

Le pavillon Français

Vietnam and Indonesia

March, April 2025

Organised for:



Powered by:



Join 'le pavillon français' in Vietnam and Indonesia.

Jakarta, Ho Chi Minh City, Hanoi

Campus France Vietnam, Campus France Indonesia, and BMI Times Higher Education are happy to invite you to join the 'Pavillon Français' in Vietnam and Indonesia this March, April 2025.

France is for the first time the guest country of honor at the BMI Education fairs for the spring 2025 edition. As such, the establishments present in the France Pavilion in Vietnam and the France Pavilion in Indonesia benefit from advantageous rates and all the services for maximum visibility. The ideal opportunity to meet and exchange with hundreds of students, high school students and parents of students in Hanoi and Ho Chi Minh City and also in Jakarta!

The Pavillon Français has the following objectives:

- **Celebrate France as a major study destination** for Vietnamese and Indonesian students
- Provide a qualitative platform for French institutions to **increase their Vietnamese and Indonesian student intake** with an extensive promotion of France as a study destination
- **Offer a cost efficient and qualitative** participation for French institutions

France will be promoted by the combine forces of Campus France Vietnam, Campus France Indonesia, the Institut Francais and BMI Times Higher Education extensive marketing campaign.

To ensure cost-efficiency, participating institutions will have a 4sqm fully equipped individual booth to showcase your programs and engage with students.



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Le Pavillon Français

Vietnam and Indonesia
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Plan your recruitment tour in key recruitment markets for French Education

DATE	CITY	EVENT	4SQM
INDONESIA			
22 & 23 Mar	Jakarta	Indonesia Education Fair	US\$2,570
VIETNAM			
29 & 30 Mar	Ho Chi Minh	Vietnam Education Fair	US\$2,570
2 Apr	Hanoi	Vietnam Education Fair	US\$1,740



Reach a high-quality audience of students actively planning their study in France

- Leading education fairs in each city with multi-channel marketing campaign reaching millions of prospective students
- Dedicated Study in France seminar program to promote France as a study destination
- Targeted advertising campaign promoting French institutions and the Pavillon Français using high-quality channels and partner institutions
- Join with a fully equipped booth of 4sqm
- Learn more about BMI THE audience and reach [here](#)
- 2 two fully printed panels for the back wall of your booth included in the cost of participation
- Cost includes two representatives per 4sqm booth

Exclusive rates available until January 24th

Events in Asia

Indonesia - Thailand - Vietnam

Meet thousands of students, parents & high school counsellors who are making their final study plans at the largest international education events in Asia. Our events are officially endorsed by the Vietnam Ministry of Education and Training. We are also supported by Ministry of Education, Culture, Research and Technology of Indonesia.

5,707 students

visited the events in Asia

| VISITOR STATS MARCH 2024

Hanoi	1,426
Ho Chi Minh City	1,893
Jakarta	2,388

| TOP 10 SUBJECT AREAS

- Business & Management
- Engineering
- Computer Sciences
- Hospitality & Culinary
- Art & Design
- Marketing & PR
- Accounting & Finance
- Medicine
- Law
- Economics

| COURSE OF INTEREST

Masters	50%
Undergraduate	32%
Language Programmes	17%
Career-based / Vocational	13%
High School / Summer Camps	12%
MBA	11%
Certificate / Diploma Courses	11%
Executive Programmes	7%
PhD	2%

DATE	CITY	EVENT	6sqm	4sqm
INDONESIA				
19 & 20 Mar	Jakarta	2 Day High School Visits	US\$1,600	-
22 & 23 Mar	Jakarta*	Student Education Fair	US\$4,400	US\$2,570
THAILAND				
25 & 26 Mar	Bangkok	2 Day High School Visits	US\$1,600	-
VIETNAM				
28 Mar	Ho Chi Minh City	1 Day High School Visits	US\$850	-
29 & 30 Mar	Ho Chi Minh City*	Student Education Fair	US\$4,400	US\$2,570
31 Mar & 1 Apr	Ho Chi Minh City	Southeast Asia International Schools Forum & Workshop	US\$4,400	-
2 Apr	Hanoi*	Student Education Fair	US\$2,800	US\$1,740
3 & 4 Apr	Hanoi	2 Day High School Visits	US\$1,600	-

**Pavilion Français*

What's included

STUDENTS FAIRS

Exhibition Stand: 6m² (3m x 2m) and 4m² (2m x 2m) stand options. Special decoration including printed fascia with your logo, counter with logo printed on front for 4 sqm booth.

BMI SmartScan App: Collect and manage student data and leads. Track your ROI with features including recording data, prioritising leads, immediate access to a fresh database, and CRM integration.

Canada-focused marketing: Extensive promotion and prime positioning.

Online and Catalogue Presence: Logo, profile, and video on the official fair website, plus listing, profile, and contact details in the show catalogue.

FORUM AND WORKSHOP

Private Meeting Table: Two days of meetings with 26 pre-scheduled appointments with selected attendees.

Exclusive Guide: Complete contact details and profiles of all attending counsellors and delegates for future reference.

Networking and Gala Access: Includes two networking lunches, the gala dinner, and a welcome cocktail.

And more!



Pulling in the best counsellors and principals from renowned international and private high schools across South East Asia, this workshop will provide you with an exceptional opportunity to build relationships with one of the most formidable networks across the region.



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Register now

Please select the event of your choice, booth format and email it back to Jerome@bmiglobaled.com to confirm your participation. All cost listed in USD\$.

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Asia					
INDONESIA					
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*Pavillon Français

Contact details

First name

Last name

Company / Organisation

Country

Phone

Email

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