

NSW Education Showcase Vietnam 2024

Exhibitor Information Pack

Hanoi: 9-11 September 2024

Ho Chi Minh City: 12-14 September 2024

Updated 30 August 2024



NSW EDUCATION SHOWCASE VIETNAM 2024

Exhibitor Information Pack

This exhibitor information pack provides stallholders with key information needed for the New South Wales (NSW) Education Showcase Vietnam 2024.

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The NSW Education Showcase Vietnam 2024

The NSW Education Showcase Vietnam 2024 (the Showcase) is the first education showcase organised by the NSW Government in Vietnam and will connect aspiring students with education institutions and key service providers.

The Showcase includes seven events in Hanoi and Ho Chi Minh City:

| Schedule | Activity |
|-----------------------|---|
| Monday 9 September | NSW Education Roundtable, Hanoi |
| | NSW Alumni Event, Hanoi |
| Tuesday 10 September | NSW Education Expo, Hanoi |
| Thursday 12 September | Meetings with HCMC Government Departments |
| | Meetings with Vietnamese education institutions |
| Friday 13 September | Visit to Western Sydney University HCMC |
| | NSW Alumni Event, HCMC |
| Saturday 14 September | NSW Education Expo, HCMC |

Featured Events

Education expos will allow 33 NSW institutions to showcase their offering and capabilities to an anticipated audience of 1,600 attendees across Hanoi and Ho Chi Minh City. The expos aim to build the profile of NSW education institutions in Vietnam and broaden opportunities for providers and education-related businesses to secure partnership and student recruitment outcomes.

During the expos, participants will meet prospective students and their families, education agents and school counsellors. **Institutions are required to attend both Hanoi and Ho Chi Minh City education expos.**

NSW Education Roundtables will connect participating institutions with the Australian Embassy/Australian Consulate General, Austrade, education agents, and Vietnamese scholarship bodies to discuss key market issues and identify areas for further collaboration.

NSW Alumni Events in Hanoi and Ho Chi Minh City will connect participants with NSW alumni to celebrate their achievements and provide opportunities to embed this important network in your institution's future engagement in Vietnam.

Visit to Western Sydney University campus in Ho Chi Minh City.

Education Agent Event in Ho Chi Minh City will provide updates to education agents with relevant policies to international education. You are invited to participate in the networking afternoon tea that follows the briefing session.

Event Guide: Hanoi

NSW Education Roundtable

Monday, 9 September 2024

Winsor Room, [Grand Plaza Hanoi Hotel](#)

117 Tran Duy Hung Street, Trung Hoa Ward, Cau Giay District, Hanoi

| Time | Activity |
|-------------------|---|
| 09:00am – 09:30am | Registration <i>Coffee and tea served</i> |
| 09:30am – 09:40am | Welcome The Hon Andrew Goledzinowski Australian Ambassador to Vietnam |
| 09:40am – 09:55am | Education Briefing Jennifer Bahen Counsellor, Education and Research, Australian Embassy Vietnam |
| 09:55am – 10:10am | Australian Government Scholarships Aus4Skills |
| 10:10am – 10:25am | Market brief Huong Ngo, Education Team Lead, Austrade Vietnam |
| 10:25am – 10:35am | Migration policy update Department of Home Affairs, Vietnam |
| 10:35am – 11:00am | Q&A |

Registration is required to participate in the roundtable meetings in Hanoi. [Click here to register.](#)

NSW Alumni Event

Monday, 9 September 2024, 18:00 - 20:30

[Crystal Hall, Grand Plaza Hanoi Hotel](#)

Dress code: Business Casual

Exhibitor registration is required to attend the alumni event. [Click here to register.](#)

NSW Education Expo Hanoi

Tuesday, 10 September 2024, 3:00 to 8:00pm

Grand Plaza Hanoi Hotel

| Time | Activity | Hotel Room |
|-----------------|--|---|
| 9:00am - 1:00pm | Exhibitors Bump In | Millenium Hall, Grand Plaza Hanoi Hotel |
| 2:00 - 8:00pm | NSW Education Expo | Millenium Hall, Grand Plaza Hanoi Hotel |
| 2:00 – 2:30pm | Welcome and Introduction | Winsor Room, Grand Plaza Hanoi Hotel |
| 3:00 - 8:00pm | NSW Education Expo Seminars | Winsor Room, Grand Plaza Hanoi Hotel |
| | 3:00 – 3:45pm: Student experience/support programs | |

| | |
|--------|---|
| | 4:00 – 4:45pm: Student Accommodation |
| | 5:00 – 5:45pm: Employability for international students |
| | 6:00 – 6:45pm: Student visa requirements |
| | 7:00 – 7:45pm: Tips from NSW students and alumni |
| 8:00pm | Expo closes and bump out |

Event Guide: Ho Chi Minh City

(New) Meeting with Ho Chi Minh City government department

Thursday, 12 September 2024, 09:00 - 10:30am

- **Department of Education**
66-68 Lê Thánh Tôn, Bến Nghé, Quận 1, TP. Hồ Chí Minh
- **Department of Labour, Invalid and Social Affairs**
159 Pasture, Phường 6, Quận 3, TP. Hồ Chí Minh

Registration required. [Click here to register.](#)

(New) Meeting with Vietnamese education Institutions

Thursday, 12 September 2024, 11:00am - 12:00pm

- [Scotch Australian Grammar School](#) 11:00 am - 1:00 pm
Scotch AGS - Trường úc 100 năm (5 Trương Quốc Dung, Phường 8, quận Phú Nhuận, HCMC)
- [Hong Bang International University](#) 1:30 - 3:00 pm
215 Dien Bien Phu Street, Ward 15, Binh Thanh District, Ho Chi Minh City

Registration required. [Click here to register.](#)

Visit to Western Sydney University Campus

Friday, 13 September 2024, 09:00 - 14:00

Registration required. [Click here to register.](#)

NSW Alumni Event

Friday, 13 September 2024, 18:00 - 20:30

[Conference Room, Rex Hotel Saigon](#)

Dress code: Business Casual

Exhibitor registration is required to attend the alumni event. [Click here to register.](#)

NSW Education Expo

Saturday, 14 September 2024, 8:30 - 17:00

[Lotus Ballroom, Rex Hotel Saigon](#)

| Time | Activity | Hotel Room |
|----------------------------|--------------------|----------------------------------|
| Friday 13 September 2024 | | |
| 8:00 - 9:00pm | Exhibitors Bump In | Lotus Ballroom, Rex Hotel Saigon |
| Saturday 14 September 2024 | | |

| | | |
|-------------------|---|--------------------------------------|
| 09:00am - 5:00pm | NSW Education Expo | Lotus Ballroom, Rex Hotel Saigon |
| 09:00am - 09:30am | Welcome and Introduction | Sunflower Ballroom, Rex Hotel Saigon |
| 10:00am - 5:00pm | NSW Education Expo Seminars | Sunflower Ballroom, Rex Hotel Saigon |
| | 10:00 - 10:30am: Student experience/support programs | |
| | 10:45 - 11:15am: Employability for international students | |
| | 11:30am - 12:00pm: Student Accommodation | |
| | 12:15 - 12:45pm: Tips from NSW students and alumni | |
| | 1:00 - 1:45pm: Student visa requirements | |
| | 2:00 - 2:30pm: Student experience/support programs | |
| | 2:45 - 3:15pm: Employability for international students | |
| | 3:30 - 4:00pm: Student Accommodation | |
| | 4:15 - 4:45pm: Tips from NSW students and alumni | |
| 5:00pm | Expo closes and bump out | |

Showcase Details

Registration of exhibitor details

Participating organisations will nominate their authorised exhibitors. Authorised exhibitors will be provided with an exhibitor badge. A maximum of three exhibitor badges is allocated per organisation.

Most of the expo activities are catered, we appreciate it if exhibitors could confirm participation through the links above. Dietary restrictions are also collected

As at 1 August 2024, we only received registration of less than 50% of participating institutions.

[Registration of authorised exhibitor details is required by 31 August 2024. Click here to register your exhibitors.](#)

Exhibitor badges

Badges provide exhibitors access to events they have confirmed attending. Badges will be distributed to participants when you check in for the first Showcase event you are participating in.

Please advise any change in staff participation by 31 August 2024.

Communication channel during the Expo

A communication channel (i.e., WhatsApp) will be created for participants of the showcase for purposes of communication when we are in Vietnam. The channel will be created closer to the Showcase.

Registered participant exhibitor details will be added to the WhatsApp group. You are not required to send a separate email providing your WhatsApp telephone number.

Promotion and marketing

A promotion and marketing campaign will be delivered from July to September 2024. Help spread the word about the Expos. Please see Expo details and registration links that you can share:

- **NSW Education Expo Webpage**
<https://www.study.nsw.gov.au/news-and-events/nsw-education-expo-vietnam-2024/>
This page includes logos of institutions.
- **Hanoi Education Expo Registration Link**
<https://events.humanitix.com/nsw-education-expo-vietnam-2024>
- **Ho Chi Minh City Education Expo Registration Link**
<https://events.humanitix.com/nsw-education-expo-vietnam-ho-chi-minh-2024>
- **NSW Education Expo Fanpage**
<https://www.facebook.com/profile.php?id=61562471398353>

Invite your alumni to participate in the alumni events.

NSW Alumni Event Hanoi 2024

Registration is required for your alumni to attend the Hanoi alumni event.

Please share this registration link to your alumni: <https://forms.office.com/r/B1RrEYkg75>.

NSW Alumni Event Ho Chi Minh City 2024

Registration is required for your alumni to attend the Ho Chi Minh City alumni event.

Please share this registration link to your alumni: <https://forms.office.com/r/Us97c18jd6>.

Stall Inclusions and Designs

Package A: Full Stall (Booth)

The standard booth includes:

- 3m (width) x 3m (height) x 2m (depth)
- 1 table with cloth 1.8m x 0.9m (with small space under the table)
- 4 chairs
- free access to Wi-Fi
- fascia sign with your institution name
- standard backdrop design
- image – you can submit an image that you wish to include in your booth design. A standard image will be assigned to your booth if you do not submit a preferred image.

Please take note of the image requirements:

- high resolution image
- image size 4000 x 300 pixels (horizontal orientation)
- upload an image by Thursday 15 August 2024.

Upload your image here (select Package A folder):

<https://drive.google.com/drive/folders/1JPMIwwTTLV7c8hNChrC8Dh3uKtibqLbR>.

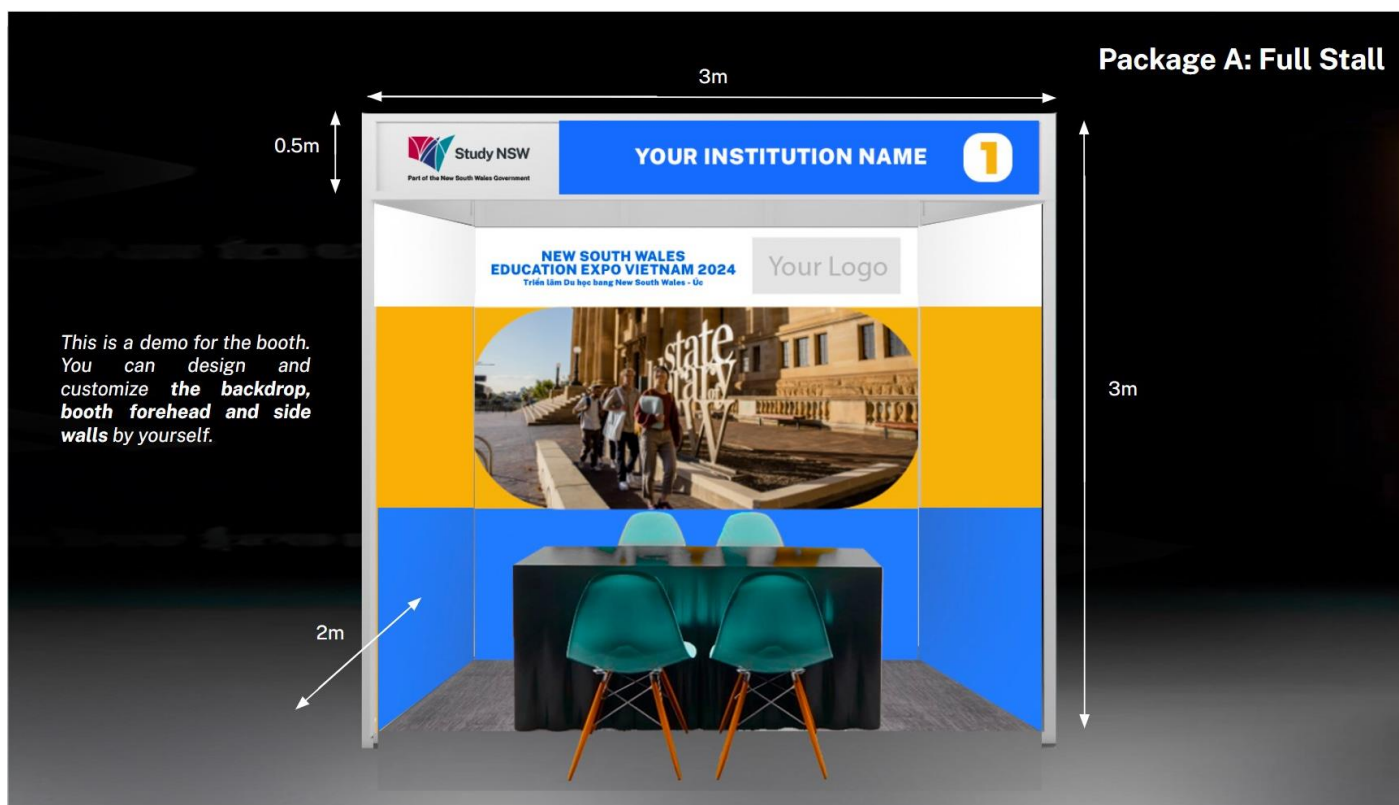


Image: Standard booth design

Please refer to [Image Guide](#) for do's and don'ts in image use for booth and banner.

Customised booth

You have the option of customising your booth. Fascia signage (Study NSW logo and your institution name) cannot be modified. Please see [furniture list](#) for customisation options and costs. Customisation of stall backdrop will be coordinated through 5S media. All customised designs should be submitted to 5S media by 15 August 2024. [Upload your customised design here.](#)

If you have questions regarding customisation of your booth design, please contact rsvp@5smedia.vn.

Note: the design [upload folder](#) is shared with all participants. If you prefer to send your customised design by email, please email rsvp@5smedia.vn.

Package B: Table and banner

Standard table and banner includes:

- 1 table with cloth 1.8m x 0.9m (with small space under the table)
- roll up banner with standard NSW Education Showcase design with your institution's logo
- 4 chairs
- free access to Wi-Fi
- standard roll up banner design
- image – you can use a custom image relevant to your institution. A standard image will be assigned to your banner if you do not submit a preferred image.

Please take note of the image requirements:

- high resolution image
- image size 4000 x 300 pixels (portrait orientation)
- upload an image by Thursday 15 August 2024.

Upload your image here (select Package B folder):

<https://drive.google.com/drive/folders/1JPMIwwTTLV7c8hNChrC8Dh3uKtibqLbR>.

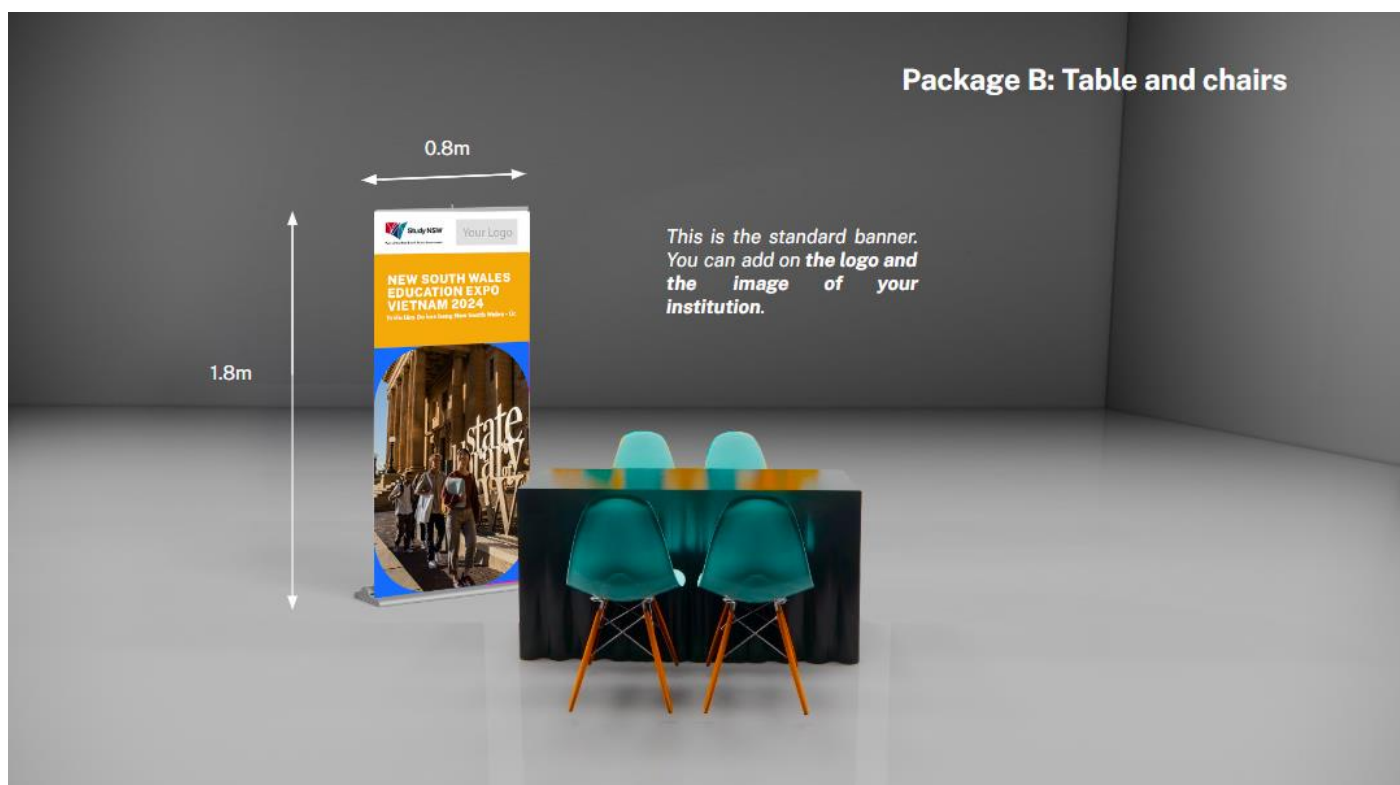


Image: Standard banner design

Refer to [Image Guide](#) for do's and don'ts in image use for booth and banner.

Customised banner

You have the option of customising your banner. Please see [furniture list](#) for customisation options and costs. Customisation of stall banner will be coordinated through 5S media. All customised designs should be submitted to 5S media by 15 August 2024. [Upload your customised design here.](#)

If you have questions regarding customisation of your booth design, please contact rsvp@5smedia.vn.

Note: the design [upload folder](#) is shared with all participants. If you prefer to send your customised design by email, please email rsvp@5smedia.vn.

Printing and promotion

As stall spaces are limited, please be mindful of your neighbouring stallholders, we encourage you to prepare your promotional materials such as brochures, flyers, posters, standees, tablets or laptops and giveaways.

Printing your materials in Vietnam

If you wish to print your materials in Vietnam, please contact Ms. Ngan [rsvp@5smedia.vn] for instructions, costing, and logistical arrangements. Your printed materials will be delivered to your stall/booth on 08 September 2024, ready for distribution on the Expo.

All printing quotations, invoicing and payments are arranged with 5S Media. If you have questions regarding quotations, invoicing and payments, contact Ms. Ngan.

Promoting the Expo

We appreciate your support in promoting the Expo.

- Tag @Study NSW when you are promoting the Expo

Storage and Deliveries

There is no storage at stall spaces. Please be mindful of your belongings.

Please note that the following items cannot be distributed during the expo:

- Food & alcoholic beverages
- Giveaways that cause noise or incite violence
- Explosive materials, chemicals, ammunition
- Any material that contains political messaging.

Please note that bringing promotion materials from overseas may result in Vietnamese customs requirements. Please ensure you can clear these materials with Vietnamese customs. The NSW Government is not responsible for any loss at Vietnamese customs. Alternatively, please contact the 5S Media team to print your promotion materials in Vietnam and transport them to Showcase venues.

Expo Floor Plan

Please visit the [Exhibitor Information page](#) for updated floor plan. This will be uploaded as soon as they are finalised.

iCapture – Lead Generation

Study NSW will be using iCapture at the Showcase. iCapture is a software to assist with lead capture and qualification. This will assist exhibitors with real time capture of contacts.

Please do not include commercially sensitive information on iCapture.

1. Study NSW sent iCapture installation instructions on Tuesday 27 August 2024. Please contact Esmond Esguerra via Esmond.esguerra@investment.nsw.gov.au if you have not received your iCapture instructions.
The instructions are straightforward. If you are having issues with installation, please reach out to Esmond Esguerra.
2. Your lead form is your institution's name.
3. Once you have set your self up as a lead form user, please test the app by capturing a dummy lead to familiarise yourself.
4. On the capture form, we added a location selection – please select “Hanoi” or “Ho Chi Minh City” when saving leads.

Note that no additional form will be created for Ho Chi Minh City.

Study NSW will send your lead captures after 18 September 2024.

Image guide



Don't neglect place

Avoid obscuring place by cropping it out of frame, pushing it out of focus, standing people in front of key features, or otherwise ignoring the potential of locations.



Avoid clichéd subject matter

Try not to show subjects engaging in unrealistic activities or behaviours. Avoid loaded visual metaphors.



Don't use contrived or unnatural lighting

Avoid overly-stylised lighting situations, studio lighting, or stylised application of exposure.



Don't fill photos with visual clutter

Avoid crowding subjects with unnecessary visual information and detail. This will muddy compositions by adding competing focal points, leading to less effective communication and less visually appealing compositions.



Don't add an unnatural grade to photos

Avoid applying any stylised grading that could make photos feel unnatural, like filters, heightened contrast, or shifts in colour or tonal space. Attempt to capture as much in camera as possible.

Travelling to Vietnam

Vietnamese visa

For those who are travelling to Vietnam from Sydney/Australia, please make sure that you have an approved visa to enter Vietnam.

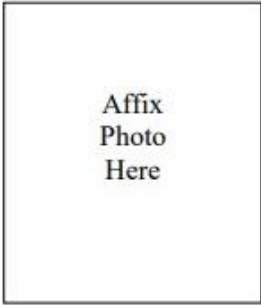
Please see [Vietnamese visa application form](#) on page 19.

Vietnamese visa application form



CONSULATE GENERAL OF VIETNAM

Suite 205, Level 2, Edgecliff Centre
 203-233 New South Head Road - Edgecliff, NSW 2027
 Tel: (02) 9327 2539/ 9327 1912; Fax: (02) 9328 1653
 Website: www.vietnamconsulate.org.au
 Email: vnconsul@iinet.net.au
PO BOX 732 - Edgecliff, NSW 2027



VISA APPLICATION (FOR NON-VIETNAMESE PASSPORT HOLDERS)

(Read carefully and fill in completely)

1. Full name (in BLOCK letters and underline surname)

.....
 Male Female

2. Date of birth :

3. Place of birth :

4. Nationality : At birth :

Present :

5. Passport N^o :

Type : Standard - Official - Diplomatic

Date of issue :

Date of expiry :

Place of issue :

6. Occupation :

Place of work :

Office telephone :

7. Home address :

Home telephone :

Email :

Mobile:

8. Have you visited Vietnam before? Yes / No

If "Yes", specify the period of the last visit :

.....

.....

9. Purpose of entry :

Tourism Official

Business Others

If *others*, pls. specify

10. Contact address (if applicable) :

.....

.....

11. Proposed date of entry & exit (must be put *carefully*) :

(dd / mm / yy) (dd / mm / yy)

..... / / to / /

12. Number of entries :

Single Multiple

If multiple entries are required, pls. put dates of the first entry and the last exit :

I solemnly declare that the statements made in this application are true and correct.

City: Date ... / ... /201

Signature

Before submitting, pls. ensure that you have :

1. Completed application form with one photo affixed.
2. Original passport.
3. Application fee (**non-refundable**). We accept cash, money order or bank cheque (made payable to the Consulate General of Vietnam).
4. Pre-paid self-addressed return envelope /parcel if you cannot come for collection.

Official use only :

Ref. No. :

Date :

Fee :

Visa #:

Optional tour package for Showcase participants

Our supplier 5S has offered an opportunity for Showcase participants to go on a tour to experience Hanoi and Ho Chi Minh City. Please note that this is an optional tour and participation will be on personal account.

Registration is required to participate in the Hanoi and Ho Chi Minh City tour:

<https://docs.google.com/document/d/1fgXrNMyUXPSimA4Pj0FzU1K55lLztEPDztFhQIT004/edit>.