



Press release

8 December 2010

The English UK Fair, Hanoi 2010 – a resounding success

The English UK Fair, Hanoi 2010 took place at the InterContinental Hanoi Westlake between Tuesday 16 and Friday 19 November 2010. 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 33 English UK member centres and 52 study abroad agents from China, Indonesia, Japan, Singapore, South Korea, Taiwan, Thailand and Vietnam.

The programme of social events, seminars, and one-to-one appointments in a sublime waterfront resort on the banks of Hanoi's West Lake 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 Vietnam' during the exhilarating tour of Hanoi's Old Quarter on vintage scooters. This was followed by a cultural evening in the historic surroundings of the Ly Club.

Ms Kate Harrison, Chargé d'Affaires at the British Embassy Hanoi, spoke of the importance of English as an international language at the welcome reception, which was held in the Saigon Restaurant in the InterContinental Hanoi Westlake.

After all the hard work was over, delegates relaxed at a farewell gala dinner in the French colonial surroundings of the Press Club, during which Mr Robin Rickard, Country Director of the British Council Vietnam, praised the high quality of British education providers, as evidenced by the English UK members in attendance.

Around 30 fortunate participants chose to stay on in Vietnam, taking part in the optional overnight Halong Bay Cruise. Aboard two 5-star luxurious 'junk' boats, delegates enjoyed visits to a floating village, swimming and water sports in the Bay, evening drinks on the deck, a 5 course dinner menu and, for those early-risers, dawn Tai-Chi!

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

Richard Day from English in Chester remarked, 'An interesting and exceptionally well organised event with some good agents from several countries - well worth attending'.

Duncan and Jane Hume from White House Education commented, 'The fair was brilliantly organised. We enjoyed taking part and look forward to the next event. The Halong Bay Cruise was amazing'.

English UK members particularly relished the opportunity to experience a developing market such as Vietnam. Hannah Cox from the University of the Arts London said, 'A brilliant fair and great introduction to a new market for us.'

100% of the agents attending the fair rated the English UK members that they met as 'excellent' or 'good'. Johannes Kembauan from Deha Education/Idea Institut in Indonesia commented, 'A very good event to expand our network of contacts and maintain existing relationships.'

Also attending the fair were representatives from the British Council China, Korea, Thailand and Vietnam, and from UK Trade & Investment offices in Vietnam and Singapore. Delegates were able to exchange valuable market information with educators, agents and exhibitors. Cathy He from the

British Council China remarked, 'This is the first time that I have attended an English UK Fair. It was well-organised and impressive. It has been really useful for us in our promotion of the UK ELT sector in China.'

The next English UK Fair for the Asia Pacific region will be held in Singapore from Tuesday 15 to Friday 18 November 2011 at Shangri-La's Rasa Sentosa Resort. The programme will include seminar and appointment sessions, welcome reception, tour of Singapore by trishaw and bumboat and a farewell gala dinner at the world famous Raffles Hotel. 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.