

รับที่ 0973

Fw: Invitation: 3-4 May, 2025 | Global Education Expo 環球教育博覽 2025 @ HKCEC

Rungkarn Pongpopithak <rungkarnpo@nu.ac.th>
ร่างจดหมาย

4 ธันวาคม 2567 เวลา 15:21

From: "Premier" <premier@amberedu.com.hk>

Subject: Invitation: 3-4 May, 2025 | Global Education Expo 環球教育博覽 2025 @ HKCEC

Date: 2 December 2567 at 2:55:29 pm GMT+7

To: "Premier" <premier@amberedu.com.hk>

กองกลาง สำนักงานอธิการบดี
รับที่ 501162
วันที่ - 6 ธ.ค. 2567
เวลา 10.49 น.

คุณไม่ได้รับอีเมลจาก premier@amberedu.com.hk โปรดระวังเหตุใดสิ่งนี้จึงเป็นสิ่งที่สำคัญ

Dear Sir/Madam,

Thank you for your long term support. Amber Education is one of the largest overseas Education Group based in Hong Kong. With the great success from the previous years, we would like to take this opportunity to invite your institution to participate in one of our largest education fair every year. Amber Education Group was established in 1999 and successfully assisting thousands of students on their overseas applications each year. We are the official representative of several hundreds of universities, colleges and boarding schools in the UK, USA, Canada, Australia, New Zealand, China, Europe, Asia and Hong Kong etc. We have 1 office in London, 4 offices in Hong Kong and 10 offices in China. Warmly welcome you to join our unique education event; open to all the public sectors, private sectors and government associates.

Global Education Expo 環球教育博覽 2025

Gather global education resources, offer international academic choices to Hong Kong students, and promote the globalization of Hong Kong education.

“ 凝聚全球教育資源 · 為香港學生提供多元化選擇 · 推動香港教育全球化。 ”

www.gee-hk.com

Organizer:

~ Amber Education Holding Limited. ~

Co-organizers:

เรียน อธิการบดี

เพื่อโปรดพิจารณา Amber Education Holding Limited สำนักงานฮ่องกง ร่วมกับ ace Education Consultancy และ Coopers & Coopers ประชาสัมพันธ์การจัดงาน "Global Education Expo 2025" ณ Hall 3E, Hong Kong Convention and Exhibition Centre, Wan Chai, ฮ่องกง ระหว่างวันที่ 3 - 4 พฤษภาคม 2568 เพื่อจัดแสดงบูธด้านการศึกษา (บูธต้องติดตั้งให้แล้วเสร็จภายใน 2 พฤษภาคม 2568)

ทั้งนี้ หน่วยงานที่สนใจร่วมจัดบูธสามารถลงทะเบียนเข้าร่วมงานได้ในอัตรา 4,000 USD หรือประมาณ 137,500 บาท โดยค่าใช้จ่ายดังกล่าวครอบคลุมสิ่งอำนวยความสะดวกต่างๆ ดังนี้ ได้แก่

- บูธมาตรฐานขนาดพื้นที่ 4 ตรม. (กว้าง2ม.xลึก2ม.xสูง2.5ม.)
- บอร์ดสีขาว 6 บอร์ด (กว้าง1มxสูง2.5ม.) พร้อมไฟส่องสว่าง
- ป้ายแสดงชื่อหน่วยงาน (ภาษาอังกฤษและจีน) พร้อมหมายเลขบูธ
- พรมปูพื้น, ตู้เก็บของล็อกได้, เก้าอี้ 2 ตัว, จุดเชื่อมต่อระบบไฟฟ้า 1 จุด และถังขยะ 1 ใบ

จึงเรียนมาเพื่อโปรดพิจารณาอบกของพัฒนาภาษา และกิจการต่างประเทศ เวียนแจ้งคณะและวิทยาลัยเพื่อประชาสัมพันธ์

ลงชื่อ

(นายจักรกฤษณ์ เพ็ญประงค์)

ผู้อำนวยการกองพัฒนาภาษาและกิจการต่างประเทศ

วันที่ 4 ธ.ค. 67

นวลสวรรค์
(นิติติพิกลงท)

4/12/67

วิมล
4 ธ.ค. 2567

4 ธ.ค. 67

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(☒) ดำเนินการตามเสนอ

() อื่นๆ

ลงชื่อ

(ดร.พิสุทธิ อภิขยกุล)

รองอธิการบดีฝ่ายวิเทศสัมพันธ์และการถ่ายทอดเทคโนโลยี

ปฏิบัติราชการแทน อธิการบดีมหาวิทยาลัยนครสวรรค์

วันที่ 6/12/67

Date:	3 rd – 4 th May, 2025 (Saturday - Sunday)
Time:	12:00 – 19:00

Further information with full details of our marketing packages and available options will be forward to those who indicate their interest to join our events for their consideration. All final activity information will be sent to exhibitors via e-mail in early April. We look forward to receiving your reply. In the meantime, should you have any questions, please feel free to e-mail me.

Kay Yuen.
Operations Manager

Amber Education Premier Centre
Room 1208-11, Tai Yau Building, 181 Johnston Road, Wanchai, Hong Kong.
Tel: +852 2377 7888 | www.amberedu.com.hk
Facebook: www.facebook.com/AmberEducationHK



Amber Guardianships (UK) | Email: AG@amberedu.co.uk

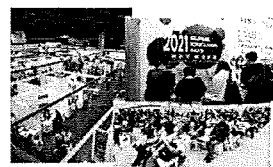


Appointed Airlines: British Airways



Global Education Expo 環球教育博覽 2025【Hong Kong】

The Global Education Expo 2025 ("Expo"), one of the largest and premier education exhibitions in Hong Kong, aims to inspire and encourage students from Hong Kong by providing the right tools and resources, as well as cultivate their career prospects and brighten the future of education. This Expo is targeted at school and college students, graduates and those who are looking for academic opportunities, with an expected presence of more than 150 exhibitors and 6,000+ audiences.



Since 2021, it was the only education agency in Hong Kong to organize an education event on such a big scale. The event achieved an astonishing and fruitful outcome as we invited 100 institutions around the world to attend and attracted more than 5,000 attendees every year over the 2 days event. In 2025, we will maintain the success and aim to achieve even more remarkable result. We believe that the GEE 2025 shall be one of the largest education exhibitions in Hong Kong of the same kind. Numerous students in Hong Kong and China with great interest to apply for the secondary schools and universities; our Expo serves as an excellent platform for reaching potential audiences and foster business awareness. The Expo has cordially invited the schools or institutions from below countries / regions and other Europe / Asia countries to participate in this most remarkable education event of the year to promote the globalization of Hong Kong education.

Australia	Canada	China	France
Germany	Hong Kong	Ireland	Japan
Macau	New Zealand	Singapore	South Korea
Switzerland	Taiwan	United Kingdom	USA and more...

Global Education Expo 環球教育博覽 2025	
Venue	Hall 3E, Hong Kong Convention and Exhibition Centre, Wan Chai, Hong Kong. [香港會議展覽中心 3E 展覽廳]
Set-up Date	2 nd May, 2025 (Friday), 17:00 – 19:00
Expo Date	3 rd - 4 th May, 2025. [Saturday – Sunday]
Time	12:00 – 19:00
Organizer	Amber Education Holding Limited ("Amber Education")
Co-organisers	aec Education Consultancy ("aec") and Coopers & Coopers ("Coopers")

The Hong Kong Convention and Exhibition Centre (HKCEC), www.hkcec.com, is one of the major convention and exhibition venues in Hong Kong, located on the north shore of Hong Kong Island, the HKCEC is easily accessible with a bus terminal, ferry pier and Mass Transit Railway (MTR) "Exhibition Centre Station" or "Wan Chai Station" linked to the HKCEC via the pedestrian bridge.

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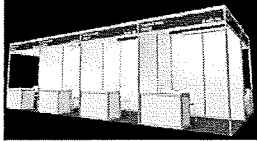
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Co-organisers:

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Each standard booth size is 4 sqm (2 mW x 2 mD x 2.5 mH)

White Panel	Six panels each measuring 1 mW x 2.5 mH with lighting. (Note: each booth will have one open side. A corner booth will have two open sides)
Fascia	Fascia with institution's name in English & Chinese with booth number (370 mmH)
Carpet	Will be provided
Furniture	<ul style="list-style-type: none"> - One lockable cabinet - Two chairs - One power socket - One waste-paper basket 

Booth Arrangement

Booth distribution will base on the country where the exhibitor comes from. Country Zones will be identified in different colours and booths within the specific zone will be arranged in alphabetical order by the organiser / co-organisers. Organiser / co-organisers reserve the right to change the space allocated to any exhibitor if deemed necessary. Detailed floor plan will be sent to exhibitors via e-mail. All booths at the exhibition will be prepared and built by an official contractor. Exhibitor Category; Global Education Expo 2025 shall assemble global education providers as a means to offer Hong Kong students with international academic choices, at the same time promote the globalization of Hong Kong education. Schools and education-related organizations from all around the world are cordially invited to participate in the most remarkable education event of the year. Categories of Exhibitors: Universities and Tertiary Institutions, Vocational Training Institutions, Overseas Boarding Schools, Local International Schools, Language Schools, Arts and Design Schools, International Cultural Associations, Student Organizations & Youth Centres.

All furnished booths and equipped items (e.g. chairs) are on a rental basis and all damages will be charged to the exhibitor at a replacement cost. No hammering of nails, drilling or making holes on wall panels will be permitted. Double-sided tape and blue-tape are welcome to affix school posters and other promotional materials. However, this is the responsibility of the exhibitors to remove all the tapes at the end of the exhibition.

Booth Move-in & Move-out Schedule

Date	Time	Activity
2 nd May 2025 (Friday)	10:00 – 17:00	Contractor section
	17:00 – 19:00	Dress booths Friday PM
3 rd May 2025 (Saturday)	09:30 – 12:00	Dress booths Saturday AM
	12:00 – 19:00	Exhibition opening hours
4 th May 2025 (Sunday)	12:00 – 19:00	Exhibition opening hours
	19:00 – 19:30	Undress Booths

*All exhibitors must be dismissed before 19:30 on 4th May 2025.

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Seminar

A series of seminars will be held throughout the Exhibition to promote international education and provide latest information to parents and students. Representatives of consulates worldwide will be invited to conduct seminars on the country's culture, education path, postgraduate study, placement opportunities and post-study employment.

Accommodation

Please note that exhibitors are responsible for making their own accommodation arrangement and such expenses are NOT included in the exhibition fee.

Advertising Campaigns

The **Exhibition Brochure** will be available to the public onsite. The guide will be the go-to reference for visitors throughout the exhibition. The exhibitors and visitors will use the booklet to get information on the list of participating schools, organizations, floor plan and seminar sessions, so it serves as an important guide and research tool for all the visitors. In order to promote the Expo and attract targeted audience efficiently, a marketing budget up to \$5M will be spending on the marketing channels such as the intensive advertisements at the MTR stations; multi-media & social-media advertisements on Google Display Banner, Google Search, Facebook, IG, eDM and advertisement on newspapers & magazines.

“Standard Exhibition Fee” for participation in the exhibition and Payment Terms & Conditions:

Currency	HKD	CNY	GBP	EUR	AUD	NZD	USD	CHF
Partner*	23,000	22,000	2,200	2,500	4,200	4,400	3,000	2,400
Non-partner	31,000	30,000	3,000	3,500	5,600	6,000	4,000	3,200

Partner*: having valid agreement with organiser or co-organisers

-20% Early Bird Discount

Note: All exhibition fees / payments should be paid in exhibitor's local currency and are non-refundable. USD should be used if your local currency is not mentioned in above box. Once submitted successfully, your application form will be processed by the organiser. A confirmation invoice will be sent to you after your application is confirmed. The invoice shall be paid within 14 days of the invoice date. We express our sincere gratitude to exhibitors and supporting organizations for your support and understanding. If the exhibitors or representative cannot travel to Hong Kong and attend the exhibition in-person, exhibitors are welcome also to invite alumni in Hong Kong to present the institutions / organizations. In addition, we can assist in arranging stand assistants and translators at cost.

Exhibitor who has to cancel the participation by any reason, should request to the organiser with a 21 days advance written notice before the exhibition day; the organiser will review each request case by case; after the approval by the organiser, the arrangement for the non-refundable exhibition fees / payments paid will either be “on credit for the coming marketing event(s) within the year” OR a “10% of the paid amount will be charged as the administrative fee, the minimum charge will be HKD 2,000 / GBP 200; whichever is higher”.

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Organiser:
Co-organisers:

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Important Contacts

Organiser

Name	Alex Leung	
Title	Business Development Manager	
Organisation	Amber Education Holding Limited	
Address	Room 1208-11, Tai Yau Building, 181 Johnston Road, Wanchai, Hong Kong.	
Tel. no.	+852 2377 7888	
Fax no.	+852 2377 0662	
Email	alex.leung@amberedu.com.hk	

Co-organisers

Name	April Mui
Title	Manager
Organisation	Coopers & Coopers Limited
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Fax no.	+852 2542 4835
Email	april@coop.com.hk
Name	Emily Cheung
Title	General Manager
Organisation	aec Education Consultancy
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Tel. no.	+852 2598 6166
Fax no.	+852 2598 6390
Email	emily@aecl.com.hk
Name	Roxanne But Henry Chiu
Title	Marketing Officer (External)
Organisation	Amber Education (HongKong) Service Limited
Address	Room 1208-11, Tai Yau Building, 181 Johnston Road, Wanchai, Hong Kong
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Email	roxanne.but@amberedu.com.hk henry.chiu@amberedu.com.hk

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Exhibition Registration Form (3-4 May, 2025)

FASCIA NAME: "Institutions Name" to appear on the fascia in UPPER CASE with English alphabets.

Institutions Name (In English) (Use block letters | max 24 letters in 1 line; more than 1 line, font size will be minimized accordingly).

[illegible]

Institutions Name (In Chinese, if any) (max 20 characters)

[illegible]

Country: _____

Billing Name: _____

- ☐ **Global Education Expo 2025** [x1 / x2 / x3 / x4 / x5] booth(s) Remarks: _____
 - ☐ **Agreed Booth(s)** Price with Currency [HKD / GBP / _____] _____
 - ☐ **Backdrop** per 2mW | HKD1,880 / GBP188 *[Artwork file required]*
 - ☐ **Expo Brochure Advertisement** HKD3,000 / GBP300 per spot *[A4 Artwork file required]*
 - ☐ **eDM “Amber Wednesday Post”** HKD3,000 / GBP300 | Over 60,000 database *[Artwork file required]*
 - ☐ **+ Artwork Design** with Artwork file output HKD2,000 / GBP200 [Sources required: Photo & Text]
 - ☐ **Seminar** HKD3,000 / GBP300 per 25 mins slot
 - ☐ **Helper Day Two Days** HKD2,000
 - ☐ **iPad Rental Two Days** HKD2,000

AUTHORIZATION: We hereby confirm our full understanding and undertake to be bounded by the said Terms and Conditions.

Signature: _____

Company Chop: []

Contact Person: _____

Position: _____

Telephone: _____ E-mail: _____ Date: _____

Please complete and return this form to:

Amber Education Holding Limited, Room 1208-11, Tai Yau Building, 181 Johnston Road, Wanchai, Hong Kong.

Mr. Alex Leung – Business Development Manager via email: alex.leung@amberedu.com.hk

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Co-organisers:

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Terms & Conditions

The following terms and conditions apply to each application for, and all participation in, Global Education Expo 2025 organized by Amber Education Holding Limited (Amber Education).and co-organised by aec Education Consultancy (“aec”) and Coopers & Coopers (“Coopers”).

- (1) Each school / institute / organization should send at least one delegate to participate; no consultants from overseas education agencies / agencies are allowed.
- (2) The delegate you appoint as your representative will not take a stand in his / her own name.
- (3) The delegate you appoint as your representative will not use the Expo for his / her own commercial interests beyond representing your school / institution / organization.
- (4) In order to provide counselling to visitors effectively, the delegate you appoint as your representative shall remain in your booth throughout the Expo.
- (5) You should not use the Expo for any illegal or immoral purposes and organiser/ co-organisers reserve the right to remove any materials that may be considered obscene or offensive.
- (6) It is prohibited to act in any way which may be derogatory or detrimental to the reputation of organiser / co-organisers.
- (7) Partners should consider all students recruited directly or indirectly from the Expo as organiser / co-organisers, and commission should be payable to responsible agents (either Amber Education / aec / Coopers & Coopers).
- (8) You acknowledge and agree that the Exhibition Fee does not include accommodation, visa, insurance, international travel cost, freight charges or other expenses arising out of participation in the Exhibition.
- (9) Organiser / co-organisers are NOT responsible for the lost or damages of properties during the Expo. As a safety concern, please do NOT leave laptops, cell phones or any other valuables out of sight at your stand. Please make sure that your passport, money, tickets, electronic devices are safely stored. If you need help, please ask our staff for assistance.
- (10) Organiser / co-organisers have no legal obligations with regard to force majeure and no compensation will be made.
- (11) Organiser / co-organisers reserve the right of final decision when dispute arises.

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