

In partnership with:



Department for
International Trade

bess
VIETNAM BRITISH
EDUCATIONAL SUPPLIERS SHOW
BESS Vietnam 2020
12 – 13 London
HCMC

besa | 
BRITISH EDUCATIONAL
SUPPLIERS ASSOCIATION

VISIONGLOBAL
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★ *General information*

After the success of the first BESS Vietnam show in 2019, BESA is delighted to be organising the second edition of this event in March 2020. This event is supported by the Vietnamese Ministry of Education and Training (MOET) as well as the Department of Education & Training (DOET). 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** is a highly focused business event, concentrating on face-to-face meetings, seminars/workshops and giving you the opportunity to have discussions with key decision-makers in the region.

★ *Why exhibit?*

BESS Vietnam will give you:

- ✓ the ability to display your products or services
- ✓ the chance to run a workshop
- ✓ the opportunity to network with potential partners and government officials

BESS Vietnam will also address all sectors of education from Early years to Vocational training, as well as STEAM based subjects, English language training, assessment and many more!



★ *Who visits the show?*

BESS Vietnam's delegate profile includes:

- ✓ senior executives, policy makers and decision makers from government
- ✓ government officials from the region
- ✓ international schools, educational institutes, and universities
- ✓ principals from all levels of private and public educational institutes under the MOET & DOET
- ✓ administrators, procurement officers and training department
- ✓ importers, distributors and agents



**Two nights' accommodation free in HCMC
for the first 10 exhibitors to book silver, gold or premium packages!
Offer only available for one delegate per company**

£2,500 grant available!

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Stand Packages

We have four fantastic stand packages to enhance your presence at **BESS Vietnam 2020** and make the most of your participation. For further information on each option, please contact arianna@besa.org.uk

Item	Premium: £12,000 + VAT	Gold: £9,000 + VAT	Silver: £6,000 + VAT	Standard: £3,600 + VAT
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 table	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	12sq mtrs	10sq mtrs	8sq mtrs	6sq 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

DIT Support

There are a **limited number of grants available** for this event and these will be allocated on first come first served basis, providing you are eligible. Companies that qualify for support can get a grant of **£2,500**. For terms and conditions on eligibility, please see DIT terms and conditions on our website.

Contacts

Should you be interested in taking part in the event, please do not hesitate contact Arianna@besa.org.uk

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