

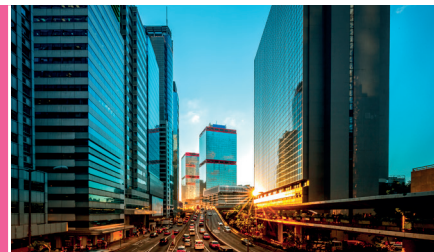


The English UK Regional Fair Asia Pacific 2017

Thursday 30 November - Saturday 2 December
Hong Kong

A specialist ELT workshop for agents from the **Asia Pacific region** and representatives from English UK member language centres.

Developing UK ELT markets in the Asia Pacific region



English UK fairs are brilliant for business: join us in **Hong Kong** in November 2017.

The best people for the best business

The English UK fair for the Asia Pacific region in 2017 will be held in Hong Kong.

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 Grand Stanford Hong Kong.

Business becomes a pleasure in this relaxed atmosphere. You will meet the contacts your business needs, with plenty of chances to build deep and productive partnerships.

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 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 a welcome reception and a dinner
- full seminar programme
- an evening discovering Hong Kong and local culture
- two nights' accommodation at Intercontinental Grand Stanford Hong Kong.

Who is the fair for?

English UK member centres and selected agents from markets including, but not limited to, China, Indonesia, Japan, Korea, Hong Kong, Thailand and Vietnam.

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?

The region includes some important markets identified by English UK members. They include five of the top 20 sending countries; Korea, Japan, China, Thailand and Taiwan. And, according to StudentMarketing research, size of the region's middle class is predicted to grow significantly by 2030.

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

There are full details on all our upcoming events on the English UK website. We run multiple events each year, each serving a different world market.

Our regional fairs are popular with places deliberately limited to around 25 English UK member centres and 40 selected agents from the region.

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

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

"Brilliant in allowing me to grasp the nuances between the various Asian markets, including each country's business style"

"These smaller boutique events are lovely we made friends with so many schools and agents. I can't wait for the next one. We are hooked!"

"Overall the quality of the agents was excellent, with a balance of markets covered and a variety of established and newer agencies. Lots of opportunities to bond with the agents...It was a very enjoyable experience."

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

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