an optional overnight Halong Bay cruise.

Outline programme

Tuesday 16 November 2010

14:00	Check-in
15:00 – 18:00	Registration
19:30 – 22:00	Welcome Reception

Wednesday 17 November 2010

09:30 – 12:30	Seminar Programme
12:30 – 14:00	Lunch
14:00 – 17:30	Appointment sessions
18:30 – 22:00	Evening scooter tour of the Old Quarter and dinner show

Thursday 18 November 2010

09:30 – 12:30	Appointment sessions
12:30 – 14:00	Lunch
14:00 – 17:30	Appointment sessions
19:30	Farewell Gala Dinner hosted at the Wild Lotus Restaurant

Friday 19 November 2010

12:00	Check-out
-------	-----------

Overnight Halong Bay cruise (optional)

Friday 19 November 2010

08:30	Check-out and departure
12:00	Arrival at Halong Bay Lunch, dinner and overnight aboard a private cruise boat

Saturday 20 November 2010

10:30	Disembarkation and departure
14:45	Arrival in Hanoi

Testimonials

'The atmosphere and friendliness was a highlight during this Fair, much better than others I have been to.'

'A great event. I really like this type of boutique fair. I met one agent five times during the event and we had the chance to get to know each other. You don't manage that at a big fair.'

'It was one of the friendliest and most relaxed workshops I've ever taken part in...!'

'It's the best fair I've ever been to... a great opportunity to cooperate with UK organisations.'

In partnership with and supported by:

