

Academic Asia presents:



British Schools Exhibitions

China

October 2018

Following the outstanding success of our exhibitions in China in October 2017, Academic Asia is pleased to announce further exhibitions in China in October 2018.

The exhibitions will be based on an intensive three-day schedule in three cities in Guangdong Province - the manufacturing heartland of China.

The schedule will be:

Friday 19th October

- meet in Hong Kong: travel by road to Shenzhen
- Shenzhen Exhibition
- Travel by road to Guangzhou

Saturday 20th October

- Guangzhou Exhibition
- Travel by road to Zhuhai

Sunday 21st October

- Zhuhai Exhibition
- Travel by sea to Hong Kong or to Hong Kong Airport

We would recommend that participants arrive in Hong Kong on or before Thursday 18th October in order to be ready to travel to China on Friday 19th October.

On Sunday 21st October there will be a choice of returning by ferry to Hong Kong itself or to Hong Kong Airport (in time for overnight flights to UK).

The participation fee includes the cost of all internal transport within China, that is: coach travel Hong Kong > Shenzhen > Guangzhou > Zhuhai and sea travel from Zhuhai to Hong Kong or to Hong Kong Airport.

Guangdong Province (formerly known in English as "Canton") is the most populous province in China with 105 million people. It also has the highest GDP at US\$1.1 trillion.

Shenzhen is situated on the border between Hong Kong and mainland China. It is a thriving commercial centre of 12 million people.

Guangzhou (also, strangely, once known as "Canton") is the capital of Guangdong Province and is one of the richest cities in China. It has been a major centre for international trade for hundreds of years.

Zhuhai is a relatively "small" (1.5 million people) and spacious resort city on the South China Sea frequented by China's well-to-do. In 2018 an amazing 34-mile bridge will join Zhuhai to Hong Kong.

Academic Asia has offices in all three cities and our staff will actively follow-up all enquiries generated at the exhibitions and will, as required, arrange further testing, skype interviews, deposit payments etc.

Hotels: The exhibitions will be held in five-star hotels in each city and we will be able to offer participants excellent group discount rates at each hotel. We will also offer group discount rates at an excellent hotel in Hong Kong, if required.

Students: The exhibitions are expected to attract serious students looking for places in Years 7, 9, 10 and 12 in September 2019 (and also January 2019 and September 2020). Some students may need pre-session English courses - Academic Asia can advise and assist with these as required. We would expect to see equal numbers of boys and girls at the exhibitions.

Testing facilities will be provided at each exhibition. Academic Asia will provide quick placement tests in English and Maths. Schools' own tests can be administered after the Academic Asia tests, if required. Further testing, after the exhibitions, can be carried out in our offices.

Display Stands: Academic Asia will provide participating schools with individual display stands at each exhibition. These will be in full colour and will be based on information supplied by the school, translated into Chinese. There will be no need for participants to carry their own heavy pull-up displays around in China.

Prospectuses and promotional materials for all three exhibitions can be sent in advance to the Academic Asia office in Shenzhen. Academic Asia staff will arrange for onward transportation of the prospectuses after each exhibition.

Interpreters can be supplied by Academic Asia and their use is highly recommended as many parents will not speak much English. All interpreters will be bilingual and will have a good understanding of the UK education system. Participants may, if they prefer, use parents or former pupils as their interpreters.

Travel will be by air-conditioned charter coach Hong Kong > Shenzhen > Guangzhou > Zhuhai. Onward travel from Zhuhai at the end of the final exhibition will be by high-speed ferry going to either:

The Macau Ferry Terminal in Hong Kong
or
Hong Kong International Airport

The participation fee for the exhibitions is **£3,600.00**

This includes:

- Three exhibitions
- Individual display stands
- 240V power supply at each exhibition
- Travel to and from Hong Kong
- All travel within China
- A full page in the exhibition brochure
- Extensive pre-publicity in the Chinese media

The participation fee does not include the cost of participants' hotel accommodation but we will arrange discounted rates at the three hotels and also at a five-star hotel in Hong Kong.

Schools generally send one representative to our exhibitions but the participation fee will cover two representatives if required.

No visa is needed for Hong Kong (for UK/EU nationals) but a visa will be required for mainland China - fortunately the visa process is relatively quick and simple: full details will be provided.

There is a **deductible registration deposit of £750.00** to reserve a place at the exhibitions.

A **registration form** is enclosed. We ask that all schools send a copy of their prospectus with their registration - this is to enable our staff to begin learning about your school and to begin our local pre-publicity.

REGISTRATION FORM
BRITISH SCHOOLS EXHIBITIONS



CHINA



19th—21st October 2018

We wish to register for the exhibitions in Shenzhen, Guangzhou and
Zhuhai:

Cost: £3,600.00

Name of School	
Address	
Contact Person: Name Job Title	
Telephone	
Email	
Representative 1: Name Job Title	
If applicable: Representative 2: Name Job Title	

I have read and agree to the terms and conditions overleaf

I enclose a non-refundable registration deposit of £750.00 (deductible from the total participation fee)

I also enclose a copy of the school's prospectus.

Signed Date

Name Job Title

TERMS AND CONDITIONS

1. Commission of 10% of the first year's full boarding and tuition fees is payable in respect of each successful application resulting from participation in the exhibitions and/or where the exhibitions are used to successfully further a previous or on-going enquiry regardless of the source from which that enquiry originated.
2. A deposit of £750.00 is payable by the participating institution on registration for the exhibitions. Participation is not confirmed until the deposit has been received. The deposit is non-refundable. The deposit is deductible from the participation fee.
3. The balance of the participation fee is due six weeks before the exhibitions.
4. The participation fee does not include accommodation or meals.
5. Academic Asia International Ltd reserves the right to cancel the exhibitions if it is deemed by the Directors to be unsafe or not viable to proceed. In this case, the deposit and participation fee will be refunded in full. Participating institutions will be responsible for any other cancellation charges and costs incurred.
6. In circumstances where a registered participant withdraws from the exhibitions the registration deposit shall be forfeit but the balance of any participation fees paid will be refunded as follows:

6 weeks or more before the date of the first exhibition:	100% refund
4 - 6 weeks before the date of the first exhibition:	50% refund
0 - 4 weeks before the date of the first exhibition	25% refund
7. Academic Asia International Ltd does not accept any liability for any injury, loss or damage suffered by participants nor any loss of, or delay to, interruption of, or variation of, the exhibitions due to circumstances beyond our control. This includes, but is not limited to, any wrongful or negligent act or omission by a third party.

Bank details:

Academic Asia (International) Ltd No.2 Account
Account No: 20124214 - Barclays Margate Branch 20-17-94

Please return this form to:

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