



British Embassy
Budapest



20 December 2010

UK Trade and Investment

Budapest
Harmincad u. 6.
H-1051
Tel: 36 1 429 6253
Fax: 36 1 429 6360

commercial.budapest@fco.gov.uk
www.ukinhungary.fco.gov.uk
www.uktradeinvest.gov.uk

ENGLISH UK TRADE MISSION TO HUNGARY
7-11 March 2011, Győr-Szolnok-Debrecen, Hungary

UK Trade & Investment in Budapest, together with English UK are organising a Trade Mission to Hungary. The aim of the event is to promote short English Language Courses in the UK among secondary school students (age 14-20).

The planned programme of the event:

Monday, 7 March: arrival in the morning, and travel to Győr, staying at a local hotel

Tuesday, 8 March: Presentation to teachers of grammar schools and vocational schools in the region; afternoon: travelling to Szolnok, staying at a local hotel

Wednesday, 9 March: same pattern as in Győr, afternoon: travelling to Debrecen

Thursday, 10 March: same pattern as before, afternoon: travelling to Budapest, staying at Hotel Marriott or self-chosen hotel.

Friday, 11 March: departure to the UK.

Our target audience is Heads of English at secondary and grammar schools in the targeted cities and surrounding towns. The aim is to reach students and parents through schools.

We would like to mostly focus on the following areas:

- English language in general: focus on 2-3-4-week summer courses in the UK, for age groups between 14-20.
- Limited focus on Work Experience through Leonardo mobility programme, and would like to exclude (as much as it is possible) "paid work and study" opportunities.
- If there is a special interest expressed from UK Colleges, we would be happy to include HE institutions as well.

We would like to use this event to help UK language schools to promote their courses, enhance the co-operation between the UK language schools Hungarian secondary level education organisations and map out the learning opportunities for this age group in the UK.

We have put together a package for potential participants, which includes:

- A brief overview on language learning in Hungary, including both younger and adult learners.
- Organising the trip within Hungary, including travel, interpreter (if at all needed), marketing of the event and also accommodation (accommodation costs covered by participants).

This package costs £500, which is to be paid through our Overseas Market Introduction Service (OMIS). Further information on this service:

<http://www.ukti.gov.uk/export/accessinginternationalmarkets/overseasmarketintroductionservice.html>

For further information on the Trade Mission and OMIS, please contact:

Hajnalka Polonyi
Trade and Investment Adviser
+36 1 429 6253
hajnalka.polonyi@fco.gov.uk