

Thailand Education Fair (Myanmar) 2023 Yangon

Organized by

Association of Myanmar Alumni from Universities in Thailand

ထိုင်းတက္ကသိုလ်ဘွဲ့ရမြန်မာကျောင်းသားဟောင်းများအသင်း



Association of Myanmar Alumni
from Universities in Thailand



Dear Sir/Madam,

Greeting from Myanmar Alumni from Universities in Thailand!

We would like to invite Education Institutions in Thailand to participate in our “**Thailand Education Fair Myanmar**” on **21st May 2023 (Sunday), in Novotel Hotel, Yangon.**

Seeking higher education abroad still remains a popular trend for Myanmar students for various reasons including exposure, gaining experience and improving skills. When entering the job market, a person that is fluent in foreign language, especially in English, is a considerable advantage. Education market of Myanmar is dominated by a demand for undergraduate and post-graduate studies abroad. This is followed by students seeking doctoral options. The area of study varies from science to art, engineering to medical, business administration to language study.

Thailand is one of the most popular destinations for Myanmar students, with its reputation for quality education, globally recognized qualifications, diversity of programs, similar culture, and opportunity to work after graduation.

Myanmar Student Profile

The following points should be taken into consideration when participate in the events:

- Myanmar high school system completes at grade 11, short of 1 year compare to other countries, which requires the students to complete a foundation course prior to undergraduate courses overseas.
- Expense and reputation of the institution are main concerns for Myanmar students and parents in making decision for overseas studies.
- Majority of Myanmar students need to complete an English language course before commencing their academic program.
- Opportunity to work and proximity to friends and relatives are also considered.
- Myanmar students are relatively independent when gathering information about education options. However parents play an important role in the actual decision of where to go and what to study.
- Many Myanmar students prefer to study in large and urban locations.

The timing of the AMAUT's Thai Education Fair should allow sufficient time for prospective students to complete their English language courses in time for 2022-2023 academic programs.

We also advise all institutions to contact AMAUT to discuss ways in which their business can be further developed in Myanmar.

Thank you.

Ms. Cho Cho Win

General Secretary

Association of Myanmar Alumni from Universities in Thailand (AMAUT)

Room (2), Building (3), Thuwunna Modern Avenue, (corner of Thuwunna Public Park),

Than Thu Mar Road, Thingangyun Township, Yangon, Myanmar.

Mobile: +95-9-43024039, Line ID: jay23479 Email: chochomar73@gmail.com



Event Objectives

The objectives of the THAI Education Fair are to:

- Encourage Myanmar students and their parents to consider Thailand as their first choice study destination (especially those seeking to commence study in the Fall of 2023)
- Target students in all the stages of education, allowing them time to gather information and prepare for the next intake.
- Showcase pathways to all educational sectors: English language, foundation, undergraduate, postgraduate and doctorate.
- Highlight Thailand's post-graduate programmes to public sector bodies looking to place scholarship recipients abroad.

Event Visitor Profile

The majority of visitors to this Thai Education Fair would likely to have recently completed their high school or an undergraduate degree in Myanmar and will be looking to continue their undergraduate and postgraduate and study in Thailand.

A significant proportion of the visiting students will require an English language course prior to commencing their academic program.

Most of the students attending this event will be new leads and AMAUT will be on hand at the event to offer a counseling service and direct them towards appropriate institutions.

Visitors can be grouped as follows:

Majority:

- Students with an undergraduate degree who are looking for postgraduate and English language options.
- Students with a postgraduate degree who are looking for doctoral and English language options.

Others:

- International School Students with O-level, A-level, IB Certificates and IB Diplomas who are looking for either foundation or undergraduate degree programmes.
- Parents who are looking for international schools in Thailand.
- High school students (grade 11) who are looking for foundation, pathway, undergraduate and English language programmes.

Return on Investment for Clients

Clients will benefit from the approach taken by AMAUT which is designed to meet student expectations of having quality interactions with institutional representatives, receiving offer letters on event day (when appropriate) as well as having more in-depth discussions on course requirements and options.



Benefits of Joining Thai Education Fair for clients:

1) Improved conversion

The opportunity of promoting the benefits of your institution directly to the student, and the opportunity of providing letters of offer on the day to pre-counselled students who have submitted an application, should contribute significantly to an improved conversion rate.

2) Effective use of representative time

Meeting pre-counselled students in an allocated time session will allow for more individual and tailored counselling by the representatives leading to better use of their time in-country on event day.

3) Qualified leads

The event will generate new qualified leads for the 2023 intakes.

4) Showcase for the Thai Education

Continue to build your institution's presence in a mature market which provides a good opportunity to recruit across the entire educational spectrum, from pre-university to postgraduate. The event will also emphasise the reputation of the institutions in the United States as high quality teaching and research destinations to both public and private employers, as well as to professional bodies.

5) Be part of the student experience

Representatives will be able to engage directly with students and their families.

Programme Format

The format for this event will be an information session. Students will be screened and counselled by AMAUT counsellors prior to meeting relevant institutional representatives. This will allow students time to speak directly to institutional representatives in order to gain advice and information before applying.

Students and parents can enquire about eligibility and course curricular on an individual basis. It is anticipated that representatives will be able to speak to parents and students within a time frame of 15 - 30 minutes.

For the convenience of institutional representatives, AMAUT staff will provide an application processing service.

Each participating institution will be provided with 1 table and 2 chairs.

Institutions are reminded to bring along their own display stands. Please note that no display boards will be provided for institutions.

A post-event report will be provided to all participating institutions which should assist in a comprehensive evaluation of how the event met the set objectives and expectations.



Event Promotion

An extensive promotional campaign will be undertaken for these events. It will consist of:

- ❖ Print Advertising in both Myanmar and English newspapers.
- ❖ Digital Media advertising, Native articles, Banner ads, social media advertising and SMS Campaign.
- ❖ Billboards in prime areas in Yangon downtown.
- ❖ Press conference with local medias.
- ❖ Distribution of promotional flyers and posters to English language institutions, schools and universities, targeted prime areas and other relevant institutions.
- ❖ Direct mailing of invitations to AMAUT's network which includes career advisers and counsellors at schools, universities, companies and government agencies.
- ❖ In-house Promotion through AMAUT office posters and referrals by counsellors.
- ❖ Email blasts to AMAUT's extensive database as well as to local universities, international schools, colleges and schools.
- ❖ Posting the brief information about the participating universities on our AMAUT Facebook page <https://www.facebook.com/AMAUT2016> and on AMAUT website www.amaut.org . Kindly send us in word file (max 250 words), highlighting any special benefits and scholarships offered by the university for Myanmar students, types of programs and scholarships available, 1-2 university activity photos (JPEG), website link and the logo in high resolution (JPEG).

Participation Fee

Participation fee is US\$ 850 (for 2 pax per university/school)

Participation fees **INCLUDED**

We will provide each participant the following in both events;

- ❖ Venue hire, table and chairs
- ❖ Advertising and promotion
- ❖ English to Myanmar Interpreter (if require)
- ❖ Co-ordination and support from dedicated AMAUT staff
- ❖ Photocopying facilities
- ❖ Application processing area
- ❖ Welcome dinner and networking opportunities with AMAUT member on **20th May (Saturday)@Novotel Hotel, Yangon**
- ❖ Lunch **21st May (Sunday) @Novotel Hotel, Yangon**
- ❖ Booth setup with 1 table and 2 chairs including wifi and electric port
- ❖ Transportation airport



Participation fee **NOT INCLUDED**

- ❖ Flights tickets (BKK-YGN-BKK)
- ❖ Extra person charges (if more than 2 persons). Extra 1x person, charge **\$250** (he/she will get same facilities as mention in our proposal)
- ❖ Accommodation (Hotel room charges)
- ❖ Dinner for 21st May, 2023

Institution representatives

It is understandable that your institution may not have the resources to send more than one person to attend this event.

However, if possible, it would useful to have the following:

- One Thailand based academic representative from your institution's most popular faculty who is familiar with advanced standing for college students and discipline specific enquires.
- One representative from the International Office.

Each table can accommodate a maximum of 2 people including the interpreter.

AMAUT Representation Services

AMAUT can arrange for an AMAUT staff member to represent an institution at **400 US\$** should the participating institution was not able to send its own representatives.

If institutions wish to take advantage of this service, they should book as early as possible since there will be a limit to the number of AMAUT staff members who will be available to offer this service.



Event Booking

The booking for this event will close on **15th May, 2023**. Please contact as the follow For booking.

Email: amautsecretariat@gmail.com

Ms. Cho Cho Win/ Mobile: +95 (9) 43024039 /Line ID : jay23479

Ms. Win Mya Thway /Mobile: +95(9) 970191602 /Line ID: wmthway

Itinerary

20th May 2023

Pick up: Yangon International Airport to Hotel

18:00 – 21:00 Welcoming Dinner for all participants at Novotel Hotel Pool Side

21st May 2023

Venue: **Novotel Hotel, Yangon**

8:00-9:00 Institutions to set up booth

9:00-15:00 AMAUT's Thai Education Fair 2023 opens to the Public

15:30 Close up for Thai Education Fair 2023

16:00 International Airport Drop Off

Agents, Local Representatives and Local Partners

Participation is preferred to staff from your institution. Agents, local representatives and local partners are permitted, however, should not be more than total 3 people at your respective booth.



Accommodation

In Yangon

Option (1) Novotel Yangon Max Hotel

59 Pyay Road, Kamayut Township, 11041 Yangon,
PHONE: +95 (1) 2305858 - FAX: +95 (1) 2305868

Contact Person: Ms. SUE

Mobile: +959 5143784

E-Mail: H9045-SB@accor.com

Website: <https://novotelyangonmax.com/>

*****Special rate for Education fairs Exhibitors: USD 80 Net (single/twin)**

Option (2) Jasmine Palace Hotel (15 minutes' walk to Novotel Hotel)

Address : No. (341) Pyay Road, Sanchaung Township, Yangon, Myanmar
Contact no. +95(01) 2304402-3, +95 (01) 538953-4 and +95(01)538551

Contact person: Ms. SNOW

Mobile: +959260970352

Email: sales3@jasminepalacehotel.com

Website: <https://www.jasminepalacehotel.com/>

*****Special rate for Education fairs Exhibitors: USD 65 Net (single/twin)**

Please inform Ms. Cho Cho Win or Ms. Thway from AMAUT, if you need any assistant:
amautsecretariat@gmail.com

Visa Requirements

Thailand, Cambodia, Laos, Brunei, Philippines, Indonesia and Viet Nam passport holders are permitted to stay in Myanmar for up to 14 days by obtaining a (free) 14-days tourist. Singapore passport holder can visit Myanmar for up to 30 days without a visa. Please check <https://evisa.moip.gov.mm/NoticetoTourists.aspx> for other passport holders.

Display Information

In Yangon (Booth set up)

Each participating university will be given 3m x 3m booth. Please bring vinyl's and other promotion materials along with you.

Our Booth Accessories as follow,

- Information Counter (1) no
- Folding Chair (2) nos
- Fluorescent Lamp (2) nos
- Socket (1) no
- Dustbin (1) no



Each participating university will be shown 3-5 mins university profile video at the event. There will be projector setup and every participant can see. You can prepare university profile video and send it to us (amautsecretariat@gmail.com) prior to the event (or) bring with memory stick. We will show it alternately.

Checklist

- Book your Institution's participation via email at amautsecretariat@gmail.com
- Book your institution representatives' accommodation by faxing the accommodation booking directly to the Hotel.
- AMAUT recommends bringing along with you as the following materials:
 - Vocational Training 200 copies
 - Undergraduate 200 copies
 - Postgraduate 200 copies

For about the participation Fees,

Please note that, due to the foreign exchange policy of the central bank, participation fees must be paid in cash only on the day of the exhibition fair. The fees will be collected at each booth.

2018: "Thailand Education Fair" (7th April, Yangon)

- 400 attendances (both parents and students, invited guests)

Yangon



2019: "Thailand Education Fair "(27 April, Yangon and 28 April, Mandalay)

- 500 attendances in Yangon and 250 attendances in Mandalay (both parents and students, invited guests)



