



*Connections
that **count***

Recruitment
Travel Planner
2019

www.bmiglobaled.com



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.

Government agencies that regularly attend BMI events:

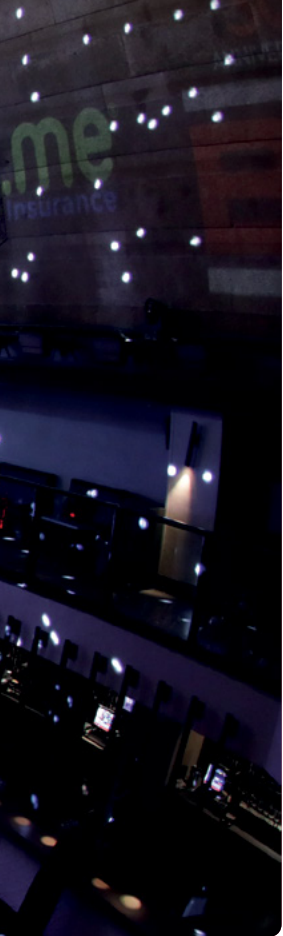


Members of:



Proud 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:

- 80+ international student recruitment fairs in 20+ 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



Digital Solutions

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



Printing Solutions

Avoid costly shipping and customs problems

- **Print Locally**

BMI can print your brochures and leaflets locally and have it 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, 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

Salão do Estudante

Celebrating 25 years in 2019!

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.

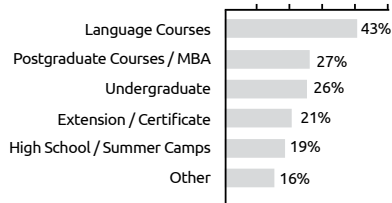
		Standard	Early Bird 19 July
Rio Copacabana	SEPT 9	US\$ 3,300	US\$ 2,700
Rio Barra	SEPT 10	US\$ 2,700	US\$ 2,430
Curitiba	SEPT 12	US\$ 2,700	US\$ 2,430
São Paulo	SEPT 14 & 15	US\$ 4,200	US\$ 3,800
São Paulo Fair in High School	SEPT 16	US\$ 800	US\$ 800
Salvador	SEPT 17	US\$ 2,700	US\$ 2,430
Brasília	SEPT 19	US\$ 2,700	US\$ 2,430
Belo Horizonte	SEPT 20	US\$ 2,700	US\$ 2,430

Visitor Statistics: Sep 2018

Number of visitors:

Belo Horizonte	2,797
Porto Alegre	1,389
Curitiba	2,373
Brasília	2,730
Salvador	2,775
Rio de Janeiro Barra	3,117
Rio de Janeiro Copacabana	4,265
São Paulo	11,964
Total	31,410

Course of interest:



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

** São Paulo, Rio Copacabana, Bogotá, and Lima cannot be used as the free city*

*** not to be used in conjunction with any offer*

Expo Estudiante

Recruit from four key countries in one organised trip.

Latin America is well known for having vivacious students with a strong appetite for overseas study as well as various government-backed initiatives to encourage outbound mobility.

Expo Estudiante is supported by local consulates, top universities, private high schools and key scholarship providers.

			Standard	Early Bird 19 July
Panamá	Panamá City	SEPT 29	US\$ 1,900	US\$ 1,710
Colombia	Cali	OCT 1	US\$ 1,900	US\$ 1,710
Colombia	Medellín	OCT 3	US\$ 2,700	US\$ 2,430
Colombia	Bogotá	OCT 5 & 6	US\$ 4,200	US\$ 3,800
Ecuador	Guayaquil	OCT 8	US\$ 2,700	US\$ 2,430
Ecuador	Quito	OCT 10	US\$ 2,700	US\$ 2,430
Perú	Lima	OCT 12 & 13	US\$ 4,200	US\$ 3,800

Visitor Statistics: Sep 2018

Number of visitors:

Panama City	859
Cali	1,021
Medellín	1,154
Bogotá	4,102
Guayaquil	1,667
Quito	3,591
Lima	5,118
Total	17,512

Course of interest:

Postgraduate Courses / MBA	41%
Language Courses	38%
Extension / Certificate	28%
Undergraduate	23%
High School / Summer Camps	7%

Top 10 subject areas:

Business & Management
Engineering
Art & Design
Marketing & PR
Languages
Economics
Health Science
Social Sciences
Tourism, Hospitality & Culinary
Medicine



ASK US ABOUT package deals when you attend our series of events throughout Brazil and Latin America or advertise online with Viva-Mundo.com.

Supporting Organisations

Colombia:



Ecuador:



Perú:



Panamá:



ExpoPós

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.

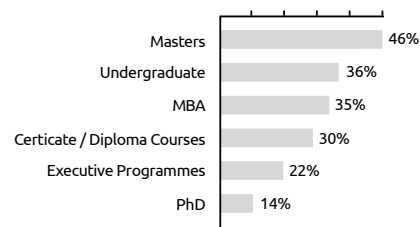
		Standard	Early Bird 19 July
Rio Copacabana	SEPT 9	US\$ 3,300	US\$ 2,700
Rio Barra	SEPT 10	US\$ 2,700	US\$ 2,430
Curitiba	SEPT 12	US\$ 2,700	US\$ 2,430
São Paulo	SEPT 14 & 15	US\$ 4,200	US\$ 3,800
São Paulo Fair in High School	SEPT 16	US\$ 800	US\$ 800
Brasília	SEPT 19	US\$ 2,700	US\$ 2,430

Visitor Statistics: Nov 2018

Number of visitors:

Rio de Janeiro	1,835
São Paulo	3,254
Total	5,089

Course of interest:



Top 10 subject areas:

- Business & Management
- Languages
- Engineering
- Marketing & PR
- Economics
- Art & Design
- Law
- Computer Sciences
- Tourism, Hospitality & Culinary
- Film, Media & Communications



Special package

Book 4 cities and receive
Brasilia FREE

Saving US\$2,700



Expo Posgrados

As one of the hottest markets for international student recruitment, you can't miss our postgrad fair in Colombia and México!

Specifically dedicated to the needs of higher education, this event attracts qualified students and working professionals who are eyeing up study abroad opportunities to boost their employment opportunities, career paths, or postgraduate research options.

		Standard	Early Bird 19 July
Monterrey	NOV 5	US\$ 1,900	US\$ 1,710
Puebla	NOV 7	US\$ 1,900	US\$ 1,710
Mexico City	NOV 10	US\$ 2,700	US\$ 2,430
Cali	NOV 14	US\$ 1,900	US\$ 1,710
Bogotá	NOV 16 & 17	US\$ 4,200	US\$ 3,800
Medellín	NOV 19	US\$ 2,700	US\$ 2,430



Special package

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Save 20%

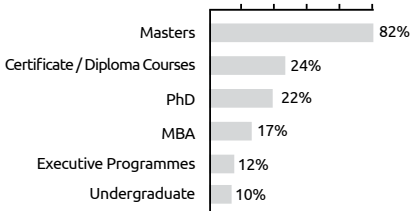
When booking the complete Colombia & Mexico tours

Visitor Statistics: Nov 2018

Number of visitors:

Medellín	1,871
Cali	1,708
Bogotá	4,442
Total	8,021

Course of interest:



Top 10 subject areas:

- Business & Management
- Engineering
- Marketing & PR
- Economics
- Art & Design
- Social Sciences
- Healthcare Science
- Education
- Law
- Languages





BMI Higher Education Workshop

MEXICO

New in 2019 and designed specifically for the tertiary sector, BMI brings international universities together with Mexican higher education institutions to create strategic partnerships for student and staff mobility, international research collaborations and curriculum internationalisation. With each of Mexico's 31 states having its own high quality postsecondary institutions, opportunities abound for universities from around the world to forge new transnational education partnerships.

Mexico City / November 11 & 12

	Standard	50% Fair discount
Meeting Table (for 1 representative)	US\$ 5,000	US\$ 2,500
Meeting Table (for 2 representatives)	US\$ 7,000	US\$ 3,500



Receive a 50% discount when exhibiting in ExpoPosgrados Mexico



BMI AMERICAS SCHOLARSHIP SUMMIT

New in 2019!

Due to popular demand, BMI is proud to launch another Scholarship Summit - this time focussed on the western hemisphere.

This premium event will connect you with outbound government and private scholarship providers, as well as funding agencies, which play a vital role in supporting students from the Americas to study overseas. Making agreements with these organisations plays a pivotal role in an institution's recruitment strategy, and developing personal relationships through face to face contact is the key to success in this part of the world.

At the BMI Americas Scholarship Summit, you will have one on one private meetings and network with the directors and senior staff from the most important scholarship and funding organisations from across North, Central, South America, and the Caribbean.

Bogotá, Colombia November 21 & 22

Standard

1 Meeting Schedule (for 1 representative)	US\$ 5,000
1 Meeting Schedule (shared by 2 reps)	US\$ 6,000
2 Meeting Schedules (for 2 reps / 2 schedules)	US\$ 7,500



Special Package

Save 20% when booking any city on the ExpoPosgrados tour



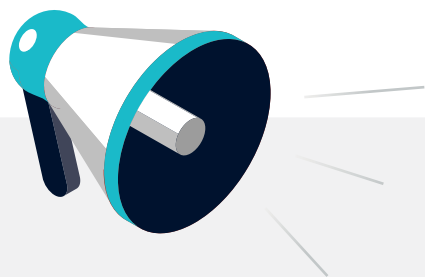
Photos: BMI Global Scholarship Summit, London April 2019.

For customised digital campaigns to match your strategy and budget, contact info@bmiglobaled.com

VIVAMUNDO

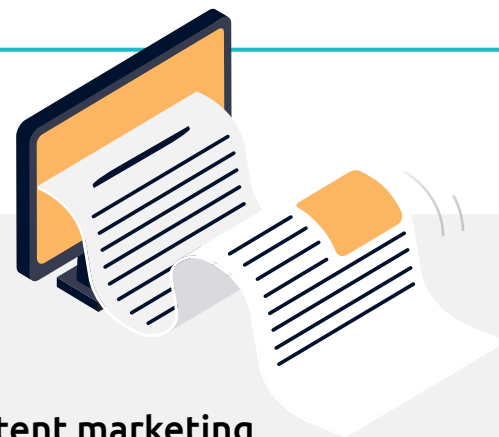
STUDY - TRAVEL - DISCOVER

Digital marketing strategies to reach qualified students in Latin America, Brazil 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, Portuguese or Vietnamese.
- ▶ 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.

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 201,638+
Instagram 15,208+
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.

VIETNAM International Education Week

October 7 - 17

A full week of integrated events that connect you with every stage of the student recruitment journey. Vietnam International Education Week is fully endorsed and run in partnership with the Vietnam Ministry of Education & Training (MOET), Vietnam International Cooperation Department (ICD/ MOET) and the Centre for International Education Consultancy (CIEC).



BỘ GIÁO DỤC VÀ ĐÀO TẠO
MINISTRY OF EDUCATION AND TRAINING



BỘ GIÁO DỤC VÀ ĐÀO TẠO
CỤC HỢP TÁC QUỐC TẾ
International Cooperation Department



Priority pass

Attend all BMI events in Vietnam's 3 core recruitment cities.
(Workshop, Forum and Fairs)

Standard

US\$ 15,800

Early Bird 19 July

US\$ 10,500

Save US\$ 5,300



VIETNAM INTERNATIONAL SCHOOLS FORUM & WORKSHOP

Pre-schedule meetings with secondary school principals and counsellors who represent the top bilingual, international and private schools from across Vietnam who act as important influencers advising students and parents on which countries, institutions and programmes abroad are the best match for them.

Ho Chi Minh City / October 7

Meeting Table **(for 1 representative)** US\$ 1,500

Meeting Table **(for 2 representatives)** US\$ 2,200



Vietnam Global Boarding & High School Fair

TRIỂN LÃM DU HỌC HÈ & TRUNG HỌC

New in 2019!

As a direct response to the booming secondary school sector in Vietnam, BMI is excited to launch 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.

Ho Chi Minh City		OCT 12	Standard	Early Bird 19 July
Hanoi		OCT 13	US\$ 5,000	US\$ 4,500



BMI Agent Workshop ASIA

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.

Ho Chi Minh City / October 8 & 9

Meeting Table (for 1 representative) US\$ 5,000

Meeting Table (for 2 representatives) US\$ 7,000

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

Insights from the 2018 event

Agents were seeking new partners
for these courses:

English Language Programmes	90%
High School	64%
Higher Education	89%
Summer Programmes	84%
Specialised/Certificate Courses	85%

Agents attended from the
following countries

- Cambodia
- China
- Hong Kong
- Indonesia
- Laos
- Malaysia
- Philippines
- Singapore
- Taiwan
- Thailand
- Vietnam

ASIA



Vietnam Global Education Fair

TRIỂN LÃM GIÁO DỤC TOÀN CẦU VIỆT NAM

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.

		Standard	Early Bird 19 July
Ho Chi Minh City	OCT 11 & 12	US\$ 4,200	US\$ 3,800
Hanoi	OCT 13	US\$ 2,700	US\$ 2,430
Danang	OCT 14	US\$ 2,400	US\$ 2,100

Visitor Statistics: Mar 2018

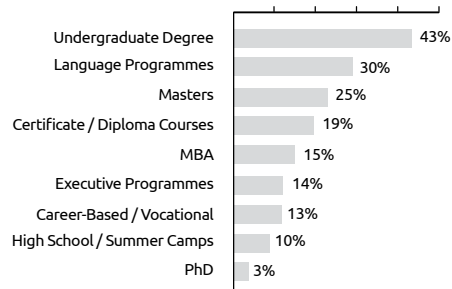
Number of visitors:

Ho Chi Minh City	2,425
Hanoi	1,570
Total	3,995

Top 10 subject areas:

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

Course of interest:



Thailand Global Education Fair

Bangkok / Fair in High Schools
October 16 & 17

	Standard	Early Bird 19 July
	US\$ 1,500	US\$ 1,300



BMI Agent Roadshow

T2 China

Form partnerships with pre-screened agents in China's expanding Tier 2 cities.

International education events in China have traditionally focussed on Tier 1 cities such as Beijing and Shanghai. Meanwhile, its Tier 2 cities boast massive improvements in infrastructure, huge inward investments and an increasingly skilled and wealthy workforce who are keen to give their children the best education possible.

This November, our team will escort you to three of China's Tier 2 cities which are undergoing rapid expansion, exposing your institution to these important markets at a key stage in their development.

You'll hold a series of private meetings and partake in networking events with pre-screened student recruitment agencies in areas of China not often visited by overseas institutions, giving you fresh contacts and new partnership opportunities dotted across China's landscape.

Hangzhou	Nov 11	Standard US\$ 11,000
Chengdu	Nov 13	
Shenyang	Nov 15	Early Bird 19 July US\$ 9,000

BONARD
formerly studentmarketing

To ensure that participating institutions only meet with the most relevant, high-quality agents, BMI have partnered with leading education industry research firm **Bonard (formerly Student Marketing)**. Working from their office in Tianjin, China, the Bonard team have created a proven multi-platform agent recruitment campaign which attracts, engages and then invites relevant agencies.



Meeting student recruitment agents in Hangzhou

With a population of 9.8 million and GDP of approximately USD 200 billion, Hangzhou is a force to be reckoned with. Upon arrival, you'll kick off with a welcome reception and rub shoulders with student recruitment agency owners and senior decision makers; people who have the authority to engage in new agreements or cement existing relationships.

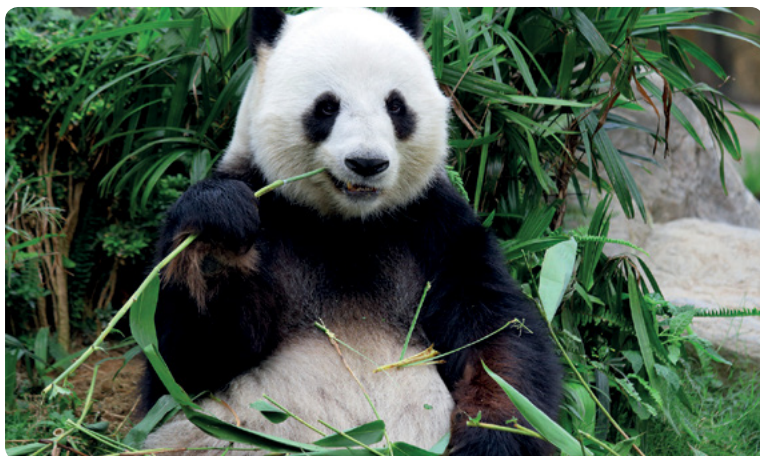
The next day, you'll have pre-booked meetings at an event that will be attended by carefully selected local agents who are looking to create partnerships with secondary schools, language schools and higher education institutions overseas.



Chengdu: A thriving city in the heart of China

The demand for language courses, undergraduate and postgraduate programmes have been steadily building in Chengdu, creating a plethora of opportunities for international student recruiters. The city rakes in an annual GDP of US\$232 billion and supports 14.4 million people; more and more of whom are hungry for a taste of a top quality educational experience overseas.

Institutions that get into Chengdu now will reap the rewards for decades to come, making this city an essential stop on our China roadshow. Your time in Chengdu will also feature a networking function and pre-arranged meetings with the most active agents within this massive regional hub.



Shenyang: A sleeping giant in China's recruitment scene

As the smallest Tier 2 city on our roadshow, you might have never even heard of Shenyang. That's a mistake you can't afford to make.

"Small" in China is a relative term – the city's population breaches 8.2 million and its GDP hovers in the US\$87 billion mark. Considered to be a rising growth engine for China, Shenyang plays host to the final city on our roadshow tour and after another round of meetings and networking events, this city will no doubt leave you with a roster full of recruitment contacts and an optimistic view of China's tomorrow.



UAE International Education Week

October 8 - 17

Join us for an integrated programme of three coordinated events that connect you to students, high school counsellors and the largest scholarship organisations in the Gulf.

Priority pass

Attend all BMI events in the UAE's 2 core recruitment cities.
(Workshop, Fairs and Summit)

Standard
US\$ 13,400

Early Bird 19 July
US\$ 10,500
Save US\$ 2,900

*Does not include Fairs in high Schools



GULF INTERNATIONAL SCHOOLS FORUM & WORKSHOP

Hold private meetings with principals and counsellors from 50 secondary schools in Bahrain, Kuwait, Oman, Saudi Arabia and the UAE.

Widen your network with private and international schools that actively advise and prepare their students for international higher education.

Dubai, UAE / October 8

Meeting Table **(for 1 representative)** US\$ 1,500

Meeting Table **(for 2 reps/2 schedules)** US\$ 2,200

International Education Week is organised from BMI's UAE office in Dubai International Academic City and supported by:



DUBAI INTERNATIONAL ACADEMIC CITY

Meet thousands of affluent local and expat students as well as those funded via national scholarship programmes at our main fairs plus chauffeured visits to leading private Emirati and international high schools.

		Standard	Early Bird 19 July
Dubai Fairs in High Schools	OCT 9 & 10	US\$ 1,500	US\$ 1,300
Dubai	OCT 11 & 12	US\$ 4,200	US\$ 3,800
Abu Dhabi	Oct 14	US\$ 2,700	US\$ 2,430
Abu Dhabi Fairs in High Schools	OCT 15	US\$ 850	US\$ 750

Visitor Statistics: Oct 2017

Number of visitors:

Abu Dhabi	2,380
Dubai	4,721
Total	7,101

Top 10 subject areas:

Business & Management

Engineering

Computer Sciences

Medicine

Marketing & PR

Art & Design

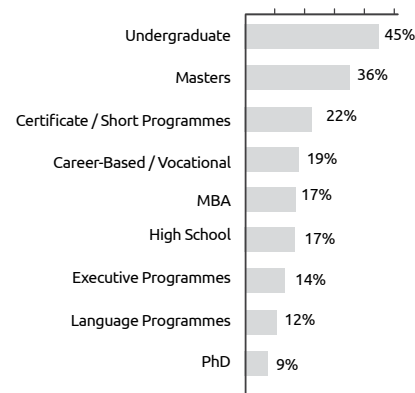
Languages

Tourism, Hospitality & Culinary

Education

Architecture

Course of interest:



BMI GULF SCHOLARSHIP SUMMIT

القمة الخليجية للمنح الدراسية

A high-level networking event that connects you with the heads of the largest scholarship programmes in the Gulf including:

- national and departmental government programmes
- national and private corporations
- key universities and vocational providers

Scholarship providers use this prestigious event to meet and select international partner institutions to receive their students.



Abu Dhabi, UAE / October 16 & 17

Delegate fee

US\$ 5,000

BMI Recruitment Calendar 2019/2020

July - December

Salão do Estudante

SEPT 9	Rio Copacabana
SEPT 10	Rio Barra
SEPT 12	Curitiba
SEPT 14 & 15	São Paulo
SEPT 16	São Paulo Fair in High School
SEPT 17	Salvador
SEPT 19	Brasília
SEPT 20	Belo Horizonte

ExpoPos

SEPT 9	Rio Copacabana
SEPT 10	Rio Barra
SEPT 12	Curitiba
SEPT 14 & 15	São Paulo
SEPT 16	São Paulo Fair in High School
SEPT 19	Brasília

ExpoEstudiante

SEPT 29	Panamá City
OCT 1	Cali
OCT 3	Medellín
OCT 5 & 6	Bogotá
OCT 8	Guayaquil
OCT 10	Quito
OCT 12 & 13	Lima

GULF INTERNATIONAL SCHOOLS FORUM & WORKSHOP

OCT 8	Dubai, UAE
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UAE Global Education Fair

OCT 9 & 10	Dubai Fairs in High Schools
OCT 11 & 12	Dubai
OCT 14	Abu Dhabi
OCT 15	Abu Dhabi Fairs in High Schools

BMI GULF SCHOLARSHIP SUMMIT

OCT 16 & 17	Abu Dhabi, UAE
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VIETNAM INTERNATIONAL SCHOOLS FORUM & WORKSHOP

OCT 7	Ho Chi Minh City
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BMI Agent Workshop

OCT 8 & 9	Ho Chi Minh City, Vietnam
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Vietnam Global Boarding & High School Fair

OCT 12	Ho Chi Minh City
OCT 13	Hanoi

Vietnam Global Education Fair

OCT 11 & 12	Ho Chi Minh City
OCT 13	Hanoi
OCT 14	Danang

Thailand Global Education Fair

OCT 16 & 17	Bangkok
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BMI Agent Roadshow

NOV 11	Hangzhou
NOV 13	Chengdu
NOV 15	Shenyang

ExpoPosgrados

NOV 5	Monterrey
NOV 7	Puebla
NOV 10	Mexico City
NOV 14	Cali
NOV 16 & 17	Bogotá
NOV 19	Medellín

BMI Higher Education Workshop

NOV 11 & 12	Mexico City
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BMI AMERICAS SCHOLARSHIP SUMMIT

NOV 21 & 22	Bogotá
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January - June

ExpoPosgrados

FEB 29 & MAR 1	Mexico City
MAR 3	Puebla
MAR 5	Monterrey

Study in the UAE

MAR 1 & 2	Dubai
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UAE Global Education Fair

MAR 3 & 4	Dubai Fairs in High Schools
MAR 6 & 7	Dubai
MAR 8	Abu Dhabi
MAR 9	Abu Dhabi Fairs in High Schools

BMI Agent & Higher Education Workshop

MAR 4 & 5	São Paulo
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BRAZIL INTERNATIONAL SCHOOLS FORUM & WORKSHOP

MAR 6	São Paulo
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Thailand Global Education Fair

MAR 9 & 10	Bangkok
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ExpoPos

MAR 7 & 8	São Paulo
MAR 10	Rio Copacabana
MAR 11	Rio Barra
MAR 13	Brasília

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

Vietnam Global Education Fair

MAR 12	Ho Chi Minh City
MAR 13 & 14	HCMC Fairs in High Schools
MAR 15	Hanoi
MAR 16 & 17	Hanoi Fairs in High Schools

Vietnam Global Boarding & High School Fair

MAR 14	Ho Chi Minh City
MAR 15	Hanoi

BMI Agent Workshop

MAR 18 & 19	Hanoi
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BMI Agent Roadshow

MAR 22 & 23	Kunming
MAR 24 & 25	Xian
MAR 26 & 27	Harbin

ExpoEstudiante

MAR 21 & 22	Santiago
MAR 24	Cali (Table & Chairs)
MAR 26	Medellín
MAR 28 & 29	Bogotá
APR 1 & 2	Quito
APR 4 & 5	Lima

BMI GLOBAL SCHOLARSHIP SUMMIT

APR 16 & 17	London
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www.bmiglobaled.com

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HQ: London - Bogotá - Dubai -
Lisbon - Salvador - Sydney