

CANADIAN EDUCATION SPRING FAIRS 2020 - VIETNAM (DANANG – HANOI – HO CHI MINH CITY)

FAIR INFORMATION PACKAGE

Dates	: March 5-8, 2020
Locations	: Danang, Hanoi and Ho Chi Minh City, Vietnam
Venues	: Novotel Hotel Danang, Melia Hotel Hanoi and Gem Center Ho Chi Minh City
Target Audience	: K-12, language and post-secondary students and parents
Sector	: Education

The Annual Canadian Education Spring Fairs in Vietnam are organized by Canadian Education International (CEI-Vietnam). The Fairs are organized in 3 main cities in the central, north and south regions of Vietnam and attract over 4,000 visitors in total. These fairs provide the opportunities to recruit Vietnamese students for the Fall and Spring intakes. Please complete the attached the Fair registration form or participants can register online at:

<http://ceifair.canada-edu.org/canadian-education-spring-fairs-2020-registration-form-vietnam/>

For further information, please contact ngoc.nguyen@canada-edu.org

WHY YOU SHOULD PARTICIPATE:

Vietnam remains an important recruitment market, with outbound mobility growing significantly over the past few years. With steady growth in both the number of students arriving from Vietnam and the size of the economy, Vietnam looks set to continue as a strong growth market. Vietnam's economic development will also enable parents from its growing middle and upper classes to send their children to study overseas at younger ages. In 2018, the number of Vietnamese students reached around 20,000, making Vietnam the 5th largest source country for Canada.

{ } DANANG

- Cost: \$CA 2,000.00
- Thursday, March 5, 2020 from 4:30pm to 8pm
- Venue: Novotel Hotel – 36 Bach Dang, Hai Chau District, Danang City
- Expected number of visitors: 500
- Maximum number of participants: 40

{ } HANOI

- Cost: \$CA 2,500.00
- Saturday, March 7, 2020 from 1pm to 5pm
- Venue: Melia Hotel – 44B Ly Thuong Kiet, Hoan Kiem District, Hanoi
- Expected number of visitors: 1,500
- Maximum number of participants: 80

{ } HO CHI MINH CITY

- Cost: \$CA 2,500.00
- Sunday, March 8, 2020 from 1pm to 5pm
- Venue: GEM Center - 8 Nguyen Binh Khiem Street, District 1, Ho Chi Minh City
- Expected number of visitors: 2,500
- Maximum number of participants: 90

FAIRS INCLUDE:



Please note that we will provide the booth backdrop with the information you provide us, including:

- School name
- Logo
- 5 highlight programs
- Student testimonial with his or her photo
- 4 high resolution pictures

SPECIAL BOOTH DESIGN(S) AT ADDITIONAL COST(S) AVAILABLE UPON REQUEST

ADDITIONAL ACTIVITIES

{ } AIRPORT PICK UP/ DROP OFF AFTER HANOI FAIR

We will provide buses to pick you up at the Melia hotel after the Hanoi Fair and bring you to Noi Bai International airport at 5pm and 5:30 pm.

{ } ADVERTISING IN FAIR GUIDE AT \$CA 300/ PAGE

- 5,000 copies will be printed and distributed to Fair visitors and visitors to CEI offices
 - A5-Size - 148mm (W) x 210 mm (H)
 - Full color
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PAYMENT INFORMATION

We can only accept payments by bank transfer.

Account Name	: CANADA CO., LTD
Account Number (CAD)	: 0071531055713
Bank name	: Joint Stock Commercial Bank for Foreign Trade of Vietnam
Bank address	: 41 Nguyen Thi Minh Khai Street, District 1, Ho Chi Minh City, Vietnam
Swift Code	: BFTVVNVX
Tel	: +84 28 3822 1890
Website	: www.vietcombank.com.vn

PROMOTION PLAN

- Advertisement in major local newspapers (Tuoi Tre, Thanh Nien, Vietnam News, Hanoi Moi, Saigon Giai Phong – Chinese, Tien Phong)
- Online promotion: Facebook, Google, Youtube, Zalo, Coccoc, VNexpress, Mangduhoc, Dantri, Tuoi Tre online
- Direct mailing to parents/students, local education agents, principals, reporters and other partners.
- 100,000 flyers, 500 posters, banners and standees at street intersections, local schools and education agent offices
- 5,000 Fair guides
- Brand-name SMS to student and parent databases
- TV announcement (HTV9, VTV1)

REFUND POLICY

- A \$200 processing fee will be charged for cancellations made prior to January 25, 2020
- For cancellations made from January 25 to February 20, 2020 (inclusively), the refund rate is 50%.
- There will be no refunds for cancellations made after February 20, 2020 or if the institution does not attend the events

SHIPPING OF MATERIALS

FOR EVENT IN	CONTACTS AND SHIPPING ADDRESS
DANANG	Ms. HA PHAN Senior Counselor Canadian Education International (CEI –VN) VN Post Building, 7 th Floor 271 Nguyen Van Linh, Vinh Trung Ward Thanh Khe District, Danang, Vietnam Tel: +84 236 3779668 - Cell: +84 789462890 Email: ha.phan@canada-edu.org
HANOI	Ms. HANG TRAN Administrative Assistant Canadian Education International (CEI –VN) Sky City Towers, Building A, 6th Floor 88 Lang Ha Street, Dong Da District, Hanoi, Vietnam Tel: +84 24 37185497 - Cell: +84 973587518 Email: hang.tran@canada-edu.org
HO CHI MINH CITY	Ms. AN NGUYEN Administrative Assistant Canadian Education International (CEI-VN) Bao Lao Dong – Nguyen Kim Building, 4 th Floor 198 Nguyen Thi Minh Khai, Ward 6, District 3 Ho Chi Minh City, Vietnam Tel: +84 28 39305875 - Cell: +84 907302467 Email: an.nguyen@canada-edu.org

Please mark your boxes:

- Printed Promotional Materials Only, No Commercial Value, Not for Resale
- Name of Institutions and events must be clearly marked on at least on 2 sides of the boxes
- Please identify and label the number of all boxes shipped (i.e. 1 of 3, 2 of 3, 3 of 3)
- Customs and taxes: All taxes and duties are the responsibility of the SENDER. Some shipments may take up to 3 or 4 weeks to clear customs. CEI-Vietnam will not be responsible for any shipments that do not clear customs in time for the Fairs.
- CEI-Vietnam also provides local printing service if you do not want to ship your materials to Vietnam
- **Deadline for materials to arrive: Feb 20, 2020**
- We will also have a Gift Corner at Fairs for all visitors. It would be appreciated if you could send us or bring with you some school give-away items such as stuffed animals, USBs, pens, pencils, notebooks, cups, and other items so we can display at these corners and give them to students at the Fairs.

VISA

Please find information on visa to Vietnam at the following link:

<https://www.vietnamembassy.ca/visas>

Visitors to Vietnam are required to have an entry visa and CEI-Vietnam will send you the letter of invitation when we receive your Fair registration. If you need any assistance in obtaining your visa please contact us.

HOTEL BOOKING

The recommended hotels for Danang, Hanoi and Ho Chi Minh City are the Novotel Hotel, Melia Hotel and other hotels in Ho Chi Minh City. CEI-Vietnam will also send you the hotel booking forms when we receive your Fair registration. Please complete these hotel booking forms and send them to the hotels directly. We can assist you if you have any problems with this.

FLIGHTS

Flights on Vietnam Airlines from Ho Chi Minh City to Danang or Danang to Hanoi (one way) is approximately 2.4 million dong for economy class. Flights between Hanoi and Ho Chi Minh City (one-way) are approximately 3.7 million dong for Economy class and 6.7 million dong for Business class. These fares may change for 2020. It takes 1 hour and 20 minutes to fly between Ho Chi Minh City and Danang or Danang and Hanoi; and it takes 2 hours and 15 minutes to fly from Hanoi to Ho Chi Minh City. It takes 10 - 15 minutes to get to the airport from downtown Danang. It takes approximately 40–60 minutes from Hanoi Center to Noi Bai airport while from the Ho Chi Minh Airport to downtown takes between 15–20 minutes.

Recommended flights from Danang to Hanoi on March 6, 2020

Flight No.	Operated by	Departure	Arrival	Trip Duration
VN 162	Vietnam Airlines	9:00	10:20	1 hour and 20 minutes
VN 158	Vietnam Airlines	9:15	10:35	1 hour and 20 minutes
VN 166	Vietnam Airlines	10:00	11:20	1 hour and 20 minutes
VN 168	Vietnam Airlines	10:30	11:50	1 hour and 20 minutes
VN 172	Vietnam Airlines	13:00	14:20	1 hour and 20 minutes
VN 176	Vietnam Airlines	14:30	15:50	1 hour and 20 minutes
VN 184	Vietnam Airlines	17:00	18:20	1 hour and 20 minutes
VN 188	Vietnam Airlines	18:00	19:20	1 hour and 20 minutes
VN 186	Vietnam Airlines	18:30	19:50	1 hour and 20 minutes
VN 194	Vietnam Airlines	20:00	21:25	1 hour and 20 minutes
VN 190	Vietnam Airlines	20:30	21:50	1 hour and 20 minutes
VN 198	Vietnam Airlines	21:00	22:20	1 hour and 20 minutes

Recommended flights from Hanoi to Ho Chi Minh City on March 7, 2020

Flight No.	Operated by	Depart	Arrive	Trip Duration
VN 279	Vietnam Airlines	20:00	22:15	2 hours and 15 minutes
VN 285	Vietnam Airlines	21:00	23:10	2 hours and 10 minutes
VN 287	Vietnam Airlines	21:30	23:45	2 hours and 15 minutes

PROPOSED SCHEDULE

DANANG

Thursday, March 5, 2020

Venue: Thuy Son Ballroom – Level 2

Novotel Hotel - 36 Bach Dang, Hai Chau District, Danang City

16:15 – 16:30	Booth set up
16:30 – 20:00	Fair open to the public
20:00	End of Fair, Dismantling

HANOI

Saturday, March 7, 2020

Venue: Ballroom – Level 1

Melia Hotel – 44B Ly Thuong Kiet, Hoan Kiem District, Hanoi

12:45 – 13:00	Booth set up
13:00 – 17:00	Fair open to the public
17:00	End of Fair, Dismantling

HO CHI MINH

Sunday, March 8, 2020

Venue: Castor Ballroom – Level 5

GEM Centre – 8 Nguyen Binh Khiem, District 1, HCMC

12:45 – 13:00	Booth Set up
13:00 – 17:00	Fair open to the public
17:00	End of Fair, Dismantling

(The official program will be sent to you by the end of February)

USING AGENTS AT FAIRS

- All agents assisting the institutions at the fairs must be registered with the organizer at the time of registration.
- Agents assisting Canadian institutions at the fairs will not advertise their own services on any of the booth/ table decorations. Only the name of the Canadian institution (or school board) shall be displayed on the signage.
- No promotional materials from agents, including business cards, flyers, bags, brochures and upcoming events, will be displayed or distributed at the booths/tables or at the events.
- Agents are not allowed to wear their uniforms and/or logos at Fairs.
- The Canadian institutions that are represented by the local agents or that invite local agents to the fairs/events are responsible for ensuring that the agents fully adhere to these guidelines.
- Each institution is allowed a maximum of 2 representatives from the institution. For each fair, each institution may use at most one agent to assist at the booth. The agent needs to be registered with the Fair organizer at least 2 weeks prior to the events. The agent has access to the coffee breaks, but not the complimentary lunch. Lunch tickets for agents can be purchased with the organizer (\$C60 for Hanoi and \$C70 for HCMC). For a third participant, if any, the additional cost is \$150/person/each city.
- CEI Vietnam reserves the right to remove agents from the Fairs if they do not comply with these rules.

CONTACT INFORMATION

CANADIAN EDUCATION INTERNATIONAL – VIETNAM

HO CHI MINH OFFICE:

Bao Lao Dong – Nguyen Kim Building
4th Floor, 198 Nguyen Thi Minh Khai
Ward 6, District 3, Ho Chi Minh City, Vietnam
T: (84-28) 3930 5875
F: (84-28) 3930 5874

HANOI OFFICE:

6th Floor, Sky City Towers, Building A
88 Lang Ha, Dong Da District, Hanoi, Vietnam
T: (84-24) 3718 5497
F: (84-24) 3237 3263

DANANG OFFICE:

VN Post Building, 7th Floor
271 Nguyen Van Linh, Vinh Trung ward
Thanh Khe District, Danang City, Vietnam
T: (84-236) 3779 668
F: (84-236) 3779 666

QUANG NGUYEN – General Director

Cell: 0918 264121/ Email: quang.nguyen@canada-edu.org

TRAM TRAN – Director, Student Counseling

Cell: 0903 837910/ Email: tram.tran@canada-edu.org

NGOC NGUYEN - Director, Communications

Cell: 0985 606269/ Email: ngoc.nguyen@canada-edu.org

BICH NGUYEN – Director, Operations

Cell: 0909 973120/ Email: bich.nguyen@canada-edu.org

NGOC HOANG – Director, Hanoi Branch

Cell: 0974 453401/ Email: hoang.ngoc@canada-edu.org

NHAN NGUYEN – Director, Danang Branch

Cell: 0976 151637/ Email: nhan.nguyen@canada-edu.org