

BEGIN STUDENT RECRUITMENT EVENTS IN SOUTHEAST ASIA



Autumn 2025

Begin Group invites you to participate in our in-person student recruitment events in **Indonesia, Vietnam, and Thailand**. These dynamic markets offer excellent opportunities for attracting qualified and motivated students seeking international education.

By combining the impact of our education fairs, high school visits, and B2B meetings with school counsellors, institutions benefit from broader visibility, deeper engagement, and stronger student recruitment outcomes.

Why Begin Group?

- Over 25 years of industry experience
- 100+ student recruitment events in 40+ countries
- 1000+ exhibitors annually
- Individual approach to every client

Events Overview

- **Begin Edu Fair:** A 4-hour in-person student recruitment event connecting international educational institutions with prospective students and their parents.
- **B2B Meetings with School Counsellors:** Exclusive one-on-one sessions with school counsellors to build valuable connections and promote your institution directly to student advisors.
- **High School Visits:** Tailored visits to selected international high schools, offering direct access to students in their learning environment.



Autumn 2025 Schedule

25 October. Surabaya, Indonesia.

Begin Edu Fair & B2B Meetings

26 October. Jakarta, Indonesia.

Begin Edu Fair & B2B Meetings

27 October. Jakarta, Indonesia. High School Visits

29 October. Bangkok, Thailand. High School Visits

31 October. Hanoi, Vietnam. High School Visits

1 November. Hanoi, Vietnam.

Begin Edu Fair & B2B Meetings

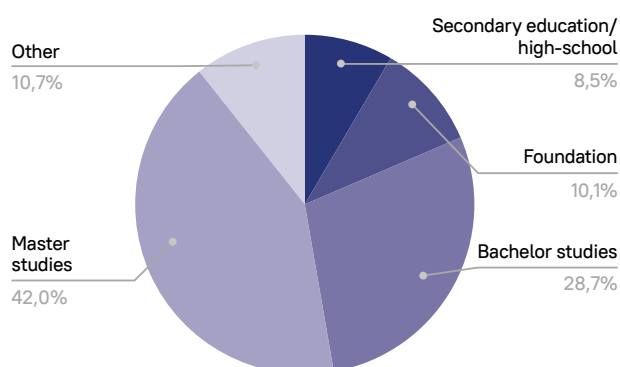
2 November. Ho Chi Minh City, Vietnam.

Begin Edu Fair & B2B Meetings

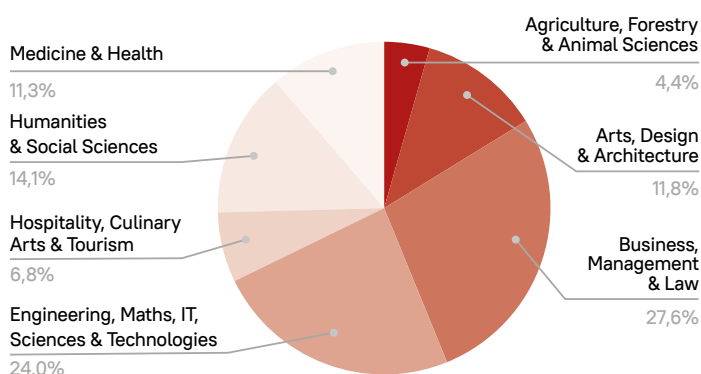
3 November. Ho Chi Minh City, Vietnam. High School Visits

Study preferences by level and field at Begin Edu Fair in Southeast Asia

LEVELS OF STUDY



FIELDS OF STUDY



Begin Group

Breite Str. 9, 14199 Berlin, Germany

+49 (30) 3080-7313

www.begingroup.com

info@begingroup.com

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WHY SOUTHEAST ASIA

Southeast Asia offers strong potential for international student recruitment, fuelled by a young population, growing middle class, and rising demand for global education. In Indonesia, Vietnam, and Thailand, families increasingly seek internationally recognised programmes, while outbound student numbers continue to rise. Expanding private and international school sectors, along with steady economic growth, make the region a valuable and sustainable market for global institutions.



Exhibitor's Package In-person fair

- ✓ **Pre-event**
 - Personalised online promotional campaign
 - Logistic support, travel tips, and freight advice
 - ✓ **Event**
 - Exhibitor's table setup at a 5-star venue
 - QR codes for attendee registration
 - Personal assistant*
 - Local printing service*
 - 25-minute presentation and Q&A session*
 - ✓ **Post-event**
 - Detailed contact list of registered attendees
 - Email/WhatsApp shot to selected groups of attendees*
- * Subject to additional charge

High School Visits Package

- Visits to 2–3 international schools
- 45–60 minutes per school, focused on senior students
- Dedicated table setup in the school hall
- Highly motivated student audience
- Schools selected to match your institution's profile
- Full logistical coordination and on-site support
- Transfers between schools included

Participation fee

Begin Edu Fair – EUR 2,490*

B2B Meetings – EUR 700

High School Visits – EUR 1,200

* Begin Edu Fair in Surabaya – EUR 2,200

Package-deal discounts:

10% for 2 events

20% for 3 and more events