

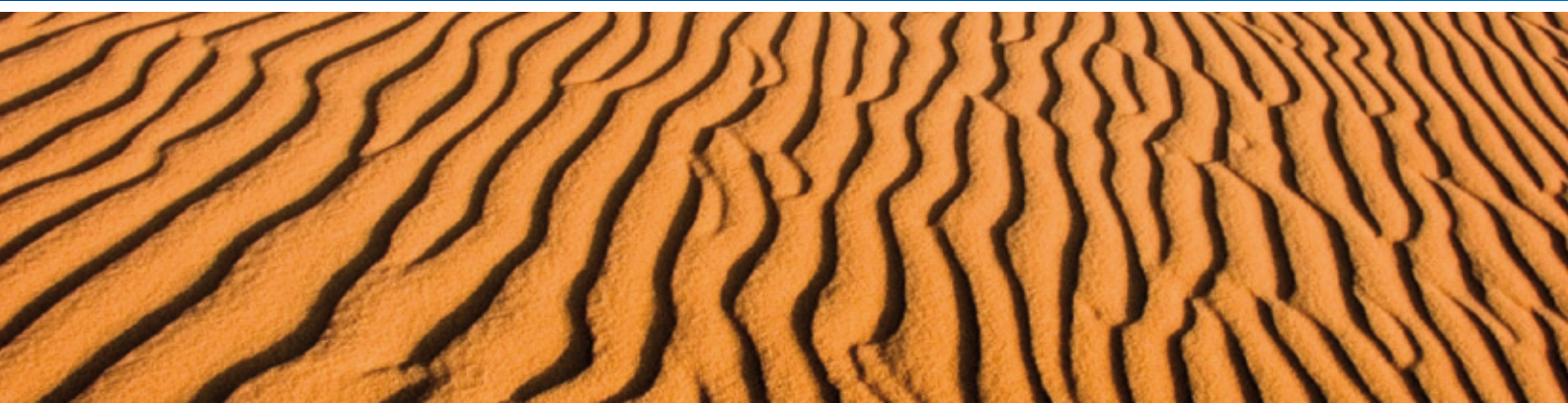


# The Al Ain Fair

*Working for the Middle East,  
North Africa, Central Asia & Turkey*

**Monday 20 – Thursday 23 April 2009**

InterContinental Al Ain Resort



## Quality in international student recruitment

The AI Ain Fair will bring together accredited UK English language centres and study abroad agents in the United Arab Emirates' Garden City, located only 90 minutes drive from Dubai and Abu Dhabi. Participation is limited to just 70 organisations (30 educators and 40 agencies) and is open to English UK member centres and selected top quality agents from the Middle East, North Africa, Central Asia and Turkey. The Fair is organised by the English Language Promotions Group, which comprises the British Council, English UK, UK Trade & Investment and VisitBritain.

## Working for the Middle East, North Africa, Central Asia and Turkey

The Middle East, North Africa, Central Asia and Turkey are key regions for ELT. Accredited UK English language centres are actively looking to increase business from all over the area. The AI Ain Fair will attract the full range of accredited UK English language centres, from private language schools to educational trusts and charities, further education colleges and universities. Study abroad agents and educational consultants will represent key markets from across the regions including (but not limited to) Saudi Arabia, Turkey, United Arab Emirates, Georgia, Kazakhstan and Egypt.

## A new opportunity

The AI Ain Fair is the third workshop to be jointly organised by the British Council, English UK, UK Trade & Investment and VisitBritain. The first workshop of its kind, 'The Cancun Fair: Working for the Americas', which took place in the Presidente InterContinental Cancun Resort in March 2007, was commended for its small and intimate yet businesslike nature. 'The Hong Kong Fair: Working for the Asia Pacific', which was held in the Renaissance Harbour View Hotel Hong Kong in February 2008, built on this successful foundation.

## How to register

To register your interest in participating contact Jodie Gray at English UK on [jodie@englishuk.com](mailto:jodie@englishuk.com).

## Package offered

Package includes accommodation for 3 nights at the InterContinental AI Ain Resort, Welcome Arabian Barbecue, workshop sessions and eSchedule Lite account, seminar programme, lunch on Tuesday and Wednesday, an evening desert excursion and barbecue, and Farewell Dinner.

## Outline programme

### Monday 20 April

14:00	Check-in
15:00 – 18:00	Registration
20:00 – 22:00	Welcome Arabian Barbecue (poolside)

### Tuesday 21 April

09:30 – 12:30	Seminar Programme
12:30 – 14:00	Lunch
14:00 – 17:30	Appointment sessions
18:30 – 22:00	Desert excursion and barbecue

### Wednesday 22 April

09:30 – 12:30	Appointment sessions
12:30 – 14:00	Lunch
14:00 – 17:30	Appointment sessions
20:00	Farewell Dinner

### Thursday 23 April

12:00	Check-out
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## Participants' comments from 'The Cancun Fair: Working for the Americas' (March 2007) and 'The Hong Kong Fair: Working for the Asia Pacific' (February 2008)

*'I liked the small scale of the event and the timing. It meant everyone could meet everyone, more or less, so you didn't feel you were missing out.'*

*'The atmosphere and friendliness was a highlight during this Fair, much better than others I have been to.'*

*'The Fair was conceptually very good for me...It turned out to be exactly what I wanted...'*

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