



## **English UK's Fairs attract dedicated agents**

News release

28 November 2014

How good are English UK's small fairs? Good enough to spend two days travelling there on a bus, if delegates to this month's fair in Antalya are anything to go by.

A pair of Libya-based agents found their travel options for getting to Turkey were limited- but were so keen to do business with 30 English UK members that they put up with the discomfort of a very long coach journey.

"There was a great atmosphere at the fair. About three-quarters of the agents were first-timers at one of our fairs, and we were delighted that almost half were our partner agencies, so they are particularly high-quality and used to working with our members, " said organiser Roz Rozidor, international manager at English UK.

"Also, a lot of the educators had sent representatives who hadn't attended one of our fairs before, so there was a lot of business being done and people forming new relationships. The region is a big growth area for our members, and as the first fair we'd run for this region for two years it meant delegates were particularly enthusiastic to do business."

Educator Guy Collins-Down, from BABSSCo, said: "The English UK team always delivers. Friendly, personable and go the extra mile. You don't get that service at other fairs."

Agents were also happy. Turkan Kumbuloglu, of LSA Yurtdisi Egitim, was pleased with the quality of all the schools whose representatives she met. "Perfect schools. Perfect organisation," she concluded. And Kamal Draey, of Britannia Educational Services & Consultancy, said: "I found the event to be very friendly and there were a lot of countries represented, making it unique. I would definitely come again."

The fair - based at the five-star Kempinski Hotel The Dome on the coast just outside Antalya - included a full social and seminar programme as well as one-to-one appointments, enabling agents and educators to spend the maximum amount of time building new relationships.

Agents attended from 14 different countries in the MENA and Central Asian region, along with British Council staff from Azerbaijan, Libya and Turkey, and met 30 English UK members and five exhibitors including English UK London and English UK North.

The first morning included educator presentations from British Council staff in Libya and Azerbaijan, and on the Turkish market from Turkish agent

association UED. For the agents, there were discussion sessions from the British Council on why agents choose to sell UK over US courses, and presentations from English UK London and English UK North.

The social programme included a very competitive and fast treasure hunt around Antalya Old Town and a farewell dinner at a local golf club, with opportunities to try out paper marbling and smoking hukkah pipes, both of which were very popular.

#### **Notes to Editors**

1. English UK is the world's leading language teaching association, with more than 470 accredited centres in membership. It covers university and further education college language departments, international study centres in independent schools, educational trusts and charities, and private sector colleges. English UK is a UK registered charity ([www.englishuk.com](http://www.englishuk.com)).
2. The English UK Fair, Antalya, took place at Kempinski Hotel The Dome from 17-20 November 2014. Study abroad agents attended from Algeria, Azerbaijan, Bahrain, Georgia, Iraq, Kazakhstan, Kuwait, Lebanon, Libya, Saudi Arabia, Syria, Turkey, United Arab Emirates and the UK. Also attending the fair were representatives from the British Council in the UK, Azerbaijan, Libya and Turkey, UKTI Algeria, Cambridge English, English UK London and North and UED.
3. English UK organises the English UK Fairs in partnership with the British Council, UK Trade & Investment, and VisitBritain, which together form the English Language Promotions Group (ELPG). We organise four a year, each in a different region of the world and always in a luxury resort hotel. The next English UK fair will be held in Budapest in March 2015.
4. For more information, please contact Roz Rozidor (International Manager, English UK) on [roz@englishuk.com](mailto:roz@englishuk.com). More information on the fairs programme is available at <http://www.englishukfairs.com/>