# BMI Recruitment Calendar 2020

## January - June

### ExpoPosgrados
- **FEB 29 & MAR 1**: Mexico City
- **MAR 3**: Puebla
- **MAR 5**: Monterrey
- **MAR 21 & 22**: Santiago
- **Mar 24**: Cali
- **MAR 26**: Medellin
- **MAR 28 & 29**: Bogotá
- **APR 1 & 2**: Quito
- **APR 4 & 5**: Lima
- **MAR 4 & 5**: São Paulo

### Salão do Estudante
- **MAR 7 & 8**: São Paulo
- **MAR 10**: Rio Copacabana
- **MAR 11**: Rio Barra
- **MAR 13**: Brasília
- **MAR 15**: Salvador
- **MAR 17**: Belo Horizonte
- **MAR 19**: Curitiba

### ExpoPós
- **MAR 7 & 8**: São Paulo
- **MAR 10**: Rio Copacabana
- **MAR 11**: Rio Barra
- **MAR 13**: Brasília
- **MAR 15**: Salvador
- **MAR 17**: Belo Horizonte
- **MAR 19**: Curitiba

### Global Boarding
- **MAR 14**: Ho Chi Minh City
- **MAR 15**: Hanoi
- **MAR 16 & 17**: Hanoi Fairs in High Schools
- **MAR 18 & 19**: Hanoi
- **MAR 12**: HCMC Fairs in High Schools
- **MAR 13 & 14**: HCMC Fairs in High Schools
- **MAR 15**: Hanoi
- **MAR 16 & 17**: Hanoi Fairs in High Schools
- **MAR 14**: Ho Chi Minh City
- **MAR 15**: Hanoi

### Global Scholarship Symposium (BRAZIL)
- **APR 15**: London

## July - December

### ExpoPosgrados
- **OCT 27**: Guayaquil
- **OCT 29**: Quito
- **OCT 31 & NOV 1**: Lima
- **NOV 3 & 4**: Bogotá Fairs in High Schools
- **NOV 7 & 8**: Bogotá
- **NOV 10**: Cali
- **NOV 12**: Medellin
- **NOV 14 & 15**: Mexico City
- **NOV 17**: Monterrey
- **NOV 19**: Puebla
- **NOV 21**: Guadalajara

### Salão do Estudante
- **OCT 12**: Abu Dhabi Fairs in High Schools
- **OCT 13**: Abu Dhabi Fairs in High Schools
- **OCT 14 & 15**: Abu Dhabi
- **OCT 15**: Brasília
- **OCT 17**: Rio Copacabana
- **OCT 19**: Rio Barra
- **OCT 21**: Salvador
- **OCT 23 & 24**: Ho Chi Minh City
- **OCT 25**: Hanoi
- **OCT 26**: Da Nang

### ExpoPós
- **OCT 5**: Sharjah Fairs in High Schools
- **OCT 7 & 8**: Dubai Fairs in High Schools
- **OCT 9 & 10**: Dubai
- **OCT 10**: Abu Dhabi
- **OCT 12**: Abu Dhabi Fairs in High Schools
- **OCT 14 & 15**: Abu Dhabi
- **OCT 16 & 17**: London
- **OCT 18 & 19**: Ho Chi Minh City
- **OCT 20 & 21**: Ho Chi Minh City
- **OCT 24 & 25**: Ho Chi Minh City & Hanoi
- **OCT 26**: Da Nang

### Global Education Fair
- **SEPT 12 & 13**: São Paulo
- **SEPT 15**: Brasília
- **SEPT 17**: Rio Copacabana
- **SEPT 19**: Rio Barra
- **OCT 23 & 24**: Ho Chi Minh City
- **OCT 25**: Hanoi
- **OCT 26**: Da Nang

### Global Boarding & High School Fair
- **NOV 5 & 6**: Bogotá
- **NOV 7 & 8**: Bogotá
- **NOV 10**: Cali
- **NOV 12**: Medellin
- **NOV 14 & 15**: Mexico City
- **NOV 17**: Monterrey
- **NOV 19**: Puebla
- **NOV 21**: Guadalajara

### Study in the UAE Agent Workshop
- **TBC**: Dubai

### BMI Recruitment Calendar 2020
- **HQ**: London - Bogotá - Dubai - Lisbon - Salvador - Sydney

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**info@bmiglobaled.com**
+44 208 952 1392
For more than 30 years, BMI has fostered relationships with industry associations and national government-supported education agencies such as Education USA, EduCanada, Campus France, DAAD, Education Ireland, British Council and more, many of whom have launched their brands at BMI events and selected BMI to organise events on their behalf or as partners.
BMI connects institutions and students, encouraging them to explore a world beyond their shores and thereby enabling institutions to grow and diversify their enrolments.

We offer a variety of solutions to provide you with a multi-touch recruitment strategy.

Through high quality events held around the world, BMI brings you face to face with people across the recruitment spectrum – from the parents and students who are planning their study abroad experience to senior-level government representatives, heads of scholarship organisations, university international office directors, school principals, counsellors and agents.

**BMI connects you to students:**

- 85+ international student recruitment fairs in 30+ cities around the world
- Visits and fairs at top high schools in Asia, Brazil, Latin America and the Gulf
- Digital marketing campaigns reaching over 1.5 million students a year via Viva-Mundo.com

**BMI connects you to professionals:**

- Global and regional scholarship and training organisation heads
- Directors of international offices at higher education institutions
- Principals and high school counsellors in Asia, Brazil, Latin America and the Gulf
- Screened agents around the world

After one of our events, you’ll return to your desk armed with fresh country insights, verified student data for your recruitment funnel, and memories of meetings with key decision makers from flourishing recruitment markets around the world.

These are the connections that count.
Marketing Services
Making your event experience easy and successful

Capture your leads

BMI Smart Scan Fair App
Track your ROI at our fairs by using our free app

• Record student data after each conversation
• Prioritise leads
• Immediate access to a fresh database of verified leads
• Integrate with your CRM
• 100% GDPR compliant
Printing Solutions

Avoid costly shipping and customs problems

- **Print Locally**
  BMI can print your brochures and leaflets locally and have them waiting at your stand when you arrive

- **Print Stand Graphics**
  Tired of carrying posters and pop-up stands?
  We’ll print the graphics directly onto your stand walls for a professional and cost effective solution

- **Storage & Delivery**
  BMI can store materials for future use, deliver to advising centres and agencies, or carry out in-country mailings

In-Country Solutions

For a stress-free overseas trip

- **Translation Help**
  We can arrange to have translators at your stand when talking with parents or if you’re attending alone

- **Save On Hotels**
  BMI gets you heavily discounted hotel rates before, during and after each event
Target Latin America’s most active student recruitment markets via one tour specifically dedicated to the needs of higher education.

ExpoPosgrados has a long history of connecting Universities with qualified students and working professionals who are planning their study abroad experience with the aim of boosting their employment opportunities, career paths, or postgraduate research options.

Language and pathways programs that prepare students for higher education are also well suited to participate in this event.

### How many HE focused students will attend?

<table>
<thead>
<tr>
<th></th>
<th>Number of students:</th>
<th>Course of interest:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexico City</td>
<td>2,500</td>
<td>Masters: 82%</td>
</tr>
<tr>
<td>Puebla</td>
<td>1,500</td>
<td>Certificate/Diploma Courses: 24%</td>
</tr>
<tr>
<td>Monterrey</td>
<td>1,500</td>
<td>Language Studies &amp; Pathways: 22%</td>
</tr>
<tr>
<td>Santiago</td>
<td>5,500</td>
<td>MBA: 17%</td>
</tr>
<tr>
<td>Medellín</td>
<td>1,600</td>
<td>Executive Programmes: 12%</td>
</tr>
<tr>
<td>Cali</td>
<td>1,600</td>
<td>Undergraduate: 10%</td>
</tr>
<tr>
<td>Bogota</td>
<td>4,500</td>
<td>PhD: 3%</td>
</tr>
<tr>
<td>Guayaquil</td>
<td>1,500</td>
<td></td>
</tr>
<tr>
<td>Quito</td>
<td>3,500</td>
<td></td>
</tr>
<tr>
<td>Lima</td>
<td>3,500</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>27,200</td>
<td></td>
</tr>
</tbody>
</table>

### Top 10 subject areas:

1. Business & Management
2. Engineering
3. Marketing & PR
4. Economics
5. Art & Design
6. Social Sciences
7. Healthcare Science
8. Education
9. Law
10. Languages

### Supporting Organisations

**Perú:**

![PRONABEC](logo.png)

**Chile:**

![CONICYT](logo.png)

**Ecuador:**

![GOBIERNO DE TODOS](logo.png)

**Colombia:**

![COLFUTURO](logo.png)

![ICETEX](logo.png)

Recruit Higher Education students in Brazil at ExpoPos 7-13 March S. Paulo, Rio, Brasilia. See p. 11 for more info.
BMI Agent & Higher Education Workshop

BRAZIL

An important networking event for international educators who specifically want to increase their contacts and develop their relationships with top Brazilian agents and universities.

BMI delivers a diverse mix of thoroughly vetted agents and university representatives from across Brazil, enabling you to:

• Discuss your programmes with pre-screened agents who can recruit on your behalf.
• Explore strategic partnerships for student and staff mobility, international research collaborations and curriculum internationalisation.
• Preselect the agents and universities you want to meet before arrival, ensuring that you have a full timetable of quality meetings.

Your participation includes a robust 2-day agenda of one-on-one meetings plus networking opportunities at lunches and gala dinner.

**Special Offers!**

* Get a 50% discount if you are exhibiting at Salão do Estudante or ExpoPós

* Combine your in-person visit with online marketing activities on Viva-Mundo.com

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### Insights from the 2019 event

Agents were seeking new partners for these courses:

- English Language Programmes: 90%
- High School: 38%
- Higher Education: 67%
- Summer Programmes: 84%
- Specialised/Certificate Courses: 61%

Agents attended from these Brazilian states:

- Ceará
- Pernambuco
- Bahia
- Goiás
- Brasília
- São Paulo
- Rio de Janeiro
- Paraná
- Santa Catarina
- Rio Grande do Sul
- Espírito Santo

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**Meeting Table (for 1 representative)**

US$ 5,000

**Meeting Table (for 2 reps/2 schedules)**

US$ 7,000

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São Paulo / March 4 & 5

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www.bmiglobaled.com
Meet counsellors and principals from the leading private, bilingual and international schools in Brazil. 

This exclusive event begins with an opening cocktail reception to start off in style, followed by private pre-scheduled meetings the next day with Brazilian private and international schools of your choice. 

You’ll be able to select the specific high school representatives you wish to meet and pre-organise all of your appointments via Marcom, the online scheduling system. 

Don’t miss this unique event which gives you the chance to mingle and meet with influential school contacts who can put your brand in front of aspiring international students and sow the seeds for studying abroad from early on.

Your participation includes:

- Pre-scheduled meetings with your choice of high schools
- Dedicated private meeting table.
- Handbook with contact details and information for each attending high school and counsellor or principal.
- Exceptional networking functions including a cocktail reception on the first evening as well as coffee breaks and lunch the following day.

**São Paulo / March 6**

<table>
<thead>
<tr>
<th>Meeting Table (for 1 representative)</th>
<th>US$ 1,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting Table (for 2 reps/2 schedules)</td>
<td>US$ 2,200</td>
</tr>
</tbody>
</table>

Meet over 30 Brazilian private high schools
Salão do Estudante

Taking place in March and September, Salão do Estudante is one of the most prominent and successful education fairs in the world. Salão’s 7-city tour is Brazil’s must-attend event for over 90,000 students a year, parents, recruitment agencies, education institutions, high school counsellors and government organisations.

### Visitor Statistics: March 2019

<table>
<thead>
<tr>
<th>City</th>
<th>Days</th>
<th>Standard</th>
<th>Early Bird 6 Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>São Paulo</td>
<td>MAR 7 &amp; 8</td>
<td>US$ 4,200</td>
<td>US$ 3,800</td>
</tr>
<tr>
<td>Rio Copacabana</td>
<td>MAR 10</td>
<td>US$ 3,300</td>
<td>US$ 2,700</td>
</tr>
<tr>
<td>Rio Barra</td>
<td>MAR 11</td>
<td>US$ 2,700</td>
<td>US$ 2,430</td>
</tr>
<tr>
<td>Brasília</td>
<td>MAR 13</td>
<td>US$ 2,700</td>
<td>US$ 2,430</td>
</tr>
<tr>
<td>Salvador</td>
<td>MAR 15</td>
<td>US$ 2,700</td>
<td>US$ 2,430</td>
</tr>
<tr>
<td>Belo Horizonte</td>
<td>MAR 17</td>
<td>US$ 2,700</td>
<td>US$ 2,430</td>
</tr>
<tr>
<td>Curitiba</td>
<td>MAR 19</td>
<td>US$ 2,700</td>
<td>US$ 2,430</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>38,969</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Top 10 subject areas:**
- Engineering
- Business & Management
- Marketing & PR
- Tourism, Hospitality & Culinary
- Art & Design
- Law
- Computer Sciences
- Film, Media & Communications
- Economics
- Agriculture & Agronomy

Special Offer
Brazil + Latin America

**Book 5 Cities**
get 1 city FREE - save US$ 2,700

**Book 6 Cities**
get 2 cities FREE - save US$ 5,400

*Bogotá, Lima, Rio Copacabana, Santiago and São Paulo are not part of this offer.
**Not to be used in conjunction with any other offer.*
ExpoPôs

Recruit high calibre Brazilian students for higher education. Come face to face with aspiring tertiary students and working professionals who are targeted according to their academic history, language proficiency, financial ability and desire to study overseas for an extended period of time.

<table>
<thead>
<tr>
<th></th>
<th>Standard</th>
<th>Early Bird 6 Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>São Paulo</strong></td>
<td>MAR 7 &amp; 8</td>
<td>US$ 4,200</td>
</tr>
<tr>
<td></td>
<td></td>
<td>US$ 3,800</td>
</tr>
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<td><strong>Rio Copacabana</strong></td>
<td>MAR 10</td>
<td>US$ 3,300</td>
</tr>
<tr>
<td></td>
<td></td>
<td>US$ 2,700</td>
</tr>
<tr>
<td><strong>Rio Barra</strong></td>
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<tr>
<td></td>
<td></td>
<td>US$ 2,430</td>
</tr>
<tr>
<td><strong>Brasília</strong></td>
<td>MAR 13</td>
<td>US$ 2,700</td>
</tr>
<tr>
<td></td>
<td></td>
<td>US$ 2,430</td>
</tr>
</tbody>
</table>

**Visitor Statistics: March 2019**

- **Number of visitors:**
  - São Paulo: 3,965
  - Rio de Janeiro: 2,112
  - Rio de Janeiro - Barra: 3,254
  - Total: 7,648

- **Course of interest:**
  - Masters: 47%
  - Undergraduate: 31%
  - Certificate / Diploma Courses: 30%
  - MBA: 27%
  - Executive Programmes: 21%
  - PhD: 15%

- **Top 10 subject areas:**
  - Business & Management
  - Languages
  - Engineering
  - Marketing & PR
  - Economics
  - Art & Design
  - Law
  - Computer Sciences
  - Tourism, Hospitality & Culinary
  - Film, Media & Communications
Digital marketing strategies to reach qualified students in Brazil, Latin America, the UAE and Vietnam.

**Website and social media ads**
- Receive fresh, qualified leads that connect directly to your CRM.
- We can conduct A/B testing for optimum performance.
- Our Digital Strategy team will plan a campaign that meets your budget and recruitment goals.

**Content marketing**
- Publish articles in English, Spanish or Portuguese.
  - Get your content in front of students based on their location, interests and demographics.
  - We can create customised articles for brand awareness or lead generation.

For customised digital campaigns to match your strategy and budget, contact info@bmiglobaled.com
Bringing qualified international students to you

Tap into our engaged student communities:

Web traffic
- Nearly 1.5 million annual sessions
- May 2018 - May 2019

Social media
- Facebook 225,997+
- Instagram 19,156+
- Twitter 9,620+

Webinars
- Guaranteed minimum attendance of students interested in a specific subject, course level and your country.
- Immediate access to contact details of all registered students.
- Available live and on-demand for maximum exposure and ROI.

Email campaigns
- Send an email marketing campaign to our entire GDPR-compliant database or a targeted subset.
- Get featured in our bi-monthly newsletter.
- We’ll build and manage customised campaigns for you and provide detailed reports for concrete ROI.
In 2020, international education agents will travel to Dubai to attend the Study in UAE Agent Workshop where they will meet and form new partnerships with educational institutions from across the UAE. This event is 100% focused on education opportunities in the UAE. Join BMI for two days of meetings, networking and relationship building with educational agents from across the world.

The education industry in the UAE continues to grow in both size and quality, positioning it as one of the key rising educational hubs in the world. How will UAE-based institutions increase their international student numbers in order to meet their rising enrolment targets? One of the most effective strategies a recruiter can have is a strong network of educational travel agents around the world to represent them and send them students.

**BMI helps you make those connections.**

**Benefits of attending:**

- Meet agents who have been researched, reference checked, and who are serious about sending students to the UAE.
- Hold 21 pre-arranged private meetings with your choice of 50 agents over two days.
- Engage with professional agents who have invested in new relationships by paying their own travel to the UAE to meet you.
- Network with agents who have experience in the UAE and understand this unique student destination.
- Build relationships at the various integrated social functions including two lunches and a premium gala dinner.

**Packages include:**

<table>
<thead>
<tr>
<th>Packages</th>
<th>Price (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 person and 1 meeting schedule</td>
<td>3,750</td>
</tr>
<tr>
<td>2 people and 1 meeting schedule</td>
<td>4,250</td>
</tr>
<tr>
<td>2 people and 2 meeting schedules</td>
<td>6,000</td>
</tr>
</tbody>
</table>

Each meeting schedule enables you to have 21 meetings at your own dedicated meeting table. All networking events are included.

**Spaces are limited!**

The Study in the UAE Agent Workshop is specifically designed for UAE-based educational institutions. This is a limited capacity event and spaces are going fast!
Recruit students via national scholarship programmes and from affluent expatriate groups that make up a vital recruitment demographic in the region.

The UAE GEF also incorporates the official GEMS Education overseas study fair. GEMS Education is the largest private high school network in the UAE, comprising 49 high-end schools.

This UAE tour also includes visits to leading private Emirati and international high schools.

<table>
<thead>
<tr>
<th>Visitor Statistics: March 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of visitors:</td>
</tr>
<tr>
<td>Abu Dhabi</td>
</tr>
<tr>
<td>Dubai</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Course of interest:
- Undergraduate: 48%
- Masters: 37%
- Certificate / Short Programmes: 21%
- MBA: 20%
- Career Based / Vocational: 17%
- Executive Programmes: 16%
- High School: 15%
- Language Courses: 9%
- PhD: 8%

Top 10 subject areas:
- Business & Management
- Engineering
- Computer Sciences
- Medicine
- Marketing & PR
- Art & Design
- Languages
- Tourism, Hospitality & Culinary
- Education
- Architecture

<table>
<thead>
<tr>
<th>Standard</th>
<th>Early Bird 6 Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dubai</td>
<td></td>
</tr>
<tr>
<td>Fairs in 6 High Schools</td>
<td>MAR 3 &amp; 4</td>
</tr>
<tr>
<td>Dubai</td>
<td>MAR 6 &amp; 7</td>
</tr>
<tr>
<td>Abu Dhabi</td>
<td>MAR 8</td>
</tr>
<tr>
<td>Abu Dhabi</td>
<td>MAR 9</td>
</tr>
</tbody>
</table>

Fairs in 3 High Schools

100% of our overseas students are in graduate employment, or further study, within six months of graduating from us.
Thailand Global Education Fair

Promote your programmes during two days of escorted visits to private and international high schools in Bangkok that have been carefully selected for their quality curriculum and their enthusiasm to proactively prepare their students for studying abroad. At each school, you will participate in an on-campus fair that will directly connect you with senior students, parents and high school counsellors.

Bangkok / 9 & 10 March

<table>
<thead>
<tr>
<th></th>
<th>Standard</th>
<th>Early Bird 6 Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>US$ 1,500</td>
<td>US$ 1,300</td>
</tr>
</tbody>
</table>

Previous High Schools Visited

- NIST International School
- Shrewsbury International School
- International Community School
- St. Andrews International School Sukhumvit 107
- ASCOT International School
- St. Andrews International School Bangkok
- Trinity International School

www.bmglobaled.com
Vietnam Global Education Fair

We'll bring you face to face with students and parents who are actively seeking study abroad opportunities at our main events as well as mini fairs held at leading private and international high schools.

Vietnam Global Education Fair is fully endorsed and run in partnership with the Centre for International Education Consultancy (CIEC), a state-owned education agency and advising center which falls under the Vietnam Ministry of Education and Training.

Fully endorsed and supported by:

CIEC

Visitor Statistics: March 2019

Number of visitors:

<table>
<thead>
<tr>
<th>Location</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ho Chi Minh City</td>
<td>2,127</td>
</tr>
<tr>
<td>Hanoi</td>
<td>1,019</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,146</strong></td>
</tr>
</tbody>
</table>

Course of interest:

- Undergraduate Degree: 43%
- Language Programmes: 30%
- Masters: 20%
- Certificate/Diploma Courses: 19%
- Career-Based/Vocational: 17%
- Executive Programmes: 14%
- MBA: 13%
- High School/Summer Camps: 11%
- PhD: 3%

Top 10 subject areas:

- Business & Management
- Tourism, Hospitality & Culinary
- Economics
- Marketing & PR
- Education
- Social Sciences
- Languages
- Film, Media & Communications
- Psychology
- Art & Design

<table>
<thead>
<tr>
<th>Location</th>
<th>Standard</th>
<th>Early Bird 6 dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ho Chi Minh City</td>
<td>MAR 12</td>
<td>US$ 800</td>
</tr>
<tr>
<td>Fairs in High Schools</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ho Chi Minh City</td>
<td>MAR 13 &amp; 14</td>
<td>US$ 4,200</td>
</tr>
<tr>
<td>Fairs in High Schools</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hanoi</td>
<td>MAR 15</td>
<td>US$ 2,700</td>
</tr>
<tr>
<td>Hanoi</td>
<td>MAR 16 &amp; 17</td>
<td>US$ 1,500</td>
</tr>
</tbody>
</table>

info@bmiglobaled.com
As a direct response to the booming secondary school sector in Vietnam, BMI has launched a fair dedicated exclusively to K-12 providers, giving them an opportunity to meet parents who are sending their children to overseas boarding schools, high schools, short-term programmes and summer camps.

In recent years, the K-12 school sector in Vietnam has ballooned, thanks to an increasing youth population and rising middle class. Parents are sending their children overseas at younger and younger ages – sometimes for short term courses and camps as a taster experience and more and more, to spend several years at a secondary school abroad in preparation for higher education.

Importantly, this fair is the only international high school recruitment event fully supported by the Centre for International Education Consultancy (CIEC), a state-owned education agency and advising center which falls under the Vietnam Ministry of Education and Training.

Fully endorsed and supported by:

CIEC
Enrich and expand your agent contacts from 12 countries across Asia – all in one location over two days. You’ll strengthen relationships with carefully pre-screened agents via one-to-one meetings and an integrated programme of networking functions.

**Hanoi / March 18 & 19**

<table>
<thead>
<tr>
<th>Meeting Table (for 1 representative)</th>
<th>US$ 5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting Table (for 2 reps/2 schedules)</td>
<td>US$ 7,000</td>
</tr>
</tbody>
</table>

Receive a 50% discount when participating in Global Education Fairs - Asia

**Insights from the 2019 event**

Agents were seeking new partners for these courses:

- English Language Programmes: 89%
- High School: 65%
- Higher Education: 88%
- Summer Programmes: 85%
- Specialised/Certificate Courses: 81%

**Agents attended from the following countries**
- Cambodia
- China
- Hong Kong
- Indonesia
- Laos
- Malaysia
- Philippines
- Singapore
- Taiwan
- Thailand
- Vietnam
London, April 15

The only conference dedicated to the global Scholarship landscape

New in 2020, universities and scholarship organisations will come together in London for a full day of learning and mutual exchange of information to facilitate partnerships which support fully-funded or government-sponsored students.

The day will be packed with interactive sessions to get delegates talking together, brainstorming, and actively participating in roundtable discussions covering a variety of themes such as funding models, requirements, processes, best practices, or geographical variations in scholarship programmes.

In just one day, you’ll learn which scholarship organisations might best match your institution and the programmes you offer, and get successful case studies of how to collaborate with scholarship providers. The Symposium will also help you streamline internal processes, manage expectations, and monitor student success.

This is the only event in the industry that includes frank, open discussions around scholarship challenges coupled with proactive conversations to foster solutions and enhance your relationships so you can receive more funded students.

London / April 15

| Attendee registration | US$ 790 + VAT |

*UK-based delegates will be invoiced in pounds at the rate of GBP 600 + VAT.

**Save 20% on the delegate Symposium fee when also registering for the BMI Global Scholarship Summit.

BMI has partnered with international education marketing experts Jackfruit Marketing to produce the programme and deliver an event that is both informative and engaging.
Meet face-to-face with Senior Directors from the world’s largest scholarship organisations

London, April 16 & 17

In April 2020, over 70 heads of international scholarship organisations and senior staff who manage public and private training programmes will gather to meet institutions from around the world and decide which ones will receive their students and train their staff. This is your opportunity to conduct high-level, private meetings with organisations that send or fund significant numbers of individuals.

BMI is proud to connect you with an elite audience which is in high demand, but is often difficult to reach. Prior to your arrival, you’ll be able to select and arrange meetings which best match your institution and the programmes you offer via the Marcom scheduling system. Solidify your relationships with our extensive programme of networking functions such as lunch, coffee breaks, a cocktail reception and a Gala Dinner.

Who attends?

- Governments - Heads and lead administrators of various government-backed scholarship and training programmes.
- Multinationals & Major Companies - Heads of scholarship and training from big corporates as well as NGOs.
- Universities & Foundations - Senior staff responsible for sending students overseas on scholarships.

Access like no other

Due to popular demand and the rousing success of BMI’s Summits, in addition to our global event in London, we also host similar events with a more regional focus:

- The BMI Gulf Scholarship Summit in Abu Dhabi in October
- The BMI Americas Scholarship Summit in Bogotá in November

Due to the unique nature of these events, spaces sell out every year.

Reserve yours now before it’s too late.

London / April 16 & 17

<table>
<thead>
<tr>
<th>Who</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>One person One Meeting Schedule</td>
<td>US$ 6,000</td>
</tr>
<tr>
<td>Two people One Meeting Schedule</td>
<td>US$ 7,000</td>
</tr>
<tr>
<td>Two people Two Meeting Schedule</td>
<td>US$ 9,000</td>
</tr>
<tr>
<td>6m2 exhibition stand (incl. 1 meeting schedule)</td>
<td>US$ 9,000</td>
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</tbody>
</table>

* prices are exclusive of VAT
YOUR GLOBAL RECRUITMENT PARTNER!

BMI CONNECTS YOU TO...

✓ Students & parents
✓ Scholarship organisations
✓ Education agents
✓ High school counsellors
✓ University partners