



2008 Vietnam Institute of International Education University Fair – Commercial Service Pavilion

Join the U.S. Commercial Service Pavilion at the 2008 Institute of International Education University Fair, Vietnam's premier higher education recruitment event! Get connected with over 5000 of the most qualified Vietnamese students, school counsellors, parents and agents on **October 7, 2008 in Ho Chi Minh City and October 9 in Hanoi.**

Gain Access to the Hottest Education Market in South East Asia:

- Vietnam is the world's 2nd fastest growing foreign student market.
- The number of Vietnamese students studying in the U.S. is growing by 31% annually.
- Two-thirds of Vietnamese students self-finance their education.
- See full University Fair details at <http://www.iiehongkong.org/ufair/2008/hanoi.htm>

The CS Pavilion is More than Just a Catalogue Show:

- Prominently display your School's print and multimedia recruitment material (e.g. continuously running PPT presentations) in the Show's highest traffic area.
- Knowledgeable U.S. Commercial Service Education Sector Specialists will represent your U.S. University or College at the Fair.
- Track students, parents and agencies who visit the CS Pavilion. CS Education Specialists will collect qualified leads for your follow-up.
- Communicate in real time with potential students. Students can email recruitment officers directly from the Pavilion.

Registration and Participation Requirements:

- Register by **September 21, 2008** to lock in at the special price of **\$150 per city or \$250 for both** by e-mailing Education Specialist Ngo Thuc Anh at Ngo.Anh@mail.doc.gov. After September 21, prices are subject to change.
- Participation is limited to U.S. universities or colleges.
- Express courier 20-30 sets of your school's brochures, business cards, CDs, DVDs, marketing materials and PowerPoint presentations by September 29 to:

For Hanoi Pavilion (October 9):

Attention: Mr. Brent Omdahl
U.S. Commercial Service
U.S. Embassy
170 Ngoc Khanh Street
Hanoi, Vietnam
Tel: +844-850-5199

For Ho Chi Minh City Pavilion (October 7):

Attention: Mr. William Marshak
U.S. Consulate General
9th Floor, Saigon Center, 65 Le Loi Boulevard
Ho Chi Minh City, Vietnam
Tel: +848-8250490

For additional information, contact:

Ms. Ngo Thuc Anh, Education Sector Specialist
Email: ngo.anh@mail.doc.gov