

News Release  
19 November 2011

## **Sun, sea and serious business at the English UK Fair, Singapore 2011**

The English UK Fair, Singapore 2011 took place at Shangri-La's Rasa Sentosa Resort from Tuesday 15 to Friday 18 November 2011. The workshop was organised by English UK in partnership with and supported by the British Council, UK Trade & Investment and VisitBritain.

The fair brought together 29 English UK member centres and 42 study abroad agents from China, Hong Kong, Japan, Korea, Singapore, Taiwan, Thailand and Vietnam.

The programme of social events, seminars, and one-to-one appointments in a luxurious beachfront resort overlooking the South China Sea gave educators and agents the opportunity to really get to know each other and develop long-lasting productive partnerships.

Participants were treated to a warm welcome reception and dinner held at Shangri-La's Rasa Sentosa Resort's Horizon Pavilion. With its full-length glass windows, offering panoramic views of the sea and the resort's lush landscape, the vista really came alive at night, displaying twinkling lights from ships anchored far out on the horizon.

After a day of hard work, delegates had the opportunity to explore Singapore by trishaw and river cruise on the second night. The route took in many iconic landmarks, including the impressive boat-shaped 'SkyPark' perched atop the three towers that make up the world's most expensive hotel and the majestic Merlion - an icon of the city overlooking the Marina Bay.

Following a final day filled with one-to-one appointment sessions, the fair concluded with a gala dinner held in the colonial splendour of the world famous Raffles Hotel. Delegates were greeted with live traditional Chinese music set in the timeless elegance of the Palm Garden, before savouring an array of authentic dishes from all over Asia. Judith Slater, Deputy High Commissioner at the British Council, delivered a farewell address which focussed on the importance of partnerships between agents and educators, and the many attractions of the UK as a study abroad destination.

Adell Mitchell from Live Language commented 'It is obvious that the English UK Fairs are well researched, expertly planned and offer a superior service to other educational fairs. They showcase the UK as a welcoming, friendly and hospitable place to live and study. I'm sticking with English UK events - they are simply the best.'

The study abroad agents were equally impressed, commending the quality of the attending educators, the business networking opportunities available and the convivial atmosphere of the fair.

Gareth Baxter-Jones of Euro Education in Thailand remarked, 'The social programme was absolutely excellent and was very smoothly organised. Meetings were very productive. I

have made at least 5 very high potential business partners and also renewed quite a few previous relationships. All in all it was a great event!

The next English UK Fair for the Asia Pacific region will be held in Macau from Tuesday 13 to Friday 16 November 2012 at the Sofitel Macau at Ponte 16. This is an elegant hotel, set right on the waterfront, in the heart of the charming historic quarter of this former Portuguese enclave. The programme will include seminar and appointment sessions, welcome reception, an evening walking tour of Old Macau and a farewell gala dinner on the rooftop of Ponte 16.

Find more details and book online at [www.englishukfairs.com](http://www.englishukfairs.com).

#### **Notes to Editors**

1. English UK is the world's leading language teaching association, with more than 450 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. 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).
3. For more information, please contact Jodie Gray (Senior International Manager, English UK) on [jodie@englishuk.com](mailto:jodie@englishuk.com).

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