

'Study in France' Pavilion Vietnam – October 2026

Elevate your student recruitment in Vietnam

Join the official 'Study in France' pavilion with Campus France Vietnam at the BMI/THE Talk Global Study fairs this October. By centralising French excellence within a premium, branded space, we provide a high-impact platform for your institution to connect with thousands of qualified Vietnamese students. This strategic organisation reinforces France's position as a premier global study destination and offers a streamlined, cost-effective recruitment model for both public and private institutions.



Event schedule & exclusive participation rates

The 2026 pricing structure is specifically designed to support the diverse landscape of French education. Rates include a fully fitted 4m² booth.

Institution category	Hanoi 24 & 25 Oct	Ho Chi Minh City 27 Oct	Full tour package
PRIVATE FRENCH INSTITUTIONS	€2,570	€1,740	€3,980
FRENCH PUBLIC INSTITUTIONS	€954	€646	€1,480

Pavilion features & institutional benefits

- **Premium infrastructure:**
4sqm fully fitted stand (2m x 2m) with a printed display counter, 2-panel back-wall printing, lighting, and electricity.
- **Enhanced visibility:**
High-visibility location within the exhibition halls, official pavilion signage, and a dedicated landing page for the Study in France pavilion.
- **Dedicated seminar programme:**
France will be promoted with dedicated seminars hosted by Campus France Vietnam
- **Lead capture:**
Full access to the BMI SmartScan app to collect, manage, and prioritise digital student leads.

To learn more about the BMI/THE Talk Global Study fair and the interest of students, please visit the regional pack Southeast Asia, semester 2, 2026. [Consult it here.](#)

Logistics information for the second semester 2026 available [within this link.](#)

