



Press release

19 May 2011

High praise for the English UK Fair, Buenos Aires 2011

The English UK Fair, Buenos Aires 2011 took place at the InterContinental Buenos Aires from Tuesday 3 to Friday 6 May 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 23 English UK member centres and 41 study abroad agents from Argentina, Brazil, Chile, Colombia, Costa Rica, Peru, Uruguay and Venezuela. The programme of social events, seminars, and one-to-one appointments in the historic Argentine capital gave educators and agents the opportunity to really get to know each other and develop long-lasting productive partnerships.

Participants experienced a 'real taste of Argentina' at the welcome reception and dinner held at the Terraza del Virrey in the InterContinental Buenos Aires. Sat in a winter garden restaurant decorated with orange gerberas and candle lanterns, entertained by the upbeat melodies of live traditional tango music, the delegates enjoyed a 'parillada porteña' - a mix of grilled local favourite meat cuts - served family style for each table to share.

The 3-course dinner and tango show at 'Esquina Carlos Gardel' on the middle night of the fair was another memorable evening. This tango club and restaurant, decorated in an Art Nouveau style recreating the sophistication and luxury of the salons of old times, featured first class artistic performances and excellent cuisine. Graham Perry from Aberystwyth University commented, 'The personal highlight for me was tango night. Exhilarating, dignified, unforgettable'.

After all the hard work was over, delegates and other invited high profile guests from Argentina's education sector networked and celebrated in style at a farewell gala dinner hosted at the Residence of the Her Majesty's Ambassador to the Argentine Republic. The magnificent British Residence is a landmark building in the heart of Buenos Aires. It is among the finest ambassadorial residences the UK has anywhere and was designated a National Historic Monument in 2001.

Mr Simon Thomas, Chargé d'Affaires at the British Embassy Buenos Aires, spoke of the importance of English as an international language, the quality of a British education and the many attractions of the UK as a study abroad destination.

Delegates praised the overall organisation and programme, convivial atmosphere and business networking opportunities of the fair.

Richard Day from English in Chester remarked, 'This is a brilliant formula that really works. Congratulations!'

Stephen A'Barrow from Harrow House International College commented, 'A phenomenal fair, the best yet. My South America business increased significantly after the last event. I expect the same result after this one.'

The study abroad agents in attendance were equally impressed. Mauricio Chagas de Oliveira of High Connections Intercambio in Brazil wrote, 'Organisation - excellent! Attention by the team - plus excellent. Professionalism - excellent. Any other comments - excellent!'

Also attending the fair were representatives from the British Council Colombia and United Kingdom, the UK Border Agency and the British Embassies in Buenos Aires, Bogotá and Caracas. These delegates were able to exchange valuable market information and new ideas with the participating educators, agents and exhibitors.

The next English UK Fair for the Latin American region will be held in Panama from Tuesday 24 to Friday 27 April 2011 at the InterContinental Playa Bonita Resort & Spa. The programme will include seminar and appointment sessions, welcome dinner by the beach, private evening tour of the Panama Canal's Miraflores Locks' Visitor Centre and a farewell gala dinner in the UNESCO World Heritage Site of Panamá Viejo. See www.englishukfairs.com for more information.

Notes to Editors

1. English UK is the world's leading language teaching association, with more than 440 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.
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 (International Marketing Manager, English UK) on +44 (0)20 7608 7960 or jodie@englishuk.com.