

# BESS VIETNAM

5-6 March 2019

HCMC



## General information

**BESS Vietnam** will be the first BESA event in Vietnam, following the success of BESS Asia in Malaysia and BESS Dubai in the UAE. The event will give UK companies an opportunity to showcase their products and services in a market that is going through major educational changes.

**BESS Vietnam** will be a highly focused business event, supporting face-to-face meetings, seminars and workshops, and discussions with key decision-makers in the region.

## Why exhibit?

**BESS Vietnam** will give you:

- ✓ an opportunity to display your products or services
- ✓ the chance to run a workshop
- ✓ access to the delegate list
- ✓ networking with potential partners and government officials

**BESS Vietnam** will address all sectors of education, from early years to vocational training, to STEAM-based subjects, English language training, assessment and more!

## Who visits the show?

**BESS Vietnam** delegate profile includes:

- ✓ Senior executives, policy-makers, decision-makers from government
- ✓ Government officials from the region
- ✓ International schools, educational institutes, universities
- ✓ Principals from all levels of private and public educational institutes under the Ministry of Education
- ✓ Administrators, procurement officers, training department
- ✓ Importers, distributors and agents

## Stand packages

We have four fantastic options to enhance your presence at BESS Vietnam and make the most of your participation.

**For further information please contact William:**

**[william@besa.org.uk](mailto:william@besa.org.uk)**

**£2,000**  
grant available

Organised by



In partnership with:



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Item	Premium: £15,000	Gold: £9,000	Silver: £6,000	Standard: £3,500
Marketing of the workshop sessions	Yes	Yes	Yes	Yes
Power socket	2 sockets	1 socket	1 socket	1 socket
Workshop session	3 x one hour	2 x one hour	1 x one hour	1 x 30 mins
Chairs and front desk	2	2	1	1
Front desk	1	1	1	1
Coffee/tea and lunch on both days	Yes	Yes	Yes	Yes
DIT welcome and market info briefing	Yes	Yes	Yes	Yes
Stand with your own graphics	12 sq mtrs	10 sq mtrs	8 sq mtrs	6 sq mtrs
Show guide entry	Yes	Yes	Yes	Yes
Vietnam market report	Yes	Yes	Yes	Yes
Your logo on all event signage during the event	Yes	Yes	Yes	No
Lunch sponsor (1 day)	Yes	No	No	No
Advertisement on event brochure	Full page	Half page	No	No
Logo on BESS Vietnam website	Yes	No	No	No
Your company logo in all pre-show marketing material	Yes	No	No	No
Interpreter	up to 2	1	1	1



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BRITISH EDUCATIONAL  
SUPPLIERS SHOW

  
VIETNAM

## DIT support

**Limited grants** are available. These will be allocated on a first-come, first-served basis, provided you are eligible. Companies that qualify for support can get a **£2,000** grant. For terms and conditions on eligibility, please see the DIT terms and conditions on our website: [besa.org.uk](http://besa.org.uk).

## Contacts

If you are interested,  
please contact:

William [william@besa.org.uk](mailto:william@besa.org.uk)

Abi [abi@besa.org.uk](mailto:abi@besa.org.uk).

**Two nights' accommodation**

**FREE**

in HCMC

**ONLY**

for the first 10 exhibitors who book a silver, gold or premium stand package

**£2,000**  
grant available

Offer only available for one delegate per company

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BRITISH EDUCATIONAL  
SUPPLIERS ASSOCIATION

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In partnership with:

  
Department for  
International Trade

**UK 2018**  
CELEBRATING  
UK-VIETNAM PARTNERSHIPS