



The São Paulo Fair:

Working for the Americas

Tuesday 20 – Friday 23 October 2009

Sofitel Jequitimar Guarujá



The São Paulo Fair *Working for the Americas*

Quality in international student recruitment

The São Paulo Fair will bring together accredited UK English language centres and study abroad agents in the beautiful coastal resort of Guarujá, located only 90 km from São Paulo's international airport and set on a beach surrounded by Atlantic Forest. Participation is limited to just 70 organisations (30 educators and 40 agencies) and is open to English UK member centres and selected top quality agents from the Americas. The Fair is organised by the English Language Promotions Group, which comprises the British Council, English UK, UK Trade & Investment and VisitBritain.

Working for the Americas

Latin America is a key region for ELT. Accredited UK English language centres are actively looking to increase business from all over the area. The São Paulo Fair will attract the full range of accredited UK English language centres, from private language schools to educational trusts and charities, further education colleges and universities. Study abroad agents and educational consultants will represent key markets from across the region including (but not limited to) Argentina, Brazil, Colombia, Ecuador, Mexico and Venezuela.

A new opportunity

The São Paulo Fair will be the fourth workshop to be jointly organised by the British Council, English UK, UK Trade & Investment and VisitBritain. The first workshop of its kind, 'The Cancun Fair: Working for the Americas', which took place in the Presidente InterContinental Cancun Resort in March 2007, was commended for its small and intimate yet businesslike nature. 'The Hong Kong Fair: Working for the Asia Pacific', which was held in the Renaissance Harbour View Hotel Hong Kong in February 2008, built on this successful foundation. We are now planning two events for 2009 – 'The Al Ain Fair: Working for the Middle East, North Africa, Central Asia & Turkey' in April and 'The São Paulo Fair' in October.

How to register

To register your interest in participating contact Jodie Gray at English UK on jodie@englishuk.com.

Package offered

Package includes accommodation for 3 nights at the Sofitel Jequitimar Guarujá, Welcome Reception, workshop sessions and eSchedule Lite account, seminar programme, lunch on Wednesday and Thursday, and Farewell Dinner.

Outline programme

Tuesday 20 October 2009

15:00	Check-in
15:00 – 18:00	Registration
19:30 – 21:30	Welcome Reception

Wednesday 21 October 2009

09:30 – 12:30	Seminar Programme
12:30 – 14:00	Lunch
14:00 – 17:30	Appointment sessions
19:00	Excursion

Thursday 22 October 2009

09:30 – 12:30	Appointment sessions
12:30 – 14:00	Lunch
14:00 – 17:30	Appointment sessions
20:00	Farewell Dinner

Friday 23 October 2009

12:00	Check-out
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Participants' comments from 'The Cancun Fair: Working for the Americas' (March 2007) and 'The Hong Kong Fair: Working for the Asia Pacific' (February 2008)

'I liked the small scale of the event and the timing. It meant everyone could meet everyone, more or less, so you didn't feel you were missing out.'

'The atmosphere and friendliness was a highlight during this Fair, much better than others I have been to.'

'The Fair was conceptually very good for me...It turned out to be exactly what I wanted...'

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