



CECC Business Mission to Armenia

Education and Career EXPO-2023, Yerevan

April 4th – 8th, 2023

On behalf of CECC team we are pleased to announce the Business Mission to Armenia to attend the major international trade show "Education and Career EXPO-2023" and CECC business program organized in consultations with Canadian Trade Commissioners Services and Embassy of Armenia to Canada.

WHEN: April 4th – 8th, 2023

WHERE: Yerevan, Armenia

Expression of interest will be collected till March 1st, 2023

The list of delegates will be closed on March 12th, 2023

Program details and costs

In-person participation:

Admission fees: Member rate: \$1100 per participant; Standard rate: \$1500 per participant

Discount Policy: 40% discount is granted to a 2nd and every next participant from the same company.

The admission fee includes:

- Guided tours around "Education and Career EXPO-2023" trade show and participation at the official program events
- Presentations of Canadian delegates and their interests to Armenian education sector
- Possibility to participate at the joint Canadian booth (in discussion with the EXPO organizer)
- Tailored B2B and B2G meetings and business roundtables
- Site visits and meetings with top management teams of leading Armenian educational institutions – Hi-Schools, Colleges and Universities, government and NGO involved in international education
- 'Meet the Partner' sessions and Networking events
- Visa and Logistical advisory and assistance on the ground.

What is not included:

- International travel and hotel accommodation,
- Individual translation services and transportation outside of the official program
- Tickets and fees to events or sites outside of the Trade show
- Travel costs to the off-site visits
- Medical insurance

Indirect participation

Admission fees: CECC member fee: USD \$350; Standard fee: USD \$480

The admission fee includes:

- Distribution of the Canadian promo materials at the Education and Career EXPO-2023
- Conducting meetings with potential partners and clients on behalf of the company, if requested.
- Developing and production of marketing forms for collecting information and contacts from the EXPO participants
- Collecting market feedback and contacts from organizations interested in cooperation with Canadian educational institutions and companies (market response forms will be filled for each potential partner)
- Presentation of company's information at the official networking events
- Establishing direct connections with potential partners
- Delivering all collected market feedback information in paper and electronic form
- After mission follow up assistance.

What is not included:

- Mailing charges for delivery of the marketing materials to Armenia
- Printing costs for production of the marketing materials on the ground in Armenia

What is required:

To mail all marketing materials to the assigned CECC partner recipient no later than on March 12th, 2023

PLEASE, CONNECT TO REQUEST THE MAILING ADDRESS from:
CECC Project Manager, Taranjit Singh Dhillon (taranjit.singh@alumni.ubc.ca)

OR provide us with the **printable version** of the marketing materials for producing them on the ground in Armenia. Extra charge will be involved at this case depending on quality and quantity

We ask all admission fees to be processed by March 20th, 2023.
Official invoice will be issued on the delegate's request

For questions, registration and other related information, please, contact:

Tatiana Domilovskaya (Regional Director, Vancouver)

tatiana@canadaeurasia.com or

Tel/WhatsApp/Telegram: +1 604 720 2905

Taranjit Singh Dhillon (Project Manager, Vancouver)

taranjit.singh@alumni.ubc.ca or

Tel/WhatsApp/Telegram: +1 604 618 2729