

1. INTRODUCTION

The British Council Vietnam would like to invite UK institutions to participate in the UK STEM Mission in Vietnam 2017. The event aims to showcase the excellence of UK STEM education to prospective Vietnamese students through academic lectures at selected high schools and universities, as well as support UK institutions to recruit students to STEM courses. The event is also an opportunity for UK institutions to explore partnership and research collaboration opportunities with academic contacts and introduction to Vietnam Newton Fund programme.

Participating in the UK STEM Mission 2017, UK universities will have a great exposure to potential students from different background – pupils from schools which are teaching STEM curriculum, university students at institutions specialised in science & engineering education, and other students and young professionals who want to study abroad in STEM fields.

The UK STEM Mission 2017 include following activities:

- Academic lectures tour to local universities and schools
- UK STEM Mini-fair at a public venue
- Networking event with local academic contacts and introduction to Vietnam Newton Fund (Facilitation support for partnership & research collaboration meetings)

2. DATES & DESTINATIONS

Dates: 15 – 23 November 2017

Cities: Danang, Hanoi, Ho Chi Minh City, Can Tho

Tentative programme:

City	Day	Time	Activity
Danang (*)	Wed 15	AM	Lectures at universities/ schools
		PM	STEM workshop
Hanoi	Thu 16	All day	Lectures at universities/ schools/ research institutes
	Fri 17	All day	Lectures at universities/ schools/ research institutes
		16:00-20:00	Pre-event briefing & STEM Networking event
Sat 18	15:00-18:00	UK STEM Mini fair	
HCMC	Sun 19	AM	Travelling from Hanoi to HCMC
		15:00-	UK STEM Mini fair

		18:00	
	Mon 20	All day	Lectures at schools/ universities/ research institutes
		17:30-20:00	STEM Networking event
	Tue 21	All day	Lectures at schools/ universities/ research institutes
Can Tho (*)	Wed 22	AM	Travel from HCMC to Can Tho
		PM	Lecture at universities/ schools
	Thu 23	AM	STEM workshop
		PM	Travel back to HCMC
Programme ends			

(*) To ensure break-even point, a minimum of 03 UK institutions are required for the programme in Danang and Can Tho.

Target subject areas:

- Agriculture & Aquaculture (*)
- Biotechnology
- Civil Engineering & Architecture
- Chemical Engineering
- Computer Science & IT
- Environment and energy
- Electronic & Electrical Engineering
- Health and Life Science, Medicine
- Materials Science
- Mechanical and Automotive Engineering

(*) Only available in Can Tho

3. ACTIVITIES DESCRIPTION

Activity	Format	Purpose	Target audience
1. Academic lectures tour in Hanoi, Ho Chi Minh city, Danang, Can Tho	<ul style="list-style-type: none"> • Lectures at schools and universities showcase the excellence of UK STEM education to prospective undergraduate and postgraduate students, academic and researchers; • Participating institutions are advised to nominate academics representing the suggested areas to best attract local institutions and students; • Lecture topics should be clearly stated in application forms. British Council will arrange lectures on a first-come, first-serve basis and base on subject relevancy; • Local universities and schools which host academic lectures will be approached and selected based on suitable background, reputation and their commitment to promote UK education. 	<ul style="list-style-type: none"> • Profile raising • Student recruitment 	<ul style="list-style-type: none"> • Academics; • Researchers; • UG & PG students • Students at international/ bi-lingual/ elite local schools



	<ul style="list-style-type: none"> • Especially in Can Tho and Danang, besides academic lectures, there will be a Workshop for participating UK institutions to counsel students about studying STEM courses at their institutions. The event will start with a short presentation to promote the excellence of UK STEM and Panel Q&A session, then it is followed by Individual Counselling session; 		
<p>2. UK STEM Mini Fair in Hanoi and Ho Chi Minh City</p>	<ul style="list-style-type: none"> • The event will focus on promoting UK institutions specialised in science and engineering and will be organised at a hotel in Hanoi and HCMC. • The mini-fair will attract students and young professionals who are looking for study opportunities in STEM areas at all levels, from high-school to PhD. Participating institutions will therefore expect to meet very targeted and selective audience in this event. • Counselling areas for UK participating institutions will be in the table-and-chair format (no booth). • Participating institutions are advised to send a staff member from international office to conduct student counselling at the mini fair and make necessary follow-ups. Education agents can support institutions in counselling for students. • There will be presentations by representatives from UK participating institutions showcasing the UK excellence in teaching STEM subjects, running before counselling sessions. Selection of presentations will be done on a first-come, first-serve basis. • Registration to UK STEM Mini-fair to be done on Exhibition platform of SIEM website. 	<ul style="list-style-type: none"> • Profile raising • Student recruitment 	<ul style="list-style-type: none"> • High school students • University students • Young professionals • Parents
<p>3. Networking Event</p>	<ul style="list-style-type: none"> • The event is a great opportunity to mingle with local STEM contacts. • British Council will facilitate UK and Vietnam institutions in exchanging 	<ul style="list-style-type: none"> • Relationship building and enhancement 	<ul style="list-style-type: none"> • Faculties, staff at international offices • STEM alumni

	<p>contacts and setting up meetings between the two partners during the Mission.</p> <ul style="list-style-type: none"> • Vietnam Newton Fund Programme representatives will be invited to share information on funding opportunities for partnerships between VN and UK HE institutions. 		
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4. PARTICIPATION FEES:

City	Day	Activity	Capacity	Participating fee
Danang	14 Nov	Lecture & STEM workshop	Maximum 5 lectures	GBP300 per lecture
Hanoi	15 – 18 Nov	Lecture	Maximum 15 lectures	GBP350 per lecture
		Mini Fair	Maximum 20 exhibitors	GBP880
		Networking event	For all participating institutions	Already included in participating fee of Lecture/Mini-fair
HCMC	19 – 21 Nov	Lecture	Maximum 15 lectures	GBP350 per lecture
		Mini Fair	Maximum 20 exhibitors	GBP880
		Networking event	For all participating institutions	Already included in participating fee of Lecture/Mini-fair
Can Tho	22 – 23 Nov	Lecture & STEM workshop	Maximum 4 lectures	GBP300 per lecture

NB: Please note:

1. UK institutions can choose to take part in either the Academic Lecture Tour or the Mini-fair or both events. Registration to these events should be done separately as guided below.

2. Academic Lecture Tour: to ensure the diversity of topics of academic lectures, British Council will arrange maximum 4 lectures in the same subject areas. UK institutions are encouraged to bring more than one academic staff to Vietnam to deliver lectures on different topics. Confirmation will also be subjected to local interest.

Participation fee includes	
Venue hire	Venue rental for mini-fairs and logistics support at local hosting institutions.
Advertising/ PR Campaign	<ul style="list-style-type: none"> ✓ Press release, ✓ Viral marketing, ✓ Newspapers and magazines advertising, ✓ E-marketing campaigns to education contacts, ✓ Education UK brochures, UK STEM booklets for visitors
Catering	Food and drink for the Networking Dinner expected to be held at the Ambassador

	Residence in Hanoi and Consulate General Yard in HCMC
Transport	<ul style="list-style-type: none"> ✓ Only inner Hanoi and HCMC city transport for institutional lectures, and route from HCMC to Can Tho will be arranged by the British Council. ✓ Other transports (i.e. from hotel to exhibition venue / domestic flights) are at exhibitor's expense.
Market briefing	Market briefing is included in the Pre-event briefing which takes place in Hanoi.
Interpreters (if necessary)	Interpreters who are usually local lecturers in the relevant area will be arranged for <u>lectures to university students</u> while schools activities will be conducted in English.
Discounted hotel rates	A number of hotels with British Council corporate rates will be provided in the event handbook. Participants are expected to make their own bookings and payment directly with the hotels.
Management fee	Covering programme planning, coordination, comprehensive briefings for the visiting universities, logistical support during the events

NB: The participation fee will not cover international or domestic travel, accommodation, subsistence or freight.

5. HOW TO APPLY

- To register for academic lecture: please complete the [application form](#) and return it to the contact point of British Council Vietnam by **Friday 1 September 2017**.
Confirmation on lecture will be made on a first come first served basis by email within 03 working days as from date of receipt of the application from.
- To register for UK STEM Mini Fair: please complete the [online application at BC SIEM website](#)
Our colleagues in the UK will confirm upon your application is recorded and accepted

6. CANCELLATION POLICY

Cancellation fees will be charged for withdrawal from this event. As of the date of receipt of notice of withdrawal via email to the contact point below:

- At 50 per cent of the full exhibition cost for withdrawals received on or after **15 September 2017**
- At 100 per cent of the full exhibition cost for withdrawals received on or after **29 September 2017**

Attachment: Please find [the last event report in 2016](#) for your reference.

CONTACT POINT

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