



Press release

17 April 2011

Fun in the sun at the English UK Fair, Muscat 2011

The English UK Fair, Muscat 2011 took place at Shangri-La's Barr Al Jissah Resort & Spa from Monday 28 to Thursday 31 March 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 30 English UK member centres and 40 study abroad agents from Algeria, Bahrain, Georgia, Iraq, Jordan, Kuwait, Lebanon, Oman, Pakistan, Qatar, Saudi Arabia, Syria, Turkey, United Arab Emirates and Uzbekistan. Exhibitors included the British Council, UK Border Agency, UK Trade & Investment London, Study UK and TVET UK. Also attending the fair were representatives from the British Council Algeria, Georgia, Kuwait, Oman, and United Arab Emirates, and from UK Trade & Investment in Syria.

The programme of social events, seminars, and one-to-one appointments in a luxurious resort alongside the sparkling bay of Al Jissah in the Sultanate of Oman gave delegates the opportunity to really get to know each other and develop long-lasting productive partnerships.

Dr. Noel Guckin, HM British Ambassador to the Sultanate of Oman, gave the opening address at the welcome reception and dinner, which was held in a sublime setting on a grassy peninsula with the sound of the waves breaking on the beach below.

Participants had the opportunity to try out their bargaining skills on an evening excursion to the famed Muttrah Souk. Several of our more fashion-forward male delegates invested in their own traditional white gowns (dishdashas), embroidered hats (kumahs) and headscarves (muzzars), which they proudly showed off at the Omani themed farewell gala dinner.

Guests arriving at the gala dinner, also held by the beach, were greeted by Omani dancers and drummers. Silversmiths, weavers, henna artists and a traditional breadmaker showcased their crafts, while two friendly camels provided the perfect photo opportunity! Mr. Paul Doubleday, Director of the British Council Oman, gave the closing speech, focussing on the importance of the partnerships between agents and educators.

The British Council and UK Trade & Investment generously sponsored the English UK Fair, Muscat 2011.

The next English UK Fair for the regions of the Middle East, North Africa and Central Asia will be held at the Dead Sea Jordan from Monday 1 to Thursday 4 October 2012 in the Mövenpick Resort & Spa Dead Sea. The programme will include seminar and appointment sessions, a welcome reception by the beach, evening tour of Amman, a reception at the Residence of HM Ambassador to Jordan and a 1001 Nights themed farewell gala dinner held in the Sunset Arena.

Educators, agents and exhibitors will also be invited to take part in an optional overnight Desert Highway tour to Wadi Rum and Petra. This will include visits to Mount Nebo and Madaba, a sunset Bedouin jeep drive in Wadi Rum, overnight at a luxury tented desert camp and a guided walking tour of the ancient city of Petra.

Find more details and book online at www.englishukfairs.com.

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.