



Anglo Latino Education Partnership

Expo Study English UK / Estudia Ingles UK

Mexico City, February 4th to 8th 2010

Event Summary

- An Expo offering a B2B element (agent meetings) within a B2C event
- Morning meetings with agents, afternoon/evening Expo B2C
- 2 major venues in and around Mexico City
- Friday 5th February, Hotel Sheraton Suites Santa Fe – in the heart of the new business and school district to the west of the city
- Saturday and Sunday 6th and 7th February, Hotel Sheraton Maria Isabel, Reforma – on Mexico City's main Avenue in the centre of town

Background to the Fair

- Mexico is a largely untapped market for UK English language and residential/high school/UFP providers
- Over recent years there has been a lack of promotion of the UK as a study destination in Mexico
- This has left the market open for Canada and Australia to exploit – regular nationwide fairs are held promoting both countries as a study destination with support from a coordinated network of agents
- There is no event of this type promoting the UK as a study destination
- The UK is seen as inaccessible, expensive and remote
- Yet the UK remains the destination of choice for Mexicans who prefer British English and the kudos associated with the UK/Europe
- Mexicans retain the status of non visa nationals for the UK whilst this is not the case with competitor countries; Canada introduced a visa requirement for Mexicans in the summer of 2009
- Mexicana has recently introduced direct flights to the UK from Mexico City with very reasonable return fares: > USD 900
- The situation demands an enhanced presence and promotion of the UK as a viable and accessible study destination
- As a pilot event the Expo will focus on Mexico City and will be pitched at a mainly younger audience – summer schools, study abroad, etc.
- At the Sao Paulo fair recently, providers were canvassed as to their interest in such an event, with positive feedback

Event Details

- Opportunity for min 10, max 30 English UK members
- Anglo Latino Education Partnership to make all arrangements in country:
 - Liaison with event locations and reservation of venues including hotel rooms for participants
 - Event promotion: press advertising, email shots, contact with local schools and universities, contact agents inviting them to participate in the fair
 - Extend invitation to potential participants
 - Seek the collaboration and support of English UK, English UK North, British Embassy, British Council, UKTI
 - Coordinate the shipping of materials for the fair
 - Manage the event and coordinate follow up, registering participants and providing information and support in country post event
- Confirmation of participation in event required by **16th December**

Cost per participating school

- Expo Cost 3 days: GBP 750; 2 days: GBP 575
 - Includes: agent meetings, B2C Expo, refreshments, transfer between venues, event promotion, organization, local taxes
- Translator/interpreter per Expo GBP 50
 - Anglo Latino to make all payment arrangements in country
- Accommodation at Sheraton Maria Isabel / room /night USD 115 +
Tax (payable directly to the hotel) – group rate min 10 participants
- Reservation deposit of GBP 300 required from each participant by deadline above – deposit required to reserve Expo rooms

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