2020 CALENDAR

CHINA AND INTERNATIONAL STUDENT RECRUITMENT EVENTS
## ORGANISED BY REGION

### EUROPE

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>ICEF Ukraine Focus</td>
<td>Mar. 23-24</td>
<td>Kiev, Ukraine</td>
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<tr>
<td>ICEF Moscow</td>
<td>Mar. 27-29</td>
<td>Moscow</td>
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<tr>
<td>BMI Global Scholarship Summit</td>
<td>Apr. 16-17</td>
<td>London</td>
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<tr>
<td>IUNC Eurasia 2020</td>
<td>May 13-16</td>
<td>Moscow</td>
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<tr>
<td>ICEF Berlin</td>
<td>Nov. 3-5</td>
<td>Berlin</td>
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### NORTH AMERICA

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<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>ICEF Secondary Education</td>
<td>Jan. 20-22</td>
<td>Long Beach</td>
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<tr>
<td>IUNC Americas 2020</td>
<td>Feb. 11-13</td>
<td>Miami</td>
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<tr>
<td>ICEF Africa</td>
<td>May 20-22</td>
<td>Cape Town</td>
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### EAST ASIA | SOUTHEAST ASIA

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<tr>
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<td>Tokyo</td>
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<td>Mar. 9-10</td>
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<td>Mar. 18-19</td>
<td>Hanoi</td>
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<tr>
<td>BMI Agent Roadshow T2 China</td>
<td>May. 11-15</td>
<td>Wuhan</td>
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<tr>
<td>ICEF Southeast Asia</td>
<td>Jun. 17-19</td>
<td>Ho Chi Minh City</td>
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<tr>
<td>BMI Vietnam International Schools Forum &amp; Workshop</td>
<td>Oct. 7</td>
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### AF R I CA

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<tr>
<td>BMI Expo Posgrados</td>
<td>Feb. 29-Mar.5</td>
<td>Mexico City</td>
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<tr>
<td>BMI Agent &amp; Higher Education Workshop Brazil</td>
<td>Mar. 4-5</td>
<td>Sao Paulo</td>
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<tr>
<td>BMI Brazil International Schools Forum &amp; Workshop</td>
<td>Mar. 6</td>
<td>Sao Paulo</td>
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<tr>
<td>BMI ExpoPos</td>
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<td>Sao Paulo</td>
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<tr>
<td>BMI Salao do Estudante</td>
<td>Sep. 9-19</td>
<td>Rio de Janeiro</td>
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<td>Panama City</td>
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<td>Sep. 30-Oct.2</td>
<td>Rio de Janeiro</td>
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<tr>
<td>BMI Americas Scholarship Summit</td>
<td>Nov. 21-22</td>
<td>Bogota</td>
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<tr>
<td>ICEF Latin America</td>
<td>Dec. 30-Oct.2</td>
<td>Rio de Janeiro</td>
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<tr>
<td>BMI Expo Posgrados</td>
<td>Nov. 5-19</td>
<td>Monterrey</td>
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### LATIN AMERICA | CENTRAL AMERICA

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<tr>
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<tbody>
<tr>
<td>IUCEF Mexico-Colombia Agent Roadshow</td>
<td>Mar. 9-13</td>
<td>Mexico City</td>
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<tr>
<td>BMI Expo Estudante</td>
<td>Mar. 21-Apr.5</td>
<td>Santiago</td>
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### BMI Expo Posgrados

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<tr>
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<tr>
<td>Sao Paulo</td>
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### BMI Salao do Estudante

<table>
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<tbody>
<tr>
<td>Brasilia</td>
<td>Sep. 19-20</td>
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<tr>
<td>Sao Paulo</td>
<td>Sep. 19-20</td>
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### BMI Expo Posgrados

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<tr>
<td>Sao Paulo</td>
<td>Nov. 5-19</td>
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<tr>
<td>Monterrey</td>
<td>Puebla, etc.</td>
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SUITABLE PARTICIPANTS / INDICATION OF COSTS

INTERNATIONAL SCHOOLS FORUM & WORKSHOP

USD 1,500
(UAE, October)

SCHOLARSHIP SUMMIT

USD 5,000 - UK 5,000
Suitable for globally ranked top 500 institutes or those with clear advantages in disciplines / fields of study.

RECRUITMENT FAIR

USD 2,400 - 4,200
(for each city)

HIGH SCHOOL RECRUITMENT

USD 600 - 1,500
(This event only accepts institutes who attend the Recruitment Fair, and will not allow individual sign-ups)

AGENT WORKSHOP

BMI events: Full price USD 5,000
ICEF events: Full price EUR 3,300 - 4,900

Chinese institutes attending for the first time will receive a 20% discount.

SINGLE/ MULTIPLE ATTENDEES

The agent workshops and Scholarship Summit prices are for one individual only; the cost will increase with more attendees.

For the recruitment fairs, the cost entails multiple attendees with no increase in price.

Discounts for early birds / CHE members / registration multiple events.
## ORGANIZED BY DATE (2020)

### JANUARY 20-22

**ICEF Secondary Education**  
Jan. 20-22  Long Beach, USA

ICEF Secondary Education provides education focused agents the opportunity to hold one-to-one meetings effectively and efficiently.

**Full price: EUR 4,400**
(Each additional ticket is at the set price of EUR970 and will not be discounted). Chinese institutes attending for the first time will receive a 20% discount

### FEBRUARY 25-27

**ICEF Japan-Korea Agent Roadshow**  
Feb. 25  Tokyo, Japan  
Feb. 26-27  Seoul, Korea

2019 Facts and Figures:
- 292 participants from 201 organizations in 15 countries
- 69 educators from 53 schools in 12 countries
- 109 agents from 70 agencies in Japan
- 96 agents from 68 agencies in Korea

**Full price: EUR 3,900**
(Each additional ticket is at the set price of EUR970 and will not be discounted). Chinese institutes attending for the first time will receive a 20% discount

### MARCH 1-2

**BMI Study in the UAE Agent Workshop**  
Mar. 1-2  Dubai, UAE

With 2020 on the horizon, the education industry in the UAE continues to grow in both size and quality, making it one of the leading educational hubs in the world. At BMI’s Study in the UAE Agent Workshop, student recruiters learn to establish the necessary connections to meet their enrolment targets.

**Early Bird price: USD 3,750**

### MARCH 3-9

**BMI UAE Global Education Fair**  
Mar. 3-4  Dubai, UAE  
Mar. 6-7  Dubai, UAE  
Mar. 8  Abu Dhabi, UAE  
Mar. 9  Abu Dhabi, UAE

The UAE Global Education Fair shall be held in March at Abu Dhabi, with thousands of local students attending. The main focus of the event includes top private and international school visits.

**Early Bird prices:**
- Dubai (Fairs in 6x schools) USD 1,300
- Dubai USD 3,800
- Abu Dhabi USD 2,430
- Abu Dhabi USD 750  
(Fairs in 6x schools)

### FEBRUARY 29 – MARCH 5

**BMI Expo Posgrados**  
Feb. 29 – Mar. 1  Mexico City  
Mar. 3  Puebla  
Mar. 5  Monterrey

As Columbia and Mexico’s needs in international education grow, so do the needs of their postgraduate demographic. As one of the hottest markets for international student recruitment, don’t miss the postgrad fair!

**Early Bird prices:**
- Mexico City USD 3,200
- Puebla USD 1,710
- Monterrey USD 1,710
**March 4-5**

BMI Agent & Higher Education Workshop Brazil
- Mar. 4-5  Sao Paulo, Brazil
  - Discuss your programs with pre-screened agents who can recruit on your behalf.
  - Explore scholarship programs and strategic partnerships for student and staff mobility, international research collaborations and curriculum internationalization

**Early Bird price: USD 5,000**

**March 6**

BMI Brazil International Schools Forum & Workshop
- Mar. 6  Sao Paulo

Dedicated to the K-12 sector, attendees can establish and reinforce relationships with principals and school counsellors from top-notch private, bilingual and international schools in Brazil. Connect with influential leaders at Brazil’s secondary school level via pre-scheduled meetings and plenty of networking opportunities.

**Early Bird price: USD 1,500**

**March 7-13**

BMI ExpoPos
- Mar. 7- 8  Sao Paulo
- Mar. 10  Rio de Janeiro
- Mar. 11  Rio de Janeiro Barra
- Mar. 13  Brasilia

Dedicated to the higher education sector, this event brings you 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.

**Early Bird prices:**
- Sao Paulo  USD 3,200
- Rio de Janeiro  USD 1,710
- Rio de Janeiro Barra  USD 3,200
- Brasilia  USD 1,710

**March 9-10**

BMI Thailand Global Education Fair
- Mar. 9-10  Bangkok, Thailand

BMI Thailand Global Education Fair draws in and makes contact with thousands of eager academic students alongside their parents, making visits to select top-rated private schools.

**Early Bird price: USD 1,300**

**March 7-19**

BMI Salão do Estudante
- Mar. 7-8  Sao Paulo
- Mar. 10  Rio de Janeiro
- Mar. 11  Rio de Janeiro Barra
- Mar. 13  Brasilia
- Mar. 15  Salvador
- Mar. 17  Belo Horizonte
- Mar. 19  Curitiba

Held across seven major cities in Brazil, Salão do Estudante is one of the most prominent and successful education fairs in the world. Beginning in 1994, the fair has attracted over 90,000+ students, professionals and parents annually.

**Early Bird prices:**
- Sao Paulo  USD 3,800
- Rio de Janeiro  USD 2,700
- Rio de Janeiro Barra  USD 2,430
- Brasilia  USD 2,430
- Salvador  USD 2,430
- Belo Horizonte  USD 2,430
- Curitiba  USD 2,430

**March 9-13**

ICEF Mexico-Colombia Agent Roadshow
- Mar. 9-11  Mexico City
- Mar. 12-13  Bogota de

2019 Facts and Figures:
- 323 participants from 228 organizations in 16 countries
- 88 educators from 68 schools in 15 countries
- 101 agents from 72 agencies in Mexico
- 116 agents from 77 agencies in Colombia
- 10 service providers from 8 organizations in 6 countries

**Early Bird price: EUR 4,300**
**MARCH CONT.**

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<th>MARCH 12-17</th>
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<tr>
<td><strong>BMI Vietnam Global Education Fair</strong></td>
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<td><strong>ICEF Ukraine Focus</strong></td>
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<tr>
<td>Mar. 12 - 14 Ho Chi Minh City</td>
<td>Mar. 18-19 Hanoi</td>
<td>Mar. 23-24 Kiev, Ukraine</td>
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<td>Mar. 15-17 Hanoi</td>
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BMI’s biannual Vietnamese student recruitment fairs consistently draw in thousands of academically-oriented students and their parents to bring them in direct contact with institutions from around the world. BMI also takes a limited number of accredited institutions on chauffeured visits to top-rated private high schools in Hanoi and HCMC.

**Early Bird prices:**
- Ho Chi Minh City USD 700
- Hanoi USD 1,300

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<th>MARCH 14-15</th>
<th>MARCH 21 - APRIL 5</th>
<th>MARCH 27-29</th>
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<tr>
<td><strong>BMI Vietnam Global Boarding &amp; High School Fair</strong></td>
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<td><strong>ICEF Moscow</strong></td>
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<tr>
<td>Mar. 14 Ho Chi Minh City</td>
<td>Mar. 21-22 Santiago, Chile</td>
<td>Mar. 27-29 Moscow</td>
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<td>Mar. 15 Hanoi</td>
<td>Mar. 24 Cali, Colombia</td>
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This event is endorsed by the Vietnamese Ministry of Education and gives K-12 providers and opportunity to meet parents who are sending their children to overseas boarding schools, high schools and short-term camps or programs. Held over one weekend in Vietnam’s biggest cities, the fairs form part of Vietnam International Education Week.

**Early Bird price:** USD 4,500

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<th>MARCH 21-29</th>
<th>MARCH 28-29</th>
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<tr>
<td><strong>ICEF Moscow</strong></td>
<td><strong>ICEF Expo Estudiante</strong></td>
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<tr>
<td>Mar. 27-29 Moscow</td>
<td>Mar. 28-29 Bogota, Colombia</td>
<td>Mar. 31 Guayaquil, Ecuador</td>
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ICEF Moscow provides educators and service providers with the opportunity to meet with the best agents of 10 important markets.

**Early Bird price:** EUR 3,900

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<tr>
<td>Mar. 21-22 Santiago, Chile</td>
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<td>Mar. 31 Guayaquil, Ecuador</td>
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<td>Mar. 29 Medellin, Colombia</td>
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<td>Mar. 26 Medellin, Colombia</td>
<td>Mar. 30 Bogota, Colombia</td>
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<tr>
<td>Mar. 28-29 Bogota, Colombia</td>
<td>Mar. 31 Guayaquil, Ecuador</td>
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<tr>
<td>Apr. 2 Quito, Ecuador</td>
<td>Apr. 4-5 Lima, Peru</td>
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For nearly 25 years, ExpoEstudiante has been connecting international institutions with lively students and their families in Chile, Colombia, Mexico and Peru. Increase and diversity your enrolments by joining our 4-country tour and build your brand in burgeoning markets across Latin America.

**Early Bird prices:**
- Santiago, Chile USD 3,800
- Cali, Colombia USD 1,710
- Medellin, Colombia USD 2,430
- Bogota, Colombia USD 3,800
- Guayaquil, Ecuador USD 2,430
- Quito, Ecuador USD 2,430
- Lima, Peru USD 3,800
**APRIL 1-2**

**BMI Agent Workshop Asia**  
| Apr. 1-2 | Almaty, Kazakhstan |

2019 Facts and Figures:
- 149 participants from 112 organizations in 24 countries
- 51 educators from 44 schools in 19 countries
- 94 agents from 65 agencies in 5 countries
- 806 pre-schedules meetings during the event

**Early Bird price: EUR 2,925**

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**APRIL 16-17**

**BMI Global Scholarship Summit**  
| Apr. 16-17 | London |

At BMI’s most prestigious event, the most accredited institutions come together with the heads of over 70 international scholarship organizations and senior staff who manage public and private training programs to decide which education providers will receive their students and train their staff. No other event gives you this kind of access to such a powerful audience.

**Early Bird price: USD 6,000+**

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**MAY 11-15**

**BMI Agent Roadshow T2 China**  
| Mar. 11-12 | WuHan  
| Mar. 14-15 | Xi’an |

Many of China’s Tier 2 cities are undergoing rapid expansion, yet are off the radar of many recruiters. You’ll hold a series of private meetings and partake in networking events with 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.

**Early Bird price: USD 6,250**

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**MAY 13-16**

**IUNC Eurasia 2020**  
| May 13-16 | Moscow |

- The ninth international higher education conference
- Provides one-to-one exchange and communication between universities worldwide and Eurasia’s education institutes

**Early Bird price: EUR 990**

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**MAY 20-22**

**ICEF Africa**  
| May 20-22 | Cape Town |

The 3rd annual ICEF Africa will take place in Cape Town in May 2020. The 2019 event connected international educators and service providers with quality student recruitment agents from all over Africa.

**Early Bird price: EUR 3,900**

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**SEPTEMBER 9-19**

**BMI ExpoPos Brazil**  
| Sep. 9-10 | Rio de Janeiro  
| Sep. 12 | Curitiba  
| Sep. 14-16 | Sao Paulo  
| Sep. 19 | Brasilia |

Dedicated to the higher education sector, this event brings you 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.

**Early Bird prices**
- Rio de Janeiro (9th) USD 2,700
- Rio de Janeiro (10th) USD 2,430
- Curitiba USD 2,430
- Sao Paulo (14th-15th) USD 3,800
- Sao Paulo (16th) USD 800
- Brasilia USD 2,430
### SEPTEMBER

#### SEPTEMBER 9-20

**BMI Salão do Estudante Brazil**
- Sep. 9-10 Rio de Janeiro
- Sep. 12 Curitiba
- Sep. 14-16 Sao Paulo
- Sep. 17 Salvador
- Sep. 19 Brasilia
- Sep. 20 Belo Horizonte

One of the most prominent and successful education fairs in the world, Salão do Estudante 7-city tour is Brazil’s must-attend event for over 90,000 students, parents, recruitment agencies, education institutions, government organizations and media outlets.

**Early Bird prices:**
- Rio de Janeiro (9th) USD 2,700
- Rio de Janeiro (10th) USD 2,430
- Curitiba USD 2,430
- Sao Paulo (14th-15th) USD 3,800
- Sao Paulo (16th) USD 800
- Salvador USD 2,430
- Brasilia USD 2,430
- Belo Horizonte USD 2,430

#### SEP. 29-OCT. 13

**BMI Expo Estudiante**
- Sep. 29 Panama City
- Oct. 1 Cali
- Oct. 3 Medellin
- Oct. 5-6 Bogota
- Oct. 8 Guayaquil
- Oct. 10 Quito
- Oct. 12-13 Lima

For nearly 25 years, ExpoEstudiante has been connecting international institutions with lively students and their families in Chile, Colombia, Mexico and Peru. Increase and diversify your enrolments by joining our 4 country tour and build your brand in burgeoning markets across Latin America.

**Early Bird prices:**
- Panama City USD 1,710
- Cali USD 1,710
- Medellin USD 2,430
- Bogota USD 3,800
- Guayaquil USD 2,430
- Quito USD 2,430
- Lima USD 3,800

#### SEP. 20-OCT. 2

**ICEF Latin America**
- Sep. 30 – Oct. 2 Rio de Janeiro

The 12th annual ICEF Latin America is the largest agent networking event focused on this important region. The event provides an excellent opportunity for international educators from all sectors to consolidate existing partnerships, as well as establish new ones with quality, screened student recruitment agents.

**Full price:** EUR 4,400

### OCTOBER

#### OCTOBER 8-17

**BMI Gulf International Schools Forum & Workshop**
- Oct. 8 Abu Dhabi | Dubai

This event is only open to those attending the UAE Education Fairs and Gulf region recruiting events.

**Full price:** USD 1,500

**BMI UAE Global Education Fair**
- Oct. 9-12 Dubai
- Oct. 14-15 Abu Dhabi

Meet thousands of affluent local and expat students as well as those funded via national scholarship programs during your 2-city trip, which includes our main fairs plus escorted visits to top private and international schools.

**Early Bird prices:**
- Dubai (9th-10th) USD 1,300
- Dubai (11th-12th) USD 3,800
- Abu Dhabi (14th) USD 2,430
- Abu Dhabi (15th) USD 750

**BMI Gulf Scholarship Summit**
- Oct. 16-17 Abu Dhabi

Held in October, this high-level networking event connects you with the heads of over 50 scholarship programmes from 7 countries across the Gulf so you can find new educational partners and sign agreements to receive funded students that best match your institution.

**Full price:** USD 5,000+
### OCTOBER 7

**BMI Vietnam International Schools Forum & Workshop**

- **Oct. 7**  Ho Chi Minh City

With pre-scheduled meetings with secondary school principals and counsellors who represent the top bilingual, international and private schools from throughout Vietnam, BMI Vietnam International Schools Forum & Workshop is truly unique in its ability to connect you with influential leaders at the secondary school level in Vietnam. Due to the unique nature of this event, only 30 international higher education institutions are able to attend. Demand is strong so be sure to reserve your space now before it is too late!

**Full price: USD 1,500+**

### OCTOBER 8-9

**BMI Agent Workshop Asia**

- **Oct. 8-9**  Ho Chi Minh City

This event is renowned throughout the region for attracting a wide range of high quality, vetted recruitment agencies from 12 countries across Asia. An important event for strengthening relationships with agents, it provides one-to-one agent meetings.

**Full price: USD 5,000+**

### OCTOBER 11-14

**BMI Vietnam Global Education Fair**

- **Oct. 11-12**  Ho Chi Minh City
- **Oct. 13**  Hanoi
- **Oct. 14**  Da Nang

BMI’s biannual Vietnamese student recruitment fairs consistently draw in thousands of academically-oriented students and their parents to bring them in direct contact with institutions from around the world. BMI also takes a limited number of accredited institutions on chauffeured visits to top-rated private high schools in Hanoi and HCMC.

**Early Bird prices:**

<table>
<thead>
<tr>
<th>Location</th>
<th>Price</th>
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<tbody>
<tr>
<td>Ho Chi Minh City</td>
<td>USD 3,800</td>
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<tr>
<td>Hanoi</td>
<td>USD 2,430</td>
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<tr>
<td>Da Nang</td>
<td>USD 2,100</td>
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### OCTOBER 12-13

**BMI Vietnam Global Boarding & High School Fair**

- **Oct. 12**  Ho Chi Minh City
- **Oct. 13**  Hanoi

This event is endorsed by the Vietnamese Ministry of Education and gives K-12 providers and opportunity to meet parents, students, high schools and short-term camps or programs. Held over one weekend in Vietnam’s biggest cities, the fairs form part of Vietnam International Education Week.

**Early Bird price: USD 4,500**

### OCTOBER 16-17

**BMI Thailand Global Education Fair**

- **Oct. 16-17**  Bangkok

BMI Thailand Global Education Fair draws in and makes contact with thousands of eager academic students alongside their parents, making visits to select top-rated private schools.

**Early Bird price: USD 1,300**
IUNC Americas 2020 is the International Higher Education Conference, focused on the University Cooperation Development. This exclusive face-to-face networking event is specially designed to connect universities from around the world with international heads of the institutions from the USA, Canada and Latin America.

Early Bird price: EUR 990

BMI Agent Roadshow T2 China

Nov. 11-12 Hangzhou
Nov. 13-14 Chengdu
Nov. 15 Shenyang

Many of of China’s Tier 2 cities are undergoing rapid expansion, yet are off the radar of many recruiters. You’ll hold a series of private meetings and partake in networking events with 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.

Early Bird price: USD 9,000

BMI Expo Posgrados

Nov. 5 Monterrey
Nov. 7 Puebla
Nov. 9-10 Mexico City
Nov. 14 Cali
Nov. 16-17 Bogota
Nov. 19 Medellin

As Columbia and Mexico’s needs in international education grow, so do the needs of their postgraduate demographic. As one of the hottest markets for international student recruitment, don’t miss the postgrad fair!

Early Bird prices:
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Puebla USD 1,710
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BMI Americas Scholarship Summit

Nov. 21-22 Bogota

Hold one on one private meetings and network with the directors and senior staff from the most important outbound scholarship and funding organisations from across North, Central, South America, and the Caribbean.

Full price: USD 5,000+

CHE MEMBERS, CLIENTS AND PARTNERS
Founded in 1987, BMI are the experts in international student recruitment. Our clear purpose is to help institutions from around the world increase their international students from Asia, Brazil, Spanish-speaking Latin America and the Middle East. We do this via our market-leading international student recruitment fairs, agent workshops, high school visits, university networking events and online digital marketing services.

Well known as the organizer of the largest and most important recruitment fairs in Latin America, BMI’s clients include universities, language schools, government associations, higher education colleges, boarding schools and educational agencies from over 36 countries.

ICEF connects Educators, Education Agents, Work & Travel Professionals, and Industry Service Providers to key markets and networks worldwide, supporting the growth and development of international education and global student mobility. Through ICEF’s various services, education institutions and agents achieve results and efficiencies in growing international student enrolments.

CHE (China Higher Ed, hereby referred to as CHE) is an organization dedicated to providing china-related information and education services to professionals across the world. CHE is based in Melbourne, Australia, but has contacts in Beijing, Shanghai and Guangzhou. CHE has clients from 50+ countries and represent over 4000 higher education institutions, government agencies and education service providers.
Through our B2B platform of over 20,000 professionals in the tertiary education industry across the world, CHE is a one-stop provider of China-related education services and information. Our clients, readers and subscribers come from 50+ countries and represent over 6,000 higher education institutions, government agencies and education service providers.