

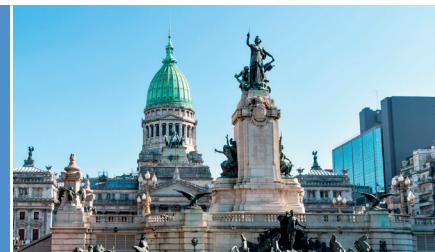


The English UK Regional Fair Latin America 2017

Tuesday 4 - Thursday 6 April
Buenos Aires, Argentina

A specialist ELT workshop for agents from **Mexico, Central and South America** and representatives from English UK member language centres.

Developing UK ELT markets in Latin America



English UK fairs are brilliant for business: join us in **Argentina** in April 2017.

The best people for the best business

The English UK fair for the Latin America region in 2017 will be held in Buenos Aires, Argentina.

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 Emperador hotel.

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 can spend the maximum time together, working, networking and socialising.

- 24 appointments over two days, scheduled in advance with Marcom eSchedule PRO
- networking opportunities over two breakfasts, two lunches and two dinners
- comprehensive profiles of all participants
- welcome reception and an interactive evening discovering classic Argentine culinary culture
- tailored agent seminar programme/training session
- two nights' accommodation at the strategically located, Emperador hotel steps away from Avenida 9 de Julio.

Who is the fair for?

English UK member centres and selected top-quality student recruitment agents from important markets across Latin America; including but not limited to Argentina, Brazil, Chile, Colombia, Ecuador, Mexico and Peru.

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?

Latin America accounts for 11% of English language learning student weeks in the UK. It is home to three of the top 20 sending markets identified by English UK members, Brazil, Colombia and Mexico.

All these markets have good potential for short to mid-term growth and Argentina was one of the few global markets that saw an increase in student weeks sent to the UK last year.

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.

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.

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?

"The fair was excellent, I met serious agents ready to do business. [It] was well organised in a beautiful venue, and the social events enabled the educators to get to know the agents in a more informal setting. I will definitely attend again in 2017"

"I am very positive that I met the right institutions for my agency to start promoting UK"

"There was an excellent mix of agents from various parts of the continent, all of whom were well-versed in current issues affecting the UK ELT sector, even those who were quite new to promoting the UK as a destination"

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

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