



The English UK Regional Fair Middle East 2017

Monday 6 - Wednesday 8 March
Abu Dhabi, United Arab Emirates

A specialist ELT workshop for agents from the **Middle East, Central Asia, Turkey** and **North Africa**, and representatives from English UK language centres.

Developing UK ELT markets in the Middle Eastern region



English UK fairs are brilliant for business: join us in the **United Arab Emirates** in March 2017.

The best people for the best business

The English UK fair for the Middle East, Central Asia, Turkey and North Africa region in 2017 will be held in Abu Dhabi, United Arab Emirates.

Up to 25 English UK member centres and 40 selected study abroad agents will enjoy three busy days of formal and informal meetings based in the InterContinental Abu Dhabi. The venue is just 35 minutes from Abu Dhabi International Airport and only moments away from the seaside.

What's special about English UK fairs?

English UK fairs are small (we limit numbers so you get to know people better); everyone you meet is accredited or screened; and a full social programme is included on top of 24 business meetings.

That means:

- everyone wants to do business
- you can get to know people even without an appointment
- there are plenty of opportunities to build excellent working relationships.

What does the package include?

The event is all-inclusive, so agents, educators and exhibitors can spend the maximum time together, working, networking and socialising. You will get:

- 24 appointments over two days, scheduled in advance, using Marcom eSchedule PRO
- additional networking opportunities over two breakfasts, two lunches and two dinners
- tailored seminar programme
- a welcome reception and evening experiencing the cultural highlights of Abu Dhabi
- two nights' accommodation at the InterContinental Abu Dhabi – a luxurious, seafront venue in the heart of the capital, only 35 minutes from Abu Dhabi International Airport.

Who is the fair for?

English UK member centres and selected agents from markets including, but not limited to: Algeria, Azerbaijan, Bahrain, Georgia, Iran, Iraq, Kazakhstan, Libya, Morocco, Oman, Saudi Arabia, Syria, Turkey and the United Arab Emirates.

Service providers who have products to sell to international students via education institutions or education agents.

Which businesses will most benefit from attending this fair?

Across this region economic diversification, fast-growing youth populations, and increasing outbound mobility continue to drive demand for education. The region encompasses important markets identified by English UK members.

These include two of the top five sending countries: Saudi Arabia and Turkey. According to Carfax Educational Projects, the number of self-funded students is likely to increase due to changes to scholarship eligibility.

Agents can meet a wide variety of fully-accredited language teaching specialists from all over the UK, which is likely to include representatives from the state and private sectors.

Service providers are also invited to attend as exhibitors.

Interested in joining us? Book quickly

Full details on all our upcoming events can be found on the English UK website. We run multiple events each year, each serving a different world market.

Places are limited to around 25 English UK member centres and 40 selected agents from the region. Our fairs are popular and usually sell out.

Find out more and register at: englishuk.com/overseas-events

What do agents and educators say about the English UK fairs?

"English UK never disappoints with world class events for the global English language market. Amazing venues, quality agents and engaging cultural events make the fairs second to none."

"A good selection of agents – all very serious and interested. I have a good feeling that we will be able to get concrete bookings from the event."

"This format allows me to gain sufficient information of educators as well as to build a good rapport with them."

"[The event] provided our school with a unique opportunity to spend quality time with carefully selected agents from a very important region."

English UK regional fairs:
effective agent workshops for the
English language teaching sector
englishuk.com/overseas-events

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