

For immediate release
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EXPLORING THE LATEST STUDY ABROAD TRENDS FROM THE VIETNAM GLOBAL EDUCATION FAIRS (GEF), NOVEMBER 2017

The UK-based world-leading organiser of educational events, BMI, celebrating its 30th anniversary this year, will bring the Vietnam Global Education Fairs (GEF Vietnam) back in November 2017, looking to guide young Vietnamese in their preparation of studying abroad. The fifth GEF Vietnam will gather international universities, embassies and government agencies from 18 countries around the world. Thanks to its huge collaboration with national television, particularly the channel VTV6, GEF provides vital information as well as current trends to Vietnamese students, reasons why it is well-known as the most important multinational education fair in Vietnam.

DATES AND LOCATIONS OF THE GEF VIETNAM SERIES

- Danang: 2/11/2017 at the Phan Chau Trinh high school
- Hanoi: 3/11/2017 at Pullman Hanoi Hotel
- Ho Chi Minh city: 4 & 5/11/2017 at Rex Saigon Hotel

FREE ENTRY TO GEF VIETNAM

- Parents, students and young professionals can register for free entry at: <http://globaleducationfairs.net/>
- Once registration is completed, you will receive a ticket with a unique barcode. To get your fast track access to the fairs, visitors are encouraged to print or save the ticket on a mobile device by taking a screenshot.

THE LATEST EDUCATION TRENDS TO BE FOUND IN GEF VIETNAM THIS NOVEMBER

As BMI have successfully organised so many large fairs in places such as London, Brazil, Colombia, Dubai and Abu Dhabi, GEF Vietnam is thus expected to contain the latest vital information regarding studying overseas:

- GEF 2017 will be occupied by international institutions, government agencies and embassies of over 18 countries such as USA, UK, France, Australia and more.
- The endorsement and attendance of 4 embassies and government agencies show the credibility and diversity of information in the events.
- GEF 2017 will introduce the latest trends as well as good destinations that have not yet become popular for Vietnamese people, such as Bulgaria, Romania, Kazakhstan, Spain, Denmark, Finland, Ireland, Russia, South Africa, Macao, Thailand and others. These places offer great education at an affordable cost with interesting lifestyles in exotic cultures.
- A diverse range of courses and study fields from all sorts of institutions across five continents will enable GEF 2017 visitors to make the most suitable and wisest choice for their overseas study: arts and creativity, including film-making, photography or music; the most sought-after roles in the Vietnamese marketplace like tourism, business and marketing; the 'futurist' fields namely Artificial Intelligence, Computer Science, Molecular Bio-Science, Nuclear Medicine, Aviation and so on.
- The national television channel VTV6 will have its famed broadcasters to host the Alumni Talk on a new topic: 'Studying Abroad: What the world can offer for you to bring home' with talented Vietnamese alumni guests.

INTERNATIONAL FORMAT OF GEF VIETNAM APPRECIATED BY ALL

Whereas many fairs employ an older format of regimented meetings, both visitors and education representatives appreciate GEF's more conversational and welcoming style of booths. This allows students and parents to freely seek out the exhibition booths of prestigious universities and colleges, to enjoy one-to-one conversations with the admission directors and institution representatives, then can collect the official guidebooks, thus saving time and effort by avoiding the massive and unreliable sources on the Internet.

The seminars presented by embassies, government agencies and international educators often get overwhelming attention as specialists help parents to better plan and prepare for their children's trip abroad. Alumni Talk's host Duong Son Lam, well-known as the anchor-man for popular TV programs such as Morning Coffee, 60 Minutes and Super Leader, will have a panel discussion with the best and brightest alumni guests, namely Nguyễn Quỳnh Anh (former marketing manager at Uber Hanoi), Hồ Đức Hoàn (founder of Edu2review), Đặng Thị Hương (the winner for the two prestigious Australian awards in the Victoria State in 2013) and many more.

4 GOVERNMENT AND EMBASSY EDUCATION REPRESENTATIVES AT GEF NOVEMBER 2017

France: As well as being one of the few European countries keeping most of its education free for non-EU students, France is also home to institutions large enough to have campuses across the globe, not just in France. Therefore, students here can earn more study abroad experience by travelling between different international campuses. This November marks the third time in a row the French Embassy have endorsed GEF Vietnam. Campus France will highlight the superior benefits of studying in France, particularly within many new English-speaking courses.

Ireland: Education in Ireland (under the Ministry of Education and Skills Ireland) and a group of 5 important Irish universities will represent the variety of opportunities for overseas students this English-speaking island country contains, which is renowned for its Guinness beer as well as a culture of entrepreneurship. Vietnamese students here can apply to extend their visa for up to 2 years after graduation.

Finland: The Finnish Embassy will deliver an exclusive 30-minute seminar: 'Finland, world-class higher education and problem-based learning', at which those present can find a lot of education pathways to study in one of the world's top countries in terms of safety and society.

Australia: One of the top three destinations chosen by the Vietnamese, Australia will be represented at the fairs by a group of top Australian universities and Study Melbourne, a Victorian government initiative. They will provide support and information to parents and students planning to study in Australia, particularly in Melbourne, the city named as the world's most liveable year after year. Vietnamese graduates from Australia Club will also join in with these events to share their own experiences of living in Australia.

For pictures of GEF Vietnam, please visit our gallery: <https://goo.gl/fl11rM>

About BMI

BMI is a leader in organising education events worldwide. The company was founded in 1987 with headquarters in London (UK). BMI organises more than 60 international student recruitment fairs and agent workshops in 17 different countries across Asia, Brazil, Latin America, the Middle East and the UK. BMI are regularly invited to speak at international education conferences such as NAFSA, are a supporting partner of UNICEF and are proud to have been commissioned to organise the official EU focused Europosgrados (Colombia and Chile) and Eurpos (Brazil) events on behalf of DAAD, Campus France and NUFFIC.

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